

COURSE CURRICULUM

(BBA BUSINESS ANALYTICS)

W.E.F: AY 2025 – 28

ACADEMIC YEAR: 2025 – 26

Updated on: 7th July, 2025

GSFC University

School of Management Studies & Liberal arts (SoM&LA),
Vigyan Bhavan, P. O. Fertilizer Nagar, Vadodara - 391750, Gujarat, India

VISION

- GSFCU strives to be the best compact boutique institution with a futuristic approach, encouraging student centric culture and sharpened focus on developing industry ready & employable students with all-round development.

MISSION

- Establish an institution, which promotes creativity and innovation.
- Develop unique quality standards for academic excellence and pedagogical innovations.
- Remain agile through learning ecosystem with flexible processes & systems.
- Holistic growth for industry readiness.

No.	Programme Outcomes (POs)	Blooms' Taxonomy Domain	Blooms' Taxonomy Sub Domain
PO1	Understanding of business concepts and principles relevant to analytics	Cognitive Domain	Understanding
PO2	Ability to apply data analytics techniques and tools to real-world business situations	Cognitive Domain	Applying
PO3	Proficiency in statistical analysis and data visualisation	Cognitive Domain	Analysing
PO4	Ability to develop predictive models using machine learning algorithms	Cognitive Domain	Creating
PO5	Proficiency in using data visualisation tools and software to communicate insights and trends to stakeholders	Cognitive Domain	Applying

PO6	Critical thinking and problem-solving abilities with a focus on data-driven decision making	Cognitive Domain	Analyzing and Evaluating
PO7	Ethical decision-making skills with respect to the use of data and analytics	Affective Domain	Valuing
PO8	Global perspective and cross-cultural understanding with respect to data and analytics in a global business environment	Affective Domain	Understanding
PO9	Entrepreneurial mind-set and innovation skills with respect to the development and implementation of data-driven business strategies	Cognitive Domain	Creating
PO10:	Leadership and teamwork skills to effectively collaborate with diverse teams in a data-driven environment	Affective Domain	Organizing

No.	Programme Specific Outcomes (PSOs)	Blooms' Taxonomy Domain	Blooms' Taxonomy Sub Domain
PSO1	Demonstrate a futuristic approach and adapt to changing business trends, thereby becoming industry-ready professionals	Cognitive Domain	Creating
PSO2	Communicate effectively with stakeholders using various contemporary technologies and develop proficiency in business communication	Cognitive Domain	Evaluating
PSO3	Analyze complex business situations and problems, and apply pedagogical innovations and analytical thinking to develop effective solutions	Cognitive Domain	Analyzing
PSO4	Value and demonstrate managerial competencies, such as leadership, teamwork, and decision-making, to achieve	Affective Domain	Valuing

	professional and personal development		
PSO5	Understand ethical and professional behavior in all aspects of business operations	Affective Domain	Valuing
PSO6	Apply critical thinking and problem-solving skills to identify, analyze, and solve complex business problems, and evaluate the effectiveness of solutions	Cognitive Domain	Analyzing and Evaluating

Mapping of POs & PSOs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
PSO1	2	0	0	0	0	1	0	0	2	3
PSO2	0	0	0	0	3	0	0	0	0	3
PSO3	1	0	3	3	0	3	0	0	0	3
PSO4	0	0	0	0	0	0	0	0	0	3
PSO5	0	0	0	0	0	0	3	2	0	2
PSO6	0	3	3	3	0	3	0	0	0	0

1: Slight (Low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Definition of Credit:

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
2 Hours Practical (P) per week	1 credit
1 Hours Practical (P) per week	0.5 credit

Course code Definitions:

Lecture	L
Tutorial	T
Practical	P
Basic Science Courses	BSC
Engineering Science Courses	ESC

School of Management Studies and Liberal Arts
BBA Business Analytics, Course Curriculum
Academic Year, 2025-26



Humanities and Social Sciences including Management courses	HSMC
Professional core courses	PCC
Professional Elective courses	PEC
Open Elective courses	OEC
Laboratory course	LC
Mandatory courses	MC
Non-credit courses	NC
Project	PROJ

About the Programme:

Business analytics is a process of making sense of data that can help companies make informed decisions on the future of business. Business analytics deals with the study, analysis and interpretation of big data of organisations whether, profit making or non-profit making. Business Analytics as a discipline is emerging as an important part of management science. In the Organisation, decision making process is buy and large data-driven. In view of, huge data across functional areas like marketing, finance, Production, Purchase, HR, Logistics. The complexity of data is increasing with the growth of the business and competition in the concerned sector. Therefore, Business analytics is becoming an effective tool in dealing with decision making which is complex in terms of magnitude of data.



