



**SHRI KHANDERAI PRATISHTHAN'S  
DNYANSAGAR INSTITUTE OF MANAGEMENT & RESEARCH**

(Approved by AICTE, New Delhi, Recognized By Govt. of Maharashtra, Affiliated to S. P. Pune University)  
(AISHE Code : C - 41293, PUN Code - IMMP014030)



**CRITERION 1 – CURRICULAR ASPECTS**

**1.3 Curriculum Enrichment**

**1.3.1: Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability.**

**Supporting Documents:**

INDEX	
Sr.no.	Details
1	Program wise list of Crosscutting issues relevant to Gender & Human Values, Professional Ethics, Environment & Sustainability (Part - I)
2	Sample of program reports on Gender & Human Values
3	Sample of program reports on Professional Ethics
4	Sample of program reports on Environment & Sustainability
5	Syllabus copy of courses on crosscutting issues (Part - II)



  
**Director**  
Dnyansagar Institute of Management and  
Research  
Balewadi, Pune-411045





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**1.3.1- SUPPORTING  
DOCUMENTS**



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**PART - I**

Sr. No.	Cross Cutting Issues	Relevant activities
1	<b>Gender and Human Values</b>	Edu Youth Meet: Drug Free India Campaign
2		Embrace Equity - Digit All
3		Donation Drive to Swarnanagari Old Age Homes
4		Antidrug Awareness Campaign
5		Teachers Day Celebration
6		International Men's Day
7		Street Play on Gender Equity
8		Chatrapati Shivaji Maharaj Jayanti Celebration
9		Mensuration Hygiene Management
10		Donation to Aniket Sevabhavi Sanstha
11		Stress Management- Music Therapy
12		Blood Donation Camp
13		Har Ghar Tiranga
14		Medicine Donation Drive
15		Apla Ghar Orphanage & Old Age Home Visit
16	<b>Professional Ethics</b>	Preparing for Career Success
17		How to Convert SIP into Placement
18		Industry Visit - Hi-Tech Textile Park, Baramati
19		OMT- Visit to Tikona Fort
20		OMT- Visit to Visapur
21	<b>Environment and Sustainability</b>	Tree Plantation
22		Vruksha Bandhan
23		E -Waste Collection Drive
24		World Environment Day
25		Swachata Abhiyan
26		Shelter for Birds
27		Traffic Awareness Campaign



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**PART - II**

Sr. No	Sem	Course Code & Name
1	I	101 GC- 01 Managerial Accounting
2	I	102 GC – 02 Organizational Behaviour
3	I	104 GC – 04 Business Research Methods
4	I	105 GC – 05 Basics of Marketing
5	I	106 GC – 06 Digital Business
6	I	107 GE - UL - 01 Management Fundamentals
7	I	109 GE - UL - 03 Entrepreneurship Development
8	I	110 GE - UL - 04 Essentials of Psychology for Managers
9	I	113 GE - IL - 01 Verbal Communication Lab
10	II	201 GC – 07 Marketing Management
11	II	202 GC – 08 Financial Management
12	II	203 GC – 09 Human Resources Management
13	II	204 GC – 10 Operations & Supply Chain Management
14	II	207 GE - UL -Contemporary Frameworks in Management
15	II	206 MKT- SC - Consumer Behaviour
16	II	209 GE - UL - 09 Start Up and New Venture Management
17	II	214 GE – IL - 09 Industry Analysis & Desk Research
18	II	219 MKT SE – IL - MKT- 03 Personal Selling Lab
19	III	301 GC – 11 Strategic Management
20	III	310 GE- UL - Corporate Governance
21	III	311 GE - UL - Management of Non- Profit Organization
22	IV	402 GC - Indian Ethos & Business Ethics
23	IV	408 GE - UL - Corporate Social Responsibility & Sustainability
24	I & II	Human Rights
25	III	Introduction to Constitution



*[Signature]*  
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**PART - I  
GENDER & HUMAN VALUES**



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**Edu Youth Meet: Drug Free India Campaign**

**Event Type:** Extension & Outreach Activity

**Event Name:** Edu Youth Meet: Drug Free India Campaign

**Day & Date:** Saturday, 4<sup>th</sup> February 2023

**Collaboration:** Art of Living



  
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**Objectives of the Event:**

- To promote wellness and mental health among the students.
- To educate students about the health hazards associated with the use of drugs.

**Event Description:**

Art of living Edu Youth Meet Band in DIMR. Art of living Band sung songs youth love the most and students danced to their favourite tunes. It was a day full of energy as students lived their talents and enjoyed the day to the fullest. Students also took a pledge to make India Drug Free.

Art of Living Teachers addressed students. Edu Youth Meet which held on 4th Feb 2023 from 6pm-9 pm in presence of Sri Sri Ravi Shankar Ji, Founder, Art of Living Foundation. DIMR MBA Students participated in Edu Youth Meet along with 1 Lakh Students and 10,000 Educators and pledge for a drug-free India. The pledge is expected to be entered in the Asia Book of Records.

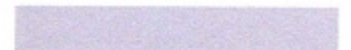
**Learning Outcome:**

- Students were encouraged to live healthy life.
- Students were made aware to uplift the quality of the living.
- Students were encouraged to live drug free life.



  
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**Celebrating International Women's Day  
Theme : Embrace Equity - Digit All 2023**



**Mrs Savita S K**  
Mrs Universe Honesty  
(International Pageant)  
Mrs United Nations Ambassador



**Mrs. Preeti Shirole**  
Trustee - Fulora Foundation



**Mrs. Nilima Pawar**  
Police Inspector GOM



**Dr. Captain Ritu Biyani**  
Dental Surgeon, Tedx speaker



**Tejaswi Sevekari**  
Executive Director  
Saheli Collective



**Dr. Archana Thombore**  
Medical Professional and State  
Committee Member of Millet Mission



**Women's Day Celebration & Award Ceremony -2023**

**Date - 11th March 2023 | Time - 10 Am Onwards**

**Venue : SKP Campus, Balewadi , Pune**



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**Embrace Equity – Digit All 2023**

**Event Type:** Extension & Outreach Activity

**Event Name:** Embrace Equity – Digit All 2023

**Day & Date:** Saturday, 11<sup>th</sup> March 2023

**Partnership:** Divine HR Forum

**Venue :** DIMR Seminar Hall



11-Mar-2023 1:04:28 pm  
Balewadi High Street  
Baner  
Pune Division  
Maharashtra  
SKP Campus, DIMR, Balewadi 411045

**Director Dr. Sajid Alvi addressing and honoring the womanhood**



*Sajid Alvi*  
**Director**  
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**Objectives of the Event:**

- To honor the womanhood
- To embrace the equity
- To create awareness ' Beti Bachao Padhao'

**Event Description:**

To honour womanhood DIMR had organized women's day celebration in collaboration with Divine HR Forum on 11th March 2023 at SKP Campus. It was attended by women who had achieved milestones in their life. We had 8 invitee speakers from different strata of society Mrs. Nilima Pawar, Mrs Savita S K, Mrs Preeti Shirode, Dr. Captain Ritu Biyani, Dr. Archana Thombre, Ms. Tejaswi Sevekari, Ms. Vahida Pathan & Priti Sakhare.

The theme was Embrace Equity – Digit All 2023

It recognizes and celebrates the women and girls who are championing the advancement of transformative technology and digital education. Wherein it will explore the impact of the digital gender gap on widening economic and social inequalities and will put light on the importance of protecting the rights of women in digital spaces.

The speakers spoke about their journey, achievements and taking care of one's health. Also, about their present contributions to the Indian Society.

**Learning Outcome:**

- Instilled the sense of respecting towards the womanhood among the students
- The students understood importance and benefits of blood donation.



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11-Mar-2023 1:36:09 pm  
Balewadi High Street  
Baner  
Pune Division  
Maharashtra  
SKP Campus, DIMR, Balewadi 411045



11-Mar-2023 1:01:22 pm  
SKP Campus, DIMR, Balewadi 411045



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## Media Coverage

# 'डीआयएमआर' तर्फे महिलांचा सन्मान

बाणेर : बालेवाडी येथील श्री खंडेराय प्रतिष्ठानच्या ज्ञानसागर इन्स्टिट्यूट ऑफ मॅनेजमेंट अँड रिसर्च व डिव्हाइन एचआर यांच्या वतीने जागतिक महिला दिवस उत्साहात साजरा करण्यात आला. शैक्षणिक व उद्योगक्षेत्रातील राष्ट्रीय व आंतरराष्ट्रीय कंपन्यांच्या पत्रासहून अधिक एचआर महिला अधिकारी या कार्यक्रमात सहभागी झाल्या होत्या.

'एम्ब्रॉस इक्विटी - डिजिटल ऑल : २०२३' यावर हा कार्यक्रम आधारित होता. प्रमुख पाहुण्या म्हणून पोलिस निरीक्षक नीलिमा पवार, दंतशल्यचिकित्सक डॉ. रितू बियाणी, सीईओ व मॅडिल सविता, 'यशदा'च्या



'डीआयएमआर'च्या वतीने महिलांचा सन्मान करण्यात आला.

मेडिकल ऑफिसर अर्चना ठोंबरे आणि पुणे जिल्हा गृहनिर्माण महासंघाच्या अध्यक्षा प्रीती शिरोडे आदी महिला उपस्थित होत्या. प्रतिष्ठानचे संस्थापक अध्यक्ष गणपतराव बालवडकर व संस्थेचे सचिव डॉ. सागर बालवडकर आणि 'डीआयएमआर'चे संचालक डॉ.

साजिद अल्वी यांच्या हस्ते महिलांचा सन्मान केला. या कार्यक्रमातून शेवटी 'बेटी बचाओ, बेटी पढाओ' व स्त्री-पुरुष समानतेबाबत संदेश देण्यात आला. सूत्रसंचालन यशस्वी उद्योजिका वहिदा पटाण यांनी केले. 'डिव्हाइन एचआर फोरम'च्या संचालिका प्रीती

साखरे यांनी आपार मानले. 'डीआयएमआर'च्या विभागप्रमुख डॉ. मनीषा जगताप, प्रा. विशाल निकोलस, ग्रंथपाल सुंदर पाचकुडवे व संस्थेतील शिक्षक व शिक्षकेतर कर्मचारी व विद्यार्थ्यांनी कार्यक्रम यशस्वी होण्यासाठी परिश्रम घेतले.



  
Director  
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11 May 2023

ॐ अभिष्टचिंतन सोहळा



#socialdrive

**Donation Drive for Swarnanagari Old Age  
Homes, Balewadi**

Dnyansagar Institute of Management and Research



Scan to Donate

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संस्थापक - अध्यक्ष एस. के. पी / मा. सरपंच बालेवाडी



  
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**Swarnanagri Old Age Home Visit & Donation**

**Event Type:** Extension & Outreach Activity

**Event Name:** Swarnanagri Old Age Home Visit & Donation

**Day & Date:** Thursday, 11<sup>th</sup> May 2023

**Time:** 2:30 pm onwards

**Venue:** Swarnagari Old Age Home, Baner, Pune



**Donation to Swarnagari Old Age Home**



*Singh*  
**Director**  
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**Objectives of the Event:**

- To help needy aged (above 60 year) irrespective of cast or creed.
- To provide companionship, emotional support, therapeutic occupation, and recreational facilities, and activities to overcome social isolation.
- To sensitize students to the difficulties and problems of homeless, aged people and to become aware of the joy of serving and being with the elderly

**Event Description:**

“Those who respect the elderly pave their own road toward success.”

Dnyansagar Institute of Management & Research Staff & students' visit on 11th May 2023 to the Swarnanagri Old Age Homes at Baner, as part of our Chairman's 75th birthday celebration , was a memorable experience filled with compassion, learning, and heartfelt connections.

Our Chairman, Shri Ganpatrao Balwadkar Sir, and Director, Dr. Sajid Alvi Sir, graced the occasion with their presence. During our visit, the MBA students immersed themselves in the company of the elderly residents, bringing warmth, laughter, and heartfelt conversations. The energy and enthusiasm radiating from our students were met with genuine smiles and gratitude from the elderly residents. It was a beautiful exchange of wisdom, experiences, and joy that created lasting memories for everyone involved.

Our MBA students exemplified the values of leadership and social responsibility through their dedicated efforts and unwavering commitment to making a positive difference.

**Learning Outcome:**

- The students understood the hard facts of life and problems of a variety of sections of people at close quarters.
- The students gained the first-hand experience at Old Age Homes, made them reach out to the youngsters and urged them to take care of their elders so as to never sending them in such Homes.
- Sense of responsibility and appreciation for the senior citizens inculcated among the students.



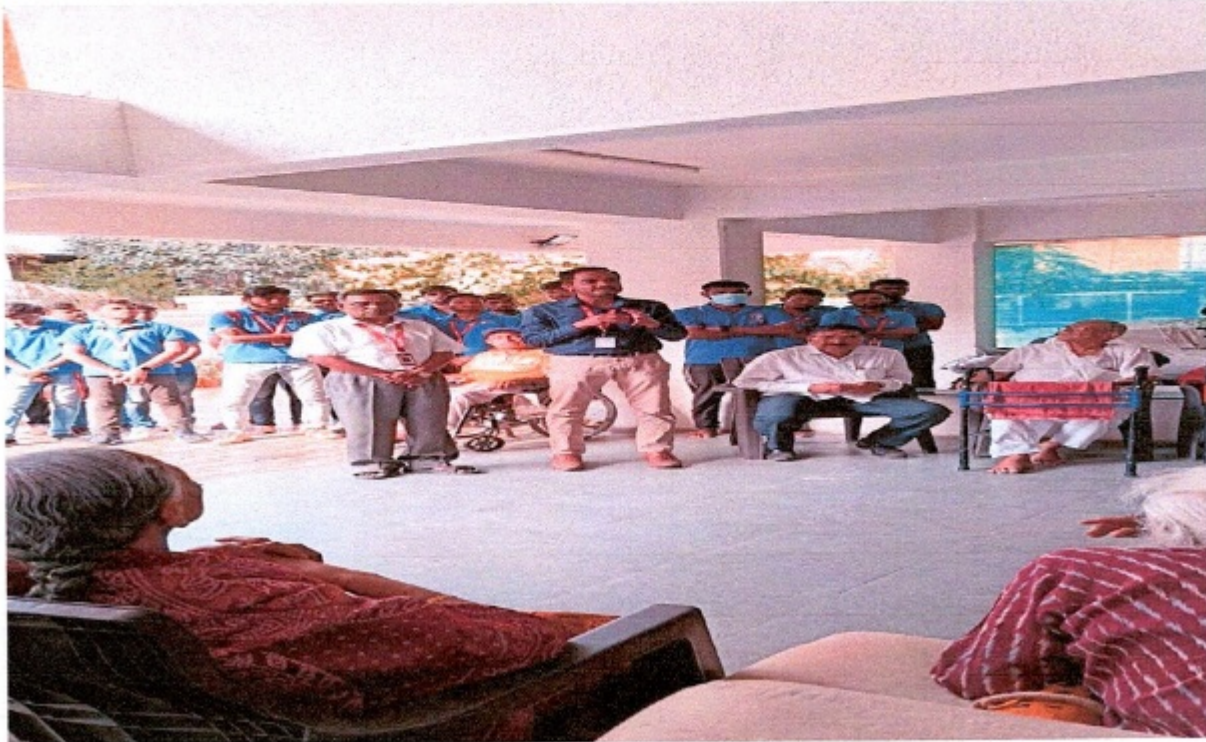
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Director



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**Director Dr. Sajid Alvi addressing to the senior citizens and Student volunteers**



**Faculty members and Student Volunteer interacting with Senior Citizen**



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*Sajid Alvi*  
**Director**

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## बालेवाडीत वृद्धाश्रमाला दैनंदिन वस्तुंची भेट

औंध : बालेवाडी येथील श्री खंडेराय प्रतिष्ठानच्या ज्ञानसागर इन्स्टिट्यूट ऑफ मॅनेजमेंट अँड रिसर्च संस्थेतर्फे बालेवाडी येथील स्वर्णनगरी वृद्धाश्रमाला भेट देऊन त्यांना धान्य, रोख रक्कम व दैनंदिन उपयोगी वस्तु भेट म्हणून दिल्या. श्री खंडेराय प्रतिष्ठान संस्थेचे संस्थापक अध्यक्ष गणपतराव बालवडकर यांच्या पंचाहत्तरीच्या पार्श्वभूमीवर अभीष्टचिंतन सोहळ्यानिमित्त एसकेपी मधील विविध संस्थांनी सामाजिक उपक्रमांचे आयोजन केले होते. त्याअंतर्गत ही भेट देण्यात आली. या वेळी विद्यार्थ्यांनी आश्रमातील आजी-आजोबांसाठी त्यांच्या आवडीची जुनी गाणी गायली. या वेळी गणपतराव बालवडकर, डीआयएमआरचे संचालक डॉ. साजिद अल्वी, डॉ. सागर बालवडकर उपस्थित होते.

Pune, Pune-Today  
15/05/2023 Page No. 5



  
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Balewadi, Pune-411045



## **Dnyansagar Institute of Management and Research**

# **Antidrug Awareness Campaign**



**Your Future, Your Choice:  
Embrace a Drug-Free Life!**



**Date : 26<sup>th</sup> June 2023**



**Location: DIMR Seminar Hall**



*[Signature]*  
**Director**  
Dnyansagar Institute of Management and  
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Balewadi, Pune-411045





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(AISHE Code : C - 41293, PUN Code - IMMP014030)



## Antidrug Awareness Campaign

**Event Type:** Extension & Outreach Activity

**Event Name:** Antidrug Awareness Campaign

**Day & Date:** Monday, 26<sup>th</sup> June 2023

**Time:** 4:00 pm onwards

**Collaboration:** Chattusrungi Police Station under Baner- Balewadi Police Chowky



  
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**Objectives of the Event:**

- To create the awareness among the students towards ill effects of drug consumption.
- To educate students about the health hazards associated with the use of drugs.

**Event Description:**

Every year on June 26, the International Day against Drug Abuse and Illicit Trafficking or World Drug Day is observed to encourage more action and cooperation toward a drug-free world.

DIMR had organized awareness session for the students in association with Chattusrungi Police Station under Baner- Balewadi Police Chowky. The session was conducted by Mr. Rajkumar Kendre, Asst. PSI, Mr. Rupesh Temgire, PSI (Sub.), Mr. Ganesh Chowdhar, Police Naik and Mr. Nitin Chukhar, Police Personnel. Police officials emphasized on the harmful effects and the risks associated with using alcohol and other drugs. They stressed the importance of awareness campaigns about drug abuse among students.

Dr. Sajid Alvi, Director DIMR, Dr. Manisha Jagtap (HOD) and faculty members initiated this activity. Mr. Sunil Kamble proposed the vote of thanks.

**Learning Outcome:**

- Students were encouraged to live healthy life.
- Students were made aware to uplift the quality of the living.
- Students were encouraged to live drug free life.



*S. J. Alvi*  
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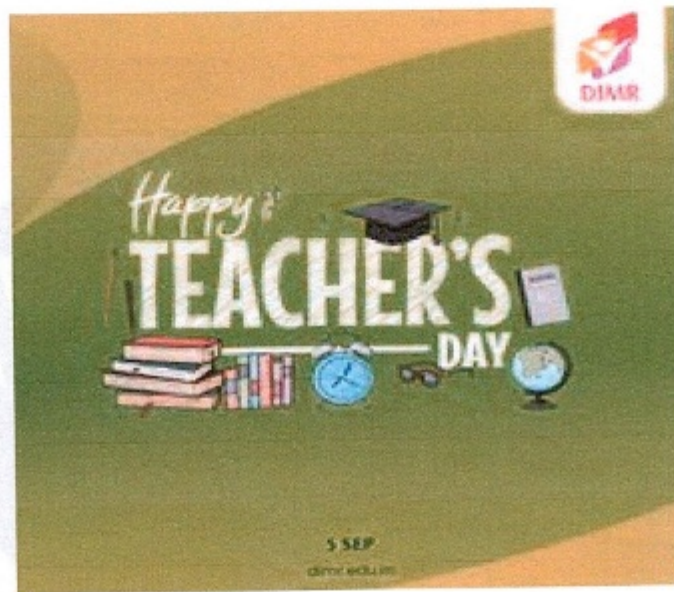
**Teachers' Day Celebration**

**Event Type:** Extension & Outreach Activity

**Event Name:** Teachers' Day Celebration

**Day & Date:** Monday, 5<sup>th</sup> Sep'2022

**Venue:** DIMR, Seminar Hall



**Group photo of all Teaching Staff**



  
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Teachers' Day is celebrated worldwide to honor and appreciate the dedication and hard work of educators in shaping the future of society. This year, our institution organized a grand celebration to pay tribute to our teachers and express gratitude for their invaluable contributions. The Teachers' Day celebration had a significant impact on our institution's community.

The recognition and appreciation received by teachers reaffirmed their commitment to excellence in teaching and inspired them to continue making a positive difference in the lives of their students.

The celebration served as a reminder of the importance of education and the invaluable role teachers play in shaping the future generation.



  
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**International Men's Day Celebration**

**Event Type:** Extension & Outreach Activity

**Event Name:** International Men's Day

**Day & Date:** Saturday, 19<sup>th</sup> Nov'2022

**Venue:** DIMR, Seminar Hall



**Celebration Cake – International Men's Day**

**Objective of the Event:**

- To honor the manhood
- To embrace the equity

  
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**Group Photo of all Teaching – Non teaching Male Staff & Male Students**

### Event Description:

International Men's Day (IMD) is celebrated annually on November 19th to honor the contributions and achievements of men while promoting gender equality and addressing men's health issues. This year, our institute celebrated International Men's Day by cake cutting ceremony and also focusing on two key objectives: honoring manhood and embracing equity.

Celebrating International Men's Day at our institution was to honor manhood in all its diversity and complexity. Through discussions, we aimed to recognize and celebrate the positive attributes and contributions of men to society. Our celebration of International Men's Day also focused on embracing equity and promoting gender equality. We recognize that gender stereotypes and societal expectations can affect men's experiences and well-being. Therefore, our events aimed to challenge these stereotypes and promote inclusivity by fostering understanding and empathy.



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The celebration of International Men's Day had a positive impact on our institution's community. Participants gained a deeper understanding of the complexities of manhood and the importance of promoting gender equality.

**Learning Outcome:**

- A deeper understanding of the complexities of manhood.
- The importance of promoting gender equality.



  
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**DIMR**

# Dnyansagar Institute of Management and Research

## Street Play on Gender Equity



**Challenging norms, scripting a future of equality.  
Street play on gender equity - coming soon!**



**Date : 4 Jan 2022**

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**Street Play on Equality (Female – Male)**

**Event Type:** Extension & Outreach Activity

**Event Name:** Street Play on Equality

**Day & Date:** Tuesday, 04<sup>th</sup> Jan. 2022



**Certificate of Appreciation for their performance in the Street Play Competition**



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**Objectives of the Event:**

- To create awareness among students about the importance of gender equality.

**Event Description:**

"Street plays have been an integral part of Indian tradition. The idea of a street play is to propagate social and political messages in a humorous and sarcastic way and create awareness among the masses. A street play or "Nukkad Natak", is characterized by highly enthusiastic and energetic performance so as to attract maximum crowd."

Students of DIMR participated in Street Play Competition and presented a street play on theme 'Equality (Female – Male)'.

DIMR students staged street play on highlighting issue revolving around gender stereotypes shackling boys and girls. They sought to question body shaming and societal pressure.

The Street play was highly appreciated by the organizers with respect to the theme, content and performance of the participants of the play.

**Learning Outcome:**

Students were aware the importance of equality for sustainable tomorrow



  
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**Street Play Performance of Students on the theme 'Equality'**



*Director*

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**Dnyansagar Institute of  
Management and Research**

## Chatrapati Shivaji Maharaj Jayanti



In the pages of history, the legacy of  
Chhatrapati Shivaji Maharaj continues  
to shine. Happy Shivaji Jayanti to all



**Date : 19<sup>th</sup> Feb 2022**



**Location: SKP CAMPUS, Balewadi**



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**Chhatrapati Shivaji Maharaj Jayanti**

**Event Type:** Extension & Outreach Activity

**Event Name:** Chhatrapati Shivaji Maharaj Jayanti

**Day & Date:** Saturday, 19<sup>th</sup> Feb. 2022

**Venue :** DIMR Seminar Hall



**Celebration of Shivaji Maharaj Jayanti**



  
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**Objectives of the Event:**

- To honour the great leader
- To inspire the students to choose the role model wisely
- To educate the students about the leadership and management lessons from the life of Chatrapati Shivaji Maharaj

**Event Description:**

The 392nd Birth Anniversary of Chhatrapati Shivaji Maharaj, was celebrated with great enthusiasm and gusto at Dnyansagar Institute of Management and Research.

The celebration started with an Aarti of Chhatrapati Shivaji Maharaj and was marked with many cultural events like a Revolutionary Povada sung by the students, recitation of Poems, captivating and motivational Speeches by the students on the truly inspiring and charismatic life of Chhatrapati Shivaji Maharaj. A Quiz on Shivcharitra was conducted by the students.

SKP's Founder President Shri. Ganpatrao Balwadkar, Secretary Dr. Sagar Balwadkar, and Director of DIMR Dr. Sajid Alvi were present on the occasion. While addressing the audience, Shri. Ganpatrao Balwadkar iterated that the ideals, values and thoughts of Chhatrapati Shivaji Maharaj should be adopted by all and everyone should always strive to live up to his or her duties and responsibilities ardently by giving priority to the welfare of the society and the country, and that will be the real tribute to Chhatrapati Shivaji Maharaj.

The program organized and conducted by the students and helmed by all the teachers, non-teaching staff of the institute was carried out enthusiastically following all the COVID-19 norms and protocol.

#shivjayanti2022 #392ndShivjayanti #ShivjayantiCelebration #mbadimr



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*Sajid Alvi*  
Director  
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**Learning Outcome:**

- The students learnt the leadership lessons from the history



**Students paying the tribute to Chatrapati Shivaji Maharaj**



*[Signature]*  
Director



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# शिवाजी महाराज पर शौर्य गीत पेश



■ पुणे, नवभारत न्यूज नेटवर्क. बालेवाडी स्थित श्री खंडेराय प्रतिष्ठान शिक्षा संस्था द्वारा संचालित ज्ञानसागर इंस्टीट्यूट ऑफ मैनेजमेंट एंड रिसर्च सेंटर में स्वराज्य संस्थापक छत्रपति शिवाजी महाराज की 392वीं जयंती उत्साह के साथ मनाई गई. इस अवसर पर विभिन्न सांस्कृतिक कार्यक्रम आयोजित किए गए. जिसमें छत्रपति शिवाजी महाराज पर शौर्य गीत पेश किए गए.

साथ में शिवचरित्र पर प्रश्नमंजुषा प्रतियोगिता आयोजित की गई. इन सभी कार्यक्रमों में छात्रों ने बढ़-चढ़कर हिस्सा लिया. इस समय प्रमुख अतिथि के तौर पर संस्था के संस्थापक अध्यक्ष गणपतराव बालवडकर, सचिव डॉ. सागर बालवडकर तथा डीआईएमआर के निदेशक डॉ. साजीद अल्वी उपस्थित थे. कार्यक्रम के लिए शिक्षक और कर्मचारियों का सहयोग प्राप्त हुआ.



