



PONDICHERRY UNIVERSITY

Directorate of Distance Education

ELECTIVE PAPERS **CURRICULUM**

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Sustainability Development

Objectives

- To understand the basic concept of sustainable development (SD), environmental, social and economic dimensions
- To know the history of the SD idea
- To know the conflicts involved in the SD concept on the national and global scale
- To be familiar with potential strategic options for SD (efficiency, sufficiency)
- To understand the SD challenge for companies, their responsibility and their potentials for action

UNIT I: Introduction

History of sustainability - Principles of sustainable development- Environmental issues and crisis, Resource degradation and greenhouse gases - Social insecurity - Sustainable development goals (SDGs)

UNIT II: Sustainable Development and International Contribution

Components of sustainability - Complexity of growth and equity - International Summits, Conventions, Agreements - Trans-boundary issues - Action plan for implementing sustainable development, Operational guidelines

UNIT III: System for Socio-economic Sustainable Development

Socio-economic policies for sustainable development - Strategies for implementing eco-development programs - Sustainable development through trade, Economic growth - Carrying Capacity - Public participation – Environmental Audit

UNIT IV: Global Sustainable Development

Role of developed countries in sustainable development of developing countries - Demographic dynamics and sustainability - Integrated approach for resource protection and management - Triple bottom line concept for Sustainable Business

UNIT V: CSR implementation and Policies

History and evolution of CSR - Corporate Citizenship - Sustainability and Stakeholder Management - CSR and Corporate governance - CSR and environmental responsibility - Circular Economy – Net zero Concept

REFERENCES:

1. The Sustainability Revolution: Portrait of a Paradigm Shift by Edwards, Andres R., New Society Publishers, 2005.
2. Sustainable development in India: Stocktaking in the run up to Rio+20: Report prepared by TERI for MoEF, 2011.
3. Report of the Department for Policy Coordination and Sustainable Development (DPCSD), United Nations Division for Sustainable Development.
4. Corporate Social Responsibility Part I, Part II, Part III by David Crowther and Guler Aras
5. Weizsäcker, E. v. et al. (2009): Factor Five. Transforming the Global Economy Through 80 % Improvements in Resource Productivity. A Report to the Club of Rome, London, Sterling, VA (Earthscan)

Corrective Human body & Postures

Objectives

- To understand the importance of corrective postures of human body
- To learn about postural defects and the corrective exercises

UNIT-I: Introduction

Definition, Objectives and Scope - Corrective Physical Education -Class (Group Therapy) - Organization, Advantages and Disadvantages - Posture: Definition and Types of Posture (Static, Dynamic) - Individual Variations in Postures - Curves in a Normal Spine - Good and Bad Posture - Meaning of Good and Bad Posture - Values of Good Posture - Causes of Bad Posture - Drawbacks of Bad Posture

UNIT-II: Postural Defects and Corrective Exercises

Postural Defects - Postural Defects in different planes/directions (Antero-Posterior, Lateral) - Types of Postural Defects; Functional, Structural - Common Postural Defects and their causes Kyphosis, Lordosis, Scoliosis, Knock Knee, Flat Foot

UNIT-III: Postural Defects-II

Common Postural Defect of the Lateral Plane of the Spine (Scoliosis) - Definition of Scoliosis - Types of Scoliosis (C & S Curves) - Causes of Scoliosis

UNIT-IV: Corrective Exercises

General Corrective Measures of Postural Defects - Common Postural Defects of Lower Extremities, their causes and corrective exercises: Knock-knee, Bow-legs, Flat-Foot

UNIT V: Ergonomics in work place

Importance of ergonomics in the workplace – Basic principles of Ergonomics - Ergonomics and postural efficiency – Ergonomics hazard and Musculoskeletal disorders (MSD) - Avoiding repetitive stress, cumulative trauma, and other impairments

REFERENCE:

1. Corrective Exercise A Practical Approach: *Kesh Patel..*
2. Complete Book on Correctives, Therapeutic Exercise Sports Injuries & Massage: *V.D.Vindal*
3. Corrective Physical Education For Groups: *Charles Leroy Lowman*

Entrepreneurship and Start-Ups

Objectives:

- To create a learning experience to enable the students to face the challenges of starting new ventures.
- To prepare the students for starting new businesses and the skills for managing existing family businesses.
- To gain knowledge in business plan preparation by using various sources of finance and to become entrepreneurs in different fields.