School of Management Studies & Liberal Arts

BBA BUSINESS ANALYTICS

CREDIT SCHEMES + TEACHING SCHEMES + SYLLABUS

W.E.F: AY 2025 - 26



CREDIT DISTRIBUTION FOR BBA BUSINESS ANALYTICS PROGRAM

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elec- tive	Total
I	12	2	2	6	2	4	28
II	12	2	2	1	6	4	25
III	12	2	0	2	8	8	30
IV	12	2	0	4	4	8	30
V	8	2	0	0	8	12	30
VI	4	2	0	0	8	16	30
TOTAL	60	12	4	13	36	52	173
VII	8	0	0	0	8	8	24
VIII	0	0	0	0	6	8	14
TOTAL	68	12	4	13	50	68	211

New Teaching Scheme (BBA Business Analytics):

- **Total Credits:** 173
- Core courses: 60 credits.
- Ability Enhancement Courses: 12credits.
- Multi-Disciplinary Elective Courses: 4 credits.
- Value Added Courses: 13 credits.
- Skill Enhancement Courses: 36 credits.
- Discipline Specific Elective: 52 credits

New Teaching Scheme (BBA Business Analytics – Honours)

- **Total Credits:** 211
- Core courses: 68 credits.
- Ability Enhancement Courses: 12credits.
- Multi-Disciplinary Elective Courses: 4 credits.
- Value Added Courses: 13 credits.
- Skill Enhancement Courses: 50 credits.
- Discipline Specific Elective: 68 credits



School of Management Studies & Liberal Arts

GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management Studies & Liberal Arts

Academic Session: 2025-26

Program: BBA Business Analytics

Semester: I

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BBA101	Principles and Practices of Management	CC	3	1	0	4	-	20	40	40	-	-	100
2	BBA102	Financial Accounting	CC	3	1	0	4	-	20	40	40	-	-	100
3	BBA103	Business Statistics and Logic	CC	3	1	0	4	-	20	40	40	-	-	100
4	BA208	Introduction to Data Science	DSE	3	1	0	4	-	20	40	40	-	-	100
5	BBA104	Indian Knowledge System	MDE	2	0	0	2	-	20	40	40	-	-	100
6	VACC102	Environmental Science and Sustainability	VAC	2	0	0	2	-	20	40	40	-	-	100
7	AECC101	Fundamentals of English	AEC	1	0	1	2	-	20	40	40	-	-	100
8	VACC101	Foundation Course	VAC	0	0	4	4	-	-	-	-	-	-	100
9	VACC103	Communicative English and Employability Skills - I	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							28							900

*L-Lecture, T-Tutorial, P-Practical, MSE-Mid Semester Examination, CEC- Continuous Evaluation Component, ESE- End Semester Examination, LW-Lab Work, LE-Lab Exam

Program Coordinator

HoD

Dean



School of Management Studies & Liberal Arts

GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management Studies & Liberal Arts

Academic Session: Even 2025-26

Program: BBA Business Analytics

Semester: II

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BBA201	Human Behaviour and Organization	CC	3	1	0	4	-	20	40	40	-	-	100
2	BBA202	Marketing Management	CC	3	1	0	4	-	20	40	40	-	-	100
3	BBA203	Business Economics	CC	3	1	0	4	-	20	40	40	-	-	100
4	BA207	Basics of DBMS	DSE	3	1	0	4	-	20	40	40	-	-	100
5	BBA204	Emerging Technologies and Application	SEC	2	0	0	2	-	20	40	40	-	-	100
6	AECC201	Communication Skills in English	AECC	2	0	0	2	-	20	40	40	-	-	100
7	VACC201	Tinkering Lab	VAC	0	0	2	1	-	-	50	50	-	-	100
8	BBA205	INTERNSHIP	SEC	0	0	4	2	-	-	-	-	-	-	100
9	VACC202	Communicative English and Employability Skills - II	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							25							900

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School of Management Studies & Liberal Arts

GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management Studies & Liberal Arts

