

SYLLABUS AS PER NEP 2020 FOR P.G.D.T.L. (2025 Pattern)

Name of the Programme	: PGDTL
Programme Code	: PCDTL
Class	: PGDTL
Semester	: I
Course Code	: PGDTL-501-MJM
Course Title	: Direct Tax- I
No. of Credits	: 04
No. of Teaching Hours	: 60

Course Objectives:

1. To acquire the knowledge of history and basic concepts of Income Tax Act, 1961.
2. To know about various exemptions available under Income Tax Act.
3. To impart the knowledge of concepts of Capital & Revenue nature of incomes & expenditures.
4. To understand how to compute Income under different heads of income.
5. To know the information about expenses expressly allowed and disallowed under Income Tax Act.
6. To acquire the knowledge regarding the claiming of various deductions under Income Tax.
7. To equip the students to get in-depth knowledge of computation of total income & tax liability with its practical application.

Course Outcomes:

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

- CO1.** Acquire the knowledge of history and basic concepts of Income Tax Act, 1961.
- CO2.** Know about various exemptions available under Income Tax Act.
- CO3.** Impart the knowledge of concepts of Capital & Revenue nature of incomes & expenditures.
- CO4.** Understand how to compute Income under different heads of income.

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CO5. Know the information about expenses expressly allowed and disallowed under Income Tax Act.

CO6. Acquire the knowledge regarding the claiming of various deductions under Income Tax.

CO7. Equip the students to get in-depth knowledge of computation of total income & tax liability with its practical application.

Topics and Learning Point

UNIT 1: INTRODUCTION TO INCOME TAX

15 Lectures

- 1.1. History of Income Tax in India
- 1.2. Fundamental Concepts and definitions (Income, Previous Year, Assessment Year, Agricultural Income, Person, Assessee)
- 1.3. Residential status
- 1.4. Income Exempt from tax (Section 10)
- 1.5. Capital & Revenue receipts or expenditures,
- 1.6. PAN, TDS, TCS and Rates of taxes

UNIT 2: INCOME FROM SALARIES & HOUSE PROPERTY

15 Lectures

- 2.1. Salaries: Chargeability -Allowances - Perquisites - Deduction from Salaries
- 2.2. House Property: Annual Value-Self occupied property and let out property - deemed to be let out property - Permissible deductions.

UNIT 3: INCOME FROM BUSINESS & PROFESSION

15 Lectures

- 3.1. Meaning of Business / Profession
- 3.2. Deductions expressly allowed.
- 3.3. Expenses Specifically disallowed.
- 3.4. Computation of Income from Business
- 3.5. Computation of gain from profession

UNIT 4: CAPITAL GAINS, OTHER SOURCES AND TOTAL INCOME 15 Lectures

- 4.1 Capital Gains: Meaning, Types, Exemptions and Computation
- 4.2 Income from Other Sources: Chargeability - Deductions and Computation.
- 4.3 Deductions from Gross Total Income (Section 80C to 80U).
- 4.4 Computation of Taxable Income of an Individuals

References:

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- 1 Dr. Vinod Singhania: Direct Taxes, Law and Practice, Taxman Publication, New Delhi
- 2 Dr. Bhagawati Prasad: Direct Taxes
- 3 Dr. Girish Ahuja and Ravi Gupta: Direct Taxes, Bharat Law House, New Delhi.
- 4 T. N. Manoharan: Handbook of Income Tax Laws
- 5 B. B. Lal & N. Vashisht: Direct Taxes (Pearson)
- 6 Gaur & Narang: Income Tax.

Notes:

1. Amendments made prior to commencement of the Academic Year in the relevant Act should be considered & studied.
2. The breakup of questions in the Examination will be as under 30% Theory & 70% Practical.

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Mapping of Program Outcomes with Course Outcomes

Class: PGDTL Sem-I

Subject: Direct Tax

Course: Direct Tax

Course Code: PGDTL-501-MJM

Weightage: 1 = weak or low relation, 2 = moderate or partial relation, 3 = strong relation

Programme Outcomes (POs)							
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1							
CO 2							
CO 3	3	3					3
CO 4		2	1		3		
CO 5		3				3	
CO 6	3						
CO 7				2			

Justification for the Mapping

PO1: Knowledge and Critical Thinking

CO3. Students will apply knowledge of Capital & Revenue incomes & expenditures in their business and personal tax planning.

CO6. Students will apply knowledge regarding the claiming of various deductions under Income Tax for tax saving.

PO2: Problem Solving

CO3. Students will apply knowledge regarding the claiming of various deductions under Income Tax for tax saving of society.

CO4. Students will be able to acquire skills about how to compute Income under different heads of income.

CO5. Students will use information about expenses expressly allowed and disallowed under the Income Tax Act in their business income tax filing.

PO3: Communication skills

CO4. Students will be able to acquire skills about how to compute Income under different heads of income.

PO4: Independent learning

CO7. Students will be able to get in-depth knowledge of computation of total income & tax liability with its practical application.