  
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**Dnyansagar Institute of  
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**Chatrapati Shivaji Maharaj  
Jayanti Celebration**



**Shivaji Maharaj Jayanti: A Timeless  
Tribute to the Warrior King.**



**Date : 19<sup>th</sup> Feb 2021**



**Location: SKP CAMPUS, Balewadi**



  
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**Chhatrapati Shivaji Maharaj Jayanti**

**Event Type:** Extension & Outreach Activity

**Event Name:** Chhatrapati Shivaji Maharaj Jayanti

**Day & Date:** Friday, 19<sup>th</sup> Feb. 2021

**Venue :** DIMR Seminar Hall



  
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**Objectives of the Event:**

- To honour the great leader
- To inspire the students to choose the role model wisely
- To educate the students about the leadership and management lessons from the life of Chatrapati Shivaji Maharaj

**Event Description:**

Shivaji Maharaj Jayanti is an important occasion for the people of Maharashtra and others who admire him as a warrior, king, great administrator, revolutionary visionary and a legendary figure in Indian history. It is celebrated on 19th February every year to commemorate the birth anniversary of Shivaji Maharaj, who was born in 1630 in Maharashtra.

On 19th February 2021, the auspicious occasion of Shiv Jayanti was celebrated with great fervour and enthusiasm at DIMR.

**Learning Outcome:**

- The students learnt the leadership lessons from the history



  
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To Celebrate

# International Women's Week



is organising session  
for girls on

## 'Menstrual Hygiene'

Date : 2nd March 2022

Time : 1:00 pm to 2:00 pm

Venue : Seminar Hall



  
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## Notice

### Mensuration Hygiene Management


As part of our commitment to promoting health and well-being, we are pleased to announce a special 'Menstrual Hygiene' session scheduled for 2nd March 2022 in celebration of International Women's Week. The session aims to engage in awareness, advocacy, and knowledge-sharing around the importance of menstrual hygiene management.


**Event Name:** Mensural Hygiene Management

**Day & Date:** Saturday, 02<sup>nd</sup> March 2022

**Venue:** DIMR Seminar Hall

We have invited a knowledgeable and experienced speaker who will lead the session, providing valuable insights and answering any questions you may have. The event is open to all students, and we encourage your active participation to enhance your understanding of this essential aspect of women's health. Your well-being is our priority, and we believe that fostering awareness around menstrual hygiene is crucial for creating a supportive and informed community. We look forward to your enthusiastic participation in this informative session.

  
**Dr. Sajid Alvi**  
**Director**

  
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**Menstrual Hygiene Management**

**Event Type:** Extension & Outreach Activity

**Event Name:** Menstrual Hygiene Management

**Day & Date:** Saturday, 02<sup>nd</sup> March 2022

**Venue :** DIMR Seminar Hall



  
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**Objectives of the Event:**

- To break the silence on menstruation
- To raise awareness on importance of menstrual hygiene management
- To advocate the MHM friendly environment.

**Event Description:**

On the occasion of International Women's Week, 'Menstrual Hygiene' session was organised for students on 2nd March 2022. The session was organized with the aim to engage in awareness, advocacy and knowledge-sharing around the importance of menstrual hygiene management.

There are many taboos/myths related to menstruation, and this particular session aims to break all taboos and raise awareness among individual, organization and everyone who menstruate and the one who don't. The session addressed that mensuration is not a curse, it is a gift and proper hygiene is important.

The session was attended by male as well as female students.

**Learning Outcome:**

- The students understood importance and benefits of mensural hygiene.



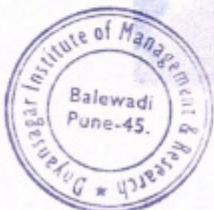
  
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Dnyansagar Institute of Management and Research

Mensuration Hygiene Management

03/03/2022

Sr. No.	Name of Student	Signature
1)	Bhise Sonali Netaji	Bhise
2)	Bhambore manali Gaban	Manali
3)	Chavan Komal Anil	Komal
4)	Chature Nikita Suresh	Nikita
5)	Chavan Komal Rajendra	Komal
6)	Chavan Priyanka Vijay	Priyanka
7)	Chikane Sanchita Vijay	Sachita
8)	Chormale Kajal Bapu	Kajal
9)	Lombhate Meha Ramish	Meha
10)	Mahanor Asmita Rajendra	Asmita
11)	Mahapure Mayuri Bhanudas	Mayuri
12)	Maine Shweta amprakash	shweta
13)	More pranali prakash	Pranali
14)	Shruti Niran Nikun	Nikun
15)	Ozulwae Mulker Arvind	Ozulwae

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16)	Waghmare Preeti Bulu	Preeti
17)	Sonae Raving Satharow	Sonae
18)	Saraswati Lahu Bansode	Bansode
19)	More Sushma chotale	More
20)	Khat Poonam Jaiswal	Jaiswal
21)	Shivani Mukund Khanade	Shivani
22)	Dhumal Varsha Vikram	Varsha
23)	Funde Arati Anil	Arati
24)	Chakule Anuradha Masuti	Anuradha Chakule
25)	Hanamante Sunita Govind	Sunita
26)	Ware Aparna Ankush	Aparna
27)	Jadhav Sneha Gulab	Sneha J.
28)	Jadhav Vaishnavi Greshk	Vaishnavi
29)	Jadhane Mandini Bhagwat	Mandini
30)	Javir Dipali Manasahub	Dipali
31)	Kadam Diksha Manasahub	Diksha
32)	Kawale Sayali Anil	Sayali
33)	Thasret Pallavi Vijay	Pallavi
34)	Kulkarni Sayali Vaman	Sayali
35)	Kalgh Snehal Sahesru	Snehal
36)	Khute Apurva Sanjay	Apurva

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To Celebrate

## International Women's Week



are organising a discourse on

### 'My Special Life Journey'

### 'माझा विशेष जीवन प्रवास'

With

**Ms. Kalpana Varpe**

Founder - Aniket Sevabhavi Sanstha

**5<sup>th</sup>** March 2022  
Saturday

**12:00**pm

Venue: **DIMR Auditorium**



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**Notice  
Donation to Aniket Sevabhavi Sanstha**

As part of our commitment to community service and social responsibility, DIMR is organizing a Visit of differently abled Children to the institute & donation to Aniket Sevabhavi Sanstha.

Date: 05<sup>th</sup> March 2022

Your participation in this event will not only contribute to the well-being of the less fortunate but also provide you with a meaningful and rewarding experience.

We look forward to your enthusiastic participation in making this visit a memorable one for everyone involved.

Let us join hands and contribute to making a positive impact on the health of those less fortunate. Together, we can make a difference.



*Sajid Alvi*  
**Dr. Sajid Alvi**  
**Director**  
**Director**

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**Visit of Differently Abled Children to the Institute & Donation to Aniket  
Sevabhavi Sanstha**

**Event Type:** Extension & Outreach Activity

**Event Name:** Visit of Differently Abled Children to the Institute & Donation to Aniket  
Sevabhavi Sanstha

**Day& Date:** Saturday, 5<sup>th</sup> March 2022



*Sigh*  
Director

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**Differently Abled Children of Aniket Sevabhavi Sanstha are enjoying with the DIMR  
students**

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**Objectives of the Event:**

- To help differently abled children irrespective of cast or creed.
- To provide companionship, emotional support, therapeutic occupation, and recreational facilities, and activities to these children.
- To sensitize students to the difficulties and problems of differently abled children and to become aware of the joy of serving and being with these children

**Event Description:**

The smiles on their faces were infectious, they were teeming with energy and enthusiasm and their implicit and unblemished innocence captivated every single person present in the campus.

The day, Saturday, 5th March 2022 was very special and remarkable in the memory books of DIMR. The Differently abled children and the Founder of Aniket Sevabhavi Sanstha, Ms. Kalpana Varpe were invited by the institute for a special program 'My Special Life Journey' to mark the celebration of Women's Week being celebrated in the institute with different activities and events.

The arrival of the Special Guests was made very special by our students and staff with a warm welcome by clapping for them, offering some scrumptious snacks, roses and a gift to each differently abled child and they were exhilarating with extreme happiness.

The Director of DIMR, Dr. Sajid Alvi felicitated the Founder of Aniket Sevabhavi Sanstha, Ms. Kalpana Varpe with a sapling and a memento on the occasion. Ms. Kalpana Varpe shared her journey about how she rose up to the situation of being estranged after giving birth to a differently abled child. She narrated her arduous struggle against all odds and her inspiring plight of overcoming many stumbling blocks. She answered questions from DIMR students about what keeps her going on, what challenges her organization faces while providing refuge, rehabilitation and education to 55 differently abled.

Ms. Kalpana Varpe's discourse left everyone heavy hearted and numb eyed, but soon after that again to enliven the atmosphere the ever vivacious and effervescent differently abled children of Aniket Sevabhavi Sanstha took up the stage to cheer up the crowd with their mesmerising dance performances on 'Ganesh Vandana', 'Betiyar' and 'Taare Zameen Par' songs. This was enough to transfix the students and staff of DIMR in awe of the overflowing energy, cheerfulness of the children embedded with pure innocence.

These differently abled children took everyone else on the stage and made them tap their foot in tune with them on various dance numbers. After these performances all children were taken to the sports ground, where they had fun with the students of DIMR playing cricket and other games, posing vividly for the photographs, singing songs, reciting poems and sharing stories.



  
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Everyone who witnessed this manifestation of sheer innocence, buoyancy and utter gratification was spellbound and beholden with the feeling of compassion and said good bye to the visitors with a promise to meet again for the exchange of same vibes, alacrity and optimism.

The students and staff of DIMR collected funds for Aniket Sevabhavi Sanstha on this occasion and handover the donation to team Aniket Sevabhavi Sanstha

**Learning Outcome:**

- The students understood the hard facts of life and problems of a variety of sections of people at close quarters.
- The students gained the first-hand experience of running sanstha who is sheltering differently abled children/ special children and adults who are mentally challenged for life.
- Sense of responsibility and appreciation towards different sections of society inculcated among the students.



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**Kids are enjoying and playing with DIMR students**



*[Signature]*  
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**Felicitation and Appreciation of Ms Kalpana Varpe, Founder of Aniket Sevabhavi Sanstha**



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**Media Coverage**

## अनिकेत सेवाभावी संस्थेची डीआयएमआर ला भेट

पुणे, (वा.) भूगाव येथील अनिकेत सेवाभावी संस्थेने बालेवार्ड येथील श्री खंडेराय प्रतिष्ठानचे ज्ञानसागर इनस्टिट्यूट ऑफ मॅनेजमेंट अँड रिसर्च संस्थेला सदिच्छा भेट दिली. जागतिक महिला दिनाचे औचित्य साधून चालू आठवडा महिला सबलीकरण सप्ताह म्हणून साजर करण्याचे संस्थेचा मानस. आहे यावेळी डीआयएमआर चे संचालक डॉ साजिद अल्वी यांनी अनिकेत सेवाभावी संस्थेच्या सर्व मुलांचे स्वागत केले व त्यांना भेट वस्तू व खाऊ देण्यात आला. डॉ. साजिद अल्वी यांच्या आवाहनाला सर्वांनी उत्तम प्रतिसाद देऊन सर्व विद्यार्थी व कर्मचाऱ्यांनी देणगी गोळा करून रोख रक्कम अनिकेत सेवा भावी संस्थेला आपली सामाजिक बांधिलकी या भावनेतून भेट म्हणून देण्यात आली. अनिकेत सेवाभावी संस्थेच्या अध्यक्ष कल्पना वरपे यांनी संस्थेची सर्व माहिती दिली. या संस्थेतील मुले मतिमंद असून वय वर्षे ४ ते ४५ पर्यंतची येथे मुले-मुली आहेत समाजप्रवाहात सामील करून घेतले पाहिजे व सर्वांनी शक्य होईल तेवढे मदत करावी, असे आवाहन केले यावेळी अनिकेत सेवाभावी संस्थेच्या मुलांनी गणेश वंदना, बेटीया, तांजमीन पर गाण्यावर नृत्य करून सर्वांची मने जिंकून दाद मिळवली.





**Media Coverage**

**सकाळ**

**अनिकेत सेवाभावी संस्थेला मदत**

बालेवाडी : ज्ञानसागर इन्स्टिट्यूट ऑफ मॅनेजमेंट अँड रिसर्च (डीआयएमआर) कॉलेजच्या निवडक सदस्यांनी भूगाव येथील अनिकेत या सेवाभावी संस्थेला सदिच्छा भेट देऊन तेथील मुलांना भेटवस्तू व खाऊ दिले. त्याचबरोबर शाळेतील विद्यार्थी व कर्मचाऱ्यांनी देणगी जमा करून संस्थेस भेट दिली. बालेवाडी येथील श्री खंडेराय प्रतिष्ठानचे ज्ञानसागर इन्स्टिट्यूट ऑफ मॅनेजमेंट अँड रिसर्च संस्थेने भूगाव येथील अनिकेत या सेवाभावी संस्थेस भेट देऊन मुलांचे स्वागत केले. संचालक डॉ. साजिद अल्वी, कल्पना वरजे, प्रतिष्ठानचे संस्थापक अध्यक्ष गणपतराव बालवडकर व सचिव डॉ. सागर बालवडकर यांनी उपक्रमाचे कौतुक केले. उपक्रमास संस्थेतील सर्व शिक्षक, शिक्षकेतर कर्मचारी व विद्यार्थ्यांनी सहकार्य केले.

Pune, Pune-Today  
07/03/2022 Page No. 5



  
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## Donation to Aniket Sevabhavi Sanstha

05/02/2022

Sr. No.	Name of Student	Signature
1	Patil Sachin	
2	Patil Rohit	
3	Patil Pooja	
4	Pathak Aniket	
5	Padlewad. Narayan	
6	Lambhate Neha	
7	Shruti Nitin Nikam	
8	Rolcade Amul. Samrath	
9	Mude Akash Aman	
10	Neukwale ganesh dhondiba	
11	Pachkudare pranali chakrabarti	
12	palle Dinesh Sureshram	
13	Patil Aditya Bhaskar	
14	Patil Rohit Chandrakant	
15	Patil Sachin Kavay	

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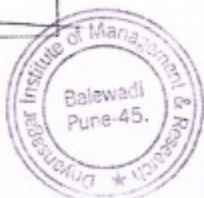


16	Chormale Swapnil Anil	Swapnil
17	Dhase Shital Ganjari	Shavitel.
18)	Phakh Damdame Akshwanya <sup>Vishanu</sup>	Aishwarya.
19)	Dapse shreyashree Sanjay	shreyashree
20	Deshmukh Fajan Raju	Fajan
21	Devkar Yogesh Lahu	Yogesh
22	Dharmik Ajay Ashok	Ajay
23)	Nayan Vijay Ashokrao	<del>Ashokrao</del>
24)	Pawar Subhash Thakare	Pawar
25)	Bagade namrata Shankar	Namrata
26)	Chavan Anil Vasant	Anil
27)	Putode Dnyeshul Chigant	Dnyeshul
28)	Vijaya Ram Kadam	Vijaya
29	Prayus Pandey	<del>Pandey</del>
30	Sawale Vishakha Sunil	Sawale
31)	Abilasha Gayanun Ulake	Ulake
32)	Erade prashant Rajesh	Erade
33	Vijay Kumar	Vijay.
34	Vibhute Apurva	Apurva.
35	Thorat Khushbu	Khushbu
36	Thorat Pallavi <del>Ajay</del>	Pallavi

01	Dongre Parmeshwar Kamble	<u>Parmeshwar</u>
02	Ingale Divush Ramesh	<u>Divush</u>
03	Kadam Diksha NANASAHEB	<u>Diksha</u>
04	Kale AKSHAY laxman	<u>AKSHAY</u>
05	gaikwad gaurav RAJARAM	<u>gaurav</u>
06	Kamble gaurav RAJARAM	<u>gaurav</u>
07	Kawale Savali Anil	<u>Savali</u>
08	Kavale Ashish baburao	<u>Ashish</u>
09	Bansode Sanket manohar	<u>Sanket</u>
10	Patil Diksha Baburao	<u>Diksha</u>
11	poom kumar	<u>kumar</u>
13	premnath raj kamble	<u>premnath</u>
14	premnath mune	<u>premnath</u>
15	Kamble Rohan mansuri	<u>Rohan</u>
16	Kamble Rushikesh Narsing	<u>Rushikesh</u>
17	mane Prashant bhagwan	<u>Prashant</u>
18	Thorat Khushboo	<u>Khushboo</u>
19	bhendgokar manna RAJESHB	<u>manna</u>
20	klagh prajwal Bhaskar	<u>prajwal</u>
21	Yadav VISHAL DAYARAM	<u>VISHAL</u>
	klagh prajwal Bhaskar	<u>prajwal</u>

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**Dnyansagar Institute of  
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## Diwali Celebration at Aniket Sevabhavi Sanstha

**Day & Date : Wednesday, 23<sup>rd</sup> Oct. 2019**



**Aniket Sevabhavi Sanstha**



  
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## Notice

### Aniket Sevabhavi Sanstha (Diwali Celebration)

As part of our commitment to social responsibility and community service, we are pleased to extend an invitation to all college students and staffs for a special visit to "Aniket Sevabhavi Sanstha."

Date: 23<sup>rd</sup> Oct. 2019

Time: 4PM

Venue: Aniket Sevabhavi Sanstha, Bhugaon.

Your participation in this event will not only contribute to the well-being of the less fortunate but also provide you with a meaningful and rewarding experience.

We look forward to your enthusiastic participation in making this visit a memorable one for everyone involved.

  
**Dr. Sajid Alvi**  
**Director**

**Director**  
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**Visit and Donation to Aniket Sevabhavi Sanstha**

**Event Type:** Extension & Outreach Activity

**Event Name:** Visit, Donation and Diwali Celebration at Aniket Sevabhavi Sanstha

**Day & Date:** Wednesday, 23<sup>rd</sup> Oct. 2019



**Felicitation and Appreciation of Ms Kalpana Varpe, Founder of Aniket Sevabhavi Santha**



*[Signature]*  
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**Objectives of the Event:**

- To help differently abled children irrespective of cast or creed.
- To provide companionship, emotional support, therapeutic occupation, and recreational facilities, and activities to these children.
- To sensitize students to the difficulties and problems of differently abled children and to become aware of the joy of serving and being with these children

**Event Description:**

'Diwali' is a festival of light, happiness & prosperity. Is it the only prerogative of those who are blessed with the physical, human resources & could savour best of the things in presence of the loved ones? The staff & students of DIMR proved it otherwise & thought that this celebration should not be a sole privilege of the fortunate ones. We celebrated this Diwali with the orphaned, abandoned special & differently abled children of 'Aniket Sevabhavi Sanstha's', 'Om Shri Sai Residential Rehabilitation Centre for differently abled boys & girls', Bavdhan.

Our students decorated the place with rangoli, Diwali lanterns & balloons followed by a prayer to bring light & hope in everyone's life. The boys & girls of a wide age group of 4 to 42 left no stone unturned to match the dance steps on some groovy numbers with the students of DIMR. A girl who won a volleyball bronze medal at Special Olympics World Summer Games 2019 at Abudhabi & two boys who won gold & a silver medal in the State-Level Table Tennis competition at Mumbai shared their experiences with sheer confidence which was enough to inspire our students to aspire & do more with the given abilities. The children were ebullient while playing the games organised by our students. Some showcased their talent with the stellar performances.

The Diwali snacks and gifts shared with them along with some fireworks, worked wonders for those unadulterated souls, leaving their faces glow with happiness and the eyes sparkle with innocence. We all bought & pledged to light-up the beautiful 'Diyas' & 'Candles' made by these children, at our homes this Diwali. We left the premise reluctantly with positive energy & vibes, making many special friends & applauding the unabating spirit of Ms. Kalpana Warpe & her team for their relentless efforts and compassionate nurturing of these pure souls. We left...but with an unuttered promise to visit again.



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**Learning Outcome:**

- The students understood the hard facts of life and problems of a variety of sections of people at close quarters.
- The students gained the first-hand experience of running sanstha who is sheltering differently abled children/ special children and adults who are mentally challenged for life.
- Sense of responsibility and appreciation towards different sections of society inculcated among the students.



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**Kids are sharing their experiences with DIMR students**



**Happy faces of Kids after getting Diwali Gifts**



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*Director*  
Director

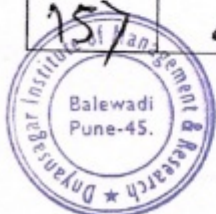
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Balewadi, Pune-411045

# DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

Aniket Sevabhavi Sanstha Visit (Diwali Celebration)

Date: 31<sup>st</sup> Oct. 2019

Sr. No.	Name of Student	Signature
1)	Siddhant patel	Patel
2)	Abraham Joseph	Jobs
3)	chandu katarai	chandu
4)	Ankit mali	mali
5)	Karan Thakur	karan
6)	Shivam Sharma	Shivam
7)	Swarupa Gedam	Gedam
8)	sachin kavle	Kavle
9)	prajakta namdeo patil	patil
10)	Damini Patkhi	Damini
11)	Shital Dhairat	Shital
12)	vinay khate	vinay
13)	vishal Arjun waghmare	NA
14)	Anvita Patnaik	Anvita
15)	Swatupa Gedam	Gedam



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12)	Swaphil Naghate	Swaphil
17)	Shehlata Kawhale	Shehlata
18)	Namrata Shinde	Namrata
19)	Priya Asati	Priya
20)	Kute Dipak Shivaji	Dipak
21)	Rashmi More	Rashmi
22)	more Shehal Niwas	Shehal
23)	Imadar Bitijs Muzaffar	Imadar
24)	Rohan Ramdas Chindhe	Rohan
25)	Govind Asopa	Govind
26)	Ganesh Rathod	Ganesh
27)	Rohit Gangadhar Pawar	Rohit
28)	Priyansha Saxena	Priyansha
29)	Umesh Rathod	Umesh
30)	Shruti Sanjay Jagare	Shruti
31)	Sushma Singh	Sushma
32)	Mayur Amrutkar	Mayur
33)	Yogesh Lande	Yogesh
34)	Prajapati Neha	Neha
35)	Sachin Sahu	Sachin
36)	Jay Majumdar	Jay



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## Notice on Stress Management – Music Therapy

**Date: 14/12/2022**

Recognizing the challenges that college life often brings, we are delighted to inform you about a recent Stress Management Workshop conducted exclusively for MBA students by Dr. Santosh Borade.

### Event Details

- Event Name:** Stress Management – Music Therapy  
**Day & Date:** Friday, 16<sup>th</sup> Dec. 2022  
**Time:** 11: 00 am onwards  
**Venue:** Seminar Hall, DIMR  
**Speaker:** Dr. Santosh Borade


In an effort to support your well-being and equip you with effective stress management techniques, Dr. Santosh Borade, a renowned expert in the field, conducted an engaging and enlightening workshop. The focus of the program was on utilizing music therapy as a powerful tool to alleviate stress, enhance concentration, and foster overall mental well-being.

Remember that the college is committed to providing resources and support for your well-being. If you have further questions or require additional assistance, please don't hesitate to reach out to Student Coordinator: Ms. Unnati Bhosekar : 9699942703.

We hope you find the insights gained from this workshop beneficial in managing the demands of academic life. Stay tuned for more enriching programs and events aimed at supporting your holistic development.



  
**Dr. Sajid Alvi**  
**Director**

  
**Director**  
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**Stress Management - Music Therapy**

**Event Type:** Extension & Outreach Activity  
**Event Name:** Stress Management – Music Therapy  
**Day & Date:** Friday, 16<sup>th</sup> Dec. 2022  
**Venue:** Seminar Hall, DIMR  
**Speaker:** Dr. Santosh Borade



**DIMR Students relaxed with music therapy session**



  
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**Objectives of the Event:**

- To sooth the mind with the help of music therapy.
- To know the importance of music for stress relief.
- Music therapy session for stress relief at work.

**Event Description:**

Friday brought extraordinary energy with Dr. Santosh Borade's Music Therapy Session. Dr. Santosh Borade conducted his signature program 'Jeevan Sangeet' for the MBA Students.

Dr. Borade took students through an engaging session filled with contemporary and traditional music. His session was mesmerizing and students thoroughly enjoyed it.

Musician and Performer Mr. Pritish Chowdhari and Musician Mr. Narendra Bhoir's performances added a charm to the event.

**Learning Outcome:**

- Music plays a vital role in stress relief.
- Students and faculty members experienced a very enjoyable session through music therapy.



  
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**Faculty Members are also tuned with Music**



**Audience Enjoying the Session**

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DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

Stress Management- Music Therapy

16<sup>th</sup> Dec. 2022

Sr. No.	Name of Student	Signature
1)	Dhole Roshani Yuvraj	
2)	Deshmukh monali Aajay	
3)	Nishant Padmakar Khade	
4)	Mansi Pawar	
5)	Sapana Mahendra Chavan	
6)	Abhishek Vishnu Kubade	
7)	Ganeshan Chavan	
8)	Raj Vinayak Kamble	
9)	Akash Bhagwan Gadge	
10)	Chinmay Sudhir Bhawe	C. Bhawe
11)	Sakshi Tulshiram Kamble	
12)	Pramod Mahaveer Vajale	P. Vajale.
13)	Nilofar Batekhan Shaikh	
14)	Khushi Kishor Aaiikwad	



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1)	Ashwarya Santosh Vitalkar	ASU
2)	Damodar Ashwini Ramesh	D.A.
3)	Dhanu Prakash Rohidas	Prakash
4)	Harshwardhan Rahul Sorate	H.R.
5)	Kadamb Shilpa Rameshchandra	Shilpa
6)	Kajal Pratibha Vinayak	Pratibha
7)	Mitalade Ashwini Muralidhar	M.A.
8)	More Riya Chandrakant	M.Riya
9)	Munellic Mangeshkumar Santosh	M.M
10	Omkar Dnyandeo Gorave	Om
11.	Shubham Arunrao Kafre	Sh
12.	TELE OMKAR RAOSAHEB	Om
13.	Deshmukh Krishna Sambh.	Dk
14.	Arane Amit Ramesh	Am
15.	Akshay Arun Dive	Amy
16.	Kore Suraj Moruti	Suraj
17	ZENDE PREVANKA PRAKASH	Prevanka



  
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1]	Shazadh Ravindra Deulkar	<del>Shankar</del>
2]	Sontakke Shivshankar Santosh	(S.S.S.)
3]	Tamjid Ganesh Jalkeure	Tamjid.
4]	Kantale Kajor Gada	K. Kajor
5]	Leas De Naregh Kishor	(N.K.)
6]	Ichade Pratima Sanjay	K. Pratima.
7]	Kharbe Manoj Maroti	S. Manoj
8]	Kharad Ritesh Santosh	Ritesh
9]	Kothari Yash - Shantilal	K. Yash
10]	Kulnid Sanjivkar Suresh	(K.S.)



  
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**BLOOD**

**DONATION CAMP**



On the occasion of

**35th Foundation Day**

of

**Shri Khanderai Pratishthan (SKP),**

Balewadi, Pune

For

**Moraya Blood Bank, Chinchwad**

Organized by

**Dnyansagar Institute of Management & Research**

**Day & Date:** Monday, 20th June 2022

**Venue:** DIMR Auditorium, SKP Campus, Balewadi, Pune-411045

**Time:** 10:00 AM onwards



  
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**Notice  
Blood Donation Camp**

15/06/2022

We are delighted to announce a collaborative effort between DIMR and Morya Blood Bank to organize a Blood Donation Camp on 20<sup>th</sup> June. This initiative aims to contribute to the larger cause of saving lives and fostering a sense of community well-being.

**Day & Date:** Monday, 20<sup>th</sup> June 2022

**Partnership:** Morya Blood Bank

**Venue:** DIMR Seminar Hall

Who Can Donate:

- Students and staff members aged 18 to 65.
- Those in good health with a minimum weight of 49 kgs.
- Donors must not have donated blood in the last 8 weeks.

By participating in this blood donation camp, you are not only contributing to the well-being of our community but also supporting the vital work of Morya Blood Bank.

For any questions or additional information, please contact Rajhans Saurabh Sanjay 9075465559  
We look forward to seeing you at the Blood Donation Camp!



