



BACHELOR OF SCIENCES (BSc)- Marketing & Sales (Pharma & Medtech)

3 Yrs Degree Program (As per NEP 2020)

BACHELOR OF SCIENCES (BSc)- Marketing & Sales (Pharma & Medtech)						
		Course Title	No of Papers	No of Hours	No of Credits	Courses Credits
Semester I			7	330	20	20
Technical Courses	DSE	Basics to Pharmaceutical Sales and Marketing	1	60 hours	3	3
	DSE	Basics of Pharmaceutical Promotion	1	60 hours	3	3
Core Courses	DSC	Human anatomy, physiology and therapeutic area	1	45	3	9
	DSC	Marketing Concepts and principle	1	45	3	
	DSC	Business Environment	1	45	3	
General Courses	AEC	English Language-I	1	45	3	5
	VAT	Environmental Science	1	30	2	
Semester II			7	330	20	20
Technical Courses	DSE	Pharmaceutical Product Sales and Management	1	60 hours	3	3
	DSE	Sales Supporting Activities in Pharma and Medtech	1	60 hours	3	3
Core Courses	DSC	Managerial Economics	1	45	3	9
	DSC	Management Principles and Practice	1	45	3	
	DSC	Drug discovery and Pharmacology	1	45	3	
General Courses	SEC	Business Communication (Verbal / Nonverbal)	1	45	3	5
	AEC	Business Statistics	1	30	2	
Semester III			7	330	20	20
Technical Courses	DSE	Business Planning and Brand Management in Pharma and Medtech	1	60 hours	3	3
	DSE	Business Development and Trade Management in Pharma and Medtech	1	60 hours	3	3
Core Courses	DSC	Pharmacovigilance	1	45	3	9
	DSC	Product and Brand Management	1	45	3	
	DSC	Sales & Distribution Management	1	45	3	
General Courses	SEC	Diversity and Inclusion: Sensitivity towards All Genders and People with Disabilities	1	45	3	5
	VAT	India's Diversity & Business	1	30	2	
Semester IV			7	330	20	20
Technical Courses	DSE	Business Management for Branded Therapeutic Products - Elective	1	60 hours	3	3

	DSE	Business Management for Branded Therapeutic Products - Elective	1	60 hours	3	3
Core Courses	DSC	Medical Instrumentation	1	45	3	9
	DSC	Institutional sales management	1	45	3	
	DSC	Business Decision Making	1	45	3	
General Courses	SEC	Organisational behaviour	1	45	3	5
	VAT	Indian Health Sciences	1	30	2	
Semester V			7	330	20	20
Technical Courses	DSE	Advertising Strategies in Pharma and MedTech	1	60 hours	3	3
	DSE	Branding Strategies in Pharma and Medtech	1	60 hours	3	3
Core Courses	DSC	Pharmaceutical Jurisprudence	1	45	3	9
	DSC	Advertising and Branding	1	45	3	
	DSC	Social Media Marketing and Advertising	1	45	3	
General Courses	AEC	Corporate Communications	1	45	3	5
	SEC	Artificial Intelligence (AI) for brand management	1	30	2	
Semester VI				600	20	20
		Apprenticeship		600	20	
Grand Total				2,250	120	120

LFS101-Basics to Pharmaceutical Sales and Marketing

Unit 1: Introduction to Life Sciences Industry and Pharmaceutical Regulation

Life Sciences industry, Life Sciences Sectors, regulatory authorities, regulations, legislation, good practices relevant to Pharmaceutical Sales, Importance of Pharmaceutical Sales, Pharmaceutical Terminology / Abbreviations

Unit 2: Introduction to basic concepts of Pharmaceutical Marketing

Pharmaceutical Marketing, Marketing trends in life sciences sector, Various techniques of market research in pharma and Medtech, implications of changing marketplace on promotional activities in Pharma, Biopharma and Ayurveda, Yoga, Naturopathy, Unani (AYUSH) sub sectors, Drug distribution system of pharmaceuticals, vaccines, ayurvedic and homeopathic products, Role of various stakeholders involved like Clearing and Forwarding Agent (CFA), Distributor, Stockist, and Liasoning agents.

Unit 3: Retail Chemist Prescription Audit (RCPA) preparation and conduct

Market Research in Pharma, 6Ps of Healthcare System, Competitive Intelligence during RCPA, RCPA (Retail Chemist Prescription Audit), Product knowledge for RCPA, Key Elements and Metrics for an effective Prescription Audit, Step-by-step Guide to perform prescription Audit, Strategies for Optimizing Prescription Dispensing and Inventory Management

Unit 4: RCPA Analysis

Introduction to RCPA Analysis, Types of RCPA analysis (Descriptive Analysis and Comparative Analysis) , Prescribing Patterns and Trends, Inventory Management Analysis according to RCPA.

LFS102-Basics of Pharmaceutical Promotion

Unit 1: Fundamentals of Pharmaceutical Product Promotion

Promotional Strategies- Introduction to various promotional tactics used in pharmaceutical marketing, Understanding the objectives and target audience for product promotion.

Guidelines and Compliance- Overview of regulatory guidelines governing pharmaceutical promotion (e.g., UCPMP, NPPA), Importance of compliance with ethical standards and legal requirements.

Involvement Marketing and Relationship Building- Engaging customers through interactive marketing campaigns, Strategies for effective networking and building relationships with stakeholders.

Unit 2: Product Promotion at Retail Pharmacy

Promotional Strategies for Retail Pharmacies- Tailoring promotional tactics for different types of drug products in retail pharmacy settings, Building customer loyalty and trust through personalized interactions.

Counseling and Situation Handling- Providing medication counseling to retail pharmacist, Techniques for handling challenging situations with professionalism.

Unit 3: Product Promotion with Healthcare Practitioners

Scientific Knowledge and Product Detailing- Deep understanding of product pharmacology and clinical data, Product detailing, Techniques for effective product detailing to healthcare practitioners.

Field Visits and In-Clinic Promotion- Strategies for successful field visits and in-clinic promotion to healthcare practitioners, Role of medical practitioners as target audiences in product promotion.

Unit 4: Effective Communication with healthcare practitioner

Effective Communication Strategies- Communication techniques for conveying complex scientific information clearly, Active listening and responding to healthcare practitioners' questions and feedback.

Maintaining Transparency and Integrity- Ethical considerations in pharmaceutical promotion, Avoiding misleading or deceptive promotional practices.

LFS103- Human Anatomy, Physiology and Therapeutic Area

Unit 1: Foundations of Anatomy and Physiology

Introduction to human anatomy and physiology, Overview of major organ systems and their functions.

Unit 2: Cardiovascular and Respiratory Systems

Anatomy and physiology of the cardiovascular system, cardiovascular diseases and therapeutic interventions, Anatomy and physiology of the respiratory system, respiratory diseases and therapeutic approaches.

Unit 3: Gastrointestinal, Ophthalmology and Endocrine Systems

Anatomy and physiology of the gastrointestinal system, Gastrointestinal diseases and management, Endocrine glands, hormones, and their functions, Endocrine disorders and therapeutic options, sense organs: Eye, ear, nose, taste buds and their diseases

Unit 4: Neurological, Muscular, and Skeletal Systems

Anatomy and function of the nervous system, Neurological disorders and pharmacotherapy, Skeletal structure and muscular function, Musculoskeletal disorders and management strategies.

Unit 5: Renal/Urinary System, Integumentary System, and Dermatological Disorders

Anatomy and function of the renal and urinary system, renal diseases and pharmacological interventions, Structure and function of the integumentary system, Dermatological disorders and treatment modalities.

LFS104- Marketing Concepts and Principle

Unit 1- Introduction to Marketing:

Market - Introduction, Meaning of Market, Definition of Market, Classification of Markets , Marketing – Features of Marketing, Objectives of Marketing, Importance of Marketing , Marketing Functions – Approaches to the study of Marketing, Modern Marketing Concept.

Unit 2- Marketing Mix and Process:

Marketing Mix – Meaning , Definition ,Elements , Problems ,Marketing System – Meaning ,Marketing Process – Concentration, Dispersion, Equalization, Product Planning and Development , Product Life Cycle (PLC) , New Product development strategy.

Unit 3- Pricing:

Pricing Policy , Factors influencing pricing , Methods of Pricing – Determination of Price.

Unit 4- Sales Promotion:

Promotional Strategy, Sales Promotion – Personal Selling & Advertisement ,Channels of Distribution , Influencing factors – Importance, Types , Functions.

Unit 5- Modern Marketing:

Modern Marketing Trends, E-Marketing , TeleMarketing , M-Marketing.

LFS105- Business Environment

Unit 1 : Business Environment

Dynamic factors of environment–Importance of scanning the environment–Fundamental issues captured in PESTLE– Political, Economic, Socio-cultural, Technological, Legal and Ecological environment- Opportunities and Threats as environmental issues to address by Businesses- Policy Environment: Liberalization, Privatization and Globalization (LPG) - Efficiency and Competition- LPG vis-a-vis Strengths, Weaknesses, Opportunities and Threats - (Relevant One or Two Case Studies).

Unit 2 : Political Environment

Government and Business–Political Systems, Political Stability and Political Maturity as conditions of business growth- Role of Government in Business: Entrepreneurial, Catalytic, Competitive, Supportive, Regulative and Control functions, Government and Economic planning: Industrial policies and promotion schemes – Government policy and SSI – Interface between Government and public sector- Good Governance and Great Environment - (Relevant One or Two Case Studies).

Unit 3 : Economic Environment

Phase of Economic Development and its impact- GDP Trend and distribution and Business opportunities- Monetary System and Business capital: Quantum, Types, Risk and Cost- Role of Banks; Role of Financial Institutions, Role of Central Bank- Fiscal System: Government Budget and Taxation Measures- Fiscal Deficits and Inflation- FDI and Foreign collaboration –Foreign Capital tapping by businesses- Export-Import policy – Foreign Exchange and Business Development - (Relevant One or Two Case Studies).

Unit 4 : Social and Technological Environment

Societal Structure and Features, Entrepreneurial Society and its implications for business – Social and cultural factors and their implications for business- Technology Development Phase in the Economy as conditioner of Business opportunity- Technology Policy- Technology Trade and transfer, Technology Trends in India- Role of Information Technology – Clean Technology - (Relevant One or Two Case Studies).

Unit 5 : Legal and Ecological Environment: Legal Environment as the all enveloping factor from inception, location, incorporation, conduct, expansion and closure of businesses, Legal Aspects of Entering Primary and Secondary Capital Markets- Law on Patents- Law on Consumer Protection- Law on Environmental Protection-Need for Clean energy and Reduction of Carbon footprint - (Relevant One or Two Case Studies).

LFS106- English Language

UNIT 1 Vocabulary Enhancement

Synonyms, Antonyms, Prefixes and suffixes. Understanding the proper way of letter writing. Comprehension, Passage reading and question answer handling. Noun, Verb, Adjective. Construction of sentences and passages with proper grammar.

UNIT 2 Spelling and Punctuation/ Spelling Pitfalls, Grammar Revisited

Review of parts of speech. Proper pronunciation from language lab. Hearing fluent English and identifying and answering questions. Understanding the proper way to utilize punctuation and spelling Pitfalls.

UNIT 3 Functional English

Language functions: descriptive, expressive and social, Types of language functions: to inform, enquire, attract, influence, regulate and entertain. Understanding the importance of communication. Communication in an organization. Types of communication

UNIT 4 Reading Skills

Strategies for developing reading skills, Skimming and scanning, Predicting, Inferring, Reading critically. Reading passages , comprehension and letters. Reading with proper pronunciation. Book reading , Shakespearian Literature reading. Reading silently, sub-vocalization, Reading at speeds of at least 250 words per minute, Inferring meaning or content after reading the heading , Guessing meaning of unfamiliar words from context, Identifying the central idea as well as supporting ideas, Spelling pitfalls, Preparing notes in diagrammatic form after reading a text, showing the central idea and supporting ideas and the relationships between them.

LFS107- Environmental Science

Unit 1: The Environment and Ecosystem

- Environment and Environmental studies: Definition, concept, components and importance.
- Ecosystem and Ecology: Structure and Function of ecosystem, Brief concept of Autecology and Synecology.
- Food chain, food web and ecological pyramids.
- Biogeochemical cycles in an ecosystems: (Carbon, Nitrogen and Phosphorous cycle)
- Ecological succession: Definition, types, concept and process (Hydrosere, Xerosere and Lithosere).

Unit 2 Environmental Pollution and Disaster Management

- Definition , causes, effects and control measures of : a. Air pollution b. Water pollution(thermal and marine pollution) c. Land pollution d. Radiation pollution and Nuclear hazard. e. Noise pollution
- Solid waste management: Causes , effects and control measures.
- Global warming and climate change Ozone depletion
- Acid rain: Causes , effects and control measures
- Types and management of Natural disasters (Earthquakes; Droughts; Floods; Landslides).

Unit 3: Environmental treaties, laws and Ethics

- Environmental Treaties : National and International(Brief account)
- Salient features of following Acts:
 - a. Wildlife (Protection) Act, 1972.
 - b. Water (Prevention and control of pollution) Act, 1974.
 - c. Forest (Conservation) Act, 1980.
 - d. Air (Prevention and control of pollution) Act, 1981.
 - e. Environmental Protection Act, 1986.
- National Green Tribunal: Structure, composition and functions.
- Environmental Ethics
- Need for Sustainable Development. Field /Practical Work All the students are required to undertake the following field/practical work
 - i. Visit to a local area to document environmental assets/ ecosystems River/ forest/ grassland/ mountain
 - ii. Construction of Food chain/food web of the visited area
 - iii. To identify the sources of air/water/soil/noise pollution of your area.

Unit- 4: Environment and Human health

- Human population growth and Family Welfare Programs.
- Common diseases: Air borne diseases (Chicken Pox, Tuberculosis, Influenza, Meningitis), Water and food borne diseases (Cholera, Diarrhoea, Hepatitis, Malaria, Salmonellosis).
- HIV/AIDS: Symptoms, causes, effect and control measures.

- Drug addiction: Causes, symptoms and prevention; Drug abuse in India.
- Role of IT in environment and human health

LFS201- Pharmaceutical Product Sales and Management

UNIT 1 Basic to sales management

Sales management, Pharma sales organization structure, sales forecasting, sales force management, sales promotion objective and activities

Unit 2 After-Sales Services and Continuing Medical Education (CME)

Importance of After-Sales Services for Medical and Pharmaceutical Instruments, Customer Support and Technical Assistance: Enhancing Customer Satisfaction and Loyalty, Understanding Continuing Medical Education (CME): Importance for Healthcare Professional Development, CME Programs: Planning, Implementation, and Evaluation Strategies for Pharma Companies

Unit 3 Promotional Events

Role of Medical Camps in Introducing New Products and Engaging Healthcare Professionals, Promotional Events for Drug Product Sales: Planning, Execution, and Evaluation, Conference Agenda and Themes: Aligning Promotional Events with Industry Trends and Customer Needs

Unit 4: Physical Distribution and Channel Management

Importance and Role of Distribution in Pharmaceutical Marketing, Introduction to Various Channels of Distribution: Wholesalers, Retailers, and Specialty Distributors, Promotion Tools for Physical Distribution: Sales Promotion, Advertising, and Personal Selling, Direct Marketing and Online Marketing Strategies: Leveraging Digital Channels for Product Promotion

LFS202- Sales Supporting Activities in Pharma and Medtech

Unit 1 - Discourse Management and Product Promotion

Discourse Management, Discourse Management Techniques for Effective Communication and Relationship Building, Strategies for Discourse Management in Pharmaceutical Sales: Active Listening, Empathy, and Persuasion, Different Methods of Product Promotion over Phone Calls: Calling, and Follow-up Strategies

Unit 2 : Inventory Management and Market Segmentation

Importance of Inventory Management in Pharmaceutical Sales: Ensuring Product Availability and Avoiding Stockouts, Market Segmentation Strategies: Identifying and Targeting Specific Customer Segments for Maximum Impact, Design and Sales Planning: Developing Strategies to Achieve Sales Targets and Objectives

Unit 3: Sales Presentation, Negotiation, and Retail Communication

Sales Presentation Skills: Crafting Persuasive Presentations to Showcase Product Benefits and Features, Negotiation Process in Pharmaceutical Sales: Strategies for Successful selling and Win-Win Agreements, Retail Communication Strategies: Building Strong Relationships with Retailers and Key Accounts

Unit 4: Relationship Marketing, Challenges, and Role of E-commerce

Relationship Marketing in Pharmaceutical Sales: Building Long-Term Relationships with Customers and Healthcare Professionals, Challenges Faced by Sales Individuals: Overcoming Objections, Handling Rejections, and Managing Stress, Role of E-commerce in Pharmaceutical Sales: Leveraging Online Platforms for Product Promotion, Sales, and Customer Engagement

LFS203- Managerial Economics

Unit 1 Demand, Supply and Market equilibrium

Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply : Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply; Theory of consumer behavior : cardinal utility theory, ordinal utility theory(indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods), revealed preference theory.

Unit 2: Producer and optimal production choice

Producer and optimal production choice : optimizing behavior in short run(geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources) Costs and scale : traditional theory of cost (short run and long run, geometry of cot curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

Unit 3: Theory of firm and market organization

Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multiplant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)

Unit 4: Factor market

Factor market : demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.

LFS204- Management Principles and Practice

UNIT 1 Management

Management : Science, Theory and Practice - The Evolution of Management thought process and the Patterns of Management Analysis - Management and Society : The External Environment, Social Responsibility and Ethics - Global and Comparative Management - The Basis of Global Management.

UNIT 2 The Nature and Purpose of Planning

The Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises - Decision Making - Global Planning. Team building process. Group development. Vision, mission, goal, etc.

UNIT 3 Nature of Organizing and Entrepreneuring

The Nature of Organizing and Entrepreneuring - Organizational Structure: Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing.

UNIT 4 Co-ordination functions in organisations

Co-ordination functions in organisations - Human Factors and Motivation - Leadership - Committees and group Decision Making - Communication - Global Leading. Types of communication. Barriers to communication. Importance of Communication. The System and Process of Controlling - Control Techniques and Information Technology - Productivity and Operations Management - Overall Control and progress towards the future through Preventive Control - Global Controlling and Global Challenges.

LFS205- Drug discovery and Pharmacology

UNIT 1 Pharmacology and Pharmacokinetics

- a. Introduction to Pharmacology- Definition, historical landmarks and scope of pharmacology, nature and source of drugs, essential drugs concept and routes of drug administration, Agonists, antagonists(competitive and non competitive), spare receptors, addiction, efficacy, tolerance, dependence, tachyphylaxis, idiosyncrasy, allergy.
- b. Pharmacokinetics- Membrane transport, absorption, distribution, metabolism and excretion of drugs .Enzyme induction, enzyme inhibition, kinetics of elimination

UNIT 2 Drug actions

Drug acting on Sympathetic and Parasympathetic system. Drugs acting on CNS - Sedative and Hypnotic agents, Psychotropic drugs including Psychomimetic, Drugs used for Epilepsy, Analgesics - Anti-inflammatory drugs, anti arthritic and anti gout drugs, Narcotic analgesics, Drugs acting on Endocrine system – Drugs used in the treatment of thyroid disorders, Drugs acting on Pituitary and Adrenal Cortex, Hypoglycemic agents

UNIT 3 Drug Discovery Process

Drug Discovery ,Working Capital concept – forecasting working capital needs – marginal working capital needs – adequacy of working capital – determinants of working capital – cash management models - Managing Working Capital – cash flow – key elements of working capital management – 4c's of working capital – collections, credit terms, credit facilities, cash (raising capital)

Unit 4 Clinical Trial

Clinical Trial ,preclinical evaluation phase, clinical trial phase, phases of clinical trials, clinical data collection , cilinical data analysis, clinical trial literature and interpret study finding.

LFS206- Business Communication (Verbal / Nonverbal)

Unit 1: Theory of Communication

The Concept of Communication Models of Communication: Linear / Interactive / Transactional / Shannon And Weaver (To be discussed, but not to be assessed)
Meaning and Definition of Communication Process of Communication – Traditional Model of Communication i.e. SMCR (Sender, Medium, Channel, Receiver) Need of Communication Feedback Emergence of Communication as a Key Concept in the Corporate and Global World

Unit 2: Communication at the Workplace

- Objectives of Communication Information, Education and Training, Motivation, Persuasion, Raising Morale, Order and Instruction, Warning, Advice and Counseling
- Channels of Communication Formal and Informal – Vertical, Horizontal, Diagonal, Consensus and Grapevine
- Methods of Communication Verbal and Non-verbal (including Visual)
- Business Etiquette Office Etiquette, Internet Etiquette/Netiquette, Business Card Etiquette, Handshake Etiquette, Mobile Phone Etiquette
- Barriers to Communication and How to Overcome Them Physical, Semantic/Language, Socio-Cultural and Psychological Barriers Ways of overcoming these Barriers
- Listening Importance of Listening Skills Barriers to Listening Cultivating Good Listening Skills Distinguishing between Hearing and Listening
- Business Ethics at the Workplace - Importance of Business Ethics Personal Integrity at the Workplace Business Ethics and Media Computer Ethics Corporate Social Responsibility

Unit 3: New Media in Communication

Impact of Technology Enabled Communication Types: Internet, Blogs, E-mail, Moodle, Social Media - Facebook, Twitter and What's App -Advantages & Disadvantages

Unit 4: Business Correspondence

Theory of Business Letter Writing Principles of Effective Letter Writing - 'You' Attitude, Jargon, Four C's of Communication – Correctness, Completeness, Conciseness, Courtesy Parts of a Business Letter Full Block Layout of a Business Letter Principles of Effective E-mail Writing

Personnel Correspondence Statement of Purpose Letter of Recommendation Job Application Letter and Résumé Letter of Appointment Letter of Acceptance of Job Offer Letter of Appreciation Letter of Resignation

Unit 5: Writing Skills

Paragraph Writing Developing an idea, using appropriate linking devices, Cohesion and Coherence, self editing etc.

LFS207- Business Statistics

UNIT 1 Statistics

Concept, significance & Limitation Type of Data, Classification & Tabulation, Frequency Distribution, Graphical representation

UNIT 2 Measures

Measures of Central Tendency (Mean, Median, Mode), Measures of Variation, Significance & Prosperities of a Good measure of Variation, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Measures of Skewness, Kurtosis , Measures of Dispersion; Range; standard deviation; coefficient of variation; Applications to business.

UNIT 3 – Correlation

Significance of Correlation, Types of correlation(Simple correlation, Scatter Diagram method, Karl Pearson Coefficient of Correlation) , Regression: Introduction, Regression lines, Regression Equation
Regression coefficient, Correlation analysis, estimation of regression line. Time Series Analysis – Variations in time series, trend analysis, cyclic variations, seasonal variations and irregular variations. Index numbers.

UNIT 4 Probability and Distribution

Probability: Concept, Events, Addition Law and Multiplication Laws, Conditional Probability, Probability Distributions: Binomial, Poisson, Uniform and Normal, Expected Values, Payoff Table. Hypothesis testing – one sample and two sample tests for means and proportions of large samples, Design of Experiments, Bye's Theorem [Simple numerical]

LFS301-Business Planning and Brand Management in Pharma and Medtech

Unit 1: Business Planning and Forecasting

- Overview of Business Planning in Pharma and Medtech Industries
- Understanding the Concepts and Importance of Business Forecasting
- Developing Business Plans with Monthly or Quarterly Targets
- Execution Plan for Business Activation, Demand Generation, and Sales Fulfilment

Unit 2: Mid-Course Correction Strategies and Market Monitoring

- Strategies for Mid-Course Correction in Pharma and Medtech Business Planning
- Monitoring Competitor and Market Information through Questioning Techniques
- Basics of Business Activation, Demand Fulfilment, and Sales Generation Methods
- Implementing Market Monitoring Strategies for Timely Decision-Making

Unit 3: Brand Management Strategies

- Introduction to Brand Management in Pharma and Medtech
- Reach Out Strategies for Brand Promotion: Achieving Primary and Secondary Sales
- The 6Ps of Healthcare System and their Implications for Brand Management
- Brand Recall Merchandising: Methods and Techniques for Enhancing Brand Visibility

Unit 4: Brand Activation and Promotion Techniques

- Execution Plan for Brand Activation across Trade and Clinics
- Conducting Merchandising and Sampling Activities as per Brand Promotion Strategy
- Developing and Implementing Brand Activation Plans for Distributors, Retail Pharmacies, and Clinics
- Strategies for Effective Brand Activation, Demand Generation, and Sales Fulfilment

LFS302- Business Development and Trade Management in Pharma and Medtech

Unit 1: Fundamentals of Business Development

- Introduction to Business Development in Pharma and Medtech Industries
- Understanding Market Dynamics and Trends Influencing Business Growth
- Identifying Key Challenges and Opportunities in Business Development
- Strategic Planning and Analysis for Effective Business Expansion

Unit 2: Trade Management Strategies

- Overview of Trade Management in the Pharma and Medtech Sectors
- Analysis of Distribution Channels and Key Stakeholders in the Supply Chain
- Implementing Effective Trade Promotion Strategies to Drive Sales
- Regulatory Compliance and Legal Considerations in Trade Management

Unit 3: Market Entry and Expansion

- Market Entry Strategies for New Therapeutic Products
- Assessing Market Potential and Conducting Market Analysis
- Developing Market Entry Plans and Strategies
- Expansion Strategies for Existing Product Lines and Market Segments

Unit 4: Brand Development and Management

- Concepts of Brand Development and Positioning in Pharma and Medtech
- Creating Brand Awareness and Establishing Brand Identity
- Implementing Brand Management Strategies to Enhance Market Presence
- Case Studies and Best Practices in Brand Development and Management

LFS303-Pharmacovigilance

Unit 1 Basis of Pharmacovigilance

Introduction – Key Definition, History of pharmacovigilance, Legal Basis(India, EU and United States) - Ethical Oversight Concern and Confidentiality - Mechanism of ADR - Non clinical safety evaluation and Adverse events in Phase Trials.

Unit 2 Fundamentals and Principles of Drug Safety And Toxicology

Introduction and Fundamentals: Classification of adverse reactions, common mechanisms, predisposing factors, Management of safety procedures, Assessment and Challenges: Drug Reactions, Drug Interactions, Over dosage, Dependence, addiction, Assessment of Violation, Drug withdrawal errors, bias, Quality control procedures, Quality Maintenance, Standard Utility Procedures.

Unit 3 (Adverse Drug Events)ADE/ Adverse Drug reaction ADR

The epidemiology of preventable adverse drug events: Incidence, preventability, and impact of Adverse Drug Events (ADEs) and potential ADEs, Adverse drug events and medication errors: detection and classification of ADEs according to preventability, ameliorability, disability, severity, stage, compensation issues

Unit 4 Risk Management & Signal Detection

Crisis Management: Evaluation of Risk Management in Clinical Trials, Confidentiality issues, Monitoring Strategies: Tactics and operations for Government Organization, Clinical Research Organization, and contract organization. Methods in Post market surveillance, safety studies, Pharmacovigilance, Data Management Statistical methods for signal detection - Statistical methods of evaluating - Pharmacovigilance Data - Data mining in Pharmacovigilance Signal Detection

Unit 5 Surveillance of Reaction

Surveillance of reactions through charts, laboratory, prescription, data, and administrative databases, or screening by computer systems to identify signals. Individual Case Safety Report (ICSR) and Periodic Drug Safety Report Data base used in ICSR Process flow of ICSR - Medwatch3500, CIOMS 1 form, MedDRA Safety narrative writing and medical assessment - Quality control and Quality assurance in ICSR. PSUR of Indian Drug Control General of India - PSUR, Surveillance for Medical Devices Pharmacovigilance Program In India Rules and Regulation of PVG Centre - Function of PVG Centre

LFS304- Product and Brand Management

Unit 1 Introduction to Product Management

Introduction to Product Management , Product and classification of products Conceptual issues in product management - market segmentation, positioning, and differentiation. Defining Competitive set. Category Attractiveness Analysis. Competitor Analysis, Customer Analysis

Unit 2 Product Development

Product Lifecycle Management, Product Line Extension - Line Stretching, Pruning and Deletions - New Product planning and Development - Product market analysis, New Product Development process ,Process of Strategic Product Creation and Innovation. New Product Ideation. Product Testing. New Product Forecasting and Adoption Product Strategy over Life Cycle. Linking Strategy to Product Portfolio

Unit3 Brand Management

Introduction to branding theory – Branding Cycle – Types of Brands - Brand building process – Branding Decisions: Brand image, Brand identity, Brand Personality, Brand Positioning - Brand Repositioning and leveraging the brands, Brand relationship, Brand hierarchy, Rules and risks of brand extension, and consumer perception on brand dimensions. Concept of brand equity: Brand Valuation – Methods – Merits and Demerits of each method.

Unit 4 Brand Marketing

Designing & Implementing Brand Marketing Programs & Strategies Using Brand Elements & Brand Associations to build Equity. Brand Extension. Brand Architecture and Multi Brand Portfolios. Co-Branding: Types, Methods and Advantages – Brand Labeling and Packaging – Cases on Brand Strategies, Successes and Failures in Indian and International Contexts. Designing Branding Strategy. Brand Turnaround and Rejuvenation. Managing Global Brands

Unit 5 Brand value

Brand Equity Measurement and Management Brand Value Chain. Brand tracking Studies. Understanding and Measuring Brand Equity using Aaker, Keller, Kapferer, Young and Rubicum, Inter brand methodologies (methods of brand valuation)

LFS305- Sales & Distribution Management

Unit 1 Sales Management

Sales Management- Concept, Objectives, Importance & Functions, Sales Forecasting- Concept & Process of Sales Forecasting, Personal Selling- Concept, Process of Personnel Selling, Salesmanship- Concept and Attributes required, Salesmanship as a career.

Unit 2 Sales Distribution

Sales Distribution: Channels of distribution- Concept & Types of Channels, Distribution Channel Decision-Online Marketing-Types and Importance, Distribution Strategies- Types of distribution strategies and channel design, Indian distribution system- concept, different modes of transportation

Unit 3 Inventory and Warehousing management

Inventory and Warehousing management: Inventory- Meaning and Concept of Inventory management, Types and functions of inventories. Warehousing- Meaning, Objectives and functions of warehousing management. Warehouse layout and design, physical control and security. Automation and IT systems in warehouse operations and management.

LFS306 - Diversity and Inclusion: Sensitivity towards All Genders and People with Disabilities

Unit 1: Understanding Gender Sensitivity in the Workplace

- Overview of the Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act
- Penalties for Violating the Act: Legal Consequences of Sexual Harassment
- Importance of Gender-Sensitive Behavior: Creating Safe and Inclusive Work Environments

Unit 2: Promoting Equal Opportunity Work Culture

- Procedure to Report Inappropriate Behavior: Steps for Reporting Sexual Harassment and Seeking Redressal
- Significance of an Equal Opportunity Work Culture: Fostering Fairness, Respect, and Diversity
- Respecting Others' Cultures, Religions, and Castes: Embracing Diversity in the Workplace

Unit 3: Sensitivity towards People with Disabilities

- Understanding the Importance of Sensitivity towards People with Disabilities
- Communication and Collaboration with People with Disabilities: Legal Framework and Best Practices
- Identifying and Challenging Stereotypes and Prejudices: Promoting Inclusion and Empowerment

Unit 4: Promoting Inclusive Practices for People with Disabilities

- Importance of Accessible Communication and Collaboration: Ensuring Inclusivity for All
- Breaking Down Barriers: Creating Supportive Environments for People with Disabilities
- Consequences of Stereotypes and Prejudices: Understanding the Harm and Promoting Change

LFS307- India's Diversity & Business

Unit 1 Diversity

Recognizing, Accommodating and valuing diversity; Challenges and dilemmas posed by diversity and drive for homogenization; Source of dilemma and tension—immigration, competition for limited resources; Regional bases of India's diversity: regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements; Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio- cultural regions

Unit 2 Occupational Diversity

People, Livelihood and Occupational Diversity; Traditional livelihoods and their nature – agriculture, crafts, industry and services; Region, occupation and employment

Unit 3 Linkage

Linkages between Diversity and India's Socio-economic challenges; Regional variations in terms of geographic and socio-economic factors- trends and emerging options; Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development

Unit 4 Diversity and Business

Diversity and Business; Indian Consumers and marketing; Rural and Urban context; Diversity, manufacturing, industry and services; Diversity and Innovation; Workforce diversity and management

LFS401 & LFS402- Semester IV- (2 Subject)

Business Management for Branded Therapeutic Products (subject 1 & 2)

Sr. No.	Credits	1	2	3	4	5	6	7	8
		Cardiovascular Therapeutics	Oncology Therapeutics	Orthopedic Therapeutics	Respiratory Therapeutic	Urology Therapeutics	Diabetic Therapeutics	Neurology Therapeutics	Ophthalmology Therapeutics
1	4	Cardiovascular Therapeutics	Oncology Therapeutics	Orthopedic Therapeutics	Respiratory Therapeutic	Urology Therapeutics	Diabetic Therapeutics	Neurology Therapeutics	Ophthalmology Therapeutics

Elective 1- Cardiovascular Therapeutics

Product Promotion :

Product Profiling and Presentation, Relationship-Focused Sales Meetings, Needs-Based Selling, Product Focused Sales Meetings, Promotion strategy based on the behaviour of Registered Medical Practitioners, key elements of branded product promotion

Cardiovascular system and ailments

Explain the about the Cardiology system and its diseases/ ailments, Pathologies (Degenerative, Trauma), Biomechanics (anatomical relationships and importance of balance/biomechanics), History of Surgical techniques Technologies, Cardiac pharmacology, common scientific terms related to the cardiovascular system , effect caused by cardiovascular ailments, Surgical Treatment Options, Surgical Techniques, Implants & New Technologies ,Clinical Studies Research Project, Radiograph /Image Analysis, Devices and Design Concepts

Cardiovascular product promotion

Product Value Statements, Cardiac vascular Implants and Drug- Product Analysis, Cardiac Implants and Drug- Competitive Analysis, Product Profiling and presentation, Cardiac product Promotion strategy based on the behaviour of Registered Medical Practitioners, Techniques for profiling and presenting cardiovascular products, key elements of branded product promotion, Relevant information to support the sale such as health services, clinical prescription trend etc.

Elective 2- Oncology Therapeutics

Product Promotion:

Product Profiling and Presentation, Relationship-Focused Sales Meetings, Needs-Based Selling, Product Focused Sales Meetings, Promotion strategy based on the behaviour of Registered Medical Practitioners, key elements of branded product promotion

Oncology system and ailments

Explain the about the Oncology system and its diseases/ ailments, Pathologies (Degenerative, Trauma), Biomechanics (anatomical relationships and importance of balance/biomechanics), History of Surgical techniques Technologies, Oncology pharmacology, common scientific terms related to the Oncology system , effect caused by Oncology ailments, Surgical Treatment Options, Surgical Techniques, Implants & New Technologies ,Clinical Studies Research Project, Radiograph /Image Analysis, Devices and Design Concepts

Oncology product promotion

Product Value Statements, Oncology devices and Drug- Product Analysis, Oncology devices and Drug- Competitive Analysis, Product Profiling and presentation, Oncology product Promotion strategy based on the behaviour of Registered Medical Practitioners, Techniques for profiling and presenting Oncology products ,key elements of branded product promotion, Relevant information to support the sale such as health services, clinical prescription trend etc.

Elective 3 : Orthopedic Therapeutic

Product Promotion :

Product Profiling and Presentation ,Relationship-Focused Sales Meetings, Needs-Based Selling, Product Focused Sales Meetings, Promotion strategy based on the behaviour of Registered Medical Practitioners, key elements of branded product promotion

Skeleton system and ailments

Explain the about the orthopedic system and its diseases/ ailments, Pathologies (Degenerative, Trauma), Biomechanics (anatomical relationships and importance of balance/biomechanics), History of Surgical techniques Technologies, orthopedic pharmacology, common scientific terms related to the orthopedic system , effect caused by orthopedic ailments, Surgical Treatment Options, Surgical Techniques, Implants & New Technologies ,Clinical Studies Research Project, Radiograph /Image Analysis, Devices and Design Concepts

orthopedic product promotion

Relationship-Focused Sales Meetings, Needs-Based Selling, Product Focused Sales Meetings, Product Value Statements, orthopedic devices and Drug- Product Analysis, orthopedic devices and Drug- Competitive Analysis, Product Profiling and presentation, orthopedic product Promotion strategy based on the behaviour of Registered Medical Practitioners, key elements of branded product promotion, Relevant information to support the sale such as health services, clinical prescription trend etc.

Elective 4 Respiratory Therapeutic

Product Promotion :

Product Profiling and Presentation ,Relationship-Focused Sales Meetings, Needs-Based Selling, Product Focused Sales Meetings, Promotion strategy based on the behaviour of Registered Medical Practitioners, key elements of branded product promotion

Respiratory system and ailments

Explain the about the Respiratory system and its diseases/ ailments, Pathologies (Degenerative, Trauma), Biomechanics (anatomical relationships and importance of balance/biomechanics), History of Surgical techniques Technologies, Respiratory pharmacology, common scientific terms related to the Respiratory system , effect caused by Respiratory ailments, Surgical Treatment Options, Surgical Techniques, Implants & New Technologies ,Clinical Studies Research Project, Radiograph /Image Analysis, Devices and Design Concepts

Respiratory product promotion

Product Value Statements, Respiratory devices and Drug- Product Analysis, Respiratory devices and Drug- Competitive Analysis, Product Profiling and presentation, Respiratory product Promotion strategy based on the behaviour of Registered Medical Practitioners, Techniques for profiling and presenting Respiratory products ,key elements of branded product promotion, Relevant information to support the sale such as health services, clinical prescription trend etc.

Elective 5 Urology Therapeutic

Product Promotion :

Product Profiling and Presentation ,Relationship-Focused Sales Meetings, Needs-Based Selling, Product Focused Sales Meetings, Promotion strategy based on the behaviour of Registered Medical Practitioners, key elements of branded product promotion

Renal system and ailments

Explain the about the Renal system and its diseases/ ailments, Pathologies (Degenerative, Trauma), Biomechanics (anatomical relationships and importance of balance/biomechanics), History of Surgical techniques Technologies, Renal pharmacology, common scientific terms related to the Renal system , effect caused by Renal ailments, Surgical Treatment Options, Surgical Techniques, Implants & New Technologies ,Clinical Studies Research Project, Radiograph /Image Analysis, Devices and Design Concepts

Urology product promotion

Product Value Statements, Renal devices and Drug- Product Analysis, Renal and urology devices and Drug- Competitive Analysis, Product Profiling and presentation, Renal product Promotion strategy based on the behaviour of Registered Medical Practitioners, Techniques for profiling and presenting Urology products, key elements of branded product promotion, Relevant information to support the sale such as health services, clinical prescription trend etc.

Elective 6 Diabetic Therapeutics

Product Promotion :

Product Profiling and Presentation ,Relationship-Focused Sales Meetings, Needs-Based Selling, Product Focused Sales Meetings, Promotion strategy based on the behaviour of Registered Medical Practitioners, key elements of branded product promotion

Endocrine system and ailments

Explain the about the Endocrine system and its diseases/ ailments, Pathologies (Degenerative, Trauma), Biomechanics (anatomical relationships and importance of balance/biomechanics), History of Surgical techniques Technologies, Endocrine pharmacology, common scientific terms related to the Endocrine system , effect caused by Endocrine ailments, Surgical Treatment Options, Surgical Techniques, Implants & New Technologies ,Clinical Studies Research Project, Radiograph /Image Analysis, Devices and Design Concepts

Endocrine product promotion

Product Value Statements, Endocrine -diabetic devices and Drug- Product Analysis, Endocrine -diabetic devices and Drug- Competitive Analysis, Product Profiling and presentation, Endocrine -diabetic product Promotion strategy based on the behaviour of Registered Medical Practitioners, Techniques for profiling and presenting Endocrine -diabetic products, key elements of branded product promotion, Relevant information to support the sale such as health services, clinical prescription trend etc.

Elective 7 Neurology Therapeutics

Product Promotion :

Product Profiling and Presentation ,Relationship-Focused Sales Meetings, Needs-Based Selling, Product Focused Sales Meetings, Promotion strategy based on the behaviour of Registered Medical Practitioners, key elements of branded product promotion

Neural system and ailments

Explain the about the Neural system and its diseases/ ailments, Pathologies (Degenerative, Trauma), Biomechanics (anatomical relationships and importance of balance/biomechanics), History of Surgical techniques Technologies, Neural pharmacology, common scientific terms related to the Neural system , effect caused by Neural ailments, Surgical Treatment Options, Surgical Techniques, Implants & New Technologies ,Clinical Studies Research Project, Radiograph /Image Analysis, Devices and Design Concepts

Neural product promotion

Product Value Statements, Neural devices and Drug- Product Analysis, Neural devices and Drug- Competitive Analysis, Product Profiling and presentation, Neural product Promotion strategy based on the behaviour of Registered Medical Practitioners, Techniques for profiling and presenting Neural products, key elements of branded product promotion, Relevant information to support the sale such as health services, clinical prescription trend etc.

Elective 8 : Ophthalmology Therapeutics

Product Promotion :

Product Profiling and Presentation ,Relationship-Focused Sales Meetings, Needs-Based Selling, Product Focused Sales Meetings, Promotion strategy based on the behaviour of Registered Medical Practitioners, key elements of branded product promotion

Ophthalmological system and ailments

Explain the about the Ophthalmological system and its diseases/ ailments, Pathologies (Degenerative, Trauma), Biomechanics (anatomical relationships and importance of balance/biomechanics), History of Surgical techniques Technologies, Ophthalmological pharmacology, common scientific terms related to the Ophthalmological system , effect caused by Ophthalmological ailments, Surgical Treatment Options, Surgical Techniques, Implants & New Technologies ,Clinical Studies Research Project, Radiograph /Image Analysis, Devices and Design Concepts

Ophthalmological product promotion

Product Value Statements, Ophthalmological devices and Drug- Product Analysis, Ophthalmological devices and Drug- Competitive Analysis, Product Profiling and presentation, Ophthalmological product Promotion strategy based on the behaviour of Registered Medical Practitioners, Techniques for profiling and presenting Ophthalmological products ,key elements of branded product promotion, Relevant information to support the sale such as health services, clinical prescription trend etc.

LFS403- Medical Instrumentation

Unit 1 Overview of Medical Instruments

Overview of Medical Instruments , importance of medical instruments , Classification of medical instruments (e.g., diagnostic, surgical, therapeutic), Commonly used medical instruments and their features, Diagnostic Instruments , Importance of diagnostic instruments in patient assessment and monitoring , Key features and functionalities of diagnostic instruments.

Unit 2 Surgical Instruments

Introduction to surgical instruments used in various medical procedures, Different categories of surgical instruments (e.g., cutting, grasping, dissecting), Understanding the role of surgical instruments in operating rooms

Unit 3 Therapeutic Instruments

therapeutic instruments such as infusion pumps, nebulizers, Implants, etc., various types of therapeutic instruments and their specific applications in medical treatment, Therapeutic instruments used in different medical specialties (e.g., cardiology, respiratory care, oncology), functionality and operation of therapeutic instruments

Unit 4: Clinical Considerations and other regulatory aspect :

Clinical considerations when using therapeutic instruments, such as dosage calculation, infusion rates, etc., Basic Medical Device Terminology , Understanding terms such as CE marking, sterilization, etc., regulatory compliance in the sale of medical instruments.

LFS404-Institutional Sales Management

Unit 1: Introduction to the (International) B2B Environment

Overview of B2B (Business-to-Business) Transactions and its significance, Distinction between B2B sales and retail sales, Understanding the Global B2B Landscape, Dynamics of International B2B Trade, Trends and Changes in the B2B Environment

Unit 2: B2B Buying Behavior

Factors Influencing B2B Purchasing Decisions, Decision-Making Units in B2B Transactions, Buyer Motivations and Needs in B2B Contexts, Understanding B2B Buying Cycles and Processes, Relationship Building and Networking in B2B Sales, Ethical Considerations in B2B Selling

Unit 3: Customer Value and its Significance in B2B Selling

Defining Customer Value in B2B Relationships, Strategies for Creating and Delivering Customer Value, Importance of Value Propositions in B2B Selling, Customer Relationship Management (CRM) in B2B Contexts

Unit 4 : The B2B Sales Cycle and Sales Methodologies

B2B Sales Cycle, Stages of the B2B Sales Cycle, Sales Pipeline Management and Forecasting, Tools and Technologies for Managing the Sales Cycle, Strategies for Accelerating the Sales Cycle, Different B2B Sales Methodologies (e.g., Consultative Selling, Solution Selling), Application of Sales Methodologies in Various B2B Scenarios, Tailoring Sales Approaches to Different Buyer Personas, Continuous Improvement in B2B Sales Processes

Unit 5 : Negotiation Theories and Practice

Understanding the Basics of Negotiation, Negotiation Strategies and Tactics in B2B Contexts, Handling Objections and Overcoming Resistance in Negotiations, Building Win-Win Relationships Through Effective Negotiation

LFS405-Business Decision making

Unit 1: Foundations of Decision Making

- Introduction to the decision-making process in business contexts.
- Understanding decision-making models, including rational, bounded rationality, and intuitive approaches.
- Exploring factors influencing decision making, such as cognitive biases, risk perception, and uncertainty.

Unit 2: Data Analysis and Information Gathering

- Importance of data-driven decision making in business, Methods for collecting, organizing, and analyzing data relevant to decision making.
- Utilizing data visualization techniques to communicate insights and facilitate decision making.

Unit 3: Strategic Decision Making

Strategic planning frameworks for making high-level business decisions, Analyzing internal and external factors impacting strategic decisions, such as SWOT analysis, PESTLE analysis, and competitive analysis, Evaluating strategic options, setting objectives, and developing action plans to achieve organizational goals.

Unit 4: Operational Decision Making

Tactical decision making to address day-to-day operational challenges, Applying decision trees, cost-benefit analysis, and other quantitative techniques to operational decisions, Implementing process improvement methodologies, such as Six Sigma and Lean Management, to optimize operational efficiency.

Unit 5: Ethical Decision Making and Risk Management

Ethical considerations in business decision making, including corporate social responsibility, stakeholder interests, and sustainability, Assessing risks associated with business decisions and implementing risk management strategies, Balancing ethical principles, legal obligations, and business objectives to make responsible decisions.

LFS406- Organizational Behavior

Unit 1 Organisational Behaviour

Organisational Behaviour – What is O.B., Nature and Structure and Structure of O.S. approaches to O.B. behaviorists frame work, social learning frame work. Basic understanding of Individual behaviors:- personality – meaning, development, Freudian stage, Neo Freudian stage.

Unit 2 Perception

Perception-nature, Importance, meaning, learning & perception. Attitudes & satisfaction:- nature, dimensions of attitudes, meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – meaning, causes & effects. Group dynamics:- Nature of Groups, types- committee organization, its nature & functions. Informal Organization structure, Informal communication system.

Unit 3 Conflicts

Conflicts – Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control:- Nature and meaning of decision making, phases of decision making process, Meaning of Control, elements of control process.

LFS407-Indian Health Sciences

Unit 1: Vedic Foundations of Ayurveda

Understanding the roots of Ayurveda in Vedic literature, Exploration of Ayurveda's philosophical foundations, Tracing the ancient practices and beliefs that laid the groundwork for Ayurvedic principles.

Unit 2: Basic Concepts of Ayurveda

Delving into fundamental concepts such as the Three Gunas and Three Doshas, Exploring the role of Pancha-mahabhuta and Sapta-dhatu in Ayurvedic physiology, Understanding the significance of Agni (digestive fire) in maintaining health and treating diseases.

Unit 3: Ayurvedic Health Regimens

Studying Dinacharya (daily regimen) for maintaining good health, Exploring Ritucharya (seasonal regimen) and its importance in adapting to environmental changes.

Unit 4: Texts and Practices in Ayurveda

Selected extracts from Astāngahrdaya (selections from Sūtrasthāna) and Suśruta-Samhitā (sections on plastic surgery, cataract surgery and anal fistula), Understanding the Ayurvedic pharmacopeia and its role in traditional medicine, Charaka and Sushruta on the qualities of a Vaidya.

Unit 5: Evolution and Revival of Ayurveda

Investigating the historical development of Ayurveda until the 18th and 19th centuries, Exploring the continuity of surgical practices and the introduction of inoculation, Understanding the contemporary revival of Ayurveda and its integration with modern healthcare systems, including the resurgence of interest in Yoga.

LFS501-Advertising Strategies in Pharma and MedTech

Unit 1: Fundamentals of Advertising in Healthcare Industries

- Understanding the Nature and Scope of Advertising in Pharma and Medtech Sectors
- Regulatory Considerations and Compliance in Advertising for Products
- Targeting Healthcare Professionals vs. Consumers: Tailoring Advertising Strategies
- Exploring Multi-Channel Advertising Approaches for Pharma and Medtech Brands

Unit 2: Digital Advertising and Social Media Marketing

- Digital Advertising Platforms and Strategies for Pharma and Medtech Products
- Social Media Marketing Tactics: Leveraging Platforms for Brands
- Addressing Regulatory Challenges in Digital Advertising for Pharmaceuticals and Medtech
- Conceptualizing and Executing Advertising Campaigns: From Concept to Execution

Unit 3: Copy Design and Development for Pharma and Medtech Brands

- Tailoring Copy Design and Development for Pharmaceutical and Medtech Brands
- Crafting Compelling Messages and Visuals for Pharmaceutical Advertising
- Ensuring Compliance with Regulatory Guidelines in Copy Development
- Role of Public Relations in Enhancing Brand Image and Perception in Pharma and medtech

Unit 4: Measurement and Evaluation of Advertising Effectiveness

- Media Planning and Buying Strategies for Pharma and Medtech Advertising
- Techniques for Measuring Advertising Effectiveness and ROI
- Analyzing Key Metrics to Assess the Impact of Advertising Campaigns
- Continuous Improvement: Optimizing Advertising Strategies Based on Performance Metrics

LFS502-Branding Strategies in Pharma and Medtech

Unit 1: Building Brand Identity

- Crafting a Strong Brand Identity for Pharma and Medtech Organizations
- Differentiation Strategies and Market Positioning
- Establishing Brand Loyalty and Customer Relationships
- Measuring Brand Performance and Effectiveness

Unit 2: Branding of Pharma and Medtech Devices

- Strategies for Branding Medical and Pharmaceutical Devices
- Ensuring Trust and Credibility in Medtech Products
- Post-Sale Services and Customer Support for Medical Instruments
- Promotional Events and Launch Strategies for Medtech Brands

Unit 3: Brand Management and Growth

- Implementing Branding Tactics for Sustainable Growth
- Brand Expansion Strategies and Market Penetration
- Branding Considerations for Different Market Segments
- Leveraging Data Analytics for Brand Management

Unit 4: Regulatory Compliance and Brand Protection

- Navigating Regulatory Challenges in Branding Pharma and Medtech Products
- Protecting Brand Integrity and Intellectual Property
- Compliance with Advertising Standards and Guidelines
- Risk Management Strategies for Brand Protection

LFS503 Pharmaceutical Jurisprudence

Unit 1 Drugs and Cosmetics Act, 1940 and its rules 1945

Drugs and Cosmetics Act, 1940 and its rules 1945: Objectives, Definitions, Legal definitions of schedules to the Act and Rules Import of drugs – Classes of drugs and cosmetics prohibited from import, Import under license or permit. Offences and penalties. Manufacture of drugs – Prohibition of manufacture and sale of certain drugs, Conditions for grant of license and conditions of license for manufacture of drugs, Manufacture of drugs for test, examination and analysis, manufacture of new drug, loan license and repacking license.

UNIT-2 Various regulation

Drugs and Cosmetics Act, 1940 and its rules 1945. Detailed study of Schedule G, H, M, N, P,T,U, V, X, Y, Part XII B, Sch F & DMR (OA) Sale of Drugs – Wholesale, Retail sale and Restricted license. Offences and penalties Labeling & Packing of drugs- General labeling requirements and specimen labels for drugs and cosmetics, List of permitted colors. Offences and penalties. Administration of the Act and Rules – Drugs Technical Advisory Board, Central drugs Laboratory, Drugs Consultative Committee, Government drug analysts, Licensing authorities, controlling authorities, Drugs Inspectors

UNIT-3 Various Act related to Pharma

- Pharmacy Act –1948: Objectives, Definitions, Pharmacy Council of India; its constitution and functions, Education Regulations, State and Joint state pharmacy councils; constitution and functions, Registration of Pharmacists, Offences and 122 Penalties
- Medicinal and Toilet Preparation Act –1955: Objectives, Definitions, Licensing, Manufacture In bond and Outside bond, Export of alcoholic preparations, Manufacture of Ayurvedic, Homeopathic, Patent & Proprietary Preparations. Offences and Penalties.
- Narcotic Drugs and Psychotropic substances Act-1985 and Rules: Objectives, Definitions, Authorities and Officers, Constitution and Functions of narcotic & Psychotropic Consultative Committee, National Fund for Controlling the Drug Abuse, Prohibition, Control and Regulation, opium poppy cultivation and production of poppy straw, manufacture, sale and export of opium, Offences and Penalties

UNIT- 4 salient features of Pharma act

- Study of Salient Features of Drugs and Magic Remedies Act and its rules: Objectives, Definitions, Prohibition of certain advertisements, Classes of Exempted advertisements, Offences and Penalties
- Prevention of Cruelty to animals Act-1960: Objectives, Definitions, Institutional Animal Ethics Committee, CPCSEA guidelines for Breeding and Stocking of Animals, Performance of Experiments, Transfer and acquisition of animals for experiment, Records, Power to suspend or revoke registration, Offences and Penalties
- National Pharmaceutical Pricing Authority: Drugs Price Control Order (DPCO)- 2013. Objectives, Definitions, Sale prices of bulk drugs, Retail price of formulations, Retail price and ceiling price of scheduled formulations, National List of Essential Medicines (NLEM)

UNIT-5 Legislation

- Pharmaceutical Legislations – A brief review, Introduction, Study of drugs enquiry committee, Health survey and development committee, Hathi committee and Mudaliar committee
- Code of Pharmaceutical ethics Definition, Pharmacist in relation to his job, trade, medical profession and his profession, Pharmacist's oath

- Medical Termination of Pregnancy Act
- Right to Information Act
- Introduction to Intellectual Property Rights (IPR)

LFS504- Advertising & Brand Management

Unit-1 Introduction

Advertising and the marketing process, Media planning and selection, Campaign planning and launching. Message designing and development. Advertising budgeting, Corporate Advertising.

Unit-2 Advertisement

The role and working of an Ad Agency. Measurement of Advertisement Effectiveness - DAGMAR Approach. Pre-Testing, Post-Testing Techniques of measuring Ad. Effectiveness.

Unit-3 Sales Promotion

Sales Promotion- Consumer Promotion, Dealer Promotion, Sales Force Promotion. Sales force planning and execution. Recent trends.

Unit-4 Branding

Brands - Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning; Brand Equity, Value addition from Branding - Brand - customer Relationships, Brand Loyalty and Customer Loyalty

Unit-5 Brand management

Managing Brands; Brands Creation, Brand Extensions, Brand-product Relationships, Brand Portfolio

LFS505- Social Media Marketing and Advertising

Unit-1: Introduction to social media marketing

Fundamentals of Social Media Marketing History of social media marketing, Definition of social media marketing, Importance of social media in today's business environment and Major social media marketing portals

Unit-2: Social Media Networking

Social Media Networking and Implementing Strategy Planning of social media strategy, networking within a social medium, driving participation in social media Marketing, Introduction to reputation management. Using social media for reputation management and Reputation strategies using social media marketing.

Unit-3: Marketing

Marketing Goal Setting in a Social Media Environment Listening to the Social Web, Setting social media campaign goals, Target market strategies, Elements of the marketing mix, Ethical Behaviors and Cultural Issues

Unit-4: Various social media platforms

Communicate, Influence, and Learn with Social Communities Blogs, micro-blogs (Twitter), social networking sites (Facebook, LinkedIn), Information networks (Wikipedia), Bookmarking (Stumble upon, Digin), popular social news sites, mobile Social (WhatsApp, WeChat), social gaming, image and video sharing (Instagram, Flickr, YouTube), podcasts and webinars.

LFS506- Corporate Communications

Unit 1 Organisational Communication

Defining structure of an organisation , Various kinds of organisations , Management hierarchy , Various kinds of communication in an organisation , Role and scope of corporate communication , Interface of corporate communication department with various management disciplines

Unit 2 Corporate Communication

Definitions, concept and genesis of CC, Difference and similarities between PR and CC ,CC and public affairs, CC and corporate affairs , Publics in CC - Financial publics, media, opinion makers, government, elected representatives , Present state of CC , Organising corporate communication activities , Areas of strategic thinking in corporate communication , Ethics and laws in corporate communication

Unit 3 Corporate Communication Tools

Lobbying , Sponsorship , Financial communication , Corporate reputation , Corporate identity , Media mileage

Unit 4 Financial Communication

Defining financial communication , Growth and role of financial communication in present context , Overview of Indian financial system , Capital market – stock exchanges, SEBI- functioning and mandate , Financial institutions , financial products (bonds,` debentures, shares, esops et al) , Legal and ethical aspects in financial communication , Financial communication campaigns

Unit 5 Corporate Identity and Corporate Brand Management

Defining corporate identity , Intergrating corporate identity into communication process , Making of house styles- the wherewithal , Case studies in corporate identity , Definition and role of corporate image , Corporate brand management

LFS507-Artificial Intelligence (AI) for brand management

Unit 1: Introduction to AI in Brand Management

Overview of Artificial Intelligence (AI) and its applications in brand management, Understanding the importance of AI in analyzing consumer behavior and market trends, Exploring how AI enhances brand visibility and engagement through data-driven insights.

Unit 2: AI-Powered Marketing Strategies

Examining AI-driven marketing strategies for personalized customer experiences, Implementing AI algorithms for content creation, curation, and distribution, Analyzing case studies of successful AI-powered marketing campaigns.

Unit 3: AI Tools for Brand Monitoring and Optimization

Introduction to AI tools and platforms for real-time brand monitoring, Utilizing AI to track key performance indicators (KPIs) and consumer sentiment, Strategies for optimizing brand performance based on AI-generated insights.

Unit 4: Enhancing Customer Engagement with AI

Understanding how AI improves customer engagement through personalized interactions, Implementing AI-powered chatbots and virtual assistants for customer support, Exploring AI-driven recommendations and personalized product offerings.

Unit 5: Future Trends and Challenges in AI for Brand Management

Predicting future trends in AI applications for brand management, Addressing challenges such as data privacy, ethics, and algorithm bias, Strategies for staying updated and adapting to the evolving landscape of AI in brand management.



Bachelor of Sciences (BSc)- Pharmaceutical Manufacturing and Quality

3 Yrs Degree Program (As per NEP 2020)

Bachelor of Science -Pharmaceutical Manufacturing and Quality					
	Course Title	No of Papers	No of Hours	No of Credits	Courses Credits
Semester I		7	330	20	20
Technical Courses	Environmental Health and Safety in Pharmaceutical Manufacturing	1	60 hours	3	3
	GMP Compliance for Pharmaceutical Manufacturing	1	60 hours	3	3
Core Courses	General concept of Pharmacology	1	45	3	9
	Pharmaceutics	1	45	3	
	Biochemistry	1	45	3	
General Courses	English Language-I	1	45	3	5
	Environmental Science	1	30	2	
Semester II		7	330	20	20
Technical Courses	Sterile Manufacturing in Pharma	1	60 hours	3	3
	Pharmaceutical Packaging	1	60 hours	3	3
Core Courses	Pharmaceutical engineering -I	1	45	3	9
	Industrial Microbiology	1	45	3	
	Engineering for Non-engineer	1	45	3	
General Courses	Biostatistics	1	45	3	5
	Diversity and Inclusion: Sensitivity towards All Genders and People with Disabilities	1	30	2	
Semester III		7	330	20	20
Technical Courses	Production planning`	1	60 hours	3	3
	Pharmaceutical regulatory affair	1	60 hours	3	3
Core Courses	Bioprocess	1	45	3	9
	Pharmaceutical engineering -II	1	45	3	
	Pharmaceutical Jurisprudence	1	45	3	
General Courses	Communication skill	1	45	3	5
	Computer Applications In Pharmacy	1	30	2	
Semester IV		7	330	20	20
Technical Courses	Documentation for Production Control and Quality	1	60 hours	3	3
	Complaint Handling and Product Recall	1	60 hours	3	3
	Process Equipment Design	1	45	3	9

Core Courses	Pharmaceutical Process Chemistry	1	45	3	
	Water for Pharmaceutical use	1	45	3	
General Courses	Design Thinking	1	45	3	5
	Vedic mathematics	1	30	2	
Semester V		7	330	20	20
Technical Courses	In process Quality Assurance Pharmaceutical Manufacturing	1	60 hours	3	3
	Reporting, Review and CAPA management	1	60 hours	3	3
Core Courses	Standards of Quality and Auditing	1	45	3	9
	Pharmaceutical Statistical	1	45	3	
	Engineering controls for Pharma	1	45	3	
General Courses	Organisational behaviour	1	45	3	5
	Indian Health Sciences	1	30	2	
Semester VI			330	20	20
	Apprenticeship		600	20	

LFS101- Environmental Health and Safety in Pharmaceutical Manufacturing

Unit 1: Compliance and Hazard Identification

Understanding legislative requirements and company procedures for environment, health, and safety (EHS), including individual responsibilities.

Identification and reporting of workplace hazards in pharmaceutical manufacturing, with emphasis on timely reporting protocols.

Unit 2: Emergency Preparedness and Response

Comprehensive explanation of emergency procedures for various scenarios, such as fire, chemical spills, and medical emergencies.

Detailed evacuation procedures for employees, contract staff, and visitors to ensure swift and safe evacuation during emergencies.

Unit 3: Hygiene, Cleaning, and Sanitation Practices

Importance of maintaining high levels of hygiene standards in the production area and adherence to GMP and WHO guidelines.

Methods, materials, and checks required for cleaning various surfaces and equipment in pharmaceutical manufacturing, along with waste disposal guidelines.

Unit 4: Sterilization and Water Purification

Equipment Cleaning, Sterilization in Pharmaceutical Manufacturing, Microbial Control of Pharmaceuticals, Test of Sterility, Guidelines and Standard Organization for Microbial Control, Sterilization in Hygiene practice, Trace level impurity analysis, pyrogen and endotoxin level determination.

Purification of Water, Portability of Water, Removal of Coarse Disperse and Colloidal Impurity in Water, Sterilization and Disinfection of Water, Chemical Methods Of Sterilization of Water, Physical Methods of Sterilization of Water, Softening of Water.

LFS102- GMP Compliance for Pharmaceutical Manufacturing

Unit 1: Regulatory Guidelines and Operational Procedures

- Definition, Importance, General requirements of GM, GMP Categories, Key quality terms, Good Documentation Practice, GMP,GXP and validation for pharmaceuticals, Schedule M (M-1, M2, M3), Schedule T
- Understanding WHO regulations and Good Manufacturing Practices (GMP) pertaining to machine operations, machine maintenance, material handling and storage within pharmaceutical manufacturing facilities.
- Good documentation practices, WHO regulations and ICH-GMP guidelines for proper documentation practices, Importance of the ALCOA+ principle in maintaining data integrity and regulatory compliance.

Unit 2: Compliance Standards in Production Area Management

- Establishing and maintaining standard environmental conditions in compliance with regulatory standards.
- Developing and implementing Standard Operating Procedures (SOPs) for controlled entry and exit from GMP areas.
- Maintaining high levels of hygiene standards in the production area and enforcing compliance measures.
- Executing thorough cleaning protocols for various surfaces and equipment to meet regulatory requirements.
- Utilizing approved equipment, materials, and chemicals for cleaning and sanitation, as per regulatory guidelines.

Unit 3: Waste Management and Disposal Compliance

- Adhering to WHO regulations and GMP guidelines for the proper management of pharmaceutical waste.
- Implementing standard procedures for the segregation, handling, and disposal of waste materials.
- Ensuring compliance with waste disposal guidelines as stipulated by WHO, GLP/GMP, and organizational SOPs.
- Understanding the importance of cleaning validation in waste management practices and regulatory compliance.
- Integrating Good Manufacturing Practices and WHO guidelines into waste management processes for comprehensive compliance.

Unit 4: Regulatory Compliance in Machine Operations and Maintenance

- Following machine operations manuals and troubleshooting guidelines to ensure compliance.
- Adhering to WHO regulations and ICH-GMP guidelines for routine maintenance and calibration of machinery.
- Maintaining meticulous records and documentation in accordance with Good Documentation Practices and regulatory requirements.
- Recognizing the critical role of proper machine maintenance in upholding product quality and regulatory compliance.
- Implementing strategies to optimize machine operations while meeting regulatory standards and guidelines.

LFS103-General Concepts of Pharmacology

UNIT 1: Pharmacokinetics

Absorption, Distribution, Metabolism and Excretion (ADME) of drugs, Biotransformation ,PK-PD correlations

UNIT 2: Pharmacodynamics

- Mechanism of drug action
- Receptors
- Transduction process
- Second messengers
- Dose response relationship

UNIT 3: Special Topics

- Adverse drug reactions (ADRs)
- Pharmacovigilance
- Drug interactions
- Therapeutic Drug Monitoring

UNIT 4: Autonomic Nervous System

- General concepts- neurohumoral transmission, neurotransmitters
- Cholinergic pharmacology
- Adrenergic pharmacology

LFS104-Pharmaceutics

Unit 1: History of the pharmaceutical industry

Basic structure, layout, sections, and activities of pharmaceutical manufacturing plants, and various professional associations. Pharmacopoeia: Introduction to IP, BP, USP, NF and Extra Pharmacopoeia. Salient features of Indian Pharmacopoeia

Unit 2 : Pharmaceutical Aids

Organoleptic (Colouring, flavouring, and sweetening) agents, Organoleptic Agents: Importance in enhancing palatability and patient compliance, Regulatory considerations and safety concerns, Preservatives: Definition and role in preventing microbial contamination, Types (e.g., antimicrobial, antioxidant) with examples and functions, Application in various dosage forms and regulatory guidelines

Unit 3 : Unit Operations in pharmaceutical manufacturing

Definition, objectives importance of :

- Size reduction: hammer mill and ball mill
- Size separation: Classification of powders according to IP, Cyclone separator, Sieves and standards of sieves,
- Mixing: Double cone blender, Turbine mixer, Triple roller mill and Silverson mixer homogenizer,
- Filtration: Theory of filtration, membrane filter and sintered glass filter,
- Drying: working of fluidized bed dryer and process of freeze drying,
- Extraction: Definition, Classification, method, and applications

Unit 4: Pharmaceutical Dosage Forms

Tablets – coated and uncoated, various modified tablets (sustained release, extended-release, fast dissolving, multilayered, etc.), Capsules - hard and soft gelatine capsules , Liquid oral preparations - solution, syrup, elixir, emulsion, suspension, dry powder for reconstitution, Topical preparations - ointments, creams, pastes, gels, liniments and lotions, suppositories, and pessaries, Nasal preparations, Ear preparations , Powders and granules - Insufflations, dusting powders, effervescent powders, and effervescent granules , Sterile formulations – Injectables, eye drops and eye ointments Immunological products: Sera, vaccines, toxoids, and their manufacturing methods.

Unit 5:

Packaging materials: Types- Glass, plastic, metal, and rubber packaging materials ,Properties, suitability, and applications in pharmaceutical packaging, selection criteria - Factors influencing the choice of packaging material, Compatibility with drug formulations and regulatory requirements, Cost-effectiveness and ease of handling, advantages and disadvantages of glass, plastic, metal, rubber as packaging materials

LFS105- Biochemistry

Unit 1:

Biomolecules: Introduction, classification, chemical nature and biological role of carbohydrate, lipids, nucleic acids, amino acids and proteins.

Bioenergetics: Concept of free energy, endergonic and exergonic reaction, Relationship between free energy, enthalpy and entropy; Redox potential. Energy rich compounds; classification; biological significances of ATP and cyclic AMP

Unit 2:

Carbohydrate metabolism : Glycolysis – Pathway, energetics and significance, Citric acid cycle- Pathway, energetics and significance, HMP shunt and its significance; Glucose-6-Phosphate dehydrogenase (G6PD) deficiency ,Glycogen metabolism Pathways and glycogen storage diseases (GSD), Gluconeogenesis- Pathway and its significance, Hormonal regulation of blood glucose level and Diabetes mellitus

Biological oxidation: Electron transport chain (ETC) and its mechanism, Oxidative phosphorylation & its mechanism and substrate phosphorylation, Inhibitors ETC and oxidative phosphorylation/Uncouplers

Unit 3:

Lipid metabolism: β -Oxidation of saturated fatty acid (Palmitic acid), Formation and utilization of ketone bodies; ketoacidosis , De novo synthesis of fatty acids (Palmitic acid) , Biological significance of cholesterol and conversion of cholesterol into bile acids, steroid hormone and vitamin D, Disorders of lipid metabolism: Hypercholesterolemia, atherosclerosis, fatty liver and obesity.

Amino acid metabolism: General reactions of amino acid metabolism: Transamination, deamination & decarboxylation, urea cycle and its disorders, Catabolism of phenylalanine and tyrosine and their metabolic disorders (Phenylketonuria, Albinism, alpeptonuria, tyrosinemia), Synthesis and significance of biological substances; 5-HT, melatonin, dopamine, noradrenaline, adrenaline, Catabolism of heme; hyperbilirubinemia and jaundice

Unit 4

Nucleic acid metabolism and genetic information transfer, Biosynthesis of purine and pyrimidine nucleotides, Catabolism of purine nucleotides and Hyperuricemia and Gout disease, Organization of mammalian genome, Structure of DNA and RNA and their functions , DNA replication (semi conservative model) Transcription or RNA synthesis ,Genetic code, Translation or Protein synthesis and inhibitors

Unit 5

Enzymes Introduction, properties, nomenclature and IUB classification of enzymes ,Enzyme kinetics (Michaelis plot, Line Weaver Burke plot), Enzyme inhibitors with examples ,Regulation of enzymes: enzyme induction and repression, allosteric enzymes regulation , Therapeutic and diagnostic applications of enzymes and isoenzymes, Coenzymes –Structure and biochemical functions

LFS106- English Language

UNIT 1 Vocabulary Enhancement

Synonyms, Antonyms, Prefixes and suffixes. Understanding the proper way of letter writing. Comprehension, Passage reading and question answer handling. Noun, Verb, Adjective. Construction of sentences and passages with proper grammar.

UNIT 2 Spelling and Punctuation/ Spelling Pitfalls, Grammar Revisited

Review of parts of speech. Proper pronunciation from language lab. Hearing fluent English and identifying and answering questions. Understanding the proper way to utilize punctuation and spelling Pitfalls.

UNIT 3 Functional English

Language functions: descriptive, expressive and social, Types of language functions: to inform, enquire, attract, influence, regulate and entertain. Understanding the importance of communication. Communication in an organization. Types of communication

UNIT 4 Reading Skills

Strategies for developing reading skills, Skimming and scanning, Predicting, Inferring, Reading critically. Reading passages , comprehension and letters. Reading with proper pronunciation. Book reading , Shakespearian Literature reading. Reading silently, sub-vocalization, Reading at speeds of at least 250 words per minute, Inferring meaning or content after reading the heading , Guessing meaning of unfamiliar words from context, Identifying the central idea as well as supporting ideas, Spelling pitfalls, Preparing notes in diagrammatic form after reading a text, showing the central idea and supporting ideas and the relationships between them.

LFS107- Environmental Science

Unit 1: The Environment and Ecosystem

- Environment and Environmental studies: Definition, concept, components and importance.
- Ecosystem and Ecology: Structure and Function of ecosystem, Brief concept of Autecology and Synecology.
- Food chain, food web and ecological pyramids.
- Biogeochemical cycles in an ecosystems: (Carbon, Nitrogen and Phosphorous cycle)
- Ecological succession: Definition, types, concept and process (Hydrosere, Xerosere and Lithosere).

Unit 2 Environmental Pollution and Disaster Management

- Definition , causes, effects and control measures of : a. Air pollution b. Water pollution(thermal and marine pollution) c. Land pollution d. Radiation pollution and Nuclear hazard. e. Noise pollution
- Solid waste management: Causes , effects and control measures.
- Global warming and climate change Ozone depletion
- Acid rain: Causes , effects and control measures
- Types and management of Natural disasters (Earthquakes; Droughts; Floods; Landslides).

Unit 3: Environmental treaties, laws and Ethics

- Environmental Treaties : National and International(Brief account)
- Salient features of following Acts:
 - a. Wildlife (Protection) Act, 1972.
 - b. Water (Prevention and control of pollution) Act, 1974.
 - c. Forest (Conservation) Act, 1980.
 - d. Air (Prevention and control of pollution) Act, 1981.
 - e. Environmental Protection Act, 1986.
- National Green Tribunal: Structure, composition and functions.
- Environmental Ethics
- Need for Sustainable Development. Field /Practical Work All the students are required to undertake the following field/practical work
 - i. Visit to a local area to document environmental assets/ ecosystems River/ forest/ grassland/ mountain
 - ii. Construction of Food chain/food web of the visited area
 - iii. To identify the sources of air/water/soil/noise pollution of your area.

Unit- 4: Environment and Human health

- Human population growth and Family Welfare Programs.
- Common diseases: Air borne diseases (Chicken Pox, Tuberculosis, Influenza, Meningitis), Water and food borne diseases (Cholera, Diarrhoea, Hepatitis, Malaria, Salmonellosis).
- HIV/AIDS: Symptoms, causes, effect and control measures.
- Drug addiction: Causes, symptoms and prevention; Drug abuse in India.
- Role of IT in environment and human health

LFS201- Sterile Manufacturing in Pharma

Unit 1: Control and Handling of Raw Materials, Containers, and Closures

- Overview of the role of machine operators in controlling and handling raw materials, containers, and closures.
- Techniques for inspecting and verifying the quality of raw materials, containers, and closures before use.
- Safe and efficient handling practices to prevent contamination and ensure product quality.

Unit 2: Sterile Intermediate Products: Handling and Monitoring

- Understanding the importance of maintaining sterility when handling intermediate products.
- Procedures for loading, unloading, and monitoring sterile intermediate products in manufacturing machines.
- Identifying and responding to potential contamination risks during machine operations.

Unit 3: Equipment Operation and Environmental Monitoring

- Operating pharmaceutical manufacturing equipment effectively and safely.
- Monitoring environmental conditions within manufacturing areas to ensure product integrity.
- Responding to environmental deviations and maintaining cleanliness standards during machine operation.

Unit 4: Maintenance and Troubleshooting of Manufacturing Equipment

- Performing routine maintenance tasks to ensure the smooth operation of manufacturing equipment.
- Troubleshooting common issues encountered during machine operation.
- Collaboration with maintenance teams and reporting equipment malfunctions promptly.
- Accurate documentation and compliance with regulatory requirements in sterile manufacturing operation

LFS202- Pharmaceutical Packaging

Unit 1 Introduction to Pharmaceutical Packaging

Pack function, hazards, users, compliance, environmental issues, overall requirements and definitions, Packaging Development - Material & pack testing, test method selection, properties vs. performance, specifications, product stability, shelf life, line trials, Types of packaging systems, Ideal requirements of pharmaceutical packaging materials

Unit 2 Selection of package types and packaging materials & closures

Criteria for selection of package types and packaging materials. Packaging and labeling controls, line clearance, reconciliation of labels; cartons and other packaging material; types and tests assuring quality of glass. Types of plastics used, permeation, leaching, sorption, chemical reactions, biological tests, modification of plastics by drugs; Different types of closures and closure liners; film wrapper; Blister packs, Bubble packs, shrink handling; foil / plastic pouches, bottle seals, tape seals, breakable seals and sealed tubes; Quality control of packaging material and filling equipment.

Unit 3 Types of Packaging materials & closures

Package Types and Advantages of the packaging materials ie. Glass, Plastic, Metals, Paper and Board, Rubber, Cotton, Adhesives and Inks, Closure

Unit 4 Packaging evaluation, Dosage forms and package forms

Suitability testing and Quality Control, Dosage form condition, Route of delivery, Possible package form, Packaging of Medical / Surgical Device, Evaluation of Medical Device Packages

Unit 5 Regulatory aspects of Pharmaceutical packaging

Product recalls, Faulty packaging and labelling, Testing protocol for packaging for different pharmaceutical dosage forms, Quality specification of packaging by WHO.

LFS203-Pharmaceutical Engineering-I

Unit 1 Size Reduction

Objectives, Mechanisms & Laws governing size reduction, factors affecting size reduction, principles, construction, working, uses, merits and demerits of Hammer mill, ball mill.

Unit 2 Size Separation

Objectives, applications & mechanism of size separation, official standards of powders, sieves, size separation Principles, construction, working, uses, merits and demerits of Sieve shaker, cyclone separator.

Unit 3 Evaporation

Objectives, applications and factors influencing evaporation, differences between evaporation and other heat process. principles, construction, working, uses, merits and demerits of Steam jacketed kettle, horizontal tube evaporator.

Unit 4 Distillation

Basic Principles and methodology of simple distillation, flash distillation, fractional distillation, distillation under reduced pressure, steam distillation & molecular distillation

Unit 5 Drying

Objectives, applications & mechanism of drying process, measurements & applications of Equilibrium Moisture content, rate of drying curve, principles, construction, working, uses, merits and demerits of Tray dryer, spray dryer, fluidized bed dryer.

LFS204- Industrial Microbiology

Unit 1. Exploitation of microorganisms and their products, screening, strain development strategies, immobilization methods, fermentation media, raw material used in media production, antifoaming agents, buffers, downstream processing.

Unit 2. Fermentation equipment and its uses, fermentor design, Types of fermentors and fermentations- single, batch, continuous, multiple, surface, submerged and solid state.

Unit 3. Industrial products from microorganisms- antibiotics: production of penicillin, streptomycin. Interferons, vaccines, hormones, vitamins.

Unit 4. Enzymes from microbes: amylase, protease. Organic acids: citric acid, acetic acid, amino acids: glutamic acid, lysine.

Unit 5. Production of alcoholic beverages: beer and wine, biofuels: ethanol, methane, biogas.

LFS-205 Engineering for Non-engineer

Unit 1: Basics and Principles of Pharmaceutical Engineering

- Overview of pharmaceutical engineering and its significance in the pharmaceutical industry.
- Introduction to engineering principles and terminology relevant to pharmaceutical manufacturing.
- Understanding the role of engineering in ensuring compliance with Good Manufacturing Practices (GMP) and regulatory requirements.
- Basic concepts of Process and Instrumentation Diagrams (P&IDs) and their importance in pharmaceutical operations.

Unit 2: Clean Room Design and Qualification

- Principles of clean room design, including walls, ceiling, and floor materials.
- Comparison of different types of clean room wall systems and their suitability for pharmaceutical applications.
- GMP criteria for clean room walls and ceilings, and qualification tests for ensuring compliance.
- Examples and case studies illustrating successful clean room qualification processes in pharmaceutical facilities.

Unit 3: Engineering Impact on GMP Compliance

- Understanding the regulatory expectations for engineering in pharmaceutical manufacturing.
- Role of engineering in designing GMP facilities and equipment to meet regulatory standards.
- Fundamentals of engineering in HVAC (Heating, Ventilation, and Air Conditioning), water treatment, and utilities management.
- Importance of engineering in GMP maintenance, including instrument calibration, preventive maintenance, and change control.

Unit 4: GMP Audit Preparation and Compliance

- Points to consider during a GMP audit, including inspection by wandering around and examination of documents.
- Strategies for preparing for and successfully navigating a GMP audit in pharmaceutical facilities.
- Examples and categorization of audit findings, including minor, major, and critical observations.
- Importance of avoiding critical and major findings through proactive engineering and GMP compliance measures.

LFS206-Biostatistics

Unit 1: Bio statistics

Keywords and terms used in biostatistics. Concept of frequency distribution (frequency distribution table, simple and group frequency distribution, data presentation), mean, median, mode, standard deviation; Simple problems on mean, median, mode and standard deviation.

Unit 2: Correlation and Regression analysis

Relation between two variables, scatter diagram, definition of correlations, curve fitting, principles of least squares, Two regression lines, Pearson's coefficient of correlation, Rank correlation, Tied ranks.

Unit 3: Probability theory:

Random variable (discrete and continuous), Probability density function (discrete and continuous), Distribution function for discrete random variable. Distribution function for continuous random variable, Joint probability distribution, Conditional and marginal distribution. The expected value of a random variable.

Unit 4 : Standard distributions:

Uniform distribution. Binomial distribution, Poisson distribution, Normal and standard normal distributions.

LFS207 - Diversity and Inclusion: Sensitivity towards All Genders and People with Disabilities

Unit 1: Understanding Gender Sensitivity in the Workplace

- Overview of the Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act
- Penalties for Violating the Act: Legal Consequences of Sexual Harassment
- Importance of Gender-Sensitive Behavior: Creating Safe and Inclusive Work Environments

Unit 2: Promoting Equal Opportunity Work Culture

- Procedure to Report Inappropriate Behavior: Steps for Reporting Sexual Harassment and Seeking Redressal
- Significance of an Equal Opportunity Work Culture: Fostering Fairness, Respect, and Diversity
- Respecting Others' Cultures, Religions, and Castes: Embracing Diversity in the Workplace

Unit 3: Sensitivity towards People with Disabilities

- Understanding the Importance of Sensitivity towards People with Disabilities
- Communication and Collaboration with People with Disabilities: Legal Framework and Best Practices
- Identifying and Challenging Stereotypes and Prejudices: Promoting Inclusion and Empowerment

Unit 4: Promoting Inclusive Practices for People with Disabilities

- Importance of Accessible Communication and Collaboration: Ensuring Inclusivity for All
- Breaking Down Barriers: Creating Supportive Environments for People with Disabilities
- Consequences of Stereotypes and Prejudices: Understanding the Harm and Promoting Change

LFS301- Production planning

Unit 1: Introduction to Sterile Pharmaceutical Production Planning

- Overview of sterile pharmaceutical production planning and its importance in ensuring product quality and safety.
- Understanding the regulatory requirements and industry standards governing sterile manufacturing processes.
- Role of production planning in optimizing resource utilization, minimizing production costs, and meeting market demands.
- Introduction to key concepts such as batch sizing, production scheduling, and capacity planning in sterile pharmaceutical manufacturing.

Unit 2: Facility Design and Layout for Sterile Manufacturing

- Principles of facility design and layout specific to sterile pharmaceutical manufacturing.
- Considerations for cleanroom design, including HVAC systems, air filtration, and environmental monitoring.
- Layout planning for equipment, utilities, and personnel flow to maintain sterility and optimize workflow efficiency.
- Importance of ergonomic design and space utilization in sterile manufacturing facilities.

Unit 3: Material Management and Inventory Control

- Strategies for effective material management and inventory control in sterile pharmaceutical production.
- Techniques for managing raw materials, packaging materials, and consumables to ensure continuous production flow.
- Implementation of inventory control systems, including just-in-time (JIT) inventory management and vendor-managed inventory (VMI).
- Role of automation and technology in streamlining material handling processes and minimizing inventory waste.

Unit 4: Production Scheduling and Batch Release

- Principles of production scheduling in sterile pharmaceutical manufacturing.
- Techniques for creating production schedules based on demand forecasting, capacity constraints, and lead times.
- Importance of batch release procedures in ensuring product quality and compliance with regulatory requirements.
- Implementation of batch release protocols, including in-process testing, quality assurance checks, and documentation review.