PO5: Leadership quality

CO4. Students will use income tax knowledge to compute Income under different heads of income at the time income tax filing.

PO6: Teamwork

CO5. Students will use information about expenses expressly allowed and disallowed under the Income Tax Act in their personal income tax filing.

PO7: Ethical Responsibility

CO5. Students will use information from the Income Tax Act as a guide to society about tax saving and tax filling.

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Name of the Programme	: PGDTL
Programme Code	: PCDTL
Class	: PGDTL
Semester	: I
Course Code	: PGDTL-502-MJM
Course Title	: Indirect Tax- I
No. of Credits	: 04
No. of Teaching Hours	: 60

Course Objectives:

1. To acquire knowledge of various provisions of Central Goods & Services Tax Act, 2017.
2. To impart the knowledge of concepts of Input & Output nature of supplies.
3. To understand how to get register under CGST Act
4. To acquaint the students with the procedure of filing CGST return and their assessment by tax authorities.
5. To impart knowledge of the provisions of penalties, offences and prosecutions under CGST Act.
6. To develop professional skills among the students.
7. To acquire practical skills to work as tax consultant, audit assistant etc.

Course Outcomes:

- CO1: The students will acquire the knowledge of various provisions of Central Goods & Services Tax Act, 2017.
- CO2: The course will impart the knowledge of concepts of Input & Output nature of supplies.
- CO3: The students will understand how to get register under CGST Act
- CO4: The students will become acquainted with the procedure of filing CGST return and their assessment by tax authorities.
- CO5: The course will impart knowledge of the provisions of penalties, offences and prosecutions under the CGST Act.
- CO6: The course will develop professional skills among the students.
- CO7: Students will acquire practical skills to work as tax consultant, audit assistant etc.

SYLLABUS AS PER NEP 2020 FOR P.G.D.T.L. (2025 Pattern)**Syllabus**

Unit No.	Name	No. of Lectures
I	INTRODUCTION TO CGST: (SEC. 1, 2, 7 TO 11) Short title, extent and commencement, Definitions, Scope of supply, Tax liability, Levy and collection, Composition levy, Power to grant exemption from tax	10
II	TIME AND VALUE OF SUPPLY& ITC: (SEC. 12 TO 17) Time of supply of goods & services, Change in rate of tax in respect of supply of goods or services, Value of taxable supply, Apportionment and blocked credits.	12
III	REGISTRATION: (SEC. 22 TO 30) Persons liable for registration, Persons not liable for registration, Compulsory registration in certain cases, Procedure for registration, Deemed registration, Cancellation and Revocation of registration.	12
IV	TAX INVOICE, ACCOUNTS, RECORDS AND RETURNS: (SECTION 31 TO 44) Tax invoice, Prohibition of unauthorised collection of tax, Amount of tax, Credit and debit notes, Accounts and other records, Period of retention of accounts, inward & outward supplies, furnishing of returns, Claim of ITC, Annual return.	14
	TOTAL	48

Recommended Books:

1. The Central Goods and Service Tax Act 2017
2. The Integrated Goods and service Tax Act 2017
3. GST Compensation to States Act 2017- Published by EBC Lalbagh Lucknow
4. The Central Goods and Service Tax Act 2017 & The Intergated GST 2017, Lalbagh, Lukhnow
5. GST Ready Recknoer V.S. Datey Taxman's Publication
6. GST A practical approach Vishsthma Chaudhary IRS CA, Anshu Dalima CA Shaifali Giridharwal Taxman's Publication.

SYLLABUS AS PER NEP 2020 FOR P.G.D.T.L. (2025 Pattern)**Mapping of Program Outcomes with Course Outcomes****Class: PGDTL Sem- I****Subject: Indirect Tax****Course: Indirect Tax****Course Code: PGDTL-502-MJM****Weightage:** 1 = weak or low relation, 2 = moderate or partial relation, 3 = strong relation

Programme Outcomes (POs)							
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3						
CO 2	3	2					1
CO 3		3		3			
CO 4		2	1	1	3		1
CO 5		3				3	2
CO 6	3						3
CO 7	3	1	1				3

Justification for the Mapping**PO1: Knowledge and Critical Thinking**

CO1 Students will able to build the groundwork for critical thinking by providing a comprehensive understanding of the legal framework.

CO2 Students will able to analyze the flow and categorization of supplies, fostering a deeper understanding of CGST principles.

CO6 Students will be able to enhance overall professionalism and work ethic, contributing to a well-rounded perspective.

CO7 Students will use practical skills to work as tax consultants or audit assistants. Tax consultants will help to Problem-solve, analysis, and critical thinking in real-world tax scenarios.

PO2: Problem Solving.

CO2 Students will use this knowledge in identifying and solving problems related to the classification and treatment of inputs and outputs in the context of CGST.

CO3. Students will apply knowledge to solving procedural problems, understanding legal requirements, and addressing potential issues that may arise during the registration process.