Academic Session: 2025-26

Program: BBA Business Analytics

Semester: III

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIV A	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BBA301	Cost and Management Accounting	CC	3	1	0	4	-	20	40	40	-	-	100
2	BBA302	Legal and Ethical issues in business	CC	3	1	0	4	-	20	40	40	-	-	100
3	BBA303	Human Resource Management	CC	3	1	0	4	-	20	40	40	-	-	100
4	BA305	DBMS – SQL	DSE	3	0	2	4	-	20	40	40	-	-	100
5	BA206	Data Visualisation Tool - M S Excel	DSE	3	0	2	4	-	20	40	40	-	-	100
6	BBA304	Management Information System(MIS)	SEC	2	0	4	4	-	20	40	40	-	-	100
7	AECC301	Entrepreneurship Development	AECC	2	0	0	2	-	20	40	40	-	-	100
8	BBA305	Internship	SEC	0	0	4	2		-	-	-	-	-	100
9	VACC301	Communicative English and Employability Skills - III	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							30							900

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School of Management Studies & Liberal Arts

GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management Studies & Liberal Arts

Academic Session: **2025-26**

Program: **BBA Business Analytics**

Semester: **IV**

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIV A	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BBA402	Financial Management	Core	3	1	0	4		20	40	40			100
2	BBA403	Business Research methodology	Core	3	1	0	4		20	40	40			100
3	BBA404	International Business	Core	3	1	0	4		20	40	40			100
4	BA402	HR Analytics	DSE	3	0	2	4		20	40	40			100
5	BA408	Marketing & Retail Analytics	DSE	3	0	2	4		20	40	40			100
6	VACC401	Public Health and Management	VACC	2	0	0	2		20	40	40			100
7	AECC401	Envrionmental Science	AECC	1	1	0	2		20	40	40			100
8	SEC401	Design Thinking and Innovation	SEC	1	1	0	2		20	40	40			100
9	BBA405	REEP Project	VACC	0	0	4	2		20	40	40			100
10	VACC301	Communicative English and Employability Skills - III	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							30							

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School of Management Studies & Liberal Arts

GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management Studies & Liberal Arts

Academic Session: 2025-26

Program: BBA Business Analytics

Semester: V

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BBA501	Strategic Management	CC	3	1	0	4	-	20	40	40	-	-	100
2	BBA502	Logistics and Supply Chain Management	CC	3	1	0	4	-	20	40	40	-	-	100
3	BA205	Programming with C/C++	DSE	3	0	2	4	-	20	40	40	-	-	100
4	BA507	Python Programming	DSE	3	0	2	4	-	20	40	40	-	-	100
5	BA508	Data Visualisation - Power BI	DSE	3	0	2	4	-	20	40	40	-	-	100
6	SEC501	Capstone Project	SEC	-	-	-	4	-	20	40	40	-	-	100
7	BBA503	Internship	SEC	0	0	4	2	-	20	40	40	-	-	100
8	AECC501	Indian Constitution	AECC	2	0	0	2	-	20	40	40	-	-	100
9	VACC301	Communicative English and Employability Skills - III	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							30							

*L-Lecture, T-Tutorial, P-Practical, MSE-Mid Semester Examination, CEC- Continuous Evaluation Component, ESE- End Semester Examination, LW-Lab Work, LE-Lab Exam

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School of Management Studies & Liberal Arts

GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management Studies & Liberal Arts

Academic Session: 2025-26

Program: BBA Business Analytics

Semester: VI

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIV A	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BBA601	Project Management	CC	3	1	0	4	-	20	40	40	-	-	100
2	BA401	Introduction to AI and ML	DSE	3	0	2	4	-	20	40	40	-	-	100
3	BA504	Financial Analytics	DSE	3	0	2	4	-	20	40	40	-	-	100
4	BA601	Logistics & SCM Analytics	DSE	3	0	2	4	-	20	40	40	-	-	100
5	BA505	Programming in R	DSE	3	0	2	4	-	20	40	40	-	-	100
6	SEC601	Corporate Governance	SEC	2	0	0	2	-	20	40	40	-	-	100
7	SEC602	Major Project	SEC	-	-	-	4	-	20	40	40	-	-	100
8	AECC601	Disaster Risk Management	AECC	0	0	2	2	-	20	40	40	-	-	100
9	VACC601	Communicative English and Employability Skills - VI	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							30							

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School of Management Studies & Liberal Arts

GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management Studies & Liberal Arts