Pharmaceutical regulatory affair

Unit 1: Essential Documentation in Pharmaceutical Production

- Overview of crucial documentation in pharmaceutical production, focusing on Master Formula Records (MFRs), Drug Master Files (DMFs), and distribution records.
- Understanding the pivotal role of each type of documentation in ensuring product quality, safety, and adherence to regulatory standards.
- Best practices for maintaining accurate and up-to-date documentation throughout the production process to support regulatory submissions, inspections, and post-marketing surveillance.
- Importance of documentation in facilitating effective communication and collaboration among production teams, regulatory authorities, and other stakeholders.

Unit 2: Regulatory Pathways for Generic Drug Development

- Introduction to generic drug product development and the regulatory landscape governing generic drugs, particularly in the United States.
- Overview of the Hatch-Waxman Act and its amendments, including provisions for Abbreviated New Drug Applications (ANDAs) and the role of bioequivalence (BE) studies.
- Understanding the relevant sections of the Code of Federal Regulations (CFR) governing generic drug development and regulatory approval processes.
- Regulatory requirements and procedures for ANDA approval, emphasizing the importance of comprehensive documentation and adherence to regulatory standards.

Unit 3: Regulatory Pathways for Product Approval

- Overview of regulatory pathways for various pharmaceutical products, including Active Pharmaceutical Ingredients (APIs), biologics, and novel therapies.
- Understanding the processes and requirements for obtaining New Drug Applications (NDAs) for novel drugs and ANDAs for generic drugs.
- Regulatory considerations for scale-up processes, approval changes, and post-marketing surveillance activities to ensure ongoing compliance and product safety.
- Outsourcing bioavailability (BA) and bioequivalence (BE) studies to Contract Research Organizations (CROs) and the regulatory implications associated with such partnerships.

Unit 4: International Regulatory Frameworks and Compliance

- Overview of global regulatory requirements and submission formats, with a focus on the Common Technical Document (CTD) and Electronic Common Technical Document (eCTD).
- Understanding the importance of industry and FDA liaison processes for effective communication and collaboration on regulatory matters.
- Introduction to International Council for Harmonisation of Technical Requirements for Pharmaceuticals for Human Use (ICH) guidelines, including Quality (Q), Safety (S), and Efficacy (E) guidelines.

- Exploring regulatory requirements in other regions, including the European Union (EU), Medicines and Healthcare products Regulatory Agency (MHRA), Therapeutic Goods Administration (TGA), and rest of the world (ROW) countries, to ensure global compliance and market access.

LFS303- Bioprocess

Unit 1 : Introduction to fermentation technology

Basic principles of fermentation, Study of the design and operation of bioreactor, Ancillary parts and function, impeller design and agitation, power requirements on measurements and control of dissolved oxygen, carbon dioxide, temperature, pH and foam. Types of bioreactor CSTR, tower, airlift, bubble column, packed glass bead, hollow fiber, configuration and application Computer control of fermentation process System configuration and application

Unit 2: Mass transfer

Mass transfer Theory, diffusional resistance to oxygen requirements of microorganisms, measurements of mass transfer co- efficient and factor affecting them, effects of aeration and agitation on mass transfer, supply of air, air compressing, cleaning and sterilization of air and plenum ventilation, air sampling and testing standards for air purity.

Rheology Rheological properties of fermentation system and their importance in bioprocessing.

Unit 3 Scale up of fermentation process

Principles, theoretical considerations, techniques used, media for fermentation, HTST sterilization, advantage and disadvantage, liquid sterilization. Cultivation and immobilized culture system, Cultivation system - batch culture, continuous culture, synchronous cultures, fed batch culture. Graphical plot representing the above systems. Introduction to immobilization Techniques, immobilization of whole cell, immobilized culture system to prepare fine chemicals. Immobilization of enzymes and their applications in the industry. Reactors for immobilized systems and perspective of enzyme engineering.

Unit 4 Scale down of fermentation process

Theory, equipment design and operation, methods of filtration, solvent extraction, chromatographic separation, crystallization turbidity analysis and cell yield determination, metabolic response assay, enzymatic assay, bioautographic techniques and disruption of cells for product recovery. Isolation and screening Primary and secondary, maintenance of stock culture, strain improvement for increased yield. 12 Hrs

Unit 5 Bioprocessing of the industrially important microbial metabolites

- a) Organic solvents – Alcohol and Glycerol
- b) Organic acids - Citric acids, Lactic acids,
- c) Amino acids - Glutamic acids, Lysine, Cyclic AMP and GMP
- d) Antibiotics - Penicillin, Streptomycin, Griseofulvin,
- e) Vitamins - B12, Riboflavin and Vitamin C

Biosynthetic pathways for some secondary metabolites, microbial transformation of steroids and alkaloids
Regulation governing the manufacturing of biological products

LFS304- Pharmaceutical engineering -II

Unit 1 Mixing

Objectives, applications & factors affecting mixing, Difference between solid and liquid mixing, mechanism of solid mixing, liquids mixing and semisolids mixing. Principles, Construction, Working, uses, Merits and Demerits of Double cone blender, ribbon blender

Unit 2 Filtration

Objectives, applications, Theories & Factors influencing filtration, filter aids, filter medias. Principle, Construction, Working, Uses, Merits and demerits of plate & frame filter, rotary drum filter.

Unit 3 Centrifugation

Objectives, principle & applications of Centrifugation, principles, construction, working, uses, merits and demerits of Perforated basket centrifuge, Non-perforated basket centrifuge.

Unit 4 Materials of pharmaceutical plant construction, Corrosion and its prevention:

Factors affecting materials during selection for Pharmaceutical plant construction, Theories of corrosion, types of corrosion and there prevention. Ferrous and nonferrous metals, inorganic and organic non-metals, basic of material handling systems.

Unit 5 Pharmaceutical equipment's

List of equipment's used in manufacturing of various dosage forms, Functions and Mechanisms of the equipment

LFS305- Pharmaceutical Jurisprudence

Unit 1 Drugs and Cosmetics Act, 1940 and its rules 1945

Drugs and Cosmetics Act, 1940 and its rules 1945: Objectives, Definitions, Legal definitions of schedules to the Act and Rules Import of drugs – Classes of drugs and cosmetics prohibited from import, Import under license or permit. Offences and penalties. Manufacture of drugs – Prohibition of manufacture and sale of certain drugs, Conditions for grant of license and conditions of license for manufacture of drugs, Manufacture of drugs for test, examination and analysis, manufacture of new drug, loan license and repacking license.

UNIT-2 Various regulation

Drugs and Cosmetics Act, 1940 and its rules 1945. Detailed study of Schedule G, H, M, N, P,T,U, V, X, Y, Part XII B, Sch F & DMR (OA) Sale of Drugs – Wholesale, Retail sale and Restricted license. Offences and penalties Labeling & Packing of drugs- General labeling requirements and specimen labels for drugs and cosmetics, List of permitted colors. Offences and penalties. Administration of the Act and Rules – Drugs Technical Advisory Board, Central drugs Laboratory, Drugs Consultative Committee, Government drug analysts, Licensing authorities, controlling authorities, Drugs Inspectors

UNIT-3 Various Act related to Pharma

- Pharmacy Act –1948: Objectives, Definitions, Pharmacy Council of India; its constitution and functions, Education Regulations, State and Joint state pharmacy councils; constitution and functions, Registration of Pharmacists, Offences and 122 Penalties
- Medicinal and Toilet Preparation Act –1955: Objectives, Definitions, Licensing, Manufacture In bond and Outside bond, Export of alcoholic preparations, Manufacture of Ayurvedic, Homeopathic, Patent & Proprietary Preparations. Offences and Penalties.
- Narcotic Drugs and Psychotropic substances Act-1985 and Rules: Objectives, Definitions, Authorities and Officers, Constitution and Functions of narcotic & Psychotropic Consultative Committee, National Fund for Controlling the Drug Abuse, Prohibition, Control and Regulation, opium poppy cultivation and production of poppy straw, manufacture, sale and export of opium, Offences and Penalties

UNIT- 4 salient features of Pharma act

- Study of Salient Features of Drugs and Magic Remedies Act and its rules: Objectives, Definitions, Prohibition of certain advertisements, Classes of Exempted advertisements, Offences and Penalties
- Prevention of Cruelty to animals Act-1960: Objectives, Definitions, Institutional Animal Ethics Committee, CPCSEA guidelines for Breeding and Stocking of Animals, Performance of Experiments, Transfer and acquisition of animals for experiment, Records, Power to suspend or revoke registration, Offences and Penalties
- National Pharmaceutical Pricing Authority: Drugs Price Control Order (DPCO)- 2013. Objectives, Definitions, Sale prices of bulk drugs, Retail price of formulations, Retail price and ceiling price of scheduled formulations, National List of Essential Medicines (NLEM)

UNIT-5 Legislation

- Pharmaceutical Legislations – A brief review, Introduction, Study of drugs enquiry committee, Health survey and development committee, Hathi committee and Mudaliar committee

- Code of Pharmaceutical ethics Definition, Pharmacist in relation to his job, trade, medical profession and his profession, Pharmacist's oath
- Medical Termination of Pregnancy Act
- Right to Information Act
- Introduction to Intellectual Property Rights (IPR)

LFS306- Communication Skills

Unit - 1

Communication Skills: Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context

Barriers to communication: Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers Perspectives in Communication: Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment

Unit– 2

Elements of Communication: Introduction, Face to Face Communication - Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication

Communication Styles: Introduction, The Communication Styles Matrix with example for each -Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate Communication Style

Unit – 3

Basic Listening Skills: Introduction, Self-Awareness, Active Listening, Becoming anActive Listener, Listening in Difficult Situations

Effective Written Communication: Introduction, When and When Not to Use Written Communication - Complexity of the Topic, Amount of Discussion' Required, Shades of Meaning, Formal Communication

Writing Effectively: Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message

Unit – 4

Interview Skills: Purpose of an interview, Do's and Dont's of an interview

Giving Presentations: Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery

Unit- 5:

Group Discussion: Introduction, Communication skills in group discussion, Do's andDont's of group discussion

LFS307- Computer Applications In Pharmacy

Unit – 1

Number system: Binary number system, Decimal number system, Octal number system, Hexadecimal number systems, conversion decimal to binary, binary to decimal, octal to binary etc, binary addition, binary subtraction – One's complement, Two's complement method, binary multiplication, binary division
Concept of Information Systems and Software : Information gathering, requirement and feasibility analysis, data flow diagrams, process specifications, input/output design, process life cycle, planning and managing the project

Unit –2

Web technologies: Introduction to HTML, XML, CSS and Programming languages, introduction to web servers and Server Products
Introduction to databases, MYSQL, MS ACCESS, Pharmacy Drug database Unit – 3

Application of computers in Pharmacy – Drug information storage and retrieval, Pharmacokinetics, Mathematical model in Drug design, Hospital and Clinical Pharmacy, Electronic Prescribing and discharge (EP) systems, barcode medicine identification and automated dispensing of drugs, mobile technology and adherence monitoring
Diagnostic System, Lab-diagnostic System, Patient Monitoring System, Pharma Information System

Unit – 4

Bioinformatics: Introduction, Objective of Bioinformatics, Bioinformatics Databases, Concept of Bioinformatics, Impact of Bioinformatics in Vaccine Discovery

Unit-5

Computers as data analysis in Preclinical development: Chromatographic data analysis (CDS), Laboratory Information management System (LIMS) and Text Information Management System (TIMS)

LFS401- Documentation for Production Control and Quality

Unit 1: Understanding Essential Production Documents

- Overview of critical production documents including Batch Manufacturing Records (BMR) and Batch Packaging Records (BPR).
- Detailed examination of BMR and BPR contents, emphasizing batch-specific instructions, formulations, and manufacturing procedures.
- Importance of accurate documentation for ensuring product consistency, traceability, and regulatory compliance.
- Role of production supervisors in reviewing, verifying, and approving BMR and BPR to maintain quality standards and facilitate smooth production processes.

Unit 2: Establishing Robust Document Control Procedures

- Developing and implementing document control procedures tailored for BMR, BPR, and Standard Operating Procedures (SOPs).
- Ensuring version control, change management, and distribution protocols to maintain document accuracy, integrity, and accessibility.
- Training production personnel on document control procedures and reinforcing adherence to document management policies.
- Collaboration with cross-functional teams, including quality assurance and regulatory affairs, to align with organizational standards and regulatory requirements.

Unit 3: Comprehensive Documentation in Pharmaceutical Production

- Introduction to various production documents essential for pharmaceutical manufacturing, including Exploratory Product Development Brief (EPDB), Product Development Plan (PDP), and Product Development Report (PDR).
- Detailed exploration of Master Formula Record (MFR), Batch Reconciliation, and Print Pack Specifications.
- Understanding the purpose, content, and calculations involved in BMR and BPR.
- Practical exercises on preparing and reviewing production documents to ensure accuracy and compliance.

Unit 4: Integration and Application of Production Documentation

- Integration of production documents into the overall quality management system.
- Importance of effective communication and collaboration among production, quality assurance, and regulatory affairs departments.
- Application of production documentation in process optimization, troubleshooting, and continuous improvement initiatives.

LFS402- Complaint Handling and Product Recall

Unit 1: Understanding Pharmaceutical Complaint Handling in Production

- Introduction to the role of production in pharmaceutical complaint handling.
- Overview of regulatory requirements and guidelines for complaint handling applicable to production departments.
- Procedures for receiving, documenting, and escalating complaints within the production environment.
- Training production personnel on their roles and responsibilities in the complaint handling process.

Unit 2: Investigating Complaints in Production Processes

- Techniques for conducting investigations into complaints related to production processes.
- Utilizing root cause analysis methods to identify underlying issues within production operations.
- Collaboration between production, quality assurance, and other departments to investigate complaints thoroughly.
- Documentation and reporting requirements for complaint investigations conducted within production departments.

Unit 3: Managing Product Recalls in Production Facilities

- Overview of product recall procedures tailored for production environments.
- Identifying triggers for initiating a product recall within production, such as deviations from standard operating procedures or equipment failures.
- Developing and executing a recall strategy specific to production processes, including line clearance, quarantine procedures, and batch disposition.
- Coordinating communication and actions with relevant stakeholders within and outside the production department during a recall event.

Unit 4: Post-Recall Evaluation and Process Improvement in Production

- Evaluating the effectiveness of recall actions taken within production processes.
- Conducting post-recall reviews to identify opportunities for process improvement and preventive measures.
- Implementing changes to production procedures, equipment, or training based on lessons learned from complaint handling and recall management.
- Integration of feedback from complaint handling and recall management processes into continuous improvement efforts within production operations.

LFS403- Process Equipment Design

Unit 1: Fundamentals of Process Equipment Design

- Introduction to process equipment design principles.
- Importance of equipment design in pharmaceutical manufacturing.
- Regulatory considerations with respect to process design: FDA guidelines, cGMP requirements.
- Case studies illustrating the impact of equipment design on product quality and regulatory compliance.

Unit 2: Material Selection for Pharmaceutical Equipment

- Properties of materials commonly used in pharmaceutical equipment.
- Material compatibility with pharmaceutical products and cleaning agents.
- Corrosion resistance, durability, and hygienic considerations in material selection.
- Real-world examples of material selection challenges and solutions in pharmaceutical equipment design.

Unit 3: Pressure Vessels, Reactors, and Safety Considerations

- Design considerations for pressure vessels in pharmaceutical processes.
- Selection of reactor types and considerations for safe operation.
- Safety considerations and regulatory requirements in vessel and reactor design.
- Case studies highlighting the importance of safety in pressure vessel and reactor design.

Unit 4: Heat Transfer, Cooling Systems, and Energy Efficiency

- Types of heat exchangers and their applications in pharmaceutical manufacturing.
- Design principles for efficient heat transfer and temperature control.
- Cooling system design considerations and energy efficiency measures.
- Case studies demonstrating innovative approaches to heat transfer and cooling system design in pharmaceutical processes.

LFS 404- Pharmaceutical Process Chemistry

Unit 1 : Process chemistry Introduction, Synthetic strategy Stages of scale up process: Bench, pilot and large scale process. In-process control and validation of large scale process. Case studies of some scale up process of APIs. Impurities in API, types and their sources including genotoxic impurities

Unit 2 : Unit Operations a) Extraction: Liquid equilibria, extraction with reflux, extraction with agitation, counter current extraction. b) Filtration: Theory of filtration, pressure and vacuum filtration, centrifugal filtration, c) Distillation: azeotropic and steam distillation d) Evaporation: Types of evaporators, factors affecting evaporation. e) Crystallization: Crystallization from aqueous, nonaqueous solutions factors affecting crystallization, nucleation. Principle and general methods of Preparation of polymorphs, hydrates, solvates and amorphous APIs.

Unit 3 : Unit Processes - I a) Nitration: Nitrating agents, Aromatic nitration, kinetics and mechanism of aromatic nitration, process equipment for technical nitration, mixed acid for nitration, b) Halogenation: Kinetics of halogenations, types of halogenations, catalytic halogenations. Case study on industrial halogenation process. c) Oxidation: Introduction, types of oxidative reactions, Liquid phase oxidation with oxidizing agents. Nonmetallic Oxidizing agents such as H₂O₂, sodium hypochlorite, Oxygen gas, ozonolysis.

Unit 4: Unit Processes - II a) Reduction: Catalytic hydrogenation, Heterogeneous and homogeneous catalyst; Hydrogen transfer reactions, Metal hydrides. Case study on industrial reduction process. b) Fermentation: Aerobic and anaerobic fermentation. Production of i. Antibiotics; Penicillin and Streptomycin, ii. Vitamins: B₂ and B₁₂ iii. Statins: Lovastatin, Simvastatin c) Reaction progress kinetic analysis i. Streamlining reaction steps, route selection, ii. Characteristics of expedient routes, characteristics of cost-effective routes, reagent selection, families of reagents useful for scale-up.

Unit Industrial Safety a) MSDS (Material Safety Data Sheet), hazard labels of chemicals and Personal Protection Equipment (PPE) b) Fire hazards, types of fire & fire extinguishers c) Occupational Health & Safety Assessment Series 1800 (OHSAS-1800) and ISO-14001(Environmental Management System), Effluents and its management

LFS405- Water for Pharmaceutical Use

Unit 1: Types of Water for Pharmaceutical Use

- Overview of different types of water used in pharmaceutical manufacturing.
- Examination of Purified Water (PW), Water for Injection (WFI), Highly Purified Water (HPW), and their specific applications.
- Understanding the importance of water quality and compliance with pharmacopeial standards.
- Validation And Qualification Of Water Purification, Storage, and Distribution Systems
- Introduction to Water BET (Bacterial Endotoxin Test) and its significance in pharmaceutical water testing.

Unit 2: Purified Water (PW) Systems

- In-depth exploration of Purified Water (PW) systems, including design, operation, and maintenance.
- Overview of purification technologies employed in PW systems, such as reverse osmosis, filtration, and UV irradiation.
- Validation and qualification requirements for PW systems to ensure compliance with regulatory standards.
- Practical considerations for routine monitoring, testing, and maintenance of PW systems.

Unit 3: Water for Injection (WFI) Systems

- Understanding the critical role of Water for Injection (WFI) in pharmaceutical manufacturing.
- Detailed examination of WFI production methods, including distillation and reverse osmosis.
- Regulatory requirements and validation strategies for WFI systems.
- Procedures for monitoring and controlling microbial contamination in WFI systems.

Unit 4: Highly Purified Water (HPW) and Water BET Testing

- Overview of Highly Purified Water (HPW) and its applications in specific pharmaceutical processes.
- Principles and methods of Water BET (Bacterial Endotoxin Test) for assessing water quality.
- Importance of Water BET testing in ensuring the absence of bacterial endotoxins in pharmaceutical water.
- Regulatory requirements and best practices for conducting Water BET testing in pharmaceutical manufacturing.

LFS406- Design Thinking

Unit 1

What is Different About Design thinking? Design Thinking Skills Principles of Design Thinking, The Basis for Design Thinking, The Design Thinking Team, Design Thinking Workshops and Meetings – Exercises and case based discussions

Unit 2

Listening and Empathizing Techniques – observation – structured open ended approach - , Design Thinking Frameworks, Ideation tools – brainstorming, innovation heuristics, behaviour models, overcoming cognitive fixedness – Exercises and case based discussions

Unit 3

Use of Diagrams and Maps in Design Thinking – Empathy map. Affinity diagram, mind map, journey map, combining ideas into complex innovation concepts. Story telling – improvisation, scenario planning, development of scenarios, evaluation tools, frog design and prototyping - – Exercises and case-based discussions Assess developer and user perspectives for bias – apply frameworks to strengthen communication – sustain a culture of innovation.

Unit 4

Sustainable product design, Ergonomics, Semantics, Entrepreneurship/business ideas, Product Data Specification, Establishing target specifications, Setting the final specifications. Design projects for teams.

LFS407- Vedic Mathematics

Unit- 1 Vedic Maths- High Speed Addition and Subtraction Sessions/Lectures

- Vedic Maths: History of Vedic Maths and its Features
- Vedic Maths formulae: Sutras and Upsutras • Addition in Vedic Maths: Without carrying, Dot Method
- Subtraction in Vedic Maths: Nikhilam Navatashcaramam Dashatah (All from 9 last from 10)
- Fraction -Addition and Subtraction

Unit- 2 Vedic Maths- Miracle Multiplication and Excellent Division

- Multiplication in Vedic Maths: Base Method (any two numbers upto three digits)
- Multiplication by Urdhva Tiryak Sutra
- Miracle multiplication: Any three-digit number by series of 1's and 9's
- Division by Urdhva Tiryak Sutra (Vinculum method)

Unit- 3 Vedic Maths-Lightening Squares and Rapid Cubes

- Squares of any two-digit numbers: Base method
- Square of numbers ending in 5: Ekadhikena Purvena Sutra
- Easy square roots: Dwandwa Yoga (duplex) Sutra
- Square root of 2: Baudhayana Shulbasutra
- Cubing: Yavadunam Sutra

Unit- 4

- Vedic Maths-Enlighten Algebra and Geometry
- Factoring Quadratic equation: Anurupyena, Adyamadyenantyamanty Sutra
- Concept of Baudhayana (Pythagoras) Theorem
- Circling a square: Baudhayana Shulbasutra
- Concept of pi: Baudhayana Shulbasutra
- Concept angle (8) 0o, 30o, 45o, 60o and 90o: Baudhayana number

LFS501- In process Quality Assurance Pharmaceutical Manufacturing

Unit 1: In-Process Quality Checks and Parameters

- Various in-process checks performed during pharmaceutical manufacturing and packing operations.
- Understanding critical quality attributes (CQA), critical process parameters (CPP), and their significance in ensuring product quality.
- Standard procedures for end process sampling plans and control measures.
- Blending of batches of intermediate and final products.

Unit 2: Equipment Qualification and Validation

- Procedures for equipment qualification and validation to meet regulatory requirements.
- Handling incidents, deviations, Out of Specification (OOS), and Out of Trend (OOT) measures related to equipment performance.
- Instrument management and calibration procedures to ensure accurate measurements.

Unit 3: Quality by Design (QbD) and Process Analytical Technology (PAT)

- Introduction to Quality by Design (QbD) principles and their role in pharmaceutical manufacturing.
- Advantages and limitations of QbD and PAT approaches.
- Elements of QbD, including Quality Target Product Profile (QTPP) and Critical Material Attributes (CMA).
- FDA initiatives and regulatory requirements for implementing PAT in pharmaceutical manufacturing.

Unit 4: various other Aspects of In-Process Quality Assurance

- Contamination prevention measures during manufacturing.
- Compliance requirements and issues related to labeling.
- Testing of intermediate products and analytical validation procedures.
- Review of Certificate of Analysis (COA), stability monitoring, expiry dating, and sample retention.
- Handling change management/control and processes for rejection, release, resourcing, reworking, and recovery of materials and solvents

LFS502- Reporting, Review and CAPA management

Unit 1: Quality Review and Reporting

- Understanding the importance of quality review and reporting in maintaining product quality and regulatory compliance.
- Overview of quality review processes, including data analysis, trend identification, and performance metrics.
- Techniques for effective quality reporting, including report generation, dissemination, and presentation to stakeholders.
- Regulatory requirements and industry standards governing quality review and reporting in pharmaceutical manufacturing.

Unit 2: CAPA Management: Introduction and Regulations

- Overview of Corrective and Preventive Action (CAPA) management and its significance in quality assurance.
- Understanding regulatory requirements and guidelines for CAPA implementation, including FDA's 21 CFR Part 820 and ISO 13485 standards.
- Importance of establishing robust CAPA systems to identify, investigate, and address quality issues effectively.

Unit 3: Issue Identification and Problem Investigation

- Techniques for identifying quality issues and deviations within manufacturing processes.
- Introduction to Problem Investigation methodologies, including Root Cause Analysis (RCA) and Failure Mode and Effects Analysis (FMEA).
- Practical application of RCA techniques to identify underlying causes of quality issues and deviations.

Unit 4: Developing Effective CAPA Processes

- Components of an effective CAPA process, including issue identification, root cause analysis, corrective actions, preventive actions, and effectiveness checks.
- Utilizing RCA tools and methodologies to drive continuous improvement in CAPA processes.
- Documenting CAPA activities, including CAPA plans, investigations, actions, and outcomes.
- Integration of CAPA with other quality management systems and processes for continuous improvement.

Unit 5: Continuous Improvement through CAPA

- Importance of integrating CAPA with continuous improvement initiatives in pharmaceutical manufacturing.
- Strategies for developing a culture of quality and accountability within the organization.
- Leveraging CAPA data and insights to drive process optimization, risk reduction, and product quality enhancement.
- Regulatory considerations for implementing CAPA-driven continuous improvement programs

LFS503- Standards of Quality and Auditing

Unit 1: Introduction to Quality Standards

- Overview of quality assurance principles and their significance in organizational performance.
- Understanding international quality standards and regulatory frameworks governing various industries.
- Introduction to quality management systems (QMS) and their role in ensuring product/service quality and regulatory compliance.
- Importance of adhering to quality standards in different organizational settings.
- Introduction to Installation Qualification (IQ), Operational Qualification (OQ), and Performance Qualification (PQ) as part of equipment qualification processes in pharmaceutical manufacturing

Unit 2: Quality Management Systems (QMS)

- Components and principles of quality management systems (QMS) in different industries.
- Implementation of QMS standards such as ISO 9001, ISO 14001, and ISO 45001.
- Importance of quality policy, objectives, processes, and performance monitoring in maintaining organizational excellence.
- Successful QMS implementation and its impact on organizational performance.

Unit 3: Auditing Practices and Methodologies

- Introduction to auditing principles, objectives, and types of audits across various industries.
- Planning, preparation, and execution of internal and external audits, including audit scope, criteria, and checklist development.
- Techniques for gathering evidence, conducting interviews, and evaluating compliance during audits.
- Various audit scenarios to enhance auditing skills.

Unit 4: Audit Follow-Up and Continuous Improvement

- Importance of audit follow-up procedures, including findings documentation, corrective action implementation, and effectiveness verification.
- Strategies for driving continuous improvement based on audit findings and organizational performance metrics.
- Regulatory considerations and industry best practices for maintaining compliance with quality standards.
- The role of audits in identifying opportunities for process optimization and organizational excellence.

LFS504-Pharmaceutical Statistics

Unit 1: Fundamentals of Pharmaceutical Statistics (4 hours)

- Introduction to statistical applications within the pharmaceutical industry and their pivotal role in decision-making and quality assurance processes.
- Basic statistical concepts and terminologies essential for comprehending pharmaceutical data analysis.
- Exploration of statistics' significance in drug development, clinical trials, quality control, and adherence to regulatory requirements.
- Introduction to commonly utilized statistical software platforms in pharmaceutical data analysis.

Unit 2: Statistical Methods in Clinical Trials (8 hours)

- Comprehensive understanding of statistical design and analysis principles applicable to clinical trials, encompassing randomized controlled trials and observational studies.
- Examination of hypothesis testing, confidence intervals, and p-values within the context of clinical trial data analysis.
- Overview of survival analysis, non-parametric methods, and adaptive trial designs, illustrating their practical application through case studies.
- Utilization of statistical methods across different phases of clinical trials, demonstrated through practical examples and real-world scenarios.

Unit 3: Statistical Quality Control in Pharmaceutical Manufacturing (8 hours)

- In-depth exploration of statistical process control (SPC) methodologies employed for monitoring and regulating pharmaceutical manufacturing processes.
- Detailed examination of control charts, process capability analysis, and acceptance sampling plans within the realm of quality control.
- Application of statistical techniques in validation studies, stability testing, and method validation processes.
- Practical implementation of statistical methodologies for investigating deviations, out-of-specification results, and process optimization in pharmaceutical manufacturing settings.

Unit 4: Regulatory Requirements and Compliance in Pharmaceutical Statistics (4 hours)

- Comprehensive overview of regulatory mandates governing statistical analysis in pharmaceutical research, development, and manufacturing, including guidelines from regulatory bodies such as the FDA, EMA, and ICH.
- Emphasis on the importance of documentation, data integrity, and reproducibility in statistical analyses for regulatory submissions.
- Strategies for ensuring compliance with regulatory standards and best practices in pharmaceutical statistics, with a focus on maintaining data integrity and adherence to regulatory guidelines.

LFS505- Engineering Controls for Pharma

Unit 1: Introduction to Engineering Controls and Regulatory Compliance

- Overview of engineering controls and their pivotal role in maintaining product quality and safety in pharmaceutical manufacturing.
- Regulatory requirements and guidelines governing engineering controls, including those outlined by regulatory authorities such as the FDA and EMA.
- Introduction to cleanroom classifications and design principles aimed at minimizing contamination risks and ensuring product integrity.
- Understanding the critical role of engineering controls in contamination control and assurance of product quality throughout the manufacturing process.

Unit 2: Cleanroom Design, HVAC Systems, and Qualification

- Principles of cleanroom design and layout to meet specific cleanliness requirements in pharmaceutical manufacturing facilities.
- Examination of HVAC systems and their crucial role in maintaining optimal air quality, temperature, and humidity levels within cleanrooms.
- Overview of filtration technologies and airflow patterns utilized in cleanrooms to control particulate matter and microbial contamination.
- Considerations for HVAC system validation to ensure compliance with regulatory requirements and ongoing maintenance practices.

Unit 3: Containment Technologies, Facility Layout Optimization, and Validation

- Introduction to containment technologies designed for handling hazardous materials and potent compounds safely within pharmaceutical manufacturing environments.
- Design considerations for containment systems, including isolators and gloveboxes, to prevent cross-contamination and ensure operator safety.
- Facility layout optimization strategies to enhance workflow efficiency, minimize contamination risks, and facilitate cleaning and maintenance activities.
- Implementation of validation protocols for containment systems and facility layout to verify their effectiveness in controlling contamination and ensuring product quality.

Unit 4: Environmental Monitoring, Regulatory Compliance, and Validation

- Importance of environmental monitoring in pharmaceutical manufacturing facilities for assessing air quality, surface cleanliness, and microbial contamination levels.
- Monitoring protocols for air quality, surface cleanliness, and microbial contamination, in alignment with regulatory requirements and data integrity standards.
- Regulatory requirements for environmental monitoring and best practices for implementing effective monitoring programs to maintain compliance.
- Execution of validation protocols for environmental monitoring systems to ensure their accuracy, reliability, and compliance with regulatory standards.

LFS506- Organizational Behavior

Unit 1 Organisational Behaviour

Organisational Behaviour – What is O.B., Nature and Structure and Structure of O.S. approaches to O.B. behaviorists frame work, social learning frame work. Basic understanding of Individual behaviors:- personality – meaning, development, Freudian stage, Neo Freudian stage.

Unit 2 Perception

Perception-nature, Importance, meaning, learning & perception. Attitudes & satisfaction:- nature, dimensions of attitudes, meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – meaning, causes & effects. Group dynamics:- Nature of Groups, types- committee organization, its nature & functions. Informal Organization structure, Informal communication system.

Unit 3 Conflicts

Conflicts – Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control:- Nature and meaning of decision making, phases of decision making process, Meaning of Control, elements of control process.

LFS507-Indian Health Sciences

Unit 1: Vedic Foundations of Ayurveda

Understanding the roots of Ayurveda in Vedic literature, Exploration of Ayurveda's philosophical foundations, Tracing the ancient practices and beliefs that laid the groundwork for Ayurvedic principles.

Unit 2: Basic Concepts of Ayurveda

Delving into fundamental concepts such as the Three Gunas and Three Doshas, Exploring the role of Pancha-mahabhuta and Sapta-dhatu in Ayurvedic physiology, Understanding the significance of Agni (digestive fire) in maintaining health and treating diseases.

Unit 3: Ayurvedic Health Regimens

Studying Dinacharya (daily regimen) for maintaining good health, Exploring Ritucharya (seasonal regimen) and its importance in adapting to environmental changes.

Unit 4: Texts and Practices in Ayurveda

Selected extracts from Astāngahrdya (selections from Sūtrasthāna) and Suśruta-Samhitā (sections on plastic surgery, cataract surgery and anal fistula), Understanding the Ayurvedic pharmacopeia and its role in traditional medicine, Charaka and Sushruta on the qualities of a Vaidya.

Unit 5: Evolution and Revival of Ayurveda

Investigating the historical development of Ayurveda until the 18th and 19th centuries, Exploring the continuity of surgical practices and the introduction of inoculation, Understanding the contemporary revival of Ayurveda and its integration with modern healthcare systems, including the resurgence of interest in Yoga.

B.B.A. Event Management

Apprenticeship Embedded Degree Programme
(3 Years)

By:
Media and Entertainment Skills Council

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Chapter 1

General Course Structure

&

Credit Distribution

Definition of Credit

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hr. Practical (P) per week	1 credit

A. Range of Credits:

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 120.

B. Structure of AEDP (3 Year) in Media and Entertainment Skills:

The structure of the program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

Sr. No.	Category	Suggested Breakup of Credits
1	Program Core courses (Branch specific)	84*
2	Open Elective courses (from other technical and /or emerging subjects)	8*
3	Vocational (Minor), Project work, seminar, and internship in industry or elsewhere	12*
4	CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.]	10*

5	Apprenticeship with Industry	26*
	Total	140*

*Minor variation is allowed as per need of the respective disciplines.

C. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
PC	Program Core Courses
OE	Open Elective Courses
PR	Project

D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.

101, 102 ... etc. for first semester 201, 202 Etc. for second semester 301, 302 ... for third semester.

E. Category-wise Courses

PROGRAM CORE COURSES [PC]

Note:

(i) Number of Program Core Courses: 30 (including lab courses)

(ii) Credits: 84

Sl. No	Code No.	Course Title	Hours per week	Semester	Credits
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			L	T	P		
1	DEM101	Communicative English-I	1	0	2	1	2
2	DEM102	Management Process	1	1	0	1	2
3	DEM103	Business Communication	0	2	0	1	2
4	DEM104	Financial Accounting	1	1	2	1	3
5	DEM105	Business Environment & Sustainable Development	1	2	2	1	4
6	DEM106	Organizational Behaviour	1	2	0	1	3
7	DEM201	Communicative English-II	1	0	2	2	2
8	DEM202	Advertising Management for Services	2	2	2	2	5
9	DEM203	Economics for Executives	1	1	0	2	2
10	DEM204	Value Education - Human Rights	1	2	0	2	3
11	DEM205	Marketing Management	1	0	2	2	2
12	DEM206	Introduction To Event Management & PR	2	0	0	2	2
13	DEM301	Event Management Planning	1	1	2	3	3
14	DEM302	Event Production Process	1	2	0	3	3
15	DEM303	Principles of Event Management	1	1	2	3	3
16	DEM304	Event Cost Accounting & Finance Management	1	1	2	3	3
17	DEM305	Public Relations	1	2	2	3	4
18	DEM401	Event Marketing & Sponsorship	1	1	2	4	3
19	DEM402	Event Marketing Campaign	1	2	0	4	3
20	DEM403	Brand Management	1	2	2	4	4
21	DEM404	Event Hospitality, Law & Permissions	1	0	2	4	2
22	DEM405	Event Team & Crew Management	1	0	2	4	2
23	DEM406	Community Connect	0	2	0	4	2
24	DEM501	Sales and Promotion	2	2	2	5	5
25	DEM502	Budgeting and Costing of Events	2	2	2	5	5
26	DEM503	Event Production and Logistics	2	2	2	5	5

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27	DEM504	Special Events (Wedding Planning & Live Events)	2	2	2	5	5
Total Credits							84

** The branch code, e.g. ADMC for Content and Creative Writing
 ### Three-digit number for identifying the level of the course

OPEN ELECTIVE COURSES [OE]

Note:

- (i) Number of Open Elective Courses: 13
- (ii) Credits: 30
- (iii) The Open Elective Courses to be offered in all semesters.
- (iv) The students can opt for any open elective courses that are offered by any of the respective departments.

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	OE	Open Elective (To be Chosen by Student)	0	2	0	1	2
2		Vocational (Minor)	0	2	2	1	3
3		Co-Curricular	0	2	0	1	2
4		Open Elective (To be Chosen by Student)	0	2	0	2	2
5		Vocational (Minor)	0	2	2	2	3
6		Co-Curricular	0	2	0	2	2
7		Open Elective (To be Chosen by Student)	0	2	0	3	2
8		Vocational (Minor)	0	2	2	3	3
9		Co-Curricular	0	2	0	3	2
10		Open Elective (To be Chosen by Student)	0	2	0	4	2

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11		Vocational (Minor)	0	2	2	4	3
12		Co-Curricular	0	2	0	4	2
13		Co-Curricular	0	2	0	5	2
Total Credits							30

** The branch code, e.g. ADMC for Media Communication

Three-digit number for identifying the level of the course

PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1		Live Project I (Industry Tie-up)	0	0	0	2	0
2		Live Project II (Industry Tie-up)	0	0	0	4	0
3		Project I	0	1	4	5	3
Total Credits							3

Note:

- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

INDUCTION PROGRAM

Induction program (suggested)	Two-week duration
Induction program for students to be offered right at the start of the first YEAR.	<ul style="list-style-type: none"> • Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations

F. Visits/Workshop/Expert Lectures:

- a. It is advised to arrange one industrial visit every semester for the students of each branch.
- b. It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

G. Evaluation Scheme (Suggestive only):

a. For Theory Courses:

(The weightage of Internal assessment is 40% and for End Semester Exam is 60%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

b. For Practical Courses:

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

c. For Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C

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40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	FR (Fail due to shortage of attendance and therefore, to repeat the course)

CHAPTER 2

FIRST YEAR CURRICULUM

STRUCTURE

Semester 1								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DEM101	Communicative English-I	1	0	2	3	2
2	PC	DEM102	Management Process	1	1	0	2	2
3	PC	DEM103	Business Communication	0	2	0	2	2
4	PC	DEM104	Financial Accounting	1	1	2	4	3
5	PC	DEM105	Business Environment & Sustainable Development	1	2	2	5	4
6	PC	DEM106	Organizational Behavior	1	2	0	3	3
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 2								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DEM201	Communicative English-II	1	0	2	3	2
2	PC	DEM202	Advertising Management for Services	2	2	2	6	5
3	PC	DEM203	Economics for Executives	1	1	0	2	2
4	PC	DEM204	Value Education - Human Rights	1	2	0	3	3
5	PC	DEM205	Marketing Management	1	0	2	3	2
6	PC	DEM206	Introduction To Event Management & PR	2	0	0	2	2
7	OE		Open Elective (To be	0	2	0	2	2

			Chosen by Student)					
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project I (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DEM101
Course Title	: Communicative English-I
Number of Credits	: 2(L:1, T:0, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.
5. Apply language skills relevant to media and entertainment contexts.

Course Content:

1. Foundations of English Language
2. Reading Comprehension Strategies
3. Writing Techniques for Media
4. Verbal and Non-verbal Communication
5. Media Literacy and Critical Analysis
6. Presentation Skills for Media Professionals
7. Group Communication Dynamics
8. Cultural Sensitivity in Communication

Course Outcome:

1. Proficient written and verbal communication in media settings.
2. Critical analysis and interpretation of media-related content.
3. Effective presentation and public speaking abilities.

4. Collaborative communication skills suitable for team environments.
5. Application of language skills in media and entertainment contexts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DEM102
Course Title	: Management Process
Number of Credits	: 2(L:1, T:1, P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the fundamental principles and components of the management process.
2. Develop skills in planning and organizing events through effective management techniques.
3. Explore the key elements of decision-making and problem-solving within the event management context.
4. Learn to apply management processes to ensure the successful execution of diverse events.

Course Content:

1. Fundamentals of the Management Process
2. Planning and Organizing Events: Management Techniques
3. Decision-Making and Problem-Solving in Event Management
4. Application of Management Processes in Event Execution

Course Outcome:

1. Gain a solid understanding of the core principles underlying the management process.
2. Develop proficiency in planning and organizing events through the application of effective management techniques.
3. Acquire skills in making informed decisions and solving problems within the unique challenges of event management.
4. Apply management processes to ensure the successful execution of diverse events, meeting client expectations and industry standards.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	

Course Code	:	DEM103
Course Title	:	Business Communication
Number of Credits	:	2(L:0, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop effective written and verbal communication skills relevant to the event management industry.
2. Understand the principles of professional communication in a business context.
3. Enhance interpersonal communication and teamwork abilities for successful event coordination.
4. Learn to create persuasive and informative business communication materials.

Course Content:

1. Principles of Effective Business Communication
2. Written Communication in the Event Management Industry
3. Verbal Communication and Interpersonal Skills
4. Crafting Persuasive and Informative Business Communication Materials

Course Outcome:

1. Acquire strong written and verbal communication skills essential for effective communication in the event management field.
2. Understand and apply principles of professional communication in various business scenarios.
3. Develop strong interpersonal skills for effective teamwork and coordination in event management.
4. Create persuasive and informative business communication materials suitable for the event industry.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - I</u>		
Course Code	:	DEM104
Course Title	:	Financial Accounting
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	;	NIL

Course Category	:	PC
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Objective:

1. Develop a foundational understanding of financial accounting principles in the context of event management.
2. Acquire skills to analyze and interpret financial statements relevant to the event industry.
3. Learn to apply accounting concepts to manage budgets and financial resources for events.
4. Understand the role of financial accounting in decision-making within the event management domain.

Course Content:

1. Basics of Financial Accounting
2. Interpretation of Financial Statements
3. Budgeting and Financial Management in Event Planning
4. Role of Financial Accounting in Decision-Making for Events

Course Outcome:

1. Gain a strong foundation in financial accounting principles applicable to event management.
2. Analyze and interpret financial statements to make informed financial decisions for events.
3. Apply accounting concepts to effectively manage budgets and financial resources in event planning.
4. Understand the pivotal role of financial accounting in making sound decisions within the event management sector.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DEM105
Course Title	:	Business Environment & Sustainable Development
Number of Credits	:	4(L:1, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

Media & Entertainment Skills Council

1. Develop an understanding of the business environment and its impact on the event management industry.
2. Explore the concept of sustainable development and its application in event planning.
3. Analyze the interplay between business dynamics and sustainable practices in the context of events.
4. Gain insights into creating environmentally and socially responsible events within the business environment.

Course Content:

1. Overview of Business Environment in Event Management
2. Principles and Practices of Sustainable Development
3. Integrating Sustainable Practices in Event Planning
4. Business Strategies for Environmentally and Socially Responsible Events

Course Outcome:

1. Understand the dynamics of the business environment and its relevance to event management.
2. Apply principles of sustainable development to event planning.
3. Develop strategies for integrating sustainable practices in various aspects of event management.
4. Gain the ability to plan and execute environmentally and socially responsible events within the broader business context.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DEM106
Course Title	: Organizational Behavior
Number of Credits	: 3(L:1, T:2, P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop an understanding of the fundamental concepts and theories of organizational behavior.
2. Analyze the impact of organizational behavior on individual and group dynamics.
3. Explore the role of leadership, motivation, and communication in organizational settings.
4. Apply organizational behavior principles to real-world scenarios in the context of digital media and advertising.

Course Content:

1. Introduction to Organizational Behavior: Concepts and Theories
2. Individual and Group Dynamics in Organizations
3. Leadership and Motivation in the Digital Media Industry
4. Communication Strategies for Effective Organizational Behavior

Course Outcome:

1. Demonstrate a comprehensive understanding of the fundamental concepts and theories of organizational behavior.
2. Analyze and evaluate the impact of organizational behavior on individual and group dynamics within a digital media and advertising context.
3. Apply leadership, motivation, and communication principles to enhance organizational effectiveness in the digital media industry.
4. Utilize organizational behavior knowledge to address challenges and opportunities in the dynamic field of digital media and advertising.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DEM201
Course Title	: Communicative English-II
Number of Credits	: 2(L:1, T:0, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Enhance proficiency in English language skills for effective communication.
2. Develop advanced writing skills suitable for various media platforms.
3. Understand the principles of effective verbal and non-verbal communication.
4. Explore advanced concepts in media-related language usage.
5. Apply communication strategies in diverse media contexts.

Course Content:

1. Advanced Writing Techniques for Media
2. Verbal and Non-Verbal Communication Strategies
3. Professional Communication in Media Industry
4. Media-related Language Usage and Style

5. Language Proficiency in Different Media Genres
6. Effective Communication in Visual and Digital Media
7. Multimodal Communication Skills

Course Outcome:

1. Improved proficiency in written and spoken English.
2. Advanced writing skills suitable for various media genres.
3. Enhanced understanding of effective communication principles.
4. Application of advanced language usage in media contexts.
5. Proficient communication in diverse media platforms.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DEM202
Course Title	: Advertising Management for Services
Number of Credits	: 5(L:2, T:2, P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop a comprehensive understanding of advertising management within the context of event services.
2. Explore strategies for effective promotion and marketing of event services.
3. Understand the role of advertising in creating brand identity for event management services.
4. Learn to design advertising campaigns tailored to the unique aspects of event services.

Course Content:

1. Introduction to Advertising Management in Event Services
2. Strategies for Promoting and Marketing Event Services
3. Building Brand Identity for Event Management Services
4. Designing Effective Advertising Campaigns for Event Services

Course Outcome:

1. Gain in-depth knowledge of advertising management specific to event services.
2. Apply strategies for promoting and marketing event management services.
3. Understand the importance of brand identity in the context of event services.

4. Develop skills in designing and implementing advertising campaigns tailored to event services.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DEM203
Course Title	: Economics for Executives
Number of Credits	: 2(L:1, T:1, P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop a foundational understanding of economic principles relevant to event management.
2. Apply economic concepts to analyze financial aspects and decision-making in event planning.
3. Explore the economic factors influencing the events industry.
4. Understand the economic implications of various strategies in event management.

Course Content:

1. Introduction to Economic Principles for Event Management
2. Financial Analysis and Decision-Making in Event Planning
3. Economic Factors Impacting the Events Industry
4. Economic Implications of Strategies in Event Management

Course Outcome:

1. Acquire a strong foundation in economic principles applicable to event management.
2. Apply economic concepts to make informed financial decisions in event planning.
3. Analyze the economic factors that influence the events industry.
4. Understand the economic implications of different strategies employed in event management.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DEM204
Course Title	: Value Education - Human Rights

Number of Credits	:	3(L:1, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop an understanding of the core principles of human rights and their significance in event management.
2. Explore the ethical considerations and responsibilities related to human rights in event planning.
3. Analyze the role of value education in fostering a culture of respect and inclusivity in events.
4. Apply human rights principles to make ethically sound decisions in event management.

Course Content:

1. Fundamental Principles of Human Rights
2. Ethical Considerations and Responsibilities in Event Management
3. The Role of Value Education in Promoting Inclusivity
4. Application of Human Rights Principles in Event Decision-Making

Course Outcome:

1. Gain a comprehensive understanding of the core principles of human rights.
2. Recognize and navigate ethical considerations and responsibilities in event planning.
3. Understand the role of value education in creating inclusive event environments.
4. Apply human rights principles to make ethically sound decisions in the field of event management.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DEM205
Course Title	:	Marketing Management
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the fundamental concepts and theories of marketing in the context of event management.

2. Explore effective strategies for marketing events, considering target audiences and market trends.
3. Develop skills in creating marketing plans tailored to different types of events.
4. Analyze case studies to apply marketing management principles to real-world event scenarios.

Course Content:

1. Fundamentals of Marketing and its Application in Event Management
2. Event Marketing Strategies and Target Audience Analysis
3. Creating Comprehensive Marketing Plans for Events
4. Case Studies in Marketing Management for Events

Course Outcome:

1. Grasp fundamental marketing concepts and theories applicable to event management.
2. Develop effective event marketing strategies considering diverse target audiences.
3. Demonstrate the ability to create detailed marketing plans for various types of events.
4. Apply marketing management principles to analyze and solve challenges in event marketing.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DEM206
Course Title	: Introduction To Event Management & PR
Number of Credits	: 2(L:2, T:0, P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the foundational principles and concepts of event management and public relations (PR).
2. Explore the role and significance of effective event management in various industries.
3. Develop skills in planning and organizing events, considering logistics, budgeting, and timelines.
4. Gain insights into the strategic use of public relations in enhancing the success of events.

Course Content:

1. Introduction to Event Management: Concepts and Significance
2. Planning and Organization of Events: Logistics, Budgeting, and Timelines
3. Case Studies in Successful Event Management

4. The Role of Public Relations (PR) in Event Success

Course Outcome:

1. Acquire foundational knowledge of event management and PR.
2. Develop practical skills in planning and organizing events effectively.
3. Analyze case studies to understand successful event management strategies.
4. Appreciate the strategic role of public relations in ensuring the success of events.

CHAPTER 3

SECOND YEAR CURRICULUM

STRUCTURE

Semester 3								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DEM301	Event Management Planning	1	1	2	4	3
2	PC	DEM302	Event Production Process	1	2	0	3	3
3	PC	DEM303	Principles of Event Management	1	1	2	4	3
4	PC	DEM304	Event Cost Accounting & Finance Management	1	1	2	4	3
5	PC	DEM305	Public Relations	1	2	2	5	4
6	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
7	OE		Vocational (Minor)	0	2	2	4	3
8	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 4								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DEM401	Event Marketing & Sponsorship	1	1	2	4	3
2	PC	DEM402	Event Marketing Campaign	1	2	0	3	3
3	PC	DEM403	Brand Management	1	2	2	5	4
4	PC	DEM404	Event Hospitality, Law & Permissions	1	0	2	3	2
5	PC	DEM405	Event Team & Crew Management	1	0	2	3	2
6	PC	DEM406	Community Connect	0	2	0	2	2
7	OE		Open Elective (To be	0	2	0	2	2

			Chosen by Student)					
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project II (Industry Tie-up)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DEM301
Course Title	: Event Management Planning
Number of Credits	: 3(L:1, T:1, P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the key components involved in event management planning.
2. Explore various event planning tools, techniques, and methodologies.
3. Develop skills in creating comprehensive event plans, considering logistics, budgets, and risk management.
4. Gain insights into the importance of effective communication and coordination in event planning.

Course Content:

1. Fundamentals of Event Management Planning
2. Event Planning Tools and Techniques
3. Developing Comprehensive Event Plans: Logistics, Budgets, and Risk Management
4. Communication and Coordination in Event Planning

Course Outcome:

1. Acquire a thorough understanding of the components of event management planning.
2. Develop practical skills in using event planning tools and techniques.
3. Create comprehensive event plans, demonstrating proficiency in logistics, budgets, and risk management.
4. Appreciate the significance of effective communication and coordination in successful event planning.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DEM302
Course Title	: Event Production Process
Number of Credits	: 3(L:1, T:2, P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the stages and processes involved in event production.
2. Explore the technical and creative aspects of event production.
3. Develop skills in coordinating and managing various elements of event production.
4. Gain insights into the importance of teamwork and collaboration in successful event production.

Course Content:

1. Overview of Event Production Processes
2. Technical Aspects of Event Production
3. Creative Elements in Event Production
4. Coordinating and Managing Event Production
5. Importance of Teamwork in Event Production

Course Outcome:

1. Gain a comprehensive understanding of the stages and processes of event production.
2. Acquire knowledge about the technical and creative aspects involved in event production.
3. Develop practical skills in coordinating and managing different elements of event production.
4. Recognize the significance of teamwork and collaboration in achieving successful event production.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DEM303
Course Title	: Principles of Event Management
Number of Credits	: 3(L:1, T:1, P:2)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the foundational principles that govern the field of event management.
2. Explore the key theoretical concepts and frameworks in event planning and execution.
3. Develop a critical understanding of ethical considerations in event management.
4. Gain insights into the role of creativity and innovation in designing memorable events.

Course Content:

1. Introduction to Event Management Principles
2. Theoretical Concepts and Frameworks in Event Planning
3. Ethical Considerations in Event Management
4. Creativity and Innovation in Event Design

Course Outcome:

1. Acquire a solid foundation in the principles that guide the field of event management.
2. Develop a critical mindset for evaluating and applying theoretical concepts in event planning.
3. Understand the ethical considerations involved in various aspects of event management.
4. Enhance creativity and innovation skills for designing unique and memorable events.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DEM304
Course Title	:	Event Cost Accounting & Finance Management
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop proficiency in cost accounting specific to the field of event management.
2. Understand financial management principles relevant to planning and executing events.
3. Acquire skills in budgeting and financial forecasting for diverse event scenarios.
4. Explore strategies for effective financial resource allocation in event projects.

Course Content:

1. Cost Accounting Principles for Event Management
2. Financial Management in Event Planning
3. Budgeting Techniques for Events

4. Financial Forecasting in Event Scenarios
5. Resource Allocation Strategies in Event Projects

Course Outcome:

1. Apply cost accounting principles to effectively manage event-related finances.
2. Demonstrate an understanding of financial management concepts in the context of event planning.
3. Develop practical skills in budgeting and financial forecasting for various event scenarios.
4. Implement resource allocation strategies to optimize financial resources in event projects.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DEM305
Course Title	: Public Relations
Number of Credits	: 4(L:1, T:2, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the role and importance of public relations (PR) in the field of event management.
2. Develop skills in creating and maintaining a positive public image for events.
3. Explore strategies for effective communication with various stakeholders.
4. Learn crisis communication and issues management in event scenarios.

Course Content:

1. Fundamentals of Public Relations in Event Management
2. Building and Maintaining a Positive Public Image for Events
3. Stakeholder Communication Strategies
4. Crisis Communication and Issues Management in Events

Course Outcome:

1. Demonstrate an understanding of the role of PR in the context of event management.
2. Apply skills to create and maintain a positive public image for events.
3. Develop effective communication strategies for engaging with different stakeholders.
4. Implement crisis communication and issues management techniques in event scenarios.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DEM401
Course Title	: Event Marketing & Sponsorship
Number of Credits	: 3(L:1, T:2, P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the principles of event marketing and sponsorship in the context of event management.
2. Develop skills in creating and implementing effective event marketing strategies.
3. Explore different types of sponsorships and how to attract and manage sponsors.
4. Learn to analyze and measure the success of event marketing and sponsorship efforts.

Course Content:

1. Principles of Event Marketing in Event Management
2. Developing and Implementing Event Marketing Strategies
3. Types of Event Sponsorship and Attracting Sponsors
4. Analyzing and Measuring the Success of Event Marketing and Sponsorship

Course Outcome:

1. Demonstrate an understanding of event marketing and sponsorship principles.
2. Apply skills to create and implement effective event marketing strategies.
3. Identify and attract different types of event sponsors.
4. Analyze and measure the success of event marketing and sponsorship efforts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DEM402
Course Title	: Event Marketing Campaign
Number of Credits	: 3(L:1, T:2, P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the concept and importance of event marketing campaigns in the field of event management.
2. Develop skills in planning, executing, and evaluating successful event marketing campaigns.
3. Explore various promotional strategies and tools used in event marketing campaigns.
4. Learn to adapt event marketing campaigns to different types of events and target audiences.

Course Content:

1. Introduction to Event Marketing Campaigns
2. Planning and Execution of Event Marketing Campaigns
3. Evaluation and Measurement of Event Marketing Campaigns
4. Adaptation of Event Marketing Campaigns to Different Events and Audiences

Course Outcome:

1. Gain a comprehensive understanding of event marketing campaigns.
2. Develop practical skills in planning, executing, and evaluating successful campaigns.
3. Familiarity with various promotional strategies and tools used in event marketing.
4. Ability to adapt event marketing campaigns to different types of events and target audiences.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DEM403
Course Title	: Brand Management
Number of Credits	: 4(L:1, T:2, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the fundamental concepts and principles of brand management in the context of event management.
2. Develop skills in creating and maintaining a strong and consistent brand image for events.
3. Explore strategies for effective brand communication and engagement in the event industry.
4. Learn to analyze and manage brand reputation during events.

Course Content:

1. Introduction to Brand Management in Event Context

2. Creating and Maintaining a Strong Brand Image for Events
3. Strategies for Effective Brand Communication and Engagement
4. Analysis and Management of Brand Reputation during Events

Course Outcome:

1. Gain a solid understanding of brand management principles specific to the event industry.
2. Acquire practical skills in building and sustaining a strong brand image for events.
3. Familiarity with various strategies for effective brand communication and engagement.
4. Ability to analyze and manage brand reputation in the dynamic environment of events.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DEM404
Course Title	: Event Hospitality, Law & Permissions
Number of Credits	: 2(L:1, T:0, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Comprehend the legal aspects and regulations related to event hospitality and permissions.
2. Develop a thorough understanding of the legal obligations in the context of event management.
3. Acquire knowledge about permissions and licenses required for different types of events.
4. Learn to navigate the legal landscape to ensure compliance and successful event execution.

Course Content:

1. Overview of Event Hospitality: Legal Considerations
2. Legal Obligations in Event Management
3. Permissions and Licenses for Events
4. Navigating the Legal Landscape for Successful Event Execution

Course Outcome:

1. Understand the legal dimensions of event hospitality and permissions.
2. Gain knowledge about the legal obligations associated with event management.
3. Familiarity with the types of permissions and licenses required for diverse events.
4. Develop skills to navigate the legal landscape for ensuring compliance and successful event planning.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DEM405
Course Title	: Event Team & Crew Management
Number of Credits	: 2(L:1, T:0, P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the roles and responsibilities of different team members and crew in event management.
2. Develop skills in assembling and managing an efficient event team.
3. Learn effective communication and coordination techniques for a cohesive event crew.
4. Acquire knowledge of leadership and problem-solving strategies in team and crew management.

Course Content:

1. Roles and Responsibilities in Event Management Teams
2. Assembling and Managing an Efficient Event Team
3. Effective Communication and Coordination Techniques
4. Leadership and Problem-Solving in Team and Crew Management

Course Outcome:

1. Grasp the various roles and responsibilities within an event management team.
2. Develop skills in team assembly and management for successful events.
3. Master effective communication and coordination techniques within a crew.
4. Acquire leadership and problem-solving abilities crucial for team and crew management in event scenarios.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DEM406
Course Title	: Community Connect
Number of Credits	: 2(L:0, T:2, P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the concept and importance of community engagement in media communication.
2. Explore various strategies for fostering community connections.
3. Develop skills in creating and maintaining positive relationships with diverse communities.
4. Understand the role of media in building and sustaining community partnerships.
5. Gain insights into the ethical considerations of community engagement in media.
6. Learn effective communication methods for community outreach.
7. Explore case studies and best practices in successful community connect initiatives.
8. Develop practical skills in designing and implementing community-oriented media projects.

Course Content:

1. Introduction to Community Connect in Media Communication
2. Strategies for Fostering Community Connections
3. Building Positive Relationships with Diverse Communities
4. Media's Role in Building and Sustaining Community Partnerships
5. Ethical Considerations in Community Engagement
6. Effective Communication Methods for Community Outreach
7. Case Studies and Best Practices in Community Connect Initiatives
8. Designing and Implementing Community-Oriented Media Projects

Course Outcome:

1. Comprehensive understanding of community engagement in media communication.
2. Proficiency in devising strategies for effective community connections.
3. Skills in building positive relationships with diverse communities.
4. Understanding the role of media in fostering community partnerships.
5. Ethical awareness in community engagement practices.
6. Effective communication methods for successful community outreach.
7. Knowledge of case studies and best practices in community connect initiatives.
8. Practical skills in designing and implementing community-oriented media projects.

CHAPTER 4

THIRD YEAR CURRICULUM

STRUCTURE

Semester 5								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DEM501	Sales and Promotion	2	2	2	6	5
2	PC	DEM502	Budgeting and Costing of Events	1	1	0	4	2
3	PC	DEM503	Event Production and Logistics	2	2	2	6	5
4	PC	DEM504	Special Events (Wedding Planning & Live Events)	2	2	2	6	5
5	OE		Co-Curricular	0	2	0	2	2
6	PR		Project I	0	1	4	5	3
Total Credits								22

Semester 6								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Industry	0	26	0	26	26
Total Credits								26

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DEM501
Course Title	: Sales and Promotion
Number of Credits	: 5(L:2, T:2, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Comprehend the principles and strategies of sales and promotion in the context of event management.
2. Develop skills in planning and executing effective sales and promotional campaigns for events.
3. Understand the role of branding and its impact on sales within the event industry.
4. Explore various promotional channels and their application in event marketing.

Course Content:

1. Principles and Strategies of Sales and Promotion in Event Management
2. Planning and Execution of Sales and Promotional Campaigns for Events
3. Role of Branding in Event Sales
4. Exploring Promotional Channels in Event Marketing

Course Outcome:

1. Understand the foundational principles and strategies of sales and promotion in event management.
2. Acquire practical skills in planning and executing effective sales and promotional campaigns for events.
3. Recognize the significance of branding and its impact on sales within the context of events.
4. Explore and apply various promotional channels to enhance event marketing outcomes.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DEM502
Course Title	: Budgeting and Costing of Events
Number of Credits	: 2(L:1, T:1, P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the fundamentals of budgeting and costing in the context of event management.
2. Develop skills in creating and managing budgets for events of varying scales.
3. Explore costing considerations and financial planning for successful event execution.
4. Understand the role of budgeting in achieving event objectives and financial sustainability.

Course Content:

1. Fundamentals of Budgeting and Costing in Event Management
2. Skills in Creating and Managing Event Budgets
3. Costing Considerations and Financial Planning for Events
4. Role of Budgeting in Achieving Event Objectives and Financial Sustainability

Course Outcome:

1. Grasp the foundational principles of budgeting and costing in event management.
2. Acquire practical skills in creating and managing budgets for events.
3. Understand the various costing considerations and financial planning aspects crucial for successful event execution.
4. Recognize the role of budgeting as a tool for achieving event objectives and ensuring financial sustainability.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DEM503
Course Title	: Event Production and Logistics
Number of Credits	: 5(L:2, T:2, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the essentials of event production and logistics.
2. Develop skills in planning and executing seamless event logistics.
3. Explore the intricacies of coordinating event production elements.
4. Gain insights into troubleshooting and problem-solving during event production.

Course Content:

1. Essentials of Event Production and Logistics
2. Planning and Executing Seamless Event Logistics

3. Coordinating Event Production Elements
4. Troubleshooting and Problem-Solving in Event Production

Course Outcome:

1. Comprehend the fundamental concepts of event production and logistics.
2. Acquire practical skills in planning and executing seamless event logistics.
3. Understand the coordination required for various elements involved in event production.
4. Develop the ability to troubleshoot and solve problems that may arise during event production.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DEM504
Course Title	: Special Events (Wedding Planning & Live Events)
Number of Credits	: 5(L:2, T:2, P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Gain comprehensive knowledge of special events, with a focus on wedding planning and live events.
2. Understand the intricacies of planning and executing weddings and live events.
3. Develop creativity and innovation in designing special events.
4. Acquire practical skills for successful coordination and management of special events.

Course Content:

1. Introduction to Special Events: Wedding Planning and Live Events
2. Planning and Execution of Weddings
3. Planning and Execution of Live Events
4. Creativity and Innovation in Special Event Design
5. Coordination and Management of Special Events

Course Outcome:

1. Demonstrate a deep understanding of special events, specifically wedding planning and live events.
2. Apply practical skills in planning and executing weddings and live events.
3. Showcase creativity and innovation in designing unique and memorable special events.
4. Develop effective coordination and management skills for successful special event execution.

B.Sc. Media Communication

Apprenticeship Embedded Degree Programme
(3 Years)

By:
Media and Entertainment Skills Council

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Chapter 1

General Course Structure

&

Credit Distribution

Definition of Credit

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hr. Practical (P) per week	1 credit

A. Range of Credits:

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 120.

B. Structure of AEDP (3 Year) in Media and Entertainment Skills:

The structure of the program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

Sr. No.	Category	Suggested Breakup of Credits
1	Program Core courses (Branch specific)	84*
2	Open Elective courses (from other technical and /or emerging subjects)	8*
3	Vocational (Minor), Project work, seminar, and internship in industry or elsewhere	12*
4	CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.]	10*

5	Apprenticeship with Industry	26*
	Total	140*

*Minor variation is allowed as per need of the respective disciplines.

C. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
PC	Program Core Courses
OE	Open Elective Courses
PR	Project

D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.

101, 102 ... etc. for first semester 201, 202 Etc. for second semester 301, 302 ... for third semester.

E. Category-wise Courses

PROGRAM CORE COURSES [PC]

Note:

(i) Number of Program Core Courses: 27 (including lab courses)

(ii) Credits: 84

Sl. No	Code No.	Course Title	Hours per week	Semester	Credits
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			L	T	P		
1	DMC101	Communicative English-I	1	0	2	1	2
2	DMC102	Writing for Media	1	1	0	1	2
3	DMC103	Socio-Economic & Political Scenario	0	2	0	1	2
4	DMC104	Introduction to Communication	1	1	2	1	3
5	DMC105	Basics of Design & Graphics	1	2	2	1	4
6	DMC106	History of Print & Broadcasting in India	1	2	0	1	3
7	DMC201	Communicative English-II	1	0	2	2	2
8	DMC202	Print Journalism	2	2	2	2	5
9	DMC203	Media Laws & Ethics	1	1	0	2	2
10	DMC204	Still Photography	1	2	0	2	3
11	DMC205	Development & Communication	1	0	2	2	2
12	DMC206	Radio Journalism & Production	2	0	0	2	2
13	DMC301	Basics of Camera, Lights & Sound	1	1	2	3	3
14	DMC302	Television Journalism & Production	1	2	0	3	3
15	DMC303	Public Relations	1	1	2	3	3
16	DMC304	New Media	1	1	2	3	3
17	DMC305	Advertising Practices	1	2	2	3	4
18	DMC401	Media Research	1	1	2	4	3
19	DMC402	Media Organisation & Management	1	2	0	4	3
20	DMC403	Global Media Scenario	1	2	2	4	4
21	DMC404	Advertising, PR and Event Management	1	0	2	4	2
22	DMC405	Principles of Integrated Marketing Communication	1	0	2	4	2
23	DMC406	Community Connect	0	2	0	4	2
24	DMC501	Sales Promotion and Brand Management	2	2	2	5	5
25	DMC502	Marketing Communication for Special Events	2	2	2	5	5
26	DMC503	Sales Promotion and Brand Management	2	2	2	5	5

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27	DMC504	Business Communication and Negotiation	2	2	2	5	5
Total Credits							84

** The branch code, e.g. ADMC for Content and Creative Writing

Three-digit number for identifying the level of the course

OPEN ELECTIVE COURSES [OE]

Note:

- (i) Number of Open Elective Courses: 13
- (ii) Credits: 30
- (iii) The Open Elective Courses to be offered in all semesters.
- (iv) The students can opt for any open elective courses that are offered by any of the respective departments.

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	OE	Open Elective (To be Chosen by Student)	0	2	0	1	2
2		Vocational (Minor)	0	2	2	1	3
3		Co-Curricular	0	2	0	1	2
4		Open Elective (To be Chosen by Student)	0	2	0	2	2
5		Vocational (Minor)	0	2	2	2	3
6		Co-Curricular	0	2	0	2	2
7		Open Elective (To be Chosen by Student)	0	2	0	3	2
8		Vocational (Minor)	0	2	2	3	3
9		Co-Curricular	0	2	0	3	2
10		Open Elective (To be Chosen by Student)	0	2	0	4	2
11		Vocational (Minor)	0	2	2	4	3

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12		Co-Curricular	0	2	0	4	2
13		Co-Curricular	0	2	0	5	2
Total Credits							30

** The branch code, e.g. ADMC for Media Communication

Three-digit number for identifying the level of the course

PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1		Live Project I (Industry Tie-up)	0	0	0	2	0
2		Live Project II (Industry Tie-up)	0	0	0	4	0
3		Project I	0	1	4	5	3
Total Credits							3

Note:

- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

INDUCTION PROGRAM

Induction program (suggested)	Two-week duration
Induction program for students to be offered right at the start of the first YEAR.	<ul style="list-style-type: none"> • Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations

F. Visits/Workshop/Expert Lectures:

- a. It is advised to arrange one industrial visit every semester for the students of each branch.
- b. It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

G. Evaluation Scheme (Suggestive only):

a. For Theory Courses:

(The weightage of Internal assessment is 40% and for End Semester Exam is 60%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

b. For Practical Courses:

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

c. For Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)

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-	FR (Fail due to shortage of attendance and therefore, to repeat the course)
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CHAPTER 2

FIRST YEAR CURRICULUM

STRUCTURE

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Semester 1								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMC101	Communicative English-I	1	0	2	3	2
2	PC	DMC102	Writing for Media	1	1	0	2	2
3	PC	DMC103	Socio-Economic & Political Scenario	0	2	0	2	2
4	PC	DMC104	Introduction to Communication	1	1	2	4	3
5	PC	DMC105	Basics of Design & Graphics	1	2	2	5	4
6	PC	DMC106	History of Print & Broadcasting in India	1	2	0	3	3
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 2								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMC201	Communicative English-II	1	0	2	3	2
2	PC	DMC202	Print Journalism	2	2	2	6	5
3	PC	DMC203	Media Laws & Ethics	1	1	0	2	2
4	PC	DMC204	Still Photography	1	2	0	3	3
5	PC	DMC205	Development & Communication	1	0	2	3	2
6	PC	DMC206	Radio Journalism & Production	2	0	0	2	2
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2

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8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project I (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DMC101
Course Title	: Communicative English-I
Number of Credits	: 2 (L:1,T:0,P:1)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.
5. Apply language skills relevant to media and entertainment contexts.

Course Content:

1. Foundations of English Language
2. Reading Comprehension Strategies
3. Writing Techniques for Media
4. Verbal and Non-verbal Communication
5. Media Literacy and Critical Analysis
6. Presentation Skills for Media Professionals
7. Group Communication Dynamics
8. Cultural Sensitivity in Communication

Course Outcome:

1. Proficient written and verbal communication in media settings.
2. Critical analysis and interpretation of media-related content.
3. Effective presentation and public speaking abilities.
4. Collaborative communication skills suitable for team environments.

5. Application of language skills in media and entertainment contexts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DMC102
Course Title	: Writing for Media
Number of Credits	: 2 (L:1,T:1,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop proficiency in various writing styles used in media.
2. Understand the principles of effective storytelling and narrative construction.
3. Acquire skills for adapting writing to different media platforms.
4. Enhance research and investigative writing capabilities.
5. Develop editing and proofreading skills specific to media content.

Course Content:

1. Introduction to Writing Styles in Media
2. Principles of Storytelling and Narrative Techniques
3. Writing for Print Media: Newspapers and Magazines
4. Writing for Broadcast Media: Radio and Television
5. Writing for Online and Digital Platforms
6. Research and Investigative Writing
7. Editing and Proofreading for Media
8. Ethical Considerations in Media Writing

Course Outcome:

1. Proficient writing in diverse media formats.
2. Mastery of storytelling and narrative techniques.
3. Adaptability in writing for various media platforms.
4. Strong research and investigative writing skills.
5. Effective editing and proofreading of media content.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DMC103
Course Title	: Socio-Economic & Political Scenario
Number of Credits	: 2 (L:0,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop an understanding of the socio-economic landscape and its impact on media.
2. Analyze the political structures and their influence on media communication.
3. Explore the economic factors shaping the media industry.
4. Understand the social issues and their representation in media.
5. Gain insights into the role of media in shaping socio-economic and political narratives.

Course Content:

1. Overview of Socio-Economic Factors Influencing Media
2. Political Structures and Media Policies
3. Economic Models in the Media Industry
4. Media Representation of Social Issues
5. Media's Role in Shaping Political Narratives
6. Case Studies on Socio-Economic and Political Events
7. Global Perspectives on Socio-Economic and Political Dynamics

Course Outcome:

1. In-depth knowledge of the socio-economic factors affecting media.
2. Critical analysis of political structures and media policies.
3. Understanding economic models within the media industry.
4. Insight into media representation of social issues.
5. Ability to analyze the role of media in shaping political narratives.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DMC104
Course Title	: Introduction to Communication

Number of Credits	:	3 (L:1,T:1,P:1)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop a foundational understanding of communication theories.
2. Explore various models of communication and their application.
3. Understand the role of communication in media and entertainment.
4. Analyze the impact of digital communication on media.
5. Enhance practical communication skills for media professionals.

Course Content:

1. Theories of Communication
2. Models of Communication
3. Communication in Media and Entertainment
4. Digital Communication in the Media Landscape
5. Practical Communication Skills for Media Professionals
6. Case Studies on Effective Communication in Media
7. Communication Ethics in Media

Course Outcome:

1. Proficiency in fundamental communication theories.
2. Application of communication models to real-world scenarios.
3. Insight into the critical role of communication in media and entertainment.
4. Understanding the influence of digital communication on media practices.
5. Improved practical communication skills for media professionals.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DMC105
Course Title	:	Basics of Design & Graphics
Number of Credits	:	4 (L:1,T:2,P:1)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop a foundational understanding of design principles.
2. Gain proficiency in using graphic design tools.
3. Explore the application of design in various media formats.
4. Understand the role of graphics in effective communication.
5. Enhance practical skills in designing for different media platforms.

Course Content:

1. Introduction to Design Principles
2. Graphic Design Tools and Software
3. Application of Design in Print Media
4. Designing for Digital Media
5. Basics of Typography
6. Color Theory in Design
7. Case Studies on Effective Graphic Design

Course Outcome:

1. Mastery of fundamental design principles.
2. Proficiency in using graphic design software.
3. Application of design in diverse media formats.
4. Recognition of the importance of graphics in communication.
5. Improved practical skills in designing for various media platforms.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DMC106
Course Title	:	History of Print & Broadcasting in India
Number of Credits	:	3 (L:1,T:2,P:0)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Explore the historical evolution of print media in India.
2. Understand the development of broadcasting in the Indian context.
3. Analyze the impact of historical events on media communication.

4. Examine the role of print and broadcasting in shaping public opinion.
5. Gain insights into the cultural and social dynamics influencing media history.

Course Content:

1. Early Forms of Print Communication in India
2. Evolution of Print Journalism
3. Emergence and Growth of Broadcasting
4. Landmark Events in Indian Media History
5. Role of Print and Broadcasting in Social Movements
6. Influence of Political Changes on Media Landscape
7. Cultural and Regional Dimensions of Indian Media History

Course Outcome:

1. In-depth knowledge of the historical evolution of print media.
2. Understanding the growth and development of broadcasting in India.
3. Critical analysis of the impact of historical events on media.
4. Recognition of the role of media in shaping public opinion.
5. Appreciation of the cultural and social dimensions of media history.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DMC201
Course Title	:	Communicative English-II
Number of Credits	:	2 (L:1,T:0,P:1)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Enhance proficiency in English language skills for effective communication.
2. Develop advanced writing skills suitable for various media platforms.
3. Understand the principles of effective verbal and non-verbal communication.
4. Explore advanced concepts in media-related language usage.
5. Apply communication strategies in diverse media contexts.

Course Content:

1. Advanced Writing Techniques for Media
2. Verbal and Non-Verbal Communication Strategies
3. Professional Communication in Media Industry
4. Media-related Language Usage and Style
5. Language Proficiency in Different Media Genres
6. Effective Communication in Visual and Digital Media
7. Multimodal Communication Skills

Course Outcome:

1. Improved proficiency in written and spoken English.
2. Advanced writing skills suitable for various media genres.
3. Enhanced understanding of effective communication principles.
4. Application of advanced language usage in media contexts.
5. Proficient communication in diverse media platforms.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DMC202
Course Title	: Print Journalism
Number of Credits	: 5 (L:2,T:2,P:1)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop a comprehensive understanding of print journalism principles and practices.
2. Acquire skills in news gathering, writing, and editing for print media.
3. Explore the ethical and legal aspects of journalism in the print domain.
4. Understand the role of print journalism in shaping public opinion.
5. Develop proficiency in layout and design for print publications.

Course Content:

1. Foundations of Print Journalism
2. News Gathering and Reporting Techniques
3. Editing and Proofreading for Print
4. Ethics and Legal Issues in Print Journalism

5. Feature Writing and Specialized Reporting
6. Layout and Design for Print Publications
7. Contemporary Trends in Print Journalism

Course Outcome:

1. Proficient in the principles and practices of print journalism.
2. Enhanced skills in news gathering, writing, and editing for print.
3. Understanding of ethical and legal considerations in print journalism.
4. Ability to analyze and contribute to shaping public opinion through print.
5. Proficiency in layout and design for effective print publications.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DMC203
Course Title	: Media Laws & Ethics
Number of Credits	: 2 (L:1,T:1,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop a deep understanding of media laws and ethical considerations in the media industry.
2. Explore the legal frameworks governing various forms of media.
3. Analyze ethical challenges and dilemmas faced by media professionals.
4. Understand the importance of freedom of speech and expression in media.
5. Develop skills to navigate legal and ethical issues in media practice.

Course Content:

1. Introduction to Media Laws
2. Legal Frameworks for Print, Broadcast, and Digital Media
3. Ethical Principles in Media Communication
4. Privacy, Defamation, and Intellectual Property Laws
5. Case Studies on Media Ethics
6. Media Regulation and Self-Regulatory Mechanisms

Course Outcome:

1. In-depth knowledge of media laws and regulations.
2. Ability to analyze and navigate legal frameworks for different media forms.
3. Enhanced ethical decision-making skills in media practice.
4. Understanding of privacy, defamation, and intellectual property laws.
5. Proficiency in applying ethical principles in various media scenarios.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DMC204
Course Title	: Still Photography
Number of Credits	: 3 (L:1,T:2,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop a comprehensive understanding of still photography techniques and concepts.
2. Explore the role of still photography in visual storytelling and communication.
3. Master the technical aspects of camera operation, composition, and lighting.
4. Acquire advanced skills in image editing and post-production.
5. Cultivate a critical eye for visual aesthetics and storytelling through still images.

Course Content:

1. Fundamentals of Still Photography
2. Camera Operation and Exposure
3. Composition and Framing Techniques
4. Lighting for Still Photography
5. Advanced Editing and Post-Production
6. Visual Storytelling through Still Images
7. Specialized Genres in Still Photography

Course Outcome:

1. Proficiency in operating cameras and understanding exposure.
2. Mastery of composition and framing techniques.
3. Advanced skills in lighting for still photography.
4. Expertise in editing and post-production for impactful images.

5. Ability to tell compelling stories through still images in various genres.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DMC205
Course Title	: Development & Communication
Number of Credits	: 2 (L:1,T:0,P:1)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the principles and processes of media development and communication.
2. Explore the role of communication in various stages of media production.
3. Develop effective communication strategies for different media platforms.
4. Gain insights into the impact of media on societal development.
5. Cultivate skills in conveying messages through diverse media channels.

Course Content:

1. Introduction to Media Development and Communication
2. Theories of Communication and Development
3. Media and Social Change
4. Communication Strategies in Media Production
5. Case Studies in Successful Media Development Projects
6. Ethics and Social Responsibility in Media Communication
7. Media Literacy and Awareness Programs

Course Outcome:

1. Proficient understanding of media development and communication principles.
2. Application of communication theories in media production.
3. Effective communication strategies tailored for different media.
4. Insight into the role of media in societal development.
5. Skill development in conveying impactful messages through various media channels.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DMC206
Course Title	: Radio Journalism & Production
Number of Credits	: 2 (L:2,T:0,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the fundamentals of radio journalism and production.
2. Develop skills in crafting compelling radio news stories.
3. Explore techniques for effective scriptwriting and editing for radio.
4. Gain hands-on experience in radio production, including voice modulation and sound editing.
5. Understand the ethical considerations in radio journalism.

Course Content:

1. Introduction to Radio Journalism
2. News Gathering and Reporting for Radio
3. Scriptwriting and Editing Techniques for Radio
4. Voice Modulation and Presentation Skills
5. Sound Editing and Production for Radio
6. Radio Program Formats and Genres
7. Ethics and Legal Aspects in Radio Journalism

Course Outcome:

1. Comprehensive knowledge of radio journalism principles and techniques.
2. Proficiency in crafting engaging radio news stories.
3. Skill development in scriptwriting and editing for radio broadcasts.
4. Hands-on experience in radio production, including voice modulation and sound editing.
5. Understanding of the ethical considerations and legal aspects in radio journalism.

CHAPTER 3

SECOND YEAR CURRICULUM

STRUCTURE

Semester 3								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMC301	Basics of Camera, Lights & Sound	1	1	2	4	3
2	PC	DMC302	Television Journalism & Production	1	2	0	3	3
3	PC	DMC303	Public Relations	1	1	2	4	3
4	PC	DMC304	New Media	1	1	2	4	3
5	PC	DMC305	Advertising Practices	1	2	2	5	4
6	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
7	OE		Vocational (Minor)	0	2	2	4	3
8	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 4								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1		DMC401	Media Research	1	1	2	4	3
2		DMC402	Media Organisation & Management	1	2	0	3	3
3		DMC403	Global Media Scenario	1	2	2	5	4
4		DMC404	Advertising, PR and Event Management	1	0	2	3	2
5		DMC405	Principles of Integrated Marketing Communication	1	0	2	3	2
6		DMC406	Community Connect	0	2	0	2	2
7			Open Elective (To be Chosen by Student)	0	2	0	2	2

8			Vocational (Minor)	0	2	2	4	3
9			Co-Curricular	0	2	0	2	2
10			Live Project II (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DMC301
Course Title	: Basics of Camera, Lights & Sound
Number of Credits	: 3 (L:1,T:1,P:1)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the fundamental concepts of camera operation and technology.
2. Gain proficiency in handling different types of cameras and accessories.
3. Comprehend the principles of lighting and its application in visual storytelling.
4. Learn the basics of sound recording and manipulation in media production.
5. Develop skills in planning and executing effective audio-visual shoots.
6. Explore the creative aspects of cinematography, lighting, and sound design.
7. Understand the importance of technical aspects in media communication.

Course Content:

1. Introduction to Camera Technology and Operation
2. Types of Cameras and Accessories
3. Principles of Lighting in Visual Storytelling
4. Basics of Sound Recording and Manipulation
5. Planning and Executing Audio-Visual Shoots
6. Creative Aspects of Cinematography
7. Lighting Techniques for Different Settings
8. Sound Design in Media Production
9. Technical Aspects in Media Communication

Course Outcome:

1. Proficiency in operating various types of cameras and related equipment.
2. Competence in planning and executing audio-visual shoots.
3. Understanding the principles of lighting and its creative application.
4. Skills in sound recording, manipulation, and design for media production.
5. Ability to apply technical aspects effectively in media communication.
6. Knowledge of the creative elements of cinematography and lighting.
7. Preparedness for handling diverse roles in media production processes.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DMC302
Course Title	: Television Journalism & Production
Number of Credits	: 3 (L:1,T:2,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Comprehend the principles and practices of television journalism.
2. Develop skills in researching, scripting, and producing television news stories.
3. Understand the technical aspects of television production, including camera operation and editing.
4. Explore the ethical considerations and legal aspects related to television journalism.
5. Gain knowledge of different television formats and program production.
6. Learn about the role of television in shaping public opinion and discourse.
7. Develop critical thinking and analytical skills for evaluating television content.