CO4. Students will apply knowledge to navigating complex forms, reconciling data, and resolving discrepancies in the returns.

CO5 Students will apply knowledge about legal implications to avoid penalties or resolve legal issues.

CO7 Students will apply knowledge to real-world scenarios, analyzing complex tax issues, and finding solutions.

PO3: Communication skills

CO4. Students will communicate financial information accurately and clearly to their clients in the returns filling process.

CO7. Students will improve communication skills for Effective communication with

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clients, colleagues, and authorities.

PO4: Independent learning

CO3 Students will apply knowledge for navigating resources, guidance about documentation related to registration.

CO4 Students will be encouraged to independently comprehending and applying tax laws to prepare accurate returns.

PO5: Leadership quality

CO4. Students will use income tax knowledge to compute Income under different heads of income at the time income tax filling.

PO6: Teamwork

CO5. Students will use information about expenses expressly allowed and disallowed under the Income Tax Act in their personal income tax filing.

PO7: Ethical Responsibility

CO2 Students will use knowledge in handling the classification and treatment of inputs and outputs in tax scenarios, ensuring compliance and ethical practice.

CO4 Students will apply ethical tax practice, accurately report financial information and adhere to tax regulations in their professional life.

CO5 Students will guide clients regarding consequences of non-compliance, encourage ethical behavior in adhering to tax laws and regulations.

CO6 Students will develop professional skills that indirectly support ethical responsibility by fostering a sense of professionalism and integrity in their work.

CO7. Students will guide regarding that tax advice and auditing practices.

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Name of the Programme	: PGDTL
Programme Code	: PCDTL
Class	: PGDTL
Semester	: I
Course Code	: PGDTL-503-MJM
Course Title	: General Laws - I
No. of Credits	: 04
No. of Teaching Hours	: 60

Course Objectives

1. To make aware about the various sections of the Constitution of Indian related to taxation.
2. To acquaint them with the Hindu law and Hindu Succession Act 1956.
3. To impart the knowledge of general laws affecting taxation in India.
4. To know about different types legal practices applicable for taxation practice.
5. To make aware about the provisions of Hindu law and Hindu Succession Act 1956.
6. To instils the knowledge about legal procedures, methods of Hindu law and Hindu Succession Act 1956.
7. To impart the knowledge of the Hindu Law.

Course Outcomes:

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

- CO1. Impart the knowledge of basic legal aspects related to taxation practice in India.
- CO2. Know about different types of acts and laws related to taxation. CO3. Aware about the legal procedure in taxation in India.
- CO4. Inculcate the knowledge about legal provisions and methods applicable for taxation.
- CO5. Impart the knowledge of Hindu law and Hindu Succession Act 1956.
- CO6. Know about the importance of Hindu law and Hindu Succession Act 1956.
- CO7. Make aware about the Hindu law and Hindu Succession Act.

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Topics and Learning Points

UNIT 1: Constitution of India

15 Lectures

- 1.1 Salient Features of the Indian Constitution.
- 1.2 Powers of Parliament & State Legislatures for Enactment of Taxation Laws. (Relevant Provisions)
- 1.3 Money Bill & Finance Bill.
- 1.4 Financial relations between The Union & The States. (Articles-264 to 291)
- 1.5 Freedom of Trade, Commerce & Intercourse. (Article-301 to 307)

UNIT 2: The Bharatiya Sakshya Adhinayam 2023

15 Lectures

- 2.1 Introduction & Definitions.
- 2.2 Opinion of Experts.
- 2.3 Oral Evidence, Primary Evidence & Secondary Evidence
- 1.4 Facts which need not be proved.
- 2.5 Public & Private Documents.
- 2.6 Burden of Proof.
- 2.7 Examination of Witnesses.

UNIT 3: Hindu Law

15 Lectures

- 3.1. Application of Hindu Law
- 3.2. Sources & Schools of Hindu Law
- 3.3. Joint Family Coparcenary & Coparcenary Property (With Reference To Mitakshara law and Dayabhaga Law)

UNIT 4: Hindu Succession Act 1956

15 Lectures

- 4.1. Kinds of Legal Heirs and Section 6-Devolution Of Interest In Mitakshara Coparcenary Property
- 4.2. Section 8-Succession to Property of Male Hindu
- 4.3. Section 15-Succession of Property of Female Hindu Including Stridhan
- 4.4. Section 30-Testamentary Succession

References:

- 1. M. C. Shukla, T. S. Grewal and S. C. Gupta, "Advanced Accounting", S. Chand Publication, New Delhi
- 2. S. N. Maheshwari, "Advanced Accounting", Vikas Publishing House, New Delhi
- 3. R. L. Gupta, "Advanced Accounting", Sultan Chand & Co., New Delhi, The CA Journal of ICAI
- 4. P. C. Tulsian, "Financial Accounting", Tata McGraw-Hill Publishing Co. Ltd. New Delhi.
- 5. Mukharji & M. Hanif, "Financial Accounting", Tata McGraw-Hill Publishing Co. Ltd. New Delhi

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Mapping of Program Outcomes with Course Outcomes

Class: PGDTL, Sem I

Subject: General Laws- I.