Academic Session: **2025-26**

Program: **BBA Busines Analytics**

Semester: **VII**

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Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BBA701	AI for Business; Diversity, Equity and Inclusion; Digital Ethnography and Online Communities	Core	3	1	0	4	-	20	40	40	-	-	100
2	BBA702	Entrepreneurial Leadership	Core	2	2	0	4	-	20	40	40	-	-	100
3	BA502	Digital Transformation of Business	DSE	3	1	0	4	-	20	40	40	-	-	100
4	BA406	Data Visualisaiton Tool – Tableau	DSE	3	1	0	4	-	20	40	40	-	-	100
5	BBA703	Internship	SEC	0	0	4	2	-	-	-	-	50	50	100
6	BBA704	Dissertation work	SEC	2	0	0	4	-	20	40	40	-	-	100
7	VACC301	Communicative English and Employability Skills - III	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							24							700

Lecture, T-Tutorial, P-Practical, MSE-Mid Semester Examination, CEC- Continuous Evaluation Component, ESE- End Semester Examination, LW-Lab Work, LE-Lab Exam

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School of Management Studies & Liberal Arts

GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management Studies & Liberal Arts

Program: BBA Business Analytics

Semester: VIII

Academic Session: 2025-26

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BA503	Web & Social Media Analytics	DSE	3	1	0	4	-	20	40	40	-	-	100
2	BA506	Data Visualisation - Google Studio	DSE	3	1	0	4	-	20	40	40	-	-	100
3	BBA803	Dissertation work	SEC	2	0	0	4	-	20	40	40	-	-	100
4	VACC301	Communicative English and Employability Skills - VIII	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							14							400

*L-Lecture, T-Tutorial, P-Practical, MSE-Mid Semester Examination, CEC- Continuous Evaluation Component, ESE- End Semester Examination, LW-Lab Work, LE-Lab Exam

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School of Management Studies & Liberal Arts -
BBA Business Analytics

COURSE CODE BBA101	COURSE NAME Principles and Practices of Management	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
45	15	0	60	3	1	0	4

Course Prerequisites	Students enrolling in this course should have a basic understanding of business concepts and organizational structures. Familiarity with introductory management principles, basic economics, and an interest in understanding how organizations operate will be beneficial. Strong communication skills and a willingness to engage in class discussions and case studies will help students grasp the practical application of management theories.
Course Category	Core
Course focus	This course focuses on the fundamental concepts, principles, and practices of management within organizations. It covers key areas such as planning, organizing, leading, and controlling, as well as decision-making, strategic management, and organizational behavior. The course emphasizes the application of these principles to real-world business challenges, with a focus on developing managerial skills and understanding the dynamic business environment. Through case studies, discussions, and practical exercises, students will gain a comprehensive understanding of effective management practices.
Rationale	1. To understand the basic concepts, principles, and theories of management. 2. To examine the essential functions of managers. 3. To analyze the impact of globalization, diversity, and ethics on management. 4. To develop skills in strategic planning, decision-making, and leadership.
Course Revision/ Approval Date:	12 th BOS



School of Management Studies & Liberal Arts -
BBA Business Analytics

Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering the core concepts, theories, and functions of management, including planning, organizing, leading, and controlling. CO2: Understanding of how management principles are applied in real-world organizational settings to achieve business goals. CO3: Applying management theories to address organizational challenges, improve decision-making, and enhance operational efficiency. CO4: Analyzing business problems and managerial situations to identify root causes and recommend appropriate management strategies. CO5: Evaluating the effectiveness of various management practices, strategies, and organizational structures in achieving desired outcomes. CO6: Creating innovative management solutions and strategies that align with organizational objectives and drive sustainable success.
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Course Content	Weightage	Contact hours
Unit 1 Introduction to Management Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling	25%	15
Unit 2 Planning, Organizing and Staffing Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision-making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures:	25%	15



School of Management Studies & Liberal Arts -
BBA Business Analytics

Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment		
Unit 3 Leading, Directing and Controlling Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.	25%	15
Unit 4 Strategic Management, Ethics and Social Responsibility Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.	25%	15

Learning Resources	
1.	Textbook: 1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications. 2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston 3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing. 4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education. 5. Robbins, S. P. & Coulter, M. A. Management. Pearson.
2.	Reference Books: 1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business Harvard Business Review Press 5813BC-PDF-ENG https://hbsp.harvard.edu/product/5813BC-PDF-ENG



School of Management Studies & Liberal Arts -
BBA Business Analytics

3.	Journals & Periodicals:
4.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	1. Gain the ability to understand and apply the four fundamental functions of management—planning, organizing, leading, and controlling—within a business context. 2. Develop critical thinking and problem-solving skills to effectively analyze and address management challenges in real-world organizational settings. 3. Cultivate the ability to create innovative management strategies that align with organizational goals, improve performance, and foster a positive work culture.	