Course Content:

1. Principles and Practices of Television Journalism
2. Researching and Scripting for Television News
3. Television Production Techniques
4. Camera Operation in Television Production
5. Editing in Television Journalism
6. Ethical and Legal Considerations in Television
7. Television Formats and Program Production
8. Role of Television in Shaping Public Opinion
9. Critical Analysis of Television Content

Course Outcome:

1. Proficiency in television journalism principles and practices.
2. Skills in researching, scripting, and producing television news stories.
3. Competence in using cameras and editing tools for television production.
4. Understanding of ethical and legal considerations in television journalism.
5. Knowledge of various television formats and program production.
6. Awareness of the role of television in influencing public discourse.
7. Critical thinking skills for analyzing and evaluating television content.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DMC303
Course Title	: Public Relations
Number of Credits	: 3 (L:1,T:1,P:1)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the fundamental concepts and theories of public relations.
2. Develop skills in planning and executing effective public relations campaigns.
3. Learn about media relations and effective communication with the press.
4. Explore crisis management strategies and techniques.
5. Understand the ethical considerations in public relations practices.
6. Gain knowledge of corporate communication and internal communication strategies.
7. Develop practical skills in writing press releases, speeches, and other PR materials.
8. Learn about the role of digital media in modern public relations.

Course Content:

1. Fundamentals of Public Relations
2. Planning and Executing PR Campaigns
3. Media Relations and Press Communication
4. Crisis Management in Public Relations
5. Ethical Considerations in PR Practices
6. Corporate Communication and Internal Communication
7. Writing Skills for PR: Press Releases, Speeches, etc.
8. Digital Media in Public Relations

Course Outcome:

1. Proficiency in fundamental concepts and theories of public relations.
2. Competence in planning and executing effective PR campaigns.
3. Skills in media relations and communication with the press.
4. Ability to handle crisis management in public relations.
5. Understanding of ethical considerations in PR practices.
6. Knowledge of corporate and internal communication strategies.
7. Proficient in writing various PR materials.
8. Awareness of the role of digital media in contemporary public relations.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DMC304
Course Title	: New Media
Number of Credits	: 3 (L:1,T:1,P:1)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the concept of new media and its impact on communication.
2. Explore the evolution of digital technologies and their role in media.
3. Analyze the characteristics and features of various new media platforms.
4. Develop skills in creating and managing content for new media channels.
5. Examine the influence of new media on society, culture, and information dissemination.
6. Understand the principles of user-generated content and participatory culture.
7. Explore the challenges and opportunities of new media in the digital age.
8. Develop critical thinking and ethical considerations related to new media.

Course Content:

1. Introduction to New Media
2. Evolution of Digital Technologies
3. Characteristics of New Media Platforms
4. Content Creation and Management for New Media
5. Impact of New Media on Society and Culture
6. User-Generated Content and Participatory Culture
7. Challenges and Opportunities in New Media

8. Critical Thinking and Ethics in New Media

Course Outcome:

1. Proficient understanding of new media and its communication impact.
2. Knowledge of the evolution and role of digital technologies in media.
3. Ability to analyze and work with various new media platforms.
4. Skills in creating and managing content for new media channels.
5. Awareness of the societal and cultural impact of new media.
6. Understanding of user-generated content and participatory culture.
7. Recognition of challenges and opportunities in the new media landscape.
8. Development of critical thinking and ethical considerations in new media.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DMC305
Course Title	: Advertising Practices
Number of Credits	: 4 (L:1,T:2,P:1)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the fundamental concepts and principles of advertising.
2. Explore the role of advertising in the media and communication industry.
3. Analyze the various forms and channels of advertising.
4. Develop skills in creating effective advertising campaigns.
5. Understand the ethical considerations in advertising.
6. Explore the impact of advertising on consumer behavior.
7. Understand the process of planning and executing advertising strategies.
8. Gain insights into the business side of advertising agencies.

Course Content:

1. Introduction to Advertising
2. Role of Advertising in Media and Communication
3. Forms and Channels of Advertising
4. Creating Effective Advertising Campaigns
5. Ethical Considerations in Advertising

6. Impact of Advertising on Consumer Behavior
7. Planning and Executing Advertising Strategies
8. Business Aspects of Advertising Agencies

Course Outcome:

1. Comprehensive understanding of advertising concepts and principles.
2. Knowledge of the role of advertising in the media and communication industry.
3. Proficiency in analyzing various forms and channels of advertising.
4. Skills in creating impactful and effective advertising campaigns.
5. Awareness of ethical considerations in advertising practices.
6. Understanding the influence of advertising on consumer behavior.
7. Competence in planning and executing advertising strategies.
8. Insight into the business aspects of advertising agencies.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DMC401
Course Title	: Media Research
Number of Credits	: 3 (L:1,T:1,P:1)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop a solid understanding of the principles and methodologies of media research.
2. Learn to critically analyze and interpret media-related data.
3. Explore different research methods applicable to media studies.
4. Understand the role of media research in decision-making processes.
5. Gain hands-on experience in designing and conducting media research projects.
6. Analyze the impact of media on society and culture through research.
7. Develop skills in presenting and communicating research findings effectively.
8. Explore ethical considerations in media research.

Course Content:

1. Introduction to Media Research Principles
2. Data Analysis and Interpretation in Media Studies
3. Research Methods in Media Studies
4. The Role of Media Research in Decision-Making

5. Design and Execution of Media Research Projects
6. Societal and Cultural Impact of Media Research
7. Presentation and Communication of Research Findings
8. Ethical Considerations in Media Research

Course Outcome:

1. In-depth knowledge of media research principles and methodologies.
2. Critical analysis and interpretation skills for media-related data.
3. Proficiency in utilizing various research methods in media studies.
4. Understanding the significant role of media research in decision-making.
5. Practical experience in designing and conducting media research projects.
6. Ability to analyze the impact of media on society and culture through research.
7. Effective presentation and communication skills for research findings.
8. Awareness and application of ethical considerations in media research.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DMC402
Course Title	: Media Organization & Management
Number of Credits	: 3 (L:1,T:2,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the organizational structures within the media industry.
2. Explore management principles and their application in media organizations.
3. Learn effective leadership and decision-making in a media context.
4. Gain insights into the challenges and dynamics of media management.
5. Understand the role of media managers in fostering creativity and innovation.
6. Develop skills in strategic planning and implementation in media organizations.
7. Explore the ethical considerations in media management.
8. Gain knowledge of emerging trends and technologies shaping media organizations.

Course Content:

Media & Entertainment Skills Council

1. Overview of Media Organizational Structures
2. Principles of Management in the Media Industry
3. Leadership and Decision-Making in Media Context
4. Dynamics and Challenges in Media Management
5. Fostering Creativity and Innovation in Media Organizations
6. Strategic Planning and Implementation in Media
7. Ethical Considerations in Media Management
8. Emerging Trends and Technologies in Media Organizations

Course Outcome:

1. Comprehensive understanding of media organizational structures.
2. Application of management principles in the context of media organizations.
3. Proficiency in leadership and decision-making within a media setting.
4. Insight into the challenges and dynamics specific to media management.
5. Ability to foster creativity and innovation in media organizations.
6. Skills in strategic planning and implementation in the media industry.
7. Awareness and application of ethical considerations in media management.
8. Knowledge of emerging trends and technologies shaping media organizations.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DMC403
Course Title	: Global Media Scenario
Number of Credits	: 4 (L:1,T:2,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the global landscape of media and its impact on societies.
2. Explore the cultural, economic, and political aspects influencing global media.
3. Analyze the role of international media organizations and their influence.
4. Examine the challenges and opportunities in global media communication.
5. Gain insights into cross-cultural communication in the global media context.
6. Understand the implications of media globalization on local cultures.
7. Explore the role of media in shaping global narratives and perceptions.
8. Analyze the impact of technology on global media trends.

Course Content:

1. Overview of the Global Media Landscape
2. Cultural, Economic, and Political Influences on Global Media
3. International Media Organizations and Influence
4. Challenges and Opportunities in Global Media Communication
5. Cross-Cultural Communication in the Global Media Context
6. Media Globalization and its Impact on Local Cultures
7. Shaping Global Narratives: Role of Media
8. Technology and Global Media Trends

Course Outcome:

1. In-depth understanding of the global media landscape.
2. Critical analysis of cultural, economic, and political influences on global media.
3. Insight into the role and influence of international media organizations.
4. Examination of challenges and opportunities in global media communication.
5. Competence in cross-cultural communication within the global media context.
6. Awareness of the impact of media globalization on local cultures.
7. Understanding the role of media in shaping global narratives and perceptions.
8. Analysis of the impact of technology on global media trends.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DMC404
Course Title	: Advertising, PR and Event Management
Number of Credits	: 2 (L:1,T:0,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the principles and strategies of advertising, public relations (PR), and event management.
2. Analyze the interplay between advertising, PR, and event management in media communication.
3. Explore effective communication and branding techniques for advertising and PR campaigns.

4. Develop skills in planning, organizing, and executing successful events.
5. Gain insights into crisis communication and reputation management in PR.
6. Understand the ethical considerations in advertising and PR practices.
7. Explore the role of advertising, PR, and events in building a brand's image.
8. Develop a comprehensive understanding of the integrated approach in media communication.

Course Content:

1. Introduction to Advertising, PR, and Event Management
2. Interconnected Strategies in Media Communication
3. Effective Communication and Branding Techniques
4. Planning and Execution of Events
5. Crisis Communication and Reputation Management in PR
6. Ethical Considerations in Advertising and PR
7. Building Brand Image through Advertising, PR, and Events
8. Integrated Approach in Media Communication

Course Outcome:

1. Proficiency in the principles and strategies of advertising, PR, and event management.
2. Analytical skills to understand the synergy between advertising, PR, and event management.
3. Competence in developing effective communication and branding strategies.
4. Practical skills in planning, organizing, and executing successful events.
5. Profound knowledge of crisis communication and reputation management in PR.
6. Ethical understanding of advertising and PR practices.
7. Ability to contribute to building a brand's image through media communication.
8. Mastery of the integrated approach in media communication.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DMC405
Course Title	: Principles of Integrated Marketing Communication
Number of Credits	: 2 (L:1,T:0,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the foundational principles of Integrated Marketing Communication (IMC).
2. Explore the role and significance of IMC in contemporary media communication.
3. Analyze the integration of various communication tools and channels in IMC.
4. Develop skills in planning and implementing effective IMC campaigns.
5. Understand consumer behavior and its role in designing IMC strategies.
6. Explore the measurement and evaluation of IMC effectiveness.
7. Understand the ethical considerations in IMC practices.
8. Gain insights into global perspectives and trends in IMC.

Course Content:

1. Introduction to Integrated Marketing Communication
2. Role and Significance of IMC in Media Communication
3. Integration of Communication Tools and Channels
4. Planning and Implementation of IMC Campaigns
5. Consumer Behavior in IMC Strategies
6. Measurement and Evaluation of IMC Effectiveness
7. Ethical Considerations in IMC Practices
8. Global Perspectives and Trends in IMC

Course Outcome:

1. Proficiency in the foundational principles of Integrated Marketing Communication.
2. Analytical skills to comprehend the role and significance of IMC in media communication.
3. Competence in integrating various communication tools and channels in IMC.
4. Practical skills in planning and implementing effective IMC campaigns.
5. Understanding of consumer behavior and its role in designing IMC strategies.
6. Profound knowledge of measurement and evaluation of IMC effectiveness.
7. Ethical understanding of IMC practices.
8. Awareness of global perspectives and trends in Integrated Marketing Communication.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DMC406
Course Title	: Community Connect
Number of Credits	: 2 (L:0,T:2,P:0)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the concept and importance of community engagement in media communication.
2. Explore various strategies for fostering community connections.
3. Develop skills in creating and maintaining positive relationships with diverse communities.
4. Understand the role of media in building and sustaining community partnerships.
5. Gain insights into the ethical considerations of community engagement in media.
6. Learn effective communication methods for community outreach.
7. Explore case studies and best practices in successful community connect initiatives.
8. Develop practical skills in designing and implementing community-oriented media projects.

Course Content:

1. Introduction to Community Connect in Media Communication
2. Strategies for Fostering Community Connections
3. Building Positive Relationships with Diverse Communities
4. Media's Role in Building and Sustaining Community Partnerships
5. Ethical Considerations in Community Engagement
6. Effective Communication Methods for Community Outreach
7. Case Studies and Best Practices in Community Connect Initiatives
8. Designing and Implementing Community-Oriented Media Projects

Course Outcome:

1. Comprehensive understanding of community engagement in media communication.
2. Proficiency in devising strategies for effective community connections.
3. Skills in building positive relationships with diverse communities.
4. Understanding the role of media in fostering community partnerships.
5. Ethical awareness in community engagement practices.
6. Effective communication methods for successful community outreach.
7. Knowledge of case studies and best practices in community connect initiatives.
8. Practical skills in designing and implementing community-oriented media projects.

CHAPTER 4

THIRD YEAR CURRICULUM

STRUCTURE

Semester 5								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMC501	Sales Promotion	2	2	2	6	5
2	PC	DMC502	Marketing Communication for Special Events	2	2	2	6	5
3	PC	DMC503	Brand Management	2	2	2	6	5
4	PC	DMC504	Business Communication and Negotiation	2	2	2	6	5
5	OE		Co-Curricular	0	2	0	2	2
6	PR		Project I	0	1	4	5	3
Total Credits								25

Semester 6								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Industry	0	26	0	26	26
Total Credits								26

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DMC501
Course Title	: Sales Promotion
Number of Credits	: 5 (L:2,T:2,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the concept and significance of sales promotion in marketing strategies.
2. Learn various sales promotion techniques and tools.
3. Develop skills in designing effective sales promotion campaigns.
4. Explore the integration of sales promotion with other marketing elements.
5. Understand the impact of sales promotion on consumer behavior and buying decisions.
6. Analyze case studies to learn from successful sales promotion campaigns.
7. Gain practical knowledge of planning and implementing sales promotion activities.
8. Evaluate the ethical considerations in sales promotion.

Course Content:

1. Concept and Significance of Sales Promotion in Marketing
2. Various Sales Promotion Techniques and Tools
3. Designing Effective Sales Promotion Campaigns
4. Integration of Sales Promotion with Other Marketing Elements
5. Impact of Sales Promotion on Consumer Behavior and Buying Decisions
6. Case Studies of Successful Sales Promotion Campaigns
7. Planning and Implementing Sales Promotion Activities
8. Ethical Considerations in Sales Promotion

Course Outcome:

1. Comprehensive understanding of the concept and significance of sales promotion in marketing.
2. Proficiency in various sales promotion techniques and tools.
3. Skills in designing effective sales promotion campaigns.
4. Understanding the integration of sales promotion with other marketing elements.
5. Insight into the impact of sales promotion on consumer behavior and buying decisions.
6. Analytical skills through case studies of successful sales promotion campaigns.
7. Practical knowledge of planning and implementing sales promotion activities.
8. Evaluation of ethical considerations in the context of sales promotion.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DMC502
Course Title	: Marketing Communication for Special Events
Number of Credits	: 5 (L:2,T:2,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the role of marketing communication in the context of special events.
2. Develop skills in creating targeted and impactful marketing communication strategies.
3. Explore the integration of traditional and digital marketing channels for special events.
4. Gain insights into the planning and execution of successful marketing communication campaigns for events.
5. Understand the unique challenges and opportunities in marketing communication for special events.
6. Analyze case studies to learn from successful marketing communication efforts in event management.
7. Develop practical skills in designing and implementing marketing communication plans for special events.
8. Explore the ethical considerations in marketing communication for special events.

Course Content:

1. Role of Marketing Communication in Special Events
2. Creating Targeted and Impactful Marketing Communication Strategies
3. Integration of Traditional and Digital Marketing Channels for Special Events
4. Planning and Execution of Successful Marketing Communication Campaigns for Events
5. Challenges and Opportunities in Marketing Communication for Special Events
6. Case Studies in Successful Marketing Communication for Event Management
7. Designing and Implementing Marketing Communication Plans for Special Events
8. Ethical Considerations in Marketing Communication for Special Events

Course Outcome:

1. Comprehensive understanding of the role of marketing communication in special events.
2. Proficiency in creating targeted and impactful marketing communication strategies.
3. Skills in integrating traditional and digital marketing channels for special events.
4. Practical knowledge of planning and executing successful marketing communication campaigns for events.
5. Insight into the unique challenges and opportunities in marketing communication for special events.
6. Analytical skills through case studies of successful marketing communication in event management.
7. Practical skills in designing and implementing marketing communication plans for special events.
8. Ethical awareness in the context of marketing communication for special events.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DMC503
Course Title	: Brand Management
Number of Credits	: 5 (L:2,T:2,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the fundamentals and principles of brand management.
2. Analyze the role of branding in shaping consumer perceptions and preferences.
3. Develop skills in creating and maintaining a brand identity.
4. Explore strategies for brand positioning and differentiation in the market.
5. Understand the importance of brand equity and its impact on business success.
6. Learn about brand extension and expansion strategies.
7. Analyze case studies to understand successful brand management practices.
8. Develop a comprehensive brand management plan for a given scenario.

Course Content:

1. Fundamentals and Principles of Brand Management
2. Role of Branding in Shaping Consumer Perceptions and Preferences
3. Creating and Maintaining Brand Identity
4. Strategies for Brand Positioning and Differentiation

5. Importance of Brand Equity in Business Success
6. Brand Extension and Expansion Strategies
7. Case Studies of Successful Brand Management Practices
8. Developing a Comprehensive Brand Management Plan

Course Outcome:

1. A solid understanding of the fundamentals and principles of brand management.
2. Analytical skills to assess the role of branding in influencing consumer perceptions.
3. Proficiency in creating and maintaining a strong brand identity.
4. Strategic knowledge of brand positioning and differentiation.
5. Insight into the importance of brand equity for overall business success.
6. Skills in planning and implementing brand extension and expansion strategies.
7. Analytical ability through the study of successful brand management case studies.
8. The capability to develop a comprehensive brand management plan for a given scenario.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - VI</u>	
Course Code	: DMC504
Course Title	: Business Communication and Negotiation
Number of Credits	: 5 (L:2,T:2,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop effective business communication skills for various contexts.
2. Understand the principles and techniques of successful negotiation.
3. Enhance interpersonal communication in professional settings.
4. Learn to craft persuasive and informative business messages.
5. Gain proficiency in verbal and non-verbal communication strategies.
6. Understand the cultural aspects of business communication and negotiation.
7. Develop negotiation skills for achieving mutually beneficial outcomes.
8. Practice ethical communication and negotiation practices in business.

Course Content:

Media & Entertainment Skills Council

1. Effective Business Communication Skills
2. Principles and Techniques of Successful Negotiation
3. Interpersonal Communication in Professional Settings
4. Crafting Persuasive and Informative Business Messages
5. Verbal and Non-Verbal Communication Strategies
6. Cultural Aspects of Business Communication and Negotiation
7. Negotiation Skills for Mutually Beneficial Outcomes
8. Ethical Communication and Negotiation Practices in Business

Course Outcome:

1. Proficiency in effective business communication for diverse contexts.
2. Understanding and application of successful negotiation principles and techniques.
3. Enhanced interpersonal communication skills in a professional environment.
4. Ability to craft persuasive and informative business messages.
5. Proficiency in employing verbal and non-verbal communication strategies.
6. Awareness and appreciation of cultural aspects in business communication.
7. Development of negotiation skills for achieving mutually beneficial outcomes.
8. Practice of ethical communication and negotiation practices in a business setting.

B.Sc. Game Art and Design

Apprenticeship Embedded Degree Programme
(3 Years)

By:
Media and Entertainment Skills Council

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Chapter 1

General Course Structure

&

Credit Distribution

Definition of Credit

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hr. Practical (P) per week	1 credit

A. Range of Credits:

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 120.

B. Structure of AEDP (3 Year) in Media and Entertainment Skills:

The structure of the program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

Sr. No.	Category	Suggested Breakup of Credits
1	Program Core courses (Branch specific)	83*
2	Open Elective courses (from other technical and /or emerging subjects)	8*
3	Vocational (Minor), Project work, seminar, and internship in industry or elsewhere	12*
4	CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.]	10*

5	Apprenticeship with Industry	26*
	Total	139*

*Minor variation is allowed as per need of the respective disciplines.

C. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
PC	Program Core Courses
OE	Open Elective Courses
PR	Project

D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.

101, 102 ... etc. for first semester 201, 202 Etc. for second semester 301, 302 ... for third semester.

E. Category-wise Courses

PROGRAM CORE COURSES [PC]

Note:

(i) Number of Program Core Courses: 30 (including lab courses)

(ii) Credits: 83

Sl. No	Code No.	Course Title	Hours per week	Semester	Credits
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Media & Entertainment Skills Council

			L	T	P		
1	DGA101	Communicative English-I	1	0	2	1	2
2	DGA102	Drawing & Painting	1	1	0	1	2
3	DGA103	Storytelling & Storyboarding	0	2	0	1	2
4	DGA104	Principles of Animation	1	1	2	1	3
5	DGA105	Digital Art	1	2	2	1	4
6	DGA106	UI UX Design	1	2	0	1	3
7	DGA201	Communicative English-II	1	0	2	2	2
8	DGA202	Level Design For Games	1	2	0	2	3
9	DGA203	2D Game Design	1	2	2	2	4
10	DGA204	Pre-Production	1	2	0	2	3
11	DGA205	Programming in C#	1	1	0	2	2
12	DGA206	History of Gaming	2	0	0	2	2
13	DGA301	UI/UX for Games Design	1	2	0	3	3
14	DGA302	3D Game Art Production Techniques - I	1	1	2	3	3
15	DGA303	Digital Sculpting Techniques	1	2	2	3	4
16	DGA304	Game Engine fundamentals - I	1	2	2	3	4
17	DGA305	Story Telling for Games	1	1	0	3	2
18	DGA401	Game Psychology & Research	2	0	0	4	2
19	DGA402	3D Game Art Production Techniques - II	1	2	0	4	3
20	DGA403	Mobile Game art & Design	1	1	0	4	2
21	DGA404	Game Engine fundamentals - II	1	2	0	4	3
22	DGA405	Game Audio foundations	1	1	0	4	2
23	DGA406	JavaScript Programming	1	1	0	4	2
24	DGA407	Community Connect	0	2	0	4	2
25	DGA501	Fundamentals of Web design and development	1	2	0	5	3
26	DGA502	Game Architecture and Hardware	1	2	2	5	4
27	DGA503	World Level Design Techniques - I	1	1	2	5	3

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28	DGA504	Building AR based Games	1	1	2	5	3
29	DGA505	Android Game Development	1	2	0	5	3
30	DGA506	Real time Graphics, shaders and effects	1	2	0	5	3
Total Credits							83

** The branch code, e.g. ADMC for Content and Creative Writing

Three-digit number for identifying the level of the course

OPEN ELECTIVE COURSES [OE]

Note:

- (i) Number of Open Elective Courses: 13
- (ii) Credits: 30
- (iii) The Open Elective Courses to be offered in all semesters.
- (iv) The students can opt for any open elective courses that are offered by any of the respective departments.

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	OE	Open Elective (To be Chosen by Student)	0	2	0	1	2
2		Vocational (Minor)	0	2	2	1	3
3		Co-Curricular	0	2	0	1	2
4		Open Elective (To be Chosen by Student)	0	2	0	2	2
5		Vocational (Minor)	0	2	2	2	3
6		Co-Curricular	0	2	0	2	2
7		Open Elective (To be Chosen by Student)	0	2	0	3	2
8		Vocational (Minor)	0	2	2	3	3
9		Co-Curricular	0	2	0	3	2

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10		Open Elective (To be Chosen by Student)	0	2	0	4	2
11		Vocational (Minor)	0	2	2	4	3
12		Co-Curricular	0	2	0	4	2
13		Co-Curricular	0	2	0	5	2
Total Credits							30

** The branch code, e.g. ADMC for Media Communication

Three-digit number for identifying the level of the course

PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1		Live Project I (Industry Tie-up)	0	0	0	2	0
2		Live Project II (Industry Tie-up)	0	0	0	4	0
3		Project (Web and AR)	0	1	4	5	3
Total Credits							3

Note:

- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

INDUCTION PROGRAM

Induction program (suggested)	Two-week duration
Induction program for students to be offered right at the start of the first YEAR.	<ul style="list-style-type: none">• Physical activity• Creative Arts• Universal Human Values• Literary• Proficiency Modules• Lectures by Eminent People• Visits to local Areas• Familiarization to Dept./Branch & Innovations

F. Visits/Workshop/Expert Lectures:

- a. It is advised to arrange one industrial visit every semester for the students of each branch.
- b. It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

G. Evaluation Scheme (Suggestive only):

a. For Theory Courses:

(The weightage of Internal assessment is 40% and for End Semester Exam is 60%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

b. For Practical Courses:

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

c. For Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

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Range of Marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	FR (Fail due to shortage of attendance and therefore, to repeat the course)

CHAPTER 2

FIRST YEAR CURRICULUM

STRUCTURE

Semester 1								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DGA101	Communicative English-I	1	0	2	3	2
2	PC	DGA102	Drawing & Painting	1	1	0	2	2
3	PC	DGA103	Storytelling & Storyboarding	0	2	0	2	2
4	PC	DGA104	Principles of Animation	1	1	2	4	3
5	PC	DGA105	Digital Art	1	2	2	5	4
6	PC	DGA106	UI UX Design	1	2	0	3	3
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 2								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DGA201	Communicative English-II	1	0	2	3	2
2	PC	DGA202	Level Design for Games	1	2	0	3	3
3	PC	DGA203	2D Game Design	1	2	2	5	4
4	PC	DGA204	Pre-Production	1	2	0	3	3
5	PC	DGA205	Programming in C#	1	1	0	2	2
6	PC	DGA206	History of Gaming	2	0	0	2	2
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project I (Industry Tie-up)	0	0	0	0	
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DGA101
Course Title	: Communicative English-I
Number of Credits	: 2(L:1,T:0,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.
5. Apply language skills relevant to media and entertainment contexts.

Course Content:

1. Foundations of English Language
2. Reading Comprehension Strategies
3. Writing Techniques for Media
4. Verbal and Non-verbal Communication
5. Media Literacy and Critical Analysis
6. Presentation Skills for Media Professionals
7. Group Communication Dynamics
8. Cultural Sensitivity in Communication

Course Outcome:

1. Proficient written and verbal communication in media settings.
2. Critical analysis and interpretation of media-related content.
3. Effective presentation and public speaking abilities.
4. Collaborative communication skills suitable for team environments.
5. Application of language skills in media and entertainment contexts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DGA102
Course Title	: Drawing & Painting
Number of Credits	: 2(L:1,T:1,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop foundational drawing and painting skills applicable to game art.
2. Understand the principles of composition and color theory in the context of game design.
3. Acquire proficiency in digital drawing and painting tools commonly used in the game industry.
4. Apply drawing and painting techniques to create concept art and illustrations for games.

Course Content:

1. Basic Drawing Techniques and Sketching
2. Principles of Composition in Game Art
3. Color Theory and Application in Game Design
4. Digital Drawing and Painting Tools for Game Artists
5. Concept Art Creation for Games

Course Outcome:

1. Demonstrate improved drawing and sketching skills.
2. Apply principles of composition and color effectively in game art.
3. Utilize digital drawing and painting tools proficiently.
4. Create concept art and illustrations suitable for game development.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DGA103
Course Title	: Storytelling & Storyboarding
Number of Credits	: 2(L:0,T:2,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop skills in crafting compelling narratives for game environments.

2. Understand the principles of storytelling and its application to game design.
3. Learn the art of storyboarding as a visual storytelling tool in game development.
4. Apply narrative and storyboarding techniques to enhance game design concepts.

Course Content:

1. Fundamentals of Storytelling in Game Design
2. Narrative Structures in Game Development
3. Creating Engaging Characters for Games
4. Principles of Storyboarding in the Gaming Industry
5. Applying Storytelling and Storyboarding to Game Art

Course Outcome:

1. Craft engaging narratives suitable for game environments.
2. Understand various narrative structures relevant to game design.
3. Create compelling characters for game storytelling.
4. Develop proficiency in using storyboarding as a visual storytelling tool in games.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DGA104
Course Title	:	Principles of Animation
Number of Credits	:	3(L:1,T:1,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop a foundational understanding of animation principles in the context of game art.
2. Explore the application of animation techniques to enhance game characters and environments.
3. Acquire skills in creating fluid and realistic animations for various gaming platforms.
4. Understand the role of animation in conveying emotions, actions, and interactions in games.

Course Content:

1. Introduction to Animation Principles for Games
2. Character Animation Techniques in Game Art
3. Environmental Animation and Interactivity
4. Advanced Animation Techniques for Games
5. Integration of Animation with Game Design

Course Outcome:

1. Apply fundamental animation principles to game art.
2. Create dynamic and expressive character animations for games.
3. Develop environmental animations that enhance the gaming experience.

4. Apply advanced animation techniques to improve game visuals and interactions.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DGA105
Course Title	: Digital Art
Number of Credits	: 4(L:1,T:2,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop proficiency in digital art creation for game development.
2. Understand the role of digital art in shaping the visual aspects of games.
3. Acquire skills in using digital tools and software for game art production.
4. Explore various styles and techniques in digital art relevant to gaming.

Course Content:

1. Introduction to Digital Art in Game Development
2. Digital Painting Techniques for Game Assets
3. Concept Art and Visualization in Games
4. Texturing and Shading for Game Environments
5. Applying Digital Art to Character Design in Games

Course Outcome:

1. Create digital art assets suitable for game environments.
2. Employ digital painting techniques to enhance game visuals.
3. Develop concept art that aligns with game design objectives.
4. Apply texturing and shading skills to enhance game graphics.
5. Integrate digital art effectively into character design for games.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DGA106
Course Title	: UI UX Design
Number of Credits	: 3(L:1,T:2,P:0)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop a deep understanding of UI/UX principles in the context of game design.
2. Acquire skills to create user-friendly interfaces for games.
3. Explore techniques to enhance the overall user experience in gaming.
4. Apply UI/UX design principles to different gaming platforms.

Course Content:

1. Introduction to UI/UX Design in Gaming
2. Principles of User Interface Design for Games
3. User Experience Enhancement Strategies
4. Responsive Design for Various Gaming Platforms
5. Usability Testing and Iterative Design in Gaming

Course Outcome:

1. Design and create effective UI/UX elements for games.
2. Apply principles of user interface design to enhance game navigation.
3. Implement strategies to improve the overall user experience in gaming.
4. Develop UI/UX designs suitable for different gaming platforms.
5. Conduct usability testing and iterate designs based on feedback.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DGA201
Course Title	:	Communicative English-II
Number of Credits	:	2(L:1,T:0,P:2)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Enhance proficiency in English language skills for effective communication.
2. Develop advanced writing skills suitable for various media platforms.
3. Understand the principles of effective verbal and non-verbal communication.
4. Explore advanced concepts in media-related language usage.
5. Apply communication strategies in diverse media contexts.

Course Content:

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1. Advanced Writing Techniques for Media
2. Verbal and Non-Verbal Communication Strategies
3. Professional Communication in Media Industry
4. Media-related Language Usage and Style
5. Language Proficiency in Different Media Genres
6. Effective Communication in Visual and Digital Media
7. Multimodal Communication Skills

Course Outcome:

1. Improved proficiency in written and spoken English.
2. Advanced writing skills suitable for various media genres.
3. Enhanced understanding of effective communication principles.
4. Application of advanced language usage in media contexts.
5. Proficient communication in diverse media platforms.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DGA202
Course Title	:	Level Design for Games
Number of Credits	:	3(L:1,T:2,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the fundamentals of level design in the context of game development.
2. Learn to create engaging and challenging game levels.
3. Explore techniques for storytelling through level design.
4. Acquire skills to design levels that enhance player experience.

Course Content:

1. Introduction to Level Design Principles
2. Fundamentals of Spatial Design in Games
3. Creating Puzzles and Challenges in Game Levels
4. Narrative Integration in Level Design
5. Playtesting and Iterative Level Design

Course Outcome:

1. Apply fundamental principles of level design in game development.
2. Design and create immersive and challenging game levels.
3. Integrate storytelling elements seamlessly into level design.
4. Develop skills to enhance the overall player experience through level design.

5. Conduct effective playtesting and iterate on level designs based on feedback.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DGA203
Course Title	: 2D Game Design
Number of Credits	: 4(L:1,T:2,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the principles and elements of 2D game design.
2. Learn to conceptualize and plan game mechanics for 2D games.
3. Acquire skills in creating visually appealing 2D game assets.
4. Explore the integration of storytelling in 2D game design.

Course Content:

1. Introduction to 2D Game Design Principles
2. Game Mechanics and Prototyping for 2D Games
3. Art and Animation Techniques for 2D Games
4. Designing User Interfaces for 2D Games
5. Storytelling in 2D Game Environments

Course Outcome:

1. Apply fundamental principles of 2D game design.
2. Conceptualize and plan game mechanics for 2D games.
3. Create visually appealing 2D game assets.
4. Integrate storytelling elements effectively in 2D game design.
5. Develop a 2D game prototype demonstrating acquired design skills.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DGA204
Course Title	: Pre-Production
Number of Credits	: 3(L:1,T:2,P:0)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the importance and process of pre-production in game development.
2. Learn to create effective game design documents.
3. Develop skills in project planning and management for game development.
4. Acquire knowledge of legal and ethical considerations in game pre-production.

Course Content:

1. Introduction to Game Development Pre-Production
2. Creating Comprehensive Game Design Documents
3. Project Planning and Management in Game Development
4. Legal and Ethical Considerations in Game Pre-Production
5. Prototyping and Playtesting Strategies

Course Outcome:

1. Demonstrate understanding of the role and significance of pre-production in game development.
2. Develop effective game design documents for different game genres.
3. Apply project planning and management skills in the context of game development.
4. Identify and address legal and ethical considerations in game pre-production.
5. Create a game prototype and conduct playtesting sessions for iterative improvement.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DGA205
Course Title	:	Programming in C#
Number of Credits	:	2(L:1,T:1,P:0)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop proficiency in the C# programming language.
2. Understand the application of programming concepts in game development.
3. Learn to code and implement various game mechanics.
4. Acquire problem-solving skills through programming challenges.
5. Familiarize with debugging and optimization techniques in game programming.

Course Content:

1. Introduction to C# Programming Language

2. Data Types, Variables, and Operators in C#
3. Control Flow and Decision Structures
4. Functions and Methods in C#
5. Object-Oriented Programming (OOP) Concepts in C#
6. Unity Game Development with C#
7. Debugging and Optimization in Game Programming

Course Outcome:

1. Demonstrate proficiency in using the C# programming language.
2. Apply programming concepts to solve problems in the context of game development.
3. Code and implement various game mechanics using C#.
4. Solve programming challenges to enhance problem-solving skills.
5. Debug and optimize game code for improved performance.
6. Create a simple game project using Unity and C#.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DGA206
Course Title	:	History of Gaming
Number of Credits	:	2(L:2,T:0,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the historical evolution of the gaming industry.
2. Explore the major milestones and developments in gaming history.
3. Analyze the impact of technological advancements on gaming.
4. Examine the cultural and societal influences on game development.
5. Gain insights into the history of game design and innovation.

Course Content:

1. Early History of Gaming: From Analog to Digital
2. Arcade Era and the Rise of Home Consoles
3. The Birth and Evolution of PC Gaming
4. Technological Advances: Graphics, Sound, and Processing Power
5. Impact of Gaming on Popular Culture
6. Evolution of Game Genres and Design Concepts
7. Notable Moments and Trends in Gaming History

Course Outcome:

1. Demonstrate knowledge of key events and phases in the history of gaming.
2. Analyze the influence of technological advancements on gaming evolution.

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3. Discuss the impact of gaming on culture and society.
4. Understand the evolution of game design concepts and genres.
5. Develop a historical perspective on the gaming industry.

CHAPTER 3

SECOND YEAR CURRICULUM

STRUCTURE

Semester 3								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DGA301	UI/UX for Games Design	1	2	0	3	3
2	PC	DGA302	3D Game Art Production Techniques - I	1	1	2	4	3
3	PC	DGA303	Digital Sculpting Techniques	1	2	2	5	4
4	PC	DGA304	Game Engine fundamentals - I	1	2	2	5	4
5	PC	DGA305	Story Telling for Games	1	1	0	2	2
6	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
7	OE		Vocational (Minor)	0	2	2	4	3
8	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 4								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DGA401	Game Psychology & Research	2	0	0	2	2
2	PC	DGA402	3D Game Art Production Techniques - II	1	2	0	3	3
3	PC	DGA403	Mobile Game art & Design	1	1	0	2	2
4	PC	DGA404	Game Engine fundamentals - II	1	2	0	3	3
5	PC	DGA405	Game Audio foundations	1	1	0	2	2
6	PC	DGA406	JavaScript Programming	1	1	0	2	2
7	PC	DGA407	Community Connect	0	2	0	2	2
8	OE		Open Elective(To be chosen by Student)	0	2	0	2	2
9	OE		Vocational (Minor)	0	2	2	4	3
10	OE		Co-Curricular	0	2	0	2	2
11	PR		Live Project II (Industry Tie- up)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DGA301
Course Title	: UI/UX for Games Design
Number of Credits	: 3(L:1,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the principles of User Interface (UI) design for games.
2. Learn User Experience (UX) concepts and their application in game design.
3. Develop skills in creating intuitive and visually appealing game interfaces.
4. Explore the importance of player interaction and feedback in game UI/UX.
5. Analyze case studies of successful game UI/UX designs.

Course Content:

1. Introduction to UI/UX Design in Gaming
2. Principles of Effective UI Design for Games
3. Understanding Player Psychology in UX Design
4. Creating Responsive and Accessible Game Interfaces
5. Importance of Consistency and Feedback in UX
6. Case Studies: Successful Game UI/UX Examples
7. Prototyping and Testing UI/UX Designs in Games

Course Outcome:

1. Design effective and user-friendly UI for games.
2. Apply UX principles to enhance player experience in games.
3. Create responsive and visually appealing game interfaces.
4. Understand the psychology of player interaction and feedback.
5. Analyze and critique existing game UI/UX designs.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DGA302
Course Title	: 3D Game Art Production Techniques - I
Number of Credits	: 3(L:1,T:1,P:2)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Acquire fundamental skills in 3D game art production.
2. Understand the basics of 3D modeling and texturing for games.
3. Explore various techniques for creating game-ready 3D assets.
4. Develop proficiency in industry-standard 3D art tools.
5. Gain insights into the workflow of 3D game art production.

Course Content:

1. Introduction to 3D Game Art Production
2. Fundamentals of 3D Modeling for Games
3. Texturing Techniques for Game Assets
4. UV Mapping and Unwrapping in 3D Game Art
5. Creating 3D Characters and Environments
6. Introduction to Sculpting for Games
7. Overview of 3D Art Software Tools
8. Workflow in 3D Game Art Production

Course Outcome:

1. Create 3D game assets using industry-standard techniques.
2. Demonstrate proficiency in 3D modeling for games.
3. Apply texturing techniques to enhance game asset visuals.
4. Understand the importance of UV mapping in 3D game art.
5. Develop a portfolio showcasing 3D game art skills.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DGA303
Course Title	:	Digital Sculpting Techniques
Number of Credits	:	4(L:1,T:2,P:2)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop advanced skills in digital sculpting for game art.
2. Understand the principles and techniques of digital sculpting.
3. Explore the use of digital sculpting tools for character design.
4. Learn to create detailed and visually appealing 3D sculpts.

5. Apply digital sculpting in the context of game asset creation.

Course Content:

1. Introduction to Digital Sculpting
2. Tools and Techniques in Digital Sculpting Software
3. Anatomy Study for Digital Sculpting
4. Creating Detailed Characters and Creatures
5. Sculpting Environments and Props for Games
6. Integration of Digital Sculpting in Game Art Workflow
7. Texturing and Rendering in Digital Sculpting
8. Real-world Applications of Digital Sculpting

Course Outcome:

1. Produce detailed digital sculpts for game characters and environments.
2. Demonstrate proficiency in digital sculpting software.
3. Apply anatomical knowledge to enhance digital sculpts.
4. Integrate digital sculpting into the broader game art creation process.
5. Develop a portfolio showcasing digital sculpting skills.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - III</u>		
Course Code	:	DGA304
Course Title	:	Game Engine fundamentals - I
Number of Credits	:	4(L:1,T:2,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Acquire a foundational understanding of game engines and their components.
2. Explore the basics of game development environments and tools.
3. Understand the principles of game physics, rendering, and scripting.
4. Learn to create simple games using fundamental game engine features.
5. Gain insight into the role of game engines in the game development pipeline.

Course Content:

1. Introduction to Game Engines and Development Environments
2. Components of Game Engines: Physics, Rendering, and Scripting
3. Overview of Popular Game Engines: Unity and Unreal Engine
4. Basics of Game Asset Integration and Asset Pipelines
5. Creating Simple Games: Projects and Exercises

6. Game Engine Scripting and Programming Fundamentals
7. Optimization Techniques for Game Engines
8. Real-world Applications of Game Engine Fundamentals

Course Outcome:

1. Develop basic games using popular game engines.
2. Understand the underlying principles of game engine components.
3. Demonstrate proficiency in scripting for game development.
4. Integrate game assets into a cohesive game environment.
5. Apply optimization techniques for efficient game development.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DGA305
Course Title	: Storytelling for Games
Number of Credits	: 2(L:1,T:1,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Comprehend the role of storytelling in the context of game development.
2. Develop narrative skills tailored for interactive and immersive gaming experiences.
3. Understand the structure of game narratives, including character development and plot arcs.
4. Explore different storytelling techniques and styles in the gaming industry.
5. Apply storytelling principles to enhance the overall gaming experience.

Course Content:

1. Importance of Storytelling in Game Design
2. Elements of Game Narratives: Characters, Settings, and Plot
3. Narrative Structures in Games: Linear vs. Non-linear Approaches
4. Dialogue Writing and Voice Acting for Games
5. Role of Storyboards and Animatics in Game Storytelling
6. Interactive Storytelling and Player Agency
7. Case Studies: Successful Game Storytelling Examples
8. Collaborative Storytelling in Game Development Teams

Course Outcome:

1. Develop compelling and engaging game narratives.
2. Create characters and settings that resonate with the target audience.
3. Understand and implement different narrative structures in game design.

4. Demonstrate proficiency in dialogue writing and voice acting for games.
5. Apply storytelling techniques to enhance the player's interactive experience.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DGA401
Course Title	: Game Psychology & Research
Number of Credits	: 2(L:2,T:0,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the psychological aspects influencing player behavior in gaming.
2. Apply psychological principles to create engaging and immersive game experiences.
3. Explore research methods to gather insights into player preferences and trends.
4. Analyze the impact of game design choices on player emotions and motivations.
5. Utilize psychological research to enhance game mechanics and user experiences.

Course Content:

1. Introduction to Game Psychology: Motivations and Rewards
2. Player Types and Gaming Preferences
3. Behavioral Psychology in Game Design
4. Emotions and Immersion in Games
5. User Experience (UX) Research in Gaming
6. Ethical Considerations in Game Psychology and Research
7. Case Studies: Successful Implementation of Game Psychology
8. Playtesting and Iterative Design based on Psychological Feedback

Course Outcome:

1. Apply psychological principles to create games that resonate with diverse player types.
2. Understand the emotional impact of game design choices on players.
3. Conduct effective user research to inform game design decisions.
4. Implement ethical considerations in applying psychology to game design.
5. Enhance user experiences through playtesting and iterative design based on psychological insights.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DGA402
Course Title	: 3D Game Art Production Techniques - II
Number of Credits	: 3(L:1,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop advanced skills in 3D modeling for game environments and characters.
2. Master texturing and painting techniques for realistic and stylized game assets.
3. Understand advanced 3D animation principles for game characters and objects.
4. Explore body mechanics and rigging for creating dynamic and responsive game animations.
5. Apply industry-standard techniques for creating visually appealing and cohesive game art.

Course Content:

1. Advanced 3D Modeling Techniques
2. Texturing and Painting for Game Assets
3. Advanced 3D Animation Principles
4. Body Mechanics in Game Animation
5. Rigging for Game Characters
6. Industry-standard Game Art Production Techniques
7. Case Studies: Successful Game Art Production in the Gaming Industry
8. Project Work: Application of Advanced Techniques in a Game Art Project

Course Outcome:

1. Create complex 3D models for game environments and characters.
2. Apply advanced texturing and painting techniques for realistic and stylized game assets.
3. Demonstrate proficiency in advanced 3D animation principles for games.
4. Rig game characters for dynamic and responsive animations.
5. Produce high-quality game art using industry-standard techniques.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DGA403
Course Title	: Mobile Game art & Design

Number of Credits	:	2(L:1,T:1,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the unique challenges and opportunities in mobile game art and design.
2. Develop skills in creating optimized and visually appealing assets for mobile platforms.
3. Explore effective design principles for mobile game interfaces.
4. Master the art of creating engaging and intuitive user experiences in mobile games.
5. Learn the technical aspects of mobile game design, including performance optimization.

Course Content:

1. Introduction to Mobile Game Art and Design
2. Creating Optimized Assets for Mobile Platforms
3. Design Principles for Mobile Game Interfaces
4. User Experience (UX) Design for Mobile Games
5. Technical Aspects of Mobile Game Design
6. Case Studies: Successful Mobile Game Art and Design Projects
7. Project Work: Designing a Mobile Game from Concept to Execution

Course Outcome:

1. Create visually appealing and optimized game assets for mobile platforms.
2. Apply effective design principles to mobile game interfaces.
3. Design engaging and intuitive user experiences for mobile games.
4. Understand and implement technical aspects for mobile game design.
5. Develop a comprehensive mobile game art and design project from concept to execution.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>		
Course Code	:	DGA404
Course Title	:	Game Engine fundamentals - II
Number of Credits	:	3(L:1,T:2,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Deepen understanding of advanced concepts in game engines.
2. Master the use of advanced features and tools within game engines.

3. Develop proficiency in scripting and programming for game development.
4. Explore advanced techniques for optimizing game performance.
5. Understand the integration of game art assets and design into complex game engines.

Course Content:

1. Advanced Features and Tools in Game Engines
2. Scripting and Programming for Game Development
3. Advanced Techniques for Optimizing Game Performance
4. Integration of Complex Game Art Assets
5. Real-time Collaboration and Version Control in Game Development
6. Case Studies: Advanced Game Engine Implementation
7. Project Work: Developing a Game Level Using Advanced Engine Features

Course Outcome:

1. Utilize advanced features and tools within game engines proficiently.
2. Demonstrate expertise in scripting and programming for game development.
3. Implement advanced techniques to optimize game performance.
4. Integrate complex game art assets seamlessly into game engines.
5. Collaborate in real-time and use version control in the game development process.
6. Develop a game level showcasing proficiency in advanced engine features.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DGA405
Course Title	: Game Audio foundations
Number of Credits	: 2(L:1,T:1,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the fundamental principles of game audio design.
2. Explore techniques for creating immersive and interactive game audio experiences.
3. Master the use of audio editing tools and software in game development.
4. Learn to integrate music and sound effects into different game genres.
5. Gain insights into the psychological impact of audio in gaming.

Course Content:

1. Principles of Game Audio Design
2. Techniques for Interactive Game Audio
3. Audio Editing Tools and Software in Game Development
4. Music and Sound Effects Integration in Different Game Genres
5. Psychological Impact of Audio in Gaming

6. Case Studies: Notable Examples of Effective Game Audio Implementation
7. Project Work: Designing and Implementing Game Audio for a Game Level

Course Outcome:

1. Apply fundamental principles to design effective game audio.
2. Implement techniques for creating immersive and interactive audio experiences.
3. Proficiently use audio editing tools and software in game development.
4. Integrate music and sound effects seamlessly into various game genres.
5. Understand the psychological impact of audio and its role in enhancing gaming experiences.
6. Showcase practical skills through the design and implementation of game audio for a game level.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DGA406
Course Title	: JavaScript Programming
Number of Credits	: 2(L:1,T:1,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop proficiency in JavaScript programming for game development.
2. Understand the role of JavaScript in creating interactive and dynamic game elements.
3. Learn to use JavaScript to manipulate and control game behavior.
4. Explore advanced concepts of JavaScript relevant to game programming.
5. Apply JavaScript in conjunction with other game development technologies.

Course Content:

1. Introduction to JavaScript for Game Development
2. Basics of Interactive and Dynamic Web Content
3. JavaScript for Game Behavior Control
4. Advanced JavaScript Concepts for Games
5. Integration of JavaScript with Game Development Technologies
6. Practical Exercises and Coding Assignments
7. Mini-Project: Developing a Simple Game Using JavaScript

Course Outcome:

1. Acquire proficiency in JavaScript programming for game development.

2. Demonstrate the ability to create interactive and dynamic game elements using JavaScript.
3. Apply JavaScript to manipulate and control various aspects of game behavior.
4. Understand advanced JavaScript concepts relevant to game programming.
5. Integrate JavaScript effectively with other game development technologies.
6. Showcase practical skills through the development of a simple game using JavaScript.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DGA407
Course Title	: Community Connect
Number of Credits	: 2(L:0,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the concept and importance of community engagement in media communication.
2. Explore various strategies for fostering community connections.
3. Develop skills in creating and maintaining positive relationships with diverse communities.
4. Understand the role of media in building and sustaining community partnerships.
5. Gain insights into the ethical considerations of community engagement in media.
6. Learn effective communication methods for community outreach.
7. Explore case studies and best practices in successful community connect initiatives.
8. Develop practical skills in designing and implementing community-oriented media projects.

Course Content:

1. Introduction to Community Connect in Media Communication
2. Strategies for Fostering Community Connections
3. Building Positive Relationships with Diverse Communities
4. Media's Role in Building and Sustaining Community Partnerships
5. Ethical Considerations in Community Engagement
6. Effective Communication Methods for Community Outreach
7. Case Studies and Best Practices in Community Connect Initiatives
8. Designing and Implementing Community-Oriented Media Projects

Course Outcome:

1. Comprehensive understanding of community engagement in media communication.
2. Proficiency in devising strategies for effective community connections.
3. Skills in building positive relationships with diverse communities.
4. Understanding the role of media in fostering community partnerships.
5. Ethical awareness in community engagement practices.
6. Effective communication methods for successful community outreach.
7. Knowledge of case studies and best practices in community connect initiatives.
8. Practical skills in designing and implementing community-oriented media projects.

CHAPTER 4

THIRD YEAR CURRICULUM

STRUCTURE

Semester 5								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DGA501	Fundamentals of Web design and development	1	2	0	3	3
2	PC	DGA502	Game Architecture and Hardware	1	2	2	5	4
3	PC	DGA503	World Level Design Techniques - I	1	1	2	4	3
4	PC	DGA504	Building AR based Games	1	1	2	4	3
5	PC	DGA505	Android Game Development	1	2	0	3	3
6	PC	DGA506	Real time Graphics, shaders and effects	1	2	0	3	3
7	OE		Co-Curricular	0	2	0	2	2
8	PR		Project (Web and AR)	0	1	4	5	3
Total Credits								30

Semester 6								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Industry	0	26	0	26	26
Total Credits								26

Detailed First Year Curriculum Contents
SEMESTER - V

Course Code	:	DGA501
Course Title	:	Fundamentals of Web design and development
Number of Credits	:	3(L:1,T:2,P:0)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Provide a comprehensive understanding of web design and development fundamentals.
2. Introduce key principles of creating visually appealing and user-friendly websites.
3. Develop proficiency in HTML, CSS, and other essential web technologies.
4. Explore responsive web design techniques for optimal viewing across devices.
5. Foster the ability to design and develop interactive and engaging web content.
6. Emphasize the importance of user experience and accessibility in web design.

Course Content:

1. Introduction to Web Design and Development Principles
2. HTML Fundamentals: Structure and Semantic Markup
3. CSS Fundamentals: Styling and Layout
4. Responsive Web Design Techniques
5. Introduction to JavaScript for Web Interactivity
6. Incorporating Multimedia and Interactive Elements
7. User Experience (UX) Design Principles
8. Accessibility Considerations in Web Design
9. Web Design Tools and Technologies
10. Practical Application and Hands-on Projects

Course Outcome:

1. Develop a solid understanding of fundamental web design and development concepts.
2. Apply HTML and CSS for creating well-structured and visually appealing web pages.
3. Implement responsive web design techniques for cross-device compatibility.
4. Incorporate JavaScript to add interactivity and dynamic elements to web content.
5. Create engaging and user-friendly web interfaces with multimedia elements.
6. Demonstrate knowledge of user experience (UX) design principles.
7. Ensure accessibility in web design for a diverse audience.
8. Utilize various web design tools and technologies effectively.
9. Showcase practical skills through hands-on projects in web design and development.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - V</u>		
Course Code	:	DGA502
Course Title	:	Game Architecture and Hardware
Number of Credits	:	4(L:1,T:2,P:2)
Prerequisites	:	NIL

Course Category	:	PC
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Objective:

1. Provide a comprehensive understanding of game architecture and hardware components.
2. Explore the principles behind game development and the role of hardware in gaming.
3. Familiarize students with the architecture of gaming consoles, PCs, and mobile devices.
4. Understand the interaction between software and hardware in the gaming industry.
5. Introduce concepts related to graphics processing units (GPUs) and central processing units (CPUs) in gaming.
6. Discuss the importance of optimizing games for different hardware specifications.
7. Examine emerging trends and technologies in game architecture and hardware.

Course Content:

1. Introduction to Game Architecture and Hardware Principles
2. Overview of Gaming Consoles, PCs, and Mobile Devices
3. Understanding Graphics Processing Units (GPUs) in Gaming
4. Central Processing Units (CPUs) and their Role in Gaming
5. Interaction Between Software and Hardware in Game Development
6. Optimization Techniques for Different Hardware Specifications
7. Emerging Trends and Technologies in Game Architecture and Hardware

Course Outcome:

1. Gain a comprehensive understanding of game architecture and hardware principles.
2. Familiarity with the architecture of gaming consoles, PCs, and mobile devices.
3. Understand the role and significance of GPUs and CPUs in gaming.
4. Ability to analyze and optimize games for different hardware specifications.
5. Knowledge of the interaction between software and hardware in game development.
6. Stay updated on emerging trends and technologies in game architecture and hardware.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - V</u>		
Course Code	:	DGA503
Course Title	:	World Level Design Techniques - I
Number of Credits	:	3(L:1T:1,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Provide a foundational understanding of world design in the context of video games.
2. Explore the principles and techniques of designing immersive game environments.
3. Familiarize students with the tools and software used in world-level design.
4. Develop skills in creating diverse and engaging in-game landscapes.
5. Understand the importance of narrative-driven level design in video games.
6. Introduce the concept of player-centric design for optimal gaming experiences.
7. Encourage creative thinking and problem-solving in the context of world-level design.

Course Content:

1. Introduction to World Level Design Principles
2. Tools and Software for World-Level Design
3. Techniques for Creating Immersive Game Environments
4. Narrative-Driven Level Design in Video Games
5. Player-Centric Design Approaches
6. Creative Problem-Solving in World-Level Design
7. Case Studies of Successful World-Level Designs

Course Outcome:

1. Acquire foundational knowledge of world-level design principles.
2. Gain proficiency in using tools and software for world-level design.
3. Develop skills in creating diverse and immersive in-game environments.
4. Understand the role of narrative-driven level design in enhancing player experiences.
5. Apply player-centric design approaches for optimal gaming experiences.
6. Showcase creative problem-solving abilities in the context of world-level design.
7. Analyze and draw insights from case studies of successful world-level designs.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DGA504
Course Title	: Building AR based Games
Number of Credits	: 3(L:1T:1,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Introduce the fundamental concepts of Augmented Reality (AR) in the context of game development.
2. Provide hands-on experience with AR development tools and platforms.
3. Explore the integration of AR technology with game design principles.

4. Develop skills in creating interactive and engaging AR-based gaming experiences.
5. Understand the technical aspects of building AR games, including coding and scripting.
6. Foster creativity in designing game elements that leverage AR capabilities.
7. Discuss the potential applications and future trends of AR in the gaming industry.

Course Content:

1. Introduction to Augmented Reality (AR) in Gaming
2. AR Development Tools and Platforms
3. Integration of AR with Game Design Principles
4. Hands-on AR Game Development
5. Technical Aspects: Coding and Scripting for AR Games
6. Creative Design for AR Game Elements
7. Applications and Future Trends of AR in Gaming

Course Outcome:

1. Acquire a solid understanding of Augmented Reality and its application in gaming.
2. Gain practical experience using AR development tools and platforms.
3. Integrate AR seamlessly with game design principles.
4. Demonstrate proficiency in creating interactive and engaging AR-based gaming experiences.
5. Develop technical skills in coding and scripting for AR games.
6. Showcase creative and innovative design approaches for AR game elements.
7. Discuss and analyze potential applications and future trends of AR in the gaming industry.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DGA505
Course Title	: Android Game Development
Number of Credits	: 3(L:1,T:2,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Provide a comprehensive understanding of Android game development.
2. Introduce the Android development environment and tools for game creation.
3. Develop proficiency in designing and programming games for Android platforms.
4. Explore user interface (UI) and user experience (UX) design principles for Android games.

5. Understand the integration of multimedia elements, such as graphics and sound, in Android game development.
6. Foster creativity in game design tailored for Android devices.
7. Emphasize best practices for optimizing Android games for performance.

Course Content:

1. Introduction to Android Game Development
2. Android Development Environment and Tools
3. Designing and Programming Games for Android
4. UI and UX Design Principles for Android Games
5. Integration of Multimedia Elements in Android Games
6. Creative Game Design for Android Devices
7. Performance Optimization for Android Games

Course Outcome:

1. Acquire a thorough understanding of Android game development.
2. Gain practical experience using Android development tools.
3. Demonstrate proficiency in designing and programming games for Android platforms.
4. Apply UI and UX design principles to create engaging Android games.
5. Integrate multimedia elements effectively in Android game development.
6. Showcase creative and innovative game design tailored for Android devices.
7. Implement best practices for optimizing Android games for optimal performance.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DGA506
Course Title	: Real time Graphics, shaders and effects
Number of Credits	: 3(L:1,T:2,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Provide in-depth knowledge of real-time graphics rendering techniques.
2. Introduce the principles of shaders and their role in enhancing graphical effects.
3. Explore various visual effects used in contemporary game development.
4. Develop proficiency in creating and implementing shaders for real-time graphics.
5. Understand the impact of real-time graphics on immersive gameplay experiences.
6. Foster creativity in designing and applying visual effects in game environments.
7. Emphasize best practices for optimizing real-time graphics in game design.

Course Content:

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1. Fundamentals of Real-time Graphics
2. Principles and Types of Shaders
3. Advanced Shader Programming
4. Visual Effects in Game Development
5. Creating and Implementing Shaders for Real-time Graphics
6. Impact of Real-time Graphics on Gameplay
7. Creative Application of Visual Effects in Game Environments
8. Best Practices for Optimizing Real-time Graphics

Course Outcome:

1. Acquire a deep understanding of real-time graphics rendering.
2. Demonstrate proficiency in shader programming for game development.
3. Implement various visual effects to enhance game aesthetics.
4. Apply creative approaches to designing and implementing visual effects.
5. Showcase the impact of real-time graphics on gameplay experiences.
6. Develop the ability to create and optimize shaders for immersive visuals.
7. Incorporate best practices for optimizing real-time graphics in game design.

B.Sc. Film and TV Production

Apprenticeship Embedded Degree Programme
(3 Years)

By:
Media and Entertainment Skills Council

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Chapter 1

General Course Structure

&

Credit Distribution

Definition of Credit

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hr. Practical (P) per week	1 credit

A. Range of Credits:

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 120.

B. Structure of AEDP (3 Year) in Media and Entertainment Skills:

The structure of the program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

Sr. No.	Category	Suggested Breakup of Credits
1	Program Core courses (Branch specific)	85*
2	Open Elective courses (from other technical and /or emerging subjects)	8*
3	Vocational (Minor), Project work, seminar, and internship in industry or elsewhere	12*
4	CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.]	10*
5	Apprenticeship with Industry	26*
	Total	141*

*Minor variation is allowed as per need of the respective disciplines.

C. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
PC	Program Core Courses
OE	Open Elective Courses
PR	Project

D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.

101, 102 ... etc. for first semester 201, 202 Etc. for second semester 301, 302 ... for third semester.

E. Category-wise Courses

PROGRAM CORE COURSES [PC]

Note:

(i) Number of Program Core Courses: 31 (including lab courses)

(ii) Credits: 85

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	DFT101	Communicative English-I	1	0	2	3	2
2	DFT102	Indian Culture & Art Forms	1	1	0	2	2

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3	DFT103	Soft-Skill & Personality Development	0	2	0	2	2
4	DFT104	Introduction to Film and TV Production Methods	1	1	2	4	3
5	DFT105	Introduction to Script Writing	1	2	2	5	4
6	DFT106	Visualization Foundation	1	2	0	3	3
7	DFT201	Communicative English-II	1	0	2	3	2
8	DFT202	Media Laws & Ethics	1	1	0	2	2
9	DFT203	Writing for Media	0	2	0	2	2
10	DFT204	Communication: Concepts & Principles	1	1	2	4	3
11	DFT205	Introduction to Production Design	1	2	2	5	4
12	DFT206	Introduction to stage Light and Sound	1	2	0	3	3
13	DFT301	Introduction to Film and Television	1	1	0	2	2
14	DFT302	History of Cinema and Film Theory	0	2	0	2	2
15	DFT303	Writing for Visual Media	1	1	2	4	3
16	DFT304	Introduction to Audiography	1	2	2	5	4
17	DFT305	Digital Photography and Basic Lighting Techniques	1	2	0	3	3
18	DFT306	Digital Video Editing I	1	1	2	7	3
19	DFT307	Radio Jockeying & Program Production	1	1	2	4	3
20	DFT401	Direction and Production Methodology	1	1	0	2	2
21	DFT402	Motion Picture Photography and Lighting	0	2	0	2	2
22	DFT403	Sound Design and Audiography	1	1	2	4	3
23	DFT404	Digital Video Editing II	1	2	2	5	4
24	DFT405	Continuity Actuality Dialogue Exercise: (Any One)	1	2	0	3	3
25	DFT406	Community Connect	0	2	0	2	2
26	DFT501	Film Appreciation and Analysis	1	1	0	2	2

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27	DFT502	Introduction to Semiotics / Semiology	0	2	0	2	2
28	DFT503	Networking, Promotion and Digital Marketing	1	1	2	4	3
29	DFT504	Advanced Studio and Location Lighting	1	2	2	5	4
30	DFT505	Playback/ Studio Sound Recording and Mixing	1	2	0	3	3
31	DFT506	Visual Design, Graphics, Animation & Compositing	1	1	2	4	3
Total Credits							85

** The branch code, e.g. ADMC for Content and Creative Writing

Three-digit number for identifying the level of the course

OPEN ELECTIVE COURSES [OE]

Note:

- (i) Number of Open Elective Courses: 12
- (ii) Credits: 28
- (iii) The Open Elective Courses to be offered in all semesters.
- (iv) The students can opt for any open elective courses that are offered by any of the respective departments.

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	OE	Open Elective (To be Chosen by Student)	0	2	0	1	2
2		Vocational (Minor)	0	2	2	1	3
3		Co-Curricular	0	2	0	1	2
4		Open Elective (To be Chosen by Student)	0	2	0	2	2
5		Vocational (Minor)	0	2	2	2	3
6		Co-Curricular	0	2	0	2	2
7		Open Elective (To be Chosen by	0	2	0	3	2

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		Student)					
8		Vocational (Minor)	0	2	2	3	3
9		Co-Curricular	0	2	0	3	2
10		Open Elective (To be Chosen by Student)	0	2	0	4	2
11		Vocational (Minor)	0	2	2	4	3
12		Co-Curricular	0	2	0	4	2
Total Credits							28

** The branch code, e.g. ADMC for Media Communication

Three-digit number for identifying the level of the course

PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1		Live Project I (Industry Tie-up)	0	0	0	2	0
2		Live Project II (Industry Tie-Up)	0	0	0	4	0
3		Project: Mise-en-scene	0	0	2	5	1
4		Project I (Dance)	0	1	4	5	3
Total Credits							3

Note:

- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

INDUCTION PROGRAM

Induction program (suggested)	Two-week duration
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<p>Induction program for students to be offered right at the start of the first YEAR.</p>	<ul style="list-style-type: none"> • Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations
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F. Visits/Workshop/Expert Lectures:

- a. It is advised to arrange one industrial visit every semester for the students of each branch.
- b. It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

G. Evaluation Scheme (Suggestive only):

a. For Theory Courses:

(The weightage of Internal assessment is 40% and for End Semester Exam is 60%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

b. For Practical Courses:

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

c. For Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	AA/A+

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81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	FR (Fail due to shortage of attendance and therefore, to repeat the course)

CHAPTER 2

FIRST YEAR CURRICULUM

STRUCTURE

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Semester 1								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DFT101	Communicative English-I	1	0	2	3	2
2	PC	DFT102	Indian Culture & Art Forms	1	1	0	2	2
3	PC	DFT103	Soft-Skill & Personality Development	0	2	0	2	2
4	PC	DFT104	Introduction to Film and TV Production Methods	1	1	2	4	3
5	PC	DFT105	Introduction to Script Writing	1	2	2	5	4
6	PC	DFT106	Visualization Foundation	1	2	0	3	3
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9x`	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 2								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DFT201	Communicative English-II	1	0	2	3	2
2	PC	DFT202	Media Laws & Ethics	1	1	0	2	2
3	PC	DFT203	Writing for Media	0	2	0	2	2
4	PC	DFT204	Communication: Concepts & Principles	1	1	2	4	3
5	PC	DFT205	Introduction to Production Design	1	2	2	5	4
6	PC	DFT206	Introduction to stage Light and Sound	1	2	0	3	3
7	OE		Open Elective (To be	0	2	0	2	2

			Chosen by Student)					
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project I (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DFT101
Course Title	: Communicative English-I
Number of Credits	: 2 (L:1,T:0,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.
5. Apply language skills relevant to media and entertainment contexts.

Course Content:

1. Foundations of English Language
2. Reading Comprehension Strategies
3. Writing Techniques for Media
4. Verbal and Non-verbal Communication
5. Media Literacy and Critical Analysis
6. Presentation Skills for Media Professionals
7. Group Communication Dynamics
8. Cultural Sensitivity in Communication

Course Outcome:

1. Proficient written and verbal communication in media settings.

2. Critical analysis and interpretation of media-related content.
3. Effective presentation and public speaking abilities.
4. Collaborative communication skills suitable for team environments.
5. Application of language skills in media and entertainment contexts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DFT102
Course Title	: Indian Culture & Art Forms
Number of Credits	: 2 (L:1,T:1,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop an understanding of the rich cultural heritage and diverse art forms in India.
2. Explore the interplay between culture, traditions, and artistic expressions in the Indian context.
3. Analyze the influence of Indian culture on film and television production.
4. Identify and appreciate various art forms contributing to Indian cultural identity.
5. Apply cultural insights to enhance storytelling and production values in media projects.

Course Content:

1. Introduction to Indian Culture and Its Significance
2. Exploration of Traditional and Contemporary Art Forms
3. Understanding the Role of Culture in Film and TV Production
4. Case Studies: Cultural Influences in Iconic Indian Productions
5. Artistic Elements in Film and Television Storytelling
6. Indian Festivals, Rituals, and Their Representation in Media
7. Cultural Sensitivity and Ethical Considerations in Media Production
8. Impact of Cultural Diversity on Film and TV Audience Engagement

Course Outcome:

1. Acquire a deep understanding of Indian culture and its various manifestations.
2. Recognize the significance of traditional and contemporary art forms in Indian society.
3. Apply cultural insights to enrich storytelling and production techniques.
4. Evaluate the cultural influences in iconic Indian film and TV productions.
5. Develop a nuanced perspective on representing cultural elements in media projects.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DFT103
Course Title	: Soft-Skill & Personality Development
Number of Credits	: 2 (L:0,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop essential soft skills crucial for effective communication and collaboration in the film and TV industry.
2. Enhance interpersonal skills and emotional intelligence for better teamwork.
3. Cultivate a professional and positive attitude suitable for the media and entertainment sector.
4. Develop personality traits that contribute to leadership and effective project management.
5. Acquire skills to handle stress, manage conflicts, and thrive in a dynamic production environment.

Course Content:

1. Importance of Soft Skills in the Film and TV Industry
2. Effective Communication Strategies for Media Professionals
3. Interpersonal and Teamwork Skills in a Production Setting
4. Emotional Intelligence and its Relevance in Film and TV Production
5. Professionalism and Work Ethics in the Media and Entertainment Sector
6. Leadership and Decision-Making Skills for Production Teams
7. Stress Management and Conflict Resolution Techniques
8. Personal Branding and Career Development in Film and TV

Course Outcome:

1. Demonstrate proficiency in essential soft skills for effective communication.
2. Exhibit improved interpersonal and teamwork skills in a production environment.
3. Cultivate emotional intelligence for better collaboration and understanding.
4. Showcase professionalism and ethical conduct in the media and entertainment sector.
5. Develop leadership qualities and effective decision-making skills in a production context.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	

Course Code	:	DFT104
Course Title	:	Introduction to Film and TV Production Methods
Number of Credits	:	3 (L:1,T:1,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Introduce students to the fundamental concepts and techniques of film and TV production.
2. Provide an overview of the different methods and approaches used in the production of films and TV shows.
3. Familiarize students with the technical aspects of camera operation, lighting, and sound in production.
4. Develop basic skills in pre-production, including scriptwriting and storyboarding.
5. Understand the importance of post-production processes in film and TV.

Course Content:

1. Overview of Film and TV Production: Concepts and Terminology
2. Introduction to Camera Operation, Lighting, and Sound Techniques
3. Pre-production Essentials: Scriptwriting, Storyboarding, and Planning
4. Production Methods: On-location Shooting, Studio Production, and Remote Shoots
5. Post-production Processes: Editing, Sound Design, and Visual Effects

Course Outcome:

1. Demonstrate a basic understanding of film and TV production terminology and concepts.
2. Acquire practical skills in camera operation, lighting, and sound techniques.
3. Develop proficiency in pre-production tasks, including scriptwriting and storyboarding.
4. Gain knowledge of different production methods used in the industry.
5. Understand the significance of post-production processes in creating high-quality films and TV shows.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DFT105
Course Title	:	Introduction to Script Writing
Number of Credits	:	4 (L:1,T:2,P:2)
Prerequisites	;	NIL

Course Category	:	PC
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Objective:

1. Introduce students to the art and craft of scriptwriting for film and television.
2. Provide an understanding of storytelling principles and narrative structures.
3. Develop skills in creating engaging characters and dialogues.
4. Familiarize students with various genres and styles of scriptwriting.
5. Cultivate the ability to transform ideas into a well-structured and compelling script.

Course Content:

1. Fundamentals of Scriptwriting: Elements and Structure
2. Narrative Techniques: Plot, Subplots, and Story Arcs
3. Character Development: Creating Memorable and Authentic Characters
4. Dialogues: Crafting Conversations that Drive the Narrative
5. Exploring Genres: Drama, Comedy, Thriller, and more

Course Outcome:

1. Develop proficiency in scriptwriting terminology and techniques.
2. Demonstrate an understanding of storytelling principles and narrative structures.
3. Create engaging characters with well-crafted dialogues.
4. Explore and experiment with different genres and styles of scriptwriting.
5. Produce a well-structured and compelling script for film or television.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DFT106
Course Title	:	Visualization Foundation
Number of Credits	:	3 (L:1,T:2,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Introduce students to the foundational principles of visualization in film and TV production.
2. Develop skills in translating ideas into visual elements using various mediums.
3. Provide an understanding of visual storytelling techniques and their applications.
4. Familiarize students with the technical aspects of visual communication in media production.
5. Encourage creativity and innovation in expressing ideas visually.

Course Content:

1. Basics of Visual Elements: Line, Shape, Color, Texture, and Space
2. Visual Communication Techniques: Storyboarding and Mood Boards
3. Cinematography Fundamentals: Camera Angles, Shots, and Movement
4. Production Design: Creating Visual Aesthetics for Film and TV
5. Digital Tools for Visualization: Introduction to Graphic Software

Course Outcome:

1. Develop a strong foundation in visual elements and their applications.
2. Demonstrate proficiency in translating ideas into visual forms.
3. Apply visual storytelling techniques in film and TV production.
4. Understand the technical aspects of cinematography and production design.
5. Utilize digital tools for effective visualization in media projects.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DFT201
Course Title	: Communicative English-II
Number of Credits	: 2 (L:1,T:0,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Enhance proficiency in English language skills for effective communication.
2. Develop advanced writing skills suitable for various media platforms.
3. Understand the principles of effective verbal and non-verbal communication.
4. Explore advanced concepts in media-related language usage.
5. Apply communication strategies in diverse media contexts.

Course Content:

1. Advanced Writing Techniques for Media
2. Verbal and Non-Verbal Communication Strategies
3. Professional Communication in Media Industry
4. Media-related Language Usage and Style
5. Language Proficiency in Different Media Genres
6. Effective Communication in Visual and Digital Media
7. Multimodal Communication Skills

Course Outcome:

1. Improved proficiency in written and spoken English.
2. Advanced writing skills suitable for various media genres.
3. Enhanced understanding of effective communication principles.
4. Application of advanced language usage in media contexts.
5. Proficient communication in diverse media platforms.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DFT202
Course Title	:	Media Laws & Ethics
Number of Credits	:	2 (L:1,T:1,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop a deep understanding of media laws and ethical considerations in the media industry.
2. Explore the legal frameworks governing various forms of media.
3. Analyze ethical challenges and dilemmas faced by media professionals.
4. Understand the importance of freedom of speech and expression in media.
5. Develop skills to navigate legal and ethical issues in media practice.

Course Content:

1. Introduction to Media Laws
2. Legal Frameworks for Print, Broadcast, and Digital Media
3. Ethical Principles in Media Communication
4. Privacy, Defamation, and Intellectual Property Laws
5. Case Studies on Media Ethics
6. Media Regulation and Self-Regulatory Mechanisms

Course Outcome:

1. In-depth knowledge of media laws and regulations.
2. Ability to analyze and navigate legal frameworks for different media forms.

3. Enhanced ethical decision-making skills in media practice.
4. Understanding of privacy, defamation, and intellectual property laws.
5. Proficiency in applying ethical principles in various media scenarios.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DFT203
Course Title	: Writing for Media
Number of Credits	: 2 (L:0,T:2,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop proficiency in various writing styles used in media.
2. Understand the principles of effective storytelling and narrative construction.
3. Acquire skills for adapting writing to different media platforms.
4. Enhance research and investigative writing capabilities.
5. Develop editing and proofreading skills specific to media content.

Course Content:

1. Introduction to Writing Styles in Media
2. Principles of Storytelling and Narrative Techniques
3. Writing for Print Media: Newspapers and Magazines
4. Writing for Broadcast Media: Radio and Television
5. Writing for Online and Digital Platforms
6. Research and Investigative Writing
7. Editing and Proofreading for Media
8. Ethical Considerations in Media Writing

Course Outcome:

1. Proficient writing in diverse media formats.
2. Mastery of storytelling and narrative techniques.
3. Adaptability in writing for various media platforms.
4. Strong research and investigative writing skills.
5. Effective editing and proofreading of media content.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DFT204
Course Title	: Communication: Concepts & Principles
Number of Credits	: 3 (L:1,T:1,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Explore the fundamental concepts and principles of communication in the context of film and TV production.
2. Understand how effective communication contributes to the success of media projects.
3. Develop skills in conveying ideas clearly and persuasively through various communication channels.
4. Introduce students to the principles of interpersonal and group communication in a production environment.
5. Foster critical thinking and analysis in evaluating the role of communication in media storytelling.

Course Content:

1. Foundations of Communication: Models and Theories
2. Verbal and Nonverbal Communication in Media Production
3. Audience Analysis and Media Messaging
4. Interpersonal Communication in Collaborative Work Environments
5. Communication Strategies in Media Campaigns

Course Outcome:

1. Grasp fundamental concepts and theories of communication.
2. Apply effective communication techniques in media production contexts.
3. Develop persuasive communication skills for media storytelling.
4. Understand interpersonal dynamics in collaborative media projects.
5. Evaluate and implement communication strategies in media campaigns.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DFT205
Course Title	: Introduction to Production Design
Number of Credits	: 4 (L:1,T:2,P:1)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Provide an overview of the role and significance of production design in film and TV production.
2. Introduce key concepts and principles related to visual storytelling and design aesthetics.
3. Develop an understanding of the collaborative nature of production design within the filmmaking process.
4. Explore the use of elements such as set design, props, and costumes in enhancing narrative impact.
5. Foster critical thinking and analytical skills in evaluating the visual aspects of media production.

Course Content:

1. Basics of Production Design: Concepts and Principles
2. Visual Storytelling and Aesthetics in Media Production
3. Collaboration and Teamwork in Production Design
4. Set Design, Props, and Costumes: Enhancing Visual Narratives
5. Analyzing Visual Aspects in Film and TV Production

Course Outcome:

1. Understand the role and significance of production design in media production.
2. Apply key concepts and principles of design aesthetics to visual storytelling.
3. Collaborate effectively within a production design team.
4. Utilize elements like set design, props, and costumes for narrative enhancement.
5. Evaluate and critique the visual aspects of media production from a design perspective.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DFT206
Course Title	:	Introduction to stage Light and Sound
Number of Credits	:	3 (L:1,T:2,P:0)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Introduce the fundamental concepts of stage lighting and sound design in the context of film and TV production.

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2. Provide hands-on experience with lighting equipment and sound technology commonly used in the industry.
3. Develop an understanding of the artistic and technical aspects of creating effective lighting setups for different scenarios.
4. Explore the role of sound in storytelling, including dialogue, music, and sound effects.
5. Foster practical skills in operating lighting and sound equipment for stage productions.

Course Content:

1. Basics of Stage Lighting: Principles and Techniques
2. Introduction to Sound Design in Film and TV
3. Hands-on Experience with Lighting Equipment
4. Artistic and Technical Aspects of Lighting Setups
5. Role of Sound in Storytelling: Dialogue, Music, and Effects

Course Outcome:

1. Understand fundamental concepts of stage lighting and sound design.
2. Gain practical experience with industry-standard lighting and sound equipment.
3. Apply knowledge of lighting principles to create effective setups.
4. Recognize the role of sound elements in enhancing storytelling.
5. Develop practical skills in operating lighting and sound equipment for stage productions.

CHAPTER 3

SECOND YEAR CURRICULUM

STRUCTURE

Semester 3								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DFT301	Introduction to Film and Television	1	1	0	2	2
2	PC	DFT302	History of Cinema and Film Theory	0	2	0	2	2
3	PC	DFT303	Writing for Visual Media	1	1	2	4	3
4	PC	DFT304	Introduction to Audiography	1	2	2	5	4
5	PC	DFT305	Digital Photography and Basic Lighting Techniques	1	2	0	3	3
6	PC	DFT306	Digital Video Editing I	1	1	2	7	3
7	PC	DFT307	Radio Jockeying & Program Production	1	1	2	4	3
8	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
9	OE		Vocational (Minor)	0	2	2	4	3
10	OE		Co-Curricular	0	2	0	2	2
Total Credits								27

Semester 4								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DFT401	Direction and Production Methodology	1	1	0	2	2
2	PC	DFT402	Motion Picture Photography and Lighting	0	2	0	2	2
3	PC	DFT403	Sound Design and Audiography	1	1	2	4	3
4	PC	DFT404	Digital Video Editing II	1	2	2	5	4

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5	PC	DFT405	Continuity Actuality Dialogue Exercise: (Any One)	1	2	0	3	3
6	PC	DFT406	Community Connect	0	2	0	2	2
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Smartphone Film Making - Vocational Minor	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project II (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DFT301
Course Title	: Introduction to Film and Television
Number of Credits	: 2 (L:1,T:1,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Provide an overview of the history and evolution of film and television.
2. Introduce the fundamental concepts of visual storytelling and narrative techniques.
3. Explore the key components of film and television production processes.
4. Familiarize students with the technical aspects of camera operation and cinematography.
5. Develop an understanding of the roles and responsibilities within the film and television industry.

Course Content:

1. History and Evolution of Film and Television
2. Visual Storytelling and Narrative Techniques
3. Components of Film and Television Production
4. Technical Aspects of Camera Operation and Cinematography
5. Roles and Responsibilities in the Film and Television Industry

Course Outcome:

1. Understand the historical context and evolution of film and television.
2. Apply fundamental concepts of visual storytelling and narrative techniques.
3. Demonstrate knowledge of key components in film and television production.
4. Operate cameras and understand basic cinematography principles.
5. Identify and comprehend various roles within the film and television industry.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DFT302
Course Title	: History of Cinema and Film Theory
Number of Credits	: 2 (L:0,T:2,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Provide an in-depth exploration of the history and evolution of cinema.
2. Introduce key film theories and their impact on cinematic storytelling.
3. Analyze influential films that have shaped the cinematic landscape.
4. Develop critical thinking skills to evaluate and interpret films from various genres.
5. Explore the cultural and social impact of cinema on society.

Course Content:

1. Evolution and Milestones in the History of Cinema
2. Major Film Theories and Their Application
3. Analysis of Influential Films Across Genres
4. Developing Critical Thinking Skills in Film Evaluation
5. Cultural and Social Impact of Cinema

Course Outcome:

1. Demonstrate a comprehensive understanding of the history and evolution of cinema.
2. Apply key film theories to analyze and interpret cinematic storytelling.
3. Analyze and critique influential films from various genres.
4. Develop critical thinking skills in evaluating and interpreting films.
5. Understand the cultural and social impact of cinema on society.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	

Course Code	:	DFT303
Course Title	:	Writing for Visual Media
Number of Credits	:	3 (L:1,T:1,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop proficiency in writing for visual media, including film and television.
2. Understand the unique narrative structures and storytelling techniques in visual storytelling.
3. Learn to create compelling and engaging scripts for film and television projects.
4. Explore the role of dialogue, characterization, and plot development in visual storytelling.
5. Gain practical experience in scriptwriting through hands-on exercises.

Course Content:

1. Fundamentals of Writing for Visual Media
2. Narrative Structures in Film and Television
3. Crafting Compelling Scripts for Film Projects
4. Role of Dialogue, Characterization, and Plot Development
5. Hands-on Scriptwriting Exercises

Course Outcome:

1. Demonstrate proficiency in writing for visual media.
2. Understand and apply unique narrative structures in visual storytelling.
3. Create compelling and engaging scripts for film and television projects.
4. Utilize effective dialogue, characterization, and plot development techniques.
5. Gain practical experience through hands-on scriptwriting exercises.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - III</u>		
Course Code	:	DFT304
Course Title	:	Introduction to Audiography
Number of Credits	:	4 (L:1,T:2,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the fundamentals of audio recording and reproduction.
2. Learn the basics of audiography and its applications in film and television production.
3. Explore the equipment and technologies used in audiography.
4. Develop practical skills in recording and editing audio for various media projects.
5. Gain insights into the creative and technical aspects of sound design.