**Dr. Sajid Alvi**  
**Director**

*Sajid Alvi*  
**Director**

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**Blood Donation Camp**

**Event Type:** Extension & Outreach Activity

**Event Name:** Blood Donation Camp

**Day & Date:** Monday, 20<sup>th</sup> June 2022

**Partnership:** Morya Blood Bank

**Venue :** DIMR Seminar Hall



**Representative of Morya Blood Bank Appreciating the Faculty members and Student Volunteers by giving the Certificate**



*S.K.P.*  
**Director**  
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**Objectives of the Event:**

- To increase the awareness on blood donation by providing scientific knowledge as well as removing myths and wrong concepts about it.
- To instil the feeling of helping others to breathe life with their precious donation

**Event Description:**

DIMR celebrated the 35th Foundation Day of Shri Khanderai Pratishthan with a Blood Donation Camp in collaboration with Moraya Blood Bank.

With the thought "Every blood donor is a life saver", the staff and students were motivated to donate blood. There's no end to the benefits of donating blood for those who need it as well as there are health benefits for donors, too. One donation can save as many as three lives.

Faculty members guided the students about the importance of blood donation and motivated them to take part in this camp. The staff and students of DIMR donated blood in the 'Blood Donation Camp'. The students and staff voluntarily participated in the blood donation drive and experienced the 'Joy of Giving'.

**Learning Outcome:**

- Instilled the sense of responsibility towards the society among the students
- The students understood importance and benefits of blood donation.



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**Student Volunteers donating the blood**



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Dnyansagar Institute of Management and Research

Blood Donation Camp

20<sup>th</sup> June 2022

Sr. No.	Name of Student	Signature
1)	Amol Tukaram UGALE	Amol
2)	SANAT KUMAR MAYAK	SANAT
3)	SHAIKH TAYYABA MOHAMMAD	Shaiikh
4)	Patil Sachin Kallas	Patil
5)	Shruti Nitin Nikam	Nitina
6)	Priyanka SHRISHKUMAR Suresh	Priyanka
7)	Patil Sachin	Patil
8)	DIPAK Mandukumar Pawar	Dipak
9)	warghat Payal Pramodrao	Payal
10)	Pendur Sonal Marathi	Sonal
11)	ankush Kallas Pillewar	ankush
12)	Rokade Nitin Somnath	Nitin
13)	abhilasha gwanan LIKE	Abhilash
14)	Ujjaya Ram Kanam	Ujjay
15)	Mayuri Ram RAWARE	Mayuri



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16)	Manish Pramod PATOLE	<u>Manish</u>
17)	Gude Prashant Rajesh	<u>Gude</u>
18)	BHAUSAR Ankit DIPAK	<u>BHAUSAR</u>
19)	SUVARNA DILIP SALGAR	<u>DILIP</u>
20)	PRANUS PARDEY	<u>PRANUS</u>
21)	SHUONI MUKUND KHANDVE	<u>SHUONI</u>
22)	KHOT POONAM JAI PRAKASH	<u>KHOT</u>
23)	NAMARATA SUMIL RAO	<u>NAMARATA</u>
24)	MORE SUSAMA CHOTULAL	<u>MORE</u>
25)	NAJEEB AHMAD MUJEEB AHMAD	<u>NAJEEB</u>
26)	CHILKANE OMKAR BABURAM	<u>OMKAR</u>
27)	SUMBHAM DIVITI	<u>SUMBHAM</u>
28)	PAWEN SUBHASH THEURARE	<u>PAWEN</u>
29)	RAYAN WIJAY ASHTEKAR	<u>RAYAN</u>
30)	BUDGE NAMRATA SHRIKISHAN	<u>BUDGE</u>
31)	KARAN ANIL BODHAK	<u>KARAN</u>
32)	CHAVAN AMOL VASANT	<u>CHAVAN</u>
33)	SEWRAN MAHENDRA SATARGE	<u>SEWRAN</u>
34)	WANKHADE SUSAMA MAHINKAR	<u>WANKHADE</u>
35)	AMRUTE SACHIN SAHEBRAO	<u>AMRUTE</u>
36)	SARSWATI LAHU BANSODE	<u>SARSWATI</u> Director





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**DIMR**

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**Har Ghar Tiranga**



**Har Ghar Tiranga: Let the tricolor  
fly high in every home**



**Date : 15<sup>th</sup> August 2022**



**Location: DIMR Seminar Hall**



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**Har Ghar Tiranga Campaign**

**Event Type:** Extension & Outreach Activity

**Event Name:** Har Ghar Tiranga Campaign

**Day & Date:** Monday, 15<sup>th</sup> August 2022

**Venue :** DIMR



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## Enthusiasm of DIMR for Har Ghar Tiranga Campaign

### Objectives of the Event:

- The event aimed to make people proud of their country by encouraging each home to display the national flag, fostering a sense of unity and patriotism.
- "Har Ghar Tiranga" aimed to strengthen people's connection to their country's values and history by encouraging them to proudly put up the national flag at their homes.

### Event Description:

Har Ghar Tiranga ' is a campaign under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark the 75th year of India's independence. Our relationship with the flag has always been more formal and institutional than personal. Bringing the flag home collectively as a nation in the 75th year of independence thus becomes symbolic of not only an act of personal connection to the Tiranga but also an embodiment of our commitment to nation building. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and to promote awareness about the Indian National Flag.

In order to become a part of the campaign, DIMR conducted an event on the 'Har Ghar Tiranga' Campaign. Under thus, volunteers were asked to take a photo with Tiranga.

### Learning Outcome:

- Students felt more proud and united as a nation by putting up the national flag, creating a stronger bond with their country's values and identity.
- The event encouraged students in building a strong national identity by fostering a grassroots understanding of the country's history and values.



  
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Students celebrated "Har Ghar Tiranga"



  
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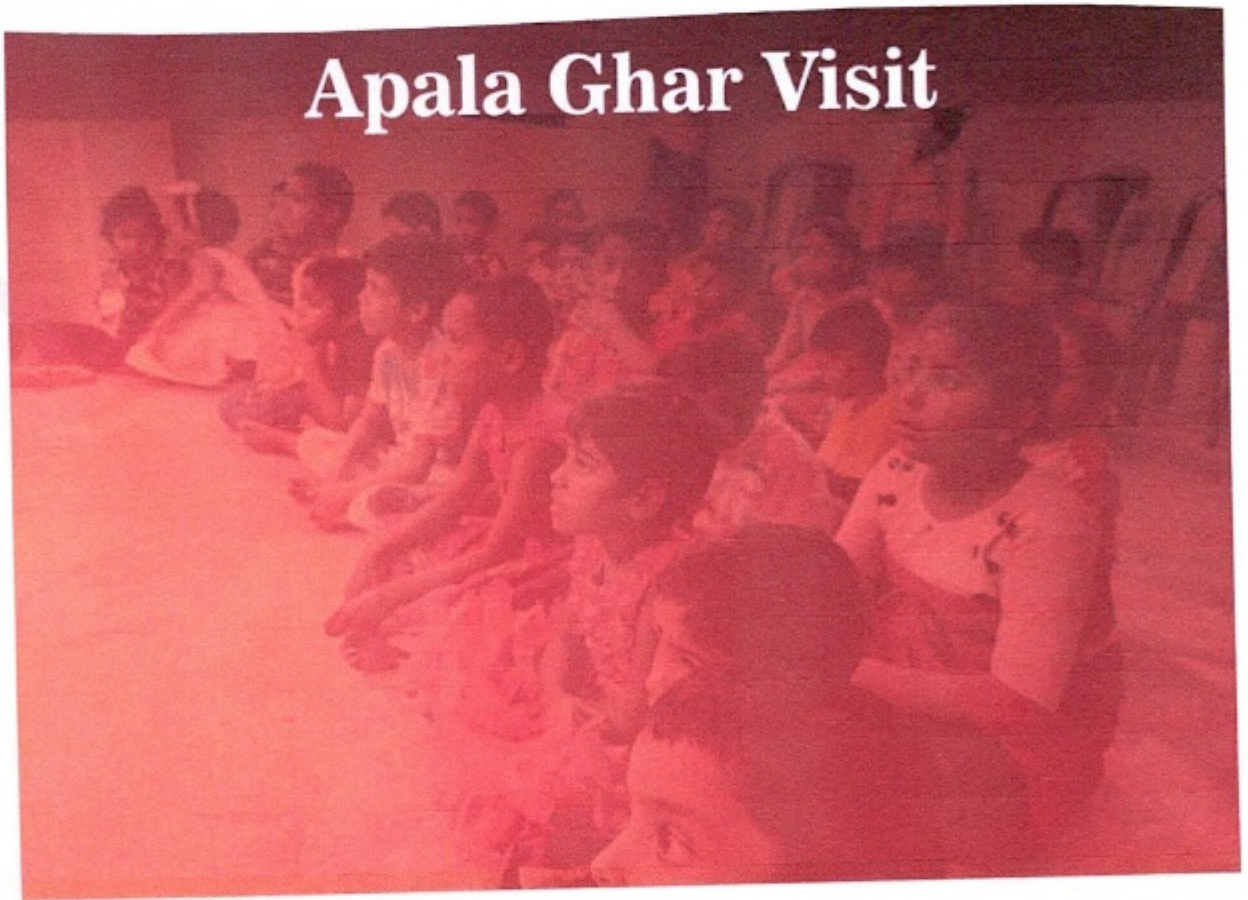
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**Dnyansagar Institute of  
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**Apala Ghar Visit**



**Day & Date : Friday, 31<sup>st</sup> Dec 2021**



**Apla Ghar, Near Siddhanath Forest Ashram,  
Golewadi, Donje, Sinhagad Road, Pune  
Maharashtra, India - 411025**



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**Apala Ghar Visit & Donation**

**Event Type:** Extension & Outreach Activity

**Event Name:** Apala Ghar Visit & Donation

**Day & Date:** Friday, 31<sup>st</sup> Dec. 2021

**Venue :** Apla Ghar, Near Siddhanath Forest Ashram, Golewadi, Donje, Sinhagad Road, Pune, Maharashtra, India - 411025



  
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**Objectives of the Event:**

- To provide companionship, emotional support, therapeutic occupation, and recreational facilities, and activities to overcome social isolation of orphanage and old age people.
- To sensitize students to the difficulties and problems of homeless, aged people and to become aware of the joy of serving
- To sensitize and make Students aware about the under privileged children

**Event Description:**

Dnyansagar Institute of Management & Research Staff & students' visited Apala Ghar on 31<sup>st</sup> Dec. 2021. Apala Ghar successfully managing the projects like Orphanage, Old age home, Vocational Training Institute for 10th and 12th fail students, well equipped Rural Hospital and Mobile Medical Van unit for 16 villages, without any grant/aid from the government

To inculcate the social values among the budding manager, DIMR has organized the visit & donation to 'Apala Ghar'. DIMR donated grocery items as well as medicines to Apala Ghar.

The feeling of being in their small world, spending time with them, and seeing them happy and joyful was really overwhelming. DIMR students expressed their gratitude to the caretakers for taking care of these beautiful souls and for giving us this opportunity to spend some time with them.

**Learning Outcome:**

- The students were sensitized towards the life and the needs of orphanage kids.
- Students learnt important Lesson about "small contributions helps a lot" by engaging them in donation collection activities and utilizing in some socially benefit activities.
- Engagement of students in learning and socially connecting activities



  
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**Small Contribution to Apala Ghar from DIMR Family**



*[Signature]*  
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**Media Coverage**

सुकाळ

# श्री खंडेराय प्रतिष्ठानकडून 'आपलं घर' ला मदतीचा हात

औद्य, ता. ३ : बालेवाडी येथील श्री खंडेराय प्रतिष्ठानच्या ज्ञानसागर ट्रान्स्फॉर्म ऑफ मॅनेजमेंट अँड रिसर्च या सामाजिक संस्थेकडून सामाजिक कार्यकारीच्या पात्रनेतून 'आपलं घर' या सामाजिक संस्थेच्या अन्वयाखाली च वृद्धाश्रम संस्थेला औद्य, वैद्यकीय सहाय्य साधली. किराणा वस्तूंची मदत

देण्यात आली. हा उपक्रम 'होआपलंआ' चे संस्थापक डॉ. सविंद अल्को यांच्या मार्गदर्शनाखाली राबविण्यात आला. गेल्या सहा वर्षांपासून संस्थेच्या वतीने गरजू व गरीब रुग्णांना औद्य, तसेच अश्वपान, कवड्यांची मदत करण्यात येते. श्री खंडेराय प्रतिष्ठानचे संस्थापक अध्यक्ष गणपतराव

बालवडकर, सविंद डॉ. सागर बालवडकर यांनी या उपक्रमामध्ये कौतुक केले. विहाड चामण्याखाली आयलेल्या 'आपलं घर' या सामाजिक संस्थेचे 'हसिपटल आणि व्हॉलन्ट' ही वैद्यकीय सेवा पुरवणारी अत्यावकाश रुग्णांवाहिका असून त्यांच्या द्वारेही भाषागोल गरीब व गरजू रुग्णांना मोठ्या आरोग्य सेवा दिली जाते.



डोळ्याचे : 'आपलं घर' या सामाजिक संस्थेच्या वैद्यकीय मदत देण्यात आली.

Pune, Pune-Today  
04/01/2022 Page No. 5



  
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"A man can give up a right,  
but he may not give up a duty without being guilty of a grave dereliction."

- Mahatma Gandhi



**So Let us save ourselves from a failure of fulfilling  
our obligations towards the society & Celebrate the**

# JOY OF GIVING

(Medicine Donation Drive)



**Let us observe this Gandhi Jayanti and celebrate  
the Mahatma by following his path**

We are accepting Donations in the form of

- **Unused & partially used (within Expiry) medicines (OTC/Prescribed)**
- **Unused Surgical Items; Unused & Used (reusable) Medical Equipments**

The Donations will go to



**आपलं घर**

[www.apalaghhar.org](http://www.apalaghhar.org)

**Collection Centres (2<sup>nd</sup> to 8<sup>th</sup> October 2021)**

**DIMR  
SKP Campus, Balewadi, Pune**



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**Notice  
Medicine Donation Drive**

As part of our commitment to community service and social responsibility, DIMR is organizing a Medicine Donation Drive from 02nd to 08th October.

Event Name: Medicine Donation Drive

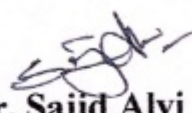
Date: 02nd - 08th Oct. 2021

**Objective:**

The primary objective of this drive is to collect essential medicines and medical supplies that will be donated to 'Apala Ghar' Foundation, Donje. This organization serves underprivileged communities, and your contributions will make a significant impact on the health and well-being of those in need.

If you are interested in volunteering for the Medicine Donation Drive or have any questions, Mr. Nikhil : 7972985907 and Mr. Hrishikesh: 7767800407

Let us join hands and contribute to making a positive impact on the health of those less fortunate. Together, we can make a difference.

  
**Dr. Sajid Alvi  
Director**



  
**Director  
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**Joy of Giving**

**Event Type:** Extension & Outreach Activity

**Event Name:** Medicine Donation Drive

**Date:** 02<sup>nd</sup> - 08<sup>th</sup> Oct. 2021



**Instructions to the Donors for the Medicine Donation**



  
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**Objectives of the Event:**

- To inculcate the values of giving to the needy people
- To collect of unused medicine from Donor and give to the people who are in need

**Event Description:**


DIMR had organized an Event Joy of Giving (Medicine Donation Drive) in Association with CM international School. The guidelines were provided to the students regarding the medicine donation. Students were enthusiastically participated in this drive. The donations were sent to Apala Ghar.

The 'Apala Ghar' Foundation, Donje which has a Multispecialty Charitable Hospital with OPD, IPD, state of the art Operation Theatre and a well-equipped 'Hospital on Wheel' serving the poor and rural people in the vicinity.

**Learning Outcomes:**

- Imbibe the sense of responsibility among the students and proper utilization of medicines
- Engagement of students in learning and socially connecting activities



  
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**DIMR Family during the Medicine Donation Drive**



**Head of the institute contributing to the Medicine Donation Drive**



*[Signature]*  
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## ‘आपलं घर’ला औषधांची मदत

**औध :** बालेवाडी येथील श्री खंडेराय प्रतिष्ठानचे ज्ञानसागर इन्स्टिट्यूट ऑफ मॅनेजमेंट अँड रिसर्च या शैक्षणिक संस्थेकडून सामाजिक बांधिलकी या भावनेतून ‘आपलं घर’ या सामाजिक संस्थेच्या अनाथाश्रम व वृद्धाश्रम संस्थेला औषधे, मेडिकल व सर्जिकल साधनसामुग्री, फळे-भाज्या आणि किराणा माल इ. वस्तूंची मदत प्रत्यक्ष भेट देऊन त्यांना सुपूर्द करण्यात आली. गेल्या सहा वर्षांपासून संस्थेच्या वतीने गरजू व गरीब रुग्णांना औषधे व मेडिकल साधनसामुग्री तसेच अन्नदान, कपडे, पुस्तके, स्टेशनरी इत्यादी स्वरूपाची मदत करण्यात येते व पुढेही हा उपक्रम सामाजिक बांधिलकी या भावनेतून सुरूच राहणार आहे, असे डीआयएमआरचे संचालक डॉ. साजिद अल्वी यांनी सांगितले. उपक्रमाचे कौतुक खंडेराय प्रतिष्ठानचे संस्थापक अध्यक्ष गणपतराव बालवडकर यांनी केले व सचिव डॉ. सागर बालवडकर यांनी सर्वाना शुभेच्छा देऊन या उपक्रमाचे स्वागत केले. या उपक्रमाद्वारे डीआयएमआरने सरत्या वर्षाला निरोप व नवीन वर्षाचे स्वागत आपण चांगल्या प्रकारे करू शकतो व गोरगरीब व गरजू लोकांना मदत करून त्यांना आनंदी करू शकतो यासारखे दुसरे समाधान नाही हा सामाजिक संदेश देण्याचा छोटासा प्रयत्न केला आहे.



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"The best thing to do with the BEST THINGS  
in life is to give them away"

Come Join Us &

Celebrate this **HOLI** with

# "JOY OF GIVING"

"To Know the Full Value of Joy  
You must have someone to share it with"

Donate New & Used Books  
(Preferably Story Books, GK books & Encyclopedia),  
Stationery, Toys, Games and CD



You can deposit the donations in kind before 31st March 2019 at

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## Notice Apala Ghar Orphanage & Old Age Home Visit

Dear Staff and Students,

As part of our ongoing commitment to community service and social responsibility, we are pleased to announce a visit to "Aapala Ghar" orphanage.

**Event Name:** Apala Ghar Visit & Donation

**Day & Date:** Monday, 29<sup>th</sup> April 2019

**Venue :** Apla Ghar, Near Siddhanath Forest Ashram, Golewadi, Donje, Sinhagad Road, Pune, Maharashtra, India - 411025

This visit is an excellent opportunity for our college community to engage with and contribute to the well-being of the children at "Apala Ghar." We encourage both staff and students to participate actively in this meaningful initiative.

Let us come together as a community to make a positive impact on the lives of these wonderful children at "Apala Ghar."

Your participation and support are highly valued.



  
**Dr. Sajid Alvi**  
Director

  
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**Visit & Donation to Apala Ghar**

**Event Type:** Extension & Outreach Activity

**Event Name:** Visit & Donation to Apala Ghar

**Day & Date:** Monday, 29<sup>th</sup> April 2019

**Venue :** Apala Ghar, Near Siddhanath Forest Ashram, Golewadi, Donje, Sinhagad Road, Pune, Maharashtra, India - 411025



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### Objectives of the Event:

- To provide companionship, emotional support, therapeutic occupation, and recreational facilities, and activities to overcome social isolation of orphanage kids and old age people.
- To sensitize students to the difficulties and problems of homeless, aged people and to become aware of the joy of serving
- To sensitize and make Students aware about the under privileged children

### Event Description:

Dnyansagar Institute of Management & Research Staff & students' visited Apala Ghar on 29<sup>th</sup> April 2019. Apala Ghar successfully managing the projects like Orphanage, Old age home, Vocational Training Institute for 10<sup>th</sup> and 12<sup>th</sup> fail students, well equipped Rural Hospital and Mobile Medical Van unit for 16 villages, without any grant/aid from the government

In today's world when families are becoming nuclear and most of us tend to be confined to our small social set-up, there are still many out there, living in solitude, in spite of being surrounded by people. But 'How can the stars shine without darkness?' Like a blessing in disguise there are some generous people around, who believes in the virtue of almsgiving, and 'Apala Ghar Orphanage & Old Age Home' is one of them, who are not only working hard to nurture the kids but also helping them out in building skills & capabilities so as to make them independent, responsible & employable. We at DIMR are always veracious to the values we speak. As a part of our annual campaign 'Joy of Giving' we tried to extend some support to this noble cause in the form of Story books, Encyclopedia, games & toys. The hope & stars in their eyes only invigorated us to do more.

The feeling of being in their small world, spending time with them, and seeing them happy and joyful was really overwhelming. DIMR students expressed their gratitude to the caretakers for taking care of these beautiful souls and for giving us this opportunity to spend some time with them.

### Learning Outcome:

- The students were sensitized towards the life and the needs of orphanage kids.
- Students learnt important Lesson about "small contributions helps a lot" by engaging them in donation collection activities and utilizing in some socially benefit activities.

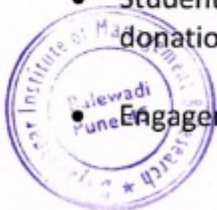
Engagement of students in learning and socially connecting activities



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Dnyansagar Institute of Management and Research, Pune

Apala Ghar Orphanage & Old Age Home Visit

29/04/2019

Sr. No.	Name of Student	Signature
1)	Vinayak Baweja	<del>Vinayak Baweja</del>
2.)	Sayyed Shatabhukh Mulasab	Sayyed
3)	Deepali Ladhra	Deepali
4)	Sarop Ramdas Vasant	Sar. Vasant
5)	Pansamutt Brahma	P. Brahma
6)	Mayank Singh	Singh
7)	Kondapalli Siva	Siva
8)	Shumbhum Singh	Singh
9)	Jayant Agarwal	Agarwal
10)	Karan Thakkar	Karan
11)	Gore Om Narsing	Gore
12)	Ankit Mali	Mali
13)	Kodpe Monika Ramu	M. R. Kodpe
14)	Kamble Pooja Maruti	P. Kamble
15)	Kamble Jyoti Sudhekar	G. S. Sudhekar

Director







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**SEMINAR  
ON**

**"PREPARING FOR CAREER SUCCESS"**

**Event Type:** Seminar  
**Event Name:** Preparing for Career Success  
**Day & Date:** Saturday, 14<sup>th</sup> Jan 2023  
**Venue:** Seminar Hall, DIMR  
**Speaker:** Mr. Clifford Nicholas



**Dr. Sajid Alvi Felicitating Mr. Clifford Nicholas**



  
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**Objectives of the Event:**

- To learn the essential skills for aspiring leaders and budding managers.
- Working on strategies to gain career opportunities and success in managerial field.

**Event Description:**

Mr. Clifford Nicholas interacted with DIMR students and shared his views on skills required for success in career. Sir also talked about the important steps required to create career path for success.

He emphasized on the different attributes of personality such as recognizing passion and purpose, continuous learning, networking, curiosity, journaling, time management, solutions-oriented thinking etc.

**Learning Outcome:**

- Students acquired a knowledge about skills required for career opportunities.
- Students also learnt the required steps to be taken for the same.



  
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Infinix HOT 11S



Infinix HOT 11S

**Mr. Clifford Nicholas, addressing the students of DIMR**



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**"HOW TO CONVERT A SUMMER INTERNSHIP (SIP)  
INTO PLACEMENT (PPO)?"**



Workshop for the students of  
F.Y.M.B.A. ( All Specialisation)



Speaker

**Mr. Anurag Sharma**

Founder  
LEARNING FROM ANT

**27 July** | **09.30**  
2023 | AM

**SEMINAR HALL**  
DIMR, SKP Campus, Balewadi



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**WORKSHOP  
ON**

**"HOW TO CONVERT SIP INTO PLACEMENT (PPO)"**

- Event Type:** Workshop
- Event Name:** How to convert SIP into Placement (PPO)
- Day & Date:** Thursday, 27<sup>th</sup> July 2023
- Time:** 9:30 AM
- Venue:** Seminar Hall, DIMR
- Speaker:** Mr. Anurag Sharma, Renowned Entrepreneur and Corporate Coach and also founder of 'Learning From Ant'.



**Dr. Sajid Alvi, Director Felicitating Guest Speaker Mr. Anurag Sharma**



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**Objectives of the Event:**

- To learn the vital role for every management student.
- To study the technique how to convert SIP into placement.

**Event Description:**

On 27th of July 2023, Dnyansagar Institute of Management and Research has conducted a highly informative and interactive workshop. It was organized on one interesting topic "How to Convert Summer Internship into Placement". For this meticulous purpose resource person Mr. Anurag Sharma was invited, who is a renowned Entrepreneur and Corporate Coach and also founder of 'Learning From Ant'.

The workshop aimed to provide valuable insights and guidance to students who are kick-starting their career through summer internship. Students got excellent inputs to gear up for their Preplacement Opportunity followed by their summer internship.

**Learning Outcome:**

- Students learnt the importance of SIP and how it is helpful to pursue their career in management.
- Student got excellent inputs to gear up their placement opportunities.



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**Mr. Anurag Sharma Addressing DIMR Students**



**DIMR Students and Faculty Members with Guest Speaker**



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## Industry Visit

**Name of Event:** Industry Visit

**Day & Date:** Friday, 23<sup>rd</sup> June'2023

**Time:** 7 am onwards

**Venue:** Baramati Hi-tech Textile Park Ltd & Cotton King Pvt. Ltd

### Introduction:

On 23<sup>rd</sup> June'2023, total 94 students from DIMR embarked on an educational journey to explore the operations of Baramati Hi-tech Textile Park Ltd & Cotton King Pvt. Ltd both situated in Baramati. The students visited Cottonking Pvt Ltd and Pappermint Clothing Pvt. Ltd., to gain insights into their manufacturing processes and management practices. The visit was coordinated by Dr. Manisha Khaladkar, Prof. Nilam Naidu, Prof. Shamli Joshi and Mr. Sunil Kamble.

### Objective:

- To provide students with a practical understanding of the textile industry and its operations.
- To familiarize students with the manufacturing processes and management practices of the visited companies
- To bridge the gap between classroom learning and real-world applications.



  
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**Baramati Hi-tech Textile Park Ltd**



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Stiching Area @ Cotton King Pvt. Ltd



  
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Stiching Area @ Papermint Clothing Pvt. Ltd

**Overview:**

The industrial visit commenced with a visit to Baramati Hi Tech Textile Park Ltd. Students were given an overview of the textile park and its facilities. They gained insights into the various stages of textile production, including spinning, weaving, dyeing, and finishing.

Students had the opportunity to interact with industry experts Mr. Anil Wagh, Project Manager who shared their experiences and provided valuable insights into the textile industry. The experts addressed queries related to textile industry, textile park establishment, objectives of the park, company affiliations, market opportunities & challenges and market trends.

The visit to Cottonking Pvt Ltd provided students with an understanding of the company's operations and product portfolio. The company specializes in men's clothing and is known for its quality products.

Students witnessed the various stages involved in manufacturing men's clothing, including fabric sourcing, cutting, stitching, and quality control. The company representatives explained the importance of maintaining quality standards throughout the production process.

Students received an introduction to Pappermint Clothing Pvt. Ltd., a prominent clothing



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manufacturer known for its women's fashion wear. The company showcased its diverse product range and explained its brand positioning.