Course: General Laws- I

Course Code: PGDTL-503-MJM

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Programme Outcomes (POs)							
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	2					
CO 2	3	2					
CO 3	3	2					
CO 4	3	2					
CO 5			02				
CO 6					2		2
CO 7							

Justification for the Mapping

PO1: Knowledge and Critical Thinking

CO1: Students will help students to acquire the knowledge about the constitution of India and knowledge of other related general laws.

CO2: Students will develop a deep understanding of legal procedure and systems of laws, enabling them to solve complex practical work.

CO3: Students will be acquainted by the sources of laws, basic idea of Constitution of India and Hindu Succession Act 1956.

CO4: Students will develop competence in analysing various legal aspects in their regular practice including legal procedure, system, forms, filing procedure as such.

PO2: Problem Solving

CO1: Students will apply their knowledge of various laws and legal procedures and sections to solve problems involving the legal aspects, legal notices, etc.

CO2: Students will use their understanding of legal knowledge and systems of to solve complex spatial problems, such as finding the answers and investigations.

CO3: Students will help students to acquire the knowledge about the Indian Penal Code, Civil Procedure, Right to Information Act and Information Technology Act 2005.

CO4: Students will be acquainted by the laws affecting directly and indirectly of taxation.

PO3: Communication skills

CO5: Students will apply their communication skills effectively, analyse the concepts and participate in healthy arguments and portray skill in communication and in writing.

PO5: Leadership quality – Global and multicultural perspective

CO6: Students will demonstrate the ability to understand their clients in their regular practice. This ability is essential for success in many different careers.

PO7: Ethical Responsibility

CO6: Students will apply knowledge of ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large. Students will also be provided understanding and working knowledge of Indian Penal Code, Civil Procedure, Right to Information Act and Information Technology Act.

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Name of the Programme	: PGDTL
Programme Code	: PCDTL
Class	: PGDTL
Semester	: I
Course Code	: PGDTL-504-MJM
Course Title	: Custom Act
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To get knowledge of various provisions of the Custom Act.
2. Impart the knowledge of concepts of Importation and Exportation of Goods.
3. To understand how to Levy and Exemptions from Custom Duties.
4. To get in-depth knowledge of Baggage Good, Coastal Goods etc.
5. Impart the knowledge of the provisions of penalties, offences and prosecutions under Custom Act.
6. To develop professional skills among the students to work as tax consultant, audit assistant etc.

Course Outcomes:

- CO1: The students will acquire the knowledge of various provisions of the Custom Act.
- CO2: The course will impart knowledge of concepts of Importation and Exportation of Goods.
- CO3: The students will understand how to Levy and Exemptions from Custom Duties.
- CO4: The course will equip the students to get in-depth knowledge of Baggage Good, Coastal Goods etc.
- CO5: The course will impart the knowledge of the provisions of penalties, offences and prosecutions under Custom Act.
- CO6: The course will develop professional skills among the students to work as tax consultant, audit assistant etc.

Topics and Learning Points

Unit No.	Name	No. of Lectures
I	Introduction- Section 1 To 10	6
II	Prohibition On Importation and Exportation of Goods- U/s. 11(A) To 11(H)	12
III	Levy And Exemptions from Custom Duties, Price of Goods and Refund, Advance Ruling– U/s. 12 To 28(M)	12
		30

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Recommended Books:

1. Custom Law Manual: R.K. Jain
2. Custom Law Practice and Procedures: Taxman
3. Custom Law Practice and Procedures: Tukaram Shailendranath
4. Indirect Taxation: Custom Laws: CA Final: Prof. Vaidya

SYLLABUS AS PER NEP 2020 FOR P.G.D.T.L. (2025 Pattern)**Mapping of Program Outcomes with Course Outcomes****Class:** PGDTL Sem I**Subject:** Custom Act**Course:** Custom Act**Code:** PCDTL-504-MJM**Weightage:** 1 = weak or low relation, 2 = moderate or partial relation, 3 = strong relation

Programme Outcomes (POs)							
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3						
CO 2	3	2					3
CO 3	2	3		1			
CO 4		2	3	2	1		3
CO 5	2	3				2	
CO 6	3						2
CO 7		1	1				1

Justification for the Mapping**PO1: Knowledge and Critical Thinking**

CO1 Students will able to critical thinking by providing a comprehensive understanding of the legal framework.

CO2. Students will be encouraged to critically analyze the processes involved in importing and exporting goods, fostering a deeper understanding of customs procedures.

CO3 Students will critical analysis of tax implications and exemptions within the customs domain.

CO5. students will handle legal consequences and implications in customs-related matters.

CO6. Students will develop professional skills for roles of tax consultants or audit assistants

PO2: Problem Solving.