Course Content:

1. Fundamentals of Audio Recording and Reproduction
2. Introduction to Audiography in Film and Television
3. Equipment and Technologies in Audiography
4. Practical Skills in Recording and Editing Audio
5. Creative and Technical Aspects of Sound Design

Course Outcome:

1. Demonstrate a solid understanding of audio recording and reproduction.
2. Apply audiography principles in the context of film and television production.
3. Familiarity with various equipment and technologies used in audiography.
4. Develop practical skills in recording and editing audio for media projects.
5. Understand the creative and technical aspects of sound design in media production.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DFT305
Course Title	: Digital Photography and Basic Lighting Techniques
Number of Credits	: 3 (L:1,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Master the fundamentals of digital photography.
2. Understand the principles of lighting and its impact on photography.
3. Gain proficiency in using digital cameras and related equipment.
4. Learn essential techniques for capturing high-quality images.
5. Develop skills in basic photo editing and post-production.

Course Content:

1. Fundamentals of Digital Photography
2. Principles of Lighting Techniques

3. Digital Cameras and Equipment
4. Techniques for High-Quality Image Capture
5. Basic Photo Editing and Post-Production

Course Outcome:

1. Demonstrate mastery of digital photography fundamentals.
2. Apply lighting principles effectively in photographic settings.
3. Proficiently use digital cameras and associated equipment.
4. Employ various techniques to capture high-quality images.
5. Edit and enhance photos using basic post-production skills.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DFT306
Course Title	: Digital Video Editing I
Number of Credits	: 3 (L:1,T:1,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Acquire a comprehensive understanding of digital video editing concepts.
2. Develop proficiency in using industry-standard video editing software.
3. Learn essential techniques for non-linear video editing.
4. Understand the principles of video storytelling and continuity.
5. Gain hands-on experience in editing raw footage to produce cohesive video sequences.

Course Content:

1. Introduction to Digital Video Editing Concepts
2. Proficient Use of Industry-Standard Editing Software
3. Techniques for Non-linear Video Editing
4. Principles of Video Storytelling and Continuity
5. Hands-On Editing of Raw Footage

Course Outcome:

1. Demonstrate a deep understanding of digital video editing concepts.
2. Utilize industry-standard editing software with proficiency.
3. Apply techniques for effective non-linear video editing.
4. Implement principles of video storytelling and continuity.
5. Produce cohesive video sequences through hands-on editing experience.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>	
Course Code	: DFT307
Course Title	: Radio Jockeying & Program Production
Number of Credits	: 3 (L:1,T:1,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop the skills required for effective radio jockeying.
2. Learn the art of creating engaging and entertaining radio programs.
3. Master the use of radio equipment and production tools.
4. Understand the principles of program planning and execution.
5. Enhance communication and presentation skills for radio.

Course Content:

1. Fundamentals of Radio Jockeying
2. Creating Engaging Radio Programs
3. Operation of Radio Equipment and Tools
4. Principles of Program Planning
5. Communication and Presentation Skills for Radio

Course Outcome:

1. Demonstrate proficiency in radio jockeying skills.
2. Create engaging and entertaining radio programs.
3. Operate radio equipment and production tools effectively.
4. Plan and execute radio programs with precision.
5. Enhance communication and presentation skills for radio broadcasting.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>	
Course Code	: DFT401
Course Title	: Direction and Production Methodology

Number of Credits	:	2 (L:1,T:1,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Acquire comprehensive knowledge of direction and production methodologies in filmmaking.
2. Understand the creative and technical aspects of directing and producing audiovisual content.
3. Learn effective planning and execution techniques for film and TV production.
4. Develop proficiency in coordinating and managing various elements of the production process.
5. Enhance storytelling skills and visual aesthetics in filmmaking.

Course Content:

1. Principles of Direction in Filmmaking
2. Creative and Technical Aspects of Production
3. Planning and Execution Techniques
4. Coordination and Management in Production
5. Storytelling and Visual Aesthetics in Filmmaking

Course Outcome:

1. Demonstrate a deep understanding of direction and production methodologies.
2. Apply creative and technical skills to the production of audiovisual content.
3. Plan and execute film and TV production with efficiency.
4. Coordinate and manage various elements of the production process effectively.
5. Enhance storytelling skills and visual aesthetics in the context of filmmaking.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER – IV</u>		
Course Code	:	DFT402
Course Title	:	Motion Picture Photography and Lighting
Number of Credits	:	2 (L:0,T:2,P:0)
Prerequisites	;	NIL

Course Category	:	PC
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Objective:

1. Gain a comprehensive understanding of motion picture photography techniques.
2. Learn advanced lighting principles and their application in cinematography.
3. Develop proficiency in operating cameras and lighting equipment for film production.
4. Explore creative aspects of cinematography and visual storytelling.
5. Understand the technical considerations in capturing motion pictures.

Course Content:

1. Principles of Motion Picture Photography
2. Advanced Lighting Techniques in Cinematography
3. Camera Operation and Equipment Handling
4. Creative Aspects of Cinematography
5. Technical Considerations in Capturing Motion Pictures

Course Outcome:

1. Demonstrate expertise in motion picture photography techniques.
2. Apply advanced lighting principles effectively in cinematography.
3. Operate cameras and lighting equipment with proficiency.
4. Enhance creative skills for visual storytelling in the context of cinematography.
5. Understand and apply technical considerations in capturing motion pictures.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>		
Course Code	:	DFT403
Course Title	:	Sound Design and Audiography
Number of Credits	:	3 (L:1,T:1,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Acquire a deep understanding of sound design principles in film and television production.
2. Learn techniques for recording and editing high-quality audio for various media projects.
3. Develop proficiency in using audiography equipment and software.
4. Explore creative aspects of sound design and its role in storytelling.

5. Understand the technical aspects of achieving optimal audio quality in audiovisual productions.

Course Content:

1. Principles of Sound Design in Film and Television
2. Techniques for Recording and Editing Audio
3. Proficient Use of Audiography Equipment and Software
4. Creative Aspects of Sound Design in Storytelling
5. Technical Considerations for Achieving Optimal Audio Quality

Course Outcome:

1. Demonstrate expertise in sound design principles for film and television.
2. Apply recording and editing techniques to produce high-quality audio.
3. Utilize audiography equipment and software with proficiency.
4. Enhance creative skills for integrating sound design into storytelling.
5. Understand and apply technical considerations for achieving optimal audio quality.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DFT404
Course Title	: Digital Video Editing II
Number of Credits	: 4 (L:1,T:2,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Master advanced techniques in digital video editing.
2. Enhance proficiency in using specialized editing software features.
3. Explore advanced concepts in non-linear video editing.
4. Develop expertise in color correction and grading.
5. Acquire skills in audio editing and synchronization.

Course Content:

1. Advanced Techniques in Digital Video Editing
2. Specialized Features of Editing Software
3. In-Depth Exploration of Non-linear Video Editing
4. Color Correction and Grading
5. Audio Editing and Synchronization

Course Outcome:

1. Demonstrate mastery of advanced digital video editing techniques.
2. Utilize specialized features of editing software with expertise.
3. Apply advanced concepts for non-linear video editing.
4. Execute precise color correction and grading.
5. Demonstrate proficiency in audio editing and synchronization.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DFT405
Course Title	: Continuity Actuality Dialogue Exercise: (Any One)
Number of Credits	: 3 (L:1,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the importance of continuity in film and television production.
2. Learn how to maintain visual and narrative consistency across scenes.
3. Practice capturing real-life events with actuality recording techniques.
4. Develop skills in capturing and recording dialogues effectively.
5. Gain hands-on experience in managing continuity, actuality, and dialogue in film and TV.

Course Content:

1. Importance of Continuity in Film and TV Production
2. Techniques for Maintaining Visual and Narrative Consistency
3. Actuality Recording in Real-Life Events
4. Effective Dialogue Capture and Recording Techniques
5. Hands-on Exercises in Managing Continuity, Actuality, and Dialogue

Course Outcome:

1. Demonstrate mastery in maintaining continuity in film and television projects.
2. Apply techniques for ensuring visual and narrative consistency across scenes.
3. Proficiently use actuality recording techniques for real-life events.
4. Capture and record dialogues effectively in various production scenarios.
5. Gain practical experience in managing continuity, actuality, and dialogue in film and TV productions.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DFT406
Course Title	: Community Connect
Number of Credits	: 2(L:0,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the concept and importance of community engagement in media communication.
2. Explore various strategies for fostering community connections.
3. Develop skills in creating and maintaining positive relationships with diverse communities.
4. Understand the role of media in building and sustaining community partnerships.
5. Gain insights into the ethical considerations of community engagement in media.
6. Learn effective communication methods for community outreach.
7. Explore case studies and best practices in successful community connect initiatives.
8. Develop practical skills in designing and implementing community-oriented media projects.

Course Content:

1. Introduction to Community Connect in Media Communication
2. Strategies for Fostering Community Connections
3. Building Positive Relationships with Diverse Communities
4. Media's Role in Building and Sustaining Community Partnerships
5. Ethical Considerations in Community Engagement
6. Effective Communication Methods for Community Outreach
7. Case Studies and Best Practices in Community Connect Initiatives
8. Designing and Implementing Community-Oriented Media Projects

Course Outcome:

1. Comprehensive understanding of community engagement in media communication.
2. Proficiency in devising strategies for effective community connections.
3. Skills in building positive relationships with diverse communities.
4. Understanding the role of media in fostering community partnerships.
5. Ethical awareness in community engagement practices.
6. Effective communication methods for successful community outreach.

7. Knowledge of case studies and best practices in community connect initiatives.
8. Practical skills in designing and implementing community-oriented media projects.

CHAPTER 4

THIRD YEAR CURRICULUM STRUCTURE

Semester 5								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DFT501	Film Appreciation and Analysis	1	1	0	2	2
2	PC	DFT502	Introduction to Semiotics / Semiology	0	2	0	2	2
3	PC	DFT503	Networking, Promotion and Digital Marketing	1	1	2	4	3
4	PC	DFT504	Advanced Studio and Location Lighting	1	2	2	5	4
5	PC	DFT505	Playback/ Studio Sound Recording and Mixing	1	2	0	3	3
6	PC	DFT506	Visual Design, Graphics, Animation & Compositing	1	1	2	4	3
7	PR		Project: Mise-en-scene	0	0	2	3	1
8	PR		Project I (Dance)	0	1	4	5	3
Total Credits								21

Semester 6								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Industry	0	26	0	26	26
Total Credits								26

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DFT501
Course Title	: Film Appreciation and Analysis
Number of Credits	: 2 (L:1,T:1,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop a deep appreciation for various genres and styles in filmmaking.
2. Analyze films critically, considering cinematography, editing, sound, and narrative.
3. Understand the historical and cultural contexts influencing filmmaking.
4. Explore the impact of film on society and vice versa.
5. Enhance skills in articulating informed opinions on film through critical analysis.

Course Content:

1. Introduction to Film Appreciation
2. Critical Analysis of Cinematography, Editing, Sound, and Narrative
3. Historical and Cultural Contexts in Filmmaking
4. Societal Impact of Film and Its Reflection in Cinema
5. Developing Skills in Critical Analysis and Articulation of Opinions

Course Outcome:

1. Cultivate a profound appreciation for the diversity of film genres and styles.

2. Apply critical analysis skills to evaluate cinematography, editing, sound, and narrative in films.
3. Recognize the historical and cultural influences shaping the evolution of filmmaking.
4. Explore the reciprocal relationship between film and society.
5. Demonstrate the ability to articulate well-informed opinions through critical analysis of films.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DFT502
Course Title	: Introduction to Semiotics / Semiology
Number of Credits	: 2 (L:0,T:2,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Comprehend the foundational principles of semiotics and its application in media.
2. Analyze signs and symbols in visual media, understanding their cultural and social implications.
3. Explore the role of semiotics in shaping meaning and interpretation in film and TV.
4. Understand the semiotic codes employed in narrative structures and visual compositions.
5. Develop skills in decoding and interpreting semiotic elements in media productions.

Course Content:

1. Basics of Semiotics and Semiology
2. Signs and Symbols in Visual Media
3. Cultural and Social Implications of Signs
4. Semiotics in Narrative Structures
5. Decoding Semiotic Elements in Film and TV

Course Outcome:

1. Acquire a solid understanding of semiotics and its relevance in media studies.
2. Apply semiotic analysis to decipher signs and symbols in visual media.
3. Recognize the influence of culture and society on semiotic elements in film and TV.
4. Identify and analyze semiotic codes employed in narrative structures.
5. Demonstrate proficiency in decoding and interpreting semiotic elements in media productions.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DFT503
Course Title	: Networking, Promotion and Digital Marketing
Number of Credits	: 3 (L:1,T:1,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the fundamentals of networking in the context of film and TV production.
2. Explore strategies for effective promotion of media content across various platforms.
3. Gain insights into the principles and practices of digital marketing in the entertainment industry.
4. Develop skills in creating and managing digital marketing campaigns for media projects.
5. Understand the role of networking, promotion, and digital marketing in the success of media productions.

Course Content:

1. Networking Strategies in Film and TV Production
2. Promotional Techniques for Media Content
3. Introduction to Digital Marketing in Entertainment
4. Digital Marketing Campaigns for Media Projects
5. Integrating Networking, Promotion, and Digital Marketing in Media Productions

Course Outcome:

1. Acquire knowledge of networking principles specific to the film and TV industry.
2. Develop effective strategies for promoting media content across various channels.
3. Understand the fundamentals of digital marketing in the context of entertainment.
4. Gain practical skills in creating and managing digital marketing campaigns.
5. Apply networking, promotion, and digital marketing techniques for the success of media productions.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DFT504
Course Title	: Advanced Studio and Location Lighting

Number of Credits	:	2 (L:1,T:2,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Explore advanced techniques in studio lighting for film and TV production.
2. Understand the nuances of lighting in various locations and scenarios.
3. Develop skills in creating visually appealing and cinematic lighting setups.
4. Gain proficiency in using advanced lighting equipment and technology.
5. Learn to adapt lighting strategies for different genres and moods in media production.

Course Content:

1. Advanced Studio Lighting Techniques
2. Lighting for Different Locations and Environments
3. Creating Cinematic Lighting Setups
4. Advanced Lighting Equipment and Technology
5. Lighting Strategies for Different Genres in Media Production

Course Outcome:

1. Demonstrate proficiency in advanced studio lighting techniques.
2. Apply lighting principles to various locations and scenarios.
3. Create visually appealing and cinematic lighting setups.
4. Utilize advanced lighting equipment and technology effectively.
5. Adapt lighting strategies to enhance the visual impact in different genres of media production.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - V</u>		
Course Code	:	DFT505
Course Title	:	Playback/ Studio Sound Recording and Mixing
Number of Credits	:	3 (L:1,T:2,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the principles of studio sound recording.
2. Learn techniques for high-quality sound playback in media production.
3. Gain proficiency in studio sound mixing and mastering.
4. Explore advanced tools and technology for sound recording and mixing.
5. Develop skills to create immersive and impactful audio experiences in media.

Course Content:

1. Principles of Studio Sound Recording
2. Techniques for High-Quality Sound Playback
3. Studio Sound Mixing and Mastering
4. Advanced Tools and Technology for Sound Recording
5. Creating Immersive Audio Experiences in Media

Course Outcome:

1. Apply principles of studio sound recording in practical scenarios.
2. Implement techniques for high-quality sound playback.
3. Demonstrate proficiency in studio sound mixing and mastering.
4. Utilize advanced tools and technology for effective sound recording.
5. Create immersive and impactful audio experiences in various media productions.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DFT506
Course Title	: Visual Design, Graphics, Animation & Compositing
Number of Credits	: 3(L:1,T:1,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop a comprehensive understanding of visual design principles.
2. Acquire proficiency in graphic design for various media platforms.
3. Master animation techniques for storytelling and visual communication.
4. Learn compositing skills to integrate visual elements seamlessly.
5. Explore the intersection of design, graphics, animation, and compositing in media production.

Course Content:

1. Visual Design Principles
2. Graphic Design for Media Platforms

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3. Animation Techniques for Visual Communication
4. Compositing Skills in Media Production
5. Integration of Design, Graphics, Animation & Compositing

Course Outcome:

1. Apply visual design principles to create aesthetically pleasing content.
2. Produce high-quality graphic designs for diverse media platforms.
3. Demonstrate proficiency in animation techniques for storytelling.
4. Utilize compositing skills to integrate visual elements seamlessly in productions.
5. Integrate design, graphics, animation, and compositing effectively in media projects.

B.Sc. Digital Marketing and Advertising

Apprenticeship Embedded Degree Programme
(3 Years)

By:
Media and Entertainment Skills Council

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Chapter 1

General Course Structure

&

Credit Distribution

Definition of Credit

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hr. Practical (P) per week	1 credit

A. Range of Credits:

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 120.

B. Structure of AEDP (3 Year) in Media and Entertainment Skills:

The structure of the program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

Sr. No.	Category	Suggested Breakup of Credits
1	Program Core courses (Branch specific)	86*
2	Open Elective courses (from other technical and /or emerging subjects)	8*
3	Vocational (Minor), Project work, seminar, and internship in industry or elsewhere	12*
4	CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.]	10*
5	Apprenticeship with Industry	26*
	Total	142*

*Minor variation is allowed as per need of the respective disciplines.

C. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
PC	Program Core Courses
OE	Open Elective Courses
PR	Project

D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.

101, 102 ... etc. for first semester 201, 202 Etc. for second semester 301, 302 ... for third semester.

E. Category-wise Courses

PROGRAM CORE COURSES [PC]

Note:

(i) Number of Program Core Courses: 28 (including lab courses)

(ii) Credits: 86

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	DMA101	Communicative English-I	1	0	2	3	2
2	DMA102	Introduction to Digital Marketing and Advertising	1	1	0	2	2
3	DMA103	SEO Optimization	0	2	0	2	2
4	DMA104	Introduction to CRM	1	1	2	4	3

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5	DMA105	Outreach Analysis	1	2	2	5	4
6	DMA106	Email Marketing	1	2	0	3	3
7	DMA201	Communicative English-II	1	0	2	3	2
8	DMA202	Market Research & Niche Potential	2	2	2	6	5
9	DMA203	Content Creation, Management & Promotion	1	1	0	2	2
10	DMA204	Advertising Theor and Global Advertising	1	1	0	4	2
11	DMA205	Introduction to Web Analytics	1	2	0	3	3
12	DMA206	Mobile Marketing	1	0	2	3	2
13	DMA301	Social Media Marketing	1	1	2	4	3
14	DMA302	Digital Marketing Budgeting, Planning & Forecast	1	2	0	3	3
15	DMA303	Public Relations, and Strategic Brand Communication	1	1	0	4	2
16	DMA304	Digital Marketing Project Management	1	1	2	4	3
17	DMA305	Product Marketing (Facebook, Instagram, Google Ads)	1	1	2	4	3
18	DMA401	Computer Science & Advertising	1	1	2	4	3
19	DMA402	Web Design fundamentals	1	2	0	3	3
20	DMA403	Search Engine Optimization	1	2	2	5	4
21	DMA404	Consumer Behavior & Psychology,	1	0	2	3	2
22	DMA405	Web Analytics & Google Analytics	1	0	2	3	2
23	DMA406	Community Connect	0	2	0	2	2
24	DMA501	Affiliate Marketing	2	2	2	6	5
25	DMA502	Website Data Analytics	2	2	2	6	5
26	DMA503	Organizational Behavior	1	1	0	4	2
27	DMA504	Paid Ads Optimization Strategies	2	2	2	6	5
28	DMA505	Neuro-Marketing Fundamentals	2	2	2	6	5
Total Credits							86

** The branch code, e.g. ADMC for Content and Creative Writing

Three-digit number for identifying the level of the course

OPEN ELECTIVE COURSES [OE]

Note:

- (i) Number of Open Elective Courses: 13
- (ii) Credits: 30
- (iii) The Open Elective Courses to be offered in all semesters.
- (iv) The students can opt for any open elective courses that are offered by any of the respective departments.

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	OE	Open Elective (To be Chosen by Student)	0	2	0	1	2
2		Vocational (Minor)	0	2	2	1	3
3		Co-Curricular	0	2	0	1	2
4		Open Elective (To be Chosen by Student)	0	2	0	2	2
5		Vocational (Minor)	0	2	2	2	3
6		Co-Curricular	0	2	0	2	2
7		Open Elective (To be Chosen by Student)	0	2	0	3	2
8		Vocational (Minor)	0	2	2	3	3
9		Co-Curricular	0	2	0	3	2
10		Open Elective (To be Chosen by Student)	0	2	0	4	2
11		Vocational (Minor)	0	2	2	4	3
12		Co-Curricular	0	2	0	4	2
13		Co-Curricular	0	2	0	5	2
Total Credits							

** The branch code, e.g. ADMC for Media Communication

Three-digit number for identifying the level of the course

PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1		Live Project I (Industry Tie-up)	0	0	0	2	0
2		Live Project II (Industry Tie-up)	0	0	0	4	0
3		Project I	0	1	4	5	3
Total Credits							3

Note:

- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

INDUCTION PROGRAM

Induction program (suggested)	Two-week duration
Induction program for students to be offered right at the start of the first YEAR.	<ul style="list-style-type: none"> • Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations

F. Visits/Workshop/Expert Lectures:

- It is advised to arrange one industrial visit every semester for the students of each branch.
- It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

G. Evaluation Scheme (Suggestive only):

a. For Theory Courses:

(The weightage of Internal assessment is 40% and for End Semester Exam is 60%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

b. For Practical Courses:

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

c. For Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	FR (Fail due to shortage of attendance and therefore, to repeat the course)

CHAPTER 2

FIRST YEAR CURRICULUM

STRUCTURE

Semester 1								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMA101	Communicative English-I	1	0	2	3	2
2	PC	DMA102	Introduction to Digital Marketing and Advertising	1	1	0	2	2
3	PC	DMA103	SEO Optimization	0	2	0	2	2
4	PC	DMA104	Introduction to CRM	1	1	2	4	3
5	PC	DMA105	Outreach Analysis	1	2	2	5	4
6	PC	DMA106	Email Marketing	1	2	0	3	3
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 2								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMA201	Communicative English-II	1	0	2	3	2
2	PC	DMA202	Market Research & Niche Potential	2	2	2	6	5
3	PC	DMA203	Content Creation, Management & Promotion	1	1	0	2	2
4	PC	DMA204	Advertising Theor and Global Advertising	1	1	0	4	2
5	PC	DMA205	Introduction to Web Analytics	1	2	0	3	3
6	PC	DMA206	Mobile Marketing	1	0	2	3	2
7	OE		Open Elective (To be	0	2	0	2	2

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			Chosen by Student)					
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project I (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DMA101
Course Title	: Communicative English-I
Number of Credits	: 2(L:1,T:0,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.
5. Apply language skills relevant to media and entertainment contexts.

Course Content:

1. Foundations of English Language
2. Reading Comprehension Strategies
3. Writing Techniques for Media
4. Verbal and Non-verbal Communication
5. Media Literacy and Critical Analysis
6. Presentation Skills for Media Professionals
7. Group Communication Dynamics
8. Cultural Sensitivity in Communication

Course Outcome:

1. Proficient written and verbal communication in media settings.

2. Critical analysis and interpretation of media-related content.
3. Effective presentation and public speaking abilities.
4. Collaborative communication skills suitable for team environments.
5. Application of language skills in media and entertainment contexts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DMA102
Course Title	: Introduction to Digital Marketing and Advertising
Number of Credits	: 2(L:1,T:1,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the fundamental concepts and principles of digital marketing.
2. Explore the role of digital advertising in contemporary marketing strategies.
3. Gain insights into various digital marketing channels and their applications.
4. Develop a foundational understanding of how digital media is used in advertising.

Course Content:

1. Basics of Digital Marketing: Concepts and Frameworks
2. Digital Advertising Strategies and Campaign Planning
3. Digital Marketing Channels: SEO, SEM, Social Media, Email, etc.
4. Case Studies: Successful Digital Marketing and Advertising Campaigns

Course Outcome:

1. Apply fundamental concepts of digital marketing to real-world scenarios.
2. Create effective digital advertising strategies and plans.
3. Implement digital marketing campaigns across various channels.
4. Analyze and evaluate the success of digital marketing and advertising efforts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DMA103
Course Title	: SEO Optimization
Number of Credits	: 2(L:0,T:2,P:0)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the principles and practices of Search Engine Optimization (SEO).
2. Learn the techniques to optimize web content for better search engine rankings.
3. Explore strategies for on-page and off-page SEO.
4. Gain practical skills in implementing SEO campaigns.

Course Content:

1. Introduction to SEO: Concepts and Importance
2. Keyword Research and Analysis
3. On-Page Optimization Techniques
4. Off-Page SEO Strategies
5. SEO Tools and Analytics

Course Outcome:

1. Implement SEO techniques to improve website visibility on search engines.
2. Conduct effective keyword research and analysis.
3. Apply on-page optimization strategies for web content.
4. Develop off-page SEO strategies to enhance online presence.
5. Utilize SEO tools and analytics for continuous improvement.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DMA104
Course Title	:	Introduction to CRM
Number of Credits	:	3(L:1,T:1,P:2)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the fundamentals and significance of Customer Relationship Management (CRM).
2. Learn the role of CRM in digital marketing and advertising.
3. Explore various CRM tools and platforms.
4. Gain practical skills in implementing CRM strategies.

Course Content:

1. Introduction to CRM: Concepts and Evolution
2. CRM in Digital Marketing

3. CRM Tools and Platforms
4. Customer Segmentation and Targeting
5. Implementing CRM Strategies

Course Outcome:

1. Comprehend the importance of CRM in the digital media and advertising context.
2. Apply CRM principles to enhance customer engagement.
3. Evaluate and select appropriate CRM tools for specific business needs.
4. Implement effective customer segmentation and targeting strategies.
5. Develop and execute CRM strategies for improved customer satisfaction and loyalty.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DMA105
Course Title	: Outreach Analysis
Number of Credits	: 4(L:1,T:2,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the concept and importance of outreach analysis in digital media and advertising.
2. Learn how to analyze and measure the reach and impact of digital marketing campaigns.
3. Explore tools and techniques for effective outreach analysis.
4. Develop skills to interpret and utilize outreach analysis data.

Course Content:

1. Introduction to Outreach Analysis
2. Key Metrics for Measuring Outreach
3. Tools and Technologies for Outreach Analysis
4. Case Studies: Successful Outreach Campaigns
5. Interpreting Outreach Analysis Data

Course Outcome:

1. Grasp the significance of outreach analysis in the digital media landscape.
2. Analyze and measure the reach and impact of digital marketing campaigns.
3. Utilize various tools and technologies for effective outreach analysis.
4. Apply insights from outreach analysis to enhance future digital marketing strategies.
5. Demonstrate proficiency in interpreting and presenting outreach analysis data.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DMA106
Course Title	: Email Marketing
Number of Credits	: 3(L:1,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the fundamentals and importance of email marketing in the digital landscape.
2. Learn how to create effective and engaging email campaigns.
3. Explore strategies for building and managing email lists.
4. Gain insights into analyzing and optimizing email marketing performance.

Course Content:

1. Introduction to Email Marketing
2. Creating Effective Email Campaigns
3. Building and Managing Email Lists
4. Email Marketing Analytics and Optimization
5. Compliance and Ethical Considerations in Email Marketing

Course Outcome:

1. Comprehend the fundamental concepts and significance of email marketing.
2. Develop the skills to create compelling and result-oriented email campaigns.
3. Understand the strategies involved in building and maintaining effective email lists.
4. Analyze and optimize email marketing performance using relevant metrics.
5. Demonstrate an understanding of ethical considerations and compliance in email marketing practices.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DMA201
Course Title	: Communicative English-II
Number of Credits	: 2(L:1,T:0,P:2)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Enhance proficiency in English language skills for effective communication.
2. Develop advanced writing skills suitable for various media platforms.
3. Understand the principles of effective verbal and non-verbal communication.
4. Explore advanced concepts in media-related language usage.
5. Apply communication strategies in diverse media contexts.

Course Content:

1. Advanced Writing Techniques for Media
2. Verbal and Non-Verbal Communication Strategies
3. Professional Communication in Media Industry
4. Media-related Language Usage and Style
5. Language Proficiency in Different Media Genres
6. Effective Communication in Visual and Digital Media
7. Multimodal Communication Skills

Course Outcome:

1. Improved proficiency in written and spoken English.
2. Advanced writing skills suitable for various media genres.
3. Enhanced understanding of effective communication principles.
4. Application of advanced language usage in media contexts.
5. Proficient communication in diverse media platforms.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DMA202
Course Title	:	Market Research & Niche Potential
Number of Credits	:	5(L:2,T:2,P:2)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Comprehend the significance of market research in digital media and advertising.
2. Develop skills in conducting effective market research and identifying niche opportunities.
3. Understand the role of market segmentation in targeted digital advertising.
4. Explore strategies for evaluating and tapping into niche markets.

Course Content:

1. Introduction to Market Research in Digital Media and Advertising
2. Techniques for Conducting Effective Market Research
3. Role of Market Segmentation in Targeted Advertising
4. Identifying and Exploring Niche Markets
5. Strategies for Tapping into Niche Opportunities

Course Outcome:

1. Understand the importance of market research in the context of digital media and advertising.
2. Acquire practical skills in conducting effective market research.
3. Comprehend the role of market segmentation in crafting targeted digital advertising campaigns.
4. Identify and explore niche markets for strategic advertising.
5. Develop strategies for leveraging niche opportunities in the digital landscape.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DMA203
Course Title	: Content Creation, Management & Promotion
Number of Credits	: 2(L:1,T:1,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the principles of content creation in the digital media landscape.
2. Develop skills in managing and organizing digital content effectively.
3. Comprehend strategies for promoting digital content across various platforms.
4. Explore techniques for optimizing content for audience engagement and reach.

Course Content:

1. Principles of Content Creation in Digital Media

2. Management and Organization of Digital Content
3. Strategies for Promoting Content Across Platforms
4. Optimization Techniques for Audience Engagement

Course Outcome:

1. Gain a deep understanding of content creation principles in the digital context.
2. Acquire practical skills in managing and organizing digital content efficiently.
3. Comprehend effective strategies for promoting digital content across diverse platforms.
4. Develop the ability to optimize content for enhanced audience engagement and reach.

Course Outcome:

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DMA204
Course Title	: Advertising Theory and Global Advertising
Number of Credits	: 2(L:1,T:1,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the theoretical foundations of advertising in the global context.
2. Analyze the role of cultural, social, and economic factors in shaping advertising strategies.
3. Explore the evolution of advertising theories and their application in the digital era.
4. Develop critical thinking skills for evaluating and adapting advertising theories in a globalized marketplace.

Course Content:

1. Theoretical Foundations of Advertising
2. Cultural, Social, and Economic Factors in Global Advertising
3. Evolution of Advertising Theories in the Digital Era
4. Application of Advertising Theories in a Globalized Marketplace

Course Outcome:

1. Gain a comprehensive understanding of advertising theories in a global context.
2. Analyze and apply cultural, social, and economic factors in crafting effective advertising strategies.
3. Explore the evolution of advertising theories and their relevance in the digital age.

4. Develop critical thinking skills for adapting and applying advertising theories in a globalized marketplace.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DMA205
Course Title	: Introduction to Web Analytics
Number of Credits	: 3(L:1,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the fundamentals and importance of web analytics in digital marketing.
2. Learn how to set up and configure web analytics tools for effective data tracking.
3. Analyze and interpret web analytics data to derive actionable insights.
4. Apply web analytics insights to optimize digital marketing strategies.

Course Content:

1. Fundamentals and Importance of Web Analytics
2. Setting up and Configuring Web Analytics Tools
3. Data Tracking and Analysis
4. Applying Web Analytics Insights in Digital Marketing

Course Outcome:

1. Acquire a solid understanding of the fundamentals and significance of web analytics in digital marketing.
2. Gain practical skills in setting up and configuring web analytics tools.
3. Develop the ability to analyze and interpret web analytics data to derive actionable insights.
4. Apply web analytics insights to optimize digital marketing strategies effectively.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DMA206
Course Title	: Mobile Marketing
Number of Credits	: 2(L:1,T:0,P:2)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the principles and strategies of mobile marketing.
2. Explore mobile advertising platforms and technologies.
3. Develop skills in creating effective mobile marketing campaigns.
4. Analyze and measure the performance of mobile marketing initiatives.

Course Content:

1. Principles and Strategies of Mobile Marketing
2. Mobile Advertising Platforms and Technologies
3. Creating Effective Mobile Marketing Campaigns
4. Performance Analysis and Measurement in Mobile Marketing

Course Outcome:

1. Acquire a comprehensive understanding of the principles and strategies of mobile marketing.
2. Explore various mobile advertising platforms and technologies.
3. Develop practical skills in designing and implementing effective mobile marketing campaigns.
4. Learn to analyze and measure the performance of mobile marketing initiatives for optimization.

CHAPTER 3

SECOND YEAR CURRICULUM

STRUCTURE

Semester 3								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMA301	Social Media Marketing	1	1	2	4	3
2	PC	DMA302	Digital Marketing Budgeting, Planning & Forecast	1	2	0	3	3
3	PC	DMA303	Public Relations, and Strategic Brand Communication	1	1	0	4	2
4	PC	DMA304	Digital Marketing Project Management	1	1	2	4	3
5	PC	DMA305	Product Marketing (Facebook, Instagram, Google Ads)	1	1	2	4	3
6	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
7	OE		Vocational (Minor)	0	2	2	4	3
8	OE		Co-Curricular	0	2	0	2	2
Total Credits								21

Semester 4								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMA401	Computer Science & Advertising	1	1	2	4	3
2	PC	DMA402	Web Design fundamentals	1	2	0	3	3

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3	PC	DMA403	Search Engine Optimization	1	2	2	5	4
4	PC	DMA404	Consumer Behavior & Psychology,	1	0	2	3	2
5	PC	DMA405	Web Analytics & Google Analytics	1	0	2	3	2
6	PC	DMA406	Community Connect	0	2	0	2	2
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project II (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DMA301
Course Title	: Social Media Marketing
Number of Credits	: 3(L:1,T:1,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the role and significance of social media in marketing.
2. Explore various social media platforms and their features.
3. Develop skills in creating engaging and effective social media content.
4. Learn strategies for social media advertising and promotion.

Course Content:

1. Role and Significance of Social Media in Marketing
2. Exploration of Social Media Platforms and Their Features
3. Creating Engaging and Effective Social Media Content
4. Strategies for Social Media Advertising and Promotion

Course Outcome:

1. Gain a profound understanding of the role and significance of social media in modern marketing.
2. Acquire knowledge about the features and functionalities of various social media platforms.
3. Develop practical skills in creating content that engages and resonates with the target audience.
4. Learn effective strategies for utilizing social media for advertising and promotional activities.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DMA302
Course Title	: Digital Marketing Budgeting, Planning & Forecast
Number of Credits	: 3(L:1,T:2,P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the importance of budgeting and planning in digital marketing.
2. Learn the process of creating a digital marketing budget.
3. Explore forecasting techniques for digital marketing campaigns.
4. Develop skills in implementing budgeting and planning strategies in real-world scenarios.

Course Content:

1. Importance of Budgeting and Planning in Digital Marketing
2. Process of Creating a Digital Marketing Budget
3. Exploration of Forecasting Techniques for Digital Marketing Campaigns
4. Implementation of Budgeting and Planning Strategies in Real-World Scenarios

Course Outcome:

1. Gain a comprehensive understanding of the role of budgeting and planning in the context of digital marketing.
2. Acquire practical skills in creating and managing a digital marketing budget.
3. Explore forecasting techniques to make informed decisions for digital marketing campaigns.
4. Apply budgeting and planning strategies effectively in real-world digital marketing scenarios.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>	
Course Code	: DMA303
Course Title	: Public Relations, and Strategic Brand Communication
Number of Credits	: 2(L:1,T:1,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Understand the principles and importance of public relations in the digital media landscape.
2. Learn strategies for strategic brand communication in the context of digital media.
3. Explore the role of public relations in shaping brand perception and reputation.
4. Develop skills in crafting effective and strategic communication plans for brands.

Course Content:

1. Principles and Importance of Public Relations in Digital Media
2. Strategies for Strategic Brand Communication in Digital Media
3. Role of Public Relations in Shaping Brand Perception and Reputation
4. Crafting Effective and Strategic Communication Plans for Brands

Course Outcome:

1. Acquire a deep understanding of the principles and significance of public relations in the digital media era.
2. Develop strategic thinking and planning skills for effective brand communication in the digital landscape.
3. Explore the impact of public relations on shaping brand perception and maintaining reputation.
4. Apply knowledge and skills to create communication plans that align with brand objectives in the digital realm.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>	
Course Code	: DMA304
Course Title	: Digital Marketing Project Management
Number of Credits	: 3(L:1,T:1,P:2)
Prerequisites	: NIL

Course Category	:	PC
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Objective:

1. Understand the principles of project management in the context of digital marketing.
2. Learn to plan, execute, and monitor digital marketing projects effectively.
3. Develop skills in budgeting, resource allocation, and time management for digital marketing initiatives.
4. Explore strategies for risk management and problem-solving in digital marketing projects.

Course Content:

1. Principles of Project Management in Digital Marketing
2. Planning, Execution, and Monitoring of Digital Marketing Projects
3. Budgeting, Resource Allocation, and Time Management in Digital Marketing
4. Risk Management and Problem-Solving Strategies in Digital Marketing Projects

Course Outcome:

1. Acquire a solid understanding of project management principles and their application in digital marketing.
2. Develop practical skills in planning, executing, and monitoring digital marketing projects.
3. Gain expertise in budgeting, resource allocation, and time management for successful digital marketing initiatives.
4. Apply strategies for risk management and problem-solving to ensure the smooth execution of digital marketing projects.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - III</u>		
Course Code	:	DMA305
Course Title	:	Product Marketing (Facebook, Instagram, Google Ads)
Number of Credits	:	3(L:1,T:1,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the principles and strategies of product marketing on Facebook, Instagram, and Google Ads.

2. Learn to create effective and targeted marketing campaigns for products on social media platforms.
3. Develop skills in utilizing the unique features of Facebook, Instagram, and Google Ads for product promotion.
4. Explore analytics and performance tracking for optimizing product marketing campaigns.

Course Content:

1. Principles and Strategies of Product Marketing on Facebook
2. Principles and Strategies of Product Marketing on Instagram
3. Principles and Strategies of Product Marketing on Google Ads
4. Creating Effective and Targeted Product Marketing Campaigns on Social Media
5. Utilizing Unique Features of Facebook, Instagram, and Google Ads for Product Promotion
6. Analytics and Performance Tracking for Optimizing Product Marketing Campaigns

Course Outcome:

1. Acquire comprehensive knowledge of product marketing principles on Facebook, Instagram, and Google Ads.
2. Develop practical skills in designing and executing effective product marketing campaigns on social media.
3. Gain expertise in leveraging the unique features of each platform for optimized product promotion.
4. Apply analytics and performance tracking to assess and enhance the effectiveness of product marketing efforts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER – IV</u>	
Course Code	: DMA401
Course Title	: Computer Science & Advertising
Number of Credits	: 3(L:1,T:1,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the intersection of computer science and advertising in the digital media landscape.
2. Explore the role of algorithms and artificial intelligence in targeted advertising.
3. Develop skills in utilizing computer science concepts for optimizing digital advertising campaigns.

4. Gain insights into the ethical considerations and challenges at the intersection of computer science and advertising.

Course Content:

1. Introduction to Computer Science in the Context of Advertising
2. Algorithms and Artificial Intelligence in Targeted Advertising
3. Optimization of Digital Advertising Campaigns using Computer Science Concepts
4. Ethical Considerations in Computer Science and Advertising

Course Outcome:

1. Grasp the relationship between computer science and advertising in the digital media industry.
2. Understand how algorithms and artificial intelligence contribute to the efficiency of targeted advertising.
3. Apply computer science concepts to optimize the design and execution of digital advertising campaigns.
4. Evaluate ethical considerations and challenges at the intersection of computer science and advertising.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DMA402
Course Title	: Web Design fundamentals
Number of Credits	: 3(L:1,T:2,P:0)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Acquire foundational knowledge of web design principles and concepts.
2. Develop practical skills in creating visually appealing and user-friendly web interfaces.
3. Understand the importance of responsive design and accessibility in web development.
4. Explore the role of web design in shaping user experience and engagement.

Course Content:

1. Introduction to Web Design Principles and Concepts
2. Practical Application of Web Design Skills
3. Responsive Design and Accessibility in Web Development
4. The Role of Web Design in Shaping User Experience

Course Outcome:

1. Demonstrate a solid understanding of foundational web design principles.

2. Create visually appealing and user-friendly web interfaces.
3. Implement responsive design and accessibility standards in web development projects.
4. Recognize the impact of web design on enhancing user experience and engagement.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DMA403
Course Title	: Search Engine Optimization
Number of Credits	: 4(L:1,T:2,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop a comprehensive understanding of the principles and techniques of Search Engine Optimization (SEO).
2. Acquire practical skills in optimizing web content for better search engine rankings.
3. Explore advanced SEO strategies for improving website visibility and traffic.
4. Understand the role of SEO in digital marketing and online presence.

Course Content:

1. Fundamentals of Search Engine Optimization (SEO)
2. Practical Implementation of SEO Techniques
3. Advanced SEO Strategies for Improved Visibility
4. The Role of SEO in Digital Marketing

Course Outcome:

1. Demonstrate a deep understanding of SEO principles and techniques.
2. Apply practical SEO skills to optimize web content effectively.
3. Implement advanced SEO strategies to enhance website visibility and traffic.
4. Recognize the importance of SEO in shaping digital marketing strategies and online presence.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DMA404
Course Title	: Consumer Behavior & Psychology,

Number of Credits	:	2(L:1,T:0,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Gain insights into consumer behavior and psychological factors influencing purchasing decisions.
2. Understand the role of psychology in shaping advertising and marketing strategies.
3. Analyze consumer trends and preferences to create targeted advertising campaigns.
4. Explore the psychological impact of different advertising techniques on consumer perception.

Course Content:

1. Introduction to Consumer Behavior
2. Psychological Factors Affecting Consumer Decisions
3. Analyzing Consumer Trends and Preferences
4. Psychological Impact of Advertising Techniques

Course Outcome:

1. Demonstrate a nuanced understanding of consumer behavior and psychology.
2. Apply psychological principles to enhance advertising and marketing strategies.
3. Analyze consumer trends and preferences for effective campaign targeting.
4. Evaluate the psychological impact of diverse advertising techniques on consumer perception.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - IV</u>		
Course Code	:	DMA405
Course Title	:	Web Analytics & Google Analytics
Number of Credits	:	2(L:1,T:0,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop proficiency in using web analytics tools, with a focus on Google Analytics.
2. Understand the key metrics and data points relevant to digital marketing and website performance.

3. Learn how to interpret analytics data to optimize digital marketing strategies.
4. Apply web analytics insights to enhance user experience and achieve marketing objectives.

Course Content:

1. Introduction to Web Analytics and Its Importance
2. Exploring Key Metrics in Google Analytics
3. Interpreting Analytics Data for Digital Marketing Optimization
4. Applying Analytics Insights for Enhanced User Experience

Course Outcome:

1. Demonstrate proficiency in using web analytics tools, especially Google Analytics.
2. Understand and analyze key metrics and data points relevant to digital marketing.
3. Apply insights derived from web analytics to optimize digital marketing strategies.
4. Enhance user experience and achieve marketing objectives through effective use of web analytics.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>		
Course Code	:	DMA406
Course Title	:	Community Connect
Number of Credits	:	2(L:0,T:2,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the concept and importance of community engagement in media communication.
2. Explore various strategies for fostering community connections.
3. Develop skills in creating and maintaining positive relationships with diverse communities.
4. Understand the role of media in building and sustaining community partnerships.
5. Gain insights into the ethical considerations of community engagement in media.
6. Learn effective communication methods for community outreach.
7. Explore case studies and best practices in successful community connect initiatives.
8. Develop practical skills in designing and implementing community-oriented media projects.

Course Content:

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1. Introduction to Community Connect in Media Communication
2. Strategies for Fostering Community Connections
3. Building Positive Relationships with Diverse Communities
4. Media's Role in Building and Sustaining Community Partnerships
5. Ethical Considerations in Community Engagement
6. Effective Communication Methods for Community Outreach
7. Case Studies and Best Practices in Community Connect Initiatives
8. Designing and Implementing Community-Oriented Media Projects

Course Outcome:

1. Comprehensive understanding of community engagement in media communication.
2. Proficiency in devising strategies for effective community connections.
3. Skills in building positive relationships with diverse communities.
4. Understanding the role of media in fostering community partnerships.
5. Ethical awareness in community engagement practices.
6. Effective communication methods for successful community outreach.
7. Knowledge of case studies and best practices in community connect initiatives.
8. Practical skills in designing and implementing community-oriented media projects.

CHAPTER 4

THIRD YEAR CURRICULUM

STRUCTURE

Semester 5								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMA501	Affiliate Marketing	2	2	2	6	5
2	PC	DMA502	Website Data Analytics	2	2	2	6	5
3	PC	DMA503	Organizational Behavior	1	1	0	4	2
4	PC	DMA504	Paid Ads Optimization Strategies	2	2	2	6	5
5	PC	DMA505	Neuro-Marketing Fundamentals	2	2	2	6	5
6	OE		Co-Curricular	0	2	0	2	2
7	PR		Project I	0	1	4	5	3
Total Credits								27

Semester 6								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Industry	0	26	0	26	26
Total Credits								26

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DMA501
Course Title	: Affiliate Marketing
Number of Credits	: 5(L:2,T:2,P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Gain a comprehensive understanding of the concept and principles of affiliate marketing.
2. Explore various affiliate marketing strategies and techniques.
3. Learn to effectively set up and manage affiliate marketing programs.
4. Understand the role of affiliate marketing in digital advertising and revenue generation.

Course Content:

1. Introduction to Affiliate Marketing and Its Significance
2. Strategies and Techniques in Affiliate Marketing
3. Setting Up and Managing Affiliate Marketing Programs
4. Role of Affiliate Marketing in Digital Advertising and Revenue Generation

Course Outcome:

1. Demonstrate a comprehensive understanding of affiliate marketing concepts and principles.
2. Apply various affiliate marketing strategies and techniques for optimal results.
3. Effectively set up and manage affiliate marketing programs.
4. Understand the role of affiliate marketing in the broader context of digital advertising and revenue generation.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DMA502
Course Title	: Website Data Analytics
Number of Credits	: 5(L:2,T:2,P:2)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop proficiency in using web analytics tools for data measurement and analysis.
2. Understand the role of website data analytics in digital marketing strategies.
3. Learn to interpret and draw insights from website data to optimize performance.
4. Gain skills in utilizing data analytics for making informed decisions in digital media.

Course Content:

1. Introduction to Website Data Analytics and Key Metrics
2. Tools and Techniques for Web Analytics
3. Interpreting and Drawing Insights from Website Data
4. Application of Data Analytics in Digital Marketing Strategies

Course Outcome:

1. Demonstrate proficiency in using web analytics tools for data measurement and analysis.
2. Understand the role of website data analytics in developing effective digital marketing strategies.
3. Interpret and draw actionable insights from website data to optimize digital media performance.
4. Apply data analytics skills to make informed decisions in the context of digital media and advertising.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER – V</u>		
Course Code	:	DMA503
Course Title	:	Organizational Behavior
Number of Credits	:	2(L:1,T:1,P:0)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop an understanding of the fundamental concepts and theories of organizational behavior.
2. Analyze the impact of organizational behavior on individual and group dynamics.
3. Explore the role of leadership, motivation, and communication in organizational settings.

4. Apply organizational behavior principles to real-world scenarios in the context of digital media and advertising.

Course Content:

1. Introduction to Organizational Behavior: Concepts and Theories
2. Individual and Group Dynamics in Organizations
3. Leadership and Motivation in the Digital Media Industry
4. Communication Strategies for Effective Organizational Behavior

Course Outcome:

1. Demonstrate a comprehensive understanding of the fundamental concepts and theories of organizational behavior.
2. Analyze and evaluate the impact of organizational behavior on individual and group dynamics within a digital media and advertising context.
3. Apply leadership, motivation, and communication principles to enhance organizational effectiveness in the digital media industry.
4. Utilize organizational behavior knowledge to address challenges and opportunities in the dynamic field of digital media and advertising.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER – V</u>	
Course Code	: DMA504
Course Title	: Paid Ads Optimization Strategies
Number of Credits	: 5(L:2,T:2,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the fundamentals of paid advertising and its role in digital media strategies.
2. Analyze different paid advertising platforms and their optimization techniques.
3. Develop skills in creating effective paid ad campaigns tailored to specific digital media channels.
4. Explore advanced strategies for optimizing paid ads to maximize ROI.

Course Content:

1. Introduction to Paid Advertising in Digital Media
2. Paid Ads Platforms: Features and Optimization Techniques
3. Creating Effective Paid Ad Campaigns
4. Advanced Strategies for Paid Ads Optimization

Course Outcome:

1. Acquire a comprehensive understanding of the fundamentals of paid advertising in the context of digital media and advertising.
2. Evaluate and apply optimization techniques for different paid advertising platforms.
3. Demonstrate proficiency in creating targeted and effective paid ad campaigns.
4. Implement advanced strategies for optimizing paid ads to achieve maximum return on investment in digital media and advertising campaigns.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DMA505
Course Title	: Neuro-Marketing Fundamentals
Number of Credits	: 5(L:2,T:2,P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the principles and concepts of neuro-marketing in the context of digital media and advertising.
2. Explore the psychological factors influencing consumer behavior in the digital landscape.
3. Analyze the application of neuro-marketing techniques in creating compelling digital advertising campaigns.
4. Develop skills in designing and evaluating digital media content based on neuro-marketing insights.

Course Content:

1. Introduction to Neuro-Marketing and its Relevance in Digital Media
2. Psychological Factors in Consumer Behavior in the Digital Space
3. Application of Neuro-Marketing Techniques in Digital Advertising
4. Designing and Evaluating Digital Media Content with Neuro-Marketing Insights

Course Outcome:

1. Gain a solid understanding of neuro-marketing fundamentals and their implications for digital media and advertising.
2. Analyze and interpret psychological factors influencing consumer behavior in the digital context.
3. Apply neuro-marketing techniques to create persuasive and engaging digital advertising campaigns.
4. Develop the ability to design and evaluate digital media content based on insights derived from neuro-marketing principles.

B.Sc. Animation and VFX

Apprenticeship Embedded Degree Programme
(3 Years)

By:
Media and Entertainment Skills Council

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Chapter 1

General Course Structure

&

Credit Distribution

Definition of Credit

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hr. Practical (P) per week	1 credit

A. Range of Credits:

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 120.

B. Structure of AEDP (3 Year) in Media and Entertainment Skills:

The structure of the program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

Sr. No.	Category	Suggested Breakup of Credits
1	Program Core courses (Branch specific)	84*
2	Open Elective courses (from other technical and /or emerging subjects)	8*
3	Vocational (Minor), Project work, seminar, and internship in industry or elsewhere	12*
4	CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.]	10*
5	Apprenticeship with Industry	26*
	Total	140*

*Minor variation is allowed as per need of the respective disciplines.

C. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
PC	Program Core Courses
OE	Open Elective Courses
PR	Project

D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.

101, 102 ... etc. for first semester 201, 202 Etc. for second semester 301, 302 ... for third semester.

E. Category-wise Courses

PROGRAM CORE COURSES [PC]

Note:

(i) Number of Program Core Courses: 27 (including lab courses)

(ii) Credits: 84

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	DAN101	Communicative English-I	1	0	2	1	2
2	DAN102	Drawing & Painting	1	1	0	1	2
3	DAN103	Storytelling & Storyboarding	0	2	0	1	2
4	DAN104	Principles of Animation	1	1	2	1	3

Media & Entertainment Skills Council

5	DAN105	Digital Art	1	2	2	1	4
6	DAN106	UI UX Design	1	2	0	1	3
7	DAN201	Communicative English-II	1	0	2	2	2
8	DAN202	2D Digital Animation	2	2	2	2	5
9	DAN203	Video Editing	1	1	0	2	2
10	DAN204	Animation Drawing	1	2	0	2	3
11	DAN205	Portfolio I	1	0	2	2	2
12	DAN206	History of Animation	2	0	0	2	2
13	DAN301	3D Modeling	1	1	2	3	3
14	DAN302	Texturing Painting	1	2	0	3	3
15	DAN303	3D Animation	1	1	2	3	3
16	DAN304	Body Mechanics	1	1	2	3	3
17	DAN305	Rigging	1	2	2	3	4
18	DAN401	Anatomy Study	1	1	2	4	3
19	DAN402	Lighting and Rendering	1	2	0	4	3
20	DAN403	Digital Sculpting	1	2	2	4	4
21	DAN404	Performance Animation	1	0	2	4	2
22	DAN405	Creature Animation	1	0	2	4	2
23	DAN406	Community Connect	0	2	0	4	2
24	DAN501	Match Moving	2	2	2	5	5
25	DAN502	Rotoscopy& Paint	2	2	2	5	5
26	DAN503	Dynamics	2	2	2	5	5
27	DAN504	Editing & Compositing-I	2	2	2	5	5
Total Credits							84

** The branch code, e.g. ADMC for Content and Creative Writing

Three-digit number for identifying the level of the course

OPEN ELECTIVE COURSES [OE]**Note:**

- (i) Number of Open Elective Courses: 13
- (ii) Credits: 30
- (iii) The Open Elective Courses to be offered in all semesters.
- (iv) The students can opt for any open elective courses that are offered by any of the respective departments.

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	OE	Open Elective (To be Chosen by Student)	0	2	0	1	2
2		Vocational (Minor)	0	2	2	1	3
3		Co-Curricular	0	2	0	1	2
4		Open Elective (To be Chosen by Student)	0	2	0	2	2
5		Vocational (Minor)	0	2	2	2	3
6		Co-Curricular	0	2	0	2	2
7		Open Elective (To be Chosen by Student)	0	2	0	3	2
8		Vocational (Minor)	0	2	2	3	3
9		Co-Curricular	0	2	0	3	2
10		Open Elective (To be Chosen by Student)	0	2	0	4	2
11		Vocational (Minor)	0	2	2	4	3
12		Co-Curricular	0	2	0	4	2
13		Co-Curricular	0	2	0	5	2
Total Credits							30

** The branch code, e.g. ADMC for Media Communication

Three-digit number for identifying the level of the course

PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1		Live Project I (Industry Tie-up)	0	0	0	2	0
2		Live Project II (Industry Tie-up)	0	0	0	4	0
3		Project (VFX & Compositing)	0	1	4	5	3
Total Credits							3

Note:

- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

INDUCTION PROGRAM

Induction program (suggested)	Two-week duration
Induction program for students to be offered right at the start of the first YEAR.	<ul style="list-style-type: none"> • Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations

F. Visits/Workshop/Expert Lectures:

- It is advised to arrange one industrial visit every semester for the students of each branch.
- It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

G. Evaluation Scheme (Suggestive only):**a. For Theory Courses:**

(The weightage of Internal assessment is 40% and for End Semester Exam is 60%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

b. For Practical Courses:

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

c. For Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	FR (Fail due to shortage of attendance and therefore, to repeat the course)

CHAPTER 2

FIRST YEAR CURRICULUM

STRUCTURE

Semester 1								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DAN101	Communicative English-I	1	0	2	3	2
2	PC	DAN102	Drawing & Painting	1	1	0	2	2
3	PC	DAN103	Storytelling & Storyboarding	0	2	0	2	2
4	PC	DAN104	Principles of Animation	1	1	2	4	3
5	PC	DAN105	Digital Art	1	2	2	5	4
6	PC	DAN106	UI UX Design	1	2	0	3	3
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 2								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DAN201	Communicative English-II	1	1	2	3	2
2	PC	DAN202	2D Digital Animation	1	2	0	6	5
3	PC	DAN203	Video Editing	1	2	2	2	2
4	PC	DAN204	Animation Drawing	1	0	2	3	3
5	PC	DAN205	Portfolio I	1	0	2	3	2
6	PC	DAN206	History of Animation	0	2	0	2	2
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project I (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DAN101
Course Title	: Communicative English-I
Number of Credits	: 2(L:1, T:0, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.
5. Apply language skills relevant to media and entertainment contexts.

Course Content:

1. Foundations of English Language
2. Reading Comprehension Strategies
3. Writing Techniques for Media
4. Verbal and Non-verbal Communication
5. Media Literacy and Critical Analysis
6. Presentation Skills for Media Professionals
7. Group Communication Dynamics
8. Cultural Sensitivity in Communication

Course Outcome:

1. Proficient written and verbal communication in media settings.
2. Critical analysis and interpretation of media-related content.
3. Effective presentation and public speaking abilities.
4. Collaborative communication skills suitable for team environments.
5. Application of language skills in media and entertainment contexts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	

Course Code	:	DAN102
Course Title	:	Drawing & Painting
Number of Credits	:	2(L:1, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop foundational drawing and painting skills applicable to Animation.
2. Understand the principles of composition and color theory in the context of design.
3. Acquire proficiency in digital drawing and painting tools commonly used in the animation industry.
4. Apply drawing and painting techniques to create concept art and illustrations.

Course Content:

1. Basic Drawing Techniques and Sketching
2. Principles of Composition in Art
3. Color Theory and Application in Design
4. Digital Drawing and Painting Tools for Artists
5. Concept Art Creation

Course Outcome:

1. Demonstrate improved drawing and sketching skills.
2. Apply principles of composition and color effectively in art.
3. Utilize digital drawing and painting tools proficiently.
4. Create concept art and illustrations.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DAN103
Course Title	:	Storytelling & Storyboarding
Number of Credits	:	2(L:0, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop skills in crafting compelling narratives for environments.
2. Understand the principles of storytelling and its application to design.
3. Learn the art of storyboarding as a visual storytelling tool.
4. Apply narrative and storyboarding techniques to enhance concepts.

Course Content:

1. Fundamentals of Storytelling
2. Narrative Structures in Development
3. Creating Engaging Characters
4. Principles of Storyboarding
5. Applying Storytelling and Storyboarding

Course Outcome:

1. Craft engaging narratives.
2. Understand various narrative structures relevant to Animation.
3. Create compelling characters for storytelling.
4. Develop proficiency in using storyboarding as a visual storytelling tool.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DAN104
Course Title	: Principles of Animation
Number of Credits	: 3(L:1, T:1, P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop a foundational understanding of animation principles in the context of animation.
2. Explore the application of animation techniques to enhance characters and environments.
3. Acquire skills in creating fluid and realistic animations for various uses.
4. Understand the role of animation in conveying emotions, actions, and interactions in films.

Course Content:

1. Introduction to Animation Principles
2. Character Animation Techniques
3. Environmental Animation and Interactivity
4. Advanced Animation Techniques
5. Integration of Animation with Game Design

Course Outcome:

1. Apply fundamental animation principles.
2. Create dynamic and expressive character animations.
3. Develop environmental animations that enhance the viewer experience.

4. Apply advanced animation techniques to improve quality animation.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DAN105
Course Title	: Digital Art
Number of Credits	: 4(L:1, T:2, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop proficiency in digital art creation.
2. Understand the role of digital art in shaping the visual aspects of animation.
3. Acquire skills in using digital tools and software for animation production.
4. Explore various styles and techniques in digital art relevant to animation.

Course Content:

1. Introduction to Digital Art in animation
2. Digital Painting Techniques for Assets
3. Concept Art and Visualization in Games
4. Texturing and Shading for Environments
5. Applying Digital Art to Character Design

Course Outcome:

1. Create digital art assets.
2. Employ digital painting techniques to enhance visuals.
3. Develop concept art that aligns with design objectives.
4. Apply texturing and shading skills to enhance graphics.
5. Integrate digital art effectively into character design.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DAN106
Course Title	: UI UX Design
Number of Credits	: 3(L:1, T:2, P:0)
Prerequisites	; NIL

Course Category	:	PC
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Objective:

1. Develop a deep understanding of UI/UX principles in the context of design.
2. Acquire skills to create user-friendly interfaces for games.
3. Explore techniques to enhance the overall user experience.
4. Apply UI/UX design principles to different platforms.

Course Content:

1. Introduction to UI/UX Design
2. Principles of User Interface Design
3. User Experience Enhancement Strategies
4. Responsive Design for Various Platforms
5. Usability Testing and Iterative Design

Course Outcome:

1. Design and create effective UI/UX elements.
2. Apply principles of user interface design to enhance navigation.
3. Implement strategies to improve the overall user experience.
4. Develop UI/UX designs suitable for different platforms.
5. Conduct usability testing and iterate designs based on feedback.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DAN201
Course Title	:	Communicative English-II
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Enhance proficiency in English language skills for effective communication.
2. Develop advanced writing skills suitable for various media platforms.
3. Understand the principles of effective verbal and non-verbal communication.
4. Explore advanced concepts in media-related language usage.
5. Apply communication strategies in diverse media contexts.

Course Content:

1. Advanced Writing Techniques for Media
2. Verbal and Non-Verbal Communication Strategies
3. Professional Communication in Media Industry
4. Media-related Language Usage and Style
5. Language Proficiency in Different Media Genres
6. Effective Communication in Visual and Digital Media
7. Multimodal Communication Skills

Course Outcome:

1. Improved proficiency in written and spoken English.
2. Advanced writing skills suitable for various media genres.
3. Enhanced understanding of effective communication principles.
4. Application of advanced language usage in media contexts.
5. Proficient communication in diverse media platforms.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DAN202
Course Title	:	2D Digital Animation
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Acquire a comprehensive understanding of the principles and techniques of 2D digital animation.
2. Develop proficiency in using industry-standard software for 2D animation.
3. Explore the creative aspects of character design and storytelling in 2D animation.
4. Understand the principles of timing, spacing, and motion to create fluid and engaging animations.
5. Gain hands-on experience in creating 2D character animations and backgrounds.
6. Explore the integration of sound and music in enhancing the narrative of 2D animations.
7. Develop a portfolio showcasing a range of 2D digital animation projects.

Course Content:

1. Introduction to 2D Digital Animation

2. Software Tools for 2D Animation
3. Principles of Character Design in 2D Animation
4. Timing, Spacing, and Motion in 2D Animation
5. Hands-on Character Animation in 2D
6. Background Design for 2D Animation
7. Sound and Music Integration in 2D Animation
8. Portfolio Development in 2D Digital Animation

Course Outcome:

1. Proficiency in the principles and techniques of 2D digital animation.
2. Competence in using industry-standard software for 2D animation.
3. Creative skills in character design and storytelling for 2D animation.
4. Ability to create fluid and engaging animations using timing and spacing principles.
5. Hands-on experience in producing 2D character animations and backgrounds.
6. Understanding of integrating sound and music to enhance 2D animation narratives.
7. A portfolio showcasing a variety of 2D digital animation projects.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DAN203
Course Title	: Video Editing
Number of Credits	: 2(L:1, T:1, P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Acquire a comprehensive understanding of video editing techniques and principles.
2. Develop proficiency in using industry-standard video editing software.
3. Explore the creative aspects of storytelling through video editing.
4. Understand the technical aspects of video editing, including cuts, transitions, and effects.
5. Gain hands-on experience in editing various types of video content.
6. Learn the basics of color grading and correction in video editing.
7. Develop skills in audio editing and synchronization for video projects.
8. Explore advanced video editing techniques for special effects and compositing.

Course Content:

1. Introduction to Video Editing
2. Video Editing Software Tools and Interface
3. Principles of Storytelling through Video Editing
4. Technical Aspects of Video Editing: Cuts, Transitions, and Effects

5. Hands-on Video Editing Projects
6. Basics of Color Grading and Correction
7. Audio Editing and Synchronization in Video Editing
8. Advanced Video Editing Techniques: Special Effects and Compositing

Course Outcome:

1. Proficiency in video editing techniques and principles.
2. Competence in using industry-standard video editing software.
3. Creative skills in storytelling through video editing.
4. Understanding of the technical aspects of video editing, including cuts and transitions.
5. Hands-on experience in editing various types of video content.
6. Skills in color grading and correction for enhancing video quality.
7. Proficiency in audio editing and synchronization for video projects.
8. Knowledge of advanced video editing techniques, including special effects and compositing.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DAN204
Course Title	: Animation Drawing
Number of Credits	: 3(L:1, T:2, P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop fundamental drawing skills essential for animation.
2. Understand the principles of animation through drawing.
3. Learn the basics of character design and development.
4. Acquire skills in creating expressive and dynamic animations through drawing.
5. Explore the use of different drawing tools and techniques in animation.
6. Understand the anatomy and movement of characters for animation drawing.
7. Gain proficiency in creating storyboards and animatics through drawing.
8. Develop a strong foundation in 2D animation principles.

Course Content:

1. Basic Drawing Skills for Animation
2. Principles of Animation through Drawing
3. Character Design and Development
4. Expressive and Dynamic Animation Drawing
5. Drawing Tools and Techniques in Animation
6. Anatomy and Movement for Animation Drawing

7. Storyboarding and Animatics through Drawing
8. Foundation in 2D Animation Principles

Course Outcome:

1. Proficiency in fundamental drawing skills for animation.
2. Understanding of animation principles through drawing.
3. Skills in character design and development for animation.
4. Ability to create expressive and dynamic animations through drawing.
5. Familiarity with various drawing tools and techniques in animation.
6. Understanding of anatomy and movement for character animation drawing.
7. Proficiency in creating storyboards and animatics through drawing.
8. Strong foundation in 2D animation principles.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DAN205
Course Title	: Portfolio I
Number of Credits	: 2(L:1, T:0, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Compile and showcase a diverse portfolio of individual or collaborative animation projects.
2. Demonstrate proficiency in using industry-standard tools and software for animation.
3. Receive constructive feedback and critiques to further enhance the portfolio.

Course Content:

1. Selection and Compilation of Work
2. Tools and Software Proficiency
3. Creating a Professional Presentation
4. Collaborative Project Inclusion
5. Reflecting Growth and Improvement
6. Receiving and Incorporating Feedback

Course Outcome:

1. A professionally presented portfolio.
2. Proficiency in using industry-standard tools and software.
3. An effective showreel showcasing a range of skills and projects.
4. Experience in creating a comprehensive body of work, including 2D animation.
5. Improvement and growth in skills demonstrated through the portfolio.
6. Ability to receive and incorporate constructive feedback for portfolio enhancement.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - II</u>	
Course Code	: DAN206
Course Title	: History of Animation
Number of Credits	: 2(L:2, T:0, P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Explore the historical evolution of animation as an art form.
2. Understand the contributions of key pioneers in the field of animation.
3. Analyze the development of animation techniques over different eras.
4. Examine the impact of technological advancements on animation.
5. Gain insights into the cultural and societal influences on animation.
6. Recognize the significance of animated films and characters in popular culture.
7. Understand the evolution of animation studios and their contributions.
8. Connect historical trends to contemporary practices in animation.

Course Content:

1. Early Origins of Animation
2. Pioneers in Animation: Winsor McCay, Walt Disney, and Others
3. Evolution of Animation Techniques: Traditional to Digital
4. Technological Advances in Animation
5. Cultural and Societal Influences on Animation
6. Animated Films and Characters in Popular Culture
7. Animation Studios and Their Contributions
8. Contemporary Practices in Animation

Course Outcome:

1. In-depth knowledge of the historical evolution of animation.
2. Recognition of key pioneers and their contributions to animation.
3. Understanding of the progression from traditional to digital animation techniques.
4. Awareness of the impact of technological advancements on animation.
5. Insight into the cultural and societal influences shaping animated content.
6. Appreciation of the significance of animated films and characters in popular culture.
7. Knowledge of major animation studios and their contributions.
8. Ability to connect historical trends to contemporary practices in animation.

CHAPTER 3

SECOND YEAR CURRICULUM

STRUCTURE

Semester 3								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DAN301	3D Modeling	1	1	2	4	3
2	PC	DAN302	Texturing Painting	1	2	0	3	3
3	PC	DAN303	3D Animation	1	1	2	4	3
4	PC	DAN304	Body Mechanics	1	1	2	4	3
5	PC	DAN305	Rigging	1	2	2	5	4
6	PC		Open Elective (To be Chosen by Student)	0	2	0	2	2
7	OE		Vocational (Minor)	0	2	2	4	3
8	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 4								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DAN401	Anatomy Study	1	1	2	4	3
2	PC	DAN402	Lighting and Rendering	1	2	0	3	3
3	PC	DAN403	Digital Sculpting	1	2	2	5	4
4	PC	DAN404	Performance Animation	1	0	2	3	2
5	PC	DAN405	Creature Animation	1	0	2	3	2
6	PC	DAN406	Community Connect	0	2	0	2	2
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2

8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project II (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DAN301
Course Title	: 3D Modeling
Number of Credits	: 3(L:1, T:1, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop a comprehensive understanding of 3D modeling principles and techniques.
2. Acquire proficiency in using industry-standard 3D modeling software.
3. Learn the process of creating 3D models for characters, objects, and environments.
4. Understand the fundamentals of topology and its significance in 3D modeling.
5. Explore various modeling techniques, including polygonal modeling and NURBS modeling.
6. Gain hands-on experience in creating detailed and realistic 3D models.
7. Work on real-world projects to apply 3D modeling techniques in practical scenarios.
8. Receive feedback on 3D models to refine and improve skills.

Course Content:

1. Introduction to 3D Modeling Principles
2. Overview of 3D Modeling Software
3. Basics of Polygonal Modeling
4. NURBS Modeling Techniques
5. Understanding Topology in 3D Modeling
6. Character, Object, and Environment Modeling
7. Real-world 3D Modeling Projects
8. Feedback and Refinement

Course Outcome:

1. Proficiency in 3D modeling principles and techniques.
2. Mastery of industry-standard 3D modeling software.

3. Ability to create detailed 3D models for characters, objects, and environments.
4. Understanding of topology's role in creating effective 3D models.
5. Competence in various 3D modeling techniques, including polygonal and NURBS modeling.
6. Practical experience through real-world 3D modeling projects.
7. Ability to receive and apply feedback for continuous improvement.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DAN302
Course Title	: Texturing Painting
Number of Credits	: 3(L:1, T:2, P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand fundamental texturing and painting techniques for animation and VFX.
2. Gain proficiency in industry-standard software for texturing and painting.
3. Learn to create realistic textures for characters, environments, and objects.
4. Explore principles of UV mapping and its role in effective texturing.
5. Apply color theory and lighting principles in the context of texturing.
6. Acquire practical experience through hands-on digital painting projects.
7. Receive and incorporate feedback for continuous improvement.

Course Content:

1. Introduction to Texturing and Painting in Animation and VFX
2. Overview of Texturing and Painting Software
3. Principles of UV Mapping for Texturing
4. Realistic Texture Creation for Characters, Environments, and Objects
5. Application of Color Theory and Lighting in Texturing
6. Hands-on Digital Painting Techniques for Animation and VFX
7. Real-world Texturing and Painting Projects

Course Outcome:

1. Proficiency in fundamental texturing and painting techniques.
2. Mastery of industry-standard texturing and painting software.
3. Ability to create realistic textures for diverse elements.
4. Understanding of UV mapping principles for effective texturing.
5. Application of color theory and lighting in practical scenarios.
6. Hands-on experience through real-world texturing and painting projects.
7. Improved skills through feedback and continuous refinement.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DAN303
Course Title	:	3D Animation
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop a comprehensive understanding of 3D animation principles.
2. Gain proficiency in using industry-standard 3D animation software.
3. Understand the principles of timing and spacing in animation.
4. Explore the art of storytelling through 3D animation.
5. Engage in practical projects to apply learned animation techniques.

Course Content:

1. Fundamentals of 3D Animation Principles
2. Introduction to Industry-Standard 3D Animation Software
3. Principles of Timing and Spacing in Animation
4. Storytelling through 3D Animation
5. Practical Projects in 3D Animation

Course Outcome:

1. Mastery of fundamental 3D animation principles.
2. Proficiency in using industry-standard 3D animation software.
3. Competency in character animation techniques.
4. Application of principles of timing and spacing in animation.
5. Ability to convey compelling stories through 3D animation.
6. Practical experience through engaging animation projects.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DAN304
Course Title	:	Body Mechanics

Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop a profound understanding of body mechanics in animation.
2. Explore the principles of realistic movement and physicality.
3. Learn the anatomy of the human body and its application in animation.
4. Understand weight distribution and balance in character animation.
5. Gain expertise in animating actions like walking, running, and jumping.
6. Apply body mechanics principles to enhance character performances.
7. Engage in practical exercises to refine skills in animating complex movements.

Course Content:

1. Principles of Body Mechanics in Animation
2. Anatomy of the Human Body for Animators
3. Realistic Movement and Physicality
4. Weight Distribution and Balance in Character Animation
5. Animation of Basic Actions: Walking, Running, Jumping, etc.
6. Enhancing Character Performances through Body Mechanics
7. Practical Exercises in Animating Complex Movements

Course Outcome:

1. Advanced understanding of body mechanics in animation.
2. Knowledge of human anatomy for effective character animation.
3. Application of realistic movement and physicality principles.
4. Mastery of weight distribution and balance in animation.
5. Proficiency in animating basic actions with realism.
6. Skill in enhancing character performances through body mechanics.
7. Practical expertise demonstrated through complex animation exercises.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DAN305
Course Title	:	Rigging
Number of Credits	:	4(L:1, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop a comprehensive understanding of character rigging in animation.
2. Master the principles of creating articulated skeletons for characters.
3. Learn to design rigs that allow for realistic and expressive character movements.
4. Understand the importance of proper skin weighting for character deformation.
5. Explore advanced rigging techniques for facial expressions and lip-syncing.
6. Gain proficiency in rigging characters for various animation styles and genres.
7. Apply rigging principles to enhance character performance and storytelling.

Course Content:

1. Principles of Character Rigging in Animation
2. Articulated Skeletons: Design and Implementation
3. Rigging for Realistic and Expressive Character Movements
4. Skin Weighting Techniques for Character Deformation
5. Advanced Rigging for Facial Expressions and Lip-Syncing
6. Rigging for Different Animation Styles and Genres
7. Application of Rigging Principles for Enhanced Character Performance

Course Outcome:

1. Advanced understanding of character rigging principles.
2. Mastery in creating articulated skeletons for characters.
3. Skill in designing rigs for realistic and expressive movements.
4. Proficiency in proper skin weighting for character deformation.
5. Expertise in advanced rigging techniques for facial expressions and lip-syncing.
6. Ability to rig characters for various animation styles and genres.
7. Application of rigging principles to enhance character performance and storytelling.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DAN401
Course Title	: Anatomy Study
Number of Credits	: 3(L:1, T:1, P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop a comprehensive understanding of human and creature anatomy for animation.
2. Study skeletal structures, muscles, and proportions to create realistic character movements.

3. Learn the principles of anatomical design for both traditional and fantastical characters.
4. Understand how anatomy influences character expressions and emotions.
5. Explore anatomy in motion and its impact on character animation.
6. Gain proficiency in applying anatomical knowledge to enhance character storytelling.
7. Develop observational skills for accurate anatomical representation in animation.

Course Content:

1. Study of Human and Creature Anatomy
2. Skeletal Structures, Muscles, and Proportions
3. Principles of Anatomical Design for Traditional and Fantastical Characters
4. Anatomy's Influence on Character Expressions and Emotions
5. Anatomy in Motion: Impact on Character Animation
6. Applying Anatomical Knowledge to Enhance Character Storytelling
7. Observational Skills for Accurate Anatomical Representation

Course Outcome:

1. In-depth knowledge of human and creature anatomy for animation.
2. Proficiency in understanding skeletal structures, muscles, and proportions.
3. Skill in applying anatomical design principles to characters.
4. Ability to portray emotions through accurate anatomical representation.
5. Expertise in showcasing anatomy in motion for dynamic character animation.
6. Application of anatomical knowledge to enhance character storytelling.
7. Enhanced observational skills for accurate anatomical representation in animation.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DAN402
Course Title	: Lighting and Rendering
Number of Credits	: 3(L:1, T:2, P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop a comprehensive understanding of lighting principles in animation and VFX.
2. Learn techniques for creating realistic lighting scenarios for various scenes and environments.
3. Understand the role of shadows, highlights, and color temperature in visual storytelling.
4. Master rendering techniques to achieve high-quality output in animation projects.
5. Explore the use of different lighting styles for diverse genres and moods.
6. Gain proficiency in using industry-standard rendering software.
7. Apply lighting and rendering skills to enhance the visual appeal of animated sequences.

Course Content:

1. Fundamentals of Lighting in Animation and VFX
2. Techniques for Realistic Lighting in Different Environments
3. Role of Shadows, Highlights, and Color Temperature
4. Rendering Principles and Techniques
5. Lighting Styles for Various Genres and Moods
6. Proficiency in Industry-Standard Rendering Software
7. Application of Lighting and Rendering in Animated Sequences

Course Outcome:

1. In-depth understanding of lighting principles in animation and VFX.
2. Proficiency in creating realistic lighting for diverse scenes.
3. Skill in using shadows, highlights, and color temperature for visual storytelling.
4. Mastery of rendering techniques for high-quality output.
5. Ability to apply different lighting styles for varied genres and moods.
6. Proficiency in industry-standard rendering software.
7. Application of lighting and rendering skills to enhance visual appeal in animated sequences.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DAN403
Course Title	: Digital Sculpting
Number of Credits	: 4(L:1, T:2, P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Develop advanced skills in digital sculpting for animation and VFX projects.
2. Understand the principles of anatomy and form to create realistic digital sculptures.
3. Learn industry-standard digital sculpting software tools and techniques.
4. Explore character design and development through digital sculpting.
5. Master the art of detailing and refining digital sculptures for intricate textures.
6. Develop proficiency in using sculpting software for both organic and inorganic models.
7. Apply digital sculpting skills to bring characters and objects to life in animation.

Course Content:

1. Principles of Anatomy and Form in Digital Sculpting
2. Industry-Standard Digital Sculpting Software Tools and Techniques
3. Character Design and Development through Digital Sculpting
4. Detailing and Refining Digital Sculptures for Intricate Textures

5. Proficiency in Sculpting Software for Organic and Inorganic Models
6. Advanced Techniques for Realistic Digital Sculpting
7. Application of Digital Sculpting in Animation Projects

Course Outcome:

1. Advanced skills in digital sculpting for animation and VFX.
2. Proficiency in creating realistic digital sculptures with attention to anatomy.
3. Mastery of industry-standard digital sculpting software tools.
4. Ability to design and develop characters through digital sculpting.
5. Expertise in detailing and refining digital sculptures for intricate textures.
6. Proficiency in sculpting both organic and inorganic models.
7. Application of digital sculpting skills to bring characters and objects to life in animation projects.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>		
Course Code	:	DAN404
Course Title	:	Performance Animation
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop expertise in performance animation techniques for character animation in films and games.
2. Understand the principles of character acting and emotions in animation.
3. Learn to create lifelike performances through advanced animation tools and software.
4. Explore facial animation and lip-sync techniques for expressive character animation.
5. Master the integration of body mechanics and facial expressions to convey emotions.
6. Develop proficiency in using motion-capture technology for realistic character animation.
7. Apply performance animation skills to bring characters to life in various storytelling contexts.

Course Content:

1. Principles of Character Acting and Emotions in Animation
2. Lifelike Performances through Advanced Animation Tools and Software
3. Facial Animation and Lip-Sync Techniques for Expressive Animation
4. Integration of Body Mechanics and Facial Expressions in Character Animation
5. Motion-Capture Technology for Realistic Character Animation

6. Advanced Techniques for Performance Animation
7. Application of Performance Animation in Film and Game Contexts

Course Outcome:

1. Expertise in performance animation techniques for character animation.
2. Understanding of character acting and emotions in the context of animation.
3. Proficiency in creating lifelike performances using advanced animation tools.
4. Mastery of facial animation and lip-sync techniques for expressive character animation.
5. Integration of body mechanics and facial expressions to convey emotions effectively.
6. Skill in using motion-capture technology for realistic character animation.
7. Application of performance animation skills in various storytelling contexts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DAN405
Course Title	: Creature Animation
Number of Credits	: 2(L:1, T:0, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop expertise in animating creatures, monsters, and fantastical beings for films and games.
2. Understand the principles of movement and behavior unique to various creatures.
3. Learn advanced animation techniques for conveying realistic and fantastical creature animations.
4. Explore the integration of creature animations into different environments and scenes.
5. Master the use of specialized tools and software for creature animation.
6. Develop proficiency in creating lifelike and dynamic creature animations.
7. Apply creature animation skills to enhance storytelling and visual impact.

Course Content:

1. Principles of Creature Movement and Behavior in Animation
2. Advanced Animation Techniques for Realistic and Fantastical Creatures
3. Integration of Creature Animations into Different Environments
4. Specialized Tools and Software for Creature Animation
5. Lifelike and Dynamic Creature Animation
6. Case Studies in Creature Animation
7. Application of Creature Animation in Film and Game Contexts

Course Outcome:

1. Expertise in animating creatures, monsters, and fantastical beings.
2. Understanding of the unique movement and behavior of various creatures.
3. Proficiency in advanced animation techniques for realistic and fantastical creature animations.
4. Mastery of integrating creature animations into different environments and scenes.
5. Skill in using specialized tools and software for creature animation.
6. Ability to create lifelike and dynamic creature animations.
7. Application of creature animation skills to enhance storytelling and visual impact.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DAN406
Course Title	: Community Connect
Number of Credits	: 2(L:0, T:2, P:0)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the concept and importance of community engagement in media communication.
2. Explore various strategies for fostering community connections.
3. Develop skills in creating and maintaining positive relationships with diverse communities.
4. Understand the role of media in building and sustaining community partnerships.
5. Gain insights into the ethical considerations of community engagement in media.
6. Learn effective communication methods for community outreach.
7. Explore case studies and best practices in successful community connect initiatives.
8. Develop practical skills in designing and implementing community-oriented media projects.

Course Content:

1. Introduction to Community Connect in Media Communication
2. Strategies for Fostering Community Connections
3. Building Positive Relationships with Diverse Communities
4. Media's Role in Building and Sustaining Community Partnerships
5. Ethical Considerations in Community Engagement

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6. Effective Communication Methods for Community Outreach
7. Case Studies and Best Practices in Community Connect Initiatives
8. Designing and Implementing Community-Oriented Media Projects

Course Outcome:

1. Comprehensive understanding of community engagement in media communication.
2. Proficiency in devising strategies for effective community connections.
3. Skills in building positive relationships with diverse communities.
4. Understanding the role of media in fostering community partnerships.
5. Ethical awareness in community engagement practices.
6. Effective communication methods for successful community outreach.
7. Knowledge of case studies and best practices in community connect initiatives.
8. Practical skills in designing and implementing community-oriented media projects.

CHAPTER 4

THIRD YEAR CURRICULUM

STRUCTURE

Semester 5								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DAN501	Match Moving	2	2	2	6	5
2	PC	DAN502	Rotoscope& Paint	2	2	2	6	5
3	PC	DAN503	Dynamics	2	2	2	6	5
4	PC	DAN504	Editing & Compositing-I	2	2	2	6	5
5	OE		Co-Curricular	0	2	0	2	2
6	PR		Project (VFX & Compositing)	0	1	4	5	3
Total Credits								25

Semester 6								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Indsutry	0	26	0	26	26
Total Credits								25

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DAN501
Course Title	: Match Moving
Number of Credits	: 5(L:2, T:2, P:2)
Prerequisites	: NIL
Course Category	: PC

Objective:

1. Acquire comprehensive knowledge of matchmoving techniques in animation and VFX.
2. Develop skills to seamlessly integrate computer-generated elements into live-action footage.
3. Understand the principles of camera tracking and object tracking.
4. Learn to analyze and solve complex tracking challenges in various production scenarios.
5. Master the use of industry-standard matchmoving software.
6. Gain hands-on experience in tracking and compositing elements into live-action footage.
7. Explore the creative possibilities of matchmoving in visual effects and animation.

