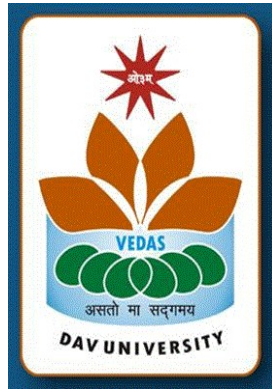


DAV UNIVERSITY, JALANDHAR

Department of
Commerce, Business Management and Economics



Scheme and Syllabi

for

Bachelor of Business Administration (BBA) – Retail
Management

(In Collaboration with Maruti Suzuki India Ltd.)

Batch-2023 & onwards

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Bachelor of Business Administration (BBA) – Retail Management

(In Collaboration with Maruti Suzuki India Ltd.)

BBA Retail Management (In Collaboration with Maruti Suzuki India Ltd.) programme focusses on preparing students as per industry requirements. This programme broadens the professional periphery for students. It shall equip the students with requisite skill-set in order to mark the beginning of a successful career in the retail automobile industry. It will provide the students an exclusive opportunity to gain hands-on experience in the real industry environment. The program offers a perfect combination of theoretical and practical exposure by industry and academic expert to make them job ready.

Program Educational Objectives (PEO)

The program is aimed to bridge the employability gap. It will provide students with the requisite knowledge, skills and abilities that will make them effective workforce in the area of automobile retail industry.

PEO1-To comprehend the knowledge of retail management in automobile sector with the business processes in the distribution network.

PEO2-To equip the students with fundamental and advanced knowledge of retail management and automobile technologies.

PEO3- To develop digital mindset to analyse and interpret data and embrace digital tools and platforms.

Program Outcome (PO)

PO1. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

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PO6. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Program Specific Outcomes (PSO's)

PSO1: To provide a skilling experience that make students ready for immediate deployment across automotive retail industry with a skill set to manage shop floor product merchandising, customer service, selling and marketing skills.

Mapping of PEOs with POs

PEOs→ POs↓	PEO 1	PEO 2	PEO 3
PO1	Yes	Yes	Yes
PO2			Yes
PO3			
PO4		Yes	
PO5			
PO6			Yes
PO7	Yes	Yes	Yes

Mapping of PEOs with PSO

PEOs→ PSO↓	PEO 1	PEO 2	PEO 3
PSO1	Yes	Yes	Yes

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Scheme of Courses- Bachelor of Business Administration (BBA) – Retail Management

(In Collaboration with Maruti Suzuki India Ltd.)

Semester I 20 Credits (10CD+ 02AE+ 03VA+05SE)

Semester II 20 Credits(10CD+ 03VA+ 07 SE)

Semester III 20 Credits (03CD+ 03 AE+ 14 SE)

Semester IV 20 Credits(03CD+ 03 AE+ 14 SE)

Semester V 20 Credits (06 CD+ 14 SE)

Semester VI20 Credits (06 CD+ 14 SE)

CD = Core Discipline

AE = Ability Enhancement

SE = Skill Enhancement

VA = Value Added

Semester1

S. No	Course Title	In hours			Cr	Course Type
		L	T	P		
MGN101	Principles and Practices of Management	4	0	0	4	Core Discipline
MGN102	Marketing Management	3	0	0	3	Core Discipline
MGN103	Fundamentals of Retail Management	4	0	0	4	Core Discipline
ENH151	Communication Skills	1	0	2	2	Ability Enhancement
CSP191	Digital Fluency	1	0	2	2	Skill Enhancement
HVE101	Human Values and Ethics	2	1	0	3	Value Added
MGN106	Basics of Automobile Technology	3	0	0	3	Skill Enhancement
	Total	17	1	4	21	

L- Lectures T- Tutorial P- Practical Cr.- Credits

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Semester2

S. No	Course Title	In hours			Cr	Course Type
		L	T	P		
CMR105	Fundamentals of Accounting	3	0	0	3	Core Discipline
MGN104	Merchandise Planning and Buying	4	0	0	4	Core Discipline
MGN107	Introduction to Retail Store Operations	3	0	0	3	Core Discipline
EVS104	Environmental Studies	2	0	2	3	Value Added
MGN105	Maruti Product and Process	7	0	0	7	Skill Enhancement
	Total	19	0	2	20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

Semester3

S. No	Course Title	In hours			Cr	Course Type
		L	T	P		
MGN221	Customer Relationship Management	3	0	0	3	Core Discipline
	Technical Report Writing	3	0	0	3	Ability Enhancement
	On Job Training (OJT)	0	0	20	10	Skill Enhancement
	Project Work- I (Auto Insurance)	0	0	8	4	Skill Enhancement
	Total	06	0	28	20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

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Semester 4

S. No	Course Title	In hours			Cr	Course Type
		L	T	P		
MGN222	Retail Brand Management	3	0	0	3	Core Discipline
	Creative &Critical Thinking	3	0	0	3	Ability Enhancement
	On Job Training (OJT)	0	0	20	10	Skill Enhancement
	Project Work- II (Auto Finance)	0	0	8	4	Skill Enhancement
	Total	06	0	28	20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

Semester 5

S. No	CourseTitle	In hours			Cr	Course Type
		L	T	P		
MGN321	Retail Marketing Research	3	0	0	3	Core Discipline
MGN322	Rural Retailing	3	0	0	3	Core Discipline
	On Job Training (OJT)	0	0	20	10	Skill Enhancement
	Project Work- III (Pre-owned vehicle Sales)	0	0	8	4	Skill Enhancement
	Total	06	0	28	20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

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Semester 6

S. No	Course Title	In hours			Cr	Course Type
		L	T	P		
MGN323	Digital and Social Media in E-Commerce	3	0	0	3	Core Discipline
MGN324	Business Ethics and Corporate Governance	3	0	0	3	Core Discipline
	On Job Training (OJT)	0	0	20	10	Skill Enhancement
	Project Work- IV (Social Media /Digital Marketing)	0	0	8	4	Skill Enhancement
	Total	06	0	28	20	

L- Lectures T- Tutorial P- Practical Cr.- Credits

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In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN-101							
Course Title	Principles and practices of management							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand the concept of management and determine the functions of a manager CO2: Analyze the components and importance of planning and organizing. CO3: Develop leadership abilities, understand communication process and direction CO4: Comprehend different emerging issues in management.							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Management							1
•	Management-Meaning, nature, scope, objectives							1
•	Managerial Roles							1
•	Management as an Art and Science							1
•	Functions of Management and Functional Areas							1
Unit 2	Planning							2
•	Planning-Meaning, Characteristics, Importance							2
•	Components of planning							2
•	Organizing-Concept, characteristics, process							2
•	Types of organization structures							2
Unit 3	Staffing and Motivation							3
•	Staffing-Definition, Characteristics, Tools & Techniques of Directing							3
•	Direction & Coordination- Meaning, features and Importance							3
•	Leadership- Concept, importance and styles							3
•	Communication- Meaning, Characteristics, importance and process							3

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Unit 4	Emerging issues in management	4
•	American and Japanese Styles	4
•	TQM, Six-sigma	4
•	MIS, QWL WLB, MBE	4
•	Managerial ethics: need and importance, Corporate Social Responsibility	4
Text Book/s	1. Rudani, R., Principles of Management, New Delhi, Tata McGraw-Hill Education, Latest Edition	
Reference Book/s	1. Koontz H. & Wehrich, Essentials of Management, New Delhi, Tata McGraw-Hill Education, Latest Edition. 2. Prasad L. M. Principles and Practices of Management, New Delhi, Sultan Chand & Sons, Latest Edition. 3. Stoner J.A.F., Freeman R E and Gilbert D R, Management, New Delhi, Pearson Education, Latest Edition.	