The students were given insights into the production workflow, from design conceptualization to sample creation, production planning, and distribution. The company representatives emphasized the significance of innovation and market research in the fashion industry.

**Conclusion:**

The visit provided practical exposure to the textile and clothing industry, enabling students to connect classroom learning with real-world applications. The interaction with industry experts, the factory tours, and the insights gained into manufacturing processes and management practices enhanced the students' knowledge and decision-making abilities in the context of the textile industry.

We sincerely thank Dr. Sajid Alvi, Director and Dr. Manisha Jagtap HOD for giving this opportunity. Their support has been invaluable to our success.



  
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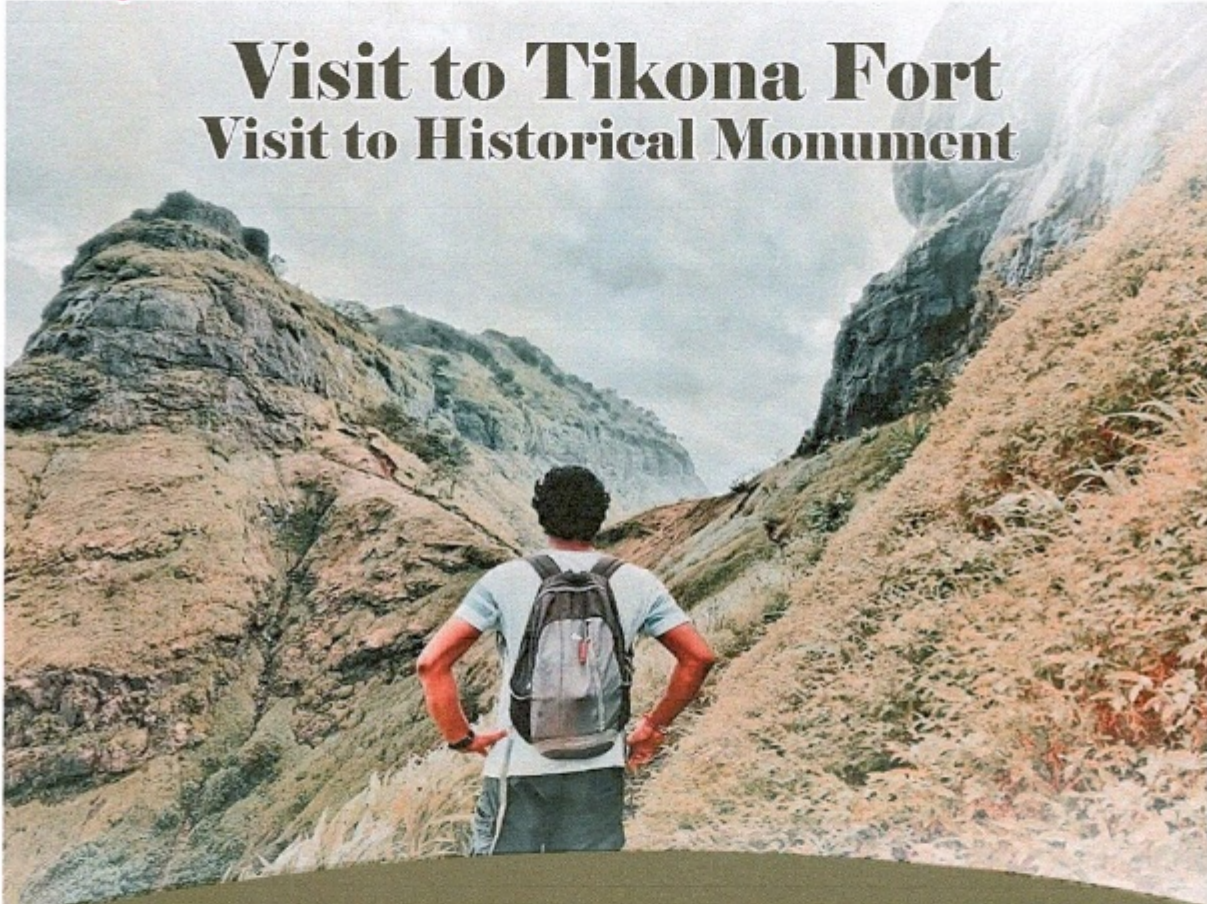
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**DIMR**

**Dnyansagar Institute of  
Management and Research**

**Visit to Tikona Fort  
Visit to Historical Monument**



**Date : 30 Jan 2022**



**Location: Tikona Fort**



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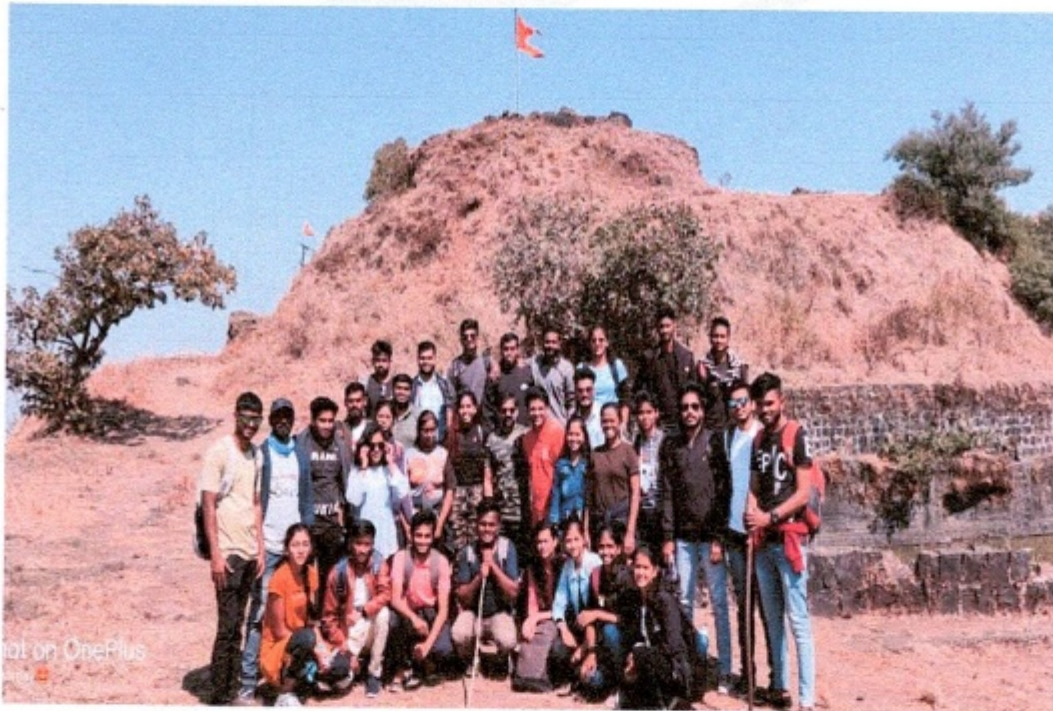
**Visit to Tikona Fort  
(Visit to Historical Monument)**

**Event Type:** Extension & Outreach Activity

**Event Name:** Visit to Tikona Fort (Visit to Historical Monument)

**Day & Date:** Sunday, 30<sup>th</sup> Jan. 2022

**Venue:** Tikona Fort



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**Objectives of the Event:**

- To make aware the students about historical monuments of Maharashtra
- To sensitize students about the history of Maharashtra during Maratha Empire

**Event Description:**

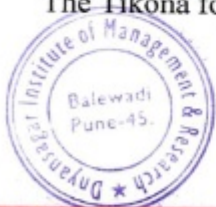
Tikona Fort, also known as Vitandgad Fort, is a hill fortress in the Maval region of Maharashtra, India. The fort is at an altitude of 3500 feet above sea level and is surrounded by lush greenery and stunning landscapes. The fort is a popular destination among trekkers and adventure enthusiasts, attracting visitors from all over India.

It is a hill fortress built during the 17th century by the Maratha Empire. The fort was strategically built on a hilltop to keep a watch on the surrounding areas and protect the kingdom from enemy attacks. The fort is triangular and surrounded by cliffs and dense forests.

The drive to the fort was scenic and very pleasant. We parked our vehicles at the base of the hill and followed a dirt track that continued upwards as well-worn steps, somewhere early in the climb.

Standing on the top, you get a spectacular 360 degree view of the surrounding area. Pawna lake surrounds the fort from Western and Northern side. There is a valley on the eastern side whereas a cliff connects the fort with an adjacent mountain from south. Beyond the lake on the northern side we can see the twin forts of Visapur and Lohgad forming a formidable wall. Fort Tung, which is surrounded on three sides by Pawna lake can be seen on the west. Korigad lies to south western side of the fort, but it could not be seen due to heavy fog. There is also a small temple on the fort.

The Tikona fort is a complete phenomenon of nature, its beauty and history



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## Learning Outcome:

- The students were aware about the historical events during Maratha Empire



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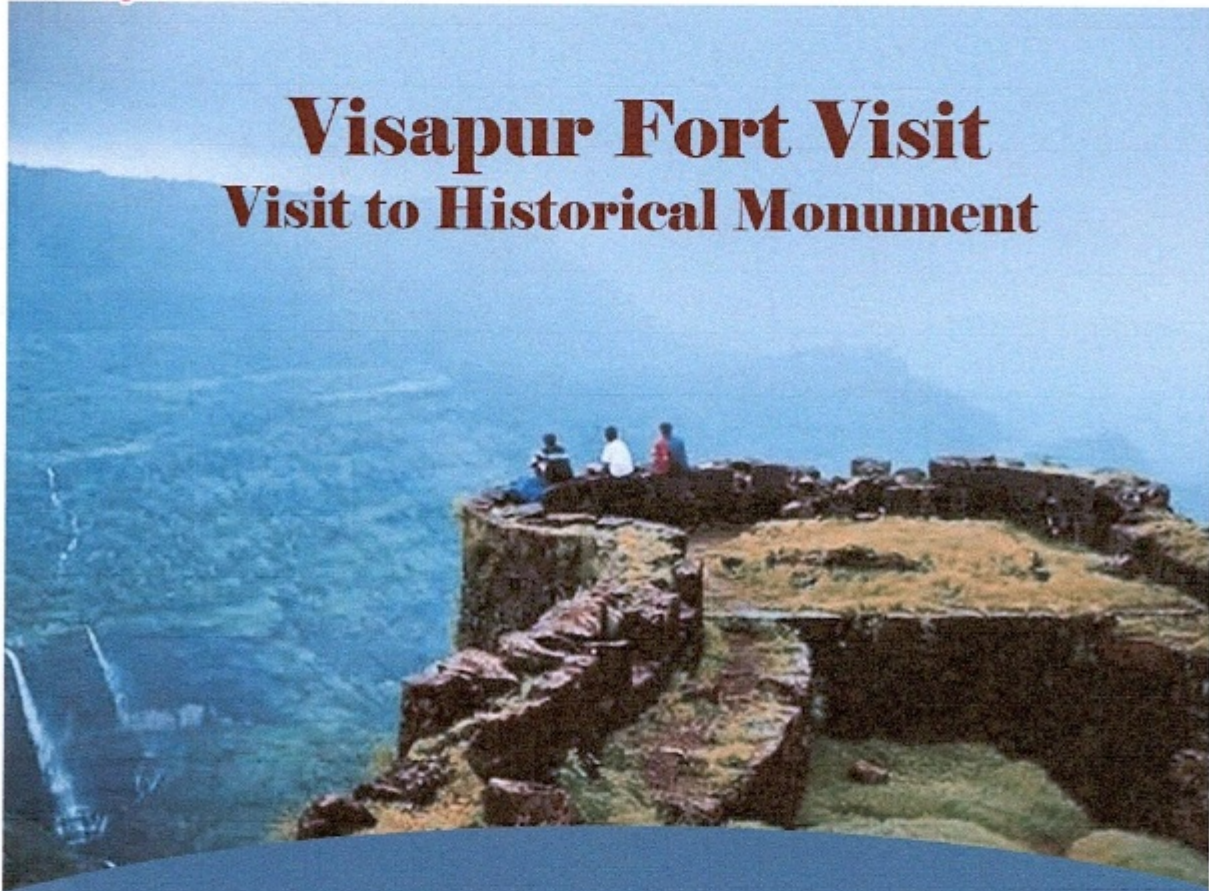
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**Dnyansagar Institute of  
Management and Research**

**Visapur Fort Visit  
Visit to Historical Monument**



**Date : 8 Sept 2021**



**Location: Visapur Fort**



*[Signature]*  
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**Visapur Fort Visit  
(Visit to Historical Monument)**


**Event Type:** Extension & Outreach Activity

**Event Name:** Visapur Trek (Visit to Historical Monument)

**Day & Date:** Wednesday, 08<sup>th</sup> Sept. 2021

**Venue:** Visapur Fort



  
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### Objectives of the Event:

- To make aware the students about historical monuments of Maharashtra
- To sensitize students about the history of Maharashtra during Maratha Empire

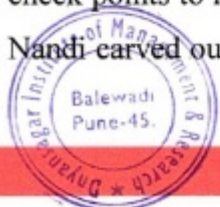
### Event Description:

The students of First Year MBA of 20-22 Batch and the Staff members of DIMR had organized a Trek to Visapur Fort on September 8<sup>th</sup> 2021. Visapur Fort is located in Visapur village situated near Malavali Railway Station which is close to Lonavala. The Fort is a part of twin forts Lohagad-Visapur. The fort has an elevation of 1084 Meters (3556 Feet) from Sea level.

All staff members and students of the institute participated in this trek. We left the campus at around 6:30 in the morning and after having a breakfast on the way near the Pune-Mumbai old highway junction where one way goes towards Karla Caves (Ekvira Temple) and the opposite road leads you to the Malavali station and then towards the base of twin forts. On the way to the base of the twin forts from Malavali station, you pass by a waterfall and the steps carved in the rocks leading to the ancient Bhaje caves.

We reached the base of the twin forts at around 10 AM and started our trek. The trek route goes through the waterfall and the rain water was cascading through the rocks. We had to climb up through the rocky path against the water flow. It was challenging for few as some rocks were slippery due to algae and some boulders are so big, making it challenging to climb up having to set your foot with a firm grip.

We reached the top of the fort at around 11:30 AM. After reaching the top we started exploring the fort area. It has many lakes which are well built to fulfill the water supply for the people staying on the fort in the days of Mughal and Maratha dynasties. Few of us had a dip and swam in one of the lake. We could see a rich flora and fauna on the sprawling plateau on the top of the fort. The boundaries of the fort hill are fortified with the walls built with the stones, which is damaged at some places. There are few check posts towers built at some strategic points across the surrounding wall. There are around 3-4 cannons placed different check points to keep a vigil on the enemy activity. There is an ancient Shri Temple with two Nandi carved out of single stones and a Dipstambh in front of the temple. There is a big lake



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adjacent to the Shiva Temple. There are a remnants of a structure built to store the armaments, gunpowder and cannon balls. It is mentioned in some scriptures that there was a residential structure built by the Peshvas during the rule of Maratha Empire.

We spent around 3-4 hours exploring the fort area and then started descending at around 3 pm. We reached at the base of the fort at around 4 pm. It was raining throughout the day and the climate atop was foggy and had different shades of green all across the mountain range. We had a lunch at around 5 pm at a Dhaba on the highway while coming back. We reached at around 7 pm in the campus.

**Learning Outcome:**

The students were aware about the historical events during Peshwai.



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# Tree Plantation

**Planting Seeds of Change: Embrace  
the Power of Tree Plantation.**

 **Date : 11<sup>th</sup> Aug 2021**

 **Location: SKP CAMPUS, Balewadi**



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**Tree Plantation Drive**

**Event Type:** Extension & Outreach Activity

**Event Name:** Tree Plantation Drive

**Day & Date :** Wednesday, 11<sup>th</sup> August 2021

**Venue :** Forest Area, Mhalunge, Pune



**Staff and Students of DIMR collecting saplings and necessary utensils before Tree Plantation Drive**



  
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**Objectives of the Event:**

- To create the awareness among the students towards the importance of planting and saving trees
- To spread the message of environmental sustainability.
- To inculcate the environmental and social responsibility values among the students.

**Event Description:**

Dnyansagar Institute of Management & Research in association with Being Volunteer organized tree plantation Drive in the Forest Area near Mhalunge on 11<sup>th</sup> August 2021. During this drive more than 110 trees were planted. The students and staff members of DIMR were actively participated in this drive. The native trees like Mango, Tumarind, and Neem etc. were planted.

Tree plantation is not just something that should be done once. Instead, it is a necessity, the urgent need of the hour. Planting trees is significant to protect our environment against air pollution and global warming. To this end, Budding managers of DIMR were actively involved in organizing tree plantation campaign.

**Learning Outcome:**

- Students were encouraged for proper maintenance and preservation of trees.
- Students were made aware to uplift the quality of the living environment through active planting and afforestation.
- Students were encouraged to save and plant more trees which will be inspiration for the coming generations.



  
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**Staff and students are planting the tree**



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महाळुंगे : टेकडीवर ज्ञानसागर इन्स्टिट्यूटच्या वतीने वृक्षारोपण करण्यात आले.

## ज्ञानसागर शैक्षणिक संस्थेकडून वृक्षारोपण

औंध : महाळुंगे येथील वनविभागाच्या जागेवर श्री खंडेराय प्रतिष्ठानच्या ज्ञानसागर इन्स्टिट्यूट ऑफ मॅनेजमेंट अँड रिसर्च आणि ज्ञानसागर आर्ट्स अँड कॉमर्स कॉलेज व बिइंग व्हॉलेंटिअर्स या सामाजिक संस्थेच्या सहकार्याने ११० वृक्षांचे रोपण करण्यात आले. संचालक डॉ. साजीद अल्वी यांच्या मार्गदर्शनाखाली झालेल्या या उपक्रमात आंबा, चिंच, वड, पिंपळ, बोर व इतर देशी झाडांची लागवड करण्यात आली. ज्ञानसागर संस्थेच्या शिक्षक-शिक्षकेत्तर कर्मचारी आणि विद्यार्थ्यांनी महाळुंगे येथील या वृक्षारोपणात श्रमदान केले.



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## 'डीआयएमआर' संस्थेकडून वृक्षारोपण

हिंजवडी, दि. १० (वार्ताहर) - श्री खंडेराय प्रतिष्ठानचे ज्ञानसागर इन्स्टिट्यूट ऑफ मॅनेजमेंट अँड रिसर्च आणि जनसागर आर्ट्स अँड कॉमर्स कॉलेज या शैक्षणिक संस्थेकडून म्हाळुंगे येथील मोकळ्या मैदानात देशी प्रजातीच्या ११० झाडांचे वृक्षारोपण करण्यात आले.

या उपक्रमात महाविद्यालयातील अनेक तरुण, तरुणी व शिक्षकेतर कर्मचारी स्वयंस्फूर्तीने सहभागी झाले होते. त्यांनी आंबा, चिंच, बड, पिंपळ, बोर व इतर देशी झाडांची निवड करून त्याचे वृक्षारोपण केले. दिवसेंदिवस वायू प्रदूषण ही मोठी समस्या सर्वत्र भेडसावत असल्याने मोकळी व शुद्ध हवा मिळावी म्हणून



म्हाळुंगे : वृक्षारोपण करताना ज्ञानसागरचे विद्यार्थी, शिक्षकेतर कर्मचारी.

संस्थेच्या वतीने झाड दत्तक देऊन त्याच्या संगोपनाचा संकल्प करण्यात आला. पर्यावरणाचा न्हास थांबविण्यासाठी हा उपक्रम हाती घेतल्याचे संस्थेचे संचालक डॉ. साजिद आलवी यांनी सांगितले. विद्यार्थ्यांच्या या पर्यावरणपूरक उपक्रमाचे कौतुक

संस्थेचे सचिव सागर बालवडकर यांनी केले. उत्तम आरोग्यासाठी व पुढील पिढीच्या भवितव्यासाठी आपलाही खारीचा वाटा असावा या भावनेतून ज्ञानसागर संस्थेच्या शिक्षक, शिक्षकेतर कर्मचारी आणि विद्यार्थ्यांनी या वृक्षारोपण मोहिमेत सहभागी होऊन श्रमदान केले.



  
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**Dnyansagar Institute of  
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# Tree Plantation



**For a greener Earth, let's plant our dreams.**

 **Date : 13<sup>th</sup> Aug 2020**

 **Location: SKP CAMPUS, Balewadi**



  
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**Tree Plantation Drive**

**Event Type:** Extension & Outreach Activity

**Event Name:** Tree Plantation Drive

**Day & Date :** Thursday, 13<sup>th</sup> Aug 2020

**Venue :** SKP Campus



  
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**Objectives of the Event:**

- To create the awareness among the students towards the importance of planting and saving trees
- To spread the message of environmental sustainability.
- To inculcate the environmental and social responsibility values among the students.

**Event Description:**

Dnyansagar Institute of Management & Research has organized tree plantation Drive in the SKP campus on 13<sup>th</sup> August 2020.

When everything was moving well, we seldom were perturbed by the polluted air inhaled by us. And suddenly when a tiny microbe put everything else to halt, we started focusing on breathing exercises; resorted to herbal remedies as prophylactic measures, and turned solicitous about clean air & atmosphere. The irony is that we are living in a nation that was once bragged for its illustrious flora and fauna and now left with paltry 28 Trees per person as compared to 8593 in Canada. This is not something to boast about. We hope this wisdom of hindsight stays forever and we keep on preserving the reservoirs of oxygen.

Such little steps taken together by the institute and students will surely help in fostering strong mental and social health amongst today's youths so that they connect with their peers, their elders, their community and their environment.

**Learning Outcome:**

- Students were encouraged for proper maintenance and preservation of trees.
- Students were made aware to uplift the quality of the living environment through active planting and afforestation.
- Students were encouraged to save and plant more trees which will be inspiration for the coming generations.



  
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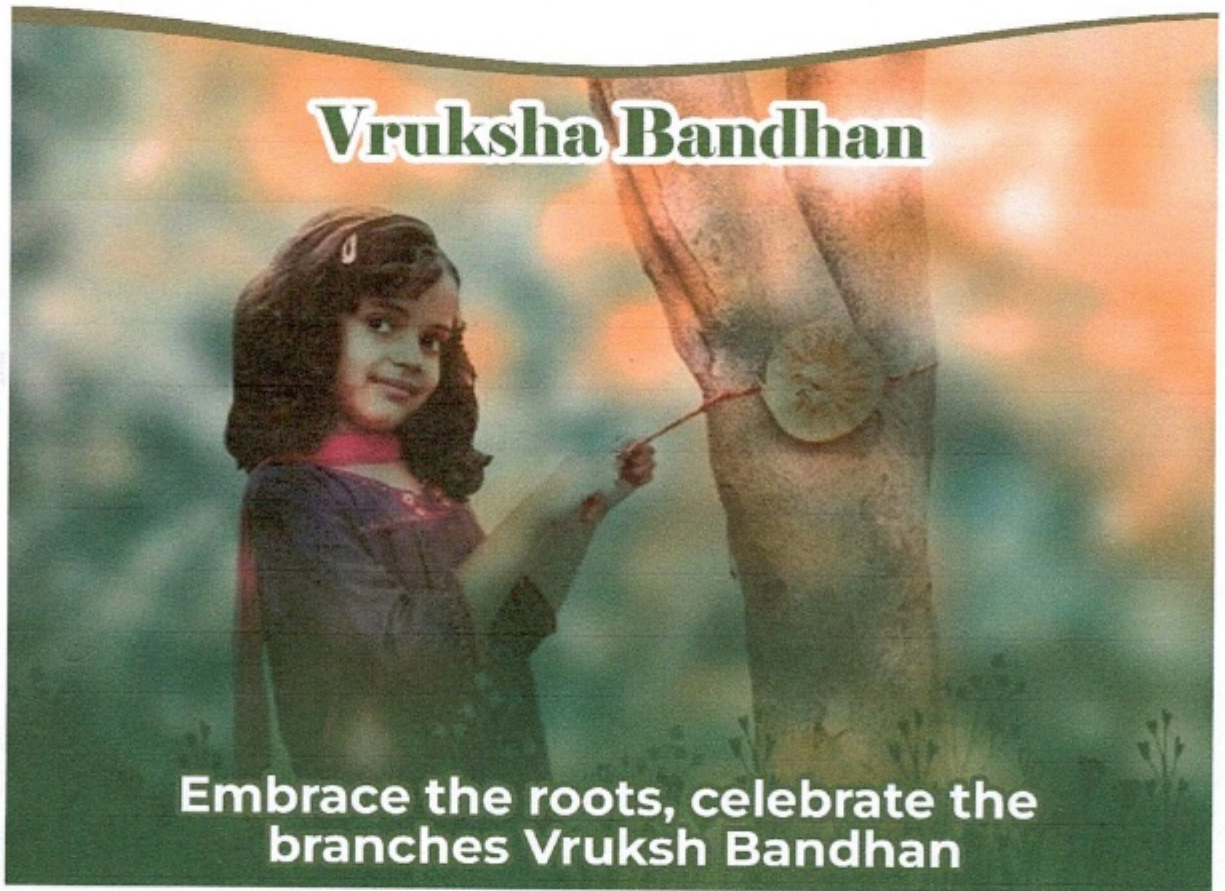


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**Dnyansagar Institute of  
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**Date : 23 Aug 2021**



**Location: SKP CAMPUS Balewadi**



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**Vrukshabandhan**

**Event Type:** Extension & Outreach Activity

**Event Name:** Vrukshabandhan

**Day & Date:** Monday, 23<sup>rd</sup> August 2021

**Venue :** SKP Campus



**Shri. Ganapatrao Balwadkar Sir, Chairman SKP and Dr. Sajid Alvi Sir, Director  
celebrating Vrukshabandhan by tying the Rakhi**



  
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**Objectives of the Event:**

- To instill the environmental consciousness among the students.
- To spread the message of protecting and nurturing the trees.
- To celebrate the Rakshabandhan festival in new way by dispersal the message of 'Save Trees, Save Life, Save Environment.

**Event Description:**

There are plenty vouching around, to plant saplings for the photo ops, but very few show the real intent to protect flora and fauna in the propinquity.

If Crores of trees are been planted, the green cover and the census of trees per human being would have been improved, but the actual state of post-plantation care and survival of trees remains mediocre.

Whatever green cover extricated from being axed in the pursuance of our outrageous developmental goals, should be protected at any cost.

The Trees have been absorbing the rubbish in the form of carbon generated by us since ages and protecting us from choking sans oxygen.

We at DIMR celebrated this 'Rakshabandhan' in a unique way as 'Vrukshabandhan' by tying 'Rakhis' to our real 'Protectors' and pledged to save the trees for the well-being of all sentient life forms! Although we plant several trees on various occasions but it is even more important to protect them and ensure that they nurture well.

**Learning Outcome:**

- Students were encouraged to preserve the environment by protecting the trees.
- Students were made aware to save the trees.
- Students were encouraged to save and plant more trees which will be inspiration for the coming generations.



  
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**Lions International**  
District 3234 D2

**DID YOU KNOW?**

**82% OF E-WASTE**  
in India is from **Your Devices**

**Dump OR Donate**

Join the  
**WORLD'S LARGEST  
E-WASTE DRIVE**  
by **Lions Clubs India**  
from 13<sup>th</sup> Jan - 13<sup>th</sup> Feb 2023

Rajesh Kothavade  
District Governor  
3234 D2

Rajendra Muchhal  
MD Coordinator  
MD 3234

**Project Coordinator**  
Vijay Sarda   Shreyas Dixit   Anil Zope   Sachin Shah   Harjeet Singh Wadwa

**Where to Donate**

**DIMR Seminar Hall**



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## Notice E Waste Collection Drive

Dear Students,

We are excited to announce a collaborative initiative with Lions International Club to organize an E-Waste Collection Drive on our campus. As part of our commitment to environmental sustainability, we invite you to participate in this effort to responsibly dispose of electronic waste and contribute to a cleaner and greener environment.