Course Content:

1. Introduction to Matchmoving and Its Applications
2. Camera Tracking Principles and Techniques
3. Object Tracking and Integration
4. Analyzing and Solving Tracking Challenges
5. Industry-standard Matchmoving Software
6. Practical Matchmoving Exercises
7. Creative Applications of Matchmoving in VFX and Animation

Course Outcome:

1. Comprehensive knowledge of matchmoving techniques.
2. Skills to integrate computer-generated elements seamlessly into live-action footage.
3. Proficiency in camera tracking and object tracking.
4. Ability to analyze and solve complex tracking challenges.
5. Mastery of industry-standard matchmoving software.
6. Hands-on experience in tracking and compositing elements into live-action footage.
7. Exploration of creative possibilities in using matchmoving for visual effects and animation.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DAN502
Course Title	: Rotoscope & Paint
Number of Credits	: 5(L:2, T:2, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop a deep understanding of rotoscoping and its applications in animation and VFX.
2. Acquire skills in creating accurate mattes for live-action and animated elements.
3. Learn advanced paint techniques for seamlessly integrating elements into scenes.

4. Understand the importance of attention to detail in rotoscoping and paint work.
5. Explore industry-standard software tools for rotoscoping and paint.
6. Gain hands-on experience in rotoscoping live-action footage and animated sequences.
7. Develop creative approaches to enhance visual elements through paint and rotoscope.

Course Content:

1. Introduction to Rotoscoping and Its Significance
2. Rotoscoping Techniques for Live-Action Footage
3. Rotoscoping Techniques for Animated Sequences
4. Advanced Paint Techniques for Visual Enhancement
5. Attention to Detail in Rotoscoping and Paint Work
6. Industry-standard Rotoscoping and Paint Software
7. Hands-on Rotoscoping and Paint Exercises
8. Creative Applications of Rotoscope and Paint in Animation and VFX

Course Outcome:

1. Profound understanding of rotoscoping and its applications.
2. Proficiency in creating accurate mattes for live-action and animated elements.
3. Advanced skills in paint techniques for seamless integration of elements.
4. Attention to detail in rotoscoping and paint work.
5. Familiarity with industry-standard software tools for rotoscoping and paint.
6. Hands-on experience in rotoscoping live-action footage and animated sequences.
7. Creative approaches to enhance visual elements through paint and rotoscope.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DAN503
Course Title	: Dynamics
Number of Credits	: 5(L:2, T:2, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Understand the principles of dynamics in animation and visual effects.
2. Explore the application of physics-based simulations for realistic animation.
3. Develop skills in creating dynamic simulations for fluid, smoke, fire, and cloth.
4. Learn to integrate dynamic elements seamlessly into animated scenes.
5. Gain proficiency in using industry-standard software for dynamic simulations.
6. Understand the impact of dynamics on character animation and visual storytelling.
7. Experiment with different settings and parameters to achieve desired effects.

Course Content:

1. Introduction to Dynamics in Animation and VFX
2. Principles of Physics-based Simulations
3. Dynamic Simulations for Fluid and Smoke
4. Dynamic Simulations for Fire and Explosions
5. Dynamic Simulations for Cloth and Soft Bodies
6. Integration of Dynamic Elements into Animated Scenes
7. Industry-standard Software for Dynamic Simulations
8. Impact of Dynamics on Character Animation
9. Experimentation and Exploration of Dynamic Effects

Course Outcome:

1. Comprehensive understanding of dynamics in animation and VFX.
2. Proficiency in applying physics-based simulations for realistic effects.
3. Skills in creating dynamic simulations for fluid, smoke, fire, and cloth.
4. Ability to seamlessly integrate dynamic elements into animated scenes.
5. Proficiency in using industry-standard software for dynamic simulations.
6. Understanding the impact of dynamics on character animation and storytelling.
7. Hands-on experience in experimenting with different dynamic effects.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DAN504
Course Title	: Editing & Compositing-I
Number of Credits	: 5(L:2, T:2, P:2)
Prerequisites	; NIL
Course Category	: PC

Objective:

1. Develop fundamental skills in video editing for animation and visual effects.
2. Understand the principles of non-linear editing and its application in post-production.
3. Learn essential techniques for cutting, trimming, and arranging video clips.
4. Gain proficiency in using industry-standard editing software.
5. Explore the art of storytelling through effective editing techniques.
6. Introduction to compositing and its role in creating visual effects.
7. Learn the basics of layer-based compositing for seamless integration of visual elements.
8. Develop skills in color correction and grading to enhance the visual appeal of videos.
9. Understand the importance of pacing and rhythm in video editing.
10. Gain hands-on experience in editing and compositing projects.

Course Content:

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1. Fundamentals of Video Editing
2. Non-linear Editing Techniques
3. Cutting, Trimming, and Arranging Video Clips
4. Introduction to Industry-standard Editing Software
5. Art of Storytelling through Editing
6. Basics of Compositing in Animation and VFX
7. Layer-based Compositing Techniques
8. Color Correction and Grading
9. Pacing and Rhythm in Video Editing
10. Hands-on Projects in Editing and Compositing

Course Outcome:

1. Proficiency in fundamental video editing skills.
2. Understanding of non-linear editing principles.
3. Competency in using industry-standard editing software.
4. Application of storytelling techniques through editing.
5. Introduction to compositing for visual effects.
6. Skills in layer-based compositing for integration of visual elements.
7. Proficiency in color correction and grading.
8. Understanding of pacing and rhythm in video editing.
9. Hands-on experience in editing and compositing projects.

B.A. Content and Creative Writing

Apprenticeship Embedded Degree Programme
(3 Years)

By:
Media and Entertainment Skills Council

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Chapter 1

General Course Structure

&

Credit Distribution

Definition of Credit

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hr. Practical (P) per week	1 credit

A. Range of Credits:

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 120.

B. Structure of AEDP (3 Year) in Media and Entertainment Skills:

The structure of the program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

Sr. No.	Category	Suggested Breakup of Credits
1	Program Core courses (Branch specific)	84*
2	Open Elective courses (from other technical and /or emerging subjects)	8*
3	Vocational (Minor), Project work, seminar, and internship in industry or elsewhere	12*
4	CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.]	10*
5	Apprenticeship with Industry	26*
	Total	140*

*Minor variation is allowed as per need of the respective disciplines.

C. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
PC	Program Core Courses
OE	Open Elective Courses
PR	Project

D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.

101, 102 ... etc. for first semester 201, 202 Etc. for second semester 301, 302 ... for third semester.

E. Category-wise Courses

PROGRAM CORE COURSES [PC]

Note:

(i) Number of Program Core Courses: 27 (including lab courses)

(ii) Credits: 84

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	DCW101	Communicative English-I	1	0	2	1	2
2	DCW102	Writing for Media	1	1	0	1	2
3	DCW103	Socio-Economic & Political Scenario	0	2	0	1	2
4	DCW104	Introduction to Communication	1	1	2	1	3

Media & Entertainment Skills Council

5	DCW105	Basics of Design & Graphics	1	2	2	1	4
6	DCW106	History of Print & Broadcasting in India	1	2	0	1	3
7	DCW201	Communicative English-II	1	0	2	2	2
8	DCW202	Print Journalism	2	2	2	2	5
9	DCW203	Media Laws & Ethics	1	1	0	2	2
10	DCW204	Still Photography	1	2	0	2	3
11	DCW205	Development & Communication	1	0	2	2	2
12	DCW206	Radio Journalism & Production	2	0	0	2	2
13	DCW301	Basics of Camera, Lights & Sound	1	1	2	3	3
14	DCW302	Television Journalism & Production	1	2	0	3	3
15	DCW303	Public Relations	1	1	2	3	3
16	DCW304	New Media	1	1	2	3	3
17	DCW305	Advertising Practices	1	2	2	3	4
18	DCW401	Media Research	1	1	2	4	3
19	DCW402	Media Organization & Management	1	2	0	4	3
20	DCW403	Global Media Scenario	1	2	2	4	4
21	DCW404	Advertising, PR and Event Management	1	0	2	4	2
22	DCW405	Principles of Integrated Marketing Communication	1	0	2	4	2
23	DCW406	Community Connect	0	2	0	4	2
24	DCW501	Sales Promotion and Brand Management	2	2	2	5	5
25	DCW502	Marketing Communication for Special Events	2	2	2	5	5
26	DCW503	Sales Promotion and Brand Management	2	2	2	5	5
27	DCW504	Business Communication and Negotiation	2	2	2	5	5
Total Credits							84

** The branch code, e.g. ADMC for Content and Creative Writing

Three-digit number for identifying the level of the course

OPEN ELECTIVE COURSES [OE]**Note:**

- (i) Number of Open Elective Courses: 13
- (ii) Credits: 30
- (iii) The Open Elective Courses to be offered in all semesters.
- (iv) The students can opt for any open elective courses that are offered by any of the respective departments.

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	OE	Open Elective (To be Chosen by Student)	0	2	0	1	2
2		Vocational (Minor)	0	2	2	1	3
3		Co-Curricular	0	2	0	1	2
4		Open Elective (To be Chosen by Student)	0	2	0	2	2
5		Vocational (Minor)	0	2	2	2	3
6		Co-Curricular	0	2	0	2	2
7		Open Elective (To be Chosen by Student)	0	2	0	3	2
8		Vocational (Minor)	0	2	2	3	3
9		Co-Curricular	0	2	0	3	2
10		Open Elective (To be Chosen by Student)	0	2	0	4	2
11		Vocational (Minor)	0	2	2	4	3
12		Co-Curricular	0	2	0	4	2
13		Co-Curricular	0	2	0	5	2
Total Credits							30

** The branch code, e.g. ADMC for Media Communication

Three-digit number for identifying the level of the course

PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1		Live Project I z(Industry Tie-up)	0	0	0	2	0
2		Live Project II (Industry Tie-up)	0	0	0	4	0
3		Project I	0	1	4	5	3
Total Credits							3

Note:

- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

INDUCTION PROGRAM

Induction program (suggested)	Two-week duration
Induction program for students to be offered right at the start of the first YEAR.	<ul style="list-style-type: none"> • Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations

F. Visits/Workshop/Expert Lectures:

- It is advised to arrange one industrial visit every semester for the students of each branch.
- It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

G. Evaluation Scheme (Suggestive only):

a. For Theory Courses:

(The weightage of Internal assessment is 40% and for End Semester Exam is 60%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

b. For Practical Courses:

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

c. For Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	FR (Fail due to shortage of attendance and therefore, to repeat the course)

CHAPTER 2

FIRST YEAR CURRICULUM

STRUCTURE

Semester 1								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DCW101	Communicative English-I	1	0	2	3	2
2	PC	DCW102	Writing for Media	1	1	0	2	2
3	PC	DCW103	Socio-Economic & Political Scenario	0	2	0	2	2
4	PC	DCW104	Introduction to Communication	1	1	2	4	3
5	PC	DCW105	Basics of Design & Graphics	1	2	2	5	4
6	PC	DCW106	History of Print & Broadcasting in India	1	2	0	3	3
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 2								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DCW201	Communicative English-II	1	0	2	3	2
2	PC	DCW202	Print Journalism	2	2	2	6	5
3	PC	DCW203	Media Laws & Ethics	1	1	0	2	2
4	PC	DCW204	Still Photography	1	2	0	3	3
5	PC	DCW205	Development & Communication	1	0	2	3	2
6	PC	DCW206	Radio Journalism & Production	2	0	0	2	2
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project I (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DCW101
Course Title	: Communicative English-I
Number of Credits	: 2(L:1, T:0, P:2)
Prerequisites	: NIL
Course Category	: PC

Learning Objective:

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.
5. Apply language skills relevant to media and entertainment contexts.

Course Content:

1. Foundations of English Language
2. Reading Comprehension Strategies
3. Writing Techniques for Media
4. Verbal and Non-verbal Communication
5. Media Literacy and Critical Analysis
6. Presentation Skills for Media Professionals
7. Group Communication Dynamics
8. Cultural Sensitivity in Communication

Course Outcome:

1. Proficient written and verbal communication in media settings.
2. Critical analysis and interpretation of media-related content.
3. Effective presentation and public speaking abilities.
4. Collaborative communication skills suitable for team environments.
5. Application of language skills in media and entertainment contexts.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DCW102
Course Title	: Writing for Media
Number of Credits	: 2(L:1, T:1, P:0)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the principles and practices of writing for various media platforms.
2. Develop skills in crafting engaging and informative content tailored for different media formats.
3. Explore the role of language, style, and tone in effective media writing.
4. Learn techniques for researching, interviewing, and gathering information for media content.
5. Develop proficiency in editing and revising media texts for clarity and impact.

Course Content:

1. Introduction to media writing: Understanding different media platforms and their writing styles.
2. Writing for digital media: Content creation for websites, blogs, and social media platforms.
3. Writing for journalism: News reporting, feature writing, and investigative journalism.
4. Scriptwriting for audiovisual media: Techniques for writing scripts for television, radio, and online videos.
5. Editing and revision: Strategies for editing and revising media texts for accuracy, clarity, and conciseness.

Course Outcomes:

1. Proficiency in writing for diverse media platforms.
2. Ability to produce engaging and effective media content.
3. Understanding of language, style, and tone in media writing.
4. Proficiency in research and interviewing techniques for media writing.
5. Ability to edit and revise media texts for clarity and impact.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DCW103
Course Title	:	Socio-Economic & Political Scenario
Number of Credits	:	2(L:0, T:2, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the interplay between socio-economic and political factors shaping contemporary society.
2. Analyze the impact of socio-economic policies on various sectors and demographics.
3. Explore the historical and current political landscape at local, national, and global levels.
4. Develop critical thinking skills to evaluate socio-economic and political issues.
5. Engage in informed discussions and debates on socio-economic and political topics.

Course Content:

1. Overview of socio-economic theories: Introduction to key concepts and frameworks.
2. Analysis of socio-economic policies: Examination of policies related to education, healthcare, employment, etc.
3. Political systems and ideologies: Study of different political systems and ideologies.
4. Case studies: Analysis of real-world socio-economic and political scenarios.
5. Current events and debates: Discussion of recent socio-economic and political developments.

Course Outcomes:

1. Understanding of the complex interplay between socio-economic and political factors.
2. Ability to critically assess socio-economic policies and their implications.
3. Knowledge of various political systems and ideologies.
4. Enhanced critical thinking skills in evaluating socio-economic and political issues.
5. Improved ability to engage in informed discussions and debates on socio-economic and political topics.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DCW104
Course Title	: Introduction to Communication
Number of Credits	: 3(L:1, T:1, P:2)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the foundational theories and models of communication.
2. Develop effective verbal and nonverbal communication skills.
3. Explore the role of communication in personal, professional, and societal contexts.
4. Gain proficiency in listening and interpersonal communication techniques.
5. Learn to critically analyze and evaluate communication messages and media.

Course Content:

1. Introduction to communication theories: Overview of major theories including Shannon-Weaver model, social exchange theory, etc.
2. Verbal communication skills: Techniques for clear and persuasive oral communication.
3. Nonverbal communication: Understanding body language, gestures, and facial expressions.
4. Interpersonal communication: Strategies for building rapport, active listening, and conflict resolution.

5. Media literacy: Analysis of mass media messages, advertising, and digital communication platforms.

Course Outcomes:

1. Understanding of foundational theories and models of communication.
2. Enhanced verbal and nonverbal communication skills.
3. Appreciation of the role of communication in personal, professional, and societal contexts.
4. Proficiency in interpersonal communication techniques.
5. Improved ability to critically analyze and evaluate communication messages and media.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DCW105
Course Title	:	Basics of Design & Graphics
Number of Credits	:	4(L:1, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the fundamental principles of design, including composition, balance, and contrast.
2. Explore various graphic design elements such as typography, color theory, and imagery.
3. Develop proficiency in using design software tools for creating digital graphics.
4. Learn basic graphic design techniques for creating layouts, logos, and illustrations.
5. Gain an understanding of the role of design in branding, marketing, and communication.

Course Content:

1. Introduction to design principles: Study of elements like line, shape, form, texture, and space.
2. Typography and layout design: Understanding typefaces, fonts, and layout composition.
3. Color theory and application: Exploration of color schemes, color psychology, and color usage in design.
4. Image editing and manipulation: Techniques for editing and enhancing digital images using software tools.
5. Introduction to design software: Hands-on experience with popular graphic design software such as Adobe Photoshop, Illustrator, or Canva.

Course Outcomes:

1. Understanding of fundamental design principles and elements.

2. Proficiency in using design software tools for creating digital graphics.
3. Ability to apply design principles to create visually appealing layouts and compositions.
4. Basic graphic design skills for creating logos, illustrations, and marketing materials.
5. Awareness of the role of design in effective branding, marketing, and communication strategies.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - I</u>	
Course Code	: DCW106
Course Title	: History of Print & Broadcasting in India
Number of Credits	: 3(L:1, T:2, P:0)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the historical evolution of print and broadcasting media in India.
2. Explore the socio-political and cultural impact of print and broadcasting media on Indian society.
3. Examine the role of key individuals, institutions, and movements in shaping the history of print and broadcasting in India.
4. Analyze the development of technologies and infrastructures that facilitated the growth of print and broadcasting industries in India.
5. Evaluate the challenges and opportunities faced by print and broadcasting media in adapting to changing socio-economic and technological landscapes.

Course Content:

1. Early forms of communication in India: Manuscripts, oral traditions, and early printing presses.
2. Emergence of print media: Development of newspapers, journals, and publishing houses during colonial and post-colonial periods.
3. Evolution of broadcasting: Growth of radio and television broadcasting in India, including the role of All India Radio (AIR) and Doordarshan.
4. Impact of print and broadcasting on society: Influence on politics, culture, education, and entertainment.
5. Contemporary challenges and trends: Digital media, convergence, regulatory frameworks, and media ownership issues.

Course Outcomes:

1. Comprehensive understanding of the historical development of print and broadcasting media in India.
2. Insight into the socio-political and cultural significance of print and broadcasting media.
3. Familiarity with key figures, movements, and milestones in the history of Indian media.

4. Ability to analyze the technological advancements and infrastructural changes that shaped the print and broadcasting industries in India.
5. Proficiency in critically evaluating the contemporary challenges and opportunities facing print and broadcasting media in India.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DCW201
Course Title	:	Communicative English-II
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objective:

1. Enhance proficiency in English language skills for effective communication.
2. Develop advanced writing skills suitable for various media platforms.
3. Understand the principles of effective verbal and non-verbal communication.
4. Explore advanced concepts in media-related language usage.
5. Apply communication strategies in diverse media contexts.

Course Content:

1. Advanced Writing Techniques for Media
2. Verbal and Non-Verbal Communication Strategies
3. Professional Communication in Media Industry
4. Media-related Language Usage and Style
5. Language Proficiency in Different Media Genres
6. Effective Communication in Visual and Digital Media
7. Multimodal Communication Skills

Course Outcome:

1. Improved proficiency in written and spoken English.
2. Advanced writing skills suitable for various media genres.
3. Enhanced understanding of effective communication principles.
4. Application of advanced language usage in media contexts.
5. Proficient communication in diverse media platforms.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DCW202
Course Title	:	Print Journalism
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and practices of print journalism.
2. Develop skills in news gathering, writing, and editing for print media.
3. Explore ethical and legal considerations in print journalism.
4. Learn about the different formats and styles of print journalism.
5. Gain hands-on experience in producing print news content.

Course Content:

1. Introduction to print journalism: History, evolution, and role in society.
2. News writing and reporting techniques: Structure, style, and sourcing.
3. Investigative journalism: Research methods, interviewing, and fact-checking.
4. Editorial and opinion writing: Crafting persuasive arguments and editorials.
5. Multimedia journalism: Integration of text, images, and infographics in print media.

Course Outcomes:

1. Proficiency in print journalism principles and practices.
2. Ability to gather, write, and edit news stories for print media.
3. Understanding of ethical and legal standards in print journalism.
4. Familiarity with various formats and styles of print journalism.
5. Hands-on experience in producing print news content for publication.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DCW203
Course Title	:	Media Laws & Ethics
Number of Credits	:	2(L:1, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the legal framework governing media operations.
2. Explore ethical principles and standards in media practice.
3. Analyze the relationship between media, law, and society.
4. Learn about key legal cases and precedents relevant to media.
5. Develop critical thinking skills in evaluating media ethics issues.

Course Content:

1. Introduction to media laws: Constitutional provisions, defamation, copyright, and privacy laws.
2. Ethical principles in media: Truthfulness, accuracy, fairness, and accountability.
3. Regulation of media content: Censorship, obscenity, and hate speech laws.
4. Media ownership and regulation: Antitrust laws, FCC regulations, and media concentration.
5. Case studies: Analysis of legal and ethical dilemmas faced by media professionals.

Course Outcomes:

1. Understanding of the legal framework governing media operations.
2. Ability to apply ethical principles in media practice.
3. Knowledge of key legal cases and precedents relevant to media.
4. Awareness of media ownership and regulatory issues.
5. Enhanced critical thinking skills in evaluating media ethics issues.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DCW204
Course Title	:	Still Photography
Number of Credits	:	3(L:1, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the fundamental principles and techniques of still photography.
2. Develop proficiency in using camera settings and equipment to capture high-quality images.
3. Explore composition techniques and visual storytelling in still photography.
4. Learn to analyze and critique photographs to enhance own photographic skills.

Course Content:

1. Introduction to Still Photography
2. Camera Settings and Equipment
3. Composition and Framing Techniques
4. Lighting Fundamentals in Photography

5. Visual Storytelling and Image Editing

Course Outcomes:

1. Ability to demonstrate technical proficiency in capturing and processing still photographs.
2. Capacity to apply composition principles effectively to create visually compelling images.
3. Understanding of lighting techniques and their impact on photographic outcomes.
4. Development of a personal photographic style and portfolio showcasing acquired skills.
5. Ability to critically evaluate photographs and provide constructive feedback.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DCW205
Course Title	:	Development & Communication
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles of effective communication in various developmental contexts.
2. Develop skills in articulating ideas and information clearly and persuasively.
3. Explore the role of communication in fostering sustainable development and social change.
4. Learn to utilize communication tools and technologies for effective development work.

Course Content:

1. Introduction to Development and Communication
2. Communication Strategies for Development Projects
3. Cross-Cultural Communication in Development Work
4. Media and Information Literacy for Development Practitioners
5. Communication Ethics and Advocacy in Development

Course Outcomes:

1. Ability to apply communication theories and techniques to development initiatives.
2. Proficiency in designing and implementing communication strategies for diverse development contexts.
3. Understanding of the role of communication in promoting social inclusion and empowerment.

4. Capacity to utilize media and information resources ethically and effectively for development purposes.
5. Development of a comprehensive communication plan addressing real-world development challenges

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DCW206
Course Title	:	Radio Journalism & Production
Number of Credits	:	2(L:2, T:0, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and practices of radio journalism.
2. Develop skills in researching, writing, and producing radio news and features.
3. Explore techniques for effective storytelling and presentation in radio broadcasting.
4. Learn the technical aspects of radio production and operation of equipment.

Course Content:

1. Introduction to Radio Journalism
2. News Gathering and Reporting for Radio
3. Feature Writing and Production
4. Radio Interviewing Techniques
5. Audio Editing and Production Skills

Course Outcomes:

1. Ability to produce high-quality radio news and feature stories adhering to journalistic standards.
2. Proficiency in conducting interviews and gathering audio content for radio broadcasts.
3. Understanding of radio production techniques and audio editing software.
4. Development of a portfolio showcasing skills in radio journalism and production.
5. Capacity to conceptualize, script, and produce radio programs addressing diverse audiences and topics.

CHAPTER 3

SECOND YEAR CURRICULUM

STRUCTURE

Semester 3								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DCW301	Basics of Camera, Lights & Sound	1	1	2	4	3
2	PC	DCW302	Television Journalism & Production	1	2	0	3	3
3	PC	DCW303	Public Relations	1	1	2	4	3
4	PC	DCW304	New Media	1	1	2	4	3
5	PC	DCW305	Advertising Practices	1	2	2	5	4
6	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
7	OE		Vocational (Minor)	0	2	2	4	3
8	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 4								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DCW401	Media Research	1	1	2	4	3
2	PC	DCW402	Media Organisation & Management	1	2	0	3	3
3	PC	DCW403	Global Media Scenario	1	2	2	5	4
4	PC	DCW404	Advertising, PR and Event Management	1	0	2	3	2
5	PC	DCW405	Principles of Integrated Marketing Communication	1	0	2	3	2
6	PC	DCW406	Community Connect	0	2	0	2	2
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project II (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DCW301
Course Title	: Basics of Camera, Lights & Sound
Number of Credits	: 3(L:1, T:1, P:2)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the fundamental principles of camera operation and photography.
2. Develop skills in lighting techniques for various visual media productions.
3. Explore the basics of sound recording and audio equipment operation.
4. Learn to integrate camera, lighting, and sound elements effectively for media projects.

Course Content:

1. Introduction to Cameras and Photography Basics
2. Lighting Fundamentals for Visual Media
3. Sound Recording Techniques and Equipment
4. Integrating Camera, Lights, and Sound in Media Production

Course Outcomes:

1. Ability to operate cameras proficiently and capture high-quality images.
2. Proficiency in using lighting equipment to create desired visual effects in media productions.
3. Understanding of sound recording principles and proficiency in capturing clear and high-quality audio.
4. Capacity to plan and execute media projects by effectively integrating camera, lights, and sound elements.
5. Development of a foundational skill set in camera, lights, and sound operation for further study or professional practice.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DCW302
Course Title	: Television Journalism & Production
Number of Credits	: 3(L:1, T:2, P:0)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the principles and practices of television journalism.
2. Develop skills in researching, writing, and producing television news and features.
3. Explore techniques for effective storytelling and presentation in television broadcasting.
4. Learn the technical aspects of television production and operation of equipment.

Course Content:

1. Introduction to Television Journalism
2. News Gathering and Reporting for Television
3. Feature Story Development and Production
4. Television Interviewing Techniques
5. Television Production Techniques and Equipment

Course Outcomes:

1. Ability to produce high-quality television news and feature stories adhering to journalistic standards.
2. Proficiency in conducting interviews and gathering video content for television broadcasts.
3. Understanding of television production techniques and operation of equipment.
4. Development of a portfolio showcasing skills in television journalism and production.
5. Capacity to conceptualize, script, and produce television programs addressing diverse audiences and topics.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - III</u>		
Course Code	:	DCW303
Course Title	:	Public Relations
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and functions of public relations.
2. Develop skills in strategic communication and relationship management.
3. Explore various tools and techniques used in public relations campaigns.
4. Learn to analyze and evaluate public relations strategies and their impact.

Course Content:

1. Introduction to Public Relations

2. Theories and Models of Public Relations
3. Strategic Communication Planning
4. Media Relations and Crisis Communication
5. Social Media and Digital PR

Course Outcomes:

1. Ability to apply principles of public relations to organizational communication challenges.
2. Proficiency in developing and implementing strategic communication plans.
3. Understanding of media relations practices and crisis communication strategies.
4. Capacity to utilize social media and digital platforms effectively for PR purposes.
5. Development of critical thinking skills to evaluate and improve public relations efforts.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - III</u>		
Course Code	:	DCW304
Course Title	:	New Media
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the concept and evolution of new media.
2. Develop skills in creating and distributing content for digital platforms.
3. Explore the impact of new media on society, culture, and communication.
4. Learn to critically evaluate new media technologies and trends.

Course Content:

1. Introduction to New Media
2. Digital Content Creation and Distribution
3. Social Media Management
4. Online Communities and Digital Engagement
5. Emerging Trends in New Media

Course Outcomes:

- 1.
2. Ability to navigate and utilize various new media platforms for communication purposes.
3. Proficiency in creating engaging digital content tailored to target audiences.
4. Understanding of the role of social media in modern communication and branding strategies.
5. Capacity to analyze and adapt to evolving new media trends and technologies.

6. Development of a critical perspective on the social and ethical implications of new media usage.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - III</u>	
Course Code	: DCW305
Course Title	: Advertising Practices
Number of Credits	: 4(L:1, T:2, P:2)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the principles and theories of advertising.
2. Develop skills in creating effective advertising campaigns.
3. Explore different advertising mediums and platforms.
4. Learn to analyze consumer behavior and market trends in advertising.

Course Content:

1. Introduction to Advertising Principles
2. Advertising Campaign Planning and Execution
3. Media Planning and Buying
4. Creative Strategy and Execution in Advertising
5. Advertising Ethics and Regulations

Course Outcomes:

1. Ability to apply advertising principles to develop persuasive campaigns.
2. Proficiency in creating compelling advertising content for various media channels.
3. Understanding of media planning strategies and budget allocation in advertising campaigns.
4. Capacity to assess the effectiveness of advertising campaigns through analysis of consumer response and market data.
5. Development of ethical and socially responsible advertising practices.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DCW401
Course Title	: Media Research
Number of Credits	: 3(L:1, T:2, P:2)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the fundamentals of media research methodologies.
2. Develop skills in designing and conducting media research studies.
3. Explore data collection and analysis techniques in media research.
4. Learn to interpret and communicate research findings effectively.

Course Content:

1. Introduction to Media Research
2. Research Design and Methodologies
3. Data Collection Techniques in Media Research
4. Data Analysis and Interpretation in Media Research
5. Reporting and Presenting Research Findings

Course Outcomes:

1. Ability to critically evaluate existing media research literature and methodologies.
2. Proficiency in designing and implementing media research studies.
3. Understanding of data collection methods and tools used in media research.
4. Capacity to analyze and interpret research data to draw meaningful conclusions.
5. Development of communication skills to effectively present research findings to different stakeholders.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DCW402
Course Title	: Media Organisation & Management
Number of Credits	: 3(L:1, T:2, P:0)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the structure and functions of media organizations.
2. Develop skills in media planning, budgeting, and resource management.
3. Explore leadership and managerial practices specific to media environments.
4. Learn to analyze challenges and opportunities facing media organizations.

Course Content:

1. Introduction to Media Organizations
2. Media Planning and Budgeting
3. Leadership and Management in Media
4. Human Resource Management in Media Organizations
5. Strategic Management in Media

Course Outcomes:

1. Ability to analyze the organizational structures and functions of media companies.
2. Proficiency in developing and implementing media plans and budgets.
3. Understanding of leadership and management principles relevant to media environments.
4. Capacity to manage human resources effectively within media organizations.
5. Development of strategic management skills to address challenges and drive innovation in media organizations.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - IV</u>		
Course Code	:	DCW403
Course Title	:	Global Media Scenario
Number of Credits	:	4(L:1, T:2, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the global media landscape and its evolution.
2. Develop awareness of media systems and practices in different regions of the world.
3. Explore the impact of globalization on media production, distribution, and consumption.
4. Learn to analyze global media trends and their implications for society and culture.

Course Content:

1. Introduction to Global Media Landscape
2. Comparative Media Systems Analysis

3. Globalization and Media Industries
4. Media Consumption Patterns in Different Regions
5. Emerging Trends in Global Media

Course Outcomes:

1. Ability to critically evaluate the role of media in shaping global culture and communication.
2. Proficiency in analyzing and comparing media systems and practices across different countries.
3. Understanding of the economic, political, and cultural factors influencing global media dynamics.
4. Capacity to identify and interpret emerging trends in global media and their impact on society.
5. Development of a global perspective on media issues and challenges, fostering cross-cultural understanding and communication.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DCW404
Course Title	: Advertising, PR and Event Management
Number of Credits	: 2(L:1, T:0, P:2)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the principles and practices of advertising, public relations, and event management.
2. Develop skills in creating integrated marketing communication strategies.
3. Explore the role of advertising, PR, and events in building brand identity and reputation.
4. Learn to plan, execute, and evaluate advertising campaigns, PR initiatives, and events.

Course Content:

1. Introduction to Advertising, PR, and Event Management
2. Integrated Marketing Communication Strategies
3. Advertising Campaign Planning and Execution
4. Public Relations Techniques and Strategies
5. Event Planning and Management

Course Outcomes:

1. Ability to develop comprehensive integrated marketing communication plans.

2. Proficiency in creating and implementing advertising campaigns that effectively reach target audiences.
3. Understanding of PR techniques and strategies to build and maintain positive brand image and reputation.
4. Capacity to plan, organize, and manage successful events that meet objectives and exceed expectations.
5. Development of critical thinking and problem-solving skills to address challenges in advertising, PR, and event management.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - IV</u>	
Course Code	: DCW405
Course Title	: Principles of Integrated Marketing Communication
Number of Credits	: 2(L:1, T:0, P:2)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the concept and importance of integrated marketing communication (IMC).
2. Develop skills in planning and implementing IMC strategies.
3. Explore various elements of IMC, including advertising, public relations, direct marketing, and digital marketing.
4. Learn to integrate different communication channels to deliver consistent and cohesive brand messages.

Course Content:

1. Introduction to Integrated Marketing Communication
2. Consumer Behavior and Market Analysis
3. Brand Management and Positioning
4. IMC Strategy Development
5. Measurement and Evaluation of IMC Campaigns

Course Outcomes:

1. Ability to develop comprehensive IMC plans that align with organizational goals and target audience preferences.
2. Proficiency in leveraging various communication channels to create synergistic marketing campaigns.
3. Understanding of consumer behavior and market dynamics to inform strategic IMC decision-making.

4. Capacity to evaluate the effectiveness of IMC campaigns and adjust strategies accordingly for optimal results.
5. Development of critical thinking and analytical skills to address challenges and opportunities in IMC implementation.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>		
Course Code	:	DCW406
Course Title	:	Community Connect
Number of Credits	:	2(L:0, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the importance of community engagement and connection.
2. Develop skills in building and nurturing community relationships.
3. Explore strategies for effective communication within communities.
4. Learn to identify and address community needs and concerns.

Course Content:

1. Introduction to Community Engagement
2. Building and Sustaining Community Relationships
3. Communication Strategies for Community Engagement
4. Community Needs Assessment and Action Planning

Course Outcomes:

1. Ability to establish meaningful connections with diverse community groups.
2. Proficiency in fostering collaboration and cooperation within communities.
3. Understanding of effective communication techniques to engage and empower community members.
4. Capacity to identify community needs and develop action plans to address them.
5. Development of leadership and facilitation skills to effectively lead community initiatives.

CHAPTER 4

THIRD YEAR CURRICULUM

STRUCTURE

Semester 5								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DCW501	Sales Promotion and Brand Management	2	2	2	6	5
2	PC	DCW502	Marketing Communication for Special Events	2	2	2	6	5
3	PC	DCW503	Sales Promotion and Brand Management	2	2	2	6	5
4	PC	DCW504	Business Communication and Negotiation	2	2	2	6	5
5	OE		Co-Curricular	0	2	0	2	2
6	PR		Project I	0	1	4	5	3
Total Credits								25

Semester 6								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Industry	0	26	0	26	26
Total Credits								26

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DCW501
Course Title	: Sales Promotion and Brand Management
Number of Credits	: 5(L:2, T:2, P:2)
Prerequisites	: NIL
Course Category	: PC

Learning Objectives:

1. Understand the principles and strategies of sales promotion.
2. Develop skills in designing and executing effective sales promotion campaigns.
3. Explore the role of brand management in building and maintaining brand equity.
4. Learn to develop brand strategies and positioning to differentiate products and services in the market.

Course Content:

1. Introduction to Sales Promotion
2. Sales Promotion Techniques and Tools
3. Brand Identity and Brand Equity
4. Brand Positioning and Differentiation
5. Integrated Sales Promotion and Branding Strategies

Course Outcomes:

1. Ability to plan and implement sales promotion activities that drive sales and enhance brand visibility.
2. Proficiency in utilizing various sales promotion techniques and tools to achieve marketing objectives.
3. Understanding of brand management principles and strategies to build and strengthen brand identity.
4. Capacity to develop brand positioning strategies that resonate with target audiences and differentiate products or services in the marketplace.
5. Development of analytical and strategic skills to evaluate the effectiveness of sales promotion and branding efforts and make data-driven decisions.

<u>Detailed First Year Curriculum Contents</u>	
<u>SEMESTER - V</u>	
Course Code	: DCW502
Course Title	: Marketing Communication for Special Events

Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the role of marketing communication in promoting special events.
2. Develop skills in creating marketing communication plans tailored to specific events.
3. Explore various communication channels and tactics used in event promotion.
4. Learn to analyze audience demographics and preferences to target event marketing effectively.

Course Content:

1. Introduction to Marketing Communication for Special Events
2. Developing Event Marketing Communication Strategies
3. Utilizing Social Media and Digital Marketing for Event Promotion
4. Traditional and Alternative Marketing Channels for Event Promotion
5. Event Promotion Campaign Management and Evaluation

Course Outcomes:

1. Ability to develop comprehensive marketing communication plans that effectively promote special events.
2. Proficiency in utilizing a variety of communication channels and tactics to reach target audiences and drive event attendance.
3. Understanding of the role of social media and digital marketing in event promotion and engagement.
4. Capacity to analyze event marketing campaigns and make strategic adjustments to optimize results.
5. Development of critical thinking and problem-solving skills to address challenges and opportunities in event marketing communication.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - V</u>		
Course Code	:	DCW503
Course Title	:	Sales Promotion and Brand Management
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand sales promotion strategies and their role in marketing.
2. Learn the principles of brand management and its importance in building brand equity.
3. Develop skills in designing and implementing effective sales promotion campaigns.
4. Explore techniques for brand positioning, differentiation, and maintaining brand consistency.

Course Content:

1. Introduction to Sales Promotion and Brand Management
2. Sales Promotion Techniques and Tools
3. Brand Identity, Equity, and Positioning
4. Integrated Marketing Communication Strategies for Sales Promotion and Brand Management
5. Evaluating the Effectiveness of Sales Promotion and Brand Management Campaigns

Course Outcomes:

1. Ability to apply various sales promotion techniques to enhance sales and brand visibility.
2. Proficiency in managing brand identity, equity, and positioning to create strong brand perceptions.
3. Understanding of integrated marketing communication strategies to effectively promote sales and manage brand reputation.
4. Capacity to evaluate the effectiveness of sales promotion and brand management campaigns and make data-driven decisions for improvement.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - V</u>		
Course Code	:	DCW504
Course Title	:	Business Communication and Negotiation
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles of effective business communication.
2. Develop skills in written and oral communication for business contexts.
3. Learn negotiation strategies and techniques for achieving win-win outcomes.
4. Explore cultural factors influencing business communication and negotiation.

Course Content:

1. Principles of Business Communication

Media & Entertainment Skills Council

2. Written Communication Skills for Business
3. Oral Communication Skills for Business
4. Negotiation Strategies and Techniques
5. Cross-cultural Communication in Business

Course Outcomes:

1. Ability to communicate effectively in various business contexts.
2. Proficiency in writing clear and concise business documents.
3. Understanding of negotiation principles and strategies to achieve favorable outcomes.
4. Capacity to adapt communication and negotiation approaches to diverse cultural settings.
5. Development of interpersonal skills for building rapport and resolving conflicts in business environments.

B. Com in Retail Operations Management

(A Three-Year Degree Apprenticeship Program)

Simultaneous Mode



<<Simultaneous Mode: Applicable for Colleges wherever the apprenticeship is provided under 3 Days (Classroom) + 3 days (Apprenticeship/OJT) model in a week>>

Program Overview

India is going to have the largest working age population in the world by 2030, but gainful employment for general stream students is a major challenge. Improving the employability of these students requires a new vision with curricula support for employment. Apprenticeship has a prominent role to play in equipping students across higher education, with industry relevant skills. This is one of the most effective ways to develop skilled manpower for the country. It provides industry based, practice oriented and outcome-based learning, enabling students to demonstrate professional abilities for potential employment and growth.

B. Com in Retail Operations Management is a Apprenticeship Embedded Degree Program designed by Retailers Association's Skill Council of India (RASCI). The program is a judicious mix of professional education in the form of apprenticeship along with General and Retail Operations Management education on the principles of dual learning methodology.

B. Com in Retail Operations is an Apprenticeship Embedded Degree Programme (AEDP) curated in consultation with experts from Industry and Academia. The curriculum is dovetailed with the general subjects taught under any commerce undergraduate programme whilst necessary skill training that is required to perform roles in Modern Retail environment is embedded in the form of stipend-based apprenticeship/ on-the-job training (OJT). On The Job training will be delivered in the live retail business environments under the guidance, training and coaching from the managers of various Retail Industry Partners of RASCI. Therefore, the AEDP programme is designed to achieve hybrid outcomes to pave a well guided path for a fresh graduate to obtain a job after completion of the programme whilst fast tracking her/ his career progression.

B. Com in Retail Operations Management						
Simultaneous Apprenticeship from 1st Year To 3rd Year of UG (3 Days Classroom + 3 Days Apprenticeship)						
		Course Title	No of Papers	No of Hours	No of Credits	Courses Credits
Semester I			6	345	20	20
Skill Courses	DSE	Introduction to Retail Operations	1	30	2	5
		In Store Cashiering and Merchandising Operations	1	45	3	
Core Courses	DSC	Business Communication & Basic IT Applications	1	60	4	8
		Business Organisation and Management	1	60	4	
General Courses	AEC	Teamwork	1	30	2	4
	VAC	Ancient Trade and Principles of Chanakya's Management		30	2	
Apprenticeship	OJT	Apprenticeship in Instore Merchandising & Cashiering	1	90	3	3
Semester II			6	345	20	20
Skill Courses	DSE	Customer Relationship Management	1	60	4	4
Core Courses	DSC	Principles of Marketing	1	60	4	8
		Business Environment	1	60	4	
General Courses	VAC	Sustainable Work Practices	1	30	2	5
	SEC	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	1	45	3	
Apprenticeship	OJT	Apprenticeship in Instore Merchandising & Cashiering	1	90	3	3
Semester III			7	345	20	20
Skill Courses	DSE	Retail Sales Management	1	60	4	6
		Introduction to FMCG/ FMCD Sales & Distribution	1	30	2	
Core Courses	DSC	Fundamentals of Financial & Cost Accounting	1	60	4	7
		Managerial Economics	1	45	3	
General Courses	SEC	Practical in Retail Sales Management (Practical/ Field Project/ OJT)	1	45	3	4
	VAC	Workplace Health and Safety	1	15	1	
Apprenticeship	OJT	Apprenticeship on Customer Relations & Sales Management	1	90	3	3
Semester IV			6	360	20	20
Skill Courses	DSE	Retail Team Management	1	45	3	6
		Inventory and Budget Management	1	45	3	
Core Courses	DSC	Logistics and Supply Chain Management	1	45	3	6
		Introduction To Enterprise Resource Planning	1	45	3	
General Courses	SEC	Leadership Skills (Training/ OJT)	1	45	3	4
	VAC	Introduction to Statutory and Legal framework for Retail Business Enterprises		15	1	
Apprenticeship	OJT	Apprenticeship in Store Operations Management	1	120	4	4
Semester V			6	375	20	20
Skill Courses	DSE	E-Commerce & Omni Channel Retailing	1	45	3	7
		Retail Entrepreneurship	1	45	3	
Core Courses	DSC	Social Media Marketing and Advertising	1	45	3	3
General Courses	AEC	Strategic Productivity Management	1	45	3	6
	AEC	Strategic Marketing Research – Decision Making Ability	1	45	3	
Apprenticeship	OJT	Apprenticeship in Retail Store Operations Management	1	150	5	4
Semester VI			1	600	20	20
Apprenticeship	OJT	Apprenticeship in Retail Store Operations Management	1	600	20	20
Grand Total			34	2,370	120	120

**SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management)
I YEAR**

SEMESTER – I

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 101	Introduction to Retail Operations	2	2	3 Hrs	80 U + 20 I
DSE 102	In Store Merchandising and Cashiering Operations	4	3	3 Hrs	80 U + 20 I
DSC 103	Business Communication Skill & Basic IT Applications	4	4	3 Hrs	80 U + 20 I
DSC 104	Business Organisation and Management	4	4	3 Hrs	80 U + 20 I
AEC 105	Teamwork	2	2	3 Hrs	80 U + 20 I
VAC 106	Ancient Trade and Principles of Chanakya's Management	2	2		
	Apprenticeship/ OJT – 1				
OJT-101	Apprenticeship in Instore Merchandising & Cashiering	24	3	3 Hrs	70 AA*+ 30 SK*
		42	20		

SEMESTER – II

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 201	Customer Relationship Management	4	4	3 Hrs	80 U + 20 I
DSC 202	Principles of Marketing	4	4	3 Hrs	80 U + 20 I
DSC 203	Business Environment	4	4	3 Hrs	80 U + 20 I
AEC 204	Sustainable Work Practices	3	2	3 Hrs	80 U + 20 I
VAC 205	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	3	3		
	Apprenticeship/ OJT – 2				
OJT-201	Apprenticeship in Instore Merchandising & Cashiering	24	3	3 Hrs	70 AA*+ 30 SK*
		42	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course **T:** Theory; **P:** Practical; **L:** Lab; **I:** Internal Exam; **U:** University Exam; **PR:** Project Report; **CV:** Viva-Voce Examination

DSE 101- Introduction to Retail Operations

Credits: 2
Hours: 30

Subject Code: DSE 101

Sr. No.	Course Objectives
1	To familiarize with retail store operations
2	To evaluate the processes followed for servicing customers at Point of Sale (POS)
3	To identify the processes and best practices to ensure security at retail stores
Sr. No.	Course Outcomes
1	The learners will be able to comprehend various functions under store operation processes.
2	The Learners will be able to explain the processes related to customer service at POS
3	The students will be able to identify the systems & protocols followed to ensure store security.
Unit 1	Introduction to Retail Store Operations
	Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organisation under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain, Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories(food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimizing loss of stock quality and quantity.
Unit II	Servicing at Cash Point/ POS (Point of Sale)
	Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures - Process of resolving the problems that can occur in routine cash point operations and transactions -Procedures of handling customers and complaints at the POS. Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer
Unit-III	Maintaining Store Security
	The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise. Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store – such as soft tags, hard tags, RFID along with its uses and applications.

Reference Book:

1. Retail Trainee Associate by RASCI publication
2. Retail Cashier RASCI publication
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
5. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill.

DSE 102- In Store Cashiering & Merchandising Operations

Credits: 3

Subject Code: DSE 102

Hours: 45

Sr. No.	Course Objectives
1	To learn the best practices of displaying products for sale and provide basic assistance to customers in the stores
2	To comprehend the processes associated with processing customer orders and exchanges
3	To identify the processes related to processing customer payments and goods return
Sr. No.	Course Outcomes
1	The learners will be able to explain the best practices used to display products for sale
2	The learners will be able to explain the process associated with fulfilling customer orders, processing payments and goods return

Unit-I	Preparing Products for Sale & Customer Assistance
	Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale, Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships.
Unit-II	Processing Customer Orders and Exchanges
	Procedures of processing customer orders - Identify and resolve problems while processing customer orders - - the importance of protecting confidentiality of the customer information - - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange Consequences of not checking the ownership of the items.
Unit-III	Processing Customer Payments and Goods Return
	Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers. The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits - the process of checking customer accounts effectively - the process to identify overdue payments and customers who have gone over their credit limits. The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani
Published by Pearson
4. Swati Bhalla & Anuraag Singha, Visual Merchandising
5. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
6. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

DSC 103- Business Communication Skill & Basic Office IT Applications

Credits: 4

Subject Code: DSC 103

Hours: 60

Sr. No.	Course Objectives
1	To Identify the role of business communication skills to excel in profession and workplace environment
2	To explain various elements and methods of effective business communication.
3	To augment business communication skills and IT applications seamlessly at workplace
Sr. No.	Course Outcomes
1	The learner will be able to apply business communication skills to achieve proficiency in communication with different stakeholders at workplace.

Unit-I	Theory of Communication
	Definition and purpose of communication, methods of communication (verbal & non-verbal) and when to use them, Principles & characteristics of effective communication, the reasons for barriers in communication- the solutions to typical communication barriers- Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to overcome these Barriers. Impact of technological advancements on Communication Types- Internet, Blogs, E-mails, Moodle, social media (Facebook, Tweeter & WhatsApp), Advantages and Disadvantages
Unit-II	Workplace Communication
	The need for business communication- the methods to practice Business communication skills at workplace. Channels-- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine Methods: Verbal and Nonverbal. Characteristics of verbal and Non-verbal Communication. Verbal communication: elements of verbal communication- voice, pitch, tone, intonation semantics. Non-verbal: the right usage of body language, expression, eye contact. Importance of effective listening skills- Importance of Listening Skills, Obstacles to listening, cultivating good Listening Skills
Unit-III	Business Correspondence
	Theory of Business Letter Writing -- Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block, Effective Letter Writing, effective Email Writing, Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation
Unit-IV	Meetings & Report Writing
	Meetings – Plan, Prepare, Organise, Conduct & Report. (Online & Physical meetings) Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, writing proposals, Presentations, Group Discussion, Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension, Oral Communication - one to one, one to many, delivering business presentations, listening comprehension.
Unit- V	Basic IT Applications for Office Management
	Introduction to Basic Computer Skills: Overview of the course objectives and expectation Introduction to computer hardware and software components, Basic computer operation Powering on/off, using the mouse and keyboard, navigating the desktop. Introduction to Microsoft Windows: Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings. Microsoft Word Basics: Introduction to Microsoft Word, Creating and formatting documents: Text formatting, paragraph formatting, page layout, working with tables and images, Saving, printing, and sharing documents Microsoft Excel Basics: Introduction to Microsoft Excel, Creating and formatting spreadsheet

	Entering data, formatting cells, using basic formulas, Working with rows, columns, and sheets Saving, printing, and sharing spreadsheets
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Reference Books:

1. Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.
2. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
3. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
4. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper
5. Business Communication, Raman – Prakash, Oxford
6. Business Communication, Krizan, Thomson, 5. Understanding Human Communication, 9/e, Adler R Oxford

DSC 104- Business Organisations and Management

Credits: 4

Subject Code: DSC 104

Hours: 60

Sr. No.	Course Objectives
1	To acquaint the learners with the basics of Commerce & Business concepts, functions and forms of Business Organization and functions of Management.
Sr. No.	Course Outcomes
1	Learners will be able to comprehend the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management
2	Learners will be able to apply theories and principles of management at workplace to achieve the desired objectives at workplace

Unit-I	Introduction and Forms Of Business Organisations
	Concepts of Business, Trade, Industry and Commerce - Objectives and functions of Business – Social Responsibility of a business - Forms of Business Organization - Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship –Meaning, Characteristics, Advantages and Disadvantages of Partnership -Kinds of Partners - Partnership Deed -Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family –Meaning, Advantages and Disadvantages of Co-Operative Organization.
Unit-II	Joint Stock Company
	Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies -Promotion - Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents – Prospectus - Contents – Red herring Prospectus- Statement in lieu of Prospectus (As per Companies Act.2013).
Unit-III	Introduction To Functions of Management
	Management - Meaning - Characteristics - Functions of Management - Levels of Management – Skills of Management- Scientific Management - Meaning - Definition - Objectives - Criticism – Fayol’s 14 Principles of Management.
Unit-IV	Planning and Organising
	Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) Steps in MBO - Benefits –Weaknesses—Definition of Organizing-Organization-Process of Organizing - Principles of Organization - Formal and Informal Organizations - Line, Staff Organizations - Line and Staff Conflicts - Functional Organization - Span of Management - Meaning - Determining Span – Factors influencing the Span of Supervision.
Unit-V	Authority, Coordination and Control
	Meaning of Authority, Power, responsibility, and accountability - Delegation of Authority - Decentralization of Authority - Definition, importance, process, and principles of Coordination techniques of Effective Coordination - Control - Meaning - Definition – Relationship between planning and control-Steps in Control – Types (post, current and pre-control) - Requirements for effective control.

Reference Books:

1. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
2. Business Organisation & Management: Patrick Anthony, Himalaya Publishing House
3. Business Organization & Management: Dr. Manish Gupta, PBP.
4. Organization & Management: R. D. Agarwal, McGraw Hill.
5. Modern Business Organization: S.A. Sherlekar, V.S. Sherlekar, Himalaya Publishing House
6. Business Organization & Management: C.R. Basu, Tata McGraw Hill

AEC 105- Team Work

Credits: 2

Subject Code: AEC 105

Hours: 30

Sr. No.	Course Objectives
1	To understand the principles of teamwork and need to work effectively in a team at the workplace
Sr. No.	Course Outcomes
1	The learners will be able to collaboratively work in a team by fostering effective team working skills within diverse team environments
2	The learners will be able to cultivate a culture of ethical integrity and professionalism in team settings, navigating complex challenges with respect, inclusivity, and a commitment to excellence.

Unit-I	Principles of Teamwork
	Definition of team, purpose of a team at workplace, Types of teams (cross-functional, virtual, self-directed, etc.), Benefits and challenges of teamwork, Bruce Tuckman's Team Development Stages, goals and objectives of team, role of - communication skills to build trust, interdependence, mutual respect among team members, teamwork principles and the role of teamwork in the achievement of workplace goals, role of feedback in achievement of team goals
Unit-II	Effectively Working in a Team
	Collaboration Tools and Techniques: Utilizing technology for collaboration (e.g., project management software, communication tools), Strategies for remote teamwork, Document sharing and version control, communication techniques and use in a team context: open and closed questioning, paraphrasing, effective listening, voice tonality and volume, , techniques for supporting team members in the achievement of workplace outcomes, industry standards and expectations relevant to: teamwork attitudes, teamwork ethics , Integrity and professionalism, respecting special needs, diversity and inclusivity, Handling confidential information responsibly, role of constructive feedback and feedback mechanism.

Reference Books:

1. The Ideal Team Player by Patrick M. Lencioni
2. The Power of a Positive Team by Jon Gordon
3. You Can Win: A Step-by-Step Tool for Top Achievers" by Shiv Khera
4. The Tatas: How a Family Built a Business and a Nation" by Girish Kuber
5. The Leader in You" by Dale Carnegie Training India
6. You Are the Key: Unlocking Doors Through Social Selling" by Apurva Chamaria and Gaurav Kakkar
7. Corporate Chanakya on Management" by Radhakrishnan Pillai

VAC 106- Ancient Trade and Chanakya's Management

Credits: 2

Subject Code: VAC 106

Hours: 30

Sr. No.	Course Objectives
1	To enable the familiarize with the practices followed in trade and education systems during the ancient times
2	To familiarize the learners with the concepts of Chanakya's management principles
Sr. No.	Course Outcomes
1	The learner will be able to explain the practices followed in ancient Indian trade
2	The learner will be able to Summarise the Chanakya's principles of management

Unit-I	Indian Ethos in Ancient Times
	Indian Ethos: Meaning, Features, Need & History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages. Modern System of Learning: Meanings, Features, Advantages, Disadvantages, Personal growth and Lessons from Ancient Indian Education System, Personality Development- Meaning, Determinants, Indian Ethos and Personality Development
Unit-II	Principles of Chanakya's Management
	Chanakya- Strategist, Philosopher, Economics, Ethics and values laid down by Chanakya. Chanakya's Concept of Leadership: Qualities of a leader, functions and role of a leader, motivation and communication, what a leader should not do, Identifying Potential Leaders, Decision Making, Advice to entrepreneurs, Turning Managers into leaders. Employee Management: Recruitment Process, Training guidelines by Chanakya, Teamwork Management, Safety and Security, Selecting Right Managers. Organisational Planning, Time Management, Disaster Management, A concept of stable organization, Managing Multiple Project Seven Pillars of Business, Power Management at workplace, Art of punishment, Three Aspects of success.

Reference Books:

1. Moti Chandra, Trade and Trade routes in ancient India, Abhinav Publication, 1997
2. Arun kumar Mishra, trading communities in ancient India, Anamika Prakashan, 1992
3. Radhakrishnan Pillai, 10 th Edition 2021, Corporate Chanakya, 2010
4. Ashok R. Garde, Chanakya on Management, Jaico Publishing House, 2006
5. CA Rajeev k Garg, Chanakya of Modern Business Governance & Time Management, Notion press publication, 2021

OJT 101 - Apprenticeship in Instore Merchandising & Cashiering

Credits: 3

Subject Code: OJT 101

Hours: 394

Sr. No.	Objectives
1	To acquire skills of unassisted selling, receiving goods, merchandising including Point of Sale (POS) management and cashiering
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to perform the role of a Retail associate and cashier in business to customer, business to business retail business formats.

Sr. No.	Module
	On the Job Training Modules
1	Prepare to display products
2	Label display of products
3	Arrange and maintain the display of products
2	To promote loyalty schemes to customers
3	To keep the store secure
5	To keep the store clean and hygienic
6	To work affectively in a retail team
7	To service Cash Point / POS
8	To follow point-of-sale procedures for age- restricted products
9	To process customer orders for goods
10	To process exchange/ part exchange sale transactions
11	To process payments
12	To process cash and credit transactions
13	To process returned goods

SEMESTER – II

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 201	Customer Relationship Management	4	4	3 Hrs	80 U + 20 I
DSC 202	Principles of Marketing	4	4	3 Hrs	80 U + 20 I
DSC 203	Business Environment	4	4	3 Hrs	80 U + 20 I
AEC 204	Sustainable Work Practices	3	2	3 Hrs	80 U + 20 I
VAC 205	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	3	3		
	Apprenticeship/ OJT – 2				
OJT-201	Apprenticeship in Instore Merchandising & Cashiering	24	3	3 Hrs	70 AA*+ 30 SK*
		42	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course **T:** Theory; **P:** Practical; **L:** Lab; **I:** Internal Exam; **U:** University Exam; **PR:** Project Report; **CV:** Viva-Voce Examination

DSE 201 Customer Relationship Management

Credits: 4

Subject Code: DSE 201

Hours: 60

Sr. No.	Course Objectives
1	To understand the concepts of consumer behaviour and hence need for customer relationship management
2	To identify the elements and their uses in managing customer relationship.
3	To understand the standard process and practices of providing services to the customers
Sr. No.	Course Outcomes
1	The learners will be able to explain the relationship between the consumer behaviour and customer relationship management.
2	The learners will be able to describe the elements of CRM.
3	The learner will be able apply the customer relationship management processes to service and retain customer loyalty

Unit-I	Overview of Consumer Behaviour
	Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach. Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.
Unit-II	Introduction to CRM
	Characteristics of customer touch points at the retail store and their significance wrt Sales and Customer Service, customer need identification process, process for identifying buying behavior, benefits of Customer Relationship Management (CRM) and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues
Unit-III	Elements of CRM
	Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.
Unit-IV	Customer Services
	Processes and practices of customer engagement, providing customer service in B2C and B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies

Reference Books

1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
2. Retail Sales Associate & Retail Team Leader – RASCI Course Material
3. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar
4. "Retailing: Integrated Retail Management" by Pradip Sinha Publisher: Oxford University Press
5. Retail Management: A Strategic Approach" by Barry Berman, Joel R. Evans, and Patrali Chatterjee, Publisher: Pearson

DSC 202 – Principles of Marketing

Credits: 4

Subject Code: DSC 202

Hours: 60

Sr. No.	Course Objectives
1	To understand the basic concepts, principles, tools and techniques of marketing.
Sr. No.	Course Outcomes
1	The learners will be able to know the concepts and principles of marketing and align them in the value chain along with the various marketing strategies.

Unit-I	Introduction to Marketing
	Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Selling vs. Marketing, Marketing Information System: Concept, Components, Marketing Environment: Micro and Macro, Marketing Research - Concept, Features, Process Market Segmentation: Concept, Benefits, Bases of market segmentation, Customer Relationship Management- Concept, Techniques, Market Targeting - Concept, Five patterns of Target market Selection, Complaint Management
Unit-II	Marketing Essentials
	Marketing Mix: 7P's of mix, Concept, Product- Product Decision Areas, Product Life Cycle- Concept, managing stages of PLC Branding - Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity, Packaging- Concept, Essentials of a good package, Product/Service Positioning- Concept, Strategies of Positioning, Challenges Pricing - Concept, Objectives, Factors influencing Pricing, Pricing Strategies
Unit-III	Marketing and Integrated Marketing Communication (IMC)
	Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM Integrated Marketing Communication (IMC)- Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing, Experiential Marketing, Contextual Marketing, Sales Management- Concept, Components, USP- concept, importance Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling
Unit-IV	Promotion in marketing
	Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism.

Reference Books:

1. Marketing Principles and Management-Sherleker and Pany- Himalaya Publishing House
2. Principles of Marketing. 13th edition. Pearson Education - Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and AhsanUlHaque.
3. Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi
4. Sherelakar's Marketing Management – Concepts and Cases – R. Krishnamoorthy – Himalaya Publishing House – 14th Edition – 2019
5. Marketing Management, An Indian Perspective', Second Edition (2015), Published by Biztantra, New Delhi and distributed by Wiley International.

DSC 203 - Business Environment

Credits: 4

Subject Code: DSC 203

Hours: 60

Sr. No.	Course Objectives
1	To Understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes.
2	To analyze the impact of globalization and technological advancements on business operations and strategic decision-making.
	To evaluate the ethical, legal, and sustainability dimensions of business practices within the context of local and global environments.
Sr. No.	Course Outcomes
1	The learner will be able to demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.
2	The learner will be able to assess the implications of globalization and technological advancements on business strategies and operations
3	The learner will be able to evaluate ethical, legal, and sustainability considerations in business decision-making processes across diverse local and global contexts.

Unit-I	Introduction to Business Environment
	<p>Business: Meaning, Definition, Nature & Scope, Types of Business Organizations</p> <p>Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</p> <p>Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity</p> <p>External Environment: Firm, customers, suppliers, distributors, Competitors, Society</p> <p>Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal).</p> <p>Retail Business Environment. Contribution of retail to Indian economy.</p>
Unit-II	Political and Legal Environment
	<p>Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.</p> <p>Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector, Overview of the Indian economy: growth, sectors, and trends, Contribution of the retail sector to the Indian economy, Challenges of Indian economy.</p> <p>Legal Framework for Retail Businesses: Business laws relevant to retail operations (e.g., contract law, consumer protection laws) Intellectual property rights and their significance in retail management, Compliance requirements for retail businesses in India.</p>
Unit-III	Social and Cultural Environment
	<p>Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business.</p> <p>Social and cultural factors in retail management, Significance of social and cultural dynamics in shaping consumer behavior and retail trends in India, demographic factors influencing consumer preferences and purchasing behavior in India (e.g., age, gender, income, urbanization),</p> <p>Religious and Festive Influences: Analysis of religious festivals and cultural celebrations as drivers of retail demand in India, Retail promotional strategies for leveraging festive seasons</p>

	and cultural events. Regional Diversity and Market Preferences: Overview of regional diversity in India and its implications for retail market preferences, Localization strategies for retail businesses to cater to regional tastes and preferences.
Unit-IV	Technological, Competitive and International Environment
	Technological environment: Features, impact of technology on Business Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs: Definition, meaning, merits, demerits, MNCs in India, FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India, FDI in retail sector.
Unit - V	International Retail Business Environment
	Definition and scope of international retailing, Importance of international retailing in the global economy, Evolution of international retailing, Trends and challenges in international retailing, Cultural, economic, and legal factors impacting international retailing, Understanding consumer behavior in different international markets, Regulatory frameworks and compliance issues in international retailing, Product adaptation and standardization in international retailing, Pricing strategies for international markets, Promotional strategies and advertising in diverse cultural contexts, Retail branding and positioning in the global marketplace.

Reference Books:

1. Indian Business Environment" by Francis Cherunilam
2. Business Environment" by K. Aswathappa
3. Indian Economy" by Ramesh Singh.
4. Business Environment and Law" by Abhishek Kumar
5. Business Environment and Policy" by S. K. Misra and V. K. Puri
6. Indian Business Environment: Globalization, Competitiveness, and Challenges" by H. L. Ahuja
7. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
8. S. L. Gupta & Arun Mittal, International Retailing

VAC 204 - Sustainable Work Practices in Retail Operations

Credits: 2

Subject Code: VAC 204

Hours: 30

Sr. No.	Course Objectives
1	To understand the Principles and Importance of Sustainable Retailing:
2	To analyze Sustainable Practices and Their Implementation in Retail Operations
Sr. No.	Course Outcomes
1	Learners will be able to articulate the concepts and significance of sustainability in the retail sector, demonstrating an understanding of its environmental, social, and economic dimensions.
2	Learners will be able to analyze and evaluate sustainable practices relevant to retail operations, including environmentally friendly sourcing, energy efficiency, fair labor practices, and community engagement

Unit-I	Introduction to Sustainable Retailing
	Definition and significance of sustainability in retail, Overview of environmental, social, and economic dimensions of sustainability, developing a sustainability strategy and action plan for a retail business, Integration of sustainability considerations into business decision-making processes, challenges and barriers to implementing sustainable practices, Case studies highlighting the importance of sustainability in retail operations
Unit-II	Environmental Sustainability in Retail
	Sustainable sourcing and procurement practices, Energy efficiency and waste management in retail operations, Green store design and eco-friendly infrastructure, Emerging technologies and trends driving sustainability in retail, Circular economy principles and opportunities for retailers, Case studies of innovative sustainable retailing initiatives, Communicating sustainability initiatives to consumers Eco-friendly product labeling and packaging, Strategies for educating and engaging customers on sustainable consumption
Unit-III	Social Responsibility and Ethical Practices
	Government policies and incentives for promoting sustainability in retail, Overview of environmental and social regulations affecting retail businesses, Certification standards for sustainable products and practices (e.g., Fair Trade, Organic), Fair labor practices and supply chain transparency, Diversity and inclusion initiatives in retail workforce, Community engagement and philanthropic activities
Unit-IV	Sustainable Supply Chain Management and KPIs
	Sustainable sourcing and supplier partnerships, Logistics optimization and transportation efficiency, Collaboration with suppliers for sustainability improvements, Key performance indicators (KPIs) for assessing sustainability in retail, Sustainability reporting frameworks (e.g., Global Reporting Initiative), Using data and metrics to track progress and drive continuous improvement

Reference Books:

1. Sustainability in Retailing: Concepts and Cases" by Jayashree Suresh and Deepa Dixit
2. Sustainable Retailing: Emerging Trends and Best Practices" by Cristina M. Gómez-Cruz, Gloria Estévez-Mejías, and Sandra María Sánchez-Cañizares
3. Sustainable Supply Chains: Models, Methods, and Public Policy Implications" by David L. Olson and Desheng Dash Wu
4. Corporate Social Responsibility: Challenges and Opportunities in India" by Rajeev Singh

SEC 205 – Practical on Customer Loyalty and Retention

Credits: 3

Subject Code: SEC 205

Hours: 45

Sr. No.	Course Objectives
1	To understand key concepts related to marketing, customer behavior, and relationship management impacting customer loyalty and retention
2	To provide practical insights and recommendations for enhancing customer loyalty and retention, ultimately contributing to the long-term success of the chosen business or organization.
Sr. No.	Course Objectives
1	The learners will be able to explain the impact of marketing, customer behaviour and relationship management on customer retention and loyalty.
2	The learners will be able to analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.

Unit-I	Introduction to Customer Loyalty and Retention
	Definition of customer loyalty and retention, Customer Lifetime Value (CLV): concept of CLV, impact of CLV on profits, Customer Segmentation: need for division of customers based on demographics, behavior, needs, or preferences to devise loyalty and retention strategies, Customer Satisfaction and Loyalty Models: SERVQUAL model or the Kano model, Customer Journey Mapping: correlation between touchpoints and interactions a customer has with a business throughout their lifecycle , loyalty & retention
Unit-II	Customer Retention Strategies and Tactics
	loyalty programs, personalized communication, superior customer service, and post-purchase engagement, Net Promoter Score (NPS): NPS methods NPS and its significance in assessing and improving customer loyalty, Customer Feedback and Listening: gathering, analyzing, and acting upon customer feedback, ethical considerations in customer relationships, such as privacy, transparency, fairness, and trust-building and their impact on retention
Unit-III	Practical/ OJT
	Analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships by carrying out: Background Research; Customer Data Analysis; Customer Feedback Collection; Competitor Analysis; Strategy Development; Implementation Plan; Testing and Optimization; Measurement and Evaluation; Communication and Engagement; Documentation and Reporting

Reference Books:

1. Customer Loyalty: Exploring Its Various Dimensions by Shweta Singh
2. Customer Relationship Management: A Strategic Approach by Girish V. S.
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani
Published by Pearson

OJT 201 - Apprenticeship in Instore Merchandising & Cashiering

Credits: 3

Subject Code: OJT 201

Hours: 590

Sr. No.	Objectives
1	To acquire skills of unassisted selling, receiving goods, Visual merchandising including Point of Sale (POS) operations management and cashiering
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to plan and implement visual merchandising displays whilst managing cashiering operations at the POS.

Sr. No.	Module
	On the Job Training Modules
1	To service Cash Point / POS
2	To process customer orders for goods
3	To process exchange/ part exchange sale transactions
4	To process payments
5	To process cash and credit transactions
6	To process returned goods
7	To Interpret design briefs for visual merchandising displays
8	To Procure merchandise and props to be featured in retail displays
9	To Dress in-store displays based on guidelines
10	To Dress window displays based on guidelines
11	To Evaluate and improve retail displays.
12	To Dismantle visual merchandising displays
13	To Store equipment, props and graphics for retail displays

SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management)

II YEAR

SEMESTER – III

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 301	Retail Sales Management	4	4	3 Hrs	80 U + 20 I
DSE 302	Introduction to FMCG/ FMCD Sales & Distribution	2	2	3 Hrs	80 U + 20 I
DSC 303	Fundamentals of Financial & Cost Accounting	4	4	3 Hrs	80 U + 20 I
DSC 304	Managerial Economics	4	3	3 Hrs	80 U + 20 I
SEC 305	Practical in Retail Sales Management (Practical/ Field Project/ OJT)	3	3	3 Hrs	80 U + 20 I
VAC 306	Workplace Health and Safety	1	1		
Apprenticeship/ OJT – 3					
OJT-301	Apprenticeship in Customer Relations & Sales Management	24	3	3 Hrs	70 AA*+ 30 SK*
		42	20		

SEMESTER – IV

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 401	Retail Team Management	4	3	3 Hrs	80 U + 20 I
DSE 402	Inventory and Budget Management	4	3	3 Hrs	80 U + 20 I
DSC 403	Logistics and Supply Chain Management	3	3	3 Hrs	80 U + 20 I
DSC 404	Introduction To Enterprise Resource Planning	3	3	3 Hrs	80 U + 20 I
SEC 405	Leadership Skills (Training/ OJT)	3	3	3 Hrs	80 U + 20 I
VAC 406	Introduction to Statutory and Legal framework for Retail Business Enterprises	1	1		
Apprenticeship/ OJT – 4					
OJT-401	Apprenticeship in Store Operations Management	24	4	3 Hrs	70 AA*+ 30 SK*
		42	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course;

VAC: Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal

Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

DSE 301 Retail Sales Management

Credits: 4

Subject Code: DSE 301

Hours: 60

Sr. No.	Course Objectives
1	To understand the principles and practices of retail sales management.
2	To develop effective sales strategies for diverse retail environments:
3	To apply the retail selling techniques
Sr. No.	Course Outcomes
1	Learners will be able to demonstrate a solid understanding of the fundamental concepts, theories, and techniques involved in managing sales within the retail industry.
2	Learners will be able to develop and implement sales strategies tailored to various retail formats, including brick-and-mortar stores, e-commerce platforms, and omnichannel retail environments.
3	Learners will be able to demonstrate the use of sales techniques.

Unit-I	Introduction to Retail Sales Management and Consumer Behaviour
	<p>Introduction to Retail Sales Management: Types of retail formats (e.g., department stores, specialty stores, e-commerce), Global retail trends and market size Importance of sales management in retail: Role of sales in revenue generation and customer satisfaction, Impact of effective sales management on overall retail performance, Evolution of retail sales: Historical development of retail sales practices, Emergence of modern retail concepts and strategies, Trends and challenges in retail sales management: Technological advancements and their impact on retail sales, Changing consumer preferences and shopping behaviors, Competition in the retail industry and strategies for differentiation.</p> <p>Understanding Consumer Behavior: Consumer psychology and buying behavior, psychological factors influencing consumer decisions (e.g., motivation, perception, attitudes), Social and cultural influences on consumer behavior, Factors influencing consumer purchasing decisions: Economic factors (e.g., income, price sensitivity), Personal factors (e.g., lifestyle, personality), Situational factors (e.g., time constraints, urgency), Segmentation, targeting, and positioning in retail sales: Market segmentation strategies based on demographic, psychographic, and behavioral factors, Target market selection and identification of consumer segments: Positioning strategies to differentiate products and attract target consumers</p>
Unit-II	Sales Planning and Strategy
	<p>Setting sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives, establishing realistic sales targets based on market analysis and business goals.</p> <p>Sales forecasting techniques - Time-series analysis, Regression analysis, Qualitative methods (e.g., expert opinion, market research)</p> <p>Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and-mortar stores, online retail, and omnichannel environments, Promotional strategies (e.g., discounts, loyalty programs) to drive sales and customer engagement.</p>

Unit-III	Sales Techniques and Skills
	<p>Personal selling techniques -Building rapport with customers, needs assessment and solution selling, handling objections, and closing sales, Customer Buying Cycle Vs Retail Sales Cycle.</p> <p>Effective communication in sales - Verbal communication skills (e.g., active listening, persuasive language), Non-verbal communication cues (e.g., body language, facial expressions), Written communication skills for email correspondence, proposals, etc.</p> <p>Negotiation and persuasion skills - Principled negotiation techniques, overcoming resistance and objections: types of objection handling techniques, Creating win-win outcomes for both the seller and the customer.</p> <p>Importance of product knowledge - Features, Advantages and Benefits (FAB) of products, use of FABING technique during customer interaction, techniques for product demonstration, upselling & cross selling techniques.</p>
Unit-IV	Case Studies and Presentation
	<p>Analysis of real-world retail sales management cases</p> <ul style="list-style-type: none"> • Case studies on successful sales management strategies in retail companies • Discussion of challenges faced, and lessons learned in implementing sales initiatives

Reference Books

1. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
2. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
3. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand
4. Retail Management: A Strategic Approach by Barry Berman and Joel R. Evans
5. Sales Management: Analysis and Decision Making by Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, and Charles H. Schwepker Jr.
6. The Retail Value Chain: How to Gain Competitive Advantage through Efficient Consumer Response (ECR) Strategies" by Martin Christopher, Helen Peck, and Denise Gammidge

DSE 302 FMCG/ FMCD Sales & Distribution

Credits: 2

Subject Code: DSE 302

Hours: 30

Sr. No.	Course Objectives
1	To equip with the knowledge, skills, and strategic mindset required to effectively manage territories and drive sales within the diverse and dynamic Indian FMCG/FMCD market
Sr. No.	Course Outcomes
1	Learners will be able to demonstrate the ability to strategically analyze the Indian FMCG/FMCD market, effectively plan and manage territories, optimize distribution channels, forecast sales accurately, and adapt to the evolving dynamics of the industry.

Unit-I	FMCG & FMCD Distribution
	<p>Introduction to the Indian consumer market: diversity, preferences, and behaviours, Market trends and growth opportunities in various FMCG/FMCD sectors, Regulatory framework governing FMCG/FMCD sales and distribution in India, Impact of government policies, taxation, and trade regulations on the industry.</p> <p>Product categories in FMCG / FMCD, supply chain system in FMCG /FMCD (Manufacturer, Transportationsystem, Storage, Distribution & retailing and post-sale services) , Overview of distribution channel structures in India: direct, indirect, and hybrid. Selection and evaluation of distribution partners: distributors, wholesalers, retailers. Negotiating and managing agreements with channel partners, including terms and incentives. Addressing channel conflicts such as price undercutting, territory overlaps, and brand dilution. Leveraging technology for efficient channel management and inventory control.</p>
Unit-II	Territory Planning and Distribution System Mapping
	<p>Principles of territory management and its importance in sales strategy, Techniques for defining and segmenting territories in the Indian context. Utilizing market research, data analytics, and GIS tools for territory mapping. Developing territory plans aligned with company objectives and market dynamics. Strategies for efficient route planning, covering urban and rural areas effectively. Roles & responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management.</p>
Unit-III	Sales Forecasting and Performance Evaluation
	<p>Understanding demand patterns and seasonality in the Indian market. Methods for sales forecasting: qualitative, quantitative, and hybrid approaches. Setting realistic sales targets and quotas based on territory potential and historical data. Roles and responsibilities of a FMCG salesperson (Territory, day to day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock management, order booking), objection handling and negotiation with retailers, process of effective sales calls. Monitoring and analyzing key performance indicators (KPIs) such as sales volume, market share, and distribution coverage. Performance evaluation techniques, including variance analysis and sales force effectiveness metrics.</p>

Reference Books

1. Distributor Salesman – RASCI Courseware
2. Sales and Distribution Management in the Indian Context by Pingali Venugopal

DSC 303 Fundamentals of Financial & Cost Accounting

Credits: 4

Subject Code: DSC 303

Hours: 60

Sr. No.	Course Objectives
1	To understand the basic concept of accounting practices in an organization.
2	To recognize the role of cost accountancy and cost management.
3	To describe the common practices of accounting in a department of a business organisation
Sr. No.	Course Outcomes
1	The learners will be able to understand basic accounting practices followed in business environment.
2	The learners will be able to classify cost accountancy and cost management.
3	The learner will be able to perform basic accounting practices.

Unit-I	Introduction to Financial Accounting
	Basic accounting practices in retail organisations – meaning, definition, objectives, scope, basic, terms, accounting principles in retail business, branches of accounting. uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts – Meaning, need & objectives, types of Trading Account – Meaning & need, Profit & loss Account – meaning & Need, Balance Sheet- Meaning & need. Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organisation, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits.
Unit-II	Accounting Practices
	Common practices of accounting in a department of a business organisation, Departmental accounting and role of Accountants, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet
Unit-III	Cost Accounting
	Role of cost accountancy and cost management in retail store operations, Definitions: Cost, Costing and Cost Accounting, Classification of Cost on different bases, cost Allocation and Apportionment, Cost management, Cost control

Reference Books:

1. Basics of Accounting – Jain & Narang
2. Basic of Accounting – T. S. Grewal

DSC 304 Managerial Economics

Credits: 4

Subject Code: DSC 304

Hours: 60

Sr. No.	Course Objectives
1	To understand the concepts and applications of Managerial Economics.
2	To interpret the cost dimensions in a business venture.
3	To recognise the role of pricing in markets and market structures.
Sr. No.	Course Outcomes
1	The learners will be able to understand the role of managerial economist in a firm.
2	The learners will be able to apply the knowledge of costing in decision making.
3	The learners will be able to identify and analyse market practices and process in real life.

Unit-I	Introduction to Managerial Economics
	The concepts and application of managerial economics-Meaning, Nature-Scope, relationship with other sciences & its Significance. Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.
Unit-II	Elements of Costs
	Elements of Cost-Average, Marginal & total cost, Basic cost curves-Relation between production & cost, Break Even Analysis – Break Even point-Managerial use of B.E.P. and its limitation-Factors influencing P/V decisions.
Unit-III	Elements of Pricing
	The elements of pricing, profit planning & management-Price output decisions, classification of markets-Structures and their making features, Pricing under Perfect Competition and Monopoly. Profit Planning & Management – Types of Profit, some concepts related to profit, factors determining, profit in short- & long-term Dynamics of surplus, Theory & residual claimant theory of Profit.

Reference Books:

1. Managerial Economics-A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor
2. Managerial Economics and Business Strategy, Michael Baye and Jeff Prince
3. Managerial Economics: Craig H Peterson and Jain, Pearson education
4. Managerial Economics: Vanitha Rawal, Pearson Education

SEC 305 Practical in Retail Sales Management (Practical/ Field Project/ OJT)

Credits: 3

Subject Code: SEC 305

Hours: 45

Sr. No.	Course Objectives
1	To apply the key principles and techniques of retail sales management, including customer interaction, sales strategies, and team management.
2	To apply retail sales software/tools effectively to manage inventory, analyze sales data, and enhance customer relationships.
Sr. No.	Course Outcomes
1	Learners will be able to manage retail sales operations by utilizing various tools and techniques.
2	Learners will be equipped with the knowledge and skills to formulate and implement sales strategies encompassing merchandising, promotional campaigns.

Unit-I	Introduction to Practical Retail Sales Management
	<p>Overview: Explanation of the format and objectives of practical sessions, Discussion of the importance of practical application in retail sales management education</p> <p>Introduction to retail sales management software/tools: Demonstration of common retail sales software/tools (e.g., POS systems, CRM software), Hands-on exploration of software interfaces and basic functionalities.</p> <p>Setting up mock retail sales scenarios: Role assignment for simulated sales interactions. Scenario creation: Role plays or OJT demonstration on different types of customer interactions (e.g., product inquiry, complaint handling)</p> <p>Designing and executing promotional campaigns: Planning and organizing sales events, promotional campaigns, special festive events, product launches, clearance sales.</p>
Unit-II	Customer Interaction and Sales Techniques
	<p>Role-playing exercises: Customer greetings and engagement, Students pair up and take turns practicing initial greetings and engaging customers in conversation</p> <p>Feedback session: Peer evaluation and instructor feedback on communication skills and approachability</p> <p>Demonstrating product features and benefits: Introduction to a selection of products for demonstration; Role-playing scenarios: Students take turns demonstrating product features and explaining benefits to customers</p> <p>Handling customer objections and closing sales: Identification of common objections in retail sales; Role-playing exercises: Students practice responding to objections and techniques for closing sales</p> <p>Feedback and debrief: Discussion of effective strategies and areas for improvement</p>
Unit - III	Using Retail Sales Software and Technology
	<p>Hands-on training with POS systems: Simulation exercises: Students practice processing transactions, issuing refunds, and managing inventory using POS software.</p> <p>Troubleshooting scenarios: Students troubleshoot common POS system errors and practice resolving issues.</p> <p>Introduction to CRM software for sales management: CRM software exploration: Students navigate through CRM software interfaces, input customer data, and track interactions.</p> <p>Customer segmentation exercise: Using CRM software to segment customer data and target specific customer groups for marketing campaigns.</p>

Reference Books:

1. Retail Management: Text and Cases" by Swapna Pradhan
2. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
3. Retail sales Associate: RASCI Course Material
4. Retail Team Leader – RASCI Course material

VAC 306 Workplace Health and Safety

Credits: 1

Subject Code: VAC 306

Hours: 15

Sr. No.	Course Objectives
1	To understand the importance of workplace health and safety in a retail environment and identify common hazards and risks associated with retail operations.
Sr. No.	Course Outcomes
1	Learners will be able to conduct a comprehensive risk assessment of their retail store, identifying potential hazards and proposing practical control measures to mitigate risks and ensure a safe working environment for employees and customers.

Unit-I	Introduction to Workplace Health and Safety
	Overview of workplace health and safety (WHS) regulations and standards in the retail sector Importance of WHS in a retail store environment, Responsibilities of employers, managers, and employees regarding WHS
Unit-II	Identifying Hazards in and Preventing Accidents in Retail Environments
	Common hazards in retail stores: slips, trips, and falls; manual handling; hazardous substances; electrical safety; etc. Conducting risk assessments in a retail setting, Recognizing potential hazards specific to your store layout and operations. Strategies for preventing slips, trips, and falls, Safe manual handling techniques for lifting and carrying items, Proper use of equipment and machinery, Handling and storing hazardous substances safely, personal protective equipment and their benefits
Unit - III	Emergency Preparedness and Response
	Developing emergency procedures for various scenarios (fire, medical emergencies, etc.) Importance of training employees on emergency protocols, including evacuation routes and assembly points, importance of First aid training and maintaining first aid supplies in the store
Unit IV	Workplace Health Promotion and Monitoring and Continuous Improvement
	Promoting physical and mental well-being among employees, Encouraging healthy lifestyles and stress management techniques, Implementing ergonomic principles to reduce strain and injuries, Establishing systems for regular WHS inspections and audits, Investigating incidents and near misses to identify root causes, Implementing improvements based on feedback and lessons learned.
Unit V	Additional Resources and Practical Exercises
	<ul style="list-style-type: none"> • Interactive scenarios or case studies to reinforce learning. • Guest speakers or industry experts to provide insights and best practices. • Hands-on demonstrations of safety equipment and procedures.