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In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN-102							
Course Title	Marketing Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Identify the core concept of marketing in different business scenario and understand marketing environment and marketing mix.</p> <p>CO2: Understand the concept of consumer behavior and apply decisions related to segmentation, targeting and positioning to design product and understand product life cycle.</p> <p>CO3: Discover the pricing practices that can be followed by companies and design distribution strategies.</p> <p>CO4: Understand the concept of promotion and enhance the ability to apply the same for advertising, sales promotion and personal selling.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Introduction to marketing						1	
•	Meaning, nature and scope of Marketing						1	
•	Marketing Management Process, Marketing mix, Meta Market						1	
•	Market place and space, Key customer markets.						1	
•	Micro environment, Macro environment, Market analysis						1	
Unit 2	Product planning and pricing						2	
•	Market segmentation, Targeting and positioning.						2	
•	Consumer buyer behavior						2	
•	Product concept, major product decisions						2	
•	Product life cycle, new product development process						2	
Unit 3	Pricing decisions & Distribution channel decisions						3	
•	Defining price, pricing process						3	
•	Policies and strategies						3	
•	Types and functions of intermediaries, channel design decisions.						3	
•	Definition of retailing, logistics and supply chain management.						3	
Unit 4	Promotion and distribution decisions						4	
•	Marketing Communication process, promotion mix tools,						4	
•	public relations and sales promotion						4	
•	Direct and online marketing, rural marketing						4	
•	Retail marketing, Green marketing						4	

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Text Book/s	<ol style="list-style-type: none">1. Kotler, P., Marketing Management: Analysis, Planning, Implementation & Control, New Delhi, Prentice Hall of India, Latest Edition.2. Czinkota, M.R. & Kotabe, M., Marketing Management, New Delhi, Vikas Publishing, Latest Edition	
Reference Book/s	<ol style="list-style-type: none">1. Douglas, J., Darymple, J. & Parsons, L.J., Marketing Management: Text and Cases, New York, John Wiley and Sons. Latest Edition.2. Michael, J.E., Bruce, J.W. & William, J.S., Marketing Management, New Delhi, Tata McGraw-Hill, Latest Edition.3. Pride, W.M. & Ferrell, O.C., Marketing: Concepts and Strategies, New Delhi, Biztantra Press, Latest Edition.	

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In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN-103							
Course Title	Fundamentals of Retail Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the concept and different components of Retail management</p> <p>CO2: Comprehend information gathering in retailing, prepare retail financial strategy, operation management.</p> <p>CO3: Develop logistic framework and understand transportation, warehousing, inventory management, packaging and communication.</p> <p>CO4: Understand the role of information technology in logistics, ecommerce in retailing and mall management.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Retail management: Concept							1
•	Retailing Management: Functions, strategic retail management process							1
•	Management of retailing operations							1
•	Retail Communication Mix							1
•	Retail Human Resources Management							1
Unit 2	Information gathering in retailing							2
•	Retail strategic planning and operation management							2
•	Retail financial strategy							2
•	Retail location, store design and layout							2
•	Visual merchandising and Displays							2
Unit 3	Logistics Framework							3
•	Concept, objectives, scope							3
•	Transportation, Warehousing, Inventory Management							3

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•	Packaging and unitization	3
•	Communication and control	3
Unit 4	Information technology and Logistics	4
•	Role of Information technology in Logistics	4
•	Role of ecommerce in retailing	4
•	Legal and ethical issues in retailing	4
•	Mall introduction and mall management.	4
Text Book/s	1. Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill. 2. Berman B. Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.	
Reference Book/s	1.Kapal Rishi (2023) Future of Retail Management: Blending Digital and traditional practices, KBI Publisher. 2. Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University Press, Delhi. 3. Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson Learning Inc.	

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In hours			
L	T	P	Credit
1	0	2	2

Course Code	ENH-151				
Course Title	Communication Skills				
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Communicate effectively, identify and resolve barriers to communication.</p> <p>CO2: Develop listening and speaking skills to articulate words and sentences clearly and efficiently.</p> <p>CO3: Develop reading skills and write efficiently in a professional context.</p> <p>CO4: Perform efficiently in interviews, presentations, group discussions etc. through thorough practice provided during the course.</p>				
Examination Mode	Theory + Practical				
	Continuous Assessment				
Assessment Tools	Quiz	ABL/PBL	MSP	ESE	ESP
Weightage	10	5	20	35	30
Syllabus					CO Mapping
Unit 1	Communication: Process and Barriers				
•	Grammar: Tenses and Parts of Speech				CO1
•	Communication: Introduction and Importance Verbal and Non-verbal communication.				CO1
•	The Communication Process: Source, message, channel, receiver, feedback, environment, context and interference; Barriers to Communication.				CO1
•	Indianism: Teacher will introduce the concept of Indianism through detailed analysis of 'The Patriot' by Nissim Ezekiel.				CO1

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•	Role-playing: Teacher will guide teams of students to act-out roles to explore a particular scenario related but not limited to sales meeting, interviews, emotionally difficult conversations, conflict resolution etc.	CO1
Unit 2	Listening and Speaking Skills	
•	Voices: Active and Passive	CO2
•	Listening Skills: Introduction, Self-awareness, Active-listening, becoming an active listener, listening in difficult situations.	CO2
•	Practicing listening skills: Students will be shown movie-clippings, documentaries on a variety of topics. This activity shall be followed by a listening quiz and discussion.	CO2
•	Speaking Skills: Introduction, Active-speaking, becoming an active-speaker, Elements: Fluency, Vocabulary, Grammar, Pronunciation.	CO2
•	Practicing speaking skills: Students will be asked to present orally the topics of their choice in the class. Subsequently, impromptu topics shall be given to the students.	CO2
Unit 3	Reading and Writing Skills	
•	Reading Skills: Introduction, Types: Skimming, scanning, extensive and intensive reading, Strategies to develop a good reading speed.	CO3
•	Practicing reading skills: A comprehensive reading of ‘Sexism in English’ by Alleen Pace Nilsen in the class followed by reading comprehension exercises. In addition to this, students shall be encouraged to develop a reading habit.	CO3
•	Writing Skills: Introduction, Formal and Informal Writing, Writing Effectively: Knowing your audience, organizing the message, Shades of meaning, Clarity and Brevity.	CO3
•	Practicing writing skills: Students will practice writing skills by writing <ul style="list-style-type: none"> • Memos • Emails • Letters • Reports 	CO3
Unit 4	Industry Readiness	
•	Interviews: Purpose of an interview Frequently Asked Questions and how to answer them, Preparation for an interview.	CO4
•	Group Discussions: Communication skills used in group discussion, how to give your opinion, Interpersonal Skills assessed in group	CO4

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	discussion.	
•	Curriculum Vitae and Cover Letter: Importance, how to write, what to include.	CO4
•	Group discussions and mock interviews in the class to prepare the students well for placements.	CO4
Text Book/s	<ol style="list-style-type: none"> 1. Kumar, Sanjay and Pushp Lata. Communication Skills. New Delhi: Oxford University Press, 2015. 2. Ezekiel, Nissim. Collected Poems 1952-1988. New Delhi: Oxford University Press, 1999. 3. Koneru, Aruna. Professional Communication. Delhi: McGraw, 2008. 4. English Grammar & Composition, Wren and Martin. 	
Reference Book/s	<ol style="list-style-type: none"> 1. Oxford Advanced Learner's Dictionary, 10th edition. Oxford University Press, 2020. 2. Sharma, R.C. and Krishna Mohan. Business Correspondence and Report Writing. Delhi: McGraw, 2013. 3. Mahanand, Anand. English for Academic and Professional Skills. Delhi: McGraw, 2013. 4. Dulai, Surjit S. "NISSIM EZEKIEL and the Evolution of Modern Indian English 5. Poetry: A Chronology". Journal of South Asian Literature, 2000. 6. Murphy, Raymond. English Grammar in Use. Delhi: Cambridge University Press, 2015. 	