**Event Name:** E Waste Collection Drive

**Duration:** Jan. 2023 to Feb. 2023

**Collaboration:** Lions International District 3234 D2


**Accepted E-Waste Items:**

- Old computers, laptops, and accessories
- Mobile phones and chargers
- Printers and scanners
- Televisions and monitors
- Other electronic gadgets and peripherals

Let's come together as a college community to make a meaningful contribution to the environment and support a good cause. Your involvement is crucial to the success of this E-Waste Collection Drive.

For any inquiries or additional information, please contact Ms. Mansi Pawar: 9421141327, Ms. Aishwarya Gaikwad: 9881884257.



  
**Dr. Sajid Alvi**  
**Director**

  
**Director**  
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**E-Waste Collection Drive**

**Event Type:** Extension & Outreach Activity

**Event Name:** E Waste Collection Drive

**Duration:** Jan. 2023 to Feb. 2023

**Collaboration:** Lions International District 3234 D2



  
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**Objectives of the Event:**

- To increase the awareness of e-waste among the students and society.
- To adopt the practice of e waste management
- To convey the advantages of proper end to end recycling, and disadvantages of throwing them out along with other general waste

**Event Description:**

DIMR in association with the Lions International Club organized an “E-Waste Collection Drive” during Jan 2023 to Feb. 2023.

Lion Suvarna Tapkir from Lions International District 3234 D2 came to explain Word's Largest E Waste Drive by Lions Club of India from 13 Jan 23 to 13 Feb 2023 to students of DIMR and appealed to collect e waste and submit it to Lions Club.

Student volunteers collected the e waste from the institute, nearby residential area and from the housing societies. Students contributed a variety of e-waste such as printers, mobiles, chargers, digital cameras, keyboards etc. on this occasion. The e-waste was handed over to the Lions Internal District 3234 D2 for recycling.

**Learning Outcome:**

- Students understood the practice of e-waste recycling
- Nearby residents aware the ways and importance of proper disposal of electronic waste.



  
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**Lion Suvarna Tapkir appealing the students to be part of E-waste Collection Drive**



  
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E waste Collection Drive  
Jan. 2023

Sr. No.	Name of Student	Signature
1)	Dhole Roshani Yuvraj	Rd
2)	Deshmukh monali Ajay	M D
3)	Nishant Padmakar khade	Nkhade
4)	Mansi Pawar	Mansi
5)	Sapana M. Rindhan	Sapana
6)	Abhishek vishnu kubade	Abhishek
7)	Ganeshan chavan	Ganeshan
8)	Raj vinayak Kambale	Raj
9)	Akash Bhagwan gadge	Akash
10)	Chinmay Suchir Bhave	C. Bhave
11)	Sakshi Tulshiram Kambale	Sakshi
12)	pramod mahaveer vajale	P. vajale
13)	nilofer Balekhan shaikh	Nilofer
14)	khushi kishor Gaikwad	Khushi

  
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**Dnyansagar Institute of  
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**World Environment Day  
Nature Photography**



**Through the lens, find your connection to the  
Earth. Happy World Environment Day!**



**Date : 6<sup>th</sup> June 2022**



**Location: SKP CAMPUS, Balewadi**



  
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**World Environment Day \_ Nature Photography**

**Event Type:** Extension & Outreach Activity

**Event Name:** World Environment Day \_ Poster Presentation

**Day& Date:** Monday, 6<sup>th</sup> June 2022



**Poster Created by Students about the flora fauna around the DIMR on the Occasion of World Environment Day**



  
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**Objectives of the Event:**

- To create awareness among the students nature beauty around us
- To sensitize the students about the conservation of environment

**Event Description:**

World Environment Day Celebration - Nature Photography\_5<sup>th</sup> June2022

It is something which surrounds us all the time and everywhere, but it would be pitiful if we fail to hear its sound, miss to notice its hues and fragrance and ignore its mesmerising aura. It touches every aspect and dimension of our life, but do we pay any heed to its very existence which forms the basis of our own existence?

This is the high time we wake up to protect and conserve our environment. The students of DIMR celebrated this World Environment Day by going out into the nature around them that they pass through every day with a different perspective to gauge its expanse and to sink into its beautiful ambience. They clicked some astonishing photographs capturing the natural beauty from the campus.

It was like going back into the lap of the nature which exists around you, relishing and living it with the sense of due diligence and utmost care!

#mbadimr #holisticlearning

**Learning Outcome:**

- The students understood importance of going back into the lap of nature.



  
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**Photography done by the student participants**



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# Dnyansagar Institute of Management and Research

## Swachata Abhiyan



Clean today for a brighter tomorrow



**Date : 5<sup>th</sup> Oct 2020**



*[Signature]*  
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**Swachata Abhiyan**

**Event Type:** Extension & Outreach Activity

**Event Name:** Swachata Abhiyan

**Day & Date :** Monday, 05<sup>th</sup> Oct. 2020



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**Objectives of the Event:**

- To create the awareness among the students towards the importance of cleanliness
- To inculcate social responsibility values among the students.

**Event Description:**

Dnyansagar Institute of Management & Research has organized Swachata Abhiyan on 5<sup>th</sup> October 2020.

Cleanliness is not a one day activity at DIMR. The staff and students of DIMR take it as a mission and it is a regular activity in the campus. In tune with the Government initiative of 'Swach Bharat- Ek kadam Swachata ki aur', we all at DIMR always try to inculcate the habits of cleanliness amongst the students and staff, educate others as well about the importance of cleanliness and hygiene for better health and to make our society and our country a better place to live.

DIMR had organized Swachata Abhiyan. Students enthusiastically participated in this abhiyan.

Such little steps taken together by the institute and students will surely help in fostering strong mental and social health amongst today's youths so that they connect with their peers, their elders, their community and their environment

**Learning Outcome:**

- Students were encouraged for proper maintenance and preservation of public places.
- Students were made aware about importance of cleanliness.



  
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**Dnyansagar Institute of  
Management and Research**

**Shelter for Birds**



**Flight of Comfort: Homes That Speak  
the Language of Feathers**



**Date : 5<sup>th</sup> June 2021**



**Location: SKP CAMPUS, Balewadi**



*[Signature]*  
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**Shelter for Birds**

**Event Type:** Extension & Outreach Activity

**Event Name:** Shelter for Birds

**Day & Date:** Saturday, 5<sup>th</sup> June 2021

**Venue:** SKP Campus



  
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**Objectives of the Event:**

- To provide the shelter to the birds
- To spread awareness to conserve little bird species
- To create Habitat for birds which are dwindling

**Event Description:**

Speaking 'Sustainability' & 'Sustainable Development' loudly would merely help, unless we live sustainably & our views are tenable. Educational Institutes carries an onus to pass on the message of 'Sustainable Development' palpably & loudly.

Shelter is an important source of safety and security for our winged friends. Branches, leaves and long grass can provide a haven for birds by hiding them from the view of predators.

We at DIMR, located in the hustle and bustle of the 'would be' Smart City, surrounded by concrete towers & skyscrapers are doing our bit for the environmental sustainability.

Our reconcilable efforts of bringing nature & development together with sustainable practices, initiatives and activities in the campus; has provided shelter to many birds.

We proudly host & witness bird activities like leisurely chirping, nesting, breeding, feeding, mud & water bathing, foraging etc. of many bird species like house sparrows, common myna, jungle myna, purple-rumped sunbirds, Indian & Magpie Robins, Ashy prinia, green-bee eaters, swallows, Red-vented & Red-whiskered Bulbuls, Fantail Flycatchers, Scaly-breasted Munia & many more.

DIMR celebrated the World Environment Day in innovative way by building nesting boxes for the birds.

**Learning Outcome:**

- Students were encouraged for conserving the birds which leads to conserve the environment.
- Students were encouraged to creation of habitat for extinct bird species.



  
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Little Sparrows are enjoying in the DIMR campus



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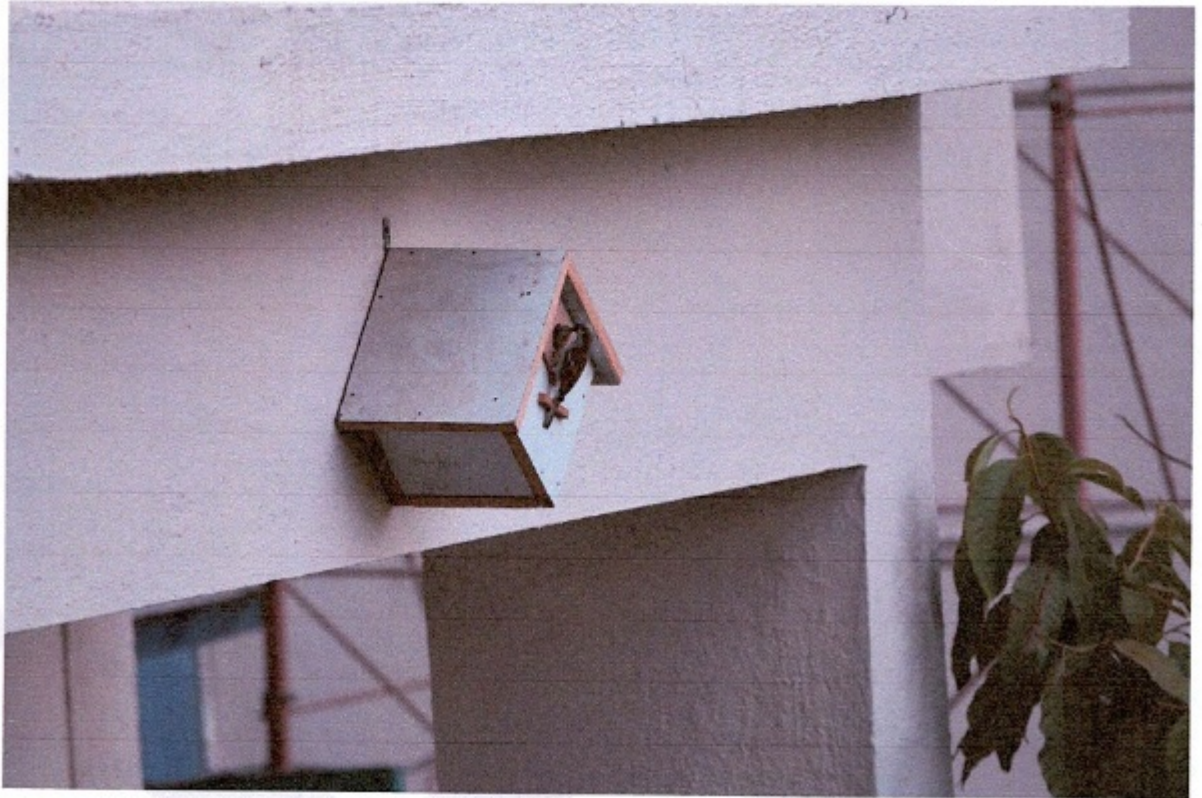
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**Dnyansagar Institute of  
Management and Research**

**Traffic Awareness campaign**

**Slow down, stay safe: Your family is waiting for you**



**Date : 27<sup>th</sup> June 2023**



**Location: DIMR Seminar Hall**



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**Traffic Awareness Campaign**

**Event Type:** Extension & Outreach Activity

**Event Name:** Traffic Awareness Campaign

**Day & Date:** Friday, 27<sup>th</sup> January 2023

**Collaboration:** Pune Metro



  
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**Objectives of the Event:**

- To create awareness among students about traffic rules and regulations.
- To educate students about benefits of Pune Metro which will lead to traffic as well as pollution control

**Event Description:**

Representatives of Pune Metro addressed our students on 'Pune Metro Line 3'. The session was scheduled on 27th January 2023 (Friday) at 4 pm.

Following delegates were be present for the session:

1. Mr. Nagnath Wakude, Traffic Management Concerns - Retired ACP.
2. Mr. Parag Paturkar, Civil Team AGM
3. Mr. S.S.Rao, Execution Official
4. Sae Kawale from PR Department of Puneri Metro

Pune metro officials gave the information about Puneri Metro – Metro Line 3 and how it will be useful for traffic management and control. The key points which were discussed during session was benefits of Pune Metro and facilities that are going to provide.

Officials discussed about the progress of work of Pune Metro Line -3 with the students.

**Learning Outcome:**

- Students were aware about benefits of public transport
- Students were made aware to traffic rules and regulations



  
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**Felicitation of Pune Metro Official**



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**PART - II  
SYLLABUS**



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**PART – II**

Sr. No	Sem	Course Code & Name	Cross Cutting Issues Relevant to			
			Professional Ethics	Human Values	Gender	Environment and Sustainability
1	1	101 GC- 01 Managerial Accounting	Y			
2	1	102 GC – 02 Organizational Behaviour	Y	Y	Y	
3	1	104 GC – 04 Business Research Methods	Y	Y		
4	1	105 GC – 05 Basics of Marketing	Y	Y	Y	Y
5	1	106 GC – 06 Digital Business	Y			Y
6	1	107 GE - UL - 01 Management Fundamentals	Y	Y		
7	1	109 GE - UL - 03 Entrepreneurship Development	Y	Y	Y	Y
8	1	110 GE - UL - 04 Essentials of Psychology for Managers	Y	Y		
9	1	113 GE - IL - 01 Verbal Communication Lab	Y			
10	2	201 GC – 07 Marketing Management	Y		Y	Y
11	2	202 GC – 08 Financial Management	Y			Y
12	2	203 GC – 09 Human Resources Management	Y	Y	Y	
13	2	204 GC – 10 Operations & Supply Chain Management	Y			
14	2	207 GE - UL -Contemporary Frameworks in Management	Y	Y	Y	



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Sr. No	Sem	Course Code & Name	Cross Cutting Issues Relevant to			
			Professional Ethics	Human Values	Gender	Environment and Sustainability
15	2	206 MKT- SC - Consumer Behaviour	Y	Y		
16	2	209 GE - UL - 09 Start Up and New Venture Management	Y		Y	Y
17	2	214 GE – IL - 09 Industry Analysis & Desk Research	Y		Y	Y
18	2	219 MKT SE – IL - MKT- 03 Personal Selling Lab	Y			
19	3	301 GC – 11 Strategic Management		Y		Y
20	3	310 GE- UL - Corporate Governance	Y	Y	Y	
21	3	311 GE - UL - Management of Non-Profit Organization	Y	Y		
22	4	402 GC - Indian Ethos & Business Ethics	Y	Y	Y	Y
23	4	408 GE - UL - Corporate Social Responsibility & Sustainability	Y	Y		Y
24	All	Human Rights	Y	Y	Y	
25	3	Introduction to Constitution		Y	Y	



  
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**ANNEXURE II – COURSE WISE DETAILED SYLLABUS**

Generic Core Courses (Compulsory) – Semester I & II		
Semester I		101 – Managerial Accounting
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO101.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
CO101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO101.5	EVALUATING	EVALUATE the financial impact of the decision.
CO101.6	CREATING	CREATE the Financial Statement of Sole Proprietor, Cost Sheet and Budgets

- 1. Basic Concepts: Forms of Business Organization.** Meaning and Importance of Accounting in Business Organization, Basic concepts and terms used in accounting, Capital & Revenue Expenditure, Capital & Revenue Receipts, Users of Accounting Information. Accounting Concepts and Conventions, Fundamental Accounting Equation, Journal, Ledger and Trial Balance. (4+2)
- 2. Financial Statements:** Meaning of Financial Statements, Importance and Objectives of Financial Statements. Preparation of Final Accounts of sole proprietary firm. (7 + 2)
- 3. Cost Accounting:** Basic Concepts of Cost Accounting, Objectives, Importance and Advantages of Cost Accounting, Cost Centre, Cost Unit, Elements of Cost, Classification and Analysis of Costs, Relevant and Irrelevant Costs, Differential Costs, Sunk Cost, Opportunity Cost, Preparation of Cost Sheet. (8 + 2)
- 4. Short Term Business Decision Techniques – Marginal Costing:** Meaning, Principles, Advantages and Limitations, Contribution, P/V Ratio, Break-Even Point (BEP), Cost Volume Profit (CVP) Analysis, Short Term Business Decisions–Product Mix Decisions, Make or Buy (Outsourcing) Decisions, Accept or Reject Special Order Decisions, Shutting Down Decisions. (8 + 2)
- 5. Exercising Control – Budgetary Control & Standard Costing:** **Budgetary Control:** Meaning of Budget and Budgeting, Importance, Advantages and Disadvantages, Cash Budget and Flexible Budget, Functional Budgets (overview). **Standard Costing:** Meaning, Importance, Advantages and Disadvantages, Cost Variance Analysis. Material Variances– Material Cost Variance, Material Rate Variance, Material Usage Variance, Material Mix Variance and Material Yield Variance. Labour Variances –Labour Cost Variance, Labour Rate Variance, Labour Efficiency Variance, Labour Mix Variance, Labour Idle Time Variance and Labour Yield Variance. (8 + 2)

**Note:** Numerical Problems will be asked on the following –

- Final Accounts of Sole Proprietary Firm
- Preparation of Cost Sheet
- Marginal Costing and Short-Term Business Decisions
- Raw Material Purchase & Procurement Budget, Cash Budget, Flexible Budget
- Material Variances and Labour Variances

**Suggested Text Books:**

- Management Accounting, Khan and Jain, Tata McGraw Hill
- Fundamentals of Management Accounting, H. V.Jhamb
- Managerial Accounting, Dr. Mahesh Abale and Dr. Shriprakash Soni
- Management Accounting, Dr. Mahesh Kulkarni

**Suggested Reference Books:**

- Financial Cost and Management Accounting, P.Periasamy
- Financial Accounting for Management, Shankarnarayanan Ramanath, CENGAGE Learning
- Accounting For Management, S. N. Maheshwari
- Management Accounting, MadhuVij
- Fundamentals of Management Accounting, H. V.Jhamb
- Cost and Management Accounting, M. N. Arora
- Financial Accounting for Managers, Sanjay Dhmiya, Pearson Publications
- Management Accounting, Mr. Anthony Atkinson, Robert Kaplan, Pearson

  
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9. Accounting For Management, Jawarhar Lal
10. Accounting, Shukla Grewal
11. Management Accounting, Ravi Kishore
12. Accounting for Managers, Dearden and Bhattacharya

Semester I		102 - Organizational Behaviour
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

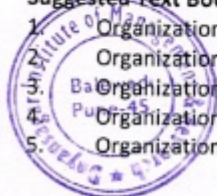
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO102.1	REMEMBERING	Describe complexities of individual and group behavior in the organizations.
CO102.2	UNDERSTANDING	Explain the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO102.3	APPLYING	APPLY Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings
CO102.4	ANALYSING	ANALYZE human behavioural problems like conflict, low motivational levels, politics, attitudinal issues etc. and develop solutions to these problems.
CO102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behavior in order to achieve organizational goals.
CO102.6	CREATING	DEVELOP strategies for challenges faced during shaping organizational behavior, organizational culture and organizational change.

1. **Fundamentals of OB:** Evolution of management thought, five functions of management, Definition, scope and importance of OB, Relationship between OB and the individual, Evolution of OB, Models of OB (Autocratic, Custodial, Supportive, Collegial & SOBC), Limitations of OB. **Values, Attitudes and Emotions:** Introduction, Values, Attitudes, Definition and Concept of Emotions, Emotional Intelligence - Fundamentals of Emotional Intelligence, The Emotional Competence Framework, Benefits of Emotional Intelligence, difference between EQ and IQ. **Personality & Attitude:** Definition Personality, importance of personality in Performance, The Myers-Briggs Type Indicator and The Big Five personality model, Johari Window, Transaction Analysis, Definition Attitude Importance of attitude in an organization, Right Attitude, Components of attitude, Relationship between behavior and attitude. Relevant case studies for Attitude and personality (7+2)
2. **Perception:** Meaning and concept of perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, Social perception (stereotyping and halo effect). **Motivation:** Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of Work Motivation. Relevant case studies on Perception and Motivation (8+2)
3. **Group and Team Dynamics:** The Meaning of Group & Group behavior & Group Dynamics, Types of Groups, The Five -Stage Model of Group Development Team Effectiveness & Team Building. **Leadership:** Introduction, Managers V/s Leaders. Overview of Leadership- Traits and Types, Theories of Leadership.- Trait and Behavioral Theories. Relevant case studies on Group dynamics and Leadership (8+2)
4. **Conflict Management** - Definition and Meaning, Sources of Conflict, Types of Conflict, Conflict Management Approaches. **Organizational Culture:** Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity. Relevant case studies on Conflict management and organization culture. (7+2)
5. **Stress at workplace:** Work Stressors - Prevention and Management of stress - Balancing work and Life, workplace spirituality. **Organizational Change:** Meaning, definition & Nature of Organizational Change, Types of Organizational change, Forces that acts as stimulants to change. Kurt Lewin's- Three step model, How to overcome the Resistance to Change, Methods of Implementing Organizational Change, Developing a Learning Organization. Relevant case studies on stress management and organizational change (5+2)

**Note:** Evolution of Management thought to OB and functions of management to be covered in brief as a background interface to the subject only

**Suggested Text Books:**

1. Organizational Behaviour, Robins
2. Organizational Behaviour, Nelson & Quick
3. Organizational Behaviour, Fred Luthans
4. Organizational Behaviour, Stephen Robins, Timothy Judge, Neharika Vohra
5. Organizational Behaviour, M N Mishra



  
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6. Organizational Behaviour, K Ashwathappa

**Suggested Reference Books**

1. Understanding OB, Uday Pareek
2. Change & Knowledge Management, Janakiram, Ravindra and Shubha Murlidhar
3. Human Resource Management, Nkomo, CENGAGE Learning

Semester I		103 – Economic Analysis for Business Decisions
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO103.1	REMEMBERING	DEFINE the key terms.
CO103.2	UNDERSTANDING	EXPLAIN the key concepts in economics, from a managerial perspective.
CO103.3	APPLYING	IDENTIFY the various issues in an economics context and HIGHLIGHT their significance from the perspective of business decision making.
CO103.4	ANALYSING	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO103.5	EVALUATING	EVALUATE critical thinking based on principles of micro-economics for informed business decision making.
CO103.6	CREATING	ELABORATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

1. **Managerial Economics:** Concept of Economy, Economics, Microeconomics, Macroeconomics. Nature and Scope of Managerial Economics, Managerial Economics and decision-making. Concept of Firm, Market, Objectives of Firm: Profit Maximization Model, Economist Theory of the Firm. (6+1)
2. **Utility & Demand Analysis:** Utility – Meaning, Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus. Demand - Concept of Demand, Types of Demand, Determinants of Demand, Law of Demand, Elasticity of Demand, Exceptions to Law of Demand. Uses of the concept of elasticity. Forecasting: Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods of Demand Forecasting, Survey Methods, Statistical Methods, Qualitative Methods, Demand Forecasting for a New Products. (Demand Forecasting methods - Conceptual treatment only numerals not expected) (8+1)
3. **Supply & Market Equilibrium:** Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium. Production Analysis: Introduction, Meaning of Production and Production Function, Cost of Production. Cost Analysis: Private costs and Social Costs, Accounting Costs and Economic costs, Short run and Long Run costs, Economies of scale, Cost-Output Relationship - Cost Function, Cost-Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run. (8+1)
4. **Revenue Analysis and Pricing Policies:** Introduction, Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand, Pricing Policies, Objectives of Pricing Policies, Cost plus pricing. Marginal cost pricing. Cyclical pricing. Penetration Pricing. Price Leadership, Price Skimming. Transfer pricing. Price Determination under Perfect Competition- Introduction, Market and Market Structure, Perfect Competition, Price-Output Determination under Perfect Competition, Short-run Industry Equilibrium under Perfect Competition, Short-run Firm Equilibrium under Perfect Competition, Long-run Industry Equilibrium under Perfect Competition, Long-run Firm Equilibrium under Perfect Competition. Pricing Under Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Pricing Power, Duopoly, Industry Analysis, Need for Government Intervention in Markets, Preventions and Control of Monopolies. (11+1)
5. **Consumption Function and Investment Function:** Introduction, Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator. Business Cycle: Introduction, Meaning and Features, Phases of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions. (7+1)

**Suggested Text Books:**

1. Managerial Economics, Peterson, Lewis, Sudhir Jain, Pearson, Prentice Hall
2. Managerial Economics, D. Salvatore, McGraw Hill, New Delhi.
3. Managerial Economics, Pearson and Lewis, Prentice Hall, New Delhi
4. Managerial Economics, G.S. Gupta, T M H, New Delhi.



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5. Managerial Economics, Mote, Paul and Gupta, T M H, New Delhi.

**Suggested Reference Books:**

1. Managerial Economics, Homas and Maurice, Tata McGraw Hill
2. Managerial Economics - Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi.
3. Managerial Economics, Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
4. Managerial Economics, D.M.Mithani
5. Managerial Economics, Joel Dean, Prentice Hall, USA.
6. Managerial Economics by H L Ahuja, S Chand & Co. New Delhi.

Semester I		104 - Business Research Methods
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

**Course Outcomes: On successful completion of the course the learner will be able to**

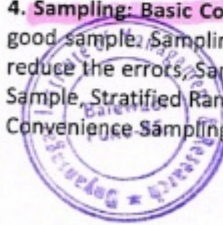
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO104.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
CO104.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
CO104.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
CO104.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
CO104.5	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
CO104.6	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.

**1. Foundations of Research:** Definition of Research, Need of business research, Characteristics of scientific research method, Typical Research applications in business and management. **Questions in Research:** Formulation of Research Problem – Management Question – Research Question – Investigation Question. **The process of business research:** Literature review - Concepts and theories - Research questions - Sampling - Data collection - Data analysis - Writing up - The iterative nature of business research process, Elements of a Research Proposal. **Practical considerations:** Values – researcher & organization. Ethical principles - Harm to participants, Lack of informed consent, Invasion of privacy, Deception, Reciprocity and trust, Affiliation and conflicts of interest. Legal considerations - Data management, Copyright. (6+1)

**2. Research Design:** Concept, Features of a robust research design. Exploratory, Descriptive, Quasi Experimental, Experimental research designs, Concept of Cause and Effect, Difference between Correlation and causation. Types of Variables – Independent, Dependent, concomitant, mediating, moderating, extraneous variables, Basic knowledge of Treatment & Control group, Case study design. Cross-sectional and Longitudinal designs, Qualitative and Quantitative research approaches, Pros and Cons of various designs, choice of a research design. **Hypothesis:** Definition, research Hypothesis, Statistical hypothesis, Null hypothesis, Alternative Hypothesis, Directional Hypothesis, Non-directional hypothesis. Qualities of a good Hypothesis, Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance. (7+1)

**3. Data & Measurement:** Meaning of data, Need for data. **Secondary Data:** Definition, Sources, Characteristics, Advantages and disadvantages over primary data, Quality of secondary data - Sufficiency, adequacy, reliability and consistency. **Primary Data:** Definition, Advantages and disadvantages over secondary data. **Measurement:** Concept of measurement, What is measured? Problems in measurement in management research - Validity and Reliability, Levels of measurement - Nominal, Ordinal, Interval, Ratio. **Attitude Scaling Techniques:** Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking - Concept and Application. **Questionnaire:** Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools. (8+1)

**4. Sampling: Basic Concepts:** Defining the Universe, Concepts of Statistical Population, Sample - Characteristics of a good sample, Sampling Frame, determining the sample frame, Sampling errors, Non-Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response. **Probability Sample:** Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. **Non Probability Sample:** Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. **Determining size of**



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**the sample:** Practical considerations in sampling and sample size, (sample size determination formulae and numericals not expected) (9+1)

**5. Data Analysis & Report Writing:** **Data Analysis:** Cleaning of Data, Editing, Coding, Tabular representation of data, frequency tables, Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation. **Graphical Representation of Data:** Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms. **Bivariate Analysis:** Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation. Chi-square test including testing hypothesis of association, association of attributes. **Linear Regression Analysis:** Meaning of regression, Purpose and use, Linear regression; Interpretation of regression co-efficient, Applications in business scenarios. **Test of Significance:** Small sample tests: t (Mean, proportion) and F tests, Z test. Non-parametric tests: Binomial test of proportion, Randomness test. Analysis of Variance: One way and two-way Classifications. **Research Reports:** Structure of Research report, Report writing and Presentation. (10+1)

**Note:**

1. It is desirable to use MS Excel / SPSS / Systat for delivery of unit 5.
2. For unit 5, Formulae and calculations are not expected. Interpretation of the given data/test outcomes is expected for appropriate managerial decisions / inferences.