Reference Books:

1. Retail Management: Text and Cases" by Swapna Pradhan
2. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
3. Retail sales Associate: RASCI Course Material

OJT 301 - Apprenticeship in Customer Relations & Sales Management

Credits: 3

Subject Code: OJT 301

Hours: 660

Sr. No.	Objectives
1	To acquire skills of assisted selling, consultative selling, personalized customer service and care including standard operating procedures for sales and customer service operations within a retail store.
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to perform the role of a Retail Sales specialist in business to customer, business to business retail business formats.

Sr. No.	Module
	On the Job Training Modules
1.	Create a positive image of self & organisation in the customer's mind
2.	Demonstrate products to customers
3.	Help customers choose right products
4.	Process credit applications for purchases
5.	To allocate and check work in your team
6.	To work effectively in a retail team
7.	To work effectively in an organisation
8.	To plan visual merchandising
9.	To establish and satisfy customer needs
10.	To communicate effectively with stakeholders
11.	To organize the display of products at the store
12.	To process the sale of products
13.	To maintain the availability of goods for sale to customers
14.	To monitor and solve customer service problems

SEMESTER – IV

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 401	Retail Team Management	4	3	3 Hrs	80 U + 20 I
DSE 402	Inventory and Budget Management	4	3	3 Hrs	80 U + 20 I
DSC 403	Logistics and Supply Chain Management	3	3	3 Hrs	80 U + 20 I
DSC 404	Introduction To Enterprise Resource Planning	3	3	3 Hrs	80 U + 20 I
SEC 405	Leadership Skills (Training/ OJT)	3	3	3 Hrs	80 U + 20 I
VAC 406	Introduction to Statutory and Legal framework for Retail Business Enterprises	1	1		
Apprenticeship/ OJT – 4					
OJT-401	Apprenticeship in Store Operations Management	24	4	3 Hrs	70 AA*+ 30 SK*
		42	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course;

VAC: Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

DSE 401 Retail Team Management

Credits: 3

Subject Code: DSE 401

Hours: 45

Sr. No.	Course Objectives
1	To understand the basics of sales team management
2	To understand the principles and techniques of setting SMART sales goals, aligning them with organizational objectives, and tracking progress effectively.
3	To develop skills in designing and delivering effective sales training programs, utilizing methods such as classroom training, on-the-job coaching, and role-playing exercises.
4	To gain proficiency in conducting performance evaluations, providing constructive feedback, and implementing strategies to enhance sales team performance and productivity.
Sr. No.	Course Outcomes
1	Learners will be able to analyze sales goals, design training programs, and implement performance evaluation methods to enhance the productivity and effectiveness of retail sales teams.
2	Learners will be able develop the skills to set SMART sales goals, align them with organizational objectives, and track progress using key performance indicators, fostering a culture of accountability and continuous improvement within sales teams.
3	Learners will demonstrate the ability to evaluate sales team performance, provide constructive feedback, and implement strategies to optimize individual and team performance, contributing to overall store success in the retail industry.

Unit-I	Basics of Sales Team Management
	<p>Roles and responsibilities of a sales team leader, purpose of retail sales teams, Recruiting, training, and retaining sales personnel: Job analysis and recruitment strategies for sales positions, Training programs for sales staff (product knowledge, sales techniques), Employee motivation and engagement strategies to reduce attrition.</p> <p>Motivating and incentivizing sales teams: Incentive compensation plans (e.g., commissions, bonuses), Recognition and rewards programs for top performers, Team-building activities to foster collaboration and camaraderie.</p>
Unit-II	Sales Team Performance Management
	<p>Introduction to Retail Store Sales Team Performance Management: Importance of effective sales team performance management in retail, impact of sales team performance on overall store success, Introduction to key concepts and principles of sales team performance management, Definition of performance management in the context of retail sales teams, role of key performance indicators (KPIs) for measuring sales team performance.</p> <p>Setting Sales Team Goals and Objectives: role of goal setting in sales team performance management, Importance of goal alignment with organizational objectives, SMART (Specific, Measurable, Achievable, Relevant, Time-bound) framework for goal setting, Methods for setting SMART sales goals and objectives, identifying specific sales targets for individuals and teams, Establishing measurable mics to track progress towards sales goals, Techniques for aligning individual and team goals with organizational objectives, Ensuring clarity and transparency in goal communication, Creating a culture of accountability and ownership among sales team members.</p>

Unit-III	Sales Team Training and Development:
	<p>Identifying training needs and designing sales training programs, conducting training needs assessments to identify skill gaps, designing tailored training programs to address identified needs, Methods for delivering effective sales training.</p> <p>Classroom training: Structured sessions led by trainers covering sales techniques, product knowledge, and customer service skills,</p> <p>On-the-job training: Coaching and mentoring by experienced sales team members, Role-playing exercises: Simulated sales scenarios to practice and reinforce skills, Strategies for ongoing sales team development and skill enhancement.</p> <p>Providing continuous learning opportunities through workshops, seminars, and online training resources Encouraging self-directed learning and skill acquisition through individual development plans.</p>
Unit-IV	Team Performance Review
	<p>Introduction to performance evaluation techniques for sales teams: Purpose of performance evaluations in identifying strengths, weaknesses, and areas for improvement, Types of performance evaluation methods (e.g., self-assessment, peer assessment, manager assessment)</p> <p>Methods for conducting performance reviews and providing constructive feedback: Establishing clear evaluation criteria aligned with sales goals and objectives, conducting structured performance review meetings to discuss performance metrics and provide feedback</p> <p>Importance of regular performance feedback in driving sales team improvement: Creating a culture of continuous feedback and open communication, Recognizing and rewarding high performers while addressing performance issues promptly and constructively.</p>

Reference Books

1. Retailing Management: Principles and Practices by Gibson G. Vedamani (Recommended)
2. Sales Management: Decisions, Strategies and Cases by P. M. A. Kumar
3. Retail Management: Text and Cases by Swapna Pradhan
4. Sales Management: Concepts, Practice and Cases" by T. N. Ramanathan and Tapan K. Panda
5. Retail Manager's Handbook – Andra Wheeler
6. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou
7. Retail Team Leader – RASCI Course Material
8. Retail Department Manager – RASCI Course Material
9. Retail Store Manager – RASCI Course Material

DSE 402 Inventory and Budget Management

Credits: 3

Subject Code: DSE 402

Hours: 45

Sr. No.	Course Objectives
1	To Understand the principles and techniques of retail inventory management.
2	To Develop proficiency in inventory turnover analysis, safety stock management, and supply chain integration.
3	To Gain an understanding of budget planning, forecasting, allocation, and control techniques specific to retail operations
4	To acquire the skills to analyze financial statements, monitor budget performance, and identify variances.
Sr. No.	Course Outcomes
1	Learners will be able to develop and implement inventory management strategies resulting in enhanced customer satisfaction and increased profitability.
2	Learners will be equipped with the knowledge and skills to effectively plan, monitor, and control budgets in retail store operations to achieve financial objectives of the store

Unit-I	Inventory Management
	Importance and objectives of Inventory Management in Retail, Overview of Inventory Costs and Their Impact on Profitability, Methods of Inventory Planning: ABC Analysis, EOQ, JIT, Forecasting Techniques for Demand Prediction, Seasonal Variation and its Impact on Inventory Planning, Inventory Control Techniques: Setting Reorder Points and Safety Stock Levels, Economic Order Quantity (EOQ) Calculation and Implementation, Just-in-Time (JIT) Inventory Management and its Benefits. Inventory Classification and Categorization: ABC Analysis: Classification of Inventory Items based on Value and Frequency of Sales, Inventory Segmentation: Differentiating Inventory based on Characteristics such as Perishability and Seasonality, Product Life Cycle Management and its Impact on Inventory Classification. Inventory Reconciliation and Auditing: Regular Physical Inventory Counts and Cycle Counting Techniques, Inventory Reconciliation Processes Importance of Accuracy in Inventory Records.
Unit -II	Inventory Optimization Strategies
	Inventory Turnover Ratio and its Significance: Strategies to Reduce Excess Inventory and Dead Stock, Vendor Managed Inventory (VMI) and Consignment Inventory, Inventory Loss Prevention: Causes of Inventory Shrinkage and Losses: Implementing Inventory Security Measures, Training Staff on Inventory Control and Theft Prevention, Week 9: Technology Solutions for Inventory Management: Barcoding and RFID Technology in Inventory Tracking, Benefits of Real-time Inventory Tracking Systems, Cloud-based Inventory Management Software.
Unit-III	Managing Retail Store Budgets
	<p>Introduction to Retail Store Budget Management: Overview and importance of budget management in retail operations, role of budgeting in achieving financial goals and objectives, key budgeting terminology and concepts in retail.</p> <p>Understanding Financial Statements: interpreting income statements (profit and loss statements) in retail, revenue, cost of goods sold (COGS), and operating expenses, balance sheets in retail: assets, liabilities, and equity, cash flow statements in retail, cash inflows, outflows, and net cash flow.</p> <p>Budget Planning and Preparation: Techniques for forecasting sales in retail stores, Historical</p>

data analysis, market trends, and seasonality factors, Identifying expense categories for budgeting- Fixed expenses (e.g., rent, utilities), variable expenses (e.g., payroll, inventory), and discretionary expenses (e.g., marketing, promotions), Creating a sales budget - setting sales targets, incorporating sales forecasts, and considering factors affecting sales performance, Developing an expense budget - Allocating resources to various expense categories based on historical data and projected needs

Budget Monitoring and Control: Overview of budget monitoring and control processes, Establishing performance metrics and benchmarks, Methods for tracking actual performance against budgeted targets, Comparing actual sales and expenses to budgeted figures, Variance analysis techniques -Identifying and analyzing budget variances (favorable and unfavorable), Understanding the causes of budget variances and their implications for store operations, Implementing corrective actions-Adjusting spending plans, reallocating resources, and implementing cost-saving measures to address budget variances

Reference Books

1. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi
2. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
3. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
4. Principles of Inventory Management: When You Are Down to Four, Order More! by R. Srinivasan
5. Inventory Management: Advanced Methods for Managing Inventory within Business Systems" by John Denton
6. Financial Management for Retailers" by C.B. Gupta

DSC 403 Logistics and Supply Chain Management

Credits: 3
Hours: 45

Subject Code: DSC 403

Sr. No.	Course Objectives
1	To Understand the fundamental principles and concepts of logistics and supply chain management as they apply to the retail industry.
2	To Analyze the design and operation of retail supply chains, including transportation, warehousing, and inventory management strategies.
3	To Evaluate the role of technology, sustainability, and ethical considerations in retail logistics and supply chain management practices.
Sr. No.	Course Outcomes
1	Learners will be able to define key terms and concepts related to logistics and supply chain management in the context of retail.
2	Learners will be able to apply theoretical knowledge to analyze and optimize the design and operation of retail supply chains.
3	Learners will be able to demonstrate critical thinking skills by evaluating the impact of technology, sustainability initiatives, and ethical considerations on retail logistics and supply chain.

Unit-I	Introduction to Supply Chain Management
	Concept of Supply Chain Management - Objectives of Retail Supply Chain – Evolution of Supply Chain Management – Issues involved in developing the Supply Chain Management – Supply Chain Integration. Integrated Supply Chain Management: Vendor Management – Value Chain - Innovations in Supply Chain Management: Collaborative Planning Forecasting and Replenishment – Cross Docking.
Unit-II	Retail Supply Chain and Transportation Logistics
	Retail supply chain network design principles: Factors influencing facility location decisions in retail (proximity to markets, transportation infrastructure, labor availability, etc.) Inventory management strategies in retail: ABC analysis, Economic Order Quantity (EOQ) Just-in-Time (JIT) inventory, Vendor-managed inventory (VMI) and Collaborative Planning, Forecasting, and Replenishment (CPFR) in retail. Modes of transportation in retail logistics: Road transport, Rail transport, Air transport Sea transport, Carrier selection criteria and management strategies Last-mile delivery challenges and solutions: Delivery route optimization, Urban logistics solutions (e.g., micro-fulfillment centers), Transportation cost management techniques and optimization strategies
Unit-III	Warehousing and Distribution in Retail
	Types and functions of warehouses in retail: Distribution centers, Fulfillment centers, Cross-docking facilities, Warehouse layout and design considerations for retail operations Warehouse operations: Receiving and put-away, Order picking and packing, Shipping and dispatch. Warehouse automation technologies: Automated storage and retrieval systems (AS/RS) Robotics and automated guided vehicles (AGVs).

Unit-IV	Technology and Green Logistics in Retail
	<p>Role of information technology in retail logistics: Warehouse Management Systems (WMS) Transportation Management Systems (TMS), Enterprise Resource Planning (ERP) systems RFID and barcode technologies in retail logistics, Internet of Things (IoT) applications in retail logistics, Emerging technologies in retail logistics: Artificial Intelligence (AI) for demand forecasting and route optimization, Blockchain for supply chain transparency and traceability.</p> <p>Environmental sustainability considerations in retail logistics: Green transportation initiatives Sustainable packaging solutions,</p> <p>Ethical issues in supply chain management: Fair labor practices, Ethical sourcing, Responsible disposal of waste and returns, Corporate Social Responsibility (CSR) initiatives in retail logistics</p>

Reference Books:

1. Retail Logistics: A Study on Supply Chain Management in Organized Retail Sector in India by R. Srinivasan and K. Chandrasekaran
2. Logistics and Supply Chain Management in Retail by Prakash Chandra Sahu and Sunil Sharma
3. Supply Chain Management: Text and Cases by Janat Shah, M. Rammohan, and G. Raghuram
4. Retail Management: Principles and Practices" by Swapna Pradhan

DSC 405 Enterprise Resource Planning (E R P)

Credits: 3

Subject Code: DSC 405

Hours: 45

Sr. No.	Course Objectives
1	To outline the overall Framework of an enterprise system.
2	To understand the need for an ERP solution in a retailing organisation.
3	To describe the importance and functions of computer application system.
Sr. No.	Course Outcomes
1	The learners will be able discuss the features and factors that needs to be considered for ERP systems.
2	The learners will be able to describe the features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large).
3	The learners will be able to carry out accounting and other administrative functions of the job role on a computer.

Unit-I	Introduction to ERP
	Overarching structure of an enterprise system, evolution and utilities of Enterprise Resource Planning (ERP), risks and benefits of an ERP system, features of fundamental technology used in enterprise resourceplanning, factors that need to be considered in –Planning and designing of ERP systems; Implementation of cross functional integrated ERP systems
Unit-II	ERP Solutions and Functional modules
	Need for an ERP solution in a Retailing Organisation, characteristics and applications of ERP software solutions that are used by Small, medium and large retail organisations, e significance of Business Process Re-engineering (BPR) in ERP solutions wrt to business processes of a Retail organisation, need for business process management (BPM), fy the co-relation between ERP solution and BPM of an organisation, elements of BPM lifecycle, functional modules used in various functions & departments of a retail store (Small, Medium & Large), features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large) , the emerging trends in ERP.
Unit-III	Computer Skills
	Software and related skills required to carry out accounting and other administrative functions of the job role on a computer, importance and functions of computer applications –MS Office, Internet applications & email applications, orientation to POS software(s) in retail, Introduction to CRM software

Reference Books

1. Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses Second Edition- Dr. Jill A O'Sullivan (Author), Gene Caiola (Author)
2. Retail Store Operations A Complete Guide - 2020 Edition - by Gerardus Blokdyk (Author)

SEC 405 Leadership Skills (Training/ OJT)

Credits: 3

Subject Code: SEC 405

Hours: 45

Sr. No.	Course Objectives
1	To Understand foundational theories and models of leadership.
2	To Develop decision-making, conflict resolving and problem-solving skills essential for effective leadership.
3	Acquire practical experience through simulated leadership scenarios and on-the-job training.
4	To comprehend ethical leadership principles and professionalism in practice.
Sr. No.	Course Outcomes
1	The learners will be able to acquire knowledge of key theories and models in leadership
2	The learners will be able to make informed decisions, resolve conflicts, and solve problems.
3	The learners will be able to gain practical skills in leadership through participation in simulated leadership scenarios and on-the-job training
4	The learners will be able to explain the principles of ethical leadership.

Unit-I	Foundations of Leadership
	Introduction to leadership theories (trait, behavioral, contingency, transformational, etc.) Understanding different leadership styles and their applications, Practical Exercise: Self-assessment of leadership style and reflection.
Unit-II	Decision-Making and Problem-Solving
	Decision-Making Models: Rational decision-making model, Bounded rationality model Intuitive decision-making, Practical Exercise: Case studies to apply different decision-making models. Problem-Solving Strategies: Define the problem and gather information, generate alternative solutions, Evaluate and select the best solution, Practical Exercise: Group problem-solving activities with real-world scenarios
Unit-III	Conflict Resolution and Negotiation
	Identifying Sources of Conflict: Task-related conflicts, Relationship conflicts, Process conflicts Practical Exercise: Role-playing scenarios to identify and analyze different types of conflicts. Conflict Resolution Techniques: Collaborative problem-solving, Compromise and negotiation Mediation and arbitration. Practical Exercise: Role-playing conflict resolution scenarios with feedback sessions
Unit IV	Ethical Leadership
	Ethical Leadership Principles: Integrity and honesty, Respect for others, Accountability and transparency, empathy Practical Exercise: Case studies and discussions on ethical dilemmas in leadership.
Unit V	Coaching and Providing Feedback
	Introduction to Coaching and Feedback: Overview of coaching and feedback, Importance of coaching and feedback in the workplace, Understanding the coaching process, Setting expectations for the course. Principles of Effective Coaching: Active listening and empathy, Asking powerful questions Providing constructive feedback, Role-playing exercises on coaching conversations Giving Feedback Effectively: Components of effective feedback, Feedback models (e.g., SBI -

Situation-Behavior-Impact), Practice sessions on giving and receiving feedback, Tips for delivering feedback with empathy and clarity, Coaching Techniques and Strategies: Goal setting and action planning, Coaching for performance improvement, Handling resistance and difficult conversations, Role-playing scenarios on coaching challenges. Application and Action Planning: Reflecting on key learnings, identifying opportunities for applying coaching and feedback skills with peers, Creating individual action plans for ongoing development.
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Reference Books:

1. "Leadership: Theory and Practice" by Dr. R.K. Uppal and Dr. Preeti Uppal
2. Management Decision Making: Concepts, Methods and Cases" by Dr. P. K. Vijayan and Dr. S. N. Mukherjee
3. Conflict Management: A Practical Guide to Developing Negotiation Strategies
4. Ethics in Management: Concepts and Cases" by Dr. R.P. Singh
5. Indian Corporate Ethics" by Dr. R. Balasubramaniam
6. Managerial Coaching Skills: A Practical Guide" by Dr. Sangeeta Shankar and Dr. Renuka Kamath
7. Effective Feedback Skills" by Dr. S.K. Mandal
8. Feedback: Giving, Seeking and Using" by Dr. Rashmi Kathuria and Dr. Kirti Sharma

VAC 406 Introduction to Statutory and Legal framework for Retail Business Enterprises

Credits: 1
Hours: 15

Subject Code: VAC 406

Sr. No.	Course Objectives
1	To understand the foundational legal principles and regulatory requirements governing retail business enterprises.
2	To analyze and apply statutory regulations to ensure legal compliance and ethical business practices in the retail sector.
3	To evaluate risk factors and devise proactive measures to manage legal liabilities and resolve disputes effectively within a retail business context.
Sr. No.	Course Outcomes
1	Learners will demonstrate the ability to identify and adhere to legal and regulatory requirements pertinent to retail business operations.
2	Learners will apply legal principles and ethical considerations to resolve practical challenges and mitigate risks within the retail sector.
3	Learners will analyze the impact of statutory regulations on retail business strategies and develop proactive measures to ensure compliance and minimize legal liabilities.

Unit-I	Legal Foundations
	<p>Introduction to Legal Framework- Overview of legal systems and sources of law (common law, statutes, regulations), Importance of legal compliance in retail business enterprises, Business Structures and Registrations - Different types of business structures (sole proprietorship, partnership, corporation), Registration requirements and procedures for retail businesses, Pros and cons of each business structure. Contracts and Agreements - Basics of contract law relevant to retail business transactions.</p> <p>Common types of contracts in retail (leases, vendor agreements, employment contracts). Key elements of a valid contract and potential pitfalls - Intellectual Property</p> <p>Overview of intellectual property rights (trademarks, copyrights, patents), Importance of protecting intellectual property in retail businesses, Strategies for safeguarding intellectual property rights.</p>
Unit-II	Compliance and Regulations
	<p>Employment Law - Employment standards, regulations, and obligations in the retail sector, Worker classifications, wages, working hours, and benefits, Discrimination and harassment laws applicable to retail businesses.</p> <p>Consumer Protection Laws - Overview of consumer rights and responsibilities, Regulations governing product safety, labeling, and advertising, Handling customer complaints and disputes, Health and Safety Regulations - Workplace health and safety requirements for retail establishments, OSHA (Occupational Safety and Health Administration) regulations, Creating a safe environment for employees and customers Environmental Regulations - Environmental considerations in retail operations, Waste management, recycling, and pollution control regulations, Sustainable practices and compliance with environmental laws..</p>

Unit-III	Risk Management and Compliance
	<p>Data Protection and Privacy - Overview of data protection laws relevant to retail businesses, Handling customer data, privacy policies, and GDPR compliance (if applicable). Taxation and Financial Regulations - Tax obligations for retail businesses (sales tax, income tax), Tax planning strategies and compliance best practices.</p> <p>Licensing and Permits - Types of licenses and permits required for retail operations. Application processes, renewal procedures, and compliance checks, Consequences of operating without necessary licenses or permits, Risk Management and Insurance-Identifying and mitigating risks in retail operations, Types of insurance coverage (liability insurance, property insurance), Importance of risk management strategies for business continuity, Legal Challenges and Dispute Resolution - Common legal issues faced by retail businesses (contract disputes, liability claims), Methods of dispute resolution (litigation, arbitration, mediation)</p>

Reference Books:

1. Retail Management: Principles and Practices by Swapna Pradhan
2. Legal Aspects of Business by Akhileshwar Pathak
3. Business Laws for Retail Managers by K.R. Bulchandani
4. Legal Environment of Business in India by Tulsian

OJT 401 - Apprenticeship in Store Operations Management

Credits: 4

Subject Code: OJT 401

Hours: 660

Sr. No.	Objectives
1	To acquire skills of managing team and departmental operations of the store
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to lead a team and manage operations of the department.

Sr. No.	Module
	On the Job Training Modules
1.	To help maintain health and safety
2.	To allocate and check work in your team
3.	To work effectively in a retail team
4.	To work effectively in an organisation
5.	To plan visual merchandising
6.	To establish and satisfy customer needs
7.	To monitor and manage store performance
8.	To provide leadership for your team
9.	To build and manage store team
10.	To develop individual retail service opportunities
11.	To communicate effectively with stakeholders
12.	To manage a budget

SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management)

III YEAR

SEMESTER – V

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 501	Omni Channel Retailing	4	3	3 Hrs	80 U + 20 I
DSE 502	Retail Entrepreneurship	3	3	3 Hrs	80 U + 20 I
DSC 503	Social Media Marketing and Advertising	4	3	3 Hrs	80 U + 20 I
AEC 504	Strategic Productivity Management	4	3	3 Hrs	80 U + 20 I
AEC 505	Strategic Marketing Research: Enhancing Decision-Making Ability	3	3	3 Hrs	80 U + 20 I
Apprenticeship/ OJT – 5					
OJT-501	Apprenticeship in Store Operations Management	24	5	3 Hrs	70 AA*+ 30 SK*
		42	20		

SEMESTER – VI

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
OJT-601	Apprenticeship in Store Operations Management	48	20	3 Hrs	70 AA*+ 30 SK*
		42	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

DSE 501 E-Commerce & Omni Channel Retailing

Credits: 3

Subject Code: DSE 501

Hours: 45

Sr. No.	Course Objectives
1	To develop a comprehensive understanding of E-commerce & Omni Channel Retailing, including its principles, technologies, and strategies.
2	Identify the practical skills required to utilize data analytics, customer engagement techniques, and emerging technologies.
Sr. No.	Course Outcomes
1	Learners will be able to apply effective omni channel retailing strategies to enhance customer satisfaction and loyalty across various touchpoints.
2	The Learners will be proficient in leveraging data analytics and emerging technologies to drive innovation and sustainable growth in retail businesses.

Unit-I	
	<p>Definition of e-commerce and online retailing, models of online retailing, factors impacting online retailing, pros & cons of online retailing, future of online retailing in India and cross border trade</p> <p>Introduction to E-commerce & Omni Channel Retailing</p> <p>Understanding Omni Channel Retailing: Definition and Evolution, Importance in Modern Retail Key Concepts and Components,</p> <p>Consumer Behaviour in Omni Channel Retailing: Shifting Consumer Expectations, Omnichannel Shopping Journeys, Impact of Technology on Consumer Behaviour.</p> <p>Benefits and Challenges of Omni Channel Retailing: Advantages for Retailers and Consumers Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies</p>
Unit-II	Technology and Infrastructure
	<p>Digital Platforms and Integration: E-commerce Platforms, Mobile Apps and Responsive Websites, CRM Systems and Data Integration</p> <p>Inventory Management Systems: Centralized vs. Decentralized Inventory, Order Fulfilment Processes, Inventory Optimization Techniques</p> <p>Payment and Security Systems: Secure Payment Gateways, Fraud Detection and Prevention, Compliance with Payment Regulations.</p>
Unit-III	Marketing and Customer Engagement
	<p>Omni Channel Marketing Strategies: Personalization Techniques, Content Marketing Across Channels, Social Media Integration</p> <p>Customer Relationship Management (CRM): Building Customer Profiles, Loyalty Programs and Rewards, Retargeting and Remarketing Strategies</p> <p>Customer Service and Support: Multi-channel Customer Service, Chatbots and AI in Customer Support, Handling Returns and Exchanges.</p>

Unit-IV	Data Analytics and Insights
	<p>Data Collection and Analysis: Omni Channel Data Sources, Data Analytics Tools and Techniques, Predictive Analytics for Retail</p> <p>Customer Insights and Segmentation: Customer Journey Mapping, Segmentation Strategies, Behavioural Analytics</p> <p>Performance Measurement and KPIs: Key Performance Indicators (KPIs) in Omni Channel Retailing, Dashboards and Reporting Tools, Continuous Improvement Processes.</p>
Unit V	Future Trends and Innovations
	<p>Introduction to Emerging Technologies in Retail: AI and Machine Learning Applications, Augmented Reality (AR) and Virtual Reality (VR) in Retail, Internet of Things (IoT) in Retail Operations</p> <p>Globalization and Cross-border Retailing: Cross-border E-commerce Trends, Localization Strategies, Regulatory and Legal Considerations</p>

Reference Books

1. Omni-Channel Retailing: The Complete Guide to Effective Omnichannel Retailing" by Tim Peter and Jennifer Kubal
2. Omni-Channel Retailing: How to Build Winning Stores in a Digital World" by Chris Adkins and Holger Schmidt
3. Retail Management: A Strategic Approach" by Swapna Pradhan
4. E-tailing" by Ashok Kumar Gupta

DSE 502 Retail Entrepreneurship

Credits: 3

Subject Code: DSE 502

Hours: 45

Sr. No.	Course Objectives
1	To develop a comprehensive understanding of the retail industry in the Indian context and the key factors that contribute to entrepreneurial success within this sector.
2	To knowledge across various aspects of retail entrepreneurship, including business planning, financial management, marketing strategies, and customer relationship management, to launch and sustain a successful retail venture.
Sr. No.	Course Outcomes
1	The learner will demonstrate the ability to develop a viable retail business plan tailored to the Indian market.
2	The Learner will be able to apply effective marketing techniques and customer relationship management strategies to attract and retain customers.

Unit-I	Foundations of Entrepreneurship Development
	<p>Entrepreneurship: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Importance of entrepreneurship in the economy, significance of growth of entrepreneurial activities, Key traits, and characteristics of successful entrepreneurs Differences between entrepreneurs and employees.</p> <p>(Case study Mr Kishore Biyani: future group; Mr. Radhakrishna Damani: DMart)</p> <p>Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Leibenstein</p> <p>External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs in innovation and job creation</p> <p>Case Study.</p>
Unit-II	Types & Classification of Retail Entrepreneurs
	<p>Classification based on Business Model: Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners.</p> <p>Classification based on Product Focus: Specialty retailers, Convenience store owners, E-commerce niche entrepreneurs, multi-category retailers</p> <p>Classification based on Scale: Small-scale local retailers, Regional retail chains, National retail brands</p> <p>Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nair)</p> <p>Social entrepreneurship–concept, development of Social, entrepreneurship in India. Importance and Social responsibility of NGO's. (Case study Sumita Ghose: Rangasutra ;Ajaita Shah Frontier Markets)</p>
Unit-III	Business Plan
	<p>Identifying Business Opportunities: Market research and analysis, Identifying niche markets and target customers, SWOT analysis for retail business</p> <p>Legal and Regulatory Framework: Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations</p>

	<p>Business Plan Development: Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting.</p> <p>Financial Management: Basics of accounting for retail businesses, Cash flow management, Pricing strategies and profit margins</p> <p>Funding Options for Retail Ventures: Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors</p>
Unit-IV	Marketing and Operations
	<p>Marketing Strategies for Retail: a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting</p> <p>Customer Relationship Management (CRM): Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback</p> <p>Branding and Promotions: Brand building strategies for retail businesses, Promotional campaigns and events, Public relations for retail entrepreneurs.</p> <p>Managing Operations: Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-Commerce.</p> <p>Evaluating Performance and Continuous Improvement: Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement</p>

Reference Books

1. Retail Management: Text and Cases" by Swapna Pradhan
2. NVR Naidu and T.Krishna Rao, " Management and Entrepreneurship", IK Int Pub House, New Delhi, 2014
3. S Anil Kumar, "Small Business and Entrepreneurship", IK Int Pub House, New Delhi, 2008
4. Balraj Singh, "Entrepreneurship Development", Wisdom, Delhi, 2005
5. Timmons and Spinelli, "New Venture Creation: Entrepreneurship for 21st Century", TMH, ND
6. Newman, Andrew J. and Peter Cullen Retailing Environment and Operations, Thomson Learning, India, 2010
7. C.V. Bakshi, "Entrepreneurship Development", Excel Publications

DSC 503 Social Media Marketing and Advertising

Credits: 3

Subject Code: DSE 502

Hours: 45

Sr. No.	Course Objectives
1	To understand the principles and practices of social media marketing and advertising
2	To create marketing and advertising campaigns on social media platforms
Sr. No.	Course Outcomes
1	The learners will be able to acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns,

Unit-I	Digital Marketing Foundations& Content Marketing
	<p>Digital Marketing Strategy - Exploring Digital Marketing - Starting with the Website - Foundations of Analytics - Search Engine Optimization - Search and Display Marketing - Social Media Marketing - Video Marketing.</p> <p>Email marketing tools and setup - Email marketing segmentation, personalization and mobile friendly design</p> <p>Content marketing foundations - Blogs for content marketing - Content marketing for staying relevant - Newsletters for content marketing - Mobile marketing foundations. Introduction to social media advertising platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.)</p> <p>Overview of advertising formats (carousel ads, video ads, sponsored posts, etc.)</p>
Unit-II	Social Media Strategy for Marketing and Advertising
	<p>Social media tools and platforms for marketing, segmenting audience for each different tool and platform, considerations for selecting social media tool/ platform. types of promotional campaigns on social networking sites, reasons to use promotional campaigns on social networking sites, Definition of digital vouchers, potential uses of digital vouchers, disadvantages of digital vouchers, overcoming the barriers of using digital vouchers for acquisition and retention of customer, methods of managing a digital voucher system, measuring the effectiveness of a digital voucher campaign. factors to consider when creating social networking site adverts, importance of identifying the required outcomes from the social networking advertising campaigns, advantages of running more than one advertising campaign in parallel on the same social networking site, reasons for failure of social networking advertising campaign might fail. methods of monitoring social networking site advertising campaigns, changes that might be required for a social networking advertising campaign based on monitoring results.</p>
Unit-III	Creating Social Media Marketing and Advertising Campaigns
	<p>Identifying target customer base, social media guidelines, policies and procedures required to be followed with respect to- Promotional content, providing service to customer, Resolving customer complaints and privacy.</p> <p>policies and procedures for publishing images and any content of others, characteristics of amenable and appealing, principles of positive and professional online communications, approaches to deal negativity, complaints, and conflicts on social media.</p> <p>Practical Exercise on: Uploading types of files (pdf, images, videos etc), Insert formatted text, Monitoring activities and comments of prospects/ customers, using alerts and responding to alerts, Responding to comments of customers.</p>

Reference Books

1. Social Media Marketing: Principles and Strategies" by Anmol Madan
2. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media" by Laxmi Publications
3. Social Media Marketing: Concepts and Applications" by SAGE Publications India Pvt Ltd

AEC 504 Strategic Productivity Management

Credits: 3

Subject Code: AEC 504

Hours: 45

Sr. No.	Course Objectives
1	To understand Retail Math and performance analysis methods to determine business performance of the store and suggest improvements measures.
2	To acquire work planning, time management skills including lateral thinking ability to stay productive at workplace.
Sr. No.	Course Outcomes
1	The learners will be able to apply analytical skills and recommend measures to improve store performance
2	The Learners will be able to apply time management skills and lateral thinking to stay productive at workplace.

Unit-I	Retail Math and Performance Analysis
	<p>Definition of - GMROL / GMROF / GMROI (gross margin return on Labour / gross margin return on selling feet / gross margin on inventory), merchandise intensity & service intensity, conversion rate, average transaction & items per invoice, application of GMROL / GMROF / GMROI to improve the sales in a store, KPIs to monitor and measure store performance, methods and policies to collect KPI data, techniques used to analyse and draw conclusions from data, formats for reporting data analysis.</p> <p>Analytical and statistical techniques to analyse the curated data and determine the below: customer behaviour and insights, Store business performance, Trends of data, Impact of internal and external factors on business, Use the findings to prepare a SWOT report and provide recommendations for improvement.</p>
Unit-II	Work Planning and Time Management
	<p>Concept of Work planning, Planning & Organizing Tools & Practices, work 'Priority Matrix', concept of procrastination and reasons for the same, find out your work leisure quotient – Psychometric test, Art of Delegation, of saying professional 'No', time log sheet and its uses</p>
Unit-IV	Lateral Thinking
	<p>Overview of Lateral Thinking: Definition and principles of lateral thinking, Contrasting lateral thinking with vertical thinking, Importance of lateral thinking in problem-solving and creativity</p> <p>Applying Lateral Thinking in Problem-Solving: The role of perception in problem-solving, Identifying and reframing problem statements, Creative Idea Generation, Brainstorming techniques for generating creative ideas, encouraging divergent thinking and exploring unconventional solutions.</p> <p>Overcoming Mental Blocks: Identifying and challenging common assumptions Techniques for breaking free from mental models and cognitive biases Creative Problem Exploration, exploring multiple perspectives and viewpoints Leveraging analogies, metaphors, and lateral connections.</p> <p>Practical Applications of Lateral Thinking - Case Studies- Analysis of real-world examples where lateral thinking led to innovative solutions, Discussion on the application of lateral thinking in various fields (business, science, arts, etc.), Group activities or scenarios where participants apply lateral thinking techniques to solve complex problems.</p> <p>Feedback and reflection on the effectiveness of lateral thinking approaches</p>

Reference Books

1. Retail Management: Text and Cases" by Swapna Pradhan
2. Getting Things Done: The Art of Stress-Free Productivity" by David Allen
3. Lateral Thinking: Creativity Step by Step" by Edward de Bono
4. Six Thinking Hats" by Edward de Bono

AEC 505 Strategic Marketing Research: Enhancing Decision-Making Ability

Credits: 3
Hours: 45

Subject Code: AEC 505

Sr. No.	Course Objectives
1	To enhance the decision-making ability of the learners with market research techniques and implement their own ideas for developing business.
Sr. No.	Course Outcomes
1	The learners will be able to conduct market research and implement business improvement measures at the workplace.

Unit-I	Dynamics of Marketing Research
	Introduction, Meaning of Research - Research Characteristics - Various Types of Research - Marketing Research and its Management - Nature and Scope of Marketing Research – Marketing, Research in the 21st Century (Indian Scenario) - Value and Cost of Information.
Unit-II	Planning Research
	Introduction - Research Process: An Overview - Formulation of a Problem - Research Methods, Research Design - Data Collection Methods - Sample Design - Data Collection - Analysis and Interpretation - Report Writing.
Unit-III	Data Collection: Sources And Methods
	Introduction - Meaning and Nature of Secondary Data - Advantages of Secondary Data - Drawbacks of Secondary Datatypes of Secondary Data Sources - Primary Data and its Types.
Unit – IV	Applications Of Marketing Research
	Introduction - Consumer Market Research - Business-to-Business Market Research – Product Research - Pricing Research - Motivational Research - Distribution Research – Advertising Research - Media research - Sales Analysis and Forecasting - Data Mining.
Unit – V	Recent Trends In Marketing Research
	Introduction - Marketing Information System and Research - Online Marketing Research - Recent Trends in Marketing Research - Research in Lifestyle Retail - Marketing Research and Social Marketing - Rural Marketing Research - Trends in Services Marketing Research – Brand Equity Research - International Marketing and Branding Research

Reference Books

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall
3. Naresh K. Malhotra, MARKETING RESEARCH: AN APPLIED ORIENTATION, Pearson Education, Asia
4. Paul E. Green & Donald S. Tull, RESEARCH FOR MARKETING DECISIONS. PHI Learning Private Limited, New Delhi, 2009
5. Donald R. Cooper & Schindler, MARKETING RESEARCH CONCEPT & CASES, Tata McGrawHill Publishing Company Limited, new Delhi, 2006
6. S.C. Gupta, MARKETING RESEARCH, Excel Books India, 2007

OJT 601 – Apprenticeship in Retail Store Operations Management

Credits: 20

Subject Code: OJT 601

Hours: 1035

Sr. No.	Objectives
1	To acquire skills of managing store operations
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to manage retail operations at the store.

Sr. No.	Module
	On the Job Training Modules
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders
9	To monitor and manage store performance
10	To provide leadership for your team
11	To build and manage store team
12	To develop individual retail service opportunities
13	To manage a budget
14	Optimize inventory to ensure maximum availability of stocks and minimized losses
15	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
16	Manage sales and service delivery to increase store profitability
17	Check and confirm adherence to visual merchandising plans
18	Manage overall safety, security and hygiene of the store
19	Implement promotions and special events at the store
20	Manage human resources at the store through manpower planning, recruitment, training and performance management
21	Conduct price benchmarking and market study of competition

SEMESTER – VI

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
OJT-601	Apprenticeship in Store Operations Management	48	20	3 Hrs	70 AA*+ 30 SK*
		48	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course;

VAC: Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal

Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

OJT 601 – Apprenticeship in Retail Store Operations Management

Credits: 20

Subject Code: OJT 601

Hours: 1080

Sr. No.	Objectives
1	To acquire skills of managing store operations
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to manage retail operations at the store.

Sr. No.	Module
	On the Job Training Modules
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders
9	To monitor and manage store performance
10	To provide leadership for your team
11	To build and manage store team
12	To develop individual retail service opportunities
13	To manage a budget
14	Optimize inventory to ensure maximum availability of stocks and minimized losses
15	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
16	Manage sales and service delivery to increase store profitability
17	Check and confirm adherence to visual merchandising plans
18	Manage overall safety, security and hygiene of the store
19	Implement promotions and special events at the store
20	Manage human resources at the store through manpower planning, recruitment, training and performance management
21	Conduct price benchmarking and market study of competition

MODEL QUESTION PAPER FOR B.Com (Retail Operations Management)

Time:3Hours

(Max Marks-80)

SECTION-A

Answer any five questions

(5X4=20Marks)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION - B

II. Answer the following questions

(4X15=60)

9. a)

OR

b)

10. a)

OR

b)

11. a)

OR

b)

12. a)

OR

b)

B. Com in Retail Operations Management

(A Three-Year Degree Apprenticeship Program)

Linear Mode



<<Linear Mode: Applicable for Colleges wherever the apprenticeship is provided only in the 3rd Year of the UG Programme>>

Program Overview

India is going to have the largest working age population in the world by 2030, but gainful employment for general stream students is a major challenge. Improving the employability of these students requires a new vision with curricula support for employment. Apprenticeship has a prominent role to play in equipping students across higher education, with industry relevant skills. This is one of the most effective ways to develop skilled manpower for the country. It provides industry based, practice oriented and outcome-based learning, enabling students to demonstrate professional abilities for potential employment and growth.

B. Com in Retail Operations Management is a Apprenticeship Embedded Degree Program designed by Retailers Association's Skill Council of India (RASCI). The program is a judicious mix of professional education in the form of apprenticeship along with General and Retail Operations Management education on the principles of dual learning methodology.

B. Com in Retail Operations is an Apprenticeship Embedded Degree Programme (AEDP) curated in consultation with experts from Industry and Academia. The curriculum is dovetailed with the general subjects taught under any commerce undergraduate programme whilst necessary skill training that is required to perform roles in Modern Retail environment is embedded in the form of stipend-based apprenticeship/ on-the-job training (OJT). On The Job training will be delivered in the live retail business environments under the guidance, training and coaching from the managers of various Retail Industry Partners of RASCI. Therefore, the AEDP programme is designed to achieve hybrid outcomes to pave a well guided path for a fresh graduate to obtain a job after completion of the programme whilst fast tracking her/ his career progression.

B. Com in Retail Operations Management						
Linear Mode: Apprenticeship only in the 3rd Year of the UG Programme						
		Course Title	No of Papers	No of Hours	No of Credits	Courses Credits
Semester I			6	300	20	20
Skill Courses	DSE	Introduction to Retail Operations	1	30	2	5
		In Store Cashiering and Merchandising Operations	1	45	3	
Core Courses	DSC	Business Communication & Basic Office IT Applications	1	60	4	8
		Business Organisation and Management	1	60	4	
General Courses	AEC	Teamwork	1	30	2	7
	VAC	Ancient Trade and Principles of Chanakya's Management	1	30	2	
		Workplace Health and Safety		15	1	
		Sustainable Work Practices		30	2	
Semester II			6	300	20	20
Skill Courses	DSE	Customer Relationship Management	1	60	4	6
		Introduction to FMCG/ FMCD Sales & Distribution	1	30	2	
Core Courses	DSC	Principles of Marketing	1	60	4	11
		Business Environment	1	60	4	
		Social Media Marketing and Advertising	1	45	3	
General Courses	SEC	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	1	45	3	3
Semester III			6	300	20	20
Skill Courses	DSE	Retail Sales Management	1	60	4	7
		E-Commerce & Omni Channel Retailing	1	45	3	
Core Courses	DSC	Fundamentals of Financial & Cost Accounting	1	60	4	7
		Managerial Economics	1	45	3	
General Courses	SEC	Practical in Retail Sales Management (Practical/ Field Projects/OJT)	1	45	3	6
	AEC	Strategic Productivity Management	1	45	3	
Semester IV			6	315	20	20
Skill Courses	DSE	Retail Team Management	1	45	3	9
		Inventory and Budget Management	1	60	4	
		Retail Entrepreneurship	1	45	3	
Core Courses	DSC	Logistics and Supply Chain Management	1	60	3	7
		Introduction To Enterprise Resource Planning	1	45	3	
General Courses	SEC	Leadership Skills (Training/ Coaching and OJT Mode)	1	45	3	4
	VAC	Introduction to Statutory and Legal framework for Retail Business Enterprises		15	1	
Semester V			1	555	20	20
Core Courses	AEC	Strategic Marketing Research: Enhancing Decision-Making Ability	1	45	3	3
Apprenticeship	OJT	Apprenticeship in Retail Store Operations	1	510	17	17
Semester VI			1	600	20	20
Apprenticeship	OJT	Apprenticeship in Retail Store Operations	1	600	20	20
Grand Total			26	2,370	120	120

SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management) I YEAR

SEMESTER – I

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 101	Introduction to Retail Operations	4	2	3 Hrs	80 U + 20 I
DSE 102	In Store Merchandising and Cashiering Operations	4	3	3 Hrs	80 U + 20 I
DSC 103	Business Communication Skill & Basic IT Applications	4	4	3 Hrs	80 U + 20 I
DSC 104	Business Organisation and Management	4	4	3 Hrs	80 U + 20 I
AEC 105	Teamwork	3	2	3 Hrs	80 U + 20 I
VAC 106	Ancient Trade and Principles of Chanakya's Management	3	2	3 Hrs	80 U + 20 I
VAC 107	Workplace Health and Safety	2	1		
VAC 108	Sustainable Work Practices	3	2		
		23	20		

SEMESTER – II

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 201	Customer Relationship Management	4	4	3 Hrs	80 U + 20 I
DSE 202	Introduction to FMCG/ FMCD Sales & Distribution	3	2		
DSC 203	Principles of Marketing	4	4	3 Hrs	80 U + 20 I
DSC 204	Business Environment	4	4	3 Hrs	80 U + 20 I
DSC 205	Social Media Marketing and Advertising	4	3	3 Hrs	80 U + 20 I
VAC 206	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	4	3	3 Hrs	80 U + 20 I
		23	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course **T:** Theory; **P:** Practical; **L:** Lab; **I:** Internal Exam; **U:** University Exam; **PR:** Project Report; **CV:** Viva-Voce Examination

DSE 101- Introduction to Retail Operations

Credits: 2

Subject Code: DSE 101

Hours: 30

Sr. No.	Course Objectives
1	To familiarize with retail store operations
2	To evaluate the processes followed for servicing customers at Point of Sale (POS)
3	To identify the processes and best practices to ensure security at retail stores
Sr. No.	Course Outcomes
1	The learners will be able to comprehend various functions under store operation processes.
2	The Learners will be able to explain the processes related to customer service at POS
3	The students will be able to identify the systems & protocols followed to ensure store security.
Unit 1	Introduction to Retail Store Operations
	Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organisation under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain, Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories(food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimizing loss of stock quality and quantity.
Unit II	Servicing at Cash Point/ POS (Point of Sale)
	Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures - Process of resolving the problems that can occur in routine cash point operations and transactions -Procedures of handling customers and complaints at the POS. Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer
Unit-III	Maintaining Store Security
	The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise. Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store – such as soft tags, hard tags, RFID along with its uses and applications.

Reference Book:

1. Retail Trainee Associate by RASCI publication
2. Retail Cashier RASCI publication
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
5. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill.

DSE 102- In Store Cashiering & Merchandising Operations

Credits: 3

Subject Code: DSE 102

Hours: 45

Sr. No.	Course Objectives
1	To learn the best practices of displaying products for sale and provide basic assistance to customers in the stores
2	To comprehend the processes associated with processing customer orders and exchanges
3	To identify the processes related to processing customer payments and goods return
Sr. No.	Course Outcomes
1	The learners will be able to explain the best practices used to display products for sale
2	The learners will be able to explain the process associated with fulfilling customer orders, processing payments and goods return

Unit-I	Preparing Products for Sale & Customer Assistance
	Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale, Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships.
Unit-II	Processing Customer Orders and Exchanges
	Procedures of processing customer orders - Identify and resolve problems while processing customer orders - - the importance of protecting confidentiality of the customer information - - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange Consequences of not checking the ownership of the items.
Unit-III	Processing Customer Payments and Goods Return
	Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers. The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits - the process of checking customer accounts effectively - the process to identify overdue payments and customers who have gone over their credit limits. The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
4. Swati Bhalla & Anuraag Singha, Visual Merchandising
5. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
6. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

DSC 103- Business Communication Skill & Basic IT Applications

Credits: 4

Subject Code: DSC 103

Hours: 60

Sr. No.	Course Objectives
1	To Identify the role of business communication skills to excel in profession and workplace environment
2	To explain various elements and methods of effective business communication.
3	To augment business communication skills and IT applications seamlessly at workplace
Sr. No.	Course Outcomes
1	The learner will be able to apply business communication skills to achieve proficiency in communication with different stakeholders at workplace.

Unit-I	Theory of Communication
	Definition and purpose of communication, methods of communication (verbal & non-verbal) and when to use them, Principles & characteristics of effective communication, the reasons for barriers in communication- the solutions to typical communication barriers- Physical/Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to overcome these, Barriers. Impact of technological advancements on Communication Types- Internet, Blogs, E-mails, Moodle, social media (Facebook, Tweeter & WhatsApp), Advantages and Disadvantages
Unit-II	Workplace Communication
	The need for business communication- the methods to practice Business communication skills at workplace. Channels-- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine Methods: Verbal and Nonverbal. Characteristics of verbal and Non-verbal Communication. Verbal communication: elements of verbal communication- voice, pitch, tone, intonation semantics. Non-verbal: the right usage of body language, expression, eye contact. Importance of effective listening skills- Importance of Listening Skills, Obstacles to listening, cultivating good Listening Skills
Unit-III	Business Correspondence
	Theory of Business Letter Writing -- Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block, Effective Letter Writing, effective Email Writing, Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation
Unit-IV	Meetings & Report Writing
	Meetings – Plan, Prepare, Organise, Conduct & Report. (Online & Physical meetings) Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, writing proposals, Presentations, Group Discussion, Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension, Oral Communication - one to one, one to many, delivering business presentations, listening comprehension.
Unit- V	Basic IT Applications for Office Management
	Introduction to Basic Computer Skills: Overview of the course objectives and expectation Introduction to computer hardware and software components, Basic computer operation Powering on/off, using the mouse and keyboard, navigating the desktop. Introduction to Microsoft Windows: Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings. Microsoft Word Basics: Introduction to Microsoft Word, Creating and formatting documents: Te

	formatting, paragraph formatting, page layout, working with tables and images, Saving, printing, and sharing documents Microsoft Excel Basics: Introduction to Microsoft Excel, Creating and formatting spreadsheet Entering data, formatting cells, using basic formulas, Working with rows, columns, and sheets Saving, printing, and sharing spreadsheets
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Reference Books:

1. Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.
2. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
3. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
4. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper
5. Business Communication, Raman – Prakash, Oxford
6. Business Communication, Krizan, Thomson, 5. Understanding Human Communication, Adler R Oxford

DSC 104- Business Organisations and Management

Credits: 4

Subject Code: DSC 104

Hours: 60

Sr. No.	Course Objectives
1	To acquaint the learners with the basics of Commerce & Business concepts, functions and forms of Business Organization and functions of Management.
Sr. No.	Course Outcomes
1	Learners will be able to comprehend the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management
2	Learners will be able to apply theories and principles of management at workplace to achieve the desired objectives at workplace

Unit-I	Introduction and Forms of Business Organisations
	Concepts of Business, Trade, Industry and Commerce - Objectives and functions of Business – Social Responsibility of a business - Forms of Business Organization - Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship –Meaning, Characteristics, Advantages and Disadvantages of Partnership -Kinds of Partners - Partnership Deed -Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family –Meaning, Advantages and Disadvantages of Co-Operative Organization.
Unit-II	Joint Stock Company
	Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies -Promotion - Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents – Prospectus - Contents – Red herring Prospectus- Statement in lieu of Prospectus (As per Companies Act.2013).
Unit-III	Introduction To Functions of Management
	Management - Meaning - Characteristics - Functions of Management - Levels of Management – Skills of Management- Scientific Management - Meaning - Definition - Objectives - Criticism – Fayol’s 14 Principles of Management.
Unit-IV	Planning and Organising
	Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) Steps in MBO - Benefits –Weaknesses—Definition of Organizing-Organization-Process of Organizing - Principles of Organization - Formal and Informal Organizations - Line, Staff Organizations - Line and Staff Conflicts - Functional Organization - Span of Management - Meaning - Determining Span – Factors influencing the Span of Supervision.
Unit-V	Authority, Coordination and Control
	Meaning of Authority, Power, responsibility, and accountability - Delegation of Authority - Decentralization of Authority - Definition, importance, process, and principles of Coordination techniques of Effective Coordination - Control - Meaning - Definition – Relationship between planning and control-Steps in Control – Types (post, current and pre-control) - Requirements for effective control.

Reference Books:

1. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
2. Business Organisation & Management: Patrick Anthony, Himalaya Publishing House
3. Business Organization & Management: Dr. Manish Gupta, PBP.
4. Organization & Management: R. D. Agarwal, McGraw Hill.
5. Modern Business Organization: S.A. Sherlekar, V.S. Sherlekar, Himalaya Publishing House
6. Business Organization & Management: C.R. Basu, Tata McGraw Hill Reference Books:

AEC 105- Team Work

Credits: 2

Subject Code: AEC 105

Hours: 30

Sr. No.	Course Objectives
1	To understand the principles of teamwork and need to work effectively in a team at the workplace
Sr. No.	Course Outcomes
1	The learners will be able to collaboratively work in a team by fostering effective team working skills within diverse team environments
2	The learners will be able to cultivate a culture of ethical integrity and professionalism in team settings, navigating complex challenges with respect, inclusivity, and a commitment to excellence.

Unit-I	Principles of Teamwork
	Definition of team, purpose of a team at workplace, Types of teams (cross-functional, virtual, self-directed, etc.), Benefits and challenges of teamwork, Bruce Tuckman's Team Development Stages, goals and objectives of team, role of - communication skills to build trust, interdependence, mutual respect among team members, teamwork principles and the role of teamwork in the achievement of workplace goals, role of feedback in achievement of team goals
Unit-II	Effectively Working in a Team
	Collaboration Tools and Techniques: Utilizing technology for collaboration (e.g., project management software, communication tools), Strategies for remote teamwork, Document sharing and version control, communication techniques and use in a team context: open and closed questioning, paraphrasing, effective listening, voice tonality and volume, , techniques for supporting team members in the achievement of workplace outcomes, industry standards and expectations relevant to: teamwork attitudes, teamwork ethics , Integrity and professionalism, respecting special needs, diversity and inclusivity, Handling confidential information responsibly, role of constructive feedback and feedback mechanism.

Reference Books:

1. The Ideal Team Player by Patrick M. Lencioni
2. The Power of a Positive Team by Jon Gordon
3. You Can Win: A Step-by-Step Tool for Top Achievers" by Shiv Khera
4. The Tatas: How a Family Built a Business and a Nation" by Girish Kuber
5. The Leader in You" by Dale Carnegie Training India
6. You Are the Key: Unlocking Doors Through Social Selling" by Apurva Chamaria and Gaurav Kakkar
7. Corporate Chanakya on Management" by Radhakrishnan Pillai

VAC 106- Ancient Trade and Chanakya's Management

Credits: 2

Subject Code: VAC 106

Hours: 30

Sr. No.	Course Objectives
1	To enable the familiarize with the practices followed in trade and education systems during the ancient times
2	To familiarize the learners with the concepts of Chanakya's management principles
Sr. No.	Course Outcomes
1	The learner will be able to explain the practices followed in ancient Indian trade
2	The learner will be able to Summarise the Chanakya's principles of management

Unit-I	Indian Ethos in Ancient Times
	<p>Indian Ethos: Meaning, Features, Need & History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages.</p> <p>Modern System of Learning: Meanings, Features, Advantages, Disadvantages, Personal growth and Lessons from Ancient Indian Education System, Personality Development- Meaning, Determinants, Indian Ethos and Personality Development</p>
Unit-II	Principles of Chanakya's Management
	<p>Chanakya- Strategist, Philosopher, Economics, Ethics and values laid down by Chanakya.</p> <p>Chanakya's Concept of Leadership: Qualities of a leader, functions and role of a leader, motivation and communication, what a leader should not do, Identifying Potential Leaders, Decision Making, Advice to entrepreneurs, Turning Managers into leaders.</p> <p>Employee Management: Recruitment Process, Training guidelines by Chanakya, Teamwork Management, Safety and Security, Selecting Right Managers.</p> <p>Organisational Planning, Time Management, Disaster Management, A concept of stable organization, Managing Multiple Project</p> <p>Seven Pillars of Business, Power Management at workplace, Art of punishment, Three Aspects of success.</p>

Reference Books:

1. Moti Chandra, Trade and Trade routes in ancient India, Abhinav Publication, 1997
2. Arun kumar Mishra, trading communities in ancient India, Anamika Prakashan, 1992
3. Radhakrishnan Pillai, 10 th Edition 2021, Corporate Chanakya, 2010
4. Ashok R. Garde, Chanakya on Management, Jaico Publishing House, 2006
5. CA Rajeev k Garg, Chanakya of Modern Business Governance & Time Management, Notion press publication, 2021

VAC 107 Workplace Health and Safety

Credits: 1

Subject Code: VAC 107

Hours: 15

Sr. No.	Course Objectives
1	To understand the importance of workplace health and safety in a retail environment and identify common hazards and risks associated with retail operations.
Sr. No.	Course Outcomes
1	Learners will be able to conduct a comprehensive risk assessment of their retail store, identifying potential hazards and proposing practical control measures to mitigate risks and ensure a safe working environment for employees and customers.

Unit-I	Introduction to Workplace Health and Safety
	Overview of workplace health and safety (WHS) regulations and standards in the retail sector Importance of WHS in a retail store environment, Responsibilities of employers, managers, and employees regarding WHS
Unit-II	Identifying Hazards in and Preventing Accidents in Retail Environments
	Common hazards in retail stores: slips, trips, and falls; manual handling; hazardous substances; electrical safety; etc. Conducting risk assessments in a retail setting, Recognizing potential hazards specific to your store layout and operations. Strategies for preventing slips, trips, and falls, Safe manual handling techniques for lifting and carrying items, Proper use of equipment and machinery, Handling and storing hazardous substances safely, personal protective equipment and their benefits
Unit - III	Emergency Preparedness and Response
	Developing emergency procedures for various scenarios (fire, medical emergencies, etc.) Importance of training employees on emergency protocols, including evacuation routes and assembly points, importance of First aid training and maintaining first aid supplies in the store
Unit IV	Workplace Health Promotion and Monitoring and Continuous Improvement
	Promoting physical and mental well-being among employees, Encouraging healthy lifestyles and stress management techniques, Implementing ergonomic principles to reduce strain and injuries, Establishing systems for regular WHS inspections and audits, Investigating incidents and near misses to identify root causes, Implementing improvements based on feedback and lessons learned.
Unit V	Additional Resources and Practical Exercises
	<ul style="list-style-type: none"> • Interactive scenarios or case studies to reinforce learning. • Guest speakers or industry experts to provide insights and best practices. • Hands-on demonstrations of safety equipment and procedures.

VAC 108 - Sustainable Work Practices in Retail Operations

Credits: 2

Subject Code: VAC 108

Hours: 30

Sr. No.	Course Objectives
1	To understand the Principles and Importance of Sustainable Retailing:
2	To analyze Sustainable Practices and Their Implementation in Retail Operations
Sr. No.	Course Outcomes
1	Learners will be able to articulate the concepts and significance of sustainability in the retail sector, demonstrating an understanding of its environmental, social, and economic dimensions.
2	Learners will be able to analyze and evaluate sustainable practices relevant to retail operations, including environmentally friendly sourcing, energy efficiency, fair labor practices, and community engagement

Unit-I	Introduction to Sustainable Retailing
	Definition and significance of sustainability in retail, Overview of environmental, social, and economic dimensions of sustainability, developing a sustainability strategy and action plan for a retail business, Integration of sustainability considerations into business decision-making processes, challenges and barriers to implementing sustainable practices, Case studies highlighting the importance of sustainability in retail operations
Unit-II	Environmental Sustainability in Retail
	Sustainable sourcing and procurement practices, Energy efficiency and waste management in retail operations, Green store design and eco-friendly infrastructure, Emerging technologies and trends driving sustainability in retail, Circular economy principles and opportunities for retailers, Case studies of innovative sustainable retailing initiatives, Communicating sustainability initiatives to consumers Eco-friendly product labeling and packaging, Strategies for educating and engaging customers on sustainable consumption
Unit-III	Social Responsibility and Ethical Practices
	Government policies and incentives for promoting sustainability in retail, Overview of environmental and social regulations affecting retail businesses, Certification standards for sustainable products and practices (e.g., Fair Trade, Organic), Fair labor practices and supply chain transparency, Diversity and inclusion initiatives in retail workforce, Community engagement and philanthropic activities
Unit-IV	Sustainable Supply Chain Management and KPIs
	Sustainable sourcing and supplier partnerships, Logistics optimization and transportation efficiency, Collaboration with suppliers for sustainability improvements, Key performance indicators (KPIs) for assessing sustainability in retail, Sustainability reporting frameworks (e.g., Global Reporting Initiative), Using data and metrics to track progress and drive continuous improvement

Reference Books:

1. Sustainability in Retailing: Concepts and Cases" by Jayashree Suresh and Deepa Dixit
2. Sustainable Retailing: Emerging Trends and Best Practices" by Cristina M. Gómez-Cruz, Gloria Estévez-Mejías, and Sandra María Sánchez-Cañizares
3. Sustainable Supply Chains: Models, Methods, and Public Policy Implications" by David L. Olson and Desheng Dash Wu
4. Corporate Social Responsibility: Challenges and Opportunities in India" by Rajeev Singh

SEMESTER – II

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 201	Customer Relationship Management	4	4	3 Hrs	80 U + 20 I
DSE 202	Introduction to FMCG/ FMCD Sales & Distribution	3	2		
DSC 203	Principles of Marketing	4	4	3 Hrs	80 U + 20 I
DSC 204	Business Environment	4	4	3 Hrs	80 U + 20 I
DSC 205	Social Media Marketing and Advertising	4	3	3 Hrs	80 U + 20 I
VAC 206	Customer Loyalty and Retention (Practical/ Field Projects/ OJT)	4	3	3 Hrs	80 U + 20 I
		23	20		

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DSE 201 Customer Relationship Management

Credits: 4

Subject Code: DSE 201

Hours: 60

Sr. No.	Course Objectives
1	To understand the concepts of consumer behaviour and hence need for customer relationship management
2	To identify the elements and their uses in managing customer relationship.
3	To understand the standard process and practices of providing services to the customers
Sr. No.	Course Outcomes
1	The learners will be able to explain the relationship between the consumer behaviour and customer relationship management.
2	The learners will be able to describe the elements of CRM.
3	The learner will be able apply the customer relationship management processes to service and retain customer loyalty

Unit-I	Overview of Consumer Behaviour
	Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach. Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.
Unit-II	Introduction to CRM
	Characteristics of customer touch points at the retail store and their significance wrt Sales and Customer Service, customer need identification process, process for identifying buying behavior, benefits of Customer Relationship Management (CRM) and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues
Unit-III	Elements of CRM
	Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.
Unit-IV	Customer Services
	Processes and practices of customer engagement, providing customer service in B2C and B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies

Reference Books

1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani
Published by Pearson
2. Retail Sales Associate & Retail Team Leader – RASCI Course Material
3. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By
Pearson – S Ramesh Kumar
4. "Retailing: Integrated Retail Management" by Pradip Sinha Publisher: Oxford University
Press
5. Retail Management: A Strategic Approach" by Barry Berman, Joel R. Evans, and Patrali
Chatterjee,
Publisher: Pearson

DSC 202 – Principles of Marketing

Credits: 4

Subject Code: DSC 202

Hours: 60

Sr. No.	Course Objectives
1	To understand the basic concepts, principles, tools and techniques of marketing.
Sr. No.	Course Outcomes
1	The learners will be able to know the concepts and principles of marketing and align them in the value chain along with the various marketing strategies.

Unit-I	Introduction to Marketing
	Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Selling vs. Marketing, Marketing Information System: Concept, Components, Marketing Environment: Micro and Macro, Marketing Research - Concept, Features, Process Market Segmentation: Concept, Benefits, Bases of market segmentation, Customer Relationship Management- Concept, Techniques, Market Targeting - Concept, Five patterns of Target market Selection, Complaint Management
Unit-II	Marketing Essentials
	Marketing Mix: 7P's of mix, Concept, Product- Product Decision Areas, Product Life Cycle- Concept, managing stages of PLC Branding - Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity, Packaging- Concept, Essentials of a good package, Product/Service Positioning- Concept, Strategies of Positioning, Challenges Pricing - Concept, Objectives, Factors influencing Pricing, Pricing Strategies
Unit-III	Marketing and Integrated Marketing Communication (IMC)
	Physical Distribution - Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM Integrated Marketing Communication (IMC) - Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing, Experiential Marketing, Contextual Marketing, Sales Management - Concept, Components, USP- concept, importance Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling
Unit-IV	Promotion in marketing
	Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism.

Reference Books:

1. Marketing Principles and Management-Sherleker and Pany- Himalaya Publishing House
2. Principles of Marketing. 13th edition. Pearson Education - Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and AhsanUIHaque.
3. Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi
4. Sherelakar's Marketing Management – Concepts and Cases – R. Krishnamoorthy – Himalaya Publishing House – 14th Edition – 2019
5. Marketing Management, An Indian Perspective', Second Edition (2015), Published by Biztantra, New Delhi and distributed by Wiley International.

DSC 203 - Business Environment

Credits: 4

Subject Code: DSC 203

Hours: 60

Sr. No.	Course Objectives
1	To Understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes.
2	To analyze the impact of globalization and technological advancements on business operations and strategic decision-making.
	To evaluate the ethical, legal, and sustainability dimensions of business practices within the context of local and global environments.
Sr. No.	Course Outcomes
1	The learner will be able to demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.
2	The learner will be able to assess the implications of globalization and technological advancements on business strategies and operations
3	The learner will be able to evaluate ethical, legal, and sustainability considerations in business decision-making processes across diverse local and global contexts.

Unit-I	Introduction to Business Environment
	<p>Business: Meaning, Definition, Nature & Scope, Types of Business Organizations</p> <p>Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</p> <p>Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity</p> <p>External Environment: Firm, customers, suppliers, distributors, Competitors, Society</p> <p>Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal).</p> <p>Retail Business Environment. Contribution of retail to Indian economy.</p>
Unit-II	Political and Legal Environment
	<p>Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.</p> <p>Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector, Overview of the Indian economy: growth, sectors, and trends, Contribution of the retail sector to the Indian economy, Challenges of Indian economy.</p> <p>Legal Framework for Retail Businesses: Business laws relevant to retail operations (e.g., contract law, consumer protection laws) Intellectual property rights and their significance in retail management, Compliance requirements for retail businesses in India.</p>
Unit-III	Social and Cultural Environment
	<p>Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and their Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business.</p> <p>Social and cultural factors in retail management, Significance of social and cultural dynamics in shaping consumer behavior and retail trends in India, demographic factors influencing consumer preferences and purchasing behavior in India (e.g., age, gender, income,</p>

	<p>urbanization),</p> <p>Religious and Festive Influences: Analysis of religious festivals and cultural celebrations as drivers of retail demand in India, Retail promotional strategies for leveraging festive seasons and cultural events.</p> <p>Regional Diversity and Market Preferences: Overview of regional diversity in India and its implications for retail market preferences, Localization strategies for retail businesses to cater to regional tastes and preferences.</p>
Unit-IV	Technological, Competitive and International Environment
	<p>Technological environment: Features, impact of technology on Business</p> <p>Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies</p> <p>Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.</p> <p>MNCs: Definition, meaning, merits, demerits, MNCs in India, FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India, FDI in retail sector.</p>
Unit - V	International Retail Business Environment
	<p>Definition and scope of international retailing, Importance of international retailing in the global economy, Evolution of international retailing, Trends and challenges in international retailing, Cultural, economic, and legal factors impacting international retailing, Understanding consumer behavior in different international markets, Regulatory frameworks and compliance issues in international retailing, Product adaptation and standardization in international retailing, Pricing strategies for international markets, Promotional strategies and advertising in diverse cultural contexts, Retail branding and positioning in the global marketplace.</p>

Reference Books:

1. Indian Business Environment" by Francis Cherunilam
2. Business Environment" by K. Aswathappa
3. Indian Economy" by Ramesh Singh.
4. Business Environment and Law" by Abhishek Kumar
5. Business Environment and Policy" by S. K. Misra and V. K. Puri
6. Indian Business Environment: Globalization, Competitiveness, and Challenges" by H. L. Ahuja
7. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
8. S. L. Gupta & Arun Mittal, International Retailing

DSC 205 Social Media Marketing and Advertising

Credits: 3
Hours: 45

Subject Code: DSE 205

Sr. No.	Course Objectives
1	To understand the principles and practices of social media marketing and advertising
2	To create marketing and advertising campaigns on social media platforms
Sr. No.	Course Outcomes
1	The learners will be able to acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns,

Unit-I	Digital Marketing Foundations& Content Marketing
	Digital Marketing Strategy - Exploring Digital Marketing - Starting with the Website - Foundations of Analytics - Search Engine Optimization - Search and Display Marketing - Social Media Marketing - Video Marketing. Email marketing tools and setup - Email marketing segmentation, personalization and mobile friendly design Content marketing foundations - Blogs for content marketing - Content marketing for staying relevant - Newsletters for content marketing - Mobile marketing foundations. Introduction to social media advertising platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.) Overview of advertising formats (carousel ads, video ads, sponsored posts, etc.)
Unit-II	Social Media Strategy for Marketing and Advertising
	Social media tools and platforms for marketing, segmenting audience for each different tool and platform, considerations for selecting social media tool/ platform. types of promotional campaigns on social networking sites, reasons to use promotional campaigns on social networking sites, Definition of digital vouchers, potential uses of digital vouchers, disadvantages of digital vouchers, overcoming the barriers of using digital vouchers for acquisition and retention of customer, methods of managing a digital voucher system, measuring the effectiveness of a digital voucher campaign. factors to consider when creating social networking site adverts, importance of identifying the required outcomes from the social networking advertising campaigns, advantages of running more than one advertising campaign in parallel on the same social networking site, reasons for failure of social networking advertising campaign might fail. methods of monitoring social networking site advertising campaigns, changes that might be required for a social networking advertising campaign based on monitoring results.
Unit-III	Creating Social Media Marketing and Advertising Campaigns
	Identifying target customer base, social media guidelines, policies and procedures required to be followed with respect to- Promotional content, providing service to customer, Resolving customer complaints and privacy. policies and procedures for publishing images and any content of others, characteristics of amenable and appealing, principles of positive and professional online communications, approaches to deal negativity, complaints, and conflicts on social media. Practical Exercise on: Uploading types of files (pdf, images, videos etc), Insert formatted text, Monitoring activities and comments of prospects/ customers, using alerts and responding to alerts, Responding to comments of customers.

Reference Books

1. Social Media Marketing: Principles and Strategies" by Anmol Madan
2. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media" by Laxmi Publications
3. Social Media Marketing: Concepts and Applications" by SAGE Publications India Pvt Ltd

SEC 205 – Practical on Customer Loyalty and Retention

Credits: 3

Subject Code: SEC 205

Hours: 45

Sr. No.	Course Objectives
1	To understand key concepts related to marketing, customer behavior, and relationship management impacting customer loyalty and retention
2	To provide practical insights and recommendations for enhancing customer loyalty and retention, ultimately contributing to the long-term success of the chosen business or organization.
Sr. No.	Course Objectives
1	The learners will be able to explain the impact of marketing, customer behaviour and relationship management on customer retention and loyalty.
2	The learners will be able to analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.

Unit-I	Introduction to Customer Loyalty and Retention
	Definition of customer loyalty and retention, Customer Lifetime Value (CLV): concept of CLV, impact of CLV on profits, Customer Segmentation: need for division of customers based on demographics, behavior, needs, or preferences to devise loyalty and retention strategies, Customer Satisfaction and Loyalty Models: SERVQUAL model or the Kano model, Customer Journey Mapping: correlation between touchpoints and interactions a customer has with a business throughout their lifecycle , loyalty & retention
Unit-II	Customer Retention Strategies and Tactics
	loyalty programs, personalized communication, superior customer service, and post-purchase engagement, Net Promoter Score (NPS): NPS methods NPS and its significance in assessing and improving customer loyalty, Customer Feedback and Listening: gathering, analyzing, and acting upon customer feedback, ethical considerations in customer relationships, such as privacy, transparency, fairness, and trust-building and their impact on retention
Unit-III	Practical/ OJT
	Analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships by carrying out: Background Research; Customer Data Analysis; Customer Feedback Collection; Competitor Analysis; Strategy Development; Implementation Plan; Testing and Optimization; Measurement and Evaluation; Communication and Engagement; Documentation and Reporting

Reference Books:

1. Customer Loyalty: Exploring Its Various Dimensions by Shweta Singh
2. Customer Relationship Management: A Strategic Approach by Girish V. S.
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani
Published by Pearson

SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management)

II YEAR

SEMESTER – III

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 301	Retail Sales Management	4	4	3 Hrs	80 U + 20 I
DSE 302	E-Commerce & Omni Channel Retailing	4	3	3 Hrs	80 U + 20 I
DSC 303	Fundamentals of Financial & Cost Accounting	4	4	3 Hrs	80 U + 20 I
DSC 304	Managerial Economics	4	3	3 Hrs	80 U + 20 I
SEC 305	Practical in Retail Sales Management (Practical/ Field Project/ OJT)	4	3	3 Hrs	80 U + 20 I
AEC 306	Strategic Productivity Management	3	3	3 Hrs	80 U + 20 I
		23	20		

SEMESTER – IV

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 401	Retail Team Management	4	3	3 Hrs	80 U + 20 I
DSE 402	Inventory and Budget Management	4	4	3 Hrs	80 U + 20 I
DSE 403	Retail Entrepreneurship	4	3		
DSC 404	Logistics and Supply Chain Management	3	3	3 Hrs	80 U + 20 I
DSC 405	Introduction To Enterprise Resource Planning	3	3	3 Hrs	80 U + 20 I
SEC 406	Leadership Skills (Training/ OJT)	4	3	3 Hrs	80 U + 20 I
VAC 407	Introduction to Statutory and Legal framework for Retail Business Enterprises	1	1		
		23	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

DSE 301 Retail Sales Management

Credits: 4

Subject Code: DSE 301

Hours: 60

Sr. No.	Course Objectives
1	To understand the principles and practices of retail sales management.
2	To develop effective sales strategies for diverse retail environments:
3	To apply the retail selling techniques
Sr. No.	Course Outcomes
1	Learners will be able to demonstrate a solid understanding of the fundamental concepts, theories, and techniques involved in managing sales within the retail industry.
2	Learners will be able to develop and implement sales strategies tailored to various retail formats, including brick-and-mortar stores, e-commerce platforms, and omnichannel retail environments.
3	Learners will be able to demonstrate the use of sales techniques.

Unit-I	Introduction to Retail Sales Management and Consumer Behaviour
	<p>Introduction to Retail Sales Management: Types of retail formats (e.g., department stores, specialty stores, e-commerce), Global retail trends and market size Importance of sales management in retail: Role of sales in revenue generation and customer satisfaction, Impact of effective sales management on overall retail performance, Evolution of retail sales: Historical development of retail sales practices, Emergence of modern retail concepts and strategies, Trends and challenges in retail sales management: Technological advancements and their impact on retail sales, Changing consumer preferences and shopping behaviors, Competition in the retail industry and strategies for differentiation.</p> <p>Understanding Consumer Behavior: Consumer psychology and buying behavior, psychological factors influencing consumer decisions (e.g., motivation, perception, attitudes), Social and cultural influences on consumer behavior, Factors influencing consumer purchasing decisions: Economic factors (e.g., income, price sensitivity), Personal factors (e.g., lifestyle, personality), Situational factors (e.g., time constraints, urgency), Segmentation, targeting, and positioning in retail sales: Market segmentation strategies based on demographic, psychographic, and behavioral factors, Target market selection and identification of consumer segments: Positioning strategies to differentiate products and attract target consumers</p>
Unit-II	Sales Planning and Strategy
	<p>Setting sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives, establishing realistic sales targets based on market analysis and business goals.</p> <p>Sales forecasting techniques - Time-series analysis, Regression analysis, Qualitative methods (e.g., expert opinion, market research)</p> <p>Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and-mortar stores, online retail, and omnichannel environments, Promotional strategies (e.g., discounts, loyalty programs) to drive sales and customer engagement.</p>

Unit-III	Sales Techniques and Skills
	<p>Personal selling techniques -Building rapport with customers, needs assessment and solution selling, handling objections, and closing sales, Customer Buying Cycle Vs Retail Sales Cycle.</p> <p>Effective communication in sales - Verbal communication skills (e.g., active listening, persuasive language), Non-verbal communication cues (e.g., body language, facial expressions), Written communication skills for email correspondence, proposals, etc.</p> <p>Negotiation and persuasion skills - Principled negotiation techniques, overcoming resistance and objections: types of objections, objection handling techniques, Creating win-win outcomes for both the seller and the customer.</p> <p>Importance of product knowledge - Features, Advantages and Benefits (FAB) of products, use of FABING technique during customer interaction, techniques for product demonstration, upselling & cross selling techniques.</p>
Unit-IV	Case Studies and Presentation
	<p>Analysis of real-world retail sales management cases</p> <ul style="list-style-type: none"> • Case studies on successful sales management strategies in retail companies • Discussion of challenges faced, and lessons learned in implementing sales initiatives

Reference Books

1. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
2. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
3. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand
4. Retail Management: A Strategic Approach by Barry Berman and Joel R. Evans
5. Sales Management: Analysis and Decision Making by Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, and Charles H. Schwepker Jr.
6. The Retail Value Chain: How to Gain Competitive Advantage through Efficient Consumer Response (ECR) Strategies" by Martin Christopher, Helen Peck, and Denise Gammidge

DSE 302 E-Commerce & Omni Channel Retailing

Credits: 3
Hours: 45

Subject Code: DSE 302

Sr. No.	Course Objectives
1	To develop a comprehensive understanding of E-commerce & Omni Channel Retailing, including its principles, technologies, and strategies.
2	Identify the practical skills required to utilize data analytics, customer engagement techniques, and emerging technologies.
Sr. No.	Course Outcomes
1	Learners will be able to apply effective omni channel retailing strategies to enhance customer satisfaction and loyalty across various touchpoints.
2	The Learners will be proficient in leveraging data analytics and emerging technologies to drive innovation and sustainable growth in retail businesses.

Unit-I	
	<p>Definition of e-commerce and online retailing, models of online retailing, factors impacting online retailing, pros & cons of online retailing, future of online retailing in India and cross border trade</p> <p>Introduction to E-commerce & Omni Channel Retailing</p> <p>Understanding Omni Channel Retailing: Definition and Evolution, Importance in Modern Retail</p> <p>Key Concepts and Components,</p> <p>Consumer Behaviour in Omni Channel Retailing: Shifting Consumer Expectations, Omnichannel Shopping Journeys, Impact of Technology on Consumer Behaviour.</p> <p>Benefits and Challenges of Omni Channel Retailing: Advantages for Retailers and Consumers</p> <p>Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies</p>
Unit-II	Technology and Infrastructure
	<p>Digital Platforms and Integration: E-commerce Platforms, Mobile Apps and Responsive Websites, CRM Systems and Data Integration</p> <p>Inventory Management Systems: Centralized vs. Decentralized Inventory, Order Fulfilment Processes, Inventory Optimization Techniques</p> <p>Payment and Security Systems: Secure Payment Gateways, Fraud Detection and Prevention, Compliance with Payment Regulations.</p>
Unit-III	Marketing and Customer Engagement
	<p>Omni Channel Marketing Strategies: Personalization Techniques, Content Marketing Across Channels, Social Media Integration</p> <p>Customer Relationship Management (CRM): Building Customer Profiles, Loyalty Programs and Rewards, Retargeting and Remarketing Strategies</p> <p>Customer Service and Support: Multi-channel Customer Service, Chatbots and AI in Customer Support, Handling Returns and Exchanges.</p>
Unit-IV	Data Analytics and Insights
	<p>Data Collection and Analysis: Omni Channel Data Sources, Data Analytics Tools and Techniques, Predictive Analytics for Retail</p> <p>Customer Insights and Segmentation: Customer Journey Mapping, Segmentation Strategies, Behavioural Analytics</p> <p>Performance Measurement and KPIs: Key Performance Indicators (KPIs) in Omni Channel Retailing, Dashboards and Reporting Tools, Continuous Improvement Processes.</p>

Unit V	Future Trends and Innovations
	<p data-bbox="375 239 1508 338">Introduction to Emerging Technologies in Retail: AI and Machine Learning Applications, Augmented Reality (AR) and Virtual Reality (VR) in Retail, Internet of Things (IoT) in Retail Operations</p> <p data-bbox="375 344 1508 412">Globalization and Cross-border Retailing: Cross-border E-commerce Trends, Localization Strategies, Regulatory and Legal Considerations</p>

Reference Books

1. Omni-Channel Retailing: The Complete Guide to Effective Omnichannel Retailing" by Tim Peter and Jennifer Kubal
2. Omni-Channel Retailing: How to Build Winning Stores in a Digital World" by Chris Adkins and Holger Schmidt
3. Retail Management: A Strategic Approach" by Swapna Pradhan
4. E-tailing" by Ashok Kumar Gupta

DSC 303 Fundamentals of Financial & Cost Accounting

Credits: 4

Subject Code: DSC 303

Hours: 60

Sr. No.	Course Objectives
1	To understand the basic concept of accounting practices in an organization.
2	To recognize the role of cost accountancy and cost management.
3	To describe the common practices of accounting in a department of a business organisation
Sr. No.	Course Outcomes
1	The learners will be able to understand basic accounting practices followed in business environment.
2	The learners will be able to classify cost accountancy and cost management.
3	The learner will be able to perform basic accounting practices.

Unit-I	Introduction to Financial Accounting
	Basic accounting practices in retail organisations – meaning, definition, objectives, scope, basic, terms, accounting principles in retail business, branches of accounting. uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts – Meaning, need & objectives, types of Trading Account – Meaning & need, Profit & loss Account – meaning & Need, Balance Sheet- Meaning & need. Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organisation, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits.
Unit-II	Accounting Practices
	Common practices of accounting in a department of a business organisation, Departmental accounting and role of Accountants, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet
Unit-III	Cost Accounting
	Role of cost accountancy and cost management in retail store operations, Definitions: Cost, Costing and Cost Accounting, Classification of Cost on different bases, cost Allocation and Apportionment, Cost management, Cost control

Reference Books:

1. Basics of Accounting – Jain & Narang
2. Basic of Accounting – T. S. Grewal

DSC 304 Managerial Economics

Credits: 4

Subject Code: DSC 304

Hours: 60

Sr. No.	Course Objectives
1	To understand the concepts and applications of Managerial Economics.
2	To interpret the cost dimensions in a business venture.
3	To recognise the role of pricing in markets and market structures.
Sr. No.	Course Outcomes
1	The learners will be able to understand the role of managerial economist in a firm.
2	The learners will be able to apply the knowledge of costing in decision making.
3	The learners will be able to identify and analyse market practices and process in real life.

Unit-I	Introduction to Managerial Economics
	The concepts and application of managerial economics-Meaning, Nature-Scope, relationship with other sciences & its Significance. Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.
Unit-II	Elements of Costs
	Elements of Cost-Average, Marginal & total cost, Basic cost curves-Relation between production & cost, Break Even Analysis – Break Even point-Managerial use of B.E.P. and its limitation-Factors influencing P/V decisions.
Unit-III	Elements of Pricing
	The elements of pricing, profit planning & management-Price output decisions, classification of markets-Structures and their making features, Pricing under Perfect Competition and Monopoly. Profit Planning & Management – Types of Profit, some concepts related to profit, factors determining, profit in short- & long-term Dynamics of surplus, Theory & residual claimant theory of Profit.