UNIT I: Introduction to Entrepreneurship: Concept, Significance, Theories and Models of Entrepreneurship Development - Traits and Characteristics, Functions, Types - Entrepreneurial Processes - Problems - Capacity building - Risk Analysis - Scope of Entrepreneurship in India.

UNIT II: Entrepreneurial Environment for Start-up Enterprises: Significance - Internal and External Environment forces - Entrepreneurial Culture and Society - EDP: Objectives, Features, Steps and Issues in EDP Process - Role of Institutions and Government in EDP.

UNIT III: Developing Start-up Enterprises: Developing a Business Idea: Opportunity, Methods, and Creativity - Deciding to setup a Start-up Enterprise: Effectual Reasoning, Forms, Size and Location - Entrepreneurial skills and Competences - Feasibility Study: Market Survey, Techno-Economic feasibility and Preparing Project Report - Financial Requirements.

UNIT IV: Steps in Promoting Start-up Micro-Enterprises: Entrepreneurial Success in Rural Areas - Establishing Entrepreneurial System - Assistance and Sickness - Institutions Supporting and providing Financial Assistance: SSI, KVIC, MSME-DO, NSIC, NIESBUD, IIE, SIDC, SDIs, DICs NGOs, Industry Association, SIDBI and SFCs - Self-help Groups - Technological Up-gradation - Challenges.

UNIT V: Managing a New or Start-up Enterprise: Management - HRM, Marketing, Financial Management, Production and Operations Management in a New or Start-up Enterprise.

REFERENCES:

1. **Saravanavel, P. (2020):** Entrepreneurial Development, Margham Publication, Chennai.
2. **Prasanna Chandra, (2019):** Protect Preparation, Appraisal, Implementation, Tata McGraw Hill. New Delhi.
3. **Srinivasan, N.P. & Gupta, C.B. (2017):** Entrepreneurial Development, Sultan Chand & Sons
4. **Barringer, Bruce R. (2008):** Entrepreneurship: Successfully launching new ventures, Pearson Education, India.
5. **Drucker, Peter F., and Peter Ferdinand Drucker (2007):** Innovation and Entrepreneurship: Practice and Principles, Routledge.

Social Media Marketing

Objectives

- To understand the foundations of social media and its role in marketing
- To conceptualize social media marketing strategy formulation
- To understand the typology of social media platforms and their utility for marketers
- To become familiar with social media analytics and metrics

UNIT-I Foundations of Social Media Marketing: Social media and its role within Marketing, Social media environment – Social consumers – Social applications – Social business ecosystem – Network structure and group influences in social media

UNIT-II Social Media Marketing Strategy and Planning: Rules of engagement for social media marketing Target audience – Influencers – Message/Content Developing a Social media marketing plan

UNIT-III Social Media Platforms: Typology, scope and utility, Scope and marketing utility of blogging, micro-blogging, social networks, social bookmarking, collaboration, video sharing, podcasts, picture sharing, live streaming, webinars

UNIT-IV Social Media Data Management and Measurement: Social media analytics, social media metrics – Introduction to analytics tools for popular social media (Facebook, Twitter, LinkedIn, YouTube, Instagram) Social media monitoring and Online reputation management

UNIT-V Marketing through Social Media Platforms: Marketing through Facebook– Community building and engagement Marketing through LinkedIn – B2B lead generation and personal branding Marketing through Twitter – Driving traffic and conversations Marketing through YouTube – Viral marketing, Marketing through Instagram – Visual story telling Planning and creating multi-channel, Social media strategy

REFERENCES:

1. Social Media Marketing: A Strategic Approach (2e). Barker, Barker, Bormann, Zahay and Roberts, 2017,)
2. Social Media Marketing (3e), Tuten and Solomon, 2018, Sage Publications.
3. Social Media Marketing for Dummies (3e). Singh and Diamond, 2014, Wiley
4. Social Media Marketing: Next generation of business engagement, Evans and McKee, 2010, Wiley

Disaster Management

Learning Objective:

- To understand the dynamic factors of disasters and their economic, social and psychological impact at an individual and societal level
- To develop awareness on disaster preparedness, crisis management, risk reduction
- To identify the role and functions of different agencies and disaster managers in managing disasters with entrepreneurial competencies

UNIT I: Understanding Disasters

Natural, Manmade and other disasters - Types of Disasters – Economic impact, Social impact, psychological impact, spatial impact - Global, National, District and Individual level Disaster vulnerability of India

UNIT II: Disaster Management

Preparedness, Risk Reduction, Strategies and Tools - Disaster Management Cycle - Disaster preparedness at National, State and District level Community response in Disasters - Factors influencing disaster preparedness and responses - Vulnerability analysis

UNIT III: Relief, Rescue, Rehabilitation and Restoration

Disaster Relief - Restoration of livelihood - Income generation activities and housing - Recovery after disasters - Disaster Insurance - Psycho-social rehabilitation, Survival skills, Organization of relief camps - Communication room - Place for Children - Sanitation facility - Volunteer's rest rooms.