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In hours			Credit
L	T	P	
1	0	2	2

Course Code	CSP-191					
Course Title	Digital Fluency					
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the Fundamentals of computers.</p> <p>CO2: Work in Word Processor effectively.</p> <p>CO3: Discover the arena of the Internet and its possibilities.</p> <p>CO4: Effectively communicate through email.</p>					
Examination Mode	Theory + Practical					
Assessment Tools	Quiz	MSE	ETE	ETP	ABL/PBL	Total
Weightage	10	25	35	25	5	100
Syllabus						CO Mapping
Unit 1	Fundamentals of Computer (08 Hours)					CO1
•	Introduction – Objectives - Computer, Mobile/ Tablet and their application.					
•	Components of a Computer System - Central Processing Unit- Common Input & Output devices- USB ports and Pen Drive - Connecting Power cord, Keyboard, Mouse, Monitor and Printer to CPU.					
Unit 2	Word Processor (08 Hours)					CO2
•	Introduction – Objective -Word Processing Basic - Opening Word Processing Package - Title Bar, Menu Bar, - Toolbars & Sidebar.					
•	Creating a New Document - Opening and Closing Documents Opening Documents - Save and Save As - Closing Document.					

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•	Using The Help - Page Setup – Print Preview - Printing of Documents - PDF file and Saving a Document as PDF file – Document manipulation & Formatting - Text Selection - Cut, Copy and Paste.	
•	Font, Color, Style and Size selection - Alignment of Text - Undo & Redo - Spelling & Grammar Shortcut Keys.	
Unit 3	Internet (08 Hours)	CO3
•	Introduction – Objectives – Internet - protocols: HTTP, HTTPS, FTP, Concept of Internet & WWW - Website Address and URL - Applications of Internet.	
•	Modes of Connecting Internet (Hotspot, Wi-Fi, LAN Cable, Broadband, USB Tethering) - Popular Web Browsers (Internet Explorer/Edge, Chrome, Mozilla Firefox.)	
•	Exploring the Internet - Surfing the web - Popular Search Engines -Searching on Internet.	
Unit 4	E-mail (06 Hours)	CO4
•	Introduction -Objectives - Structure - protocols: SMTP, IMAP, POP3 - Opening Email account -Mailbox: Inbox and Outbox.	
•	Creating and Sending a new E-mail - CC – BCC- Replying -Mail Merge Forwarding - attachments – Scheduling – Password Protect – Delete.	
	Skill Developments Activities: (06 Hours)	
	<ul style="list-style-type: none"> ● Use word processor to prepare Resume ● Draft a covering letter using Word Processor ● Systematically draft different emails ● Prepare a Letter of Internship requisition and send email. ● Install and uninstall a Web Browser and Record the Steps <p>Any other activities, which are relevant to the course.</p>	
Text Book/s		
Reference Book/s	<ul style="list-style-type: none"> ● Fundamentals of Computers, by Rajaraman V , Adabala N ● Fundamentals of Computers by Manoj Wadhwa (Author) ● Fundamentals of Computers by (V. Rajaraman) ● Learning MS-Word and MS-Excel, by Rohit Khurana ● Microsoft Word 2019 Step by Step Joan Lambert (Author) ● MICROSOFT WORD FOR BEGINNERS 2021: LEARN WORD PROCESSING SKILLS by RICHARDSTEVE 	

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In hours			Credit
L	T	P	
2	1	0	3

Course Code	HVE-101							
Course Title	Human Values and Ethics							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Development of a holistic perspective based on self – exploration about themselves (human being), family, society and nature/existence.</p> <p>CO2: Understanding (or developing clarity) of the harmony in the human being, family, society and nature/existence</p> <p>CO3: Strengthening of self-reflection.</p> <p>CO4: Development of commitment and courage to act.</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Course Introduction - Need, Basic Guidelines, Content and Process for Value Education and Understanding Harmony in the Human Being – Harmony in Myself!							
•	Purpose and motivation for the course, recapitulation from Universal Human Values -1, Self – Exploration – what is it? – its content and process; ‘Natural Acceptance’ and Experiential Validation – as the process for self – exploration.							1
•	Continuous Happiness and Prosperity – A look at basic Human Aspirations.							1
•	Right understanding, Relationship and Physical Facility – the basic requirements for fulfilment of aspirations of every human being with their correct priority.							1
•	Understanding the needs of Self (‘I’) and ‘Body’ – happiness and physical facility.							1

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•	Understanding the characteristics and activities of ‘I’ and harmony in ‘I’.	1
•	Understanding the harmony of I with the Body : Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail.	1
Unit 2	Understanding Harmony in the Family and Society – Harmony in Human – Human Relationship	
•	Understanding values in human- human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship.	2
•	Understanding the detailed meaning of Trust and Respect: Difference between intention and competence, Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship.	2
•	Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co – existence as comprehensive Human Goals.	2
Unit 3	Understanding Harmony in the Nature and Existence – Whole existence as Coexistence	
•	Understanding the harmony in the Nature.	3
•	Understanding Existence as Co – existence of mutually interacting units in all- pervasive space.	3
•	Holistic perception of harmony at all levels of existence.	3
•	Include practice sessions to discuss human being as cause of imbalance in nature (film “Home” can be used), pollution, depletion of resources and role of technology etc.	3
Unit 4	Implications of the above Holistic Understanding of Harmony on Professional Ethics	
•	Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order	4
•	Competence in professional ethics : a. Ability to utilize the professional competence for augmenting universal human order b. Ability to identify the scope and characteristics of people friendly and eco- friendly production systems, c. Ability to identify and develop appropriate technologies and management patterns for above production systems.	4
•	Case studies of typical holistic technologies, management models and production systems	4
•	Sum up.	4

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Text Books	<ol style="list-style-type: none"> 1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010 2. Satyarth Prakash, Maharishi Dayanand 	
Reference Books	<ol style="list-style-type: none"> 1. Jeeban Vidya: EkParichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999. 2. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004. 3. The Story of Stuff (Book). 4. The Story of My Experiments with Truth – by Mohandas Karamchand Gandhi. 5. Small is Beautiful – E. F Schumacher. 6. Slow is Beautiful – Cecile Andrews 7. Economy of Permanence – J C Kumarappa 8. Bharat Mein Angreji Raj – PanditSunderlal 9. Rediscovering India – by Dharampal 10.Hind Swaraj or Indian Home Rule – by Mohandas K. Gandhi 11.India Wins Freedom – Maulana Abdul Kalam Azad 12. Vivekananda – Romain Rolland (English) Gandhi – Romain Rolland (English) 	