Reference Books:

1. Managerial Economics-A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor
2. Managerial Economics and Business Strategy, Michael Baye and Jeff Prince
3. Managerial Economics: Craig H Peterson and Jain, Pearson education
4. Managerial Economics: Vanitha Rawal, Pearson Education

SEC 305 Practical in Retail Sales Management (Practical/ Field Project/ OJT)

Credits: 3

Subject Code: SEC 305

Hours: 45

Sr. No.	Course Objectives
1	To apply the key principles and techniques of retail sales management, including customer interaction, sales strategies, and team management.
2	To apply retail sales software/tools effectively to manage inventory, analyze sales data, and enhance customer relationships.
Sr. No.	Course Outcomes
1	Learners will be able to manage retail sales operations by utilizing various tools and techniques.
2	Learners will be equipped with the knowledge and skills to formulate and implement sales strategies encompassing merchandising, promotional campaigns.

Unit-I	Introduction to Practical Retail Sales Management
	<p>Overview: Explanation of the format and objectives of practical sessions, Discussion of the importance of practical application in retail sales management education</p> <p>Introduction to retail sales management software/tools: Demonstration of common retail sales software/tools (e.g., POS systems, CRM software), Hands-on exploration of software interfaces and basic functionalities.</p> <p>Setting up mock retail sales scenarios: Role assignment for simulated sales interactions. Scenario creation: Role plays or OJT demonstration on different types of customer interactions (e.g., product inquiry, complaint handling)</p> <p>Designing and executing promotional campaigns: Planning and organizing sales events, promotional campaigns, special festive events, product launches, clearance sales.</p>
Unit-II	Customer Interaction and Sales Techniques
	<p>Role-playing exercises: Customer greetings and engagement, Students pair up and take turns practicing initial greetings and engaging customers in conversation</p> <p>Feedback session: Peer evaluation and instructor feedback on communication skills and approachability</p> <p>Demonstrating product features and benefits: Introduction to a selection of products for demonstration; Role-playing scenarios: Students take turns demonstrating product features and explaining benefits to customers</p> <p>Handling customer objections and closing sales: Identification of common objections in retail sales; Role-playing exercises: Students practice responding to objections and techniques for closing sales</p> <p>Feedback and debrief: Discussion of effective strategies and areas for improvement</p>
Unit - III	Using Retail Sales Software and Technology
	<p>Hands-on training with POS systems: Simulation exercises: Students practice processing transactions, issuing refunds, and managing inventory using POS software.</p> <p>Troubleshooting scenarios: Students troubleshoot common POS system errors and practice resolving issues.</p> <p>Introduction to CRM software for sales management: CRM software exploration: Students navigate through CRM software interfaces, input customer data, and track interactions.</p> <p>Customer segmentation exercise: Using CRM software to segment customer data and target specific customer groups for marketing campaigns.</p>

Reference Books:

1. Retail Management: Text and Cases" by Swapna Pradhan
2. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
3. Retail sales Associate: RASCI Course Material
4. Retail Team Leader – RASCI Course material

AEC 306 Strategic Productivity Management

Credits: 3
Hours: 45

Subject Code: AEC 306

Sr. No.	Course Objectives
1	To understand Retail Math and performance analysis methods to determine business performance of the store and suggest improvements measures.
2	To acquire work planning, time management skills including lateral thinking ability to stay productive at workplace.
Sr. No.	Course Outcomes
1	The learners will be able to apply analytical skills and recommend measures to improve store performance
2	The Learners will be able to apply time management skills and lateral thinking to stay productive at workplace.

Unit-I	Retail Math and Performance Analysis
	<p>Definition of - GMROL / GMROF / GMROI (gross margin return on Labour / gross margin return on selling feet / gross margin on inventory), merchandise intensity & service intensity, conversion rate, average transaction & items per invoice, application of GMROL / GMROF / GMROI to improve the sales in a store, KPIs to monitor and measure store performance, methods and policies to collect KPI data, techniques used to analyse and draw conclusions from data, formats for reporting data analysis.</p> <p>Analytical and statistical techniques to analyse the curated data and determine the below: customer behaviour and insights, Store business performance, Trends of data, Impact of internal and external factors on business, Use the findings to prepare a SWOT report and provide recommendations for improvement.</p>
Unit-II	Work Planning and Time Management
	<p>Concept of Work planning, Planning & Organizing Tools & Practices, work 'Priority Matrix', concept of procrastination and reasons for the same, find out your work leisure quotient – Psychometric test, Art of Delegation, of saying professional 'No', time log sheet and its uses</p>
Unit-IV	Lateral Thinking
	<p>Overview of Lateral Thinking: Definition and principles of lateral thinking, Contrasting lateral thinking with vertical thinking, Importance of lateral thinking in problem-solving and creativity</p> <p>Applying Lateral Thinking in Problem-Solving: The role of perception in problem-solving, Identifying and reframing problem statements, Creative Idea Generation, Brainstorming techniques for generating creative ideas, encouraging divergent thinking and exploring unconventional solutions.</p> <p>Overcoming Mental Blocks: Identifying and challenging common assumptions Techniques for breaking free from mental models and cognitive biases Creative Problem Exploration, exploring multiple perspectives and viewpoints Leveraging analogies, metaphors, and lateral connections.</p> <p>Practical Applications of Lateral Thinking - Case Studies- Analysis of real-world examples where lateral thinking led to innovative solutions, Discussion on the application of lateral thinking in various fields (business, science, arts, etc.), Group activities or scenarios where participants apply lateral thinking techniques to solve complex problems.</p> <p>Feedback and reflection on the effectiveness of lateral thinking approaches</p>

Reference Books

1. Retail Management: Text and Cases" by Swapna Pradhan
2. Getting Things Done: The Art of Stress-Free Productivity" by David Allen
3. Lateral Thinking: Creativity Step by Step" by Edward de Bono
4. Six Thinking Hats" by Edward de Bono

SEMESTER – IV

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSE 401	Retail Team Management	4	3	3 Hrs	80 U + 20 I
DSE 402	Inventory and Budget Management	4	4	3 Hrs	80 U + 20 I
DSE 403	Retail Entrepreneurship	4	3		
DSC 404	Logistics and Supply Chain Management	3	3	3 Hrs	80 U + 20 I
DSC 405	Introduction To Enterprise Resource Planning	3	3	3 Hrs	80 U + 20 I
SEC 406	Leadership Skills (Training/ OJT)	4	3	3 Hrs	80 U + 20 I
VAC 407	Introduction to Statutory and Legal framework for Retail Business Enterprises	1	1		
		23	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

DSE 401 Retail Team Management

Credits: 3

Subject Code: DSE 401

Hours: 45

Sr. No.	Course Objectives
1	To understand the basics of sales team management
2	To understand the principles and techniques of setting SMART sales goals, aligning them with organizational objectives, and tracking progress effectively.
3	To develop skills in designing and delivering effective sales training programs, utilizing methods such as classroom training, on-the-job coaching, and role-playing exercises.
4	To gain proficiency in conducting performance evaluations, providing constructive feedback, and implementing strategies to enhance sales team performance and productivity.
Sr. No.	Course Outcomes
1	Learners will be able to analyze sales goals, design training programs, and implement performance evaluation methods to enhance the productivity and effectiveness of retail sales teams.
2	Learners will be able develop the skills to set SMART sales goals, align them with organizational objectives, and track progress using key performance indicators, fostering a culture of accountability and continuous improvement within sales teams.
3	Learners will demonstrate the ability to evaluate sales team performance, provide constructive feedback, and implement strategies to optimize individual and team performance, contributing to overall store success in the retail industry.

Unit-I	Basics of Sales Team Management
	<p>Roles and responsibilities of a sales team leader, purpose of retail sales teams, Recruiting, training, and retaining sales personnel: Job analysis and recruitment strategies for sales positions, Training programs for sales staff (product knowledge, sales techniques), Employee motivation and engagement strategies to reduce attrition.</p> <p>Motivating and incentivizing sales teams: Incentive compensation plans (e.g., commissions, bonuses), Recognition and rewards programs for top performers, Team-building activities to foster collaboration and camaraderie.</p>
Unit-II	Sales Team Performance Management
	<p>Introduction to Retail Store Sales Team Performance Management: Importance of effective sales team performance management in retail, impact of sales team performance on overall store success, Introduction to key concepts and principles of sales team performance management, Definition of performance management in the context of retail sales teams, role of key performance indicators (KPIs) for measuring sales team performance.</p> <p>Setting Sales Team Goals and Objectives: role of goal setting in sales team performance management, Importance of goal alignment with organizational objectives, SMART (Specific, Measurable, Achievable, Relevant, Time-bound) framework for goal setting, Methods for setting SMART sales goals and objectives, identifying specific sales targets for individuals and teams, Establishing measurable mics to track progress towards sales goals, Techniques for aligning individual and team goals with organizational objectives, Ensuring clarity and transparency in goal communication, Creating a culture of accountability and ownership among sales team members.</p>

Unit-III	Sales Team Training and Development:
	<p>Identifying training needs and designing sales training programs, conducting training needs assessments to identify skill gaps, designing tailored training programs to address identified needs, Methods for delivering effective sales training.</p> <p>Classroom training: Structured sessions led by trainers covering sales techniques, product knowledge, and customer service skills,</p> <p>On-the-job training: Coaching and mentoring by experienced sales team members, Role-playing exercises: Simulated sales scenarios to practice and reinforce skills, Strategies for ongoing sales team development and skill enhancement.</p> <p>Providing continuous learning opportunities through workshops, seminars, and online training resources Encouraging self-directed learning and skill acquisition through individual development plans.</p>
Unit-IV	Team Performance Review
	<p>Introduction to performance evaluation techniques for sales teams: Purpose of performance evaluations in identifying strengths, weaknesses, and areas for improvement, Types of performance evaluation methods (e.g., self-assessment, peer assessment, manager assessment)</p> <p>Methods for conducting performance reviews and providing constructive feedback: Establishing clear evaluation criteria aligned with sales goals and objectives, conducting structured performance review meetings to discuss performance metrics and provide feedback</p> <p>Importance of regular performance feedback in driving sales team improvement: Creating a culture of continuous feedback and open communication, Recognizing and rewarding high performers while addressing performance issues promptly and constructively.</p>

Reference Books

1. Retailing Management: Principles and Practices by Gibson G. Vedamani (Recommended)
2. Sales Management: Decisions, Strategies and Cases by P. M. A. Kumar
3. Retail Management: Text and Cases by Swapna Pradhan
4. Sales Management: Concepts, Practice and Cases" by T. N. Ramanathan and Tapan K. Panda
5. Retail Manager's Handbook – Andra Wheeler
6. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou
7. Retail Team Leader – RASCI Course Material
8. Retail Department Manager – RASCI Course Material
9. Retail Store Manager – RASCI Course Material

DSE 402 Inventory and Budget Management

Credits: 4

Subject Code: DSE 402

Hours: 60

Sr. No.	Course Objectives
1	To Understand the principles and techniques of retail inventory management.
2	To Develop proficiency in inventory turnover analysis, safety stock management, and supply chain integration.
3	To Gain an understanding of budget planning, forecasting, allocation, and control techniques specific to retail operations
4	To acquire the skills to analyze financial statements, monitor budget performance, and identify variances.
Sr. No.	Course Outcomes
1	Learners will be able to develop and implement inventory management strategies resulting in enhanced customer satisfaction and increased profitability.
2	Learners will be equipped with the knowledge and skills to effectively plan, monitor, and control budgets in retail store operations to achieve financial objectives of the store

Unit-I	Inventory Management
	Importance and objectives of Inventory Management in Retail, Overview of Inventory Costs and Their Impact on Profitability, Methods of Inventory Planning: ABC Analysis, EOQ, JIT, Forecasting Techniques for Demand Prediction, Seasonal Variation and its Impact on Inventory Planning, Inventory Control Techniques: Setting Reorder Points and Safety Stock Levels, Economic Order Quantity (EOQ) Calculation and Implementation, Just-in-Time (JIT) Inventory Management and its Benefits. Inventory Classification and Categorization: ABC Analysis: Classification of Inventory Items based on Value and Frequency of Sales, Inventory Segmentation: Differentiating Inventory based on Characteristics such as Perishability and Seasonality, Product Life Cycle Management and its Impact on Inventory Classification. Inventory Reconciliation and Auditing: Regular Physical Inventory Counts and Cycle Counting Techniques, Inventory Reconciliation Processes Importance of Accuracy in Inventory Records.
Unit -II	Inventory Optimization Strategies
	Inventory Turnover Ratio and its Significance: Strategies to Reduce Excess Inventory and Dead Stock, Vendor Managed Inventory (VMI) and Consignment Inventory, Inventory Loss Prevention: Causes of Inventory Shrinkage and Losses: Implementing Inventory Security Measures, Training Staff on Inventory Control and Theft Prevention, Week 9: Technology Solutions for Inventory Management: Barcoding and RFID Technology in Inventory Tracking, Benefits of Real-time Inventory Tracking Systems, Cloud-based Inventory Management Software.
Unit-III	Managing Retail Store Budgets
	<p>Introduction to Retail Store Budget Management: Overview and importance of budget management in retail operations, role of budgeting in achieving financial goals and objectives, key budgeting terminology and concepts in retail.</p> <p>Understanding Financial Statements: interpreting income statements (profit and loss statements) in retail, revenue, cost of goods sold (COGS), and operating expenses, balance sheets in retail: assets, liabilities, and equity, cash flow statements in retail, cash inflows, outflows, and net cash flow.</p> <p>Budget Planning and Preparation: Techniques for forecasting sales in retail stores, Historical data analysis, market trends, and seasonality factors, Identifying expense categories for budgeting- Fixed expenses (e.g., rent, utilities), variable expenses (e.g., payroll, inventory), and discretionary expenses (e.g., marketing, promotions), Creating a sales budget - setting sales</p>

	<p>targets, incorporating sales forecasts, and considering factors affecting sales performance, Developing an expense budget - Allocating resources to various expense categories based on historical data and projected needs</p> <p>Budget Monitoring and Control: Overview of budget monitoring and control processes, Establishing performance metrics and benchmarks, Methods for tracking actual performance against budgeted targets, Comparing actual sales and expenses to budgeted figures, Variance analysis techniques -Identifying and analyzing budget variances (favorable and unfavorable), Understanding the causes of budget variances and their implications for store operations, Implementing corrective actions-Adjusting spending plans, reallocating resources, and implementing cost-saving measures to address budget variances</p>
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Reference Books

1. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi
2. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
3. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
4. Principles of Inventory Management: When You Are Down to Four, Order More! by R. Srinivasan
5. Inventory Management: Advanced Methods for Managing Inventory within Business Systems" by John Denton
6. Financial Management for Retailers" by C.B. Gupta

DSE 403 Retail Entrepreneurship

Credits: 3
Hours: 45

Subject Code: DSE 403

Sr. No.	Course Objectives
1	To develop a comprehensive understanding of the retail industry in the Indian context and the key factors that contribute to entrepreneurial success within this sector.
2	To knowledge across various aspects of retail entrepreneurship, including business planning, financial management, marketing strategies, and customer relationship management, to launch and sustain a successful retail venture.
Sr. No.	Course Outcomes
1	The learner will demonstrate the ability to develop a viable retail business plan tailored to the Indian market.
2	The Learner will be able to apply effective marketing techniques and customer relationship management strategies to attract and retain customers.

Unit-I	Foundations of Entrepreneurship Development
	<p>Entrepreneurship: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Importance of entrepreneurship in the economy, significance of growth of entrepreneurial activities, Key traits, and characteristics of successful entrepreneurs Differences between entrepreneurs and employees.</p> <p>(Case study Mr Kishore Biyani: future group; Mr. Radhakrishna Damani: DMart)</p> <p>Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Leibenstein</p> <p>External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs in innovation and job creation</p> <p>Case Study.</p>
Unit-II	Types & Classification of Retail Entrepreneurs
	<p>Classification based on Business Model: Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners.</p> <p>Classification based on Product Focus: Specialty retailers, Convenience store owners, E-commerce niche entrepreneurs, multi-category retailers</p> <p>Classification based on Scale: Small-scale local retailers, Regional retail chains, National retail brands</p> <p>Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nair)</p> <p>Social entrepreneurship–concept, development of Social, entrepreneurship in India. Importance and Social responsibility of NGO's. (Case study Sumita Ghose: Rangasutra ;Ajaita Shah Frontier Markets)</p>
Unit-III	Business Plan
	<p>Identifying Business Opportunities: Market research and analysis, Identifying niche markets and target customers, SWOT analysis for retail business</p> <p>Legal and Regulatory Framework: Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations</p> <p>Business Plan Development: Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting.</p> <p>Financial Management: Basics of accounting for retail businesses, Cash flow</p>

	management, Pricing strategies and profit margins Funding Options for Retail Ventures: Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors
Unit-IV	Marketing and Operations
	Marketing Strategies for Retail: a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting. Customer Relationship Management (CRM): Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback Branding and Promotions: Brand building strategies for retail businesses, Promotional campaigns and events, Public relations for retail entrepreneurs. Managing Operations: Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-Commerce. Evaluating Performance and Continuous Improvement: Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement

Reference Books

1. Retail Management: Text and Cases" by Swapna Pradhan
2. NVR Naidu and T.Krishna Rao, " Management and Entrepreneurship", IK Int Pub House, New Delhi, 2014
3. S Anil Kumar, "Small Business and Entrepreneurship", IK Int Pub House, New Delhi, 2008
4. Balraj Singh, "Entrepreneurship Development", Wisdom, Delhi, 2005
5. Timmons and Spinelli, "New Venture Creation: Entrepreneurship for 21st Century", TMH, ND
6. Newman, Andrew J. and Peter Cullen Retailing Environment and Operations, Thomson Learning, India, 2010
7. C.V. Bakshi, "Entrepreneurship Development", Excel Publications

DSC 404 Logistics and Supply Chain Management

Credits: 3
Hours: 45

Subject Code: DSC 404

Sr. No.	Course Objectives
1	To Understand the fundamental principles and concepts of logistics and supply chain management as they apply to the retail industry.
2	To Analyze the design and operation of retail supply chains, including transportation, warehousing, and inventory management strategies.
3	To Evaluate the role of technology, sustainability, and ethical considerations in retail logistics and supply chain management practices.
Sr. No.	Course Outcomes
1	Learners will be able to define key terms and concepts related to logistics and supply chain management in the context of retail.
2	Learners will be able to apply theoretical knowledge to analyze and optimize the design and operation of retail supply chains.
3	Learners will be able to demonstrate critical thinking skills by evaluating the impact of technology, sustainability initiatives, and ethical considerations on retail logistics and supply chain.

Unit-I	Introduction to Supply Chain Management
	Concept of Supply Chain Management - Objectives of Retail Supply Chain – Evolution of Supply Chain Management – Issues involved in developing the Supply Chain Management – Supply Chain Integration. Integrated Supply Chain Management: Vendor Management – Value Chain - Innovations in Supply Chain Management: Collaborative Planning Forecasting and Replenishment – Cross Docking.
Unit-II	Retail Supply Chain and Transportation Logistics
	Retail supply chain network design principles: Factors influencing facility location decisions in retail (proximity to markets, transportation infrastructure, labor availability, etc.) Inventory management strategies in retail: ABC analysis, Economic Order Quantity (EOQ) Just-in-Time (JIT) inventory, Vendor-managed inventory (VMI) and Collaborative Planning, Forecasting, and Replenishment (CPFR) in retail. Modes of transportation in retail logistics: Road transport, Rail transport, Air transport Sea transport, Carrier selection criteria and management strategies Last-mile delivery challenges and solutions: Delivery route optimization, Urban logistics solutions (e.g., micro-fulfillment centers), Transportation cost management techniques and optimization strategies
Unit-III	Warehousing and Distribution in Retail
	Types and functions of warehouses in retail: Distribution centers, Fulfillment centers, Cross-docking facilities, Warehouse layout and design considerations for retail operations Warehouse operations: Receiving and put-away, Order picking and packing, Shipping and dispatch. Warehouse automation technologies: Automated storage and retrieval systems (AS/RS) Robotics and automated guided vehicles (AGVs).
Unit-IV	Technology and Green Logistics in Retail
	Role of information technology in retail logistics: Warehouse Management Systems (WMS) Transportation Management Systems (TMS), Enterprise Resource Planning (ERP) systems RFID and barcode technologies in retail logistics, Internet of Things (IoT) applications in retail

	logistics, Emerging technologies in retail logistics: Artificial Intelligence (AI) for demand forecasting and route optimization, Blockchain for supply chain transparency and traceability. Environmental sustainability considerations in retail logistics: Green transportation initiatives Sustainable packaging solutions, Ethical issues in supply chain management: Fair labor practices, Ethical sourcing, Responsible disposal of waste and returns, Corporate Social Responsibility (CSR) initiatives in retail logistics
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Reference Books:

1. Retail Logistics: A Study on Supply Chain Management in Organized Retail Sector in India by R. Srinivasan and K. Chandrasekaran
2. Logistics and Supply Chain Management in Retail by Prakash Chandra Sahu and Sunil Sharma
3. Supply Chain Management: Text and Cases by Janat Shah, M. Rammohan, and G. Raghuram
4. Retail Management: Principles and Practices" by Swapna Pradhan

DSC 405 Enterprise Resource Planning (E R P)

Credits: 3

Subject Code: DSC 405

Hours: 45

Sr. No.	Course Objectives
1	To outline the overall Framework of an enterprise system.
2	To understand the need for an ERP solution in a retailing organisation.
3	To describe the importance and functions of computer application system.
Sr. No.	Course Outcomes
1	The learners will be able discuss the features and factors that needs to be considered for ERP systems.
2	The learners will be able to describe the features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large).
3	The learners will be able to carry out accounting and other administrative functions of the job role on a computer.

Unit-I	Introduction to ERP
	Overarching structure of an enterprise system, evolution and utilities of Enterprise Resource Planning (ERP), risks and benefits of an ERP system, features of fundamental technology used in enterprise resourceplanning, factors that need to be considered in –Planning and designing of ERP systems; Implementation of cross functional integrated ERP systems
Unit-II	ERP Solutions and Functional modules
	Need for an ERP solution in a Retailing Organisation, characteristics and applications of ERP software solutions that are used by Small, medium and large retail organisations, e significance of Business Process Re-engineering (BPR) in ERP solutions wrt to business processes of a Retail organisation, need for business process management (BPM), fy the co-relation between ERP solution and BPM of an organisation, elements of BPM lifecycle, functional modules used in various functions & departments of a retail store (Small, Medium & Large), features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large) , the emerging trends in ERP.
Unit-III	Computer Skills
	Software and related skills required to carry out accounting and other administrative functions of the job role on a computer, importance and functions of computer applications -MS Office, Internet applications & email applications, orientation to POS software(s) in retail, Introduction to CRM software

Reference Books

1. Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses Second Edition- Dr. Jill A O'Sullivan (Author), Gene Caiola (Author)
2. Retail Store Operations A Complete Guide - 2020 Edition - by Gerardus Blokdyk (Author)

SEC 406 Leadership Skills (Training/ OJT)

Credits: 3
Hours: 45

Subject Code: SEC 406

Sr. No.	Course Objectives
1	To Understand foundational theories and models of leadership.
2	To Develop decision-making, conflict resolving and problem-solving skills essential for effective leadership.
3	Acquire practical experience through simulated leadership scenarios and on-the-job training.
4	To comprehend ethical leadership principles and professionalism in practice.
Sr. No.	Course Outcomes
1	The learners will be able to acquire knowledge of key theories and models in leadership
2	The learners will be able to make informed decisions, resolve conflicts, and solve problems.
3	The learners will be able to gain practical skills in leadership through participation in simulated leadership scenarios and on-the-job training
4	The learners will be able to explain the principles of ethical leadership.

Unit-I	Foundations of Leadership
	Introduction to leadership theories (trait, behavioral, contingency, transformational, etc.) Understanding different leadership styles and their applications, Practical Exercise: Self-assessment of leadership style and reflection.
Unit-II	Decision-Making and Problem-Solving
	Decision-Making Models: Rational decision-making model, Bounded rationality model Intuitive decision-making, Practical Exercise: Case studies to apply different decision-making models. Problem-Solving Strategies: Define the problem and gather information, generate alternative solutions, Evaluate and select the best solution, Practical Exercise: Group problem-solving activities with real-world scenarios
Unit-III	Conflict Resolution and Negotiation
	Identifying Sources of Conflict: Task-related conflicts, Relationship conflicts, Process conflicts Practical Exercise: Role-playing scenarios to identify and analyze different types of conflicts. Conflict Resolution Techniques: Collaborative problem-solving, Compromise and negotiation Mediation and arbitration. Practical Exercise: Role-playing conflict resolution scenarios with feedback sessions
Unit IV	Ethical Leadership
	Ethical Leadership Principles: Integrity and honesty, Respect for others, Accountability and transparency, empathy Practical Exercise: Case studies and discussions on ethical dilemmas in leadership.
Unit V	Coaching and Providing Feedback
	Introduction to Coaching and Feedback: Overview of coaching and feedback, Importance of coaching and feedback in the workplace, Understanding the coaching process, Setting expectations for the course. Principles of Effective Coaching: Active listening and empathy, Asking powerful questions Providing constructive feedback, Role-playing exercises on coaching conversations Giving Feedback Effectively: Components of effective feedback, Feedback models (e.g., SBI - Situation-Behavior-Impact), Practice sessions on giving and receiving feedback, Tips for delivering feedback with empathy and clarity, Coaching Techniques and Strategies: Goal setting and action planning, Coaching for

performance improvement, Handling resistance and difficult conversations, Role-playing scenarios on coaching challenges. Application and Action Planning: Reflecting on key learnings, identifying opportunities for applying coaching and feedback skills with peers, Creating individual action plans for ongoing development.

Reference Books:

1. "Leadership: Theory and Practice" by Dr. R.K. Uppal and Dr. Preeti Uppal
2. Management Decision Making: Concepts, Methods and Cases" by Dr. P. K. Vijayan and Dr. S. N. Mukherjee
3. Conflict Management: A Practical Guide to Developing Negotiation Strategies
4. Ethics in Management: Concepts and Cases" by Dr. R.P. Singh
5. Indian Corporate Ethics" by Dr. R. Balasubramaniam
6. Managerial Coaching Skills: A Practical Guide" by Dr. Sangeeta Shankar and Dr. Renuka Kamath
7. Effective Feedback Skills" by Dr. S.K. Mandal
8. Feedback: Giving, Seeking and Using" by Dr. Rashmi Kathuria and Dr. Kirti Sharma

VAC 407 Introduction to Statutory and Legal framework for Retail Business Enterprises

Credits: 1

Subject Code: VAC 407

Hours: 15

Sr. No.	Course Objectives
1	To understand the foundational legal principles and regulatory requirements governing retail business enterprises.
2	To analyze and apply statutory regulations to ensure legal compliance and ethical business practices in the retail sector.
3	To evaluate risk factors and devise proactive measures to manage legal liabilities and resolve disputes effectively within a retail business context.
Sr. No.	Course Outcomes
1	Learners will demonstrate the ability to identify and adhere to legal and regulatory requirements pertinent to retail business operations.
2	Learners will apply legal principles and ethical considerations to resolve practical challenges and mitigate risks within the retail sector.
3	Learners will analyze the impact of statutory regulations on retail business strategies and develop proactive measures to ensure compliance and minimize legal liabilities.

Unit-I	Legal Foundations
	<p>Introduction to Legal Framework- Overview of legal systems and sources of law (common law, statutes, regulations), Importance of legal compliance in retail business enterprises, Business Structures and Registrations - Different types of business structures (sole proprietorship, partnership, corporation), Registration requirements and procedures for retail businesses, Pros and cons of each business structure. Contracts and Agreements - Basics of contract law relevant to retail business transactions.</p> <p>Common types of contracts in retail (leases, vendor agreements, employment contracts). Key elements of a valid contract and potential pitfalls - Intellectual Property</p> <p>Overview of intellectual property rights (trademarks, copyrights, patents), Importance of protecting intellectual property in retail businesses, Strategies for safeguarding intellectual property rights.</p>
Unit-II	Compliance and Regulations
	<p>Employment Law - Employment standards, regulations, and obligations in the retail sector, Worker classifications, wages, working hours, and benefits, Discrimination and harassment laws applicable to retail businesses.</p> <p>Consumer Protection Laws - Overview of consumer rights and responsibilities, Regulations governing product safety, labeling, and advertising, Handling customer complaints and disputes, Health and Safety Regulations - Workplace health and safety requirements for retail establishments, OSHA (Occupational Safety and Health Administration) regulations, Creating a safe environment for employees and customers Environmental Regulations - Environmental considerations in retail operations, Waste management, recycling, and pollution control regulations, Sustainable practices and compliance with environmental laws..</p>

Unit-III	Risk Management and Compliance
	<p>Data Protection and Privacy - Overview of data protection laws relevant to retail businesses, Handling customer data, privacy policies, and GDPR compliance (if applicable). Taxation and Financial Regulations - Tax obligations for retail businesses (sales tax, income tax), Tax planning strategies and compliance best practices.</p> <p>Licensing and Permits - Types of licenses and permits required for retail operations. Application processes, renewal procedures, and compliance checks, Consequences of operating without necessary licenses or permits, Risk Management and Insurance-Identifying and mitigating risks in retail operations, Types of insurance coverage (liability insurance, property insurance), Importance of risk management strategies for business continuity, Legal Challenges and Dispute Resolution - Common legal issues faced by retail businesses (contract disputes, liability claims), Methods of dispute resolution (litigation, arbitration, mediation)</p>

Reference Books:

1. Retail Management: Principles and Practices by Swapna Pradhan
2. Legal Aspects of Business by Akhileshwar Pathak
3. Business Laws for Retail Managers by K.R. Bulchandani
- Legal Environment of Business in India by Tulsian

SCHEME OF INSTRUCTION FOR B. Com (Retail Operations Management)

III YEAR

SEMESTER – V

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
AEC 501	Strategic Marketing Research: Enhancing Decision-Making Ability	3	3	3 Hrs	80 U + 20 I
	Apprenticeship/ OJT – 5				
OJT-501	Apprenticeship in Store Operations	48	17	3 Hrs	70 AA*+ 30 SK*
		51	20		

SEMESTER – VI

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
OJT-601	Apprenticeship in Store Operations	48	20	3 Hrs	70 AA*+ 30 SK*
		48	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

AEC 501 Strategic Marketing Research: Enhancing Decision-Making Ability

Credits: 3

Subject Code: AEC 501

Hours: 45

Sr. No.	Course Objectives
1	To enhance the decision-making ability of the learners with market research techniques and implement their own ideas for developing business.
Sr. No.	Course Outcomes
1	The learners will be able to conduct market research and implement business improvement measures at the workplace.

Unit-I	Dynamics of Marketing Research
	Introduction, Meaning of Research - Research Characteristics - Various Types of Research - Marketing Research and its Management - Nature and Scope of Marketing Research – Marketing, Research in the 21st Century (Indian Scenario) - Value and Cost of Information.
Unit-II	Planning Research
	Introduction - Research Process: An Overview - Formulation of a Problem - Research Methods, Research Design - Data Collection Methods - Sample Design - Data Collection - Analysis and Interpretation - Report Writing.
Unit-III	Data Collection: Sources And Methods
	Introduction - Meaning and Nature of Secondary Data - Advantages of Secondary Data - Drawbacks of Secondary Datatypes of Secondary Data Sources - Primary Data and its Types.
Unit – IV	Applications Of Marketing Research
	Introduction - Consumer Market Research - Business-to-Business Market Research – Product Research - Pricing Research - Motivational Research - Distribution Research – Advertising Research - Media research - Sales Analysis and Forecasting - Data Mining.
Unit – V	Recent Trends In Marketing Research
	Introduction - Marketing Information System and Research - Online Marketing Research - Recent Trends in Marketing Research - Research in Lifestyle Retail - Marketing Research and Social Marketing - Rural Marketing Research - Trends in Services Marketing Research – Brand Equity Research - International Marketing and Branding Research

Reference Books

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall
3. Naresh K. Malhotra, MARKETING RESEARCH: AN APPLIED ORIENTATION, Pearson Education, Asia
4. Paul E. Green & Donald S. Tull, RESEARCH FOR MARKETING DECISIONS. PHI Learning Private Limited, New Delhi, 2009
5. Donald R. Cooper & Schindler, MARKETING RESEARCH CONCEPT & CASES, Tata McGrawHill Publishing Company Limited, new Delhi, 2006
6. S.C. Gupta, MARKETING RESEARCH, Excel Books India, 2007

OJT 501 – Apprenticeship in Retail Store Operations Management

Credits: 17

Subject Code: OJT 501

Hours: 510

Sr. No.	Objectives
1	To acquire skills of managing store operations
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to manage retail operations at the store.

Sr. No.	Module
On the Job Training Modules	
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders
9	To monitor and manage store performance
10	To provide leadership for your team
11	To build and manage store team
12	To develop individual retail service opportunities
13	To manage a budget
14	Optimize inventory to ensure maximum availability of stocks and minimized losses
15	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
16	Manage sales and service delivery to increase store profitability
17	Check and confirm adherence to visual merchandising plans
18	Manage overall safety, security and hygiene of the store
19	Implement promotions and special events at the store
20	Manage human resources at the store through manpower planning, recruitment, training and performance management
21	Conduct price benchmarking and market study of competition

SEMESTER – VI

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
OJT-601	Apprenticeship in Store Operations Management	48	20	3 Hrs	70 AA*+ 30 SK*
		42	20		

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conducted by college.

DSC: Discipline Specific Course; **DSE:** Discipline Specific Elective; **AEC:** Ability Enhancement Course; **VAC:** Value Added Course; **SEC:** Skill Enhancement Course T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination

OJT 601 – Apprenticeship in Retail Store Operations Management

Credits: 20

Subject Code: OJT 601

Hours: 600

Sr. No.	Objectives
1	To acquire skills of managing store operations
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to manage retail operations at the store.

Sr. No.	Module
On the Job Training Modules	
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders
9	To monitor and manage store performance
10	To provide leadership for your team
11	To build and manage store team
12	To develop individual retail service opportunities
13	To manage a budget
14	Optimize inventory to ensure maximum availability of stocks and minimized losses
15	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
16	Manage sales and service delivery to increase store profitability
17	Check and confirm adherence to visual merchandising plans
18	Manage overall safety, security and hygiene of the store
19	Implement promotions and special events at the store
20	Manage human resources at the store through manpower planning, recruitment, training and performance management
21	Conduct price benchmarking and market study of competition

MODEL QUESTION PAPER FOR B.Com (Retail Operations Management)

Time:3Hours

(Max Marks-80)

SECTION-A

Answer any five questions

(5X4=20Marks)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION - B

II. Answer the following questions

(4X15=60)

9. a)

OR

b)

10. a)

OR

b)

11. a)

OR

b)

12. a)

OR

b)

Scheme & Syllabus
For
BSc. Tourism and Hospitality Operation
(Semester System)

The three-year, full-time BSc- Tourism and Hospitality Operations aims to impart information and offer a comprehensive approach to hotel management & administration. This program's objective is to increase students' understanding of and proficiency in the hospitality sector through a synthesis of strategic viewpoints and practical expertise.

Since it offers specializations in several areas of the hospitality industry together with apprenticeship training in the third year, BSc (T&HO) has an advantage over other programmes. The programme is created to meet the needs of the students in accordance with UGC norms.

Objectives

The programme seeks to provide students with a foundational understanding of numerous courses in hospitality, tourism, and related industries with an emphasis on shaping them in accordance with market demands. The goals of this study programme are numerous:

- To instill in students a sense of professional ethics in accordance with the dynamics of the rapidly evolving hospitality and tourism sector
- Encourage young students to develop a sense of business and make them aware of the differences between management, tourism, and hospitality.
- Learning focused on skills with the goal of teaching professional manners.
- Learn the fundamentals of hospitality and tourism using a holistic approach and a system of education based on values.

Program Structure

The program structure and cumulative credits awarded are as follows:

FIRST SEMESTER

Course Code	Course Title	L	T	P	Total Credit	Internal Assessment	External Assessment	Total
DSE- Discipline Specific Core (Theory)								
BSC- T&H-101	Foundation Course in Food Production	4	0	0	4	40	60	100
BSC- T&H-103	Foundation Course in Food & Beverage Service	4	0	0	4	40	60	100
BSC- T&H-105	Foundation Course in Front Office	3	0	0	3	40	60	100
BSC- T&H-107	Foundation Course in Accommodation Operations	2	0	0	2	40	60	100
DSE- Discipline Specific Elective ANY ONE								
BSC- T&H-109	Hygiene & Sanitation	1	0	0	1	40	60	100
BSC- T&H-111	Food Safety & Quality	1	0	0	1	40	60	100
VAC – Value Added Courses								
BSC- T&H-113	Constitution of India	2	0	0	2	40	60	100
AEC- Ability Enhancement Course								
BSC- T&H-115	Business Communication & Personality Development – I	1	0	0	1	40	60	100
BSC- T&H-117	Computer Skills for Hotel Professionals	1	0	0	1	40	60	100
SEC- Skill Enhancement Courses								
BSC- T&H-151	Foundation Course in Food Production Lab I	0	0	2	1	40	60	100
BSC- T&H-153	Foundation Course in Food & Beverage Service Lab I	0	0	2	1	40	60	100
BSC- T&H-155	Foundation Course in Accommodation Operations Lab I	0	0	2	1	40	60	100
	TOTAL				21			1000

SECOND SEMESTER

Course Code	Course Title	L	T	P	Total Credit	Internal Assessment	External Assessment	Total
<u>DSC- Discipline Specific Core (Theory)</u>								
BSC- T&H-202	Basic Course in Food Production-II	4	0	0	4	40	60	100
BSC- T&H-204	Basic Course in Food & Beverage Service-II	4	0	0	4	40	60	100
BSC- T&H-206	Basic Course in Front Office-II	3	0	0	3	40	60	100
BSC- T&H-208	Basic Course in Accommodation Operations-II	2	0	0	2	40	60	100
<u>DSE-Discipline Specific Elective Choose ANY ONE</u>								
BSC- T&H-210	Tourism Concept & Principles	1	0	0	1	40	60	100
BSC- T&H-212	Organization of Event, Meeting & Conferences	1	0	0	1	40	60	100
<u>VAC – Value Added Courses</u>								
BSC- T&H-214	Environment Sustainability	1	0	0	2	40	60	100
<u>AEC- Ability Enhancement Course</u>								
BSC- T&H-216	Business Communication & Personality Development – II	2	0	0	2	40	60	100
<u>SEC- Skill Enhancement Course</u>								
BSC- T&H-252	Basic Course in Food Production Lab.-II	0	0	2	1	40	60	100
BSC- T&H-254	Basic Course in Food & Beverage Service Lab.-II	0	0	2	1	40	60	100
BSC- T&H-256	Basic Course in Front Office Lab.- II	0	0	2	1	40	60	100
BSC- T&H-258	Basic Course in Housekeeping Operations Lab.-II	0	0	2	1	40	60	100
	TOTAL				22			1000

THIRD SEMESTER

OJT- All four departments

S.No	Course Name	Marks	Credits	Total
1	Industrial training (All four departments)	200	8	200
2	Training Report	50	2	50
3	Viva -Voce	100	4	100
4	Presentation	50	2	50
5	Logbook & Aptitude Test	50	2	50
6	Attendance	50	2	50
7	Total	500	20	500

FOURTH SEMESTER

Course Code	Course Title	L	T	P	Total Credit	Internal Assessment	External Assessment	Total			
<u>DSC- Discipline Specific Core Theory (Group-1)</u>											
BSC- T&H-402	Food Production Operations	4	0	0	4	40	60	100			
BSC- T&H-404	Food & Beverage Operations	4	0	0	4	40	60	100			
<u>DSC- Discipline Specific Core Theory (Group-2)</u>											
BSC- T&H-406	Front Office Operations	4	0	0	4	40	60	100			
BSC- T&H-408	Accommodation Operations	4	0	0	4	40	60	100			
<u>VAC - Essence of Indian Knowledge Traditions</u>											
BSC- T&H-410	Essence Of Indian Knowledge and tradition	2	0	0	2	40	60	100			
<u>AEC- Ability Enhancement Course</u>											
BSC- T&H-412	Business Communication & Personality Development- III	0	0	8	4	40	60	100			
<u>DSE-Discipline Specific Elective Choose ANY ONE</u>											
BSC- T&H-414	Human Resource Management	1	0	0	1	40	60	100			
BSC- T&H-416	Entrepreneurship Development	1	0	0	1	40	60	100			
<u>SEC- Skill Enhancement Course (Group-1)</u>											
BSC- T&H-452	Food Production Operations Lab.	0	0	2	1	40	60	100			
BSC- T&H-454	Food & Beverage Operations Lab.	0	0	2	1	40	60	100			
<u>SEC- Skill Enhancement Course (Group-2)</u>											
BSC- T&H-456	Front Office Operations Lab.	0	0	2	1	40	60	100			
BSC- T&H-458	Accommodation Operations Lab	0	0	2	1	40	60	100			
TOTAL								17			1000

*The students need to select any one specialization core group. The student choosing specialization in group 1 from part A will be offered only Group 1 from part B and vice versa.

FIFTH and SIXTH SEMESTER

COURSE TITLE:	Apprenticeship Training (40-45 Weeks)
COURSE*	
OBJECTIVES:	The objective of apprenticeship training is to provide students with the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Apprenticeship training is also expected to provide the students the basis to identify their key operational areas of interest.

Discipline Core:

*The student has an option to select the Specialized Training from any one of the Four.

BHM-501- Food Production

BHM-502- Food & Beverage Service

BHM-503-Front Office

BHM-504- Housekeeping

S.no	Title	Marks	Credits	Total	Remarks
BHM-501 (Apprenticeship Training)	Food Production				
1	Specialization Field	400	8	400	
2	Appraisal Form	100	6	100	
3	Presentation	100	2	100	
4	Log Book & Aptitude Test	100	2	100	
5	Attendance	50	2	50	
	Total	750	20	750	
BHM-502 (Apprenticeship Training)	Food & Beverage Service				
1	Specialization Field	400	8	400	
2	Appraisal Form	100	6	100	
3	Presentation	100	2	100	
4	Log Book & Aptitude Test	100	2	100	
5	Attendance	50	2	50	
	Total	750	20	750	
BHM-503 (Apprenticeship Training)	Front Office				
1	Specialization Field	400	8	400	
2	Appraisal Form	100	6	100	
3	Presentation	100	2	100	
4	Logbook & Aptitude Test	100	2	100	
5	Attendance	50	2	50	
	Total	750	20	750	
BHM-504 (Apprenticeship Training)	Housekeeping				
1	Specialization Field	400	8	400	
2	Appraisal Form	100	6	100	

3	Presentation	100	2	100	
4	Logbook & Aptitude Test	100	2	100	
5	Attendance	50	2	50	
	Total	750	20	750	

SIXTH SEMESTER

S.no	Title	Marks	Credits	Total	Remarks
BHM-601 (Apprenticeship Training)	Food Production				
1	Specialization Field	400	8	400	
2	Appraisal Form	100	6	100	
3	Presentation	100	2	100	
4	Log Book & Aptitude Test	100	2	100	
5	Attendance	50	2	50	
	Total	750	20	750	
BHM-602 (Apprenticeship Training)	Food & Beverage Service				
1	Specialization Field	400	8	400	
2	Appraisal Form	100	6	100	
3	Presentation	100	2	100	
4	Log Book & Aptitude Test	100	2	100	
5	Attendance	50	2	50	
	Total	750	20	750	

BHM-603 (Apprenticeship Training)	Front Office				
1	Specialization Field	400	8	400	
2	Appraisal Form	100	6	100	
3	Presentation	100	2	100	
4	Logbook & Aptitude Test	100	2	100	
5	Attendance	50	2	50	
	Total	750	20	750	
BHM-604 (Apprenticeship Training)	Housekeeping				
1	Specialization Field	400	8	400	
2	Appraisal Form	100	6	100	
3	Presentation	100	2	100	
4	Logbook & Aptitude Test	100	2	100	
5	Attendance	50	2	50	
	Total	750	20	750	

Semester-I

BSC- T&H- 101 Foundation Course in Food Production-I

Credits: 4

Subject Code: BSC- T&H-101

S. No	Module Name	Outcomes
1	Introduction to Professional Cooking	<ul style="list-style-type: none"> ● Explain history and origin of Modern cooking. ● Describe the attributes required for kitchen personnel. ● Explain the importance of personal hygiene. ● Understand the importance of uniform and protective clothing, ● Explain the aims and objective of cooking. ● Explain different types of cuisines available in the country and across the world.
2	Hierarchy & Layout	<ul style="list-style-type: none"> ● Elaborate the hierarchy of small, medium and large establishments. ● Discuss the roles and responsibilities of a kitchen personnel. ● Describe Modern day staffing in hotels. ● Elaborate the scope in the tourism and hospitality industry. ● Elaborate the basic terms used in the kitchen department. ● Explain coordination with other departments.
3	Kitchen Equipment and Appliances	<ul style="list-style-type: none"> ● Elaborate various appliances, tools and equipment required for preparation for and cooking of different dishes. ● Describe the operational and storage procedures of various appliances, tools, equipment and other sharp objects required for cooking ● Identify different types of Knives and Sharpening Skills, ● Explain cleaning and maintenance of different types of equipment's. ● Explain different types of fuels along with their advantages and disadvantages
4	Food Preparation Activities	<ul style="list-style-type: none"> ● Describe various food cooking methods: like <ul style="list-style-type: none"> ○ Boiling ○ Poaching ○ Blanching ○ Steaming ○ Stewing ○ Braising

S. No	Module Name	Outcomes
		<ul style="list-style-type: none"> ○ Roasting ○ Grilling ○ Sautéing ○ Frying ○ Baking ○ Microwave Cooking ○ Infrared cooking ○ Sous Vide ○ Air Frying ● Discuss the units of measurements and culinary terms used for various food products ● Elaborate various methods of mixing and preparing the ingredients (like washing, peeling, etc.) for cooking along with their recipes. ● Describe various food preparation techniques (like marinating, chopping, etc.)
5	Vegetable & Fruit Cookery	<ul style="list-style-type: none"> ● Discuss Classification of vegetables ● Explain the Pigments and colour changes. ● Explain the effects of heat on vegetables. ● Describe cuts of vegetables. ● Discuss Classification of fruits. ● Explain the uses of fruit in cookery.
6	Stocks, Soups and Sauces	<ul style="list-style-type: none"> ● Discuss various types of Stocks and their classification. ● Elaborate Uses of stocks ● Describe the preparation, storage and precautions to be taken for stocks. ● Explain various types of soups and their classification. ● Describe the procedure of Making a good soup. ● Describe various types of Mother Sauces and Derivatives of mother sauces. ● Describe Contemporary & Proprietary Sauces
7	Egg Cookery	<ul style="list-style-type: none"> ● Explain the structure of egg. ● Explain the selection criteria and how to store eggs. ● Classify eggs on the basis of size and source. ● Describe the uses of Eggs.

BSC- T&H- 151 Foundation Course in Food Production Lab-I

Credits: 1

Subject Code: BSC- T&H-151

S. No	Module Name	Outcomes
1	PRACTICAL	<ul style="list-style-type: none"> ● Identify different types of Equipment's. ● Use and handle Equipment's. ● Demonstrate different types of Cuts of Vegetables ● Apply appropriate practices to check the quality of different types of ingredients used in the recipe. ● Demonstrate how to perform basic tasks like mixing ingredients, grinding spices, preparing the dough, wrapping food items, etc. ● Demonstrate various cooking and presentation methods. ● Demonstrate type of cuts - julienne, jardinière, macedoines, brunoise, payssane, mignonette, dices, cubes, shred, mirepoix. ● Demonstrate various cooking methods- Frying, Baking, Grilling, Poaching, Stewing, Braising, Boiling, Steaming Sautéing, Poeling, Searing ● Prepare Stocks- White, Brown, Fish & Vegetable ● Prepare Mother Sauces- Béchamel, Espagnole, Velouté, Hollandaise, Mayonnaise and Tomato Sauce ● Prepare Soups- Consommé, Cold and Broth ● Prepare Thick Soups- Puree, Velouté, Cream, Bisque and Chowder ● Demonstrate Egg Cookery- Boiled- Soft & Hard, Fried- Bulls Eyes, Over Easy, Continental and Masala Omelet, Scrambled, Encocotte ● Demonstrate preparation of Salads-Simple and Compound, Garden green, Waldorf salad, Russian salad, Coleslaw, Caesar, Nicoise salad ● Demonstrate Potato Cookery-Fried, Mashed, Roast, Boiled, Sauté, Baked ● Demonstrate Rice & Pasta Cookery- Drainage and Absorption Method, Al- dente, Fried Rice, Boiled Rice, Rice Pilaf, Herb Rice, and Brown Rice

BSC- T&H-103- Foundation Course in Food & Beverage Service-I

Credits: 4

Subject Code: BSC- T&H-103

	Module/NOS Name, Code, Version	Outcomes
1	Introduction to Food & Beverage Service Industry	<ul style="list-style-type: none"> ● Elaborate on the introduction of F & B Service industry. ● Explain the Growth of Indian Hotels and Restaurants. ● Elaborate on the hierarchy of Hotel/ Restaurant of small, medium, and large establishments. ● Classify various Catering Operations and Establishments ● Elaborate on the scope for Food & Beverage Service personnel. ● Describe the attributes required for Food and Beverage Service personnel. ● Explain basic terminology used in Food and Beverage Service. ● Explain the coordination of Food and Beverage with other departments.
2	Ancillary Services	<ul style="list-style-type: none"> ● Explain different types of Ancillary sections. ● Discuss Still room-functions, Equipment& its control. ● Discuss Hotplate, its operations & Hotplate Terminology. ● Discuss Pantry and its function. ● Discuss Linen store
3	Introduction to Menu	<ul style="list-style-type: none"> ● Explain the origin of menu. ● Elaborate different types of menus. ● Explain order taking procedure (KOT, BOT etc) ● Describe Menu Planning
4	Table Set Up	<ul style="list-style-type: none"> ● Discuss different types of table arrangements. ● List various types and usage of crockery, cutlery, utensil, glassware, tableware, and service equipment. ● Explain the uses of side station. ● Explain various types of napkin-folding techniques. ● Discuss the importance of proper placement of menu card on the table. ● Discuss various styles of services used in different types of food & beverage outlets. ● Explain –Waiter service, Self-service, Assisted service etc.

BSC- T&H-153- Foundation Course in Food & Beverage Service Lab – I

Credits: 1

Subject Code: BSC- T&H-153

	Modules	Outcomes
1	PRACTICAL	<ul style="list-style-type: none"> ● Demonstrate Restaurant Etiquettes ● Demonstrate basic technical skills, interpersonal skills, taking booking, preparation of service, the order of service. ● Identify restaurant equipment. ● Differentiate between Mis-en-Place, Mise-en-Scene. ● Demonstrate Table laying - Simple Covers Ala' Carte & Table D' Hote' ● Prepare different types of Napkins folding. ● Demonstrate spreading & changing tablecloth. ● Demonstrate table layout for Lunch/Dinner. ● Arrange Sideboard/ Dummy Waiter. ● Carry out a Salver or Tray, Carrying Plates, Glasses and Other Equipment's ● Explain Rules for Laying Table - Laying Covers As Per Menus ● Write a Food KOT and BOT ● Demonstrate handling service gear, clearing an Ashtray, Crumbing, Clearance and Presentation of Bill ● Role play for Silver Service, American Service

BSC- T&H- 105 Foundation Course in Front Office-I

Credits: 3

Subject Code: BSC- T&H-105

S. No	Modules	Outcomes
1	Introduction To Hospitality Industry	<ul style="list-style-type: none"> • Explain famous hotels worldwide. • Elaborate classification on hotel on the basis of: Size, Star Classification, Clientele, Location, Ownership, Independent, Management Contract, Chains & Franchise/ Affiliated, Resorts & Time Share, Bed & Breakfast, Boutique Hotel, Pod Hotels, Ecotels • Elaborate the hierarchy of small, medium and large establishments. • Discuss various service departments in the hotel, like Food & Beverage, Housekeeping, etc. • Elaborate the basic terminology used in the hospitality parlance. • Elaborate the job opportunities in the Tourism and Hospitality Industry • Explain essential attributes of a Front Office Professional
2	Introduction to Accommodations- Front Office and Housekeeping	<ul style="list-style-type: none"> • Elaborate on the functions of the front office department. • Discuss the importance of timely reporting for the duty. • Draw the layout of the front office department. • Discuss the importance of wearing a designated uniform. • Explain inter and intra departmental coordination.
3	Prepare for Guests' Arrival	<ul style="list-style-type: none"> • Describe various types of rooms, facilities, tariffs (like BAR, Corporate, Contracted, Group, etc.), and meal plans applicable in the Hotel Industry. • Explain different types of room rates. • Elaborate different types of meal plans applicable to hotel. • Discuss various types of guests, such as business, leisure, etc. • Discuss the flow of guests in peak/lean season in the hotels. • Explain the significance of cross-checking occupancy status, room allocation status, arrival and departure timing, guest confirmation, VIP in-house, and events.

S. No	Modules	Outcomes
		<ul style="list-style-type: none">• Elaborate various tools and office equipment, such as photocopier, printer, card swiping machine, etc. required at the workstation along with their functions.• Describe the different vouchers used in front office (like Petty cash, Visitor's Paid out, etc.)• Explain the importance of taking care of special guest requirement, travel arrangements, and special welcome for VIPs.• Explain the front office guest cycle.• Explain different types of keys and the procedure to collect them.

BSC- T&H- 107 Foundation Course in Accommodation Operations – I

Credits: 2

Subject Code: BSC- T&H-107

S. No	Modules	Outcomes
1	Introduction To Hospitality Industry	<ul style="list-style-type: none"> • Elaborate the hierarchy of housekeeping department in small, medium and large establishments. • Elaborate the basic terminology used in the hospitality parlance. • Elaborate the job opportunities in the Tourism and Hospitality Industry in accommodation operations. • Explain essential attributes required for Housekeeping Professional
2	Introduction to Housekeeping	<ul style="list-style-type: none"> • Elaborate on the functions of the housekeeping department. • Draw the layout of the housekeeping department. • Explain inter and intra departmental coordination.
4	Role of Housekeeping in Hospitality Operations	<ul style="list-style-type: none"> • Explain Scope and Significance of Housekeeping in Hospitality Industry • Elaborate on Housekeeping Department-Working towards Customer Delight, • Explain the Role and Responsibilities of Housekeeping Department • Describe Housekeeping for Different Institutions- Airlines, Hospitals, Hostels and Corporate, Other Opportunities for Housekeepers
5	Housekeeping Control Desk	<ul style="list-style-type: none"> • Elaborate the role of housekeeping control desk. • Explain Forms, formats, Records and Registers maintained at control desk. • Explain Lost and Found Procedure. • Discuss the importance of paying attention to collect the details about the guest room status/event before cleaning.
6	Cleaning Science	<ul style="list-style-type: none"> • Categorize the types of linen used in housekeeping activities. • List different types of cleaning agents and equipment. • Discuss the significance of using Personal Protective Equipment during the cleaning activities. • Explain different Methods of Cleaning (Manual and Mechanical), • Describe Frequency of Cleaning- Daily, Periodical and Special.

BSC- T&H- 155 Foundation Course in Accommodation Operations Lab- I

Credits:1

Subject Code: BSC- T&H-157

S. No	Modules	Outcomes
1	Housekeeping Operations- Practical	<ul style="list-style-type: none"> • Explain Guest Room Supplies and demonstrate their Position in Standard Room, Suite Room, VIP and Single Lady Travelers' Room, Special amenities. • Demonstrate Maids' Trolley Setup, Contents with Placement • Draw Layout of housekeeping pantry • Demonstrate Placement of Equipment and Setup of Pantry • Identify Cleaning Equipment's- Manual and Mechanical • Identify cleaning agents. • Name various cleaning agents brand names. • Demonstrate the procedures for cleaning different areas/surfaces
2	Front office Operations- Practical	<ul style="list-style-type: none"> • Demonstrate Basic Manners, Attributes and Grooming Standards Required for accommodation operations. • Explain Different Types of Calls, Screening Practice. • Identify Equipment & Stationery used in front office and housekeeping. • Demonstrate Telephone Etiquettes and Telephone Handling • Practice on Cases Related to Front office & Other Departmental Communications • Mock Situations – Role – Plays

BSC- T&H- 109- Hygiene and Sanitation

Credits: 1

Subject Code: BSC- T&H-109

S. No	Modules	Outcomes
1.	Introduction to Hygiene and Sanitation	<ul style="list-style-type: none"> • Explain Hygiene and Sanitation • Elaborate the importance of following hygiene practices. • Explain the consequences of not adhering to hygiene and safety practices
2.	Law Regarding Food	<ul style="list-style-type: none"> • Explain Food Safety and Standard Act 2006 (FSSAI) • Explain Food Safety and Standard Authority of India, Food Additive, Food Analyst, Food Authority, Food Lab, Food Safety and Food Management System • Elaborate Duties and Function of Food Authority, Food Safety Officer and Power, Provision Related to Import, Offences and Penalties, Analysis of Food and Licenses

BSC- T&H- 111- Food Safety and Quality

Credits: 1

Subject Code: BSC- T&H-111

S. No	Modules	Outcomes
1.	Basic Introduction	<ul style="list-style-type: none"> ● Discuss the meaning of Food safety ● Describe about various Food hazards ● Explain Contaminants and food hygiene
2.	Micro Organisms in Food	<ul style="list-style-type: none"> ● Discuss the General characteristics of micro-organisms based on their occurrence and structure ● Discuss the Factors affecting their growth in food ● Describe about various Common food borne microorganisms
3.	Food Spoilage and Food Borne Diseases	<ul style="list-style-type: none"> ● Explain the Types and causes of food spoilage ● Discuss the Sources of contamination ● Discuss about Spoilage of different products ● Explain Infections and intoxications ● Describe Common diseases caused by food pathogens preventive measures
4.	Food Contaminants & Adulterants	<ul style="list-style-type: none"> ● Describe the Introduction to food standards ● Describe different Types of food contaminants ● Discuss Common adulterants in food

BSC- T&H - 113 - Constitution of India

Credits: 2

Subject Code: BSC-113

S. No	Modules	Outcomes
1.	Basic Introduction	<ul style="list-style-type: none"> • Describe the meaning of the constitution law and constitutionalism • Explain the Historical perspective of the Constitution of India. • Explain Salient features and characteristics of the Constitution of India. • Analyze Schemes of fundamental rights. • Explain the scheme of Fundamental Duties and its legal status. • Describe The Directive Principles of State Policy – Its importance and implementation. • Examine the difference between Federal structure and distribution of legislative and financial powers between the Union and the States. • Explain Parliamentary Form of Government in India – The constitution powers and status of the President of India. • Discuss the Amendment of the Constitutional Powers and Procedure. • Examine the historical perspectives of the constitutional amendments in India. • Describ Emergency Provisions: National Emergency, President Rule, Financial Emergency. • Discuss Local Self Government – Constitutional Scheme in India. • Discuss Scheme of the Fundamental Right to Equality. • Discuss Scheme of the Fundamental Right to certain Freedom under Article 19. • Explain Scope of the Right to Life and Personal Liberty under Article 21.

T&H- 115- Business Communication & Personality Development – I

Credits: 1

Subject Code: BSC-115

S. No	Modules	Outcomes
1.	Basic Communication	<ul style="list-style-type: none"> ● Explain: <ul style="list-style-type: none"> ○ Structures in present and present continuous tense ○ Structures in past & past continuous tense ○ Structure in present perfect & present perfect continuous tense ○ Structures in future tense ○ Modals: helping verbs ○ Prepositions ○ Idioms ● Practice speech on a given topic. ● Practice Extempore speech
2	Communication	<ul style="list-style-type: none"> ● Describe communication. ● Describe the Process of communication. ● Discuss the Importance of communication ● Explain various Types of communication. ● Demonstrate Useful Phrases for Everyday Use ● Explain the technique of Asking Questions
3	Hotel English	<ul style="list-style-type: none"> ● Describe the Essential qualities of a good speaker. ● Discuss Speech improvement- pronunciation. ● Explain the importance of Stress in speech. ● Describe Intonation and modulation. ● Describe Common phonetics- difficulties

BSC- T&H- 117- Computer Skills for Hotel Professionals

Credits: 1

Subject Code: BSC- T&H-117

S. No	Modules	Outcomes
1	Elements of Computer System	<ul style="list-style-type: none"> ● Describe the meaning of computer ● Discuss Classification of Computers ● Explain Functions of Computer
2	Hardware Features and Its Uses	<ul style="list-style-type: none"> ● Describe the Physical components of a computer. ● Discuss different generations of computers. ● Describe various Storage Types ● Explain Input & Output Devices
3	Microsoft Office	<ul style="list-style-type: none"> ● Explain Introduction to word processing, it's features, formatting documents, paragraph formatting, indents, page formatting, header and footer, bullets and numbering, tabs, tables, formatting the tables, finding and replacing text, mail merging etc. ● Discuss MS Word document- entering text, saving, editing and printing the document, formatting a document, special effects, shortcut keys, creating tables. ● Discuss MS Excel document- parts of worksheet, creating a spreadsheet, simple formulas, editing data, saving and exiting a worksheet, aligning text, making graphs/charts, printing and page adjustments. ● Introduction to MS Power point: PowerPoint, features of MS PowerPoint clipping, slide animation, slide shows, formatting etc.
4	Internet & Email	<ul style="list-style-type: none"> ● Explain How to search for a webpage. ● Describe how to Create an email account ● Describe Sending/receiving an email. ● Describe about Online banking

Semester-II

BSC- T&H- 202- Basic Course in Food Production-II

Subject Code: BSC- T&H-202

Credits: 4

S. No	Modules	Outcomes
1	Introduction to Indian Cuisines	<ul style="list-style-type: none"> ● Elaborate History of Indian Cuisine ● Explain the Influence of Foreign & Religion ● Explain the Features and Characteristics – Regional Nature, Geography, Heritage ● Explain Indian Masala – Types, Blends & Usage ● Describe different Cooking Methods and Techniques
2	Gravies	<ul style="list-style-type: none"> ● Classify different types of gravies, Derivatives and Regional Gravies ● Explain the Guidelines for Gravy Preparation. ● Explain the Difference between Sauce and gravy
3	Tandoor Cookery	<ul style="list-style-type: none"> ● Explain History of Tandoor. ● Describe Manufacturing, Installation and Safety Guidelines ● Explain different Methods of making Tandoor. ● Describe the Materials required for making a tandoor. ● Describe Installing /preparation of Tandoor. ● Elaborate Equipment required for Tandoori cooking. ● Elaborate precautions to be taken while lighting up the fire inside the tandoor. ● Describe the techniques for controlling the temperature of a tandoor. ● Employ appropriate techniques to prepare tandoor. ● Describe the characteristics and types of tandoors. ● Explain different types of fuel used in tandoors. ● Explain the use and types of marinade used in roasted food products. ● Explain the use of Accompaniments for Tandoori dishes. ● Elaborate Variety of vegetable and meat cuts required. ● Explain the different working temperatures for tandoor products.
	Indian Sweets	<ul style="list-style-type: none"> ● Explain History & Classification of Indian Sweets. ● Describe different Ingredients and Equipment's used in preparation of Indian sweets.

S. No	Modules	Outcomes
		<ul style="list-style-type: none"> ● List out the Festive and Regional Delicacies
4	Regional Cuisine – North (Punjab, Jammu & Kashmir, Rajasthan & Awadh)	<ul style="list-style-type: none"> ● Explain Geographical Location, History & Staple Food ● Explain Seasonal Availability of Ingredients ● Elaborate Special Equipment's required to cook north Indian cuisine. ● Explain different Cooking Methods, ● List Festive Delicacies
5	Regional Cuisine – South (Andhra Pradesh, Tamil Nadu, Kerala, Karnataka)	<ul style="list-style-type: none"> ● Explain Geographical Location, History & Staple Food ● Explain Seasonal Availability of Ingredients. ● Elaborate Special Equipment's required to cook South Indian cuisine. ● Explain different Cooking Methods ● List Festive Delicacies
6	Regional Cuisine – West (Maharashtra, Gujarat, Goa)	<ul style="list-style-type: none"> ● Explain Geographical Location, History & Staple Food ● Explain Seasonal Availability of Ingredients. ● Elaborate Special Equipment's required to cook West Indian cuisine. ● Explain different Cooking Methods ● List Festive Delicacies
7	Regional Cuisine – East (Bengal, Bihar, Odisha, Northeast)	<ul style="list-style-type: none"> ● Explain Geographical Location, History & Staple Food ● Explain Seasonal Availability of Ingredients. ● Elaborate Special Equipment's required to cook East India cuisine. ● Explain different Cooking Methods ● List Festive Delicacies

BSC- T&H- 252- Basic Course in Food Production Lab - II

Credits: 1

Subject Code: BSC- T&H-252

S. No	Modules	Outcomes
1	PRACTICAL	<ul style="list-style-type: none"> ● Prepare the dough for Indian breads. ● Demonstrate how to prepare various kinds of Indian breads. ● Show how to marinade vegetables/cheese/paneer/meats to roast in the tandoor. ● Demonstrate the techniques to use skewers in tandoor ● Demonstrate 10 Menus based on Indian Starters (Kebabs) ● Regional Cuisine: North and South Indian Regional Cuisine as regarding ingredients used, traditional preparation methods, utensils and accompaniments. <ul style="list-style-type: none"> ○ Goa ○ Kashmir ○ Andhra Pradesh ○ Karnataka ○ Tamil Nadu ○ Bengal ○ Assam ○ Gujarat ○ Punjab ○ Rajasthan etc.,

BSC- T&H- 204- Basic Course in Food & Beverage Service-II

Credits: 4

Subject Code: BSC- T&H-204

S. No	Modules	Outcomes
1	Interpersonal Skills	<ul style="list-style-type: none"> ● Explain <ul style="list-style-type: none"> ○ Dealing With Incidents ○ Spillage ○ Returned Food ○ Lost Property ○ Illness ○ Alcohol over Consumption ○ Recording Incidents ○ Customer with Special Needs
2	Types of Meals	<ul style="list-style-type: none"> ● Explain different types of Meals <ul style="list-style-type: none"> ○ Breakfast (English, American, Continental, Indian) Lunch, Brunch, Dinner, Supper, Afternoon Tea, High Tea, Low Tea
3	Control System	<ul style="list-style-type: none"> ● Explain F & B Sales, Necessity and Function of Control System ● Describe F & B Control Cycle ● Explain Role of Cashier In F & B Controls ● List Cash Handling Equipment ● Describe Theft Control Procedures - Single K.O.T, Double K. O. T, Triplicate K.O.T & Four Copies K.O.T ● Explain Micros in F & B, Its Role and Importance
4	Non-Alcoholic Beverages	<ul style="list-style-type: none"> ● Classify Non-Alcoholic beverages (Nourishing/ Stimulating / Refreshing) ● Explain Tea - Origin & Manufacture, Types of Brands, Preparation & Service ● Explain Coffee - Origin & Manufacture, Types of Brands, Preparation ● Explain Nourishing - Cocoa & Malted Beverage - Origin & Manufacture, Types Of Brands ● Describe Refreshing – Juices, Aerated Drinks, Mixers (Tonic/ Lemonade/ Bitter Lemon), Squashes, Syrups, Mineral Water, Sparkling Water/Soda
5	Room Service	<ul style="list-style-type: none"> ● Explain Type of Room Service/Centralized/Decentralized/Decentralized Mobile, Room Service Menu ● Draw Room Service Hierarchy ● Explain Duties of Room Service Order Taker ● Describe various Forms and Formats ● Explain Trolleys and Tray Set up

S. No	Modules	Outcomes
6	Kitchen Stewarding	<ul style="list-style-type: none">● Explain Kitchen Stewarding & Organization Structure● Draw Layout of Kitchen Stewarding● Explain Wash Up-Methods Used● Describe Different Kind of Chemical, and Dish Washing Machines● Explain Cleaning Method of Silver/ EPNS, Stainless Steel, Copper, Brass

BSC- T&H- 254- Basic Course in Food & Beverage Service Lab - II

Credits: 1

Subject Code: BSC- T&H-254

S. No	Modules	Outcomes
1	PRACTICAL	<ul style="list-style-type: none"> ● Demonstrate <ul style="list-style-type: none"> ○ Layout of Breakfast (English, Continental, Indian and American) ○ Room Service Tray and Trolley Setup ○ Procedure For Service of a Meal ○ Taking Guest Reservations ○ Receiving & Seating of Guests ○ Order Taking & Recording ○ Order Processing (passing orders to the kitchen) ○ Sequence of Service ○ Presentation & Encashing the Bill ○ Presenting & Collecting Guest Comment Cards ○ Bidding Farewell to Guests ○ Non-Alcoholic Beverages, Service of Tea, Coffee, Soft Drinks, Squashes, Mineral Water and Specialty Coffee ○ Layout Activities of Pantry ○ Dish Washing Technique ○ Service Etiquettes

BSC- T&H- 206- Basic Course in Front Office Operations-II

Credits: 3

Subject Code: BSC- T&H-206

S. No	Modules	Outcomes
1	Introduction to Guest Cycle	<ul style="list-style-type: none"> • Explain Guest Cycle, Stages of Guest Cycle (Pre-Arrival, Arrival, Occupancy, Departure, Post Departure)
2	Reservation	<ul style="list-style-type: none"> • Explain Functions of Reservation, Channels of Reservation • Explain different Sources of Reservation: <ul style="list-style-type: none"> ○ FIT ○ FFIT ○ Group ○ Travel Agents ○ Airlines ○ Corporate • Explain different types of Reservation- Guaranteed Reservations & Non-Guaranteed Reservations • Explain different types of Reservation Systems- Central Reservation Systems, Global Distribution Systems, Inter-sell Agencies, Property Direct, Reservations through the Internet, Computerized Reservation System, Future Blocks • Describe Reservation Process <ul style="list-style-type: none"> ○ In Person ○ Telephone ○ Email- Group & FIT • Describe Policies & Procedures for Confirmation, Amendment, Cancellation, Overbooking & No Show, Reservation Reports & Histories • Explain various Reservation Considerations: Legal Implications, Waiting Lists, Packages, and Potential Reservation Problems

BSC- T&H- 256- Basic Course in Front Office Operations- Lab II

Credits: 1

Subject Code: BSC- T&H-256

S. No	Modules	Outcomes
1	PRACTICAL	Demonstrate: <ul style="list-style-type: none"> • Procedure of Taking Reservations – in Person and on Telephones • Handling Guest Enquiries at Reservation • How to Convert inquiries into Valid Reservations • Practice on Room Management System, Reservation, Check in, Practical Situations & Guest Problems. • Amendments in Reservations, Cancellation, Room Availability Charts • Filling Up of Reservation Forms, Making Amendments & Cancellations. • Updating Reservations on the Computer-Actual Computer Lab Work on PMS. • Situations on Basis of Charging. • Practice on Cases Related to Front office & Other Departmental Communications • How to prepare a Tour Itinerary • Telephonic Conversations - Standard Phrases, Manners, Do's & Don'ts • Mock Situations – Role – Plays

BSC- T&H- 208 - Basic Course in Accommodation Operations- II

Credits: 2

Subject Code: BSC- T&H-208

S. No	Modules	Outcomes
1	Daily Routine Management	<ul style="list-style-type: none"> • Explain Guest Floor Etiquettes. • Explain the process of Guest Room Cleaning. • Explain the process of Handling VIP Guest Rooms, Long Staying Guests and Handling DND Rooms. • Describe Turndown Service, Second Service and Handling Guest Special Request • Explain the process of Guestroom Inspections • Explain public area cleaning.
2	Stain Removal and Polishing Activities on the Floors and Surfaces	<ul style="list-style-type: none"> • Elaborate various types of surfaces, and appropriate polishing equipment along with the cleaning agents required for each surface • Explain the importance of inspecting the surface after cleaning and polishing • Describe specific methods to clean the surface according to the types of stains • Discuss the procedures of preparing various cleaning solutions and the importance of mixing appropriate amount of specific chemicals to prepare these solutions. • Elaborate the step-by-step cleaning procedures for different surfaces for both soft and stubborn stains • Identify different warning signs to be used • Describe the manual and mechanical procedure of polishing various surfaces • Explain the importance of using sealant and mopping the area after polishing
3	Care and Cleaning of Different Surfaces	<ul style="list-style-type: none"> • Explain the care and cleaning of different surfaces: Metals, Glass, Ceramics, Plastic, Rexene, Wood, Carpet, Upholstery, Wall and Floor Finishes

BSC- T&H- 258- Basic Course in Housekeeping Operations- Lab II

Credits: 1

Subject Code: BSC- T&H-258

S. No	Modules	Outcomes
1	PRACTICAL	<ul style="list-style-type: none"> • Demonstrate the Procedure of Taking Reservations – in Person and on Telephones • Demonstrate Handling Guest Enquiries at Reservation • Role Play on Standard Phrases, Manners, Do's & Don'ts • Role Plays on Mock Situations • Demonstrate Guest Room Cleaning: Bed Making, Bedroom Cleaning, Bathroom Cleaning, Turndown Service • Demonstrate Public Area Cleaning- Cleaning of Front Areas and Cleaning of Back of The House • Demonstrate the process of Guest Room Inspection.

BSC- T&H- 210- Tourism Concepts and Principles

Credits: 1

Subject Code: BSC- T&H-210

S. No	Modules	Outcomes
1	Introduction	<ul style="list-style-type: none"> • Travel Agencies and Tour Operators- meaning, concept, types and importance • Historical growth and development of travel agency • Tour operation Business, Linkages and Integrations in Travel Agency and Tour Operation • The future Role of Travel Intermediaries
	Prepare for Tour Operations	<ul style="list-style-type: none"> • Explain government rules, and environmental, safety, and service quality standards to be followed while conducting a tour • Elaborate on the time management techniques • List tourism related products and services • Describe different tourist categories and relevant tour packages/travel plans • Explain the type tour and travel such as religious, cultural, heritage, leisure, etc. and respective accommodation arrangements to be made • Describe types of problems that may occur with travel and accommodation arrangements and effective ways to deal with them • State the significance of being updated with the latest information related to the place, tour site, and city • Discuss effective tour route planning techniques • Discuss the methods to identify tourists' preference or interests • Discuss itinerary alteration and tour planning procedures • Describe the effective ways to gather travel partner details • State the significance of pre-tour briefing and fulfillment of the required documents
	Safety of Tourists	<ul style="list-style-type: none"> • Describe tourist handling techniques • Discuss the procedure to organize the tour transport to various locations • Describe the importance and procedure of issuing identification badges and safety equipment to the tourists • Discuss various types of risks involved in a tour, theft, robberies etc. at particular spots and respective safety measures to be taken.

BSC- T&H- 212 – Organization of Event, Meetings and Conferences

Credits: 1

Subject Code: BSC- T&H-212

S. No	Modules	Outcomes
1.	Introduction Corresponding	<ul style="list-style-type: none"> • Describe the Tourism and Hospitality Industry and its sub-sectors • Discuss the job role and job opportunity for a Meeting, Conference and Event Planner in the Tourism and Hospitality Industry • Elaborate the basic terminology used in the Tour Packaging
2.	Perform the Planning Activities for the Event, Meeting or Conference	<ul style="list-style-type: none"> • Elaborate the standard procedures for organizing events, meetings and conference management • Elaborate the standard regulatory compliances at venues for events, meeting and conferences • Discuss the types of events, like theme based, traditional events etc. • Discuss the process of event management as well as its concept and designing procedure • Explain the process of client requirement analysis and defining the scope of work for the event, meeting or conference • Elaborate the procedure of preparing the event proposal • Discuss various types of venues depending on the events, meetings and conference and the procedure of selecting appropriate venue • Describe the inspection methods of facilities at the venue • State the importance of informing access and restriction applicable for selected venue • Elaborate the vendor selection and management procedures • Discuss various types of layout plan for the venue

BSC- T&H- 214- Environment Sustainability

Credits: 2

Subject Code: BSC- T&H-214

1.	Introduction and development of environmental message	<ul style="list-style-type: none"> ● Raise staff awareness, build commitment, provide support, reward efforts and celebrate success ● Explain Business partner’s coordination ● Examine Guests participation ● Explain Community – sponsorship, urban beautification, alternate energy sources
2	Energy and waste conversion	<ul style="list-style-type: none"> ● Explain different Types of energy. ● Draft an Energy efficiency action plan. ● Assess current performance. ● Describe Energy utilization & conservation measures. ● Draft Guidelines for major use areas ● Explain the use of new technology ● Explain ecotels ● Discuss Case studies of India and abroad
3	Trends in Global Hotel Management	<ul style="list-style-type: none"> ● Discuss how consolidation and globalization has changed the hotel industry. ● Discuss ethical, legal and cultural issues impacting the global hotel industry. ● Evaluate how the hotel industry should adapt to climate change using the opportunities and challenges presented operational environmental sustainability

BSC- T&H- 216- Business Communication & Personality Development -II

Credits: 2

Subject Code: BSC- T&H-216

S. No	Modules	Outcomes
1.	Hospitality Etiquettes and Manners	<ul style="list-style-type: none"> • Demonstrate: <ul style="list-style-type: none"> ○ College Etiquettes ○ Conversation Etiquettes ○ Social Etiquettes ○ Telephone Etiquettes
2	Writing Skills	<ul style="list-style-type: none"> • Write different types of letters: persuasive letters, request letters, sales letters, complaints and adjustments, interview letters, promotion letters, resignation letters, job application, leave application, • Explain business etiquettes: email and internet etiquettes.
3	Listening Skills	<ul style="list-style-type: none"> • Explain Meaning and Significance of Active Listening • Demonstrate Do's and Don'ts of Listening • Explain Guidelines for Effective Listening.
4	Group Discussion	<ul style="list-style-type: none"> • Explain Group Discussion • Do's and Don'ts of GD • Explain Useful words Phrases. • Practice on Basic GD topics
5	Current Affairs	<ul style="list-style-type: none"> • Name: <ul style="list-style-type: none"> ○ National & International Ministers and Leaders along with News Makers ○ Countries, Capitals and Currencies ○ Political Scenario of various Countries ○ Acronyms of International and National Organizations (PATA, WTO, UNESCO, IATA etc)

Semester–III

INDUSTRIAL TRAINING

S. No	Course Name
1	Industrial training (All four departments)
2	Training Report
3	Viva -Voce
4	Presentation
5	Logbook & Aptitude Test
6	Attendance

Semester–IV

BSC- T&H- 402- Food Production Operations

Credits: 4

Subject Code: BSC- T&H-402

S. No	Modules	Outcomes
1	European Cuisine	<ul style="list-style-type: none"> • Explain History and Regions of European Cuisine (French, German, Italian, Spanish) • Describe Popular ingredients used in French cooking. • Explain Special equipment used in European cuisine. • Write popular European dishes.
2	Asian Cuisine	<ul style="list-style-type: none"> • Explain History and Regions of Asian Cuisine (Chinese, Japanese, Korean, Thai & Indonesian) • Describe Commonly used ingredients in Asian cuisine. • Explain Specialty dishes of Asian cuisine. • Describe various Tools and equipment's of Asian cuisine. • Explain Cooking Methods and Techniques used in Asian Cuisine
3	Mediterranean Cuisine	<ul style="list-style-type: none"> • Explain History and Regions of Mediterranean Cuisine (Lebanese, Turkish & Greek) • Identify Commonly used ingredients in Mediterranean cuisine. • Elaborate Specialty dishes of Mediterranean cuisine. • Select various Tools and equipment's of Mediterranean cuisine. • Explain Cooking Methods and Techniques used in Mediterranean Cuisine
4	American Cuisine	<ul style="list-style-type: none"> • Explain History and Regions of American Cuisine (Mexican, USA & South American) • Describe Commonly used ingredients in American cuisine. • Explain Specialty dishes of American cuisine. • Describe various Tools and equipment's of American cuisine.
5	Herbs & Wine in Cooking	<ul style="list-style-type: none"> • Elaborate the Uses of Wine in Cooking • Classify different types of Herbs. • Describe the Uses of Herbs in Cooking

BSC- T&H- 452- Food Production- Lab

Credits: 1

Subject Code: BSC- T&H-452

S. No	Modules	Outcomes
1	PRACTICAL	<ul style="list-style-type: none">• Identify different types of equipment used in International Cooking• Prepare various types of Menu:<ul style="list-style-type: none">○ French○ Italian○ Spanish○ German○ Mexican○ Thai○ Japanese○ Korean○ Lebanese○ Greek○ Turkish○ Indonesian

BSC- T&H- 404- Food & Beverage Service Operation

Credits: 4

Subject Code: BSC- T&H-404

S. No	Modules	Outcomes
1	Alcoholic Beverages	<ul style="list-style-type: none"> • Introduce & Define Alcoholic beverages. • Classify Fermented Alcoholic beverages • Define and Explain fermentation & distillation
2	Wines	<ul style="list-style-type: none"> • Explain different terminologies associated with wine • Name and Explain Wine Producing Countries and Regions • Explain different types of Grapes. • Classify different types of Wines. • Describe the production process of Wines and Types (Table/Still/Natural, Sparkling, Fortified, Aromatized, Fruit Wines and Bitters) • Explain the storage of Wines, • Explain how to service wines, • Explain harmony of Food and Wine
3	World of Wines	<p>Old World Wines</p> <ul style="list-style-type: none"> • Explain the principal wine regions • Describe wine Laws • Name Grape Varieties • Explain the process of production and Brand names of France, Germany, Italy, Spain, Portugal <p>New World Wines – Argentina, Australia, Canada, Chile, Colombia, India, Mexico, New Zealand, Peru, South Africa, United States</p>
4	Aperitifs	<ul style="list-style-type: none"> • Define Aperitifs • Explain different types of Aperitifs • Explain different types & brand names (Vermouth and Bitters)
5	Beer	<ul style="list-style-type: none"> • Define Beer • Explain manufacturing process of beer • Explain different types of Beer

		<ul style="list-style-type: none">• Describe the process of storing beer.• Explain service of bottle Beer, Canned Beer and Draught Beer,• How to take care of Beer• Describe Beer Dispensing System• List Brand Names (National & International)
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BSC- T&H- 454- Intermediate Course in Food & Beverage Service- Lab

Credits: 1

Subject Code: BSC- T&H-454

S. No	Modules	Outcomes
1	Food and Beverage Service Practical	Demonstrate: <ul style="list-style-type: none">• Bar Equipments and Glassware• Bar Setup and Operations• Service of White Wines• Service of Red Wines• Service of Rose Wines• Service of Sparkling Wines• Service of Fortified Wines• Service of Bottled Beer• Service of Draught/Draft Beer• Practice on Menu- matching Wines with Food

BSC- T&H- 406- Front Office Operations

Credits: 4

Subject Code: BSC- T&H-406

S. No	Module Name	Outcomes
1	Property Management System	<ul style="list-style-type: none"> ● Explain: <ul style="list-style-type: none"> ○ Reservations Management Software, Rooms Management Software, Guest Accounting Management Software, General Management Software, Back Office Interfaces, System Interfaces
2	Registration: Guest Arrival	<ul style="list-style-type: none"> ● Explain different types of registration (Register & Guest Registration Card) ● Explain Registration Procedure and Legal Implication (Foreigners, FIT's, FFIT) ● Explain Process of Registration for Groups and FIT's, Procedure for a Fully Automated Front Office, ● Explain different methods of Payments
3	Guest Departure Procedure	<ul style="list-style-type: none"> ● Explain Departure Procedure: FIT, Group, Airline Crew, VIP Guests, Corporate Guests (at Bell Desk, At Reception, at Cashiers Desk)
4	After Guest Departure	<ul style="list-style-type: none"> ● Explain how to Maintain Guest History & Guest Feedback, ● How to Handle Late Charges
5	Front Office Accounting & Credit Control	<ul style="list-style-type: none"> ● Explain the Front office Accounting Cycle: (Creation, Maintenance and Settlement of Accounts) ● Describe different types of Postings ● Elaborate Accounts Correction/Amendment, Accounts Allowance, Accounts Transfer ● Describe different types of Folio (Non-Guest Folio, Guest Folio, Master Folio, Split Folio) ● Explain different types of Voucher: (Correction Voucher, Paid Out Voucher, Cash Voucher, Allowance Voucher, Correction Voucher, Room Rate Change Voucher), City Ledger, Visitor Tabular Ledger ● Explain Credit Control at Various Stages of Guest Cycle, Internal Control in Front Office (Front office Cash Sheet, Cash Banks, Petty Cash)
6	Night Auditing	<ul style="list-style-type: none"> ● Elaborate Duties & Responsibilities of a night auditor ● Explain night Auditing Procedure (Manual System, Semi-Automated System, Fully Automated System) ● Explain the importance of Night Audit Reports ● Describe various Reports by Night Auditor ● Read the Flash Reports and the Night Audit
7	Emerging Trends in Front Office	<ul style="list-style-type: none"> ● Explain Self-Registration, In-Room Check-In, Web Check-In, Mobile and Apps Check-in, Express Check-in ● Explain Innovative Check-out Options (In Room Guest Checkout, Express Check-Out, and Self-Check-Out)

BSC- T&H- 456- Intermediate Course in Front Office Operations- Lab

Credits: 1

Subject Code: BSC- T&H-456

S. No	Module Name	Outcomes
1	PRACTICAL	<ul style="list-style-type: none"> • Preparing & Filling Up of Registration Card. • Role Play for Check-In of Different Types of Guests-FIT, Walk-In, VIP, Groups • Role Plays of Check-In of foreigners Using C-Form • Handling Room Keys (Issuing, Receiving, Missing Keys, Computerized Key Cards) • Operating PMS for Registration • Rooming a Guest, Dealing with Change of Room Request. • Handling Guest Enquiries at Reception & Guest Relations • Handling of Keys-Situations Related to Loss of Keys. • Role Play on Situation Handling Like Emergencies, Walking a Guest, Dealing With Overbooking Situations, Complaints • Identification of Vouchers • Use of F.O. Stationary during Arrival & Departure Process. • Reception and Concierge and Cash Counter Activities. • Departure Control Procedure • Express Check Out, Late Check Out • Role Plays of Check-Out Procedure • Mock Situations – Role – Plays • Preparation of Guest History Cards

BSC- T&H- 408- Accommodation Operations

Credits: 4

Subject Code: BSC- T&H-408

S. No	Module Name	Outcomes
1	Organizing Operations	<ul style="list-style-type: none"> • Explain manning and scheduling of staff • How to do staff Allocation in Housekeeping Department • How to prepare a duty Roaster • Describe the night shift duties and responsibilities
2	Material Planning	<ul style="list-style-type: none"> • Elaborate Material planning for Bed, Bedding, Mattress, Soft Furnishings
3	Emerging Trends in Accommodation Operations	<ul style="list-style-type: none"> • Explain Eco Friendly Cleaning Practices and Involvement of Staff and Guest • List green Amenities • Elaborate latest trends in accommodation operations
4	Linen Room	<ul style="list-style-type: none"> • Explain Functions of the Linen Room • Draw a Layout of linen room. • Name standard sizes of Bed and Bath Linen • How to establish a Par Stock • How to store linen • Explain the process to discard linen
5	Introduction to Laundry	<ul style="list-style-type: none"> • Explain different types of Laundry: Commercial, On Site and Laundromats • Name various laundry equipment and Agents • Elaborate the Laundry Process, Valet Service, Care Labels
6	Safeguarding of Assets	<ul style="list-style-type: none"> • Introduction and Concept, Security within Hotel Guestroom, Nature of Emergencies (Fire protection/ Bomb Threats/ Natural Disasters/ Riots and Civil Disturbances), Loss Prevention, OSHA Regulations and Hazard Control Standards
7	Organizing Operations	<ul style="list-style-type: none"> • Explain manning and scheduling of staff • How to do staff Allocation in Housekeeping Department • How to prepare a duty Roaster <ul style="list-style-type: none"> ○ Describe the night shift duties and responsibilities
8	Material Planning	<ul style="list-style-type: none"> • Elaborate Material planning for Bed, Bedding, Mattress, Soft Furnishings

9	Emerging Trends in Accommodation Operations	<ul style="list-style-type: none">• Explain Eco Friendly Cleaning Practices and Involvement of Staff and Guest• List green Amenities• Elaborate latest trends in accommodation operations
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BSC- T&H- 458- Accommodation Operations- Lab

Credits: 1

Subject Code: BSC- T&H-458

S. No	Module Name	Outcomes
1	Accommodation Operations Practical	Demonstrate: <ul style="list-style-type: none">• Guest Room Inspection• Public Area Inspection• Handling Checklist• Mini-Bar Management: Issue, Stock Taking, Checking Expiry Date (FIFO)• Cleaning Different Surfaces- Glass, Wood, Brass, Silver, Leather• Handling Guest Complaints• Role Play and Situation Handling Case Study• Model Guest Room Designing• Draw a Layout of Linen and Laundry room• Preparation of First aid Kit and Dealing with Different Emergency Situations

BSC- T&H- 410- Essence of Indian Knowledge and tradition -III

Credits: 2

Subject Code: BSC- T&H-410

S. No	Modules	Outcomes
1.	Introduction to traditional knowledge	<ul style="list-style-type: none"> Define traditional knowledge, nature and characteristics, scope and importance, kinds of traditional knowledge, the physical and social contexts in which traditional knowledge develop, the historical impact of social change on traditional knowledge systems. Indigenous Knowledge (IK), characteristics, traditional knowledge vis-à-vis indigenous knowledge, traditional knowledge Vs western knowledge traditional knowledge vis-à-vis formal knowledge
2.	Protection of traditional knowledge	<ul style="list-style-type: none"> The need for protecting traditional knowledge Significance of TK Protection, the value of TK in the global economy, Role of Government to harness TK.
3.	Legal framework and Traditional Knowledge	<ul style="list-style-type: none"> The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, Plant Varieties Protection and Farmers Rights Act, 2001 (PPVFR Act); B: The Biological Diversity Act 2002 and Rules 2004, the protection of traditional knowledge bill, 2016. Geographical indications act 2003.
4.	Traditional knowledge and intellectual property	<ul style="list-style-type: none"> Systems of traditional knowledge protection, Legal concepts for the protection of traditional knowledge, Certain non IPR mechanisms of traditional knowledge protection, Patents and traditional knowledge, Strategies to increase protection of traditional knowledge, global legal FORA for increasing protection of Indian Traditional Knowledge
5.	Traditional knowledge in different sectors	<ul style="list-style-type: none"> Traditional knowledge and engineering, Traditional medicine system, TK and biotechnology, TK in agriculture, Traditional societies depend on it for their food and healthcare needs, Importance of conservation and sustainable development of environment, Management of biodiversity, Food security of the country and protection of TK.

