

SUPPORTING DOCUMENTS

CRITERION 1

1.3.1. Institution integrates crosscutting issues relevant to Professional Ethics ,Gender, Human Values ,Environment and Sustainability into the Curriculum

SUBMITTED TO

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

BY



N. L. Dalmia[®]

Institute of Management Studies and Research

(A School of Excellence of N. L. Dalmia Educational Society)

N. L. DALMIA INSTITUTE OF
MANAGEMENT STUDIES AND RESEARCH

FOR

NAAC ACCREDITATION SECOND CYCLE 2022



N. L. Dalmia[®]
Institute of Management Studies and Research
 (A School of Excellence of N. L. Dalmia Educational Society)

Annexure 1.3.1

List and description of the courses which address the Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

Sr.no	Name of the course	Course Code	Description	Relavance to cross cutting issues (Human Values, Gender, Environment & Sustainability and Professional Ethics)
1	Principles and Practices of Management	PGC101	The course stresses on actions based on human values and principles followed in an organization	Professional Ethics, Gender, Human Values, Environment and Sustainability
2	Organizational Behaviour	PGC102	Topics related to individual and group behavior in industry and society are discussed. It also helps understand importance of culture based approach	Professional Ethics, Gender, Human Values
3	Financial Accounting and Control	PGC104	The course addresses financial accounting standards and helps understand sustainability issues by means of financial statements.	Professional Ethics
4	Marketing Management	PGC106	<p>This coursework is designed to introduce the student to the basic elements of the marketing management terms, implementation of studied term in the industry and related process.</p> <p>The scope of marketing management is quite broad and the students will be exposed to the marketing concepts that will enable them to acquaint with contemporary marketing practices.</p> <p>This module is to learn the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value.</p> <p>This module will give the student a very broad understanding of what marketing is all about and the vital role that it plays in every organization, every department and every specialization.</p> <p>The module will help the student to identify and solve many business problems by using a marketing perspective, as a universal concept.</p>	Professional Ethics, Human Values
5	Business Communication	PGC107	The course addresses aspects such as Cross cultural issues, Gender, equality and interpersonal skills in corporate setup	Professional Ethics, Gender
6	Human Resource Management	PGC202	Helps in developing ethical human resource management practices, employee welfare and wellbeing	Professional Ethics, Gender, Human Values
7	Labour Laws	PGH201	The course addresses legal aspects of business	Professional Ethics, Gender
8	Entrepreneurship Management	PGC 305	To acquaint the students with both the theory and practice of Entrepreneurship. To expose the students to the finer nuances of the subject and to re-orient the outlook of students towards new business ventures and start ups and also to help them to look at these as a possible career option	Professional Ethics, Gender, Human Values, Environment and Sustainability
9	Consumer Buying Behaviour	PGM301	It helps develop professionalism in sales individuals	Professional Ethics, Gender, Environment and Sustainability
10	Sales and Distribution Management	PGM302	The course highlights professional selling skills and ethical sales and distribution practices	Professional Ethics
11	Integrated Marketing Communication	PGM401	This course will introduce students to the entire gamut of Marketing Communications and their concepts, theories, strategies, methods and tools with a view to enabling them to plan, create, implement and assess good marketing communications as well as to be familiar with all types of marketing communications in their role as advertisers or users. The course shall also give the participants a perspective of media and its strategic use in designing good IMC campaigns for any company	Professional Ethics, Gender



Annexure 1.3.1

List and description of the courses which address the Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

Sr.no	Name of the course	Course Code	Description	Relevance to cross cutting issues (Human Values, Gender, Environment & Sustainability and Professional Ethics)
12	Strategic Marketing Management	PGM402	The course will enable students to revisit the concepts, theories and frameworks of fundamental marketing. This course will make student understand the various models required for strategic marketing it will enable them to apply these models in the market situation. The students will be able to assess the market situation based on the assessment tools and models and create the marketing strategy accordingly. The course will use real time data, cases and use of technology for understanding and assessing the market situation.	Professional Ethics, Human Values
13	Rural Marketing	PGM405	The course addresses areas of social entrepreneurships and helps develop ethical and sustainable models for rural market development	Environment and Sustainability
14	Organization Structure, Thoery and Design	PGH401	The course covers organizational structure, design and culture for long term sustainability	Human Values
15	Industrial Relations and Employee Welfare	PGH402	The course addresses legal aspects of business	Professional Ethics, Gender
16	Strategic HRM and International HRM	PGH404	The course enables students to understand and develop HRM practices for employees going for and coming back of International assignments. Students are able to recognize and value cultural differences.	Professional Ethics, Gender, Human Values
17	Competancy Mapping and Career Development	PGH406	The course will enable students to understand concepts and application of competency based HR practices, techniques of identifying and mapping competencies, practical (hands on) experience to develop and validate competency model for organisation., plan and implement competency tools through assessment centres.	Professional Ethics, Gender
18	Supply Chain Management	PGM501	Ethics is a part of the subject Supply Chain Management. Ethics in supply chain can cover a number of categories. Workplace discrimination, labor conditions, upholding environmental responsibility.	Environment and Sustainability
19	Social Marketing	PGM504		Environment and Sustainability
20	Logistics and Supply Chain M	PGF504	The principal objective of this course is to acquaint participants with key concepts and solutions in the design, operation, control and management of supply chain as an integrated system. This course enables the participants to learn the challenges involved in designing a supply chain and making it efficient and competitive. It also aims at sensitizing participants with how effective and efficient supply chains can facilitate in achievement of cost saving and market benefits based on the philosophy of extended enterprise.	Environment and Sustainability
21	Rural Banking and Micro Finance	PGF503	The course addresses areas of social entrepreneurships and helps develop ethical and sustainable models for rural market development	Environment and Sustainability
22	Wealth Management	PGF505	To understand the basic concepts and fundamentals used in wealth management. Capability to design appropriate portfolio for the investors based on their risk appetite.	Professional Ethics
23	Compensation and Benefits	PGH502	The course addresses leagal aspects involved in managing employee Compensation and Benefits	Professional Ethics, Gender
24	Business Ethics and Corporate Governance	PGC601	The course provides ethical issues related to business and fair governance practices	Professional Ethics, Gender
25	International Business	PGC602	Develops understanding on International business practices	Human Values, Environment and Sustainability
26	Services Marketing	PGM601	To familiarize students to basic concepts and decision making processes involved in Services Management. To help students to understand application of these concepts to various industries in service sector	Professional Ethics



N. L. Dalmia[®]
Institute of Management Studies and Research
(A School of Excellence of N. L. Dalmia Educational Society)

Annexure 1.3.1

List and description of the courses which address the Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

Sr.no	Name of the course	Course Code	Description	Relavance to cross cutting issues (Human Values, Gender, Environment & Sustainability and Professional Ethics)
27	Learning & Development	PGH301	Design an effective training program.Understand the importance of learning & development in the today's business environment. Develop the skills required to be an trainer	Human Values