CO1. Students will use this knowledge for identifying and addressing complex issues related to customs regulations and compliance.

CO2. Students will use knowledge for preparing logistics documentation, and compliance in import-export procedures.

CO3. Students will handle issues related to tariff applications, exemptions, and their impact on trade and commerce.

CO6. Students will develop professional skills to solve real-world problems.

PO3: Communication skills

CO4. Students will communicate financial information accurately and clearly to his client in Imports and Exports Goods Service

CO7. Students will improve communication skills for Effective communication with clients, colleagues, and authorities.

PO4: Independent learning

CO3 Students will apply knowledge for navigating resources, guidance about documentation related to registration.

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CO4 Students will be encouraged to independently comprehending and applying tax laws to prepare accurate returns.

PO5: Leadership quality

CO4. Students will use knowledge clearance of Imports Goods and Export of Goods.

PO6: Teamwork

CO5. Students will use information about Provision Relating to Convenience Imports and Exports Goods

PO7: Ethical Responsibility

CO2. Students will use knowledge in handling of Custom Duties.

CO4. Students will apply ethical Custom Duties practice Custom Duties regulations in their professional life.

CO6. Students will develop professional skills that indirectly support ethical responsibility by fostering a sense of professionalism and integrity in their work.

CO7. Students will guide regarding that custom duties' advice and compliance practices.

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Name of the Programme	: PGDTL
Programme Code	: PCDTL
Class	: PGDTL
Semester	: I
Course Code	: PGDTL-505-MJE (A)
Course Title	: Industrial Operation Management
No. of Credits	: 04
No. of Teaching Hours	: 60

Course Objectives:

1. To describe the concepts related to production and operation management and its application.
2. To understand and develop the deep insight of production and operation management.
3. To understand & identify business problems involving operational function, planning and control, design development and quality management.
4. To demonstrate awareness and importance of application, operation and supply chain management.
5. To develop skills necessary to effectively analyze and synthesize the many inter relationship inherent in complex socio-economic productive systems.
6. To increase the knowledge and perspective to gain from emerging trends in production and operation management.
7. To make students aware about the role of production and operation management in the firm or organization.

Course Outcomes:

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

- CO1.** Accurately describe the concepts related to production and operation management in their day to day life or professional life.
- CO2.** Demonstrate the understanding about the process of production and operation management.
- CO3.** Describe the characteristics, advantages and disadvantages of production and operation in the organization.
- CO4.** Apply the various supply chain management strategies applicable according to the need of the business organization in the day to day management practices.
- CO5.** Apply the process of production and operation management in business organization when as required.
- CO6.** Use various terminologies of production and operation management in the practice of management of the business.
- CO7.** Plan, formulate, control and analyze the strategy which is implemented in the business organization and provide the feedback accordingly with the help of production and operation management.

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Topics and Learning Points

UNIT1: Production and Operation Management

(15 Lectures)

- 1.1 Meaning, Definition and importance
- 1.2 Functions and Types of Production Systems
- 1.3 Mass Production /Flow Line
- 1.4 Continuous, Intermittent, Batch Production, Job Lots etc.
- 1.5 Service Systems: Recent trends in production and service systems
- 1.6 Plant Layout: Objectives, basic principles and types
- 1.7 Safety Considerations and environmental aspects

UNIT2: Supply Chain Management

(15 Lectures)

- 2.1 Supply chain Management: Introduction, Meaning and Definition, Scope and Components
- 2.2 Process of Supply Chain Management
- 2.3 Tools and Techniques of Supply Chain Management
- 2.4 Performance Measurement and implementation
- 2.5 Career opportunities in Supply Chain Management

UNIT3: Production Planning, Control and Product Design and Development

(15 Lectures)

- 3.1 Production Planning: Meaning, Definition, Objectives, Importance and its components
- 3.2 Production Control: Meaning, Definition, Objectives, Significance and factors affecting Production Control.
- 3.3 Product Design and Development: Concept, Process and factors affecting product development

UNIT 4: Total Quality Management and Emerging Issues

(15 Lectures)

- 4.1 Total Quality Management: Meaning, Definition, Dimensions, Objectives and importance
- 4.2 Emerging Issues in Production and Operations Management: Mobile Accessibility, Atomization of Operational Processes, Employee empowerment, Outsourcing and Waste Management

References:

1. Production and Operation Management – By B.S.Goel (PragatiPrakashan)
2. Production and Operation Management – By S.N. Chary (Tata Mcgraw Hill)
3. Modern Production and Operation Management – By ElwordBuffa
4. Production Planning and Inventory Control – By Magee Budman (Tata Mcgraw Hill)
5. Essentials of Business Administration – By K.A. Shantappa
6. A Key of Production Management – By Kalyani Publication

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Mapping of Program Outcomes with Course Outcomes

Class: PGDTL Sem I

Subject: Industrial and Operation Management

Course: Industrial and Operation Management

Course Code: PGDTL-505-MJE (A)

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Programme Outcomes (POs)														
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14
CO 1	3	2												
CO 2														
CO 3			1											
CO 4				3					2	2		3		
CO 5			2								1		3	
CO 6					2		1	3						2
CO 7						3								

Justification for the Mapping

PO1: A Comprehensive Knowledge and Coherent Understanding

CO1: Students will describe the concepts related to Production and Operation Management in their day to day life or professional life.