**Suggested Text Books:**

1. Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.
2. Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press
3. Research Methods for Social Work, Allen, Earl R. Babbie, Cengage
4. Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall

**Suggested Reference Books:**

1. Business Research Methods, William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, Cengage Learning
2. Approaches to social research, Royce Singleton, Bruce C. Straits, Margaret Miller Straits, Oxford University Press
3. Research Methods: The Basics, Nicholas S. R. Walliman, Nicholas Walliman, Routledge,
4. Research Methodology In Management, Dr.V.P.Michael

Semester I		105 – Basics of Marketing
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO105.1	REMEMBERING	REPRODUCE the key marketing concepts, components and principles of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.2	UNDERSTANDING	INTERPRET the basic concepts, principles and frameworks of marketing in the context of diverse business situations for explaining the relevant issues with regard to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.3	APPLYING	APPLY the contemporary marketing theories, frameworks and tools to inform problem solving with respect to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.4	ANALYSING	EXAMINE the critical marketing issues for drawing inferences about the underlying causes and relationships concerning marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.5	EVALUATING	EVALUATE the alternative courses of actions to make judgments with regard to the solution for problems involving marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.6	CREATING	GENERATE alternative approaches to the emerging business challenges in the context of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.



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**1. Introduction to Marketing:** Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing. Core Concepts of Marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty. Concepts of Marketers and Prospects, Key customer Markets, Marketplaces, Marketspaces, Meta markets. Digital Markets, Brick & Click Model. Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities. Functions of Marketing Manager. Linkage of Marketing Function with All Functions in the Organization. Company Orientation Toward the Marketplace - Production, Product, Selling, Marketing, Holistic Marketing Orientation. Selling versus Marketing. Concept of Marketing Myopia. Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value. (7+2)

**2. Marketing Environment:** Concept of Environment, Macro Environment & Micro Environment – Components and Characteristics, Needs & Trends, Major Forces Impacting the Macro Environment & Micro Environment, Need for Analyzing the Marketing Environment. Analyzing the Demographic, Economic, Sociocultural, Natural, Technological, and Political-Legal Environment. (7+2)

**3. Segmentation, Market Targeting & Positioning:** Segmentation: Concept, Need & Benefits. Bases for Segmenting Consumer Markets - Geographic, Demographic, Psychographic, Behavioural. Bases for Segmentation for Business Markets. Levels of Segmentation, Criteria for Effective Segmentation. Market Potential & Market Share. Market Targeting - Concept of Target Markets Market Targeting and Criteria for Selection, Evaluating and Selecting the Market Segments – Full Market Coverage, Multiple Segment Specialization, Single-Segment Concentration, Individual Marketing, Long Tail Marketing. Positioning - Concept of Differentiation & Positioning, Value Proposition & Unique Selling Proposition. (7+2)

**4. Consumer Behavior:** Meaning & Importance of Consumer Behavior, Comparison between Organizational Buying Behavior and Consumer Buying Behavior, Buying Roles, Five-Stage Model of Buying Decision Process – Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase Behavior. Moment of Truth, Zero Moment of Truth, ZMOT. Moderating Effects on Consumer Decision Making. (7+2)

**5. Marketing Mix:** Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical Evidence. Product Life Cycle: Concept & Characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies Across Stages of the PLC. (7+2)

*Note: Real world examples / cases are expected to be analyzed in the class as well as included in the examination.*

**Suggested Text Books:**

1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson, 14<sup>th</sup> Edition
2. Marketing Management, Rajan Saxena, TMGH
3. Marketing, Lamb, Hair, Sharma, McDaniel, Cengage Learning

**Suggested Reference Books:**

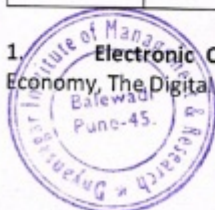
1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson, 13<sup>th</sup> Edition
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.
4. Marketing Whitebook

Semester I		106 – Digital Business
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.

1. **Electronic Commerce:** The Digital Revolution and Society, The Digital and Social Worlds - The Digital Economy, The Digital Enterprise, Virtual Communities, Online Communities, Defining Electronic Commerce, Emerging



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E-Commerce Platforms. E-Business, Electronic Markets and Networks; The Content and Framework of E-Commerce, Classification of E-Commerce by the Nature of the Transactions and the Relationships Among Participants, E-Commerce Business Models, Integrating the Marketplace with the Marketplace, Web 2.0. Drivers, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society. (7+2)

2. **Mobile Commerce, Social Commerce and IoT:** Mobile Commerce, Attributes Applications and Benefits of M-Commerce, Mobile Marketing - Shopping and Advertising. **Social Commerce:** Social Commerce, Social Business (Enterprise), Social Business Networks and Social Enterprise, Social Media – Platforms and its comparison, marketing/ Enterprise 2.0, Improved Business Models. Entrepreneur Networks, Enterprise Social Networks, The Benefits and Limitations of Social Commerce, Benefits to Customers, Retailers, Employees, players in the ecosystem. Social Collaboration (Collaboration 2.0) - Essentials of Social Collaboration, Consumer-to-Consumer Electronic Commerce (C2C), Person-to-Person models. **Internet of Things:** Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Gadgets. (7+2)

3. **Digital Business Ecosystem:** Electronic Commerce Mechanisms, Online Purchasing Process, E-Marketplaces - Types, Components and Participants, Disintermediation and Reintermediation; Customer Shopping Mechanisms - Webstores, Malls, and Portals, Webstores, Electronic Malls, Web (Information) Portals. **Intermediaries:** Roles of Intermediaries in E-Marketplaces, Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts, Electronic Catalogs, E-Commerce Search Activities, Auctions - Traditional Auctions Versus E-Auctions, Dynamic Pricing. **Changing Supply Chains:** Structure of the Supply Chain, EC Order Fulfillment Process, Speeding Up Deliveries, Partnering Efforts and Outsourcing Logistics, Order Fulfillment in Make-to- Order (MTO) and Mass Customization. **Digital Payments:** Smart Cards, Stored-Value Cards, EC Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Ethical, Legal, Privacy, and Technology Issues. (7+2)

4. **Digital Business Applications - I: Electronic Retailing:** B2C Electronic Retailing, Characteristics, Advantages, Limitations, E-Tailing Business Models, Classification of Models by Distribution Channel, Referring Directories, Malls with Shared Services. Social Shopping – Concept, Benefits and Drivers, Social Shopping Aids – Recommendations, Reviews, Ratings, and Marketplaces, Real-Time Online Shopping. The Online Versus Off-Line Competition, Click-and-Brick models, Product and Service Customization and Personalization. **Fintech:** E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading, Other Mobile Finance Applications. **Digital Government:** Government-to-Citizens, Government-to-Business, Government-to-Government, Government-to-Employees Models, Internal Efficiency and Effectiveness, E-Government and Social Networking, M-Government. **E-Learning, E-Training, and E-Books:** Basics of E-Learning, Characteristics, Advantages, Limitations, Distance Learning and Online Universities, Online Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books. (7+2)

5. **Digital Business Applications - II: Online Travel and Tourism Services:** Characteristics of Online Travel, Benefits, Limitations, and Competition in Online Travel Services. **E-Employment:** Online Job Market, Social Networks Based Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market. **E-Health:** Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patients Surveillance. **Entertainment, Media & Gaming:** Service Industry Consumer Applications. Digital Products, Internet TV and Internet Radio, Social Television (TV) Mobile Entertainment, Mobile Marketing, Mobile Streaming Music and Video Providers, Entertainment in Cars; Gaming - Mobile Games, Social Games and Gamification, Business of Social Games, Educational Social Games; Mobile Gambling, Mobility and Sports; Social Entertainment. (7+2)

Note: The focus of the entire course should be on business issues and not merely on technology.

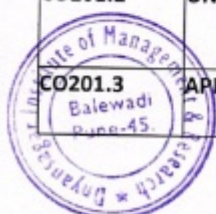
**Suggested Text Books:**

1. Introduction to E Commerce & Social Commerce, Turban E, Whiteside J, King D, Outland J Springer
2. E-Business and E-Commerce Management- Strategy, Implementation and Practice, Dave Chaffey, Pearson Education.
3. Electronic Commerce – A Managerial Perspective, Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education.

Semester II		201 – Marketing Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing for a real world marketing offering.
CO201.2	UNDERSTANDING	DEMONSTRATE the relevance of marketing mix concepts and frameworks for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	APPLY marketing Mix decisions for a real world marketing offering (commodities, goods, services, e-products/ e-Services.)



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CO201.4	ANALYSING	EXAMINE marketing issues pertaining to Marketing Mix and Marketing Plan in the context of real world marketing offering (commodities, goods, services, e-products/ e-services)
CO201.5	EVALUATING	EXPLAIN the interrelationships between various elements of Marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services)
CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

- Product:** Meaning, The Role of Product as a market offering, Goods & Services Continuum Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products- materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, the Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, New Product Development Process - Idea Generation to commercialization. Branding: Concept, Definition and Commodity vs. Brand, Product Vs Brand, and Concept of Brand equity. (7 + 2)
- Pricing:** Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes. (7 + 2)
- Place:** Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design Decisions - Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying & evaluating major channel alternatives. Channel Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Introduction to Omni channel & hybrid channel options. Market Logistics Decisions - Order processing, Warehousing, Inventory, and Logistics. (7 + 2)
- Promotion:** Meaning, The role of marketing communications in marketing effort. Communication Mix Elements, Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication - identifying target audience, determining communication objectives, designing a message, Choosing media, Selecting message source, Collecting feedback. Shaping the overall promotion mix: promotional mix strategy, push-pull strategies. (7 + 2)
- Product Level Planning:** Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans - Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control - Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit. (7 + 2)

*Note: Real world examples / cases are expected to be analyzed in the class as well as included in the examination.*

**Suggested Text Books:**

- Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson
- Marketing Management, Rajan Saxena, TMGH
- Marketing, Lamb Hair Sharma, Mc Daniel, Cengage Learning

**Suggested Reference Books:**

- Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
- Marketing Management- Text and Cases, Tapan K Panda, Excel Books
- Marketing Management, Ramaswamy & Namakumari, Macmillan.
- Marketing Whitebook

Semester II		202 – Financial Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus



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CO202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO202.4	ANALYSING	ANALYZE the situation and <ul style="list-style-type: none"> <li>• comment on financial position of the firm</li> <li>• estimate working capital required</li> <li>• decide ideal capital structure</li> <li>• evaluate various project proposals</li> </ul>
CO202.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
CO202.6	CREATING	CREATE Common Size Comparative Statements, Comparative Financial Statements using Ratio Analysis (Year-wise, Industry – wise), Comparative Proposals using Capital Budgeting Techniques

- Business Finance:** Introduction to Business Finance, Meaning and Definition of Financial Management, Objectives of Financial Management- (Profit Maximization and Wealth Maximization), Modern Approach to Financial Management- (Investment Decision, Financing Decision, Dividend Policy Decision), Finance and its relation with other disciplines, Functions of Finance Manager (3+2)
- Techniques of Financial Statement Analysis:** Introduction, Objectives of financial statement analysis, various techniques of analysis viz Common Size Statements, Comparative Statements, Trend Analysis, Ratio Analysis, Funds Flow Statement & Cash Flow Statement (10 + 2)
- Working Capital Management:** Meaning of Working Capital, its components & types, Operating Cycle, Factors affecting working capital, Estimation of working capital requirement. (Total Cost Method & Cash Cost Method) (8 + 2)
- Capital Structure:** Meaning and Factors affecting Capital Structure, Different sources of finance. Concept and measurement of Cost of Capital (measurement of Specific Cost and WACC), Trading on Equity, Concept of Leverages and its types.(6 + 2)
- Capital Budgeting:** Meaning, Definition of Capital Budgeting, Time value of money. Tools of evaluation of the project based on traditional techniques and modern techniques - ARR, Payback Period, Discounted Payback Period, NPV, PI & IRR (6+2)

**Note: Numerical Problems will be asked on following topics only—**

- Common Size Statements
- Comparative Statements
- Trend Analysis
- Ratio Analysis (Calculation of ratios plus its interpretation)
- Estimation of working capital requirement (Total Cost Method & Cash Cost Method)
- Operating Cycle
- Measurement of Specific Cost (Cost of Equity, Preference, Retained Earnings and Debt) and WACC
- Capital Structure
- Leverages
- Capital Budgeting (ARR, Payback Period, Discounted Payback Period, NPV, PI & IRR)

**Suggested Text Books:**

- Financial Management, Shashi K. Gupta and R.K. Sharma (Kalyani Publication)
- Basics of Financial Management, V.K. Saxena and C.D.Vashist (Sultan Chand & Sons)
- Financial Management, A Contemporary Approach, Rajesh Kothari (SAGE)
- Financial Management, Dr. Mahesh Abale & Dr. Shriprakash Soni (Himalaya Publishing House Pvt. Ltd.)
- Working Capital Management, Theory and Practice, Dr. P. Periasamy (Himalaya Publishing House)
- Financial Management, I M Pandey (Vikas Publishing House Pvt. Ltd)
- Fundamentals of Financial Management, A.P.Rao (Everest Publishing House)
- Advanced Financial management, N.M. Vechalekar

**Suggested Reference Books:**

- Financial Management, Rajiv Srivastava and Anil Misra (OXFORD University Press)
- Financial Management, Ravi Kishore (Taxmann)
- Financial management, V.K. Bhalla (S. Chand)
- Financial Management, Jonathan Berk, Peter DeMarzo and Ashok Thampy (Pearson Publication)

Semester II	203 – Human Resource Management
3 Credits LTP: 2:1:1	Compulsory Generic Core Course

**Course Outcomes:** On successful completion of the course the learner will be able to

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CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO203.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization.
CO203.2	UNDERSTANDING	DISCUSS the emerging trends and practices in HRM.
CO203.3	APPLYING	ILLUSTRATE the different methods of HR Acquisition and retention.
CO203.4	ANALYSING	IDENTIFY the use of different appraisal and training methods in an organization.
CO203.5	EVALUATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
CO203.6	CREATING	DESIGN the HR manual and compensation policy of the organization.

- Human Resource Management: Concept and Challenges** - Introduction, Objectives, Scope, Features of HRM, Role of HRM, Importance of HRM, Policies and Practices of HRM, Functions of HRM, Challenges of HRM. Introduction to SHRM: Define SHRM, importance and nature. HRM Models: Harvard Model, SHRM "matching model". (5+2)
- HR Acquisition & Retention:** Human Resource Planning: Definition, Objective, Need and Importance, HRP Process, Barriers to HRP. Job Analysis Process – Contents of Job Description & Job Specification, Job description Vs job specification, Job design, Factors affecting Job design, Job enrichment Vs job enlargement. Recruitment Introduction & Sources of Recruitment, Difference between recruitment and selection-Recruitment, Selection Process, Induction and Orientation. Career Planning-Process of career planning and development Succession Planning Process, Transfer and Promotion. Retention of Employees: Importance of retention, strategies of retention. (8+2)
- Managing Employee Performance and Training:** Performance Appraisal & Performance Management – Definition, Objective, Importance, Appraisal Process and Appraisal Methods. Why to measure performance and its purpose. Performance Appraisal Vs Performance Management, Potential Management. Training and Development - Definition – Scope – Conceptual framework of Training and development of Employees, Role of Training in Organizations, Objectives, The Training and Development Process, Training Need Assessment, Types of training, Difference between training and development, E-Learning. Benefits of training, Evaluation of Training Effectiveness: Kirkpatrick model. (8+2)
- Compensation Management:** Concept, Objectives, Importance of Compensation Management, Process, Current Trends in Compensation. Factors in compensation plan. Wage/ Salary differentials, Components of salary. Incentives and Benefits – Financial & Nonfinancial Incentive, Fringe Benefits. Employees Separation - Retirement, Termination, VRS, Golden Handshake, Suspension, Concepts & Methods, Grievance Procedure in Indian Industry. (8+2)
- Emerging Trends in HRM:** HRIS- Need, Advantages & Uses of HRIS. HR Accounting- Concepts, Objective, Advantage, Limitation & Method. HR Audit- Concept, Objective, Scope & Process. HR Shared Services- Concept, Objective, Benefits, Issues creating HR Shared Services. (6+2)

#### Suggested Text Books:

- Human Resource Management, Dr. S.S. Khanka, Sultan Chanda, Delhi
- Human Resource Management, Deepak Bhattacharya, Sage Publishing Ltd.
- Human Resource Management, Arun Monppa, Tata McGraw Hill Publishing Company
- Human Resource Management, Mirza & Zaiyaddin
- Human Resource Management, Dr. P.C.Pardeshi, Niramli Publication
- Human Resource Management, R.S.Dwiwedi, Vikas Publishing House.
- Human Resource Management, C.B.Mamoria, Himalaya Publishing House
- Human Resource Management, Gary Dessler Dorling Kindersley Pvt Ltd.
- Human Resource Management: Text and Cases, K Aswathappa, Tata McGraw Hill Publishing Company.
- Performance Appraisal and Management, Himalaya Publishing House.

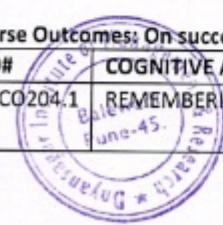
#### Suggested Reference Books:

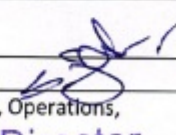
- Human Resource Management in Organizations, Izabela Robinson, Jaico Publishing House.
- Armstrong's Essential Human Resource Management Practice - A guide to people management, Michael Armstrong, Koganpage.
- Applied Psychology in Human Resource Management, Cascio & Aguins, PHI.

Semester II		204 – Operations & Supply Chain Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO204.1	REMEMBERING	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.



  
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CO204.2	UNDERSTANDING	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
CO204.3	APPLYING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO204.4	ANALYSING	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO204.5	EVALUATING	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.
CO204.6	CREATING	ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.

- 1. Introduction to Operations and Supply Chain Management:** Definition, Concept, Significance and Functions of Operations and SCM. Evolution from manufacturing to operations management, Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives. **Quality:** Definitions from various Perspectives, Customers view and Manufacturer's view, Concept of Internal Customer, Overview of TQM and LEAN Management, Impact of Global Competition, Technological Change, Ethical and Environmental Issues on Operations and Supply Chain functions. (7+2)
- 2. Operations Processes: Process Characteristics in Operations:** Volume Variety and Flow. Types of Processes and Operations Systems - Continuous Flow system and intermittent flow systems. **Process Product Matrix:** Job Production, Batch Production, Assembly line and Continuous Flow, Process and Product Layout. **Service System Design Matrix:** Design of Service Systems, Service Blueprinting. (6+2)
- 3. Production Planning & Control (PPC):** Role and Functions of PPC **Demand Forecasting:** Forecasting as a Planning Tool, Forecasting Time Horizon, Sources of Data for forecasting, Accuracy of Forecast, Capacity Planning. **Production Planning:** Aggregate production Planning, Alternatives for Managing Demand and Supply, Master Production Schedule, Capacity Planning - Overview of MRP, CRP, DRP, MRP II. **Production Control:** Scheduling, Loading, Scheduling of Job Shops and Floor Shops, Gantt Charts. (8+2)
- 4. Inventory Planning and Control:** Continuous and intermittent demand system, concept of inventory, need for inventory, types of inventory - seasonal, decoupling, and cyclic, pipeline, safety - Implications for Inventory Control Methods. Inventory Costs - Concept and behavior of ordering cost, carrying cost, and shortage cost. **EOQ** - definition, basic EOQ Model, EOQ with discounts. Inventory control - Classification of material - ABC Analysis -VED, HML, FSN, GOLF, SOS. (Numericals expected on Basic EOQ, EOQ with discounts & ABC), Inventory turns ratios, Fixed Order quantity Model - Periodic Review and Re-order Point. (8+2)
- 5. Supply Chain Management:** Supply chain concept, Generalized Supply Chain Management Model - Key Issues in SCM - Collaboration, Enterprise Extension, responsiveness, Cash-to-Cash Conversion. **Customer Service:** Supply Chain Management and customer service linkages, Availability service reliability perfect order, customer satisfaction. Enablers of SCM - Facilities, Inventory, Transportation, Information, sourcing, Pricing. (6+2)

**Suggested Text Books:**

1. Operations Management Theory & Practice, B.Mahadevan, Pearson.
2. Operations Now - Supply Chain Profitability & Performance, Byron J. Finch, McGraw Hill.
3. Production and Operations Management, R B Khanna, PHI, New Delhi..
4. Production & Operations Management, S N Chary, McGraw Hill.
5. Supply Chain Management - Strategy, Planning & Operation, Sunil Chopra, Peter Meindl, D. V. Kalra, Pearson Education.

**Suggested Reference Books:**

1. Supply Chain Logistics Management, Donald Bowersox, David Closs, M Bixby Cooper, Tata McGraw Hill.
2. Operations Management, William J. Stevenson, TMGH.
3. Operations Management, Lee Krajewski, Larry Ritzman, Manoj Malhotra, Pearson Education.
4. Introduction to Materials Management, J.R. Tony Arnold, Stephen Chapman, Ramakrishnan, Pearson.



  
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**Generic Courses (Electives) – University Level – Semester I & II**

<b>Semester I</b>		<b>107 – Management Fundamentals</b>
<b>2 Credits</b>	<b>LTP: 2:0:0</b>	<b>Generic Elective – University Level</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO107.1	REMEMBERING	ENUMERATE various managerial competencies and approaches to management.
CO107.2	UNDERSTANDING	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
CO107.3	APPLYING	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO107.4	ANALYSING	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
CO107.5	EVALUATING	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
CO107.6	CREATING	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.

- Basic Concepts:** Manager, Managing, Workplace, Organization, Management Functions, Mintzberg's Managerial Roles, The Universality of Management, Approaches to Management - Early Management, Classical Approach, Behavioral Approach, Quantitative Approach, Contemporary Approaches. Managerial Competencies: Communication, team work, planning and administrative, strategic and global competencies; Managerial Skills; How Is the Manager's Job Changing?, Importance of Customers to the Manager's Job, Importance of Innovation to the Manager's Job, Importance of Sustainability to the Manager's Job. (5)
- Planning:** Concept, need, nature, Management By Objectives (MBO) - Process of MBO - Benefits of MBO, Planning and Performance, Goals and Plans, Types of Goals, Types of Plans, Setting Goals and Developing Plans, Approaches to Setting Goals, Developing Plans, Approaches to Planning, Planning Effectively in Dynamic Environments. (6)
- Organizing:** Organization, Organizing, Organizational Structures, Principles of Work Specialization , Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization. Mechanistic and Organic Structures, Factors Affecting Structural Choice - Strategy, Size, Technology, Environmental Uncertainty. Traditional Organizational Designs - Simple Structure, Functional Structure, Divisional Structure, Matrix Structure, Team Structures, Project Structure, Adaptive Organizations – Boundary less Organization, Virtual Organizations, Learning Organization, Flexi Work, Tele-working, Global Organizations. (7)
- Decision Making:** The Decision-Making Process - Identifying a Problem - Identifying Decision Criteria - Allocating Weights to the Criteria - Developing Alternatives - Analyzing Alternatives - Selecting an Alternative - Implementing the Alternative - Evaluating Decision Effectiveness. Making Decisions: Rationality, Bounded Rationality, The Role of Intuition, The Role of Evidence-Based Management. Types of Decisions & Decision-Making Conditions. Decision-Making approaches - Quantitative approach, Environmental Approach, System Approach, Ethical Approach, Intuitive Approach, Case Study Approach Decision-Making Styles - Linear–Nonlinear Thinking Style Profile, Decision-Making Biases and Errors. Effective Decision Making in Today's World - Correctness of decision, Decision environment, Timing of decision, Effective communication of Decision, Participation in decision Making-Implementation of decision. (7)
- Controlling:** Controlling, Definition, need and Importance, The Control Process, Managerial Decisions in Controlling, Feed-forward / Concurrent / Feedback Controls. Financial Controls, Information Controls, Benchmarking of Best Practices. (5)

**Suggested Text Books:**

- Fundamentals of Management by Robbins, S.P. and Decenzo, D.A., Pearson Education Asia, New Delhi.
- Management, Koontz and Wehrich, TMGH
- Management, Stoner, et. al., Prentice Hall of India, New Delhi.

**Suggested Reference Books:**

- Management, Hellregel, Thomson Learning, Bombay
- Management, Robbins & Coulter, Prentice Hall of Hall of India, New Delhi.
- Management - Text & Cases, Satya Raju, PHI, New Delhi.
- Management, Richard L. Draft, Thomson South-Western

  
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4. Business Environment , Bedi S K, Excel Books
5. Economic Reforms in India - A Critique, Dutt Ruddar, S. Chand, New Delhi .

**Suggested Reference Books:**

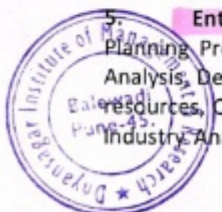
1. Economic Environment of Business , Adhikary, Sultan Chand and Sons
2. Business, Government and Society, George A and Steiner G A, Macmillan
3. Economic Environment of Business , Ghosh, Vikas
4. Business Environment, Francis Cherunilam, Himalaya Publishing House, Bombay
5. Industrial Economy of India, Kuchhal S.C., Chaitanya Publishing House, Allahabad

Semester I		109 – Entrepreneurship Development
2 Credits	LTP: 2:0:0	Generic Elective – University Level

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO109.2	UNDERSTANDING	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
CO109.3	APPLYING	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
CO109.4	ANALYSING	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up
CO109.5	EVALUATING	EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
CO109.6	CREATING	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.

