

Module-III

Groups and Teams: Definition, difference between groups and teams; stages of group development, group cohesiveness, types of teams; Leadership: Styles and theories. Attitude: Characteristics and components of attitude, attitude & productivity, Cognitive dissonance theory.

Module-IV

Organisational Power and Politics: Nature of organisational politics. Conflict: Concept, sources, types, stages of conflict, management of conflict, Organisational Change: Concept, Kurt Lewin theory of change, resistance to change, managing resistance to change.

Books-Recommended

1. Stephen P. Robbins - Organizational Behaviour, PHI
2. L.M. Prasad - Organizational Behaviour, Sultan Chand & Sons.
3. R. Aswathappa - Organizational Behaviour, Himalaya Pub. House.

Macro Economics (70 Hours)

Course Code	Course Title	Credits	Type (T+P+Pj)
CUBB1006	Macro Economics	4	3+0+1

Course Rationale:

Gaining an understanding of fundamental macroeconomic principles is the goal of the course. The open economy is included in the policy framework and the contemporary instruments of macroeconomic analysis are explored.

Course Objectives:

- Develop a macro-economic perspective
- Understand macro-economic paradigms
- Acquire knowledge of economic environment of a nation and the role of government in the economy;
- To develop a basic understanding of macroeconomic stability and its importance to develop an ability to understand macroeconomic policies and their likely impacts;
- To appreciate the challenges to government decision-making in a globalized world to gain an understanding of the linkages between economic policies and business performance.

Course Outcomes:

After completion of the course, learners will be able to:

CO1: Understand the theoretical and conceptual knowledge of macroeconomics. Understand the preliminary concepts associated with the determination and measurement of aggregate

macroeconomic variable like savings, investment, GDP, money, inflation, and the balance of payments.

CO2: Demonstrate a firm knowledge of the interrelationships among consumers, government, business and the rest of the world in Indian macro-economy.

CO3: Learn fiscal and monetary policy decisions to counter economic problems by using macro-economic instruments; develop the ability to distinguish the functions of these tools in controlling inflation, regulating money supply, and promoting economic growth.

CO4: Identify the process of how the nation's output of goods and services is measured through the national income.

CO5: Ability to understand about how to make sustainable economic growth of a nation

Course Outcome to Program Outcome Mapping:

Course Outcomes (CO)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1									
CO2	2		3	2								
CO3		3	2		3							
CO4	3		2			1						
CO5				3	2	3						

***High-3, Medium-2, Low-1**

Course Syllabus:

Module: I: Measurement of macroeconomic variables:

Circular flow of Income; National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment: Quantity Theory of Money – Cambridge version, Classical aggregate demand curve, Classical theory of interest rate.

Module II: Keynesian theory of Income and employment:

Simple Keynesian model, components of aggregate demand-Consumption, Saving, Investment, equilibrium income, changes in equilibrium, multiplier (investment, Government expenditure, lump sum tax, foreign trade).

Module III: Money:

Functions of money, quantity theory of money, determination of money supply and demand, H theory of money multiplier, indicators and instruments of monetary control; Inflation: meaning, demand and supply side factors, consequences of inflation, anti-inflationary policies, natural rate theory, monetary policy-output and inflation, Phillips curve (short run and long run).

Module IV: Open Economy:

Brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy.

Books Recommended

1. Froyen, R. T., 'Macroeconomics', Theories and Policies, Pearson
2. Mankiw, G. N., 'Macroeconomics', Worth publishers
3. Dornbusch and Fischer, 'Macroeconomics', Tata McGraw Hill

Marketing Essentials (70 hours)

Course Code	Course Title	Credits	Type (T+P+Pj)
CUBB1007	Marketing Essentials	4	3+0+1

Introduction

This course provides an introduction to the principles and practices of marketing. It explores how organizations create value for customers, build strong brands, and achieve business success through effective marketing strategies. The course combines foundational theory with a hands-on project to prepare students for marketing roles in a competitive environment.

Course Objectives

- To provide foundational knowledge of marketing concepts and their practical applications.
- To develop skills in understanding consumer behaviour and market dynamics.
- To foster analytical and strategic thinking for creating effective marketing solutions.

Course Outcomes

By the end of this course, students will be able to:

- Evaluate complex market environments and consumer behaviour trends.
- Develop integrated marketing strategies that align with business objectives.
- Apply digital and traditional marketing tools to optimize customer engagement.
- Apply data analytics to measure and improve marketing performance.
- Develop and present comprehensive marketing projects with strategic insights.

Course Outcome to Program Outcome Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	1	1	1	1	2		1	2	1	3	2	1
CO2	3	3	1	2	2					2		1	3	3	3