PO2: Procedural Knowledge and Practical Skill

CO1: Students will apply their knowledge of different techniques of Production and Operation Management such for data collection and analysis by them in an organization.

PO3: Communication Skills

CO3: Students will apply their Production and Operation Management skills effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

PO4: Critical Thinking and Problem-Solving Skills

CO4: Students will implement the various Production and Operation Management skills related to business and business activities applicable according to the need of the business organization in the day to day practices.

PO5: Independent Learning

CO6: Students will apply various terminologies of Production and Operation Management in the practice of management of the business.

PO6: Leadership Quality- Global and Multicultural Perspective

CO7: Students will direct, plan and formulate and analyse the Production and Operation Management which is implemented in the business organization and provide the feedback accordingly.

PO7: Teamwork

CO6: Students will apply knowledge of Production and Operation Management ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

PO8: Ethical Responsibility

CO6: Students will apply procedural Production and Operation Management skills and research ethical standards and an ability to apply these with a sense of responsibility within the workplace.

PO9: Innovation, Employability and Entrepreneurial Skills

CO4: Students will implement the various Production and Operation Management strategies planning and planning procedure applicable according to the need of the business organization in the day to day practices.

PO10: Multidisciplinary Competence

CO5: Students will direct, plan and formulate and Production and Operation Management analyse the day to day strategies which is implemented in the production and operation

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management of business organization and provide the feedback accordingly.

PO11: Value Inculcation through Community Engagement and Field Work

CO5: Students will direct, plan and formulate and Production and Operation Management analyse the required strategies which is implemented in the business organization in production and operations.

PO12: Traditional Knowledge into Modern Application

CO4: Students will implement the various Production and Operation Management models applicable according to the need of the business organization in the day to day practices.

PO13: Design and Development of System

CO5: Students will formulate and analyse the required Production and Operation Management analysis procedure which is implemented in the business organization.

PO14: Research-Related Skills

CO6: Students will apply Production and Operation Management research related knowledge of managerial ethics and research ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

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Name of the Programme	: PGDTL
Programme Code	: PCDTL
Class	: PGDTL
Semester	: I
Course Code	: PGDTL-505-MJE (B)
Course Title	: Introduction to Marketing
No. of Credits	: 04
No. of Teaching Hours	: 60

Course Objectives:

1. To recall and reproduce the various concepts related to marketing.
2. To demonstrate the relevance of marketing management to a new or existing business across variety of sectors.
3. To apply marketing principles and theories to the demands of marketing function and practice in the real world scenarios.
4. To enable to examine and list marketing issues pertaining to segmentation, targeting and marketing environmental forces.
5. To examine the impact of Globalisation on technology and social responsibility of marketing.
6. To explain the interrelationships between segmentation, targeting and marketing environment.
7. To discuss alternative approaches to segmentation, targeting and the marketing environment.

Course Outcomes:

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

CO1. Accurately describe the various concepts, principles, framework and terms related to the functions and role of marketing. Also describe the impact of globalization on marketing.

CO2. Demonstrate the relevance of marketing management to a new or existing business across variety of sectors.

CO3. Apply marketing principles and theories to the demands of marketing function and practice in the real world scenarios.

CO4. Examine and list marketing issues pertaining to segmentation, targeting and marketing environmental forces.

CO5. Analyze the impact of Globalisation on technology and social responsibility of marketing. Also analyze political, social, legal environment in the view of marketing.

CO6. Explain the interrelationships between segmentation, targeting and marketing environment.

CO7. Identify alternative approaches to segmentation, targeting and the marketing environment. Identify the stage of product or service in accordance with PLC.

Topics and Learning Points

Unit 1: Introduction to Marketing

(15 Lectures)

- 1.1 Meaning, Definition & Functions of Marketing
- 1.2 Scope of Marketing, Evolution of Marketing,
- 1.3 Core concepts of marketing –Customer Satisfaction, Customer Delight, Customer loyalty, Concepts of Markets, Meta-markets, Digital Markets,
- 1.4 Impact of Globalization, Technology and Social Responsibility on Marketing.

Unit 2: Marketing Environment

(15 Lectures)

- 2.1 Concept of Environment, Macro Environment & Micro Environment

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2.2 Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Micro Environment,

2.3 Analyzing the Political, Economical, Socio-cultural, Technical and Legal Environment

Unit 3: Segmentation, Target Marketing (15 Lectures)

3.1 Segmentation - Concept, Need & Benefits, Bases for segmentation.

3.2 Levels of segmentation, Criteria for effective segmentation,

3.3 Concept of Target Markets and criteria for selection.

Unit 4. Marketing Mix: (15 Lectures)

4.1 Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence.