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In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN106							
Course Title	Basic Automobile Technology							
Course Objective	<p>a)The aim of the course is to provide basic knowledge about the chassis, power unit, suspension system, steering system, transmission system, braking system etc.</p> <p>b)The other objective is to understand emission system and government standards for any vehicle.</p> <p>c)To offer basic information about the various safety features and Air conditioning system of vehicle</p>							
Course Outcomes	<p>After the successful completion of this course, the student will be able to:</p> <p>CO-1.To understand the construction, function and working of individual component of a vehicle and the system in which they function</p> <p>CO-2.To understand the features, advantages and benefits of all the technologies provided in the vehicle</p> <p>CO-3.To understand the working of safety features and assembly of air conditioning system of a vehicle</p> <p>CO-4.To get basic understanding of necessary emission standards as per Bharat-IV and Bharat-VI</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
No	Name of Topic							Hours
1.	<p>Introduction</p> <p>Introduction to automobiles, their utility and classification. Main components of an automobile and their functions, Various mechanisms and systems in an automobile, Scheduled and preventive maintenance, electrical system. Types of chassis layout with reference to power plant locations and drive, Vehicle frames. Aerodynamic design and its importance.</p>							10

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2	<p>Engine System</p> <p>Engine System: Automobile engine, its main components, construction and working Types of engines – two stroke/ four, Introduction to Engine cooling system and lubrication system. Introduction to types of engine present in market (e.g. V6, TDi, CRDI, etc.) Front Axle & Steering System: Types of front axles, Front wheel geometry viz. Castor, Camber, King pin inclination, Toe. Wheel Alignment</p>	15
3	<p>Suspension system and Transmission & Braking System</p> <p>Suspension system: Need of suspension system, Types of suspension, Constructional details and characteristics of leaf, coil and torsion bar springs, Independent suspension, Rubber suspension, Pneumatic suspension, Shock absorbers. Transmission & Braking System: Working of single and multi-plate clutches. Construction, function and working of a gearbox. Introduction to Manual shifting and automatic transmission. Function and principles of braking system, working of various brakes (mechanical, hydraulic, pneumatic, ABS System. Introduction to various types of transmissions available in market (e.g. AGS, AMT, CVT, IVT, MT, AT, etc.) and their relevance to customer.</p>	15
4	<p>Wheels and Tires and Air conditioning fundamentals</p> <p>Wheels and Tires: Types of wheels (wire spoke, disc solid and split type, alloy type, offset etc), denomination of rim, types of tires, materials, structure, denomination and function of tires, effects of tire pressure on tire performance. Tire wears patterns and their causes.</p> <p>Conditioning fundamentals: Basics of vehicle air conditioning system, Schematic layout of air conditioning component in a car (like compressor, condenser, fan blower, expansion device evaporator. Automatic air conditioning in automobiles and its benefits to customers</p>	10
5	<p>Introduction to Emission, Safety Equipment and Electrical Systems</p> <p>Introduction to Emission: Pollutants, sources, formation of HC and CO in SI engines, NO formation in SI and CI engines, Particulate emission from SI and CI engines, Smoke Emission in CI engines. Emission system and standards (Bharat IV and Bharat VI). Government Norms</p> <p>Safety Equipment: Seat belt, regulations, automatic seat belt tightener system, air bags, electronic system for activating air bags, ABS with EBD, ESP, bumper design for safety, hill assist control, ISO-Fix, child lock.</p> <p>Electrical System: Headlamp (Projector/ LED), high level adjustment, tail lamp, brake lights, anti-theft door alarm, Electronic hand brake, central locking</p>	10
Total Hours		60

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In hours			Credit
L	T	P	
3	0	0	3

Course Code	CMR-105							
Course Title	Fundamentals of Accounting							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Recognize the applicability of concept of accounting to understand the financial statements.</p> <p>CO2: Apply the accounting standards and principles to record business transactions in journal, ledgers and trial balance along with rectification of errors revealed and not revealed in trial balance.</p> <p>CO3: Preparation of various subsidiary books and Bank reconciliation statements taking balances from cash as well as pass book.</p> <p>CO4: Preparation of various subsidiary books and Bank reconciliation statements taking balances from cash as well as pass book.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Financial Accounting							1
•	Meaning, Objectives of Accounting, Accounting and Book Keeping,							1
•	Generally Accepted Accounting Principles - Meaning							1
•	Accounting Standards, Double Entry System of Book-keeping,							1
•	Accrual & Cash basis of Accounting, Accounting Equation							1
Unit 2	Journal, Ledger and Trial Balance							2
•	Journalizing-Meaning and Rules of Debit and Credit							2
•	Trial Balance: Objectives, Meaning and Methods							2
•	Format of Journal, Identification of Transactions							2
•	Preparation of Ledgers from Journal, Posting, Balancing of Accounts							2
Unit 3	Subsidiary Books							3
•	Subsidiary Books- Need of Subdivision of Journal							3
•	Meaning and Advantages of Special Journals							3
•	Cash Book (Single, Double and Triple column)							3
•	Purchases Book, Sales Book, Purchases Returns Book, Payables Book							3
Unit 4	Depreciation Accounting and Financial Statements							4
•	Meaning & Causes of Depreciation, Factors affecting Depreciation							4
•	Methods of Depreciation (Straight Line and Written Down value Method)							4
•	Financial Statements-Meaning and Usefulness of Financial Statements							4
•	Recognition of Assets, Liabilities, Income and Expenses							4

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Text Book/s	<ol style="list-style-type: none">1. Tulsian, P.C., Financial Accounting, New Delhi, Pearson Education, Latest Edition.2. Gupta, R.L. & Radhaswamy, M., Financial Accounting, New Delhi, Sultan Chand and Sons, Latest Edition.	
Reference Book/s	<ol style="list-style-type: none">1. Shukla. M.C., Grewal T.S. & Gupta, S.C., Advanced Accounts, New Delhi, S. Chand & Co. Latest Edition.2. Bhattacharyya, A. K., Financial Accounting, New Delhi, Prentice Hall of India, Latest Edition.	

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In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN-104							
Course Title	Merchandise Planning and Buying							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Identify the core concept of marketing in different business scenario and understand marketing environment and marketing mix.</p> <p>CO2: Understand the concept of consumer behavior and apply decisions related to segmentation, targeting and positioning to design product and understand product life cycle.</p> <p>CO3: Discover the pricing practices that can be followed by companies and design distribution strategies.</p> <p>CO4: Understand the concept of promotion and enhance the ability to apply the same for advertising, sales promotion and personal selling.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MS P	ESE	ESP
	Quiz	Assignment	ABL/P BL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Merchandise Management							1
•	Objective of merchandise management							1
•	Presentation and Demonstrating Merchandise							1
•	Strategies for Creating Good looking Retail Stores Displays,							1
•	Retail Plano Gram.							1
Unit 2	Visual Merchandise							2
•	Objective of visual merchandise							2
•	Principle of successful visual Merchandise							2
•	Types and Character							2
•	Visual Display, Signage							2
Unit 3	Management of Service and Quality							3
•	Management of Service							3

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•	Quality in Merchandise Planning	3
•	Devising Merchandise Plan: Innovativeness, Assortment,	3
•	Category Management.	3
Unit 4	Role of Information Technology	4
•	Role of Information Technology in Point-of-Sale System	4
•	Electronic Fund Transfer at POS	4
•	Ware House and Data Mining	4
•	Data General Merchandise Planning Software.	4
Text Book/s	1. Retail Management: Pateric M Dulle& Robert F Lusch 2. Retail Management: Gaurav Ghosal	
Reference Book/s	1. Reflection in Retailing: Stanley Marcus 2. Retail Merchandising: Risch E. H. 3. Merchandise Buying : M Smith Bohlinger	