UNIT IV: Role of Agencies in Disaster Management

Disaster Management Policy, Disaster Management Act (2005) and constitution of National Disaster Management Authority - Role of Specialized Agencies - Working of Disaster Management Authority at National, State and District levels - Role of District Administration, Local Government constitutions, International Organisations, NGOs and Civil Society

UNIT V: Development Planning and Role of Youth Organisations

Disaster and development Continuum - Development planning for Disaster management - Role of Youth as social capital in development planning - Methods of mobilizing social capital of Youth

REFERENCES:

1. **Rajendra Kumar Pandey, (2020):** Disaster Management in India, Sage Publications.
2. **Dave, R.K. (2018):** Disaster Management in India: Challenges and Strategies, Prowess Publishing
3. **Kumar, Amit (2009):** Disaster Management, Sonali Publication, New Delhi
4. **Singh, S.R. (2009):** Disaster Management, APH Publication, New Delhi
5. **Subramanian, R. (2005):** Disaster Management, Vikas Publishing House.

Organisational Psychology

Objectives

- To provide conceptual understanding of basic Psychology
- To introduce the concepts of workplace affects and effects
- To enable students to understand and apply techniques of behaviour therapies

UNIT – I: Introduction

Introduction to Psychology - The Science of the Mind - Scope of cognitive psychology- Human Memory Systems - Types of memory - Memory Acquisition – Retrieval- Encoding Specificity- Implicit Memory

UNIT – II: Work Place Psychology

Work Place Aggression & Violence - Occupational Stress -Causes and consequences of Employee aggression- Types of Workplace violence - Violence against women - Bullying at work – Control measures

UNIT – III: Positivity and its impact

Positivity and Happiness- Hedonic and Eudaemonic Approach to Happiness – Workplace Happiness and Well-being - Positive Emotion - Distinguishing the Positive and the negative affect - Broaden-and-Built Theory - Cultivating Positive Emotion

UNIT – IV: Behaviour Therapies

Behaviour Therapies - Therapeutic techniques based on classical, operant and modeling theories- Relaxation training – Meditation – Flooding - Systematic Desensitization - Assertive training.

UNIT – V: Human Relations at work place

Psychology and Work Environment - Place Attachment – Relationship at Work place - Importance of human relations at work Place - Development of human relations movement- Conflict Management – Effect of technology and new trends on workplace psychology

REFERENCES

Goldstein, E. Bruce (2018). Cognitive Psychology: connecting mind, research and everyday experience (5 th Edition). Wadsworth.

Myers, D.G. (2010). Social Psychology. New Delhi: Tata McGraw Hill

Morgan, King and Robinson (2015). Introduction to Psychology, 7th edn, Tata McGraw Hill, Delhi

Carr, A. (2011). Positive psychology: The science of happiness and human strengths. Routledge.

Greenberg & Baron (2008). Behavior in organizations. 9th edition. NJ. Prentice Hall.

Duck (2007). Human Relationships. 4th Edition. Thousand Oaks, CA: Sage Publications.

Social Entrepreneurship

Objective:

- To Understand Social Entrepreneurship
- To identify the functions and activities of Social Entrepreneurship
- To acquire the skills of promoting and working with social entrepreneurship

UNIT I: Understanding Social Entrepreneurship: Introduction - Concept of Social Entrepreneurship: Difference between Social Entrepreneurship and Business Entrepreneurship, Social Entrepreneurship and Government - Social Entrepreneurs - Dimensions of Social Entrepreneurship.

UNIT II: Types and Models of Social Enterprise: Introduction - Characteristics and Emergence of Social Enterprises - Social Enterprises by Mission Orientation - Types of Social Enterprise Models - Strategic Management in a Social Enterprise.

UNIT III: Social Youth Entrepreneurship: Social Youth Entrepreneurship: Definition, Values, Goals, Elements and Approaches/Considerations - Examples of young Social Entrepreneurship - Managing People in a Social Enterprise Environment.