4.2 Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC),

4.3 Relevance of PLC,

4.4 Types of PLC and Strategies across stages of the PLC

References:

1. Principles of Marketing- Philip Kotler, Gary Armstrong,
2. Marketing Management- Sherlekar
3. Marketing Management- Ramaswamy & Namakumari- Macmillan.
4. Marketing Management- Himalaya Publishing House- Dr. K. Karuna Karan
5. Marketing Management- Kalyani Publishing Company, New Delhi

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Mapping of Program Outcomes with Course Outcomes

Class: PGDTL Sem. I

Subject: Introduction to Marketing

Course: Introduction to Marketing

Course Code: PGDTL-505-MJE (B)

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	PO 11	PO 13	PO 14
CO 1	1		-	1		1							
CO 2	2									-	-		-
CO 3			1									2	
CO 4		2			2								
CO 5									2				
CO 6								1					
CO 7							1						2

Justification for the Mapping

PO1: A Fundamental Knowledge and Coherent Understanding:

CO1. This will help the students to get in depth knowledge of Marketing Techniques and its application in today's world; they can solve the problems of marketing.

CO2. The students acquaint the recent trends in the field of Marketing Techniques; can cope up with the changes in market.

PO2: Procedural Knowledge for Skill Enhancement:

CO 4. This will help to analyze and solve marketing problems in the complex and fast changing business environment.

PO3: Communication Skill

CO3. This will help to inculcate knowledge of Marketing Techniques through practical approach.

PO4: Critical Thinking and Problem-Solving Skills:

CO1. This will help the students to get in depth knowledge of Marketing Techniques and its application in today's world; they can solve the problems of marketing.

PO5: Independent learning:

CO4. This will help to analyse and solve marketing problems in the complex and fast changing business environment.

PO6: Leadership Quality- Global and Multicultural Perspective:

CO1. This will help the students to get in depth knowledge of marketing and Marketing Techniques and its application in today's world.

CO7. This will orient students in segmentation, targeting and the marketing environment.

PO8: Ethical Responsibility:

CO6. This will help to develop the awareness amongst the students about digital marketing.

PO9: Innovation, Employability and Entrepreneurial Skills:

CO5. This will help to provide special knowledge of political, social, legal environment in the view

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of marketing.

PO13: Traditional Knowledge into Modern Application

CO3. This will help to inculcate knowledge of political, social, legal environment in the view of marketing techniques through practical approach.

PO14: Research-Related skills:

CO7. This will orient students in segmentation, targeting and the marketing environment.

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Name of the Programme	: PGDTL
Programme Code	: PCDTL
Class	: PGDTL
Semester	: I
Course Code	: PGDTL-506-RM
Course Title	: Research Methodology
No. of Credits	: 04
No. of Teaching Hours	: 60

Course Objectives:

1. To describe the concepts related to research methodology and its application in business.
2. To understand and develop the deep insight of research methodology.
3. To identify business problems involving research function for design development and quality management.
4. To demonstrate awareness and importance of application of research methodology and its applications in business and related operations
5. To develop research skills necessary to effectively analyze and synthesize the many inter relationship inherent in complex socio-economic environment.
6. To increase the knowledge and perspective to gain from emerging issues with the help of research methodology.
7. To make students aware about the importance of research and research methodology in the firm or business organization.

Course Outcomes:

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

- CO1.** Describe the concepts related to research methodology in their day to day life or professional life.
- CO2.** Demonstrate the understanding about the process of research in business organization.
- CO3.** Describe the characteristics, advantages and disadvantages of research methodology in the business organization.
- CO4.** Apply the various tools and techniques applicable according to the need of the business organization in the day to day management and marketing practices.
- CO5.** Apply the process of sampling and sampling methods for business organization when as required.
- CO6.** Use various terminologies of research methodology in the practice of management of the business.
- CO7.** Plan, formulate, control and analyze the strategies which are implemented in the business organization and provide the feedback accordingly with the help of production and operation management with the help of research methodology.

UNIT 1: Introduction to Business Research**(15 Lectures)**

- 1.1 Definition, Objectives, Significance
- 1.2 Types of Research
- 1.3 Features of a Good Research
- 1.4 Steps in Scientific Research Process
- 1.5 Ethical Issues in Research – Plagiarism
- 1.6 Role of Computer in Research
- 1.7 Application of Statistical software- Introduction to SPSS

UNIT 2: Formulation of the Research Problem, Development of the Research Hypotheses, Research Design & Sampling**(15 Lectures)**

- 2.1 Research Problem:** Defining the Research Problem, Techniques involved in Defining Research Problem
- 2.2 Review of Literature:** Meaning, Definition, Importance and Steps in Review of Literature
- 2.3 Research Objectives:** Meaning, Definition, Importance and steps in framing research objectives
- 2.4 Hypotheses:** Meaning, Definition & Types of Hypothesis, Formulation of the Hypotheses, Methods of testing Hypothesis
- 2.5 Research Design:** Meaning, Definition, Nature & Classification of Research Design, Need for Research Design, Phases/Steps in Research Design
- 2.6 Sampling:** Meaning and definition of Sampling, Key terms in Sampling, Types of Sampling: Probability & Non-probability, Sampling Errors

UNIT 3: Data Collection and Processing of Data**(15 Lectures)**

- 3.1 Primary Data:** Methods of Data Collection, Merits & Demerits
- 3.2 Secondary Data:** Methods of Data Collection, Merits & Demerits
- 3.3 Processing of Data:** Editing, Coding, Classification & Tabulation.