BSC- T&H- 412- Business Communication & Personality Development -III

Credits: 4

Subject Code: BSC- T&H-412

S. No	Modules	Outcomes
	Hospitality Etiquette's	<ul style="list-style-type: none"> ● Demonstrate the standard procedure to welcome and greet the guests ● Discuss the importance of professionalism, etiquette and ethical behavior at the workplace ● Explain the importance of guest satisfaction and guest feedback ● Outline the procedure of receiving feedback and complaints constructively ● Describe various ways to handle guest complaints ● Discuss different ways to improve the guest experience ● Dramatize appropriate communication skills and etiquette while interacting with guests, colleagues, and superiors. ● Role play a situation on how to handle guest complaints effectively ● Explain the importance of gender and age sensitivity. ● Discuss gender and age-specific requirements of the guests. ● Discuss the specific needs of People with Disabilities ● Discuss the importance of reporting Sexual harassment in workplace. ● Discuss ways of escalating problems, reporting workplace issues, and receiving feedback from the superiors ● Role play appropriate behavioral etiquette towards all ages, genders, and differently abled people as per specification
1.	Communication Skills through Extempore - I	<ul style="list-style-type: none"> ● Practice: <ul style="list-style-type: none"> ○ Speaking about Objects ○ Speaking about People
2	Communication Skills through Extempore – II	<ul style="list-style-type: none"> ● Practice: <ul style="list-style-type: none"> ○ Speaking about Events ○ Speaking about Hospitality Industry – Current Trends

4	Group Discussion	<ul style="list-style-type: none"> ● Explain Group Discussion ● Do's and Don'ts of GD ● Explain Useful words Phrases. ● Practice on Basic GD topics ● Practice for Placement Rounds, Advance Level GD Topics from Previous Year Placement Rounds
5	Interview Skills and Techniques	<ul style="list-style-type: none"> ● Mock Practice on Top 25 General Interview Questions ● Tips and Techniques for Facing Interview ● Technical Interview Questions (Core Department Wise)
6.	Mock Interview Drills	<ul style="list-style-type: none"> ● Mock Practice, Tips and Techniques for Facing Interview to be discussed in Class ● Technical Interview Questions (on Various Sectors of Hospitality like Hotels, Fast Food, and Travel Agencies etc) ● Body Language for Interviews: <ul style="list-style-type: none"> ○ Handshakes, Gestures and Postures, Social Space, Body Language Basics for Interviews and Group Discussions

BSC- T&H- 414- Human Resource Management

Credits: 1

Subject Code: BSC- T&H-414

S. No	Modules	Outcomes
1.	Concept and Process of Human Resource Planning	<ul style="list-style-type: none"> ● Describe Macro and Micro Level Scenario of Human Resource Planning in Tourism
2	HRD applications in Hotel Industry	<ul style="list-style-type: none"> ● Discuss the Relevance of HRD in Hotel Industry ● Discuss the Function and operations of a Personnel Office ● Characteristics and objectives of a personal office ● Personnel Managers role and Position of personnel Department in the organization
3.	Hotel Environment and Culture	<ul style="list-style-type: none"> ● Describe HRD System ● Explain the Importance of HRD ● Describe HRD in service industry ● Explain IPR
4.	Job Evaluation	<ul style="list-style-type: none"> ● Discuss Methods and Ranking Scope Limitations ● Recent Developments in Job Evaluation
5.	Job Analysis and Job Description	<ul style="list-style-type: none"> ● Discuss Job Analysis – Uses ● Describe Job requirements versus personal qualities of Job holder ● Explain various Information collection methods ● Discuss Designing of Job Description ● Describe Uses of Job Description

BSC- T&H- 416- Entrepreneurship Development

Credits: 1

Subject Code: BSC- T&H-416

S. No	Modules	Outcomes
1.	Entrepreneurship	<ul style="list-style-type: none"> ● Explain the Concept of Entrepreneurship ● Define Entrepreneurship Meaning ● Describe different types of Entrepreneurship ● Elaborate the Qualities of an Entrepreneur ● Classify Entrepreneurs ● Explain Factors influencing Entrepreneurship ● What are the Functions of Entrepreneurs
2	Entrepreneurship in India	<ul style="list-style-type: none"> ● Explain Start-up Process (Project Identification, Selection, Formulation, Evaluation & Feasibility analysis) ● Elaborate Institutional Support- Introduction, Supporting Agencies of Government, Nature of Support, ● Central & State Government Agencies ● Different Schemes ● Legal Issues- The Legal Environment, Forms of Organization, Approval for New Ventures, Tax and Duties Payable, Intellectual Right and Franchising
4	Finances and Raising Capital for New Ventures	<ul style="list-style-type: none"> ● Elaborate various types of Capital Available for New Venture Capital ● Venture Creation-Structure of the Fund, Professional Involved, Compensation and Concept, Sources and Securing Debt Finance, Financing an Ongoing Venture, What Lenders and Investor Look for?
5	Entrepreneurial Development Programmes (EDP)	<ul style="list-style-type: none"> ● Explain the Role of Government in Organizing EDPs, Critical Evaluation ● Economic Development and Enterprise Growth ● Strategic Approaches in Changing Economics ● Scenario for Small Scale Entrepreneur – MSME, NSIC, Franchising and Dealership ● Development of Women Entrepreneurship
6	E- Business	<ul style="list-style-type: none"> ● Describe E-Business ● Domain Name & Website-Finding Designer, Choosing Designer, Settling on a Design & Updates, The Contract ● Social Network-tracking social media ● E- Commerce (Shopping Chart, Auction Programmes, Payment Mechanism & Shipping) ● Hosting (Selection of the Right Host, Storefront Solution, Building Traffic, Search Engine Optimization, Pay per Click Search, Banner, links and Affiliates) ● Emails for Communication

Semester–V & Semester- IV

COURSE TITLE:	Apprenticeship Training (40-45 Weeks)
COURSE*	
OBJECTIVES:	The objective of apprenticeship training is to provide students with the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Apprenticeship training is also expected to provide the students the basis to identify their key operational areas of interest.

Annexure 1: Tools and Equipment

List of Tools and Equipment

Specify the Batch size, if required: 30

The tools and equipment required are:

S.No	Equipment Name	Minimum No.of Equipment required (per batch pf 30 trainers)
1	WEIGHING SCALE	2
2	Rotary Cake Stand	2
3	Steel Turner	4
4	Steel Skimmer	4
5	Pie Mould (Detachable Base)	1
6	Tartlet Mould	2
7	Muffins Mould (Aluminium)	2
8	Slicer	2
9	Piping Bags (With 5 Nozzels)	2
10	Sharpening Steel	2
11	Pallet Knife	5
12	Turning Knife	6
13	Veg. Knife	30
14	Chef Knife (Thick Blade)	30
15	Chef Knife	30
16	Iron Work	2
17	Steel Omelete Pan	2
18	Steel Saute Pan	3
19	Steel Sauce Pan (2Ltr)	3

20	Steel Stock Pot (25 Ltr)	1
21	Steel Stock Pot (7 Ltr)	2
22	Steel Stock Pot (4 Ltr)	2
23	Fly Killer	2
24	Exhaust & Fresh Air Fans	4
25	Mixer / Grinder	2
26	Dough Kneader	2
27	Cease Fire / Fire Extinguisher 5Kgs.	3
28	Refrigerators	3
29	Sink With Attached Taps	5
30	Baking Tray	4
31	SS Storage Tray	4
32	SS KATORIS	36
33	Plastic Crates	2
34	Work Station	10
35	Tandoor	1
36	Kitchen Rack	2
37	LPG Cylinders	6
38	Oven	2
39	Pizza Cutter	2
40	Steel Rice Colander	2
41	Parat (Large)	1
42	Caramel Custard Mould	2
43	Tandoor Seekhs	6
44	Steel Strainer	2
45	Steel Ladle	4
46	Deep Fat Fryer	2
47	MASALA BOX- ROUND SS	5
48	Kitchen Work Tables	5

FOOD & BEVERAGE SERVICE

Equipment Name	Minimum number of Equipment required (per batch of 30 trainees)
Soup Bowl	12
Cereal Bowl	6
Water Jug	6
Dessert Plate 9"	12
Service Platter 1 Port 10 "	6
Pasta Plate 11 "	6
Table Service Fork	6
Service Bowl 1 Port 6 "	6
Entree Dish Round With Lid (1 Portion)	2
Pilsner	6
Service Platter 2 Port 12 "	6
Storage Cabinet	1
Table Napkins	36
Tom Collins	12
Ash Tray	4
Hi Ball	12
Chutney Bowl Small	12
Tea Strainer	3
Dessert (AP) Spoon	12
Dinner Plate 11"	12
Dessert Knife	12
Decanter Small	6
Wine Glass	12
Decanter Large	6

Bar Counter (Front And Back Bar) Optional	1
Tea Cup	12
Rectangular Service Tray	10
POS/ Computer Optional	1
Soup Bowl 4.5" Chinese	12
Oval Platter	1
Tables	3
Soup Spoon Chinese	12
Tea Set	1
Tooth Pick H Older	2
Hostess Desk Optional	1
Dinning Chairs	12
B&B Plate	12
Salt And Pepper Set	4
Straw Holder	2
Finger Bowl Large With Under Liner	6
Table Cloths	6
Entree Dish Round With Lid (2 Portion)	1
Round Service Tray	10
Service Bowl 2 Port 7 "	6
Table Service Spoon	6
Tea Spoon	12
Side Station	1
Tea Saucer	12
Dessert (A.P) Fork	12
Soup Spoon	12
Napkin Holder	2
Sugar Sachet Holder	2

HOUSEKEEPING LAB

S.No	Equipment Name	Minimum No.of Equipment required (per batch pf 30 trainers)
1	Cleaning Agents	5
2	Brooms & Mops	4
3	Mop Wringer Trolley	2
4	Chamber Maid Trolley	1
5	Vacuum Cleaner	1
6	Different Cleaning Brushes	6

(A model room set-up) Optional

S.No	Equipment Name	Minimum No.of Equipment required (per batch pf 30 trainers)
1	Luggage Rack	1
2	Tea Cups Or Coffee Mugs	6
3	Double Bed Sheet	6
4	Painiting	2
5	Heavy Curtain	1
6	Double Bed	1
7	Pillows	4
8	Mini Fridge	1
9	Telephone	2
10	Dressing Table	1
11	Single Sofa Chair	1

12	Television	1
13	Table Lamp	1
14	Sheer Curtain	1
15	Wardrobe	1
16	Cushions For Sofa	4
17	WC In Toilet	1
18	Shelf	1
19	Bath Mat	3
20	Shower Curtain	1
21	Hand Towel	6
22	Shower Cubicle	1
23	Bed Cover	2
24	Rock Glass	6
25	Study Chair	1
26	Coffee Table	1
27	Hi Ball Glass	6
28	Bath Towel	6
29	Wash Basin in The Toilet	1
30	Towel Rack	1
31	Pedestal Lamp	1
32	Pillow Covers	6
33	Thermos Flask	1
34	Door Bell	1

Front OfficeLab

S.No	Equipment Name	Minimum No.of Equipment required (per batch pf 30 trainers)
1	Different Maps	4
2	Telephone	6
3	Front Office Counter	1
4	Wall Clock- Different time zone	4
5	Register And Log Books	4
6	Different forms and formats	As per number of students

Vocational Courses Allotted by CCE (Universitywise)

क्र. सं.	विश्वविद्यालय	जिला	स्थान	महाविद्यालय का नाम	Trade
1.	महर्षि दयानंद विश्वविद्यालय, अजमेर	अजमेर	अजमेर	सम्राट पृथ्वीराज चौहान राजकीय महाविद्यालय	1. Life Sciences 2. Tourism & Hospitality
2.		ब्यावर	ब्यावर	सनातन धर्म राजकीय महाविद्यालय	1. Logistics 2. Retail Management
3.		अजमेर	किशनगढ	श्री रतनलाल कंवरलाल पाटनी राजकीय स्नातकोत्तर महाविद्यालय	1. BFSI 2. Logistics
4.		भीलवाडा	भीलवाडा	श्री माणिक्य लाल वर्मा. राजकीय महाविद्यालय	1. Retail Management 2. Life Sciences
5.		शाहपुरा	शाहपुरा	श्री प्रताप सिंह बारहट राजकीय महाविद्यालय	1. BFSI 2. Logistics
6.		डीडवाना	डीडवाना	राजकीय बांगड महाविद्यालय	1. Logistics 2. Retail Management
7.		नागौर	नागौर	श्री बलदेवराम मिर्धा राजकीय महाविद्यालय	1. BFSI 2. Tourism and Hospitality
8.		टोंक	टोंक	राजकीय महाविद्यालय	1. Logistics 2. Healthcare
9.	मत्स्य विश्वविद्यालय, अलवर	अलवर	अलवर	गौरी देवी राजकीय कन्या महाविद्यालय	1. Healthcare 2. Media & Entertainment/BFSI
10.		अलवर	अलवर	बाबू शोभाराम राजकीय कला महाविद्यालय	1. Media & Entertainment/ BFSI 2. Tourism & Hospitality
11.		अलवर	राजगढ	राजकीय महाविद्यालय	1. BFSI 2. Logistics
12.	राजस्थान विश्वविद्यालय, जयपुर	दौसा	दौसा	स्व. पं. नवलकिशोर शर्मा राजकीय स्नातकोत्तर महाविद्यालय	1. Life Sciences 2. Media & Entertainment/BFSI
13.		जयपुर ग्रामीण	कालाडेशा	सेठ आर.एल. सहरिया राजकीय स्नातकोत्तर महाविद्यालय	1. BFSI 2. Tourism & Hospitality
14.		कोटपूतली-बह रोड़	कोटपूतली	लाल बहादुर शास्त्री राजकीय महाविद्यालय	1. BFSI 2. Healthcare
15.		जयपुर ग्रामीण	सांभरलेक	शाकम्भर राजकीय महाविद्यालय	1. Retail Management 2. Tourism & Hospitality
16.		जयपुर ग्रामीण	चिमनपुरा	राजकीय कला महाविद्यालय	1. Media & Entertainment/BFSI 2. Healthcare

17.	महाराजा गंगासिंह विश्वविद्यालय, बीकानेर	बीकानेर	बीकानेर	राजकीय डूंगर महाविद्यालय	1. Life Sciences 2. Media & Entertainment/BFSI
18.		चूरु	चूरु	राजकीय लोहिया महाविद्यालय	1. BFSI 2. Retail Management
19.		चूरु	सरदारशहर	सेठ बुधमल दूगड राजकीय महाविद्यालय	1. BFSI 2. Logistics
20.		चूरु	सुजानगढ	ज्ञानीराम हरखचन्द सरावगी राजकीय स्नातकोत्तर महाविद्यालय	1. BFSI 2. Logistics
21.		हनुमानगढ	नोहर	श्रीमती नर्मदा देवी बिहाणी राजकीय स्नातकोत्तर महाविद्यालय	1. Logistics 2. BFSI
22.		हनुमानगढ	हनुमानगढ	राजकीय नेहरू मेमोरियल महाविद्यालय	1. Media & Entertainment/BFSI 2. Retail Management
23.		श्रीगंगानगर	श्रीगंगानगर	डॉ. भीमराव अम्बेडकर राजकीय महाविद्यालय	1. Media & Entertainment/BFSI 2. Healthcare
24.	महाराजा सूरजमल बृज विश्वविद्यालय, भरतपुर	भरतपुर	भरतपुर	महारानी श्री जया राजकीय स्नातकोत्तर महाविद्यालय	1. Life Sciences 2. Media & Entertainment/BFSI
25.		डीग	डीग	मास्टर आदित्येन्द्र जी राजकीय महाविद्यालय	1. BFSI 2. Logistics
26.		धौलपुर	धौलपुर	राजकीय महाविद्यालय	1. BFSI 2. Retail Management
27.	पंडित दीनदयाल उपाध्याय शेखावटी विश्वविद्यालय, सीकर	झुंझुनू	खेतडी	स्वामी विवेकानन्द राजकीय महाविद्यालय	1. Logistics 2. BFSI
28.		झुंझुनू	झुंझुनू	श्री राधेश्याम आर मोरारका राजकीय पी.जी. महाविद्यालय	1. Retail Management 2. Healthcare
29.		नीमकाथाना	नीमकाथाना	सेठ नन्दकिशोर पटवारी राजकीय महाविद्यालय	1. Logistics 2. Retail Management
30.		सीकर	सीकर	श्री कल्याण राजकीय कन्या महाविद्यालय	1. Media & Entertainment/BFSI
31.		सीकर	सीकर	राजकीय विज्ञान महाविद्यालय	1. Life Sciences 2. Healthcare
32.	मोहनलाल सुखाड़िया विश्वविद्यालय, उदयपुर	चित्तौडगढ	चित्तौडगढ	महाराणा प्रताप राजकीय स्नातकोत्तर महाविद्यालय	1. Healthcare 2. Life Sciences
33.		डूंगरपुर	डूंगरपुर	एस.बी.पी. राजकीय महाविद्यालय	1. Healthcare 2. BFSI
34.		प्रतापगढ	प्रतापगढ	राजकीय स्नातकोत्तर महाविद्यालय	1. BFSI 2. Logistics

35.		राजसमंद	राजसमंद	सेठ रंगलाल कोठारी राजकीय स्नातकोत्तर महाविद्यालय	1. Life Sciences 2. Tourism and Hospitality
36.		सिरोही	शिवगंज	संघवी मातु श्री पूरीबाई भूरमल जैन राजकीय महाविद्यालय	1. Logistics 2. BFSI
37.		सिरोही	सिरोही	राजकीय महाविद्यालय	1. BFSI 2. Tourism and Hospitality
38.		उदयपुर	उदयपुर	राजकीय मीरा कन्या महाविद्यालय	1. BFSI 2. Tourism and Hospitality
39.		सलूमबर	सलूमबर	हाडा रानी राजकीय स्नातकोत्तर महाविद्यालय	1. Healthcare 2. Retail Management
40.	कोटा विश्वविद्यालय, कोटा	बारां	बारां	राजकीय महाविद्यालय	1. Logistics 2. Retail Management
41.		बूंदी	बूंदी	राजकीय महाविद्यालय	1. Tourism & Hospitality 2. BFSI
42.		झालावाड़	झालावाड़	राजकीय महाविद्यालय	1. BFSI 2. Media & Entertainment/BFSI
43.		करौली	करौली	राजकीय महाविद्यालय	1. Logistics 2. BFSI
44.		कोटा	कोटा	राजकीय विज्ञान महाविद्यालय	1. Life Sciences 2. Healthcare
45.		सवाईमाधोपुर	सवाईमाधोपुर	शहीद कैप्टन रिपुदमन सिंह राजकीय महाविद्यालय	1. Logistics 2. BFSI
46.	जयनारायण व्यास विश्वविद्यालय, जोधपुर	बाडमेर	बाडमेर	राजकीय स्नातकोत्तर महाविद्यालय	1. BFSI 2. Healthcare
47.		जालौर	जालौर	वीर वीरमदेव राजकीय स्नातकोत्तर महाविद्यालय	1. Retail Management 2. Logistics
48.		जोधपुर	जोधपुर	राजकीय महाविद्यालय	1. Retail Management 2. Tourism & Hospitality
49.		पाली	पाली	राजकीय बांगड़ महाविद्यालय	1. Healthcare 2. Media & Entertainment/BFSI
50.		जैसलमेर	जैसलमेर	सेठ संगीदास बालकिशन कोठारी राजकीय महाविद्यालय	1. Tourism & Hospitality 2. Healthcare

APPRENTICESHIP-BASED UG DEGREE PROGRAMME IN LOGISTICS

COLLABORATIVE PROGRAMME OF LSC



REGULATION & CURRICULUM

VERSION 2023-24

NATIONAL SKILL QUALIFICATION FRAMEWORK LEVEL:5

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DOMIAN REGULATION & CURRICULUM

VERSION 2023-24

NATIONAL SKILL QUALIFICATION FRAMEWORK LEVEL:5

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Apprenticeship-based UG Degree Programme in Logistics

COLLABORATIVE PROGRAMME OF LSC

The Programme

Apprenticeship-based UG Degree Programme in Logistics is offered by Logistics Sector Skill Council (LSC) in collaboration with Higher Education Institutions that are duly approved by the concerned authorities.

Logistics Sector Skill Council, established by the Ministry of Skill Development and Entrepreneurship (MSDE) through the National Skill Development Corporation of India (NSDC), has taken up several initiatives to create adequate skills for gainful employment at various levels in Logistics Industry. The apprenticeship - based UG Degree Programme in Logistics is one of the programmes.

The Collaborating Institution may choose either B.Com. or BBA or BMS as the nomenclature for this UG Degree Programme. LSC takes up the following responsibilities so far as BBA/BMS/B.Com. Degree is concerned.

- Curriculum Development and Continuous Improvement
- Sensitization of Students on Apprenticeship Assignment
- Create Course Materials on all Domain Courses and provide access to students through Logistics Learning Management System
- Securing Apprenticeship Training (On-the-job Training) in Logistics Companies for all students of this Programme under the provisions of Apprentices Act, 1961
- Securing a monthly stipend, as fixed by the Government from time to time, during the Apprenticeship Training period for every student.
- Assessing the performance & learning of students in Apprenticeship
- Arrange the conduct of final placement drive for the students of this Programme
- Assessment of the progress made by the Collaborating Institutions (CI) in the Programme, and offering suggestions & help achieve the objective of making the students skillful.

The Regulation and Curriculum given below shall be duly approved by the various academic bodies of the HEI/University and apply to all candidates admitted to the Programme.

1. Eligibility for Admission

Candidates for admission to this Apprenticeship-based UG Degree Programme should have passed 10+2 in any Board or possess an equivalent qualification. Any subject group in 10+2 is acceptable.

2. Admission

The Collaborating Institutions shall decide the minimum mark percentage for admission. The Reservation Policy of the State where the HEI is functioning is applicable.

3. Programme Duration

The Programme extends for three years consisting of Four teaching semesters and two apprenticeship semesters.

4. Programme Content

- 12 Domain Courses in Semesters I, II, III, and IV
- 2 Allied Courses in the MOOC format in Semesters V and VI
- 2 Spells of Apprenticeship Training for six months each in Semesters V and VI

5. Standard of Passing & Award Division

Standard of Passing & Award Divisions shall be as per the Collaborating Institution's policies that offer this Programme.

6. Continuous Internal Assessment

The Continuous Internal Assessment System, including the assessment components, periodicity, and proportionate weight in the total score for a particular course, is as per the policies and practices of the Collaborating Institution.

7. Attendance

The mandatory minimum attendance in teaching Semesters is as per the existing policies and practices of the Collaborating Institution.

Attendance requirement during Apprenticeship Training is as per the conditions/norms of the Apprenticeship Contract, Apprentices Act 1961, and National Apprenticeship Promotion Scheme.

8. Examination

The End Semester Examination for courses scheduled in teaching Semesters will be conducted and results declared by the Collaborating Institution. The question paper pattern for these examinations is as per the format decided by the Collaborating Institution.

9. Miscellaneous

- Each student shall possess Aadhaar Card, PAN, and Bank Account, which are necessary for onboarding for Apprenticeship.
- Students shall be willing to move out of their present place of residence to get onboarded in companies that might be located in different cities.
- Students shall take care of Boarding and Lodging arrangements in cities where the Apprenticeship providing company is located.
- Students need to possess the prescribed textbooks for all Courses of the Programme.
- The Collaborating Institution will award the Degree to students who successfully complete the Programme.

10. Fee Payment

The Programme Fee and Examination Fee are payable by students to the Collaborating Institution as per its norms.

Assessment System

The Assessment System of the apprenticeship-based Degree Programmes developed & offered by Logistics Sector Skill Council is designed to make an objective assessment of Knowledge, Skill, and Attitude development of students. In order to make the Assessment System fool-proof and inclusive, the Programme provides adequate & appropriate representation to the Industry, Sector Skill Council, and the Collaborating Institution in assessing the students. This makes the Assessment System objectively measure industry-readiness of students.

Teaching Semesters:

Semesters I, II, III, and IV are Teaching Semesters. All Courses scheduled in Teaching Semesters are assessed by the Collaborating Institution. The Assessment System (proportion of marks between the Continuous Internal Assessment & End Semester Examination, and the Question Paper Pattern) for these courses shall be as per the norms, standards and practices of the Collaborating Institution, notwithstanding the Regulations given in the Curriculum Booklet issued by LSC.

Apprenticeship Semesters:

Semesters V, and VI are Apprenticeship Semesters. Assessment System for the Courses scheduled in these Semesters will be as per the process described below.

Allied Courses: The Allied Courses are offered by LSC on the pattern of MOOC. LSC delivers the course online through Logistics Learning Management System (LLMS), and makes online assessment of students. End Semester Examination (online) comprising 50 multiple choice questions is conducted for a maximum mark of 100. Each question will have four choices of answers from which the candidate should choose the right answer. While each correct answer fetches 2 marks, each wrong answer is given a score of – (minus) 0.50. The marks scored by students would be communicated to the Collaborating Institution by LSC. Being offered under MOOC format, the Allied Courses do not have Internal Assessment.

Apprenticeship: The CIA Component of Apprenticeship is assessed by the Manager / Supervisor under whom the students work during Apprenticeship Semesters, and LSC for a maximum mark of 250. The Manager / Supervisor makes the assessment for 150 marks based on skill & attitudinal development of students. LSC assess the practical knowledge of students for 100 marks by conducting a Test on conceptual knowledge relevant to the process undergone during Apprenticeship, and Viva.

The Collaborating Institution will evaluate the Apprenticeship Report (comprising Work Diary) submitted by students, and conduct Viva for a mark of 150, which is considered as ESE. The Evaluation & Viva shall be conducted by a Panel comprising of the HoD (or Programme Coordinator), Student's Mentor, and one Executive from Logistics Sector. The Collaborating Institution may modify the proportion of marks between CIA and ESE as per its norms, standards, and practices.

Minimum Marks, Grading & Classification:

Minimum Marks required for passing courses, Pattern of Grading, and Classification of Successful Candidates between 'Distinction', 'First Class', 'Second Class', etc. shall be as per the norms, standards, and practices of Collaborating Institution.

Programme Structure

From the Academic Year 2023-24

The Programme Structure contains only the Domain Courses. The Collaborating Institutions may include other Courses in each Semester as per their Norms. The total Academic Credit shall be decided as per Collaborating Institutions' Norms.

Semester I - NSQF 3

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Fundamentals of Logistics	LD2301	Domain	45	3	25	75	100
2	Materials Management	LD2302	Domain	60	4	25	75	100
3	Warehousing & Distribution Centre Operations	LD2303	Domain	45	3	25	75	100
	<i>Total</i>			150	10	75	225	300

Semester II - NSQF 3

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Freight Forwarding (Ocean & Air Cargo)	LD2304	Domain	45	3	25	75	100
2	Forecasting and Inventory Management	LD2305	Domain	60	4	25	75	100
3	Surface Transportation	LD2306	Domain	45	3	25	75	100
	<i>Total</i>			150	10	75	225	300

Semester III - NSQF 4

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	MIS for Logistics	LD2307	Domain	60	4	25	75	100
2	Retail Logistics and E- Commerce	LD2308	Domain	45	3	25	75	100
3	Liner Logistics	LD2309	Domain	45	3	25	75	100
	<i>Total</i>			150	10	75	225	300

Semester IV - NSQF 4

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Port Terminal Logistics	LD2310	Domain	60	4	25	75	100
2	Specialisation Module – Course I	LD2311	Domain	45	3	25	75	100
3	Specialisation Module – Course II	LD2312	Domain	45	3	25	75	100
	<i>Total</i>			150	10	75	225	300

Semester V - NSQF 5

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Allied course - MOOC	LD2313A/B/C	Domain	60	2		100	100
2	Apprenticeship – I	LD2314	Domain	1008	22	250	150	400
	<i>Total</i>			1068	24	250	250	500

Semester VI - NSQF 5

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Allied Course - MOOC	LD2315A/B/C	Domain	60	2		100	100
2	Apprenticeship – II	LD2316	Domain	1008	22	250	150	400
	<i>Total</i>			1068	24	250	250	500

Semester V-Allied Courses - MOOC

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Logistics 4.0	LD2313A	Domain	60	2		100	100
2	Export & Import Documentation	LD2313B	Domain	60	2		100	100
3	Inland Waterways & Costal Shipping	LD2313C	Domain	60	2		100	100

Semester VI-Allied Courses - MOOC

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Courier, Express & Parcel Services	LD2315A	Domain	60	2		100	100
2	In plant Logistics	LD2315B	Domain	60	2		100	100
3	Multimodal Transportation	LD2315C	Domain	60	2		100	100

Specialisation Modules

Course	Group A – Aviation	Group B – Ecommerce	Group C – Land Transportation
1	Introduction to Aviation Industry & Airport Operations	First Mile Operations	Principles & Practices of Tourism
2	Introduction to Air Cargo Industry	Last Mile Operations	Commercial Aspects of Transportation

Students shall choose one of the three Modules and pursue both courses listed in the chosen Module.

Domain Credit Summary		
Sem	Courses	Credits
I	3	10
II	3	10
III	3	10
IV	3	10
V	2	24
VI	2	24
Total	16	88

FUNDAMENTALS OF LOGISTICS

Semester
I

Course Type
Domain

Code
LD2301

Hours
45

Credits
3

Version
2023-24

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become logistics professionals
- To orient students in the field of Logistics
- To help Students to understand Fundamentals of Logistics

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

Unit	Topics
I	Introduction to Logistics: History of Logistics Need for logistics- Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics
II	Logistics and Customer Service - Definition of Customer Service Elements of Customer Service-Phases in Customer Service-Customer Retention - Procurement and Outsourcing - Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing - Critical Issues in Logistics Outsourcing
III	Global Logistics - Global Supply Chain - Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization - Modes of Transportation in Global Logistics Barriers to Global Logistics - Markets and Competition - Financial Issues in Logistics Performance - Integrated Logistics - Need for Integration - Activity Centres in Integrated Logistics. Role of 3PL&4PL.
IV	a) Warehouse: Warehouse-Meaning, Types of Warehouses Benefits of Warehousing. b) Transportation- Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems. c) Courier/Express - Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier - Express Sector for international and domestic shipping. d) E-Commerce - Meaning, Brief on Fulfillment Centers, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.
V	a) EXIM: Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load handling and brief on trans-shipment. b) Supply chain. c) Cold chain. d) Liquid Logistics. e) Rail Logistics.

Text & Reference Books:

1. Course Material Prepared by LSC
2. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
3. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
4. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.
5. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
6. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

MATERIALS MANAGEMENT

Semester

I

Course Type

Domain

Code

LD2302

Hours

60

Credits

4

Version

2023-24

COURSE OBJECTIVES:

- To help Students to understand basic Principles and concept of material Management
- To orient students on contemporary development in the field of material management
- To develop competencies and knowledge of students to become effective professionals

LEARNING OUTCOMES:

- To apply the knowledge about material management in the real-life business situation
- Understand the contemporary practices followed in the field of Materials Management
- To enhance their managerial ability and professional skills

Unit	Topics
I	Introduction: Materials Management - Evolution, Importance, Scope and Objectives- Interface with other functions. -Supply Chain Management -Objectives- Components, Trade off Customer Service & Cost. Supply Chain Analytics.
II	Purchasing: purchasing and procurement activities under Materials management- Purchasing Methods- Purchasing and quality Assurance- Purchase Cycle – governmental purchasing practices and procedures - Negotiation & Bargaining – Vendor relations
III	Inventory - Need of Inventory -Types of Inventory - Basic EOQ Model - EOQ with discounts – Different types of Analysis. Forecasting –methods of forecasting-Material Requirement Planning (MRP) -Input and output of MRP system -BOM Explosion -MRP II.
IV	Quality control of material: Incoming material quality control- statistical quality control(Various control charts)- Inventory control & Cost Reduction techniques. Value Analysis & Value Engineering. Standardization – need and importance. Codification - concept, benefits.
V	Stores - Functions- Stores layout -documentation- Materials handling and storage systems, - Principles of Materials Handling system – Safety issues

Text & Reference Books:

1. Course Material Prepared by LSC
2. Materials management: procedures, text and cases - A.K. Datta
3. Materials management: An integrated approach - P. Gopalakrishnan
4. Introduction to Materials management - J.R. Tony Arnold & Stephen N. Chapman
5. Purchasing and Materials Management - K S Menon
6. Handbook of Materials Management – Gopalakrishnan

WAREHOUSING & DISTRIBUTION CENTRE OPERATION

Semester I	Course Type Domain	Code LD2303	Hours 45	Credits 3	Version 2023-24
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COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Warehouse professionals
- To help Students to understand Warehousing and distribution centre operations
- To orient students about contemporary practices followed in Warehousing & Logistics

LEARNING OUTCOMES:

- To apply the Basic knowledge of Warehousing and distribution centre operations in the real-life situation
- To enhance their ability and professional skills
- To Understand the contemporary Practices in the Industry

Unit	Topics
I	Introduction to Warehouse (Storage and Packaging) Background - Types of Warehouses - Broad functions in a warehouse - warehouse layouts and layout related to functions. Equipment requirement in warehouse -Strategic Aspects of Warehouse.
II	Receiving of Goods - Advanced shipment notice (ASN)-Goods Receipt note-(GRN)-Stages involved receipt of goods- Visual inspection of goods unloaded- Formats for recording of goods unloaded from carriers- Procedure for Arranging of goods on dock -Put away of Goods- its activity -Put away list and its need-Put away of goods into storage locations - storage location codes and its application
III	Procedure to prepare warehouse dispatches-Preparing Packaging List/Dispatch Note-Packaging-its importance of packing-Packaging Materials-reading Labels-quality parameters in packing significance-Cross Docking Method-and its application- Automation: Pick / Put to Light - A Frame - Automated Order Selection – Pick-N- Go - Outbound Sorters - Automatic Truck Loading.
IV	Distribution – Definition – Need for physical distribution –concept–system perspective - functions of distribution – marketing forces affecting distribution. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels
V	Warehouse Safety Rules and Procedures: Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Familiarization with the industry. Health, Safety & Environment - 5S Concept on shop floor. Personal protective Equipment’s (PPE) and their uses.

Text & Reference Books:

1. Course Material Prepared by LSC
2. Definitive Guide to Warehousing, The: Managing the Storage and Handling of Materials and Products in the Supply Chain (Council of Supply Chain Management Professionals) 1st Edition
3. Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse- III Edition-Gwynne Richards

FREIGHT FORWARDING (OCEAN & AIR CARGO)Semester
IICourse Type
DomainCode
LD2304Hours
45Credits
3Version
2023-24**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to become freight forwarding professionals
- To develop competencies on documentation procedures
- To help Students to understand freight forwarding.

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of freight forwarding including ocean and air cargo in the real-life situation
- Students will be able to demonstrate their skill on documentation in their profession.
- This subject will enable them to enhance their ability and professional skills

Unit	Topics
I	Introduction to EXIM, Freight forwarding and custom clearance – types of custom clearances – Importance of custom clearance – certificate of origin, ICEGATE and insurance – custom Act – Regulations pertaining to custom clearance – different modes of freight forwarding — process of freight forwarding.
II	Operation Procedures of Freight Forwarding - The procedures for Pre-Operating Checks and Operational checks to be performed for every shipment / consignment
III	List of basic handling of errors and the Operational errors that occur in common - Procedure for checking of shipping bill, Airway bill based on invoice and packing list received from department for Freight Forwarding. Regulations (EXIM/IATA/Countries)/COM based on permutations and combinations of weight vs volume.
IV	Cargo handling, INCO terms and terminologies used in Cargoes - Different Types of Cargoes for transportation. Full Export and Import value of the cargo – Importer and exporter Code (IEC), The registered PAN based Business Identification number received from the Directorate General of Foreign Trade - Different type of Cargo, their quantity and value - Packaging requirement for the cargo during shipment from the shipper - Inspection procedure for the cargo while unloading - DO's and DON'T's while handling different cargo
V	Documentation of Freight Forwarding process as per customer timelines and requirements - Carting, unloading, Stacking, Loading; and Stuffing - Procedure for dealing with loss or damage to goods - Different P.G.A and their roles. Technical knowledge on Containers; Pallets; Palletization; Fumigation- Letters of Credit and payment Terms. Etc. computer and its application in internal systems of documentation.

Text & Reference Books:

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2003.
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompe, Thorsten Schmidt, Springer verlag, First Edition, 2006.
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Swapna Pillai, Export Import Procedures & Documentation, Sahitya Bhawan Publication, 2020.

FORECASTING AND INVENTORY MANAGEMENTSemester
IICourse Type
DomainCode
LD2305Hours
60Credits
4Version
2023-24**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to become Forecasting and inventory management professionals
- To orient students in the field of Forecasting and inventory management
- To help Students to understand forecasting and inventory management

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of forecasting and inventory management in the real life situation
- It will enable them to enhance their ability and professional skills in inventory management

Unit	Topics
I	Forecasting: Meaning –Need -Types of forecasts –Demand Forecasting- Types of Demand Forecasting- -Importance - Demand planning v/s Forecasting-Sources of demand-Supply chain dynamics
II	Sales and Operations Planning- Goals and objectives of S&OP -Collaborative Planning-Types -Collaborative planning, forecasting and replenishment- Cyclic decomposition techniques. Short- term forecasting techniques- Technology Forecasting and Methodologies: Role of Technology Information Forecasting and Assessment Council (TIFAC).
III	Inventory: Purpose of Inventory- -Types of Goods -General Management of Inventory- Multi-Echelon Inventory Systems -Use of Computers in Inventory Management- Evaluation of Performance of Materials Function–Latest trends in Inventory Management
IV	Codification – Classification – Methodology–Requirement of codes – Coding Structure and Design –Advantages - International Codification – Right Quantity – Economic Ordering Quantity -Costs associated with Inventories- Models in logistics
V	Influence of production policy on inventory levels – inventories and customer service level – steps to improve inventory management – optimum inventory –Inventory management uncertainty (fixed order quantity model) - Calculation of safety stocks

Text & Reference Books:

1. Course Material Prepared by LSC
2. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007
3. Chaman L Jain, “Fundamentals of Demand Planning & Forecasting”, Graceway Publishing Company 3rd edition.
4. Operations Research – Concepts, Problems & Solutions- Kapoor V.K.-Sultan Chand & Sons/2017- 978-81-8054-854-3 (TC-532)
5. Vijay Kumar Khurana, 2007, Management of Technology and Innovation, Ane books India, Chennai Further Reading Source 5. Simchi-Levi, David, “Designing and Managing Supply Chain”, Tata McGraw Hill, 3rd Edition, 2007. 6. David E Mulcahy, “Warehouse Distribution and Operations Handbook, McGraw Hill,6thEdition, 1993.

SURFACE TRANSPORTATION

Semester
IICourse Type
DomainCode
LD2306Hours
45Credits
3Version
2023-24**COURSE OBJECTIVES:**

- To help Students to understand basics of surface transportation including road and rail transport
- To develop competencies and knowledge of students to become transportation professionals

LEARNING OUTCOMES:

- Students will be able to apply the knowledge of surface transportation in the real-life situation
- Enhancement of professional skills with regard to the field.

Unit	Topics
I	Introduction to surface transportation -Need - functions of transportations in logistics -Types of transportations metrics -various land transport carriers and their Load capacities - types of temperature-controlled carriers- inter modal transport -verification of carriers and drivers -transit rules
II	Transportation Optimisation -Documentation for transportation – GST – E Waybill Filing - Importance of consignment number -Transportation Telematics -Vehicle tracking system - GPS systems -Procedure for downloading and reading tracking data from devices -Probable reasons for delay or any issues during transit -Solutions - re-routing
III	Organisation structure in a Transport organization- Incident management systems & Processes - hazmat goods rules -Importance of safety data sheet and labels -Procedure for Consolidation of consignments for optimal loads -Reporting discrepancies such as pilferages, loss or damage of goods in transit -Checking insurance and claims -steps to close deliveries.
IV	Benefits of efficient transportation systems-emerging trends in transportation sector-pricing in transportation sector-govt regulations on transportation in India. Safety procedures during transit and emergency response steps - List of good practices in driving.
V	Customer Management-Vendor coordination for return truck loads-DG Handling – features and facilities offered by railways – innovative schemes-facilities to popularize rail logistics in India

Text & Reference Books:

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd, First Edition, 2003.
3. A Practical Guide to Logistics: An Introduction to Transport, Warehousing, Trade and Distribution -Jerry Rudd-Kogan Page publications
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Kapoor Satish K., and KansalPurva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India

MIS FOR LOGISTICS

Semester
III

Course Type
Domain

Code
LD2307

Hours
60

Credits
4

Version
2023-24

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become MIS for logistics professionals
- To orient students in the field of Logistics
- To help Students to understand MIS for Logistics

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of MIS for Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

Unit	Topics
I	Introduction- IT and management opportunities and challenges-Strategic planning and models - Information management & IT Architecture – IT Architecture & infrastructure, cloud computing and services, Virtualization and Virtual Machines.
II	Database Technology- Data warehouse- Data Mart Technologies- Data and Text mining- Business Intelligence & Analytics, Digital and physical document management. Networks, collaboration & sustainability: Business IT networks & components, communication technologies – Sustainability and Ethical issues - Internal control-Business Control and Auditing.
III	Dissemination of technology information- and strategic planning – Technology choice and evaluation methods – Analysis of alternative technologies – Implementing technology programmes - Intellectual Capital - An introduction to Intellectual Property Right - Patent -Copyrights - Trademarks and other issues.
IV	Functional Area & Compliance systems: Management levels and functional systems Enterprise Systems and applications: Enterprise systems, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Collaborative Planning, Forecasting, and Replenishment system (CPFR), Customer Relationship Management (CRM). Performance Management: Data visualization, Mashups, and Mobile intelligence, Fleet Management Information System.
V	Business Process and Project Management: - Architecture & IT design, System development, Software & Applications for management (Business software tools), Support system. ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management etc.

Text & Reference Books:

1. Course Material Prepared by LSC
2. KENNETH C. L., JANE P. L., & RAJANISH DASS (2001) Management Information System - Managing the Digital Firm. Pearson Education: New Delhi.
3. RAVI, K., & ANDREW, B. W. Frontiers of Electronic Commerce. Pearson Education: New Delhi.
4. KENNETH, C. L., & JANEP, L. (2001) Essentials of MIS. Prentice Hall India: New Delhi.
5. SADAGOPAN, S. (2003) Management Information System. Prentice Hall India: New Delhi.
6. EFF, O.Z. (2003) Management Information Systems. Vikas Publishing House Pvt. Ltd.: New Delhi.

RETAIL LOGISTICS AND E-COMMERCE

Semester III	Course Type Domain	Code LD2308	Hours 45	Credits 3	Version 2023-24
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COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Retail logistics and E-commerce professionals
- To orient students in the field of Logistics
- To help Students to understand Retail logistics and E-commerce

LEARNING OUTCOMES:

- Students will be able to apply the basic knowledge of Retail logistics and E-commerce in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics and E commerce

Unit	Topics
I	Concept and Scope: Concepts of Retail Logistics and supply chain- Importance of Logistics in these days global Sourcing, Dimension of Logistics: Macro and Micro aspects-Supply chain contours: Backward and forward linkages
II	Logistics and Retail Marketing: Logistics as a Support function of Order Fulfilment, Assembling & Labelling from Multi-storage points and Delivery- Logistics as an interface of Market forecasting, Stock level management and other relevant activities till transportation, preparation for dispatch and outbound documentation and customer facilitation tracking out-bound shipments.
III	Reverse Logistics: Basic of reverse logistics - concept, key activities , coordinating with carriers, route map optimization, collecting pickup and feedback - Types of reverse logistics –Roles and responsibilities -Best practices in reverse logistics
IV	E-Commerce: Introduction to E-commerce logistics including delivery and pickup models and the overall logistic setup – Order Processing – Activities in order processing - Types of order processing - - Procedures for generating plans and schedules through MIS
V	Types of Ecommerce- B2B-B2C and intra business. Retail Ecommerce – Retailing through internet, Direct Online Sales model and its types- Business Models for ecommerce. Electronic Payment system, Electronic CRM Applications. E-Security

Text & Reference Books:

1. John Fernie & Leigh Sparks, "Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain ",Kogan Page 3rd Edition,2009
2. James B. Ayers & Mary Ann Odegaard , "Retail Supply Chain Management "taylor & francis, 2nd edition
3. Mr. Gibson G, "Retail Management: Functional Principles & Practices", Jaico Publishing house, 6th Edition, 2003.
4. Ray, Supply Chain Management For Retailing, TMH, 2010.
5. James B. Ayers, Retail Supply Chain Management, Auerbach Publications,2007.

LINER LOGISTICS

Semester
III

Course Type
General

Code
LD2309

Hours
45

Credits
3

Version
2023-24

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to Liner logistics professionals
- To orient students in the field of Logistics
- To help Students to understand Liner logistics

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of Liner Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics.

Unit	Topics
I	Definitions of liner trades; tramp trades; containerization- Unitization - containerization, liner operations, port organization – Vessel loading and discharging, liner trade routes, The major ports, liner service options - Liner trade – ship types – Tonnages; basic ship layout, types of container ships, Ro-Ro barge carrying vessels, The refrigerated cargo ship conventional (Break bulk) vessels future vessel developments, economy of scale, shipboard handling equipment.
II	Cargoes & cargo equipment – Dangerous goods IMO special goods, cargo handlings other methods of lifting cargo port handling equipment, port terminals; port and terminal management; the role of ships officers - agent. Liner Shipping operations - Management and policy, ship management and operations, independent ship management, insurance, trade of commercial department, accounting, budgeting, freight collection and port disbursements agency duties.
III	Containerization unitization and inter-modalism - Growth in world trade unitization; container dimensions, types of container other container expressions container inventory, owning, leasing meeting the demand for containers tracking the container fleet, container control, FCLS LCLS & ICDS, legal & insurance implications in the container trade.
IV	The Bill of Lading and other Documentation - The Bill of Lading UK bill of lading Act 1855 and UK carriage of goods by sea Act 1992, The use of Bill of Lading in liner trades, Bill of Lading documentary credits, Bill of Lading clauses The printed clauses – The evidence of the contract, other forms of Bill of Lading other liner documents, Intl conventions relating to Bill of Lading, paperless trading
V	The Exchange of goods transfer - Transfer of funds from country to country, methods of payments in International trade who are the merchants, International contracts of sale INCO terms; Legal aspects of the liner trades - The carrier insurance the carrier's liability for the cargo the liabilities of the agent, legal aspects of the Bill of Lading, cargo claims general average (GA), security, ISPS code.

Text & Reference Books:

1. Course Material Prepared by LSC
2. Ship Operation Management, Fujita, N.H. Publisher, 1974.
3. Ship Operation Management, Bertrams Publication, 2010.
4. Handbook of Ship Calculations, Construction and Operation, Charles H. Hughes, Wexford College Press, 2008.
5. Ocean Shipping - Elements of Practical Steamship Operation, Robert Edwards Annin, Thompson Press, 2010.

PORT TERMINAL LOGISTICS

Semester
IV

Course Type
General

Code
LD2310

Hours
60

Credits
4

Version
2023-24

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to Port terminals logistics professionals
- To orient students in the field of Logistics
- To help Students to understand Port terminals logistics

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of Port terminals Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

Unit	Topics
I	Difference between Major and Minor Ports - Ports in India - Natural Harbours - New Ports to be developed in India - Major Ports of the World - Largest Port in the world - Port Officials and their roles - Role of Ports - Who are Port users
II	Container Terminals - Privatisation of Terminals - Reason for Privatisation - Major Terminal Operators in India - Terminal Operators of the world - Privatisation the need of the hour - Agreement between and existing Port Terminal and the new operator
III	Import Cycle - Export Cycle - Positions and Places in a Terminal - Facilities in a Terminal - Container Monitoring and stacking - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal - Window system in a terminal.
IV	Major Port Trust Act - Port as a custodian of the cargo - Transit sheds - Cargo receivers - Wharfs and Berths - Various berths in a Port - Meaning of Berth Restrictions - Port equipment's and damage - Extra services - Berth reservation schemes
V	Port Tariff - Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of ISPS - Damage to Port property by ships - Compensation and confiscation of cargo to adjust dues

Text & Reference Books:

1. Course Material Prepared by LSC
2. Major Port Trust Act – Government of India
3. Port Industry Statistics, American Association of Port Authorities
4. AP MOLLOR Guide book on Terminal
5. DUBAI PORT AUTHORITIES Manual

LOGISTICS 4.0Semester
VCourse Type
DomainCode
LD2313AHours
60Credits
2Version
2023-24**COURSE OBJECTIVES:**

- To develop competencies and knowledge of students to understand the revolution in Logistics Industry
- To orient students in the field of Logistics
- To help students to learn the recent technology changes and challenges in Logistics Industry

LEARNING OUTCOMES:

- Students will be able to apply the basic knowledge of technology and ITC development
- This subject will enable them to enhance their ability and professional skills in Logistic

Unit	Topics
I	1.1 First Three Industrial Revolutions: Industry 1.0–3.0 1.2 Introduction to Industry 4.0 1.3 Digitalization and the Connected Economy 1.4 Drivers, Enablers, Compelling Forces and Challenges for Industry 4.0 1.5 The Journey so far: Developments in USA, Europe, China, and other countries 1.6 Comparison of Industry 4.0 Factory and Today's SMART Factory 1.7 Trends of Big Data (Evolution) along with the Maturity framework and Predictive Analytics for Smart Business Transformation
II	2.1 Evolution of Logistics 2.2 Introduction to Logistics 4.0 2.3 Digital Transformation of Supply Chain Management 2.4 Advanced robots, Augmented Reality, Digital Twins 2.5 Simulation — Network simulation and optimization 2.6 The Industrial Internet of Things 2.7 Cloud Computing 2.8 Cyber Security 2.9 Big data and analytics – Data Warehouse v/s Data Mart
III	3.1 Digitalization of Logistics and Challenges in Logistics 4.0 3.2 Inventory Control Systems (ICS)-MRP-1-MRP-2-ERP-1 3.3 The Internet of Things 3.3 Challenges of The Internet of Things 3.4 Changes in Business Models and Production Processes 3.5 Telematics Technology – Application in Logistics
IV	4.1 Technology in Procurement 4.0 (Consignor Inventory Model) 4.2 Technology in Inventory Management 4.0 (Impact of Digital Technologies on the Inventory Management Techniques) 4.3 Technology in Logistics and Warehousing 4.0 4.4 Logistics and Supply Chain Analytics
V	5.1 Business issues in Logistics 4.0 5.2 Opportunities and Challenges 5.3 Future of Works and Skills for Workers in the Logistics 4.0 Era 5.4 Advantages and disadvantages of Logistics 4.0 5.5 Strategies for competing in a Logistics 4.0 world

EXPORT AND IMPORT DOCUMENTATIONSemester
VCourse Type
DomainCode
LD2313BHours
60Credits
2Version
2023-24**COURSE OBJECTIVES:**

- To familiarize the student with the basic concept of formalities for export trade, and the documentation process required for import and export.

LEARNING OUTCOMES:

- Recognize the impact of information and communication technologies, especially of the internet in business operations.
- Recognize the fundamental principles of eBusiness and eCommerce.
- Explain the security protocols and the issues in internet security.

Unit	Topics
I	Introduction to Export and Import 12 Hrs Basics of Exports - Classification of goods - Preparation for Exports - Methods of Exporting - Export Marketing Organizations - Functions - Registration formalities IEC Number - Procedure of obtaining IEC Number - RCMC (Registration Cum Membership Certificate) –Export Credit Guarantee Council (ECGC) - Application for import and export of restricted items.
II	Documentation Framework and Contracts 15 Hrs Aligned Documentation System: Commercial Documents - Auxiliary Commercial Documents - Regulatory Documents - Documents related to goods - Documents related to Shipment - Documents related to Payments - Documents related to Inspection - Documents related to Excisable Goods - Types of Contracts - Export Contracts.
III	Payments and Finance 15 Hrs Factors - Methods of receiving Payment - Instruments of Payments-Letter of Credit Pre-shipment Finance - Post-shipment Finance - Post-shipment Credit in Foreign Currency - Negotiation of documents with bank - CENVAT - Duty Draw back
IV	Quality Control and Clearance of Cargo 15Hrs Objective of Quality Control - Methods - Procedure for Pre-shipment Inspection - Role of Clearing and Forwarding Agents – Role of Inspection Agents-Clearance of Cargo Central Excise Clearance Procedure - Central Excise Clearance Option - Shipment of Export Cargo.
V	Customs Clearance, Risk and Insurance Policy 15 Hrs Customs Clearance of Export Cargo - Customs Clearance of Import Cargo - Risk: Types - Types of cover issued by ECGC - Cargo Insurance. Processing of an export order - Major laws governing export contract.

Text & Reference Books:

- RAMA, GOPAL C. (2008) Export Import Procedures Documentation and Logistics. New Age International Publishers: New Delhi.
- KHUSHPAT, S. J. (2013) Export Import Procedures and Documentation. Himalaya Publishing House: New Delhi.
- PAWAN, KUMAR (2001) Export of India's Major Products Problems and Prospects. New Century Publications: New Delhi.
- KAPOOR, D. C. (2002) Export Management. Vikas Publications: New Delhi.
- CHERUNILAM, F. (2004) International Trade and Export Management. Himalaya Publications: New Delhi.

Websites:

- www.cbec.gov.in/customs/cs-act/cs-act-idx.htm (Central Board of Excise and Customs - Customs Act, 1962, Customs Tariff Act – 1975, Other Acts)
- www.epckeny.org/(Export Promotion Council)
- commerce.nic.in/MOC/index.asp (Ministry of Commerce and Industry)
- www.dgft.gov.in/ (Directorate General of Foreign Trade)

INLAND WATERWAYS & COASTAL SHIPPING

Semester
V

Course Type
Domain

Code
LD2313C

Hours
60

Credits
2

Version
2023-24

COURSE OBJECTIVES:

- To familiarize the student with the basic concept of Inland water ways and coastal shipping, their importance and future development of Indian water ways

LEARNING OUTCOMES:

- Recognize the impact of Inland water ways and coastal shipping
- Recognize the importance and future development of Indian water ways.

Unit	Topics
I	Basics of shipping- Introduction for shipping - Types of ship- sizes of ship – Basic terminology of ships- Sea transport and its importance- Roll of ports in sea transport - Coastal shipping and its importance.
II	Inland waterways: Introduction –Scope –Sources (lakes, Rivers, Canals, Back water, creeks, water courses inlets and bays)-Working principles -Impact - Inland waterways in India: locations
III	Roll and importance of inland waterways: Infrastructure facility required - Roll and importance of inland water ways in transportation- Transportation through creeks
IV	Inland waterways: Road connectivity – Availability of cargo (scarcity)-Navigation (night navigation)- Draft restriction
V	Inland waterways in other countries: Bangladesh – China - Vietnam - Europe Inland waterways in India: Network in India –upcoming inland waterways – Inland waterways authority – Government policies on inland waterways – National waterways Act

Text & Reference Books:

1. Course Material Prepared by LSC
2. Inland Waterway Transport: Challenges and prospects (Routledge Studies in Transport Analysis) Hardcover – Import, 12 Jul 2016 by Bart Wiegmans (Editor), Rob Konings (Editor)
3. Inland waterways Transportation (IWT) in India – Machiraju presentation Pvt Ltd.

APPRENTICESHIP I

<i>Semester</i> V	<i>Course Type</i> Domain	<i>Code</i> LD2314	<i>Hours</i> 1008	<i>Credits</i> 22	<i>Version</i> 2023-24
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The students would be onboarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is 6 months. During Apprenticeship Training students would be assigned on-the-job-training by companies. Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.

COURIER, EXPRESS & PARCEL SERVICES

Semester
VI

Course Type
Domain

Code
LD2315A

Hours
60

Credits
2

Version
2023-24

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Courier and Express
- Professionals
- To orient students in the field of Courier and Express
- To help Students to understand Courier and Express

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of Courier and Express in the real-life situation
- This subject will enable them to enhance their ability and professional skills

Unit	Topics
I	Types of consignments for shipment - Information on labels and handling instructions - consignee locations- consignments and destinations- consignment shipment operations – (loading, handling, scheduling and documentation) - Special instructions for safe handling of fragile consignments
II	Customer declarations – verification of customer declarations and consignment package - Clarification procedure in case of discrepancies noticed - Generation of bill of lading / shipping bill for export consignments – Coordination for import/export consignments clearance
III	Hub-Spoke Operations & Inbound and Outbound activities: Introduction – Hub spoke activities inbound and outbound activities. Types of consignments coming in the hub-spoke - layout of the hub-spoke - Areas to receive, sort and inspect - Documentation activities in hub-spoke - Inspection process of inbound sorted and outbound consignments
IV	Tracking and tracing; AWB –essential time of arrival delivery - Last mile delivery – LMD -First mile delivery
V	Customer satisfaction- quality, delivery time, costs (shortest cost, loss prevention) - Weightment rate, cube scan –diversions/LBW/Volumetric density of cargo

Text & Reference Books:

1. Course Material Prepared by LSC
2. Logistics and Supply chain management – Martin Christopher
3. Basics of Distribution Management; A Logistical Approach Prentice HALL of India - Kapoor Sathish
4. Ware house management and Inventory control - Vikas Publication House

IN PLANT LOGISTICS

Semester
VI

Course Type
Domain

Code
LD2315B

Hours
60

Credits
2

Version
2023-24

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become In-plant logistics professionals
- To orient students in the field of Logistics
- To help Students to understand In-plant logistics operations

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of In-plant operations in the real life situation
- This subject will enable them to enhance their ability and professional skills

Unit	Topics
I	Introduction to Logistics in a manufacturing setup - Manufacturing process - physical flow - Assembly line – OTIF (on time in full) - Basic activities of in-plant logistics : Loading, Unloading, Receiving, sorting, Storing, Picking and dispatch activities - process of coordination with assembly line
II	Job shop- work allocation - Production scheduling – selection of products/ models/parts/ Team table/Time table - Material flow – production line –feeding just in time inventory, Vendor management -
III	Inbound logistics- inventory management, importance, Value addition, stock counts, audits
IV	Out bound logistics – Finished goods (FG)- tooling, binding ,creating, input process, output - packaging, Kitting, far goods(FH), Spare parts, , After markets process, schedule of transport, vendor coordination
V	Timely supply – scheduling, vendor co ordination quality control, pre delivery Inspection, Quality assurance, on time in full (OTIF)

Text & Reference Books:

1. Course Material Prepared by LSC

MULTI-MODAL TRANSPORTATION

Semester
VI

Course Type
Domain

Code
LD2315C

Hours
60

Credits
2

Version
2023-24

COURSE OBJECTIVES:

- Introduce Multi-modal and Intermodal Transport concepts.
- Explain Regulatory framework and policies for Multi-modal transportation.
- Describe Indian Railways' initiatives to promote Multimodal Logistics in India.
- Overview evolution of infrastructure facilitating Multi-modal Logistics in India.

LEARNING OUTCOMES:

After completing this Course, the student will have the following learnings:

- The importance and role played by Multi-modal transport in the efficient and cost-effective movement of cargo
- Types of multi-modal movement and the role of containerisation for security and speed
- The provisions and procedures for Exim trade and INCOTERMS
- Indian Government's policies and vision R for development of seamless multi-modal transport.

Unit	Topics
I	Transportation Systems & Multi modal Transport –Concept of Multi modal & Intermodal Transport – introduction to Multi modal transport, the difference between Multi modal and Intermodal transport-Type of transport Modes – detail and characteristics of air, road, rail, water, pipelines, package carriers-Need, Aim and Key Issues of Multi modal transport.
II	How to organise Multi modal transport-Role of Containerisation in MMT- history, utility, types, ease of handling, cost saving-Types of Multi modal transport – combined container transport, rolling Road & forwarding of trailers, RORO & LASH transportation-National Multi modal Transport Committee (NMTC) and Logistics Policy of India – key features and importance
III	Multi modal Transportation Act & Procedures-MMTG Act of 1993-Custom procedures for Export & Import - Bill Of Lading – Hague Rules, Visby Rules, Hamburg Rules, Voyage by Sea-INCOTERMS – meaning, explanation, list, and types
IV	MMT and Indian Railways-PFT Policy – maintenance of rolling stock, cargo handling, customs, etc-Warehousing Policy – stuffing, de-stuffing, stacking, use of MHE, etc-Layout and design of Multi modal Logistics parks
V	Multi modal transport & Practice Today-India's growing conflict between Trade & transport – issues, policy, problems & pricing-Integrated Transport – Bharatmala, Sagarmala, IWT, DFC, the concept of ICP (International Check Posts-Scenario in India and neighbouring countries with a case study

TEXT BOOKS

- 1 Course Material Prepared by LSC

APPRENTICESHIP II

<i>Semester</i> VI	<i>Course Type</i> Domain	<i>Code</i> LD2316	<i>Hours</i> 1008	<i>Credits</i> 22	<i>Version</i> 2023-24
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The students would be onboarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is 6 months. During Apprenticeship Training students would be assigned on-the-job-training by companies. Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.

Specialisation Module – Group A - Course I**INTRODUCTION TO AVIATION INDUSTRY & AIRPORT OPERATIONS**

Semester IV	Course Type Domain	Code LD2311A	Hours 45	Credits 3	Version 2023-24
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COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Aviation Professionals
- To help Students to understand Fundamentals of Aviation Industry & Airport Operations

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of Aviation and Airport Operations in the real-life situation
- This subject will enable them to enhance their ability and professional skills in the Aviation Industry & Airport Operations

Unit	Topics
I	History of Aviation & Key Organizations in the Aviation Industry a. History of Aviation through the ages-Origins in Greek Mythology- The Wright Brothers- Aviation in the era of World War 1 & 2- Commercial Aircraft Era- Modern Jetliners b. Key Organizations in the Aviation Industry- 1. ICAO- International Civil Aviation Organization, 2. IATA -International Air Transport Association 3. MoCA - Ministry of Civil Aviation, 4. DGCA - Directorate General of Civil Aviation 5. AAI- Airports Authority of India, 6.AAICLAS- Airports Authority of India Cargo Logistics Allied Services 7. AERA- Airport Economic Regulatory Authority 8. BCAS- Bureau of Civil Aviation Security
II	Freedoms of the Air & the Airline Business a. Freedoms of the Air- Overview- Nine Freedoms of the Air b. Airline Business- i Business Models- Legacy, Low Cost, Charter, Regional, Cargo & Hybrid ii Airplane Manufacturers- Primary Manufacturers- Boeing, Airbus and others iii Narrow Body v/s Wide Body- Definition & Features iv The Airline Industry as a Business- Key Functions in the Airline Business v Airline Codeshares & Alliances- a. Concept, b. Key Benefits, c. Major Airline Alliances vi Airline Cabin Classes- First, Business, Premium Economy & Economy
III	World Geography & Airline Communication Protocol Traffic Conference Areas, Time Zones, Codes- Country, City, Carrier, Currency, Aircraft Registration, Airline Phonetics
IV	Airport Operations a. Key Stakeholders, Airport Types, Airport Revenue Sources, Airport Functional Layout- Landside, Governmental Agencies at Airport, Baggage Handling, Airside Operations b. Airport as an Operational System- Infrastructure & Facilities, Airport Operations Control Centre (AOCC), Airport Collaborative Decision Making (ACDM), Key Information Technology Systems at Airports
V	Concessionaire Activities at Airports (terminology restricted to Indian scenario) a. Non-Aero Activities- Retail, Food & Beverage, Real Estate, Car Rentals Car Parking, Currency & Banking, Advertising b. Maintenance Repair & Overhaul (MRO)- Types of MRO Models c. Ground Handling i Concept, ii Self-Handling V/s Outsourced Handling iii IATA Standard Ground Handling Agreement

Text & Reference Books:

- 1 Course Material Prepared by LSC
2. Airport Operations- Norman Ashford, Pierre Coutu, John Beasley- McGraw-Hill Education; 3rd edition (16 December 2012)
3. Principles of Airport Economics- P.S. Sengupta- Excel Books (1 December 2007)
4. Managing Airports- An International Perspective- Anne Graham-Routledge; 5 edition (June 9, 2018)
5. IATA Airport Handling Manual- 40th edition- Year of Publication- 2020
6. IATA Ground Operations Manual- 9th edition- Year of Publication- 2020

Specialisation Module – Group B - Course I

FIRST MILE OPERATIONS

Semester
IV

Course Type
Domain

Code
LD2311B

Hours
45

Credits
3

Version
2023-24

COURSE OBJECTIVES:

- To understand the First Mile operational processes in e-commerce logistics.

LEARNING OUTCOMES:

THE STUDENTS WILL LEARN:

- Basics of First Mile operations.
- Shipment pickup operations.
- Different types of shipment processing operations at Processing Centers.
- Layout of a Processing Centre.
- Key challenges in First Mile operations and First Mile metrics.

Unit	Topics
I	Role of First Mile in E-Commerce Logistics Difference between First Mile, Line Haul and Last Mile operations. -First Mile Operations - Overview. -Why is First Mile operations important in e-commerce logistics-First Mile process flow.
II	Shipment Pickup Operations Shipment pickup process. -Pickup operations staff - roles and responsibilities. -Pickup coordination. -Safety and security of shipments during pickup-Pickup documentation.
III	Shipment Processing Operations Primary and secondary processing. -Bagging operations. -Manual processing operations-Automated processing operations
IV	Layout of A Processing Centre Inbound operations-Processing Operations-Outbound Operations-Safety and security-Processing Centre staff - roles and responsibilities
V	First Mile Analytics and Metrics Productivity-Pickup operations metrics-Processing operations metrics-First Mile dashboard. Tools and Applications Pickup tools and applications-Processing tools and applications-Exceptions in First Mile and impact on operations-Tools and communication to resolve exceptions.

Text & Reference Books:

1. Course Material Prepared by LSC

Specialisation Module – Group C – Course I**PRINCIPLES & PRACTICES OF TOURISM**

Semester IV	Course Type Domain	Code LD2311C	Hours 45	Credits 3	Version 2023-24
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COURSE OBJECTIVES:

- Understand the fundamentals of the Tourism industry and its development in India.
- Develop insights on the difference between International and National Industry.
- Knowhow on Tourism in India through Surface transportation.
- Impart knowledge on new trends in Tourism.

LEARNING OUTCOMES:

- To develop an understanding of the nature of tourism in India
- Throw light on an initiative by Government and Railways to promote tourism.
- To understand different modes and package tours by Travel Agencies and to learn how to develop packages.
- Recent trends of tourism and Infrastructure including Hotels

Unit	Topics
I	Basics of Tourism-History & Growth-Tourism & Economy, Multiplier Effect-Principles, Components & Types of Tourism – Service Industry, Passenger Transportation. Travel Agencies
II	Domestic & International Tourism-Tourism Policy & Initiatives of Govt – Dept of Tourism, ITDC, IRCTC Etc-Inbound & Outbound Tourism – Segmentation, Bookings, Package Tours-Travel Agencies, Destinations & Infrastructure – Ratings
III	Tourism - Road-Road Infrastructure – Connectivity to destinations, Quadrangle, Highways, Bharatmala Project-Road Vehicles – Cabs, Minibuses, luxury buses, Double deck sleeper. Regulations-Single point. Multiple destinations, Group booking, Cluster approach.
IV	Tourism by Rail-Infrastructure – Rail destination. Toy trains to Hills – Shimla, Darjeeling, Ooty – Last mile connectivity-Railway Initiatives – Rail Yatrik Niwas at stations, Budget hotels. Online bookings, Tourist lounges. Bookings – Group ticket, package tours, circular journey ticket etc.-Tourist trains – Palace on Wheels, Maharaja, Deccan Odyssey, Rail package tours, Coach Bookings itinerary.
V	Trends in Tourism-Sustainable tourism – Ecological & environmental issues-Heritage, Religious, Medical, Leisure, Conferences Tourism, Destination weddings-New destinations- Statue of Unity, Akshardham, Winter tourism etc

Suggested Readings:

1. Course Material Prepared by LSC

Specialisation Module – Group A - Course II

INTRODUCTION TO AIR CARGO INDUSTRY

Semester IV	Course Type Domain	Code LD2312A	Hours 45	Credits 3	Version 2023-24
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COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Air Cargo Professionals
- To help Students to understand Fundamentals of Air Cargo Industry

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of Air Cargo Industry in the real-life situation
- This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry

Unit	Topics
I	History of Air Cargo & Multi Modal forms of Transport a. History of Air Cargo & Mail, Air Freight, Air Express, Overnight Air Express & Air Mail b. Other Multi Modal forms of Transport- Rail, Sea & Surface Transport- Key Concepts
II	Key Organizations Facilitating Air Cargo International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), International Federation of Freight Forwarders Association (FIATA), The International Air Cargo Association (TIACA)
III	Air Cargo Business Models Freighters, Charters, Integrators, Combination Carriers, Systems), Couriers, E-commerce, Postal mail a. Key Concepts- Brief Introduction to the Business Models b. Impact of various Business Models in relation to geography, size and scope
IV	Key Stakeholders & Key Terminologies a. Key Stakeholders- Airports, Airlines (Direct), Airlines through General Sales Agents (GSA) or General Sales & Service Agents (GSSA), Shippers, Freight Forwarders, Custom Brokers, Consolidators, Trucking b. Key Terminologies & Abbreviations
V	Training & Development in Air Cargo Industry a. Importance of Training in the Aviation & Cargo Industry b. Areas of Training in the Air Cargo Industry c. Key Organizations facilitating Training & Development in the Aviation & Air Cargo Industry.

Text & Reference Books:

1. Course Material Prepared by LSC
2. Air Cargo Management- Air Freight and The Global Supply Chain- Michael Sales- Routledge (2016)
3. Air Cargo and Logistics - Classics and Contemporary practice by Rico Merket and Jackie Walters- Academic Publishers (01 June, 2019)
4. Moving Boxes by Air - The Economics of International Air Cargo by Peter S. Morrell and Thomas Klein - Routledge; 2 edition (19 October 2018)

Specialisation Module – Group B - Course II**LAST MILE OPERATIONS**Semester
IVCourse Type
DomainCode
LD2312BHours
45Credits
3Version
2023-24**COURSE OBJECTIVES:**

- To understand Last Mile Operations in E-Commerce

COURSE OUTCOME:

The students will be able to:

- Understand the basics concept of Last mile logistics in E-Commerce
- Understand the processes involved in Last mile logistics
- Understand various metrics and customer services processes to be followed in last mile logistics
- Explain the prospects of last mile logistic

Unit	Topics
I	Introduction 1.1 What is Last Mile in Ecommerce? 1.2 Importance of Last Mile in the supply chain 1.3 Last Mile Delivery challenges for ecommerce 1.4 Trends in Last Mile delivery 1.5 Route optimization in Last Mile operations
II	Last Mile Processes 2.1 Delivery Process & its challenges 2.2 Reverse pickup process in Last mile operations 2.3 Challenges in Reverse Pickup process 2.4 Tools and applications in Last Mile operations 2.5 Considerations for effective last mile logistics strategy
III	Metrics 3.1 Metrics to measure in last file 3.2 Automation and technology driving metrics.
IV	Customer service 4.1 Customer service and its importance 4.2 Good and bad customer service (Dos and Don'ts of customer service) 4.3 Relationship between metrics and customer service.
V	Prospects of Last Mile Logistics- 5Hrs 5.1 Innovations in Last Mile Logistics 5.2 Technology Trends in Last Mile Delivery 5.3 Last Mile Delivery Market Future Prospects

Text & Reference Books:

1. Course Material Prepared by LSC.

Specialisation Module – Group C - Course II

COMMERCIAL ASPECTS OF TRANSPORTATION

Semester IV	Course Type Domain	Code LD2312C	Hours 45	Credits 3	Version 2023-24
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COURSE OBJECTIVES:

- To highlight vital part of commercial considerations in providing transport services for Freight and Passengers movement.
- To Understand the importance and need for marketing and strategies involved.
- To Describe the principles in fixing Railway Freight and Rates
- To evaluate Competition in rates of Road and Rail mode of transportation.

LEARNING OUTCOMES:

- Develop a clear perspective of various commercial aspects in transportation
- Distinguish between the Operational feasibility of a work and its commercial viability
- Know the issues involved in booking and reservation of passengers,
- Know the various types of costs involved and understand the concept of cost-of-service vs value of service

Unit	Topics
I	Commercial Aspects in Transportation – A Perspective-Role and importance of Commercial Aspects, relative strengths of rail vs road-Concept of commercial viability vis a vis operational feasibility-Issues/ functions included in the commercial aspects, organisational set up to handle these
II	Commercial Aspects involving Passenger transportation –Passenger Services on Indian Railways; Booking and Reservation of passengers, Various class of services, types of tickets, concessions etc-Passengers Services in Road Sector, A state subject- differences from State to state-Supplementary and related services such luggage, parcel, refunds, catering etc.
III	Commercial Aspects involving Goods / Freight transportation–Different components of freight traffic, Booking and delivery of freight traffic on Railways, Demurrage and Wharfage, sidings-Booking and delivery of goods in roadways, agencies involved and their role-Claims and liabilities, Organisational set-up and procedure for Claims' compensation,
IV	Pricing of Transport-Basic consideration in pricing; Different type of costs involved in computing price, Relativity index of passenger fares in Indian Railways; surcharges and discounts-Principles of classification and Rate fixation and routing of traffic-Cost of service vs value of service, Cross subsidisation etc
V	Marketing Strategies for Commercial growth –Need for marketing, Rail vs Road: Complementary and not competitive role, High profit yielding commodities-Incentive schemes, IT-enabled user-friendly solutions for Booking, payment, tracking consignments and trains, Passenger movement – PRS, etc-Future trends: technology-induced improvements in various aspects of commercial working

Textbooks

1. Course Material Prepared by LSC



Logistics Sector Skill Council
‘Temple Towers’, Ground Floor
476, Anna Salai, Nandanam, Chennai - 600 035, India
www.lsc-india.com

Bachelor of Commerce (B.Com) in Banking Financial Services & Insurance					
	Course Title	No of Papers	No of Hours	No of Credits	Courses Credits
Semster I		6	300	20	20
Skill Courses	Accounts Assistant	1	90	6	6
Core Courses	Introduction to Direct Taxes	1	45	3	9
	Management Principles and Practice	1	45	3	
	Business Economics	1	45	3	
General Courses	English Language-I	1	45	3	5
	Business Communication (Verbal / Nonverbal)	1	30	2	
Semster II		6	300	20	20
Skill Courses	GST Assistant	1	90	6	6
Core Courses	Introduction to Indirect Direct Taxes	1	45	3	9
	Business Mathematics & Statistics	1	45	3	
	Marketing Concepts and Principle	1	45	3	
General Courses	Economic Environmental Science	1	45	3	5
	English Language-II	1	30	2	
Semster III		6	300	20	20
Skill Courses	Insurance Advisor/Agent	1	90	6	6
Core Courses	Financial Analysis	1	45	3	9
	Investments - Risk and Returns	1	45	3	
	Sales & Distribution Management	1	45	3	
General Courses	Business & Applied Law	1	45	3	5
	Advanced Business Communication (Verbal / Nonverbal)	1	30	2	
Semster IV		6	300	20	20
Skill Courses	Mutual Fund Distributor	1	90	6	6
Core Courses	Personal Financial Planning	1	45	3	9
	Introduction to Indian Capital Markets	1	45	3	
	Business Decision Making	1	45	3	
General Courses	Organisational Structure & Behaviour	1	45	3	5
	Entrepreneurship Development	1	30	2	
Semster V		6	300	20	20
Skill Courses	Credit Processing Officer	1	90	6	6
Core Courses	Retail Banking Assets Sales and Underwriting	1	45	3	9
	Retail Banking Liabilities Sales	1	45	3	
	Financial Management	1	45	3	
General Courses	Artificial Intelligence (AI) in BFSI Industry	1	45	3	5
	Social Media and Digital Marketing	1	30	2	
Semster VI			900	20	20
	Apprenticeship		900	20	
Grand Total			2,400	120	120