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In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN-107							
Course Title	Introduction to Retail Store Operations							
Course Outcomes	On the completion of the course the student will be able to CO1: To understand how to organise display of products at the store. CO2: To plan visual merchandise in a store CO3: Demonstrate store operations for the job role of team leader. CO4: Understand the concept of promotion and enhance the ability to apply the same for advertising, sales promotion and personal selling.							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus	CO Mapping							
Unit 1	Introduction to Retail Store Operations							1
•	Store Processes introduction							1
•	Retail Mix: Introduction, Concept, Relevance and Activities;							1
•	Importance - Pre-store Opening, Store Opening and Closing							1
•	Store Merchandise Handling; Basics of Visual Merchandising.							1
Unit 2	Store Hygiene and Product Display							2
•	Store Hygiene and Cleanliness							2
•	Organizing the Product Display at the Store							2
•	Product Labeling, Arranging and Maintaining Products for Display;							2
•	Planning Visual Merchandising.							2
Unit 3	Functions and Responsibilities of Sales Associate							3
•	Functions and Skills of Sales Associate; Team Work							3
•	Inter-personal Communication among Team Members; Conflict Resolution							3
•	Etiquettes and Relationship; Task Objectives and Completion - Work Instructions;							3

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•	Problem Solving Mechanism; Health and Safety; Employee's Motivation	3
Unit 4	Managing Health, Safety and Security	4
•	Maintaining Healthy and Safety;	4
•	Reporting Hazards	4
•	Safety Concerns and Emergency Medical Plans	4
•	Evacuation Plans and Employee Health.	4
Text Book/s	<ol style="list-style-type: none"> 1. Singh, Y. (2007). Dictionary of Retailing. Cyber Tech Publications 2. Siva Kumar A. (2007). Retail Marketing (1sted.). New Delhi: Excel Books 	
Reference Book/s	<ol style="list-style-type: none"> 1. Pradhan, S. (2004). Retailing Management: Text and Cases (3rd Reprint). New Delhi: Tata McGraw Hill Publishing Company Ltd. 2. Levy, M. & Weitz, B. A. (2006). Retail Management (6thed.). McGraw Hill Higher Education. 3. Gopal R., Manjrekar, P. (2010). Retail Management: An Indian Perspective. New Delhi: Excel Books. 	

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In hours			Credit
L	T	P	
2	0	2	3

Course Code	EVS104							
Course Title	Environment Studies							
Course Outcomes	<p>On the completion of the course the student will be able to:</p> <p>CO1: Understand the interconnected and interdisciplinary nature of environmental studies and develop critical thinking skills in relation to environmental affairs. Acquire knowledge about the depletion of the root cause of natural resources and their effective management.</p> <p>CO2: To aware about the ecosystems, biodiversity and its importance to mankind. Interpret and propose solutions to various environmental pollution, solid waste and disaster management.</p> <p>CO3: Expand awareness of self in a global society and effectively engage diverse perspectives, values, and cultures, ranging from local to global in dealing with environmental and social issues.</p> <p>CO4: Awareness about effect of population increase on humans itself. Causes of spread of different diseases in society. How Indian government is supporting women and children that considered weakest section of society.</p>							
Examination Mode	Theory + Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	-	5	-	25	-	35	25
Syllabus								CO Mapping
Unit 1	<i>Introduction to Environmental Studies, Natural Resources and Ecosystem</i>							1
•	The multidisciplinary nature of environmental studies							1
•	Natural Resources: Renewable and non-renewable resources.							1
•	Forest resources: Use and over-exploitation							1
•	Water resources: Over-utilization of surface and ground water							1
•	Mineral resources: Use and exploitation, environmental effects of mining							1
•	Food resources: Effects of modern agriculture on environment							1
•	Energy resources: renewable and non-renewable energy sources.							1
•	Land resources: Uses and land degradation, soil erosion							1
•	Ecosystem: Structure and function of an ecosystem. Producers, consumers and decomposers							1
•	Energy flow in the ecosystem, Ecological succession							1
•	Food chains, food webs, ecological pyramids							1
Unit 2	<i>Biodiversity and Environmental Pollution</i>							
•	Biodiversity definition. Genetic, species and ecosystem diversity. Bio-geographical classification of India.							2

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•	Value of biodiversity. India as mega-diversity nation. Hot-spots of biodiversity.	2
•	Threats to biodiversity. Man wildlife conflicts. In-situ and Ex-situ conservation of biodiversity.	2
•	Environmental Pollution: Definition, causes, effects and control measures of: Air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear pollution	2
•	Solid waste management and techniques.	2
•	Disaster management: floods, earthquake, cyclone and landslides.	2
Unit 3	<i>Social Issues, Human Population and Environment</i>	
•	Sustainable Development: From unsustainable to sustainable development. Urban problems related to energy.	3
•	Water conservation: Rain water harvesting and watershed management. Resettlement and rehabilitation of people	3
•	Environmental Issues: Climate change, global warming, acid rain, ozone depletion, nuclear accidents and holocaust.	3
•	Wasteland reclamation. Consumerism and waste products.	3
•	Environmental Laws: The Environment Protection Act, 1986; The Air Act, 1981; The Water Act, 1974; The Wildlife Protection Act, 1972; Forest Conservation Act, 1980.	3
•	Human Population and Environment: Population growth and population explosion, causes and effects	3
•	HIV/ AIDS	3
•	Women and child welfare programmes in India	3
•	Role of IT in environment and human health.	3
Unit 4	<i>Practical's and field study</i>	
•	Visit to sewage treatment plant and rain water harvesting system	4
•	Solid waste management by vermi-composting and biogas plant	4
•	Visit to incineration plant of your area.	4
•	A visit to pond, river and lake ecosystem	4
•	Visit to different industries with respect to pollution	4
•	Testing of water parameters: Hardness, pH, Conductivity, Total dissolved solids, Total suspended solids, BOD and DO	4
•	Study of plants in their natural habitat	4

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Text Book/s	<ol style="list-style-type: none"> 1. Garg, S. K. Sewage Disposal and Air Pollution Engineering. Khanna Publishers, Delhi, 2003. 2. Botkin, D.B. and Kodler, E.A. Environmental Studies: The Earth as a living planet. New York: John Wiley and Sons Inc., 2000. 3. Odum, E.P. <i>Basic Ecology</i>. Japan: Halt Saundurs, 1983. 4. Oliver, S. O. and Daniel, D. C. Natural Resource Conservation: Management for a Sustainable future. Prentice Hall International, New Jersey, 1990. 5. Rai, G. D. Non-Conventional Energy Sources, Khanna Publishers, Delhi, 1993. 6. Sharma, P. D. Ecology and Environment. Meerut Rastogi Publications, 2004.
	<ol style="list-style-type: none"> 7. Singh, J.S., Singh, S.P. and Gupta, S. R. Ecology, Environment and Resource Conservation. New Delhi: Anamaya Publishers, 2006. 8. Smith, R.L. (1996). Ecology and Field Biology, Harper Collins, New York, 1996.
Reference Book/s	<ol style="list-style-type: none"> 1. Alloway, B. J. and Ayres, D.C. Chemical Principles of Environmental Pollution. Blackie Academic and Professional, London, 1997. 2. Botkin, D.B. and Keller, E.A. Environment Science: Earth as a Living Planet, John Wiley & Sons Inc., New York, 2004. 3. Chapman, J. L. and Reiss, M. J. Ecology: Principles and Applications. Cambridge University Press, UK, 1998. 4. De, A.K. Environmental Chemistry. New Delhi: Wiley Eastern Ltd., 1990. 5. Muller-Dombols, D. and Ellenberg, H. Aims and Methods of Vegetation Ecology, Wiley, New York, 1974. 6. Singh, J. S. Restoration of Degraded Land: Concepts and Strategies. Rastogi Publications, Meerut, 1993. 7. Wright, R. T. and Nebel, B. J. Environmental Science, 8th Ed. PrenticeHall India Ltd., 2004.