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	0	2	1	0	0	1
CO2	1	3	1	3	1	0	1	2
CO3	2	3	1	2	3	1	1	1
CO4	3	3	2	3	2	1	2	2
CO5	2	2	1	2	1	0	1	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



School of Management Studies & Liberal Arts -
BBA Business Analytics

PROGRAMME SPECIFIC OUTCOMES
Demonstrate a futuristic approach and adapt to changing business trends, thereby becoming industry-ready professionals
Communicate effectively with stakeholders using various contemporary technologies and develop proficiency in business communication
Value and demonstrate managerial competencies, such as leadership, teamwork, and decision-making, to achieve professional and personal development
Understand ethical and professional behavior in all aspects of business operations
Apply critical thinking and problem-solving skills to identify, analyze, and solve complex business problems, and evaluate the effectiveness of solutions

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	1	2	0	1
CO3	2	1	2	3
CO4	0	2	3	2
CO5	1	1	0	1



School of Management Studies & Liberal Arts -
BBA Business Analytics

COURSE CODE BBA102	COURSE NAME Financial Accounting	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
45	15	0	60	3	1	0	4

Course Prerequisites	Accounting is a critical part of business and financial management, students need basic classes in business, economics, finance, and management
Course Category	Core subject, students will be able to understand how financial data is generated and how it can be converted into useful information for stakeholders in a business.
Course focus	This course presents an introduction to financial statement analysis and its usage when assessing business performance. The first part of the course will focus on understanding the most important financial statements, namely, the balance sheet, the income statement, and the statement of cash flows
Rationale	1. To provide an understanding of application of various principles and practice of Accounting. 2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting. 3. To apply the knowledge of systematic maintenance of books of accounts to real life business. 4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.
Course Revision/ Approval Date:	12 th BOS



School of Management Studies & Liberal Arts -
BBA Business Analytics

Course Objectives (As per Blooms' Taxonomy)	CO1: To understand the fundamentals of accounting, including key concepts and processes. CO2: To apply transaction recording and trial balance techniques for accurate financial reporting. CO3: To prepare final accounts for sole proprietorships, including trading and profit and loss accounts. CO4: To analyze and prepare company final accounts and understand sustainable accounting practices.
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Course Content	Weightage	Contact hours
Unit 1 Introduction to Accounting, Accounting system and process Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.	25%	15
Unit 2 Recording transactions and Trial balance Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.	25%	15
Unit 3 Final Accounts Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts	25%	15
Unit 4 Company Final Accounts	25%	15



School of Management Studies & Liberal Arts -
BBA Business Analytics

Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical). Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.		
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Learning Resources	
1.	Textbook: 1. Jain S.P., & Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers. 2. Kimmel, Financial accounting, Wiley Publications 3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education. 4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi. 5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning. 6. Accounting for sustainability: www.ifac.org 7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications 8. IFRS sustainability standards: www.ifrs.org Model curriculum for UG Degree in BBA 40 Suggested Cases 1. Smokey Valley Café 2. Irrigation Equipment's Limited 3. Monarch Trading Company
2.	Reference Books:
3.	Journals & Periodicals:
4.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview



School of Management Studies & Liberal Arts -
BBA Business Analytics

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	CO1: Understand and explain accounting concepts, principles, and the accounting process. CO2: Apply transaction recording methods and prepare accurate trial balances. CO3: Prepare and interpret final accounts for sole proprietorships effectively. CO4: Analyze company financial statements and evaluate sustainable accounting practices	

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	1	1	0	0	1	2
CO2	3	2	1	0	0	1	2	2
CO3	3	3	2	1	1	2	1	2
CO4	3	3	2	2	1	1	2	2
CO5	2	2	1	2	2	2	1	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

PROGRAMME SPECIFIC OUTCOMES
Demonstrate a futuristic approach and adapt to changing business trends, thereby becoming industry-ready professionals
Communicate effectively with stakeholders using various contemporary technologies and develop proficiency in business communication



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Value and demonstrate managerial competencies, such as leadership, teamwork, and decision-making, to achieve professional and personal development
Understand ethical and professional behavior in all aspects of business operations
Apply critical thinking and problem-solving skills to identify, analyze, and solve complex business problems, and evaluate the effectiveness of solutions

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	1	2	0	1
CO3	2	1	2	3
CO4	0	2	3	2
CO5	1	1	0	1



School of Management Studies & Liberal Arts -
BBA Business Analytics

COURSE CODE BBA103	COURSE NAME Business Statistics and Logic	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
45	15	0	60	3	1	0	4