1. **Entrepreneurship:** Concept of Entrepreneur. Intrapreneur, Entrepreneurship and Manager. Difference between Entrepreneur and Intrapreneur, Entrepreneur and Entrepreneurship. Attributes and Characteristics of successful entrepreneurs. Functions of an Entrepreneur, Classification of Entrepreneurs. Role of Entrepreneur in Indian Economy, Developing entrepreneurial culture, Factors influencing Entrepreneurship Growth - Economic, Non-Economic Factors, For profit or Not for profit entrepreneurs, Constraints for the Growth of Entrepreneurial Culture, Entrepreneurship as a career, Entrepreneurship as a style of management, Emerging Models of Corporate Entrepreneurship, India's start up revolution–Trends, Imperatives, benefits; the players involved in the ecosystem, Business Incubators-Rural entrepreneurship, social entrepreneurship, women entrepreneurs, Cases of Tata, Birlas, Kirloskar and new generation entrepreneurs in India. (6)
2. **Theories of entrepreneurship:** Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen. (4)
3. **Entrepreneurship development:** Entrepreneurial Competencies, Developing Competencies. Concept of entrepreneurship development, Entrepreneur Training and developing, Role of Entrepreneur Development Programs (EDP), Role of DIC, SISI , EDII , NIESBUD, NEDB, EDP - Objectives – contents – methods - execution. Role of Mentors. Innovation and Entrepreneurship, Design Thinking Process. Role of consultancy organizations in promoting Entrepreneurs, Problems and difficulties of Entrepreneurs - Marketing Finance, Human Resource, Production; Research - external problems, Mobility of Entrepreneurs, Entrepreneurial change, occupational mobility - factors in mobility. (6)
4. **Role of Central Government and State Government in promoting Entrepreneurship:** Introduction to various incentives, subsidies and grants, Export Oriented Units, Fiscal and Tax concessions available, Women Entrepreneurs - Role, Problems and Prospects, Reasons for low women Entrepreneurs, Assistance Programme for Small Scale Units – Institutional Framework – Role of SSI Sector in the Economy – SSI Units – Failure, Causes and Preventive Measures – Turnaround Strategies. Future of Entrepreneurship Development and Government, Start Up India, Make in India. (5)
5. **Enterprise Promotion:** Creating Entrepreneurial Venture, Entrepreneurship Development Cycle, Business Planning Process, The business plan as an entrepreneurial tool, Elements of Business Plan, Objectives, Market Analysis, Development of product / idea - Resources, Capabilities, and strategies, identifying Attributes of strategic resources, Opportunity Analysis, innovator or imitator, SWOT analysis, Internal and External Environment Analysis, Industry Analysis, Embryonic Companies and Spin off's, Porter's five forces model, Identifying the right Business



Model Canvas, Seven Domains of John Mullins, Opportunities in Emerging/Transition/Decline industries, Opportunities at the bottom of the pyramid, Opportunities in social sector, Opportunities arising out of digitization, Marketing, Finance, Organization & Management, Ownership - Franchising, networking and alliances, Buying an existing business, Critical risk contingencies of the proposal, Scheduling and milestones. (9)

**Suggested Text Books:**

1. Dynamics of Entrepreneurship Development, Vasant Desai
2. Entrepreneurship: New Venture Creation, David H. Holt
3. Entrepreneurship Development New Venture Creation, Satish Taneja, S.L.Gupta
4. Project management, K. Nagarajan.
5. Entrepreneurship: Strategies and Resources, Marc J. Dollinger

**Suggested Reference Books:**

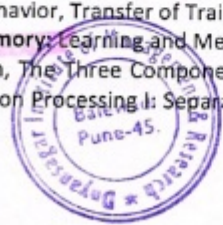
1. The Culture of Entrepreneurship, Brigitte Berger
2. Innovation and Entrepreneurship, Peter F. Drucker
3. Entrepreneurship, Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
4. Entrepreneurship As Strategy, G. Dale Meyer, Kurt A. Heppard
5. New Vistas of Entrepreneurship: Challenges & Opportunities, A. Sahay, M.S.Chhikara
6. Entrepreneurship and Small Business Management, Siropolis
7. The Entrepreneurial Connection, Gurmeet Naroola
8. Thought Leaders, Steven Brandt
9. Corporate Entrepreneurship, Vijay Sathe
10. Corporate Entrepreneurship: Entrepreneurial Development Inside Organizations, Michael H.Morris, Donald F.Kuratko
11. Intrapreneurship: Gifford Pinchot
12. Lead like an Entrepreneur, Neal Thornberry
13. You Too Can Become an Entrepreneur, Nalinaksha Mutsuddi
14. Make The Move: Demystifying Entrepreneurship, Ishan Gupta, Rajat Khare

Semester I		110 – Essentials of Psychology for Managers
2 Credits	LTP: 2:0:0	Generic Elective – University Level

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO110.1	REMEMBERING	Describe the concepts of psychology in organization settings to understand individual and group behaviour
CO110.2	UNDERSTANDING	INTERPRET the influence of human psychology on individual and group performance
CO110.3	APPLYING	APPLY principles of learning and conditioning to shape the individual and group behaviour
CO110.4	ANALYSING	ILLUSTRATE the linkages between learning, memory and information processing.
CO110.5	EVALUATING	ASSESS the basic intrapersonal processes that influence social perception in organizational settings.

1. **Basic Concepts:** Introduction to Psychology, Definitions of Psychology, Goals of Psychology, History of Psychology, Modern Psychology, Psychology: Its Grand Issues and Key Perspectives, Psychology - Trends for the New Millennium. Biological Bases of Behavior: Neurons - Building Blocks of the Nervous System, The Nervous System - its Basic Structure and Functions, The Brain and Consciousness – states of consciousness, dreams, hallucinations, The Brain and Human Behavior, Heredity and Behavior - Genetics and Evolutionary Psychology. (6)
2. **Sensation and Perception :** Sensing and perceiving, Sensory Thresholds, Sensory Adaptation, The Senses - Hearing, Vision, Perceptual Processes, Information Processing – Bottom Up Processing, Top Down processing, Bottom Up and Top Down (together) processing, Culture, Experience & Perception, Perceptual Constancy, Perceptual Expectations, Perceptual illusions, Gestalt Theory, Perceptual Development and Learning. (6)
3. **Learning and Conditioning:** A Definition of Learning, Classical Conditioning, Instrumental Conditioning, Classical and Instrumental Conditioning Compared: Biofeedback and Reinforcement, Verbal Learning, Basic Conditioning and Learning Phenomena, Reinforcement, Schedules of reinforcement, role of reinforcement in developing subordinate Social Behavior, Transfer of Training, Learning by Observing Models, Biological Limits. (6)
4. **Memory:** Learning and Memory as Intertwined Processes, Kinds of Information Stored in Memory, Measures of Retention, The Three Components of Memory – Encoding, Storage, Retrieval, Interference Theory, Decay Theory, Information Processing I: Separate-Store Models, Information Processing II: Levels of Processing, Issues in Memory. (6)



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Semester II		207 – Contemporary Frameworks in Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

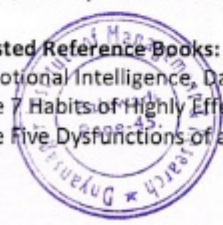
Course Outcomes: On successful completion of the course the learner will be able to

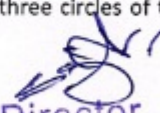
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO207.1	REMEMBERING	Understanding various traits, theories, models of emotional intelligence and its implications to address key questions within the organizations.
CO207.2	UNDERSTANDING	Describe how companies can become good to great through their leaders and right positioning of people and explain why and how most companies fail to make the transition
CO207.3	APPLYING	Explain the importance of team dynamics & a systems perspective for the leadership role and challenges of managing people in organizations.
CO207.4	ANALYSING	Scrutinize the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
CO207.5	EVALUATING	Application of different ideas and information effectively to rebuild individual, team, managerial and leadership behavior in order to achieve organizational excellence in a positive and collaborative manner to achieve common culture.
Co207.6	CREATING	Design Individual Assessment with the help of EQ, Habits and Team's susceptibility to five dysfunction.

- Emotional Intelligence :** What is Emotional Intelligence, Benefits of EI, Understand the difference between Trait EI and Ability EI, 5 Dimensions of Trait EI Model - Self Awareness (SA), Managing Emotions (ME), Motivation (M), Empathy (E), Social Skills (SS) - Self awareness (SA) - Self Awareness, Seeing the other side, Giving in without giving up, Life Positions – you and only you can choose your mindset, Managing Emotions (ME) - Self-Regulation, Managing Emotions, The 'EQ brain' and how it works, The science of emotions, Understanding Emotions, Find your self-control, Using Coping Thoughts, Using Relaxation Techniques, Self-Motivation (M) – Optimism, Pessimism, The balance between optimism and pessimism, The power of re-framing, Empathy (E) – Empathy, Barriers to empathy, Developing your empathy, Social Skills (SS) - Social skills, Making an impact, Creating a powerful first impression, Assessing a situation, Being zealous without being offensive, Traits of a person with high social skills. Determine your EQ
- The 7 habits of highly effective people:** Paradigms and principles, Inside-out, The seven habits - an overview - Private victory Habit 1. Be proactive: principles of personal vision, Habit 2. Begin with the end in mind: principles of personal leadership, Habit 3. Put first things first: principles of personal management, Public victory. Paradigms of interdependence. Habit 4. Think win/win: principles of interpersonal leadership, Habit 5: Seek first to understand, then to be understood: principles of empathetic communication, Habit 6. Synergize: principles of creative cooperation, Renewal. Habit 7. Sharpen the sword: principles of balanced self-renewal
- Five dysfunctions of a team:** Absence of trust—unwilling to be vulnerable within the group, Fear of conflict—seeking artificial harmony over constructive passionate debate, Lack of commitment—feigning buy-in for group decisions creates ambiguity throughout the organization, Avoidance of accountability—ducking the responsibility to call peers on counterproductive behavior which sets low standards, Inattention to results—focusing on personal success, status and ego before team success
- The 21 irrefutable laws of leadership:** The law of the lid, The law of influence, The law of process, The law of navigation, The law of addition, The law of solid ground, The law of respect, The law of intuition, The law of magnetism, The law of connection, The law of the inner circle, The law of empowerment, The law of the picture, The law of buy-in, The law of victory, The law of the big mo, The law of priorities, The law of sacrifice, The law of timing, The law of explosive growth, The law of legacy.
- Good to Great: Level 5 Leadership -** Leaders who are humble, but driven to do what's best for the company, First Who, Then What: Get the right people on the bus, then figure out where to go. Find the right people and try them out in different seats on the bus (different positions in the company), Confront the Brutal Facts: The Stockdale paradox, Hedgehog Concept: Three overlapping circles: What lights your fire ("passion")? What could you be best in the world at ("best at")? What makes you money ("driving resource")? Culture of Discipline: Rinsing the cottage cheese, Technology Accelerators: Using technology to accelerate growth, within the three circles of the hedgehog concept, The Flywheel: The additive effect of many small initiatives.

**Suggested Reference Books:**

- Emotional Intelligence, Daniel Goleman
- The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change, Stephen R. Covey
- The Five Dysfunctions of a Team: A Leadership Fable , Patrick M. Lencioni



  
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**Generic Courses (Electives) – Institute Level – Semester I & II**

<b>Semester I</b>		<b>113 - Verbal Communication Lab</b>
<b>2 Credits</b>	<b>LTP: 0:3:1</b>	<b>Generic Elective – Institute Level</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO113.1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO113.2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions.
CO113.3	APPLYING	DEMONSTRATE appropriate use of body language.
CO113.4	ANALYSING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO113.5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO113.6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.

- Basics of Communication:** Communication elements and process, Need of Communication Skills for Managers, Channels, forms and dimensions of communication, Verbal and non-verbal communication, Principles of nonverbal communication - through clothes and body language, Persuasive communication: the process of persuasion, formal and informal persuasion, Barriers to communication and how to overcome the barriers, Principles of effective communication. (5)
- Speaking:** Characteristics of effective speech, voice quality, rate of speaking, clear articulation, eye contact, use of expressions, and gestures and posture; Types of managerial speeches: speech of introduction, speech of vote of thanks, occasional speech, theme speech, formal speeches during meetings. (5)
- Soft skills:** How communication skills and soft skills are inter-related, Body language-posture, eye-contact, handling hand movements, gait - Voice and tone, Meeting and Boardroom Protocol - Guidelines for planning a meeting, Before the meeting, On the day of the Meeting, Guidelines for Attending the meeting, For the Chairperson, For attendees, For Presenters, Telephone Etiquette, Cell phone etiquette, Telephone etiquette guidelines, Mastering the telephone courtesy, Active listening, Putting callers on hold, Transferring a call, Screening calls, Taking a message, Voice Mail, Closing the call, When Making calls, Closing the call, Handling rude or impatient clients, Cross-cultural communication, cultural sensitivity, Cross-cultural issues which affect Communication across different Cultures, Culture and non-verbal communication, Effective intercultural communication, Business and social etiquette. (7)
- Presentation skills:** Principles of Effective Presentations, Planning, Structure and Delivery, Principles governing the use of audiovisual media, Time management - Slide design and transition: representation of textual information into visuals for effectiveness of communication - Style and persuasiveness of the message - Adherence to the number of slides, Dynamics of group presentation and individual presentation. (5)
- Interviews:** Essentials of placement interviews, web /video conferencing, tele-meeting. Impression Formation, Tactics, The Self-presentational Motive, The Compass Qualities; First and Lasting Impressions; Magic Pills; Toxic Traits; The Social Context: Norms and Roles, The Target's Values, Physical Appearance; Communication Style; Content of Communication; Actions; The Environment; Success; Changing from the Outside-in, Current Social Image, The Private Self, Worrying about Impressions. (5)

**Note:**

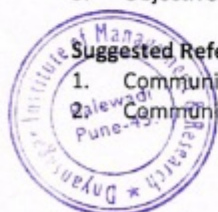
- The entire course should be delivered with a skills development focus.
- Video recordings of student's performances (speaking tasks) should be carried out and used for intensive reviews for performance improvement.

**Suggested Text Books:**

- Business Communication Today, Bovee C L et. al., Pearson Education
- Business Communication, P.D. Chaturvedi, Pearson Education
- Business Communication, T N Chhabra, Bhanu Ranjan, Sun India
- Verbal and Non-Verbal Reasoning, Prakash, P, Macmillan India Ltd., New Delhi
- Objective English, Thorpe, E, and Thorpe, S, Pearson Education, New Delhi

**Suggested Reference Books:**

- Communication Skills for Effective Management, Hargie et. al., Palgrave
- Communication for Business, Tayler Shinley, Pearson Education



  
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- (b) **New Product Development and Test Marketing:** marketing information for new markets, new product categories, new product concepts, new product design and market validation research, test marketing – uses, types, methods, limitations. Conjoint analysis for understanding consumer preferences and application to product design.
- (c) **Market Segmentation and Positioning:** researching traditional market segments, defining meaningful segments, assessing existing product strength and line extension potential, creative positioning strategy, repositioning strategy research, defining go-to-market strategy, current and potential markets. Use of Factor analysis and perceptual maps.
- (d) **Pricing research:** Pricing research and pricing strategy decisions, optimum price-product-feature configurations and market positioning opportunities. (8+2+2)
5. **Marketing Research Applications - II:**
- (a) **Brand Research:** brand concepts, brand names, brand power research, brand equity survey measurements, Brand tracking studies.
- (b) **Advertising Research:** Concept testing research – evaluating advertising concepts, ad theme concepts and appeals, ad recall surveys, message and theme salience, impact measures, buying motivation and association measures, media research like readership surveys, Media audience tracking studies, TRP, Limitations of advertising research.
- (c) **International Marketing Research:** Marketing research in international context - importance, complexities and issues, International secondary data sources, Primary data collection methods and complexities of data collection in international marketing research, Online data sources and research, Issues in multi-country data analysis - Data comparability and validity problems, major sources of errors, Report preparation and presentation.(8+2+2)

**Note:** A mini marketing research project can be given in groups to students for concurrent evaluation.

**Suggested Text Books:**

1. Marketing Research, G C Beri, TMGH
2. Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.
3. Marketing Research, Churchill, Jr, G.A. and D. Iacobucci, South Western: Thomson.
4. Marketing Research, Zikmund, Babin, Cengage Learning
5. Marketing Research, Boyd, H.P., R. Westfall and S. F. Stasch, Delhi: A.I.T.B.S.
6. Marketing Research, Burns, G.A. and D. Bush, South Western: Thomson.

**Suggested Reference Books:**

1. Marketing Research, Green, P.E., Tull, D.S. and G. Albaum, New Delhi: Prentice Hall of India.
2. Marketing Research, Suja Nair
3. Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.
4. Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.

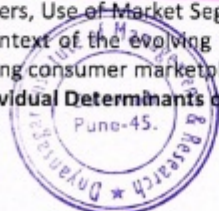
Semester II		206MKT: Consumer Behavior
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

**Course Outcomes:** On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206MKT.1	REMEMBERING	RECALL the factors influencing Consumer's purchase decision making process.
CO206MKT.2	UNDERSTANDING	OUTLINE consumer and organizational buyer behavior process.
CO206MKT.3	APPLYING	APPLY concepts of consumer behavior to real world marketing decision making.
CO206MKT.4	ANALYSING	ANALYZE the consumer decision making process and the role of different determinants that affect the buying decision process.
CO206MKT.5	EVALUATING	EXPLAIN the new trends influencing buyer behavior and its effect on new age Indian Consumer.
CO206MKT.6	CREATING	DISCUSS the consumer and organizational buying behavior process for a variety of products (goods/services).

1. **Introduction to Consumer Behavior:** Definition, Consumer and Customers, Buyers and Users, Organizations as Buyers, Use of Market Segmentation in Consumer Behavior, The Changing Patterns of Consumer Behavior in the context of the evolving Indian Economy, The Internet, e-commerce, and information technology and the changing consumer marketplace, New Trends in Consumer Behavior and its Applications in Marketing. (4+1)

2. **Individual Determinants of Consumer Behavior:**



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(a) **Consumer Personality** – Personality, Self-concept, Overview of Personality Theories, Brand Personality, Emotions.

(b) **Consumer Perception** - Sensation (Exposure to Stimuli), Factors that Distort Individual Perception, Overview of Price Perceptions, Perceived Product & Service Quality and Consumer Risk Perceptions.

(c) **Consumer Learning, Memory and Involvement** - Components of Learning, Behavioral Theory, Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement, Involvement and Types of Consumer Behavior, Overview and Application of Cognitive Response Model.

(d) **Consumer Attitudes** - Functions of Attitude, Attitude Models, Relationship between Attitude, Beliefs, Feelings and Behavior, Learning Attitudes, Changing Attitudes, Attitude Change Strategies for marketers.

(e) **Consumer Motivation** - Needs and Goals, Motivational Conflict, Defense Mechanisms, Motive Arousal, Overview of Motivational Theories, Overview of Maslow's hierarchy of needs. (11+1)

### 3. Environmental Influences on Consumer Behavior:

(a) **Cultural Influences on Consumer Behavior** – Concept of Culture, Values, Sub-cultures, Influence of Indian Culture on Consumers, Multiplicity of Indian Cultures and their influence on consumer behavior, Cross-cultural Influences.

(b) **Social Class and Group Influences on Consumer Behavior** - Concept of Social Class, Social Sub-Class, Money and Other Status Symbols, AIO classification of Lifestyle, VALS Typology, Source of Group Influences, Types & Nature of Reference Groups, Reference Group Influences and Applications, Group Norms and Behavior, Family Life Cycle Stages, Family Purchases, Family Decision-making, Purchasing Roles within family, Word-of-Mouth Communications within Groups, Opinion Leadership.

(c) **Indian Consumer:** Social classes in India – Overview of old and new Socio-Economic Classes (SEC) in Urban & Rural Markets, Characteristics of BoP Consumers, Gen Z Consumers, HNI Consumers in India.

(d) **Diffusion of Innovation** - Types of Innovation, Diffusion Process, Factors Affecting the Diffusion of Innovation, The Adoption Process. (11+1)

### 4. Consumer Decision Making Process:

(a) **Problem Recognition** - Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information

(b) **Search & Evaluation** - Types of information, Sources of Information Search, Search, Experience and Credence Aspects -Marketing Implications, Situational Influences on Purchase Decisions, Nature of Situational Influence, Situational Variables

(c) **Purchasing Process** - Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns

(d) **Post-purchase Evaluation & Behavior** - Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behavior, Post- Purchase Dissonance.

(e) **Consumer Decision Models** - Types of Consumer Decisions, Nicosia Model of Consumer Decision-making, Howard-Sheth Model, Engel, Blackwell, Miniard Model (11+1)

5. **Organizational Buying Behavior:** Introduction, Organizational Buyer Characteristics, Purchase and Demand Patterns, Involvement and Types of Organizational Buying Decisions, Factors Influencing Organizational Buyer Behavior, organizational Buyer Decision Process, Organizational Buying Roles.(3+1)

*Note: Live examples and cases to be discussed.*

### Suggested Text Books:

1. Consumer Behavior, David L. Loudon & Albert J. Della Bitta, Tata McGraw Hill, 4th Edition
2. Consumer Behavior, Hawkins, Mothersbaugh, Tata McGraw Hill
3. Consumer Behavior, Batra, Kazmi, Excel Books
4. Consumer Behavior, Leon Schiffman, Leslie Kanuk, S.Ramesh Kumar, Pearson, 10th Edition
5. Consumer Behavior, Engel, Blackwell & Miniard
6. Consumer Behavior - An Indian perspective, Dr. S.L Gupta, Sumitra Pal, Sultan Chand and Sons
7. Consumer Behavior - In Indian Perspective, Suja R. Nair, Himalaya Publishing House.
8. Why we Buy: The Science of Shopping, Paco Underhill, Simon and Schuster Paperbacks.

### Suggested Reference Books:

1. We are like that only by Rama Bijapurkar, Penguin
2. The Marketing White Book, Business World
3. Economic Times, Business Standard, Mint, Business world. (Brand equity & Brand wagon)

### Additional Reference Material:

1. Understanding and shaping consumer behavior in the next normal, McKinsey, July 2020 (<https://www.mckinsey.com/~media/mckinsey/business%20functions/marketing%20and%20sales/our%20insights/understanding%20and%20shaping%20consumer%20behavior%20in%20the%20next%20normal/understanding-and-shaping-consumer-behavior-in-the-next-normal.pdf?shouldIndex=false>)
2. Buyology: Truth and Lies About Why We Buy, by Martin Lindstrom, Doubleday Publishing Group, 2008.



  
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Brand hierarchy, Designing brand strategy, New products, Brand extensions- advantage and disadvantage, & Types of Brand Extensions, Reinforcing brands, Revitalizing brands, Rejuvenating failed Brands. (6)

**Suggested Text Books:**

1. Product Management, Lehmann & Winer, TMGH
2. Product Management, S. A. Chunawalla, Himalaya Publishing House
3. Strategic Brand Management, Kevin Lane Keller, Pearson
4. Strategic Brand Management, J N Kapferer, Kogan Page
5. Brand Management, Dr. S.L.Gupta Himalaya Publishing House
6. Brand Marketing Management, Dr. M. V. Kulkarni, Everest Publishing House

**Suggested Reference Books:**

1. Product Management, Dr. C. Anandan, TMGH
2. Product & Brand Management, U.C. Mathur, Excel books
3. Positioning the Battle for your mind, Al Ries and Jack Trout
4. Building Brand Equity, David Aaker
5. Branding Concepts & Process, Debashish Pati
6. Successful Branding, Pran K Chaudhary
7. Brand Positioning Strategies for Competitive Advantage, Subrato Sen Gupta
8. Marketing 4.0 by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan, John Wiley & Sons

**Supplementary Reading Material:**

1. Brand Equity, Supplement of the Economic Times
2. Brand Wagon, Supplement of the Financial Express
3. Strategist, Supplement of Business Standard
4. Marketing White book

Semester II		219MKT: Personal Selling Lab
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Marketing Management

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219MKT.1	1 REMEMBERING	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals.
CO219MKT.2	UNDERSTANDING	EXPLAIN the concepts and terms that are central to personal selling.
CO219MKT.3	APPLYING	APPLY personal selling process and skills in real-life selling situations.
CO219MKT.4	ANALYSING	ILLUSTRATE the use of various sales techniques needed to achieve a profitable sale for a real world product/ service / e-product / e-service.
CO219MKT.5	EVALUATING	DEVELOP a customer plan that identifies all elements of personal selling, essential for creating successful sales for a real world product/ service / e-product / e-service
CO219MKT.6	CREATING	DESIGN sales presentations for a real world product/ service / e-product / e-service and for variety of selling situations.

**1. Personal Selling & Salesmanship:** Defining Personal selling and salesmanship, Selling as a profession, Objectives and Significance of personal selling in digital era, Essentials of Personal Selling, Traditional & Modern Selling Approach, Ethical and Legal Considerations in Personal Selling, Role of Selling in Marketing, Types of selling, Qualities of Winning Sales Professionals - Physical, Mental, Social and Character Traits. Theories of Selling: AIDA, Right set of circumstances theory of selling, Buying Formula theory of selling, Behavioral Equation theory, Pre sales, Post Sales and sales coordination (4)

**2. Personal Selling Process I:** Prospecting- objectives, sources and methods, Sales funnel, Lead Generation, Getting appointment, Sales Responsibilities and Preparation; Pre approach-step toward sales planning-elements of sales call planning; Customer need discovery & Analysis; Approach- sales presentation/ demonstration- selection of appropriate presentation method, essentials of presentation, sales presentation mix- persuasive communication, visual presentation and dramatization, Use of questions- Direct questions, non- directive questions, rephrasing, redirect questions; Sales Leads, Account Management, Building long-term partnership by Selling, Strategic Understanding of Company, Products, Competition, and Markets Strategic Understanding of Company, Strategic Understanding of Products. (7)

**3. Personal Selling Process II:** Handling objection- hidden, stalling, no need, money objection, etc., objection handling techniques, Closing the sale- reading buying signals, closing techniques- the alternative choice, assumptive, the compliment, the summary, the continuous, the minor point, the tea account, the standing room and the probability; Follow up after sales- Discuss service requirements, handling complaints, Key Account Management. Customer Service: meaning of Customer Service, Importance of Customer Satisfaction Customer Follow-Up Strategies, Customer Service Questionnaire, Evaluating Customer Service. (7)



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**4. Personal Selling Skills:** What Companies Look for in New Salesperson, Negotiation, Communicating Effectively with Diverse Customers – Meaning of Communication, Developing Communication Skills, essentials of Effective Communicator, Communication Styles, making choice of Communication Style, Communication and Trust Building , Listening Skills, Presentation and Demonstration, Body Language- Space, Moments, Eye Contacts & Postures, Interpersonal skills, Follow up Calls, Writing Effective Sales Letters and e- mails, Positive Mental Attitude, Goal Setting, Effective Dressing, Managing Yourself, Managing Time and Territory Self-Management Effectiveness and Efficiency Sales Activities, Setting Priorities Account And Territory Management, Working Smarter , Cold Call Mechanism, Tools and Technical aids for Selling (3)

**5. Personal Selling Applications and Situations:** Careers in Personal Selling / Sales, Selling of services- financial, IT and telecommunication, advertising, education; Selling of industrial products- raw material, capital goods, supplies; Selling of consumer goods - convenience, shopping and specialty goods; International selling; Selling in rural markets; Selling high and low involvement products; Selling to new and existing customers Market; Selling to end users, intermediaries, government departments and agencies; Selling individual and groups(4)

**Suggested Text Books:**

1. Fundamentals of Selling by Charles M. Futrell, Tata McGraw Hill 10th Edition
2. A B C's of Selling by Charles M. Futrell, AITBS, New Delhi,
3. World Class Selling by Roy Chitwood, JAICO Publishing House
4. Successful Selling Solutions by Julian Clay, Viva Books
5. Value Added Selling by Tom Reilly, TMGH

**Suggested Reference Books:**

1. Achieving Sales Excellence by Howard Stevens, Viva Books Pvt. Ltd.
2. Power Sales Presentation by Stephan Schiffman, Adams Media Corporations.
3. Sales Essentials by Stephan Schiffman, Avon Massachusset
4. Smarter Selling by Keith Dugdale& Lambert, Prentice Hall.
5. Successful Sales- Get Brilliant Results Fast by Pauline Rowson, Viva Books.
6. Successful Selling Skills by Richard Denny, The Sunday Times.
7. The Art and Science of Negotiation by Raiffa H, Cambridge: Belknap/Harvard Press
8. Getting to Yes by Fisher R and Ury W, Harmondsworth Middlesex, GB Penguin Books

<b>Semester II</b>		<b>220MKT: Digital Marketing - I</b>
<b>2 Credits</b>	<b>LTP: 0:3:1</b>	<b>Subject Elective (SE) Course – Marketing Management</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO220MKT.1	REMEMBERING	DEFINE various concepts related to Digital Marketing.
CO220MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
CO220MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
CO220MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
CO220MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
CO220MKT.6	CREATING	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.