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In hours			Credit
L	T	P	
7	0	0	7

Course Code	MGN105							
Course Title	Maruti Products & Processes							
Course Objective	<p>a) The aim of the course is to provide basic knowledge on Maruti products.</p> <p>b) Also aims at understanding of all allied businesses of Maruti Suzuki India Ltd.</p> <p>c) The other objective is to understand sales process and how to deal with customers</p>							
Course Outcomes	<p>After the successful completion of this course, the student will be able to:</p> <p>CO-1. To understand the various features offered in Maruti vehicles</p> <p>CO-2. To understand the car demonstration process</p> <p>CO-3. To understand importance of grooming and knowledge of sales process</p> <p>CO-4. To offer various other value added services to customers, like, finance, insurance, exchange of old car, etc.</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
No	Name of Topic							Hours
1.	<p>Products Introduction, Models & Variants, Dimensions, Specifications, Demonstration, Competition Comparison, Role Plays, Activities, Recap and Quizzes.</p>							48
2.	<p>Car Finance & Insurance Need, Benefits, Terms, Documents, Approval Process, EMI Calculation, Rejection/Delay, Vehicle Insurance, Terms/Forms, Role Plays, Activities, Recap and Quizzes.</p>							8
3	<p>Extended Warranty & Loyalty Program Extended warranty & Types, Need, Benefits, Objections, Reward Programs & its benefits, Tiers and schemes, Enrolment, Points accumulation & Redemption, Role Plays, Activities, Recap and Quizzes.</p>							8
4	<p>Accessories & Customization Accessories, Need of Accessories, Types of Accessories, Benefits of Accessories,</p>							8

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	Accessories Products and car customization process, Role Plays, Activities, Recap and Quizzes.	
5	Car Exchange & Driving School Introduction, Benefits to Sellers, Benefits to buyers, Tools, Car exchange process, Evaluation, Driving Courses & Benefits, Role Plays, Activities, Recap and Quizzes.	8
6	Sales Process Importance of Process, Introduction, Importance of preparation, How to prepare, Importance of Welcome, Probing, Listening, Importance of FABing, Demo, Test drive, Objection handling, Buying signal, Negotiation, Closing techniques, Deal Closure & Finance, Document Collection, Vehicle Delivery, Sales App: Feature and Functionalities and Dos & Don'ts, Role Plays, Activities, Recap and Quizzes, Role Plays, Activities, Recap and Quizzes.	24
7	Grooming & Behavioural Skills Importance of Grooming, Impression, Attitude, Knowledge, Skill, Essentials of grooming, Personal hygiene, dress-up, Behavioural Skill, Communication skill, Types of communication, Aggressive, assertive, passive, Verbal non- verbal, Listening skill, Body language, Email Etiquette, Role Plays, Activities, Recap and Quizzes.	32
Total Hours		136

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In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN221							
Course Title	Customer Relationship Management							
Course Outcomes	On the completion of the course the student will be able to CO1: This course will enable the students to learn the basics of Customer Relationship Management CO2: To understand Relationship Marketing , Sales Force Automation , Database Marketing CO3: Build customer value and understand the concept of CRM in india CO4: understand value chain and integration with business management							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Relationship marketing							1
•	Understood Relationship Marketing							1
•	Learnt Sales Force Automation							1
•	Introduction to Database Marketing							1
•	Learnt Database Marketing							1
Unit 2	CRM							2
•	Overview and Evolution of the Concept							2
•	CRM and Relationship Marketing							2
•	CRM Strategy, Importance of Customer Divisibility in CRM,							2
•	Customer Mental Process, Customer Satisfaction Index							2
Unit 3	Building Customer Value							3
•	Satisfaction and Loyalty, Total Customer Satisfaction,							3
•	Cultivating Customer Relationship, Sales,							3
•	Force Automation, Contact Management							3

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•	CRM in India.	3
Unit 4	Value Chain	4
•	Concept of value chain	4
•	Integration Business Management	4
•	Benchmarks and Metrics, Culture Change,	4
•	Alignment with Customer Eco System, Vendor Selection.	4
Text Book/s	<ol style="list-style-type: none"> 1. Relationship Marketing: S. Shajahan - Tata Mc Graw Hill 2. CRM Paul Green Berg(1997) - Tata Mc Graw Hill 	
Reference Book/s	<ol style="list-style-type: none"> 1. Marketing Management: Philip Kotler (2002), Prentice Hall, 2013 2. Retail Management – A Strategic Approach- Barry Berman and Joel R Evans –Prentice Hall of India, Tenth Edition, 2006. 	

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In hours			
L	T	P	Credit
3	0	0	3

Course Code					
Course Title	Technical Report Writing				
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: The students will be able to identify the different types of technical writings and will also able to recognize technical from non-technical writing.</p> <p>CO2: The students will be able to relate to the steps for technical writing and report structure.</p> <p>CO3: The students will be able to apply their knowledge of technical writing to construct technical reports and develop presentations.</p> <p>CO4: The students will be able to analyze and appreciate the different most frequently used technical writing manuals.</p>				
Examination Mode	Theory				
Assessment Tools	Quiz	Assignment	ABL/ PBL	MSE	ESE
Weightage	10	10	5	25	50
Syllabus					CO Mapping
Unit 1	Introduction to Technical Writing.				CO1
•	What is technical writing?				
•	Examples of technical writing – white papers, journal articles, training materials, instructional manuals, policy and procedure manuals, process manuals, user manuals, reports of analysis and design, instructions for assembling and using a product.				
Unit 2	Technical writing Process and Ethics				CO2
•	Emphasis on the use of planning, clarity, shortness, simplicity, word choice				

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	and organization in technical writing.	
•	Technical writing ethics	
•	Formal technical report structure – universal aspects of report, report format (title, abstract, table of content)	
Unit 3	Components of technical report	CO3
•	introduction, background theory, analysis/design, procedure, result and discussion, conclusion, citation, appendix.	
•	Technical presentation: basics of informal and formal presentation	
Unit 4	Introduction to the writing style guides/manuals	CO4
•	Chicago manual of style	
•	APA style guide	
•	MLA style guide	
•	The elements of style	
•	ACS style guide	
•	Harvard style guide.	
Reference Books	<ol style="list-style-type: none"> 1. Technical Writing 101: A Real-World Guide to Planning and Writing Technical Documentation - by Alan S. Pringle and Sarah S. O'Keefe 2. The Elements of Style - William Strunk Jr. and E.B. White 3. The Chicago Manual of Style 4. Publication Manual of the American Psychological Association (APA) 5. MLA Handbook - The Modern Language Association of America 	
Online Resources:	<ol style="list-style-type: none"> 1. The Purdue Online Writing Lab (OWL) 2. Society for Technical Communication (STC) 	