UNIT 4: Research Report and Mode of Citation & Bibliography**(15 Lectures)**

- 4.1 Research Report:** Meaning and Definition, Importance of Report Writing, Types of Research Reports, Structure or Layout of Research Report
- 4.2 Mode of Citation & Bibliography:** Author, Date, System, Footnote or Endnote System, Use of Notes. Position of Notes, Citing for the first time, Subsequent Citing, List of Abbreviation used in Citation, Mode of preparing a Bibliography, Classification of Entries, Bibliography Entries compared with Footnotes, Examples of Bibliography Entries

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References:

1. Research Methodology-Methods & Techniques C. R. Kothari New Age International Publishers New Delhi
2. Research Methodology Dipak Kumar Bhattacharyya Excel Books New Delhi
3. Research Methodology-Methods & Techniques Anil Kumar Gupta Value Education of India New Delhi
4. Research Methodology-Concepts and Cases Deepak Chawla&NeenaSondhiVikas Publishing House Pvt. Ltd New Delhi
5. Research Methods Ram AhujaRawat Publications, Jaipur
6. Methodology & Techniques of Social Research, P. L. Bhandarkar, T. S. Wilkison& D. K. Laldas Himalaya Publishing House Mumbai
7. Legal Research and Writing Methods AnwarulYaqin LexisNexis Butterworths Nagpur
8. Business Research Methods, Donald R. Cooper & Pamela S. Schindler Tata McGraw- Hill Edition New Delhi
9. Investigating the Social World-The Process and Practice of Research Russell K. Schutt Sage Publication New Delhi
10. Business Research Methods Alan Bryman & Emma Bell Oxford University Press New York.

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Mapping of Program Outcomes with Course Outcomes

Class: PGDTL Sem I

Subject: Research Methodology

Course: Research Methodology

Course Code: PGDTL-506-RM

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Programme Outcomes (POs)														
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14
CO 1	3	2												
CO 2														
CO 3			1											
CO 4				3					2	2		3		
CO 5			2								1		3	
CO 6					2		1	3						2
CO 7						3								

Justification for the Mapping

PO1: A Comprehensive Knowledge and Coherent Understanding

CO1: Students will describe the concepts related to Research Methodology for Business in their day to day life or professional life.

PO2: Procedural Knowledge and Practical Skill

CO1: Students will apply their knowledge of different techniques of Research Methodology for Business such for data collection and analysis by them in an organization.

PO3: Communication Skills

CO3: Students will apply their Research Methodology for Business skills effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

PO4: Critical Thinking and Problem-Solving Skills

CO4: Students will implement the various Research Methodology for Business skills related to business and business activities applicable according to the need of the business organization in the day to day practices.

PO5: Independent Learning

CO6: Students will apply various terminologies of Research Methodology for Business in the practice of management of the business.

PO6: Leadership Quality- Global and Multicultural Perspective

CO7: Students will direct, plan and formulate and analyse the Research Methodology for Business which is implemented in the business organization and provide the feedback accordingly.

PO7: Teamwork

CO6: Students will apply knowledge of Research Methodology for Business ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

PO8: Ethical Responsibility

CO6: Students will apply procedural Research Methodology for Business skills and research ethical standards and an ability to apply these with a sense of responsibility within the workplace.

PO9: Innovation, Employability and Entrepreneurial Skills

CO4: Students will implement the various Research Methodology for Business strategies planning and planning procedure applicable according to the need of the business organization in the day to day practices.

PO10: Multidisciplinary Competence

CO5: Students will direct, plan and formulate and Research Methodology for Business analyse the day to day strategies which is implemented in the production and operation management of business organization and provide the feedback accordingly.

PO11: Value Inculcation through Community Engagement and Field Work

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CO5: Students will direct, plan and formulate and Research Methodology for Business analyse the required strategies which is implemented in the business organization in production and operations.

PO12: Traditional Knowledge into Modern Application

CO4: Students will implement the various Research Methodology for Business models applicable according to the need of the business organization in the day to day practices.

PO13: Design and Development of System

CO5: Students will formulate and analyse the required Research Methodology for Business analysis procedure which is implemented in the business organization.

PO14: Research-Related Skills

CO6: Students will apply Research Methodology for Business research related knowledge of managerial ethics and research ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.