UNIT IV: Innovative Social Entrepreneurship and Development: Role of Innovation in Social Enterprises - Centre for Social Innovation (CSI) - Role of GOs and NGOs - Various Programs: Health, Education, Employment and Environment - Implications for Youth and Career Development - Examples of Social Entrepreneurship in India: SELCO, AMPL

UNIT V: Case Studies of Social Entrepreneurs: Gandhiji and Khadi movement - Muhammad's Grameen Bank - Dr. Verghese Kurien Father of the White Revolution - Barefoot College of Bunker Roy - Ela Bhatt's Self-Employed Women's Association (SEWA) - Infosys, TISS, TISCO - Business Ethics and Social Enterprises.

REFERENCES:

1. **Nisha Pandey, Arunaditya Sahay (2022):** Social Entrepreneurship in India, Palgrave Studies in Indian Management
2. **Madhukar Shukla (2020):** Social Entrepreneurship in India, Sage Publications
3. **Anirudh Agrawal, Prajakta Khare (2019):** Social Entrepreneurship in India: Models and Application, Routledge
4. **Bornsetin, David (2004):** How to Change the World: Social Entrepreneurs and the Power of New Ideas, Oxford University Press
5. **Prahalad CK. (2004):** Fortune at the Bottom of the Pyramid
6. **Dees, Gregory J (2002):** Strategic Tolls for Social Entrepreneurs, Wiley

Intellectual Property Laws

Objectives:

- To understand the different types of IPR and able to compare and contrast in terms of their key difference and similarities.
- To assess and critique some basic theoretical justification for each form of intellectual property protection
- To discuss the effects of intellectual property right on society as a whole

UNIT- I: Introduction to Intellectual Property:

Nature and Concept of Intellectual Property Rights; Paris Convention on the Protection of Industrial Property, 1883; Berne Convention on the Protection of Literary and Artistic Works, 1886; Trade Related Aspects of Intellectual Property Rights (TRIPs), 1994; World Intellectual Property Organization (WIPO); World Trade Organization (WTO)

UNIT- II Trade Marks (Trade Marks Act, 1999):

Definitions and Registration: 'Registered and Unregistered Trade Marks; Procedure for Registration of Trade Relative Grounds for Refusal of Registration; Passing Off, Infringement and Licensing; Licensing of Trade Marks; Permission of Central Government not Required under the present Act; Necessity of Actual Quality Control; Supremacy of Licensing Agreement.

UNIT- III Patents (The Patent Act, 1970):

Definition of Patent; Principles underlying patent law in India; Patentable and non-patentable inventions; Procedure to Obtain Patent; Terms of Patent; Register of Patent and Patent Office; Rights and Obligations of patentee; Transfer of Patent Rights, Assignment and License; Government use of Invention; Grounds for Revocation of Patent.

UNIT- IV Copyrights (The Copyrights Act, 1957):

Definition of Copyrights; Subject Matter of Copyrights; Terms of Copyrights; Rights Conferred by Copyrights; Rights of Broadcasting Authorities; Registration of Copyrights; Copyrights Board; International Copyrights; Assignment, Transmission and Relinquishment of Copyrights; License of Copyrights; Infringement of Copyrights and Remedies for Infringement

UNIT- V

Industrial Designs (The Designs Act, 2000):

'Design'; 'Original'; 'Copyright'; Copyright in Design; Registration of Design; Cancellation of Design; Infringement of Copyright in Designs and Remedies; Copyright and Trade Marks Geographical Indications 'Geographical Indication'; 'Indication'; 'Goods'; 'Producer'; Procedure for Registration GI; Grounds for Refusal of Registration of GI; Conflict of GIs and Trade Marks

Traditional Knowledge

Traditional Knowledge in IPR; Traditional Knowledge and WIPO; Digital register of TK in India.