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In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN222							
Course Title	Retail Brand Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand concept of brand positioning and personality</p> <p>CO2: comprehend brand proposition and manage brand over their life cycle</p> <p>CO3: develop and update their own brands</p> <p>CO4: understand the concept of retail selling</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PB L	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Concept of Brand						1	
•	Definition & Role of Brand						1	
•	Characteristics of a brand						1	
•	Positioning of a Brand						1	
•	Personality of a Brand						1	
Unit 2	Brand creation						2	
•	Consumer's Concept of 'Self-Image'						2	
•	Brand Proposition						2	
•	Brand Name & Brand Awareness						2	
•	Managing Brand over their Life Cycle						2	

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Unit 3	Brand management	3
•	Brand updating	3
•	Brand Extension	3
•	Corporate Branding	3
•	Own Brand and Copycat Brands	3
Unit 4	Retail selling	4
•	Making the Sale	4
•	Brand Loyalty	4
•	Retail Selling: Approaches	4
•	Techniques of retail selling	4
Text Book/s	1. Retail Management by S.L. Gupta	
Reference Book/s	1. Retail Marketing Management by David Gilbert	

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In hours			Credit
L	T	P	
3	0	0	3

Course Code					
Course Title	Creative and Critical Thinking				
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand and explain the conceptual framework of creativity & creative thinking</p> <p>CO2: Explain and use various creativity tools and understand the relevance of creative intelligence</p> <p>CO3: Describe the nature of critical thinking</p> <p>CO4: Understand and apply the importance of creative & critical thinking for problem solving</p>				
Examination Mode	Theory				
Assessment Tools	Written Quiz	ABL+PBL	MSP	ESE	ESP
Weightage	10	5	20	35	30
Syllabus					CO Mapping
Unit 1	Conceptual framework of Creativity and Creative Thinking				
1.	Creativity- Meaning, Concept, Characteristics and Objectives.				1
2.	Introduction to the principles of Creativity- Basic Principles, Importance in tackling global challenges, Levels of Creativity				1
3.	Creative Thinking- Meaning and Principles of creative thinking, Role of Creative thinking skills in problem solving, Impact of Limitations (such as rules) on creative thinking, Learning Outcomes of Creative Thinking				1
Unit 2	Tools and identification of Creativity				
4.	Identification of Creativity – Creativity tests- Torrance, Baquer Mehdi, Techniques of nurturing creativity				2

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5.	Creativity Tools- Mind Mapping, brain storming, Random Words, Role Playing, Story Boarding, 5 W's and 1 H	2
6.	Creative Intelligence- Meaning, components and types of creative intelligence	2
Unit 3	Framework of Critical Thinking	
7.	Defining Critical Thinking, Critical Thinking Skills, The Essential Skills	3
8.	Critical Thinking Models - Paul Elder Model & Collegiate Learning Assessment (CLA)	3
9.	The 3 C's: context, credibility and consistency	3
10.	Intellectual Standards, Traits and Elements of Reasoning	3
11.	How not to judge prematurely?	3
12.	The importance of maintaining a broad perspective, acquiring facts, listening and reflecting	
Unit 4	Creative and Critical Thinking for Problem Solving	
13.	How to make judgments in a disciplined way, with rationality whilst minimizing emotion	4
14.	Creative Vs Critical Thinking	4
15.	Convergent and Divergent Thinking	4
16.	Creative intelligence tests- WKOPAY, Reverse thinking, Anagram	4
17.	Class based/ real life-based problems or situations to develop creative and critical thinking for practical application	4
Text Book/s	1. Paul, R. and Elder, L., 2019, The Nature and Functions of Critical & Creative Thinking, Rowman & Littlefield.	
Reference Book/s	1. S.K Mangal "Understanding the learner and Teaching-Learning Process" Tondon Publications 2. Martinez, P. 2021, Critical Thinking: Decision Making, Problem Solving and Self Development (Effective Strategies That Will Make You Improve Critical Thinking), Tomas Edwards Publication 3. Bowell, T., Cowan, R. and Kemp, G. (2019) Critical Thinking: A Concise Guide. 5th Edition. Routledge: Abingdon, Oxon; New York, NY 4. Paul, R. and Elder, L., 2019, The Nature and Functions of Critical & Creative Thinking, Rowman & Littlefield	

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In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN321							
Course Title	Retail marketing research							
Course Outcomes	On the completion of the course the student will be able to CO1: understand the concept of rural marketing research CO2: develop research proposals for carrying out marketing research CO3: identify sources of data collection CO4: develop a complete research report							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Rural marketing research: overview						1	
•	Definition, characteristics						1	
•	Objectives of rural marketing research						1	
•	Importance of rural marketing research						1	
•	Scope of marketing research						1	
Unit 2	Research methodology						2	
•	Defining the research problem						2	
•	Research process						2	

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•	Research design	2
•	Sampling for research	2
Unit 3	Data collection	3
•	Data collection methods and techniques	3
•	Types and sources of data	3
•	Methods of data collection	3
•	Questionnaire design	3
Unit 4	Retail marketing research report	4
•	Attitude scale	4
•	Data analysis	4
•	Preparation of research report	4
•	Presentation of research report	4
Text Book/s	1. Business Research, Naval Vajpae, Pearson publication 2. Research Methodology: SP Gupta, New age international publisher	
Reference Book/s	1. Marketing Research: Green and Tull, Prantice hall 2. Marketing Research: Beri, G. C	

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In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN322							
Course Title	Rural retailing							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the concept, nature and scope of rural retail as well as factors for the growth of rural market</p> <p>CO2: Comprehend agricultural rural market products, marketing channels and rural retail functions</p> <p>CO3: Analyze risks involved in rural retail and understand contract retailing</p> <p>CO4: Understand different issues in rural retail in india</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Concept of rural retailing						1	
•	Nature and scope of rural retailing						1	
•	Significance						1	
•	Factors contributing to growth of rural market						1	
•	Rural retailing and urban retailing						1	
Unit 2	Agricultural rural market						2	
•	Nature and types of agriculture products						2	
•	Marketing channels						2	

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•	Methods of sales	2
•	Rural retailing functions	2
Unit 3	Rural retailer risk	3
•	Marketable surplus	3
•	Risks involved in rural marketing	3
•	Measure to minimize risk	3
•	Contract retailing	3
Unit 4	Issues in rural retail	4
•	Rural consumer behavior	4
•	FMCG in rural india	4
•	Marketing channels in rural india	4
•	Marketing of customer durables	4
Text Book/s	1.Badi R.V. Badi N.V. Rural Marketing Himalaya Publishing House 2.Acharya S.S. Agarwal N.L. Agriculture Marketing in India Oxford & IBH Publishing Company Pvt. Ltd. 3.Dantwala M.L Indian Agriculture Since Independence Oxford & IBH Publishing Co.Pvt.Ltd.	
Reference Book/s	1.Habeeb U.R., Rahman K.S. Rural Marketing in India HPH- Mumbai 2.Rural Marketing Gopalaswamy Vikas Publishing House	