**1. Digital Marketing and its Role in Global Context:**

- 1.1 Concept, Role and Importance of Digital Marketing, Digital Marketing Vs. Traditional Marketing, Digital Marketing Process, Phygital marketing, Omni channel marketing, E-commerce & new trends in current scenario of the world.
- 1.2 Digital Marketing Environment, Digital Micro Environment, Understanding micro marketing elements in the digital marketing context
- 1.3 Digital Macro environment in India, PESTAL Analysis, National factors, global factors, role of cyber policy and digital commerce policy, Global Perspective of Digital Marketing (5+1+1)

**2. Segmentation, Targeting and Positioning in Digital Marketing:**

- 2.1 Segmentation: Concept, Need & Benefits, Criteria for segmenting Digital Audience - Geographic, Demographic, Psychographic, Behavioral segmentation.
- 2.2 Targeting Online Customers – Business, Government and Customer Markets.
- 2.3 Product Positioning, Sectoral perspective in digital marketing applications with the help of case studies.
- 2.4. Overview of Marketing Mix in digital marketing context. (5+1+1)

**3. Digital Marketing Planning and Structure:**



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**Semester III and IV Syllabus**

**Generic Core (GC) Courses - Semester III**

<b>Semester III</b>		<b>301- Strategic Management</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO301.1	REMEMBERING	DESCRIBE the basic terms and concepts in Strategic Management.
CO301.2	UNDERSTANDING	EXPLAIN the various facets of Strategic Management in a real world context.
CO301.3	UNDERSTANDING	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
CO301.4	APPLYING	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO301.5	ANALYSING	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO301.6	CREATING	DEVELOP the capability to view the firm in its totality in the context of its environment.

- 1. Understanding Strategy:** Concept of strategy, Levels of Strategy - Corporate, Business and Functional. Strategic Management - Meaning and Characteristics. Distinction between strategy and tactics, Strategic Management Process, Stakeholders in business, Roles of stakeholder in strategic management. Strategic Intent – Meaning, Hierarchy, Attributes, Concept of Vision & Mission - Process of envisioning, Difference between vision & mission. Characteristics of good mission statements. Business definition using Abell's three dimensions. Objectives and goals, Linking objectives to mission & vision. Critical success factors (CSF), Key Performance Indicators (KPI), Key Result Areas (KRA). Components of a strategic plan, Analyzing Company's External Environment: Environmental appraisal, Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP). Analyzing Industry Environment: Industry Analysis - Porter's Five Forces Model of competition, Entry & Exit Barriers. (7+2)
- 2. Analyzing Company's Internal Environment:** Resource based view of a firm. Analyzing Company's Resources and Competitive Position - meaning, types & sources of competitive advantage, competitive parity & competitive disadvantage. VRIO Framework, Core Competence, characteristics of core competencies, Distinctive competitiveness. Benchmarking as a method of comparative analysis. Value Chain Analysis Using Porter's Model: primary & secondary activities. Organizational Capability Profile: Strategic Advantage Profile, Concepts of stretch, leverage & fit, ways of resource leveraging – concentrating, accumulating, complementing, conserving, recovering. Portfolio Analysis: Business Portfolio Analysis – BCG Matrix – GE 9 Cell Model. (7+2)
- 3. Generic Competitive Strategies:** Meaning of generic competitive strategies, Low cost, Differentiation, Focus – when to use which strategy. Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment – Turnaround, Divestment, Liquidation, Outsourcing Strategies. (7+2)
- 4. Strategy Implementation:** Barriers to implementation of strategy, Mintzberg's 5 Ps – Deliberate & Emergent Strategies. Mc Kinsey's 7s Framework. Organization Structures for Strategy Implementation: entrepreneurial, functional, divisional, SBU, Matrix, Network structures, Cellular/ Modular organization, matching structure to strategy, organizational design for stable Vs. turbulent environment, Business Continuity Planning. Changing Structures & Processes: Reengineering & strategy implementation – Principles of Reengineering. Strategy Evaluation: Operations Control and Strategic Control - Symptoms of malfunctioning of strategy –Concept of Balanced scorecard for strategy evaluation. (7+2)
- 5. Blue Ocean Strategy:** Difference between blue & red ocean strategies, principles of blue ocean strategy, Strategy Canvas & Value Curves, Four Action framework. Business Models: Meaning & components of business models, new business models for Internet Economy– E-Commerce Business Models and Strategies – Internet Strategies for Traditional Business –Virtual Value Chain. Sustainability & Strategic Management. Threats to sustainability, Integrating Social & environmental sustainability issues in strategic management, meaning of triple bottom line, people-planet-profits. (7+2)

**Suggested Text Books:**



  
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4. **KM Infrastructure:** Organizational Structure, Organizational Culture, Communities of Practice, Information Technology Infrastructure, Common Knowledge (5+1)
5. **Evaluation of KM effectiveness:** KM Impact: Dimensions of KM Impact – People, Processes, Products & Organizational Performance, Factors influencing impact – universalistic & contingency views, Assessment of KM Impact – Qualitative & quantitative measures, Identification of appropriate KM solutions, Ethical, legal and managerial issues, KM experiences from Indian companies, KM innovation and Learning organization, The future of KM. (5+1)

**Suggested Text Books:**

1. Fernandez I. B. and Sabherwal, R. (2010). Knowledge Management: System and Resources. PHI Delhi.
2. Tiwana Amrit (1999). The Knowledge Management Toolkit. Prentice Hall PTR.
3. Irma Becerra-Fernandez, Avelino Gonzalez, Rajiv Sabherwal (2004). Knowledge Management Challenges, Solutions, and Technologies, Prentice Hall. ISBN: 0-13-109931-0.
4. Elias M. Awad, Hassan M. Ghaziri (2004). Knowledge Management. Prentice Hall. ISBN: 0-13-034820-1.

**Suggested Reference Books:**

1. Donald Hislop, Knowledge Management in Organizations, Oxford 2nd Edition.
2. Ian Watson (2002). Applying Knowledge Management: Techniques for Building Corporate Memories. Morgan Kaufmann. ISBN: 1558607609.
3. Madanmohan Rao (2004). Knowledge Management Tools and Techniques: Practitioners and Experts Evaluate KM Solutions. Butterworth-Heinemann. ISBN: 0750678186.
4. Stuart Barnes (Ed.) (2002). Knowledge Management Systems Theory and Practice. Thomson Learning.
5. Kimiz Dalkir, Knowledge Management in Theory and Practice, Elsevier, Butterworth-Hinemann.
6. Shelda Debowski, Knowledge Management, Wiley India Edition.

<b>Semester III</b>		<b>310– Corporate Governance</b>
<b>2 Credits</b>	<b>LTP: 2:0:0</b>	<b>Generic Elective – University Level</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO310.1	REMEMBERING	ENUMERATE the global contemporary developments in Corporate Governance.
CO310.2	UNDERSTANDING	EXPLAIN the importance of regulation, markets and information in corporate governance and CATEGORIZE the role of Board of Directors and Committees for good Corporate Governance.
CO310.3	APPLYING	EXAMINE the provision of Corporate Governance for listed and unlisted firms.
CO310.4	ANALYSING	ANALYSE the enterprise risk for formulating the Internal control policies.
CO310.5	EVALUATING	Evaluate the legal framework and global perspective of Corporate Governance.
CO310.6	CREATING	DISCUSS Cases related to Corporate Governance.

1. **Conceptual Framework of Corporate Governance:** Introduction, Need and Scope Evolution of Corporate Governance, Developments in India. Corporate Governance Code and Agency Theory. Corporate Governance Code & Principles (OECD). Theory in Corporate Governance: Agency Theory, Stakeholder theory, Stewardship theory. Models of Corporate Governance Anglo American Model. Japanese Model, German Model and Indian Model. Elements of Good Corporate Governance, Recent Corporate Governance Committee reports like N.R. Narayan Murthy Committee, J.J. Irani Committee, etc (5+1)
2. **Legal Framework for Corporate Governance:** Key Provisions of Companies Act 2013 on Corporate Governance for Listed and Unlisted Companies, SEBI LODR Regulations, Clause 49 - Listing agreement, Board Composition, Board Meetings, Role of Independent Director, Separation of roles of Chair- Person and MD / CEO, Audit Committee, Audit Reports and Audit Qualifications. (5+1)
3. **Corporate Governance and Other Stakeholders:** Prevention of Oppression and Mismanagement, Corporate Governance issues with regard to Related Party Transactions, Role of Investor Associations in Securing Shareholders Rights, Role of Institutional Investors in Corporate Governance. Corporate Governance and Other Stakeholders: Employees, Customers, Lenders, Vendors, Government, Society. (5+1)
4. **Risk Management and problems of poor governance:** Risk Management and Oversight, Enterprise Risk Management, Roles and Functions of Internal Control, Disclosure about Risk, Risk Management and Internal Control. Risk Management and Oversight, Enterprise Risk Management, Roles and Functions of Internal Control, Disclosure about Risk, Risk Management and Internal Control. Poor Corporate Governance and Corporate Fraud: Meaning and



  
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Consequences of poor corporate Governance, ways to improve corporate governance, corporate frauds and importance of whistle blowing (5+1)

5. **Emerging trends & Global Perspective of Corporate Governance:** Meaning, need & features of ESG, Importance of ESG, ESG Reporting, ESG Rating, Green Finance, Green lending and green bonds, Blue Finance, Corporate Governance in PSUs, Banks. An overview of International Perspective of Corporate Governance and Contemporary Developments in the Global Arena with focus on countries like UK, USA, South Africa & Australia (5+1)

**Note: Relevant cases pertaining to the topic & course content need to be covered.**

**Suggested Text Books:**

1. S. M. Dewan, Corporate governance in public sector enterprises, Pearson Longman, 2006.
2. Corporate Governance in India – An Evaluation by S C Das, PHI – Eastern Economy Edition.
3. Corporate Governance by Christine A Mallin, Oxford University Press
4. Corporate Governance – Global Concepts & Practices, Dr. S Singh, Excel Books.

**Suggested Reference Books:**

1. Corporate Governance, Principles, policies and Practices – A.C. Fernando, Pearson Education.
2. Corporate Governance – IICA, Taxmann.
3. The Art of Corporate Governance – Dr. Joffy George.
4. The Essential Book of Corporate Governance by G. N. Bajpai.
5. Companies Act 2013 and Rules.
6. SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015
7. Case Studies on Ethics and Corporate Governance Vol I and II, ICAI Books.

Semester III		311–Management of Non-profit organizations
2 Credits	LTP: 2:0:0	Generic Elective – University Level

**Course Outcomes: On successful completion of the course the learner will be able to**

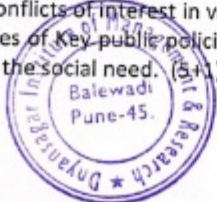
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO311.1	REMEMBERING	DESCRIBE the basic concepts and frameworks in the field of Non-Profit Sector & Non-Profit Organization.
CO311.2	UNDERSTANDING	EXPLAIN the characteristics of Non-Profit organizations, summarizing the factors affecting development of Non-Profit organization.
CO311.3	APPLYING	MAKE use of theoretical concepts, frameworks while registration process of Non-Profit Organization.
CO311.4	ANALYSING	EXAMINE the role of any public policies which helps NPO in decision making.
CO311.5	EVALUATING	EVALUATE the performance of Non-Profit organizations, the critical financial considerations of the Non-Profit organization.

1. **Fundamentals of Non-profit organization:** Introduction of Non-Profit Sector & Non-Profit Organizations, Define the Non-Profit Organization and describe its dimensions. Key concepts in Non-Profit management including board of governance, staffing, regulation, and volunteer management. Concept of Non-Profit leadership and governance and the functions of boards in organizational governance, the Board's Role and Responsibilities. Roles of board members in Non-Profit organizations, responsibilities of Non-Profit Organizations. Elements of board behaviour for effectiveness of organization. Developing Leadership and Improving Governance in Non-Profit Organizations, Improving the Effectiveness of Boards of Directors and the tools used to facilitate assessments of board performance. (5+1)

2. **Basics of Non-Profit Organization:** Difference between For-Profit and Non-Profit organizations, Characteristics of Non-profit Organizations. Factors affecting development of Non-Profit organizations, Challenges of managing a Non-Profit organizations, Factors responsible for success of Non-Profit organizations, Skills and abilities of the leaders of Non-profit organizations, vision, mission, values and goals of Non-Profit organizations. (5+1)

3. **Registration and Formation of Non-Profit Organization:** Nature, objectives, legal procedures, formalities and documentations required for registration. Different types of Non-Profit Organizations: NGOs, Trust and Society, its significance, differences and relationships. Overview of Societies Registration Act, Indian Trust Act, Indian Companies Act, Charitable Endowment Act, Memorandum of Association, Rules and Bye-laws of Non-Profit Organizations, Tax Benefits and Exemptions under different acts. (5+1)

4. **Managing Non-Profit Organizations:** Role of executives in building effective and sustainable organizations, Standards and code of conduct appropriate to professionals in the sector, Accountability and "managing the mission", Volunteerism, conflicts of interest in various situations. Roles of Non-Profit organizations in the public policy framing process, Examples of Key public policies, Ethical issues, in management of NPOs, developing a sustainable business model based on the social need. (5+1)



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**Generic Core (GC) Courses - Semester IV**

<b>Semester IV</b>		<b>401 – Enterprise Performance Management</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO401.1	REMEMBERING	Enumerate the different parameters & facets of management control of an enterprise.
CO401.2	UNDERSTANDING	Illustrate the various techniques of enterprise performance management for varied sectors.
CO401.3	UNDERSTANDING	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
CO401.4	APPLYING	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
CO401.5	ANALYSING	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.

- 1. Performance Management:** Concept, Need, Linkages with Strategic Planning, Management Control and Operational Control. **Performance Evaluation Parameters:** Financial – Responsibility Accounting – Concept of Responsibility Centers, Revenue Centre, Expense Centre - Engineered and Discretionary costs – Committed costs, Profit Centre, Investment Centers. ROI, ROA, MVA, EVA – DuPont analysis. **(Numericals expected)** Limitations of Financial Measures. **(8+1)**
- 2. Performance Evaluation Parameters:** Non-Financial Performance measures – Balanced Scorecard, Malcolm Baldrige Framework. **Measuring SBU Level Performance:** Concept, Need, and Linkages with Enterprise Performance Management – Goal Congruence. Transfer Pricing – Objective, Concept, and Methods – Cost based, Market price based & Negotiated, Applicability of Transfer Pricing. **(Numerical / Case is expected)** **(7+1)**
- 3. Capital Expenditure Control:** Concept, Need, Process of Capital Budgeting, Types of capital expenditure decisions – pre-sanction, operational and post-sanction control of capital expenditure. Tools & Techniques of Capital Expenditure Control: Performance Index, Technical Performance Measurement, Post completion audit. **Performance Evaluation Parameters for Projects:** Project Control Process: Setting base line plan, Measuring progress and performance, comparing plan against action, Taking action, Schedule variance (time overruns), Project Cost Variance (cost overruns). **(8+2)**
- 4. Performance Evaluation Parameters for Banks:** Customer Base, NPAs, Deposits, ROI, Financial Inclusion, Spread, Credit Appraisal, Investments. **Performance Evaluation Parameters for Retail:** ABC analysis, Sell Through Analysis, Multiple Attribute Method, Gross Margin Return on Investment (GMROI), GMROI as Gross Margin/Average Inventory at Cost, **Performance Evaluation Parameters for Non-Profit:** Features of Non-profit organizations, fund accounting, governance, product pricing, strategic planning & budget preparations, social audit. **(8+2)**
- 5. Performance Evaluation Parameters for E-Commerce:** Features of E commerce, Need of evaluation, Metrics for performance evaluation: Business metrics, Traffic metrics, Conversion matrix & Audience involvement metrics. Various KPI used by E Commerce industry : Website traffic , referral traffic, conversion rate optimization, bounce rate of website, repeat visit, cart abandon rate, cost per conversion, average order value, revenue on advertising spend, customer life time value, net promoter score, churn rate. **Audit Function as a Performance Measurement Tool:** Financial Audit, Internal Audit, Cost Audit, Management Audit – Principles and Objectives **(Audit Reports / Formats are expected to be discussed in the class from a performance measurement perspective).** **(9+1)**

**Suggested Text Books:**

1. Management Control System by Robert Anthony & Vijay Govindrajn, Tata McGraw Hill Publishing Co. Ltd.
2. Management Control in Non Profit Organizations by Robert Anthony & David Young, McGraw Hill International Publication
3. Retailing Management by Swapna Pradhan, TMGH

**Suggested Reference Books:**

1. Project Management by K.Nagarajan, New Age International Publications
2. Principles and Practices of Auditing by Ravindar Kumar & Virendar Sharma, PHI.
3. Principles and Practices of Banking by Indian Institute of Banking & Finance, MacMillan India Ltd.
4. Financial Management by Prasanna Chandra, TMGH
5. E business: A Canadian perspective for a Networked World , Gerald Trites, J. Efrim Boritz Pearson

<b>Semester IV</b>		<b>402 – Indian Ethos &amp; Business Ethics</b>
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3 Credits	LTP: 2:1:1	Compulsory Generic Core Course
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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO402.1	REMEMBERING	Recall and spell the human universal values of Indian Ethos and its applications in Business ethics
CO402.2	UNDERSTANDING	Recognize and Demonstrate the relevance of Indian Ethos by taking the rationale and ethical business decision derived from Indian Heritage Scriptures.
CO402.3	APPLYING	Apply the concepts of Indian Ethos, Values, and Ethics with moral reasoning to develop sustainable solutions to solve complex business issues..
CO402.4	ANALYSING	Analyze and make inferences to contemporary business practices in relation to Indian Ethos & Business Ethics
CO402.5	EVALUATING	Appraising the importance of business decisions on the basis of ethics and thus create a value driven management.
CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to Ethical decision making.

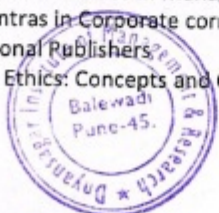
- Indian Ethos and Values : Its relevance at Workplace: Indian Ethos-** Meaning, Features, Need, Evolution, Relevance, Universal Human values for continuity of happiness and prosperity, Development of Human Consciousness Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Triguna Theory-OSHA Model. Work Ethos meaning, dimensions of Work Ethos. **Values** - Concepts, Values in business, Value system in work culture, and Values of Indian Managers, Relevance of Value Based Management in Global Change; Impact of values on Stakeholders; Trans-Cultural Human Values, need of ethos in business organisations with reference to Indian firms, Ethics v/s Ethos, Eastern Management v/s Western Management. (8+2)
- Indian Model of Management:** Concept of Indian Model of Management in the Indian socio-political environment, Laws of Karma and its relevance in business settings, Indian Heritage in Business-Management. Production and Consumption: Management lessons from Indian heritage scriptures (like Mahabharata & Ramayana), Leadership Pointers from Kautilya's Arthashastra, VEDA Model of Leadership, Corporate Rishi Model, Theory K, WE theory ( West-East Theory) (11+2)
- Business Ethics as Applied ethics:** Meaning, Characteristics of Business Ethics, Importance of Business Ethics (Long Term growth, Cost reduction, Risk mitigation, Limited resources, etc.), The Ethics of the Business, Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics), Factors influencing business ethics, Svensson and Wood, A Model of Business Ethics. Categories of Ethics and Responsibilities (Personal, Professional, Managerial) Business Code of Conduct), Approaches to Business Ethics: Consequentialist & Non-Consequentialist The Ethical Audit, Theories of Ethics - Deontological Theory & Teleological Theory, Kohlberg's Six stage moral development, Chris Moon's Ethical fitness: a Four-Step Workout (Moral Awareness, Values Definition, Ethical Analysis, Dilemma Resolution). (11+2)
- Ethical decision making in business matrix:** Framework of Ethical decision making, Ethical dilemmas in different functional areas of Business (Finance, Marketing HRM and International Business), Difficulties for practice ethics in organization, Intellectual Property Rights and Business Ethics, Ethical challenges for Managers, Ethical Decision Making process, it's Model -STEP Model, PLUS Filter Model. (8+2)
- Applications of Ethical Principles to Contemporary, Moral and Ethical problems / issues related to Business:** Contemporary cases on Corporate Strategy, Moral Reasoning, personal responsibility and UN-17 SDG: Climate Change, Corporate Strategy and Natural resource depletion, Corporate Social Responsibility, transparency and accountability, Social Media and E-Platforms. Current ethical issues like Bank scams, Airlines etc. (7+2)

**Suggested Text Books:**

- Business Ethics (Concept, Application, Framework and Cultural Impact) k. Aswathappa, J. Ushar Rani, Sunanda Gundavajhala, Himalaya Publishing House
- Ethics in Management and Indian Ethos, Biswanath Ghosh, Vikas Publishing House
- Indian Ethos of Management, Tushar Agarwal and Nidhi Chandorkar, Himalaya Publication House.
- Indian Ethos and Values for Managers, Khandelwal, Himalaya Publishing House

**Suggested Reference Books:**

- Indian Ethos & Values In Management, Nandagopal R, Ajith Sankar, Tata McGraw Hill Publishing Co. Ltd.
- New Mantras in Corporate corridors From Ancient Routes to Global Roots, Subhas Sharma, New Age International Publishers
- Business Ethics: Concepts and Cases, Velasquez, Pearson Education India.



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4. **Personal Data Security:** Sensitive Personal Data or Information (SPDI) in Cyber Law, SPDI Definition and Reasonable Security Practices in India, Reasonable Security Practices – International perspective, Cloud Computing & Law. (5+1)
5. **Cyber Law:** International Perspective, EDI : Concept and legal Issues, UNCITRAL Model Law, Electronic Signature Law's of Major Countries, Cryptography Laws, Cyber Law's of Major Countries, EU Convention on Cyber Crime. (5+1)

**Suggested Text Books:**

1. Cyber Law & Cyber Crimes by Advocate Prashant Mali, Snow White Publications, Mumbai
2. Cyber Law in India by Farooq Ahmad, Pioneer Books
3. Information Technology Law and Practice by Vakul Sharma, Universal Law Publishing Co. Pvt. Ltd
4. The Indian Cyber Law by Suresh T. Vishwanathan, Bharat Law House New Delhi
5. Guide to Cyber and E- Commerce Laws by P.M. Bukshi and R.K. Suri, Bharat Law House, New Delhi
6. Guide to Cyber Laws by Rodney D. Ryder, Wadhwa and Company, Nagpur

**Suggested Reference Books:**

1. The Information technology Act, 2000, Bare Act- Professional Book Publishers, New Delhi
2. Computer Forensics: Principles and Practices by Linda Volonino, Reynaldo Anzaldua and Jana Godwin; Pearson Prentice-Hall
3. First Responder's Guide to Computer Forensics by Richard Nolan et al; Carnegi Mellon

<b>Semester IV</b>		<b>408 – Corporate Social Responsibility &amp; Sustainability</b>
<b>2 Credits</b>	<b>LTP: 2:0:0</b>	<b>Generic Elective – University Level</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO408.1	Remembering	DESCRIBE What is CSR, Scope & Complexity, Companies Act 2013, when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR, CSR in India, CSR in global Context, Implementation .
CO408.2	Understanding	EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
CO408.3	Applying	MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
CO408.4	Analyzing	DECONSTRUCT The Role of Companies towards the society and its impact on the community.
CO408.5	Evaluating	FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
CO408.6	Creating	ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society.

1. The Companies Act 2013 Sec 135 & Schedule VII , Committee , Board of Committee, Role of the committees. CSR Annual Report, CSR Sustainability Report, meaning and importance of Corporate Social Responsibility, Evolution of CSR, Benefits of CSR. Primaries of CSR, CSR and law of e economics, CSR and social legitimacy, CSR Expectations in rich and poor societies, The evolving role of stakeholders, Moral and economic arguments for CSR. (5+1)
2. The Role of stakeholders in CSR, Stakeholders advocacy, The role of business in society, Consumers awareness and willingness to pay for socially responsible corporate, Behavior, Globalization and CSR. Different stakeholder's different perspective for CSR, Success and failure with CSR initiatives, corporate response to citizen demands via CSR, The five stages of organizational growth with CSR. (5+1)
3. The strategic importance of CSR implementation, CSR a balance between organizational means and end, The strategic lens, vision, mission ,strategy and tactics. Environmental and other global forces propelling CSR, Impact of globalization and communication technologies, The strategic CSR model, The business level CSR threshold, Implementing CSR, CSR as a competitive advantage (5+1)
4. Practical Work, Case studies in organizational, Economic and Social CSR issues, Linking CSR Companies community, Organizational issues, action vs. intentions corporate commitment, voluntary Vs. mandatory stakeholders activism, Economic business issues- diversifying sustainability. (5+1)
5. Branding Strategy of CSR in Service Sectors – Financial, Hospital, Wellness, Health Care, NGOs and Public Services, CSR and Marketing, CSR as Organizational Brand Building, Identify the Indian & Global Companies Practicing CSR. Company's contribution in CSR and the community benefits(5+1)

**Suggested Text Books:**

1. Corporate Social Responsibility, Madhumita Chatterjee
2. CSR in India (Steering Business and Social Change) 1st Edition by Kshama V Kaushik, Lexis Nexis



*[Signature]*  
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(AISHE Code : C - 41293, PUN Code - IMMP014030)



**Human Rights Education Programme by SPPU**

**Savitribai Phule Pune  
University  
Human Rights  
Education Programme**



Everyone  
has  
rights

**Introduction :**

The principles of human rights education aim to promote dignity, tolerance and peace, by educating individuals and groups to respect, defend and advocate for their rights.

According to the UN resolution of November, 2011 human rights education means, “a lifelong process by which people at all levels of development and in all Strata of Society learn respect for the dignity of others and the means and methods of ensuring that respect in



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all societies. Accordingly it appealed to all countries to impart Human Rights Education starting from elementary level.

Hence people living in the society have to discharge their duties with sincerity at all times without any deviation. Such practices will promote the freedom of all and could transform a society to achieve its objectives. This being the concern of Human Rights Education, impartation of it results in, to achieve the principles of democracy, rule of law, and social justice. Further, it will help to establish peace and security. It also further enables us to achieve an all round socio-economic, political and sustainability.

<b>Important Links</b>	<b>Books on Human Rights(English)</b>
<ol style="list-style-type: none"><li><b>1. Marathi &amp; English Version of Universal Declaration of Human Rights (UDHR)</b></li><li><b>2. Regulations regarding the Human Rights Education Programme</b></li><li><b>3. Syllabus of Human Rights Education Programme</b></li><li><b>4. Human Rights Day Brochure</b></li></ol>	<ol style="list-style-type: none"><li><b>1. Introduction to Human Rights and Duties - Book I</b></li><li><b>2. Human Rights of Vulnerable and Disadvantaged Group - Book II</b></li><li><b>3. Human Rights and Duties in India : Law, Policy, Society and Enforcement Mechanism - Book III</b></li></ol>



  
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**Introduction to Constitution by SPPU**

**LECTURE SERIES ON INTRODUCTION TO CONSTITUTION.**

All PG Compulsory Paper Introduction to Constitution.

1. PREAMBLE Content.
2. FUNDAMENTAL RIGHTS Content.
3. DPSP Content.
4. Fundamental Duties Content.
5. CONSTITUTION DAY LECTURE BROCHURE.

**Introduction to Constitution Lectures.**

1. About Introduction to Constitution Programme.
2. History of the Indian Constitution.
3. Constitution and Constitutionalism.
4. Preamble to the Indian Constitution.
5. Philosophy of the Fundamental Rights.
6. Article 14 of the Indian Constitution.
7. Article 19 of the Indian Constitution.
8. Article 21 of the Indian Constitution.
9. Article 32 of the Indian Constitution.
10. An Introduction to Directive Principles of State Policy.
11. Directive Principles of State Policy.
12. Fundamental Duties in the Indian Constitution.



  
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