REFERENCES:

1. P Narayanan – Law of Trade Marks and Passing Offs; Eastern Book Company, Edition: 6th Edition, with Supplement, 2017, Reprinted 2023
2. P Narayanan – Copyright and Industrial Designs, Eastern Book Company, Edition: 4th Edition 2017, Reprinted 2019
3. P Narayanan – Intellectual Property Law; Eastern Book Company, Edition: 3rd Edition 2018, Reprinted 2023

4. Cornish – Intellectual Property
5. V. K. Ahuja – Law Relating to Intellectual Property Rights; Eastern Book Company, Edition: 3rd Edition, 2017
6. K C Kailasam & Ramu Vedaraman – Law of Trade Marks including International Registration under Madrid Protocol & Geographical Indications; lexis Nexis, 4th Edition.
7. WIPO – Background Reading Materials on Intellectual property (<https://www.wipo.int/>)

Renewable Energy

Objectives:

- To instill in students the various forms of renewable energy sources
- To provide knowledge of the necessities of renewable energy in line with energy, energy efficiency and the environment
- To offer the understanding of renewable energy demands and efficiency of different energy conversion technologies
- To deliver learning of the principles, technologies, advantages and disadvantages of renewable energy conversions
- To learn about the energy economics, policies and governance schemes of renewable energy in India

Unit I: Energy and Environment: Introduction to energy and environment; Overview and classification of energy sources; Conventional energy sources; Renewable energy sources; Overview of the Global/Indian energy scenario; Nexus between energy, environment and sustainable development

Unit II: Bioenergy: Biomass energy; Biomass resources and energy crops; Conversion of biomass into biofuels; Biodiesel - transesterification; Bioethanol – fermentation; Biogas – anaerobic digestions; Bioelectricity – bio electrochemical cells; Biohydrogen - microbial fuel cells; Bio-oils – hydrothermal liquefaction/pyrolysis; Biofuel standards; Environmental and health impacts of bioenergy and biofuels.

Unit III: Solar energy: Solar constant; Solar radiation spectrum; Solar cell classification; First generation solar cells; Second generation solar cells; Third generation solar cells; Hybrid solar cells; Solar thermal systems; Applications of solar photovoltaic and solar thermal systems

Unit IV: Miscellaneous renewable energies: Wind energy: Introduction, energy conversion principles, technologies, advantages and disadvantages; Geothermal energy: Introduction, energy conversion principles, technologies, advantages and disadvantages; Ocean energy: Introduction, energy conversion principles, technologies, advantages and disadvantages, Elementary of Electrical Vehicles, Hybrid Forms of Energy

Unit V: Energy Economics and Policies: National and International Energy Sectors; Energy Supply Sources and Production Trends; Energy Market and Society; Energy Economics; Safety–Equity–Environmental Sustainability Index, Carbon Credits, Energy Audit, MNRE Policies

REFERENCES:

1. Energy and the Challenge of Sustainability, World Energy assessment, UNDP, N York, 2000.
2. Solar Energy: principles of Thermal Collection and Storage, S.P. Sukhatme, Tata McGraw-Hill (1984).
3. Wind Energy Conversion Systems, L.L. Freris, Prentice Hal 1990.
4. Geothermal Energy: From Theoretical Models to Exploration and Development by Ingrid Sober and Kurt Bucher, Springer, 2013.
5. Ocean Energy: Tide and Tidal Power by R. H. Charlier and Charles W. Finkl, Springer 2010

Artificial Intelligence

Objectives:

- To understand the Artificial Intelligence
- To understand the Machine Learning
- To learn the enterprise AI strategy and planning techniques
- To learn about the Business applications and challenges
- To know the role of AI for Enterprise functions.

UNIT -1: Introduction about AI: Needs of Business leaders, basic terminologies in AI, Modern AI Techniques, Machine Intelligence Continuum, promises of AI- Challenges of AI and its effects, Designing safe and Ethical AI

UNIT-2: Machine Learning Overview: Types of ML - Accuracy of ML models - Specific ML Methods: A Deep Dive - Model Selection and Validation

UNIT-3: Developing an enterprise AI strategy: Invest in technical Talent, Plan Implementation, Collect and prepare data, Building Machine Learning Model, Experiment and Iterate

UNIT-4: Business Applications: Recommender Systems - Impact of recommenders on markets - Other forms of personalization on the web - Challenges with personalization - ML in Finance: Fraud Detection - ML in Finance: Additional applications

UNIT-5: AI for Enterprise functions: Obstacles and opportunities, General and administrative, human resources and talent, business intelligence and analytics, Software Development, Marketing, Sales, Customer support- ethics of enterprise AI Generating AI, Data Protection Laws, Regulatory Aspects of AI.

REFERENCES:

1. Tom Markiewicz & Josh Zheng, getting started with Artificial Intelligence, Second Edition, O'Reilly Media Inc.2020
2. Mariya Yao, Marlene Jia, Adelyn Zhou, Applied Artificial Intelligence. www.appliedaibook.com