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In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN324							
Course Title	Business Ethics and Corporate Governance							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: To Understand Basic concepts of Business Ethics, Values, Norms and Beliefs.</p> <p>CO2: To Analyze the Role of values for managers and ethical issues in working conditions.</p> <p>CO3: Understand Ethical Codes, Corporate Social Responsibility and analyze the Ethical issues in Corporate Governance.</p> <p>CO4: To Understand the Corporate Ethics, Corporate Culture and Ethical issues in employer – employee relation"</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Business Ethics							1
•	An Overview – Principles of Personal and Professional Ethics							1
•	Significance and Importance of Business Ethics							1
•	Concepts and Theories of Business Ethics							1
•	Management and Ethics and theories							1
Unit 2	Ethical Decision Making in Business							2
•	Ethical Models Holder Conflicts and Competition,							2
•	Personal & Corporate values, Framework of Ethical Decision Making,							2
•	Creating an Ethical Organization–Role of Accounting, Independent directors							2
•	Codes of Conduct, Ethics Committees,							2
Unit 3	Corporate Ethics: Good Governance							3
•	Definition, Significance							3
•	Model of Good Corporate Governance							3

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•	Corporate Ethics: Investors Rights, Privileges, Problems and Protection	3
•	Theoretical Basis	3
Unit 4	Role of various agencies in ensuring ethics in corporations	4
•	Public Opinion, Role of Auditors	4
•	Media and Business Ethics, Ethics in Advertising	4
•	Role of Government Agencies	4
•	Role of SEBI, Whistle Blowing	4
Text Book/s	1. Fernando, A.C., Business Ethics–An Indian Perspective, New Delhi, Pearson Education, Latest Edition. 2. Stanwick, P.A. & Stanwick S. D., Understanding Business Ethics, New Delhi Pearson Education, Latest Edition.	
Reference Book/s	1. Weiss W.J., Business Ethics Concepts and Cases, New Delhi, Cengage Learning, Latest Edition.	

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In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN323							
Course Title	Digital and Social Media in E-Commerce							
Course Outcomes	On the completion of the course the student will be able to CO1: understand the concept of e- commerce CO2: develop marketing strategies CO3: understand digital marketing CO4: develop pages in social media marketing							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to E- commerce							1
•	Meaning and concept – E- commerce v/s Traditional Commerce– E- Business							1
•	EDI – Importance, features & benefits of E- Commerce							1
•	Impacts, Challenges & Limitations of E- Commerce							1
•	Supply chain management & E – Commerce							1
Unit 2	Marketing strategies & E – Commerce							2
•	Website – components of website — Corporate Website							2
•	Concept & Designing website for E- Commerce							2
•	Emergence of the internet as a competitive advertising media							2
•	Mobile Commerce							2
Unit 3	Digital marketing							3
•	Digital Marketing Assets							3
•	Digital Marketing Tools and Tactics							3
•	Earned and Integrated Social Media							3
•	Introduction to Mobile - Reputation and Reviews							3

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Unit 4	Social media in ecommerce	4
•	Networks Effects and Virality	4
•	Social Advertising and Social Targeting	4
•	Media and Communication Platforms and Persuasion	4
•	Media Platforms and sentiments	4
Text Book/s	1. Ahuja Vandana, Digital Marketing, Oxford University Press, Latest Edition Schneider Gary, E-Marketing, Cengage Learning, Latest Edition	
Reference Book/s	1. Kulkarni Parag, Jahirabadkar and Chander Pradip, E-Business, Oxford University Press, Latest Edition	

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In hours			Credit
L	T	P	
0	0	8	4

Course Code					
Course Title	Project Work- I; Project Work- II; Project Work- III; Project Work- IV				
Examination Mode	Presentation and Viva Voce				
Assessment Tools	Proposal- Objectives & Literature	Project Plan	Data or Results	Project Report & Presentation	Future Scope
Weightage	20	15	15	40	10

PROJECT GUIDELINES:

Following guidelines need to be followed by the students for project submission:

1. Choose a topic: Select a topic that aligns with the area/subject as mentioned in semester wise scheme as per the interests and expertise, and that has the potential to make a meaningful contribution to your field of study.
2. Identify a faculty advisor and the Industry: Department will assign a faculty mentor to the student who can provide guidance and support throughout the project. Student need to identify an industry problem which he/she want to solve through this capstone project under the supervision of industry mentor.
3. Develop a proposal: Create a proposal that outlines the scope and objectives of the project, the research or methods that will be used, and the expected outcomes or deliverables.
4. Conduct research: Conduct a thorough review of relevant literature and data to inform your project and collect primary data or conduct experiments if necessary.
5. Develop a plan: Develop a detailed plan for how you will carry out the project, including a timeline, milestones, and any necessary resources or materials.
6. Carry out the project: Implement the plan and carry out the project, staying on track with the timeline and addressing any obstacles or challenges that arise.

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7. **Analyse and interpret results:** Analyse and interpret the data or results collected during the project, drawing conclusions and making recommendations as appropriate.
8. **Prepare a final report or presentation:** Prepare a final report or presentation that summarizes the project, including background, methods, results, and conclusions, and that showcases any visual aids or other relevant materials.
9. **Reflect on the project:** Reflect on the experience and what you learned throughout the project, identifying any strengths, weaknesses, or areas for improvement.
10. **Submit and present the project:** Submit the project to the faculty advisor or committee for review, and present the project in front of the panel for assessment.

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In hours			Credit
L	T	P	
0	0	20	10

Course Code	
Course Title	On Job Training (OJT)
Examination Mode	External, by the experts of Maruti Suzuki India Ltd. (MSIL)
Assessment Tools	The assessment shall be as per the OJT Evaluation criteria by Maruti Suzuki (Attached herewith)

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OJT Evaluation

Name of Trainee :

College ID : _____ MSPIN : _____

Name of Mentor from Dealership : _____

Name of Dealership : _____

Location of Dealership Outlet : _____

Month : _____

Parameter	Weightage	Ratings					Actual Marks [[Ratings/ 5)* Weightage*100]
		5 Excellent	4 V. Good	3 Good	2 Avg	1 Poor	
Rate on following parameters	%						
Retail Target vs Achievement*	50%						
Punctuality of trainee	10%						
Willingness to learn (Product & Processes)	10%						
Trainee shows basic courtesy, respect, ethics in work area	10%						
Coordination with fellow colleagues	10%						
Compliance with Dealer policies in work area	10%						
Total Score (Out of 100)							
Dealer Team Leader		Remarks :					
Name :							
Mobile :							
Signature							

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University Mentor Name : Mobile : Signature		Remarks :	
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*Retail Targets: Sem-3 (from 3rd month of OJT): 2 | Sem-4: 3 | Sem-5: 4 | Sem-6: 4

Checked by

GM Sales/ HR Manager

FSDM

MGR

_____ Motors

RO

VSST

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Monthly OJT Evaluation Form by Dealers

Parameter	Weightage								
	Semester 3						Semester 4	Semester 5	Semester 6
	1M	2M	3M	4M	5M	6M	All Months	All Months	All Months
Retail Target vs Achievement*	0%	0%	30%	30%	30%	30%	40%	50%	50%
Punctuality of trainee	20%	20%	20%	20%	20%	20%	10%	10%	10%
Willingness to learn (Product and Process)	20%	20%	20%	20%	20%	20%	10%	10%	10%
Trainee shows basic courtesy, respect, ethics in work area	20%	20%	10%	10%	10%	10%	10%	10%	10%
Coordination with fellow colleagues	20%	20%	10%	10%	10%	10%	15%	10%	10%
Compliance with Dealer policies in work area	20%	20%	10%	10%	10%	10%	15%	10%	10%
Total Score (Out of 100)	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Retail Targets: Sem-3 (from 3rd month of OJT): 2 | Sem-4: 3 | Sem-5: 4 | Sem-6: 4