Course Prerequisites	Prerequisites for Business Statistics and Logic include basic knowledge of mathematics algebra, sets, and functions, foundational understanding of statistics mean, variance, and probability, and logical reasoning skills propositional logic and problem-solving
Course Category	Core subject, specifically focusing on statistical analysis, logical reasoning, and decision-making tools applicable in business and management contexts.
Course focus	The Business Statistics and Logic course focuses on equipping students with analytical and statistical tools to interpret data, solve business problems, and make informed decisions. It emphasizes practical applications of statistical methods, logical reasoning, and quantitative analysis in real-world business scenarios.
Rationale	1. To establish importance of logical reasoning in human inquiry. 2. To demonstrate data handling skills and summarize data with clarity. 3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario. 4. To understand business problems and make decisions using appropriate statistical models and explain trends 5. To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.
Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1: To understand central tendency, dispersion, skewness, and kurtosis in data analysis. CO2: To learn and apply correlation and regression techniques. CO3: To understand basic probability concepts and distributions. CO4: To develop logic and reasoning skills for problem-solving



School of Management Studies & Liberal Arts -
BBA Business Analytics

Course Content	Weightage	Contact hours
Unit 1 Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.	25%	15
Unit 2 : Correlation and Regression Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients. meaning,	25%	15
Unit 3 Probability and Probability distributions Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.	25%	15
Unit 4 : Introduction to Logic Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.	25%	15



School of Management Studies & Liberal Arts -
BBA Business Analytics

1.	Textbook: 1. Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson. 2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing 3. SP Gupta. Statistical Methods, Sultan Chand and Sons 4. SC Gupta. Fundamentals of Statistics, Himalaya Publishing House 5. Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House. 6. Sharma J.K. Business Statistics, Vikas Publishing House Reference Research Paper: • Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. Interfaces, 37(6), 570-576. • Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? Behavioral and Brain Sciences, 23(5), 645-665.
2.	Reference Books:
3.	Journals & Periodicals:
4.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks



School of Management Studies & Liberal Arts -
BBA Business Analytics

Course Outcomes	CO1: Analyze and interpret central tendency, dispersion, skewness, and kurtosis. CO2: Apply correlation and regression techniques to assess variable relationships. CO3: Calculate and evaluate probability concepts and distributions for problem-solving. CO4: Solve logical reasoning problems and enhance critical thinking skills
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Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	0	0	0	0	0	1
CO2	1	2	1	1	1	0	1	2
CO3	1	1	1	2	1	0	1	1
CO4	3	2	1	1	2	1	2	2
CO5	2	1	2	1	0	2	1	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	2	3	2
CO2	2	1	0	3
CO3	2	3	1	1
CO4	1	1	1	2
CO5	10	1	3	1



School of Management Studies & Liberal Arts -
BBA Business Analytics

COURSE CODE BA208	COURSE NAME INTRODUCTION TO DATA SCIENCE	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic Knowledge about Information Technology		
Course Category	DSE		
Course focus	Skill Enhancement		
Rationale	This course will equip students with the necessary skills to work with large datasets, understand statistical models, and develop predictive models, which will enable them to contribute significantly to the organization's growth and success. Additionally, data science is an increasingly in-demand field, and knowledge in this area can open up numerous career opportunities.		
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)		
Course Objectives (As per Blooms' Taxonomy)	- To evaluate different data analysis tools available in Python for performing exploratory data analysis and making data-driven decisions. - To analyze and interpret descriptive statistics to gain insights into the characteristics of a dataset. - To compare and contrast different data structures available in Pandas and use them effectively for data wrangling. - To create and apply statistical tests to infer information about a population based on a sample data set. - To design and develop machine learning models for performing predictive analysis, including linear regression, classification, and clustering methods.		
Course Content (Theory)		Weightage	Contact hours
Unit 1: - Introduction to data analysis tools in Python - Descriptive statistics - Data structures with Pandas - Introductory hypothesis testing and statistical inference		20%	11
Unit 2: - Web scraping and data acquisition via APIs - Linear regression - Classification methods, including logistic regression, knearest neighbours, decision trees, and support vector machines		20%	11



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Unit 3: 1. Data visualization 2. Clustering methods 3. Dimensionality reduction, including principle component analysis	15%	11
Unit 4: 1. Network analysis 2. Rating, ranking, and elections 3. Cleaning and reformatting messy datasets using regular expressions or dedicated tools such as open refine	25%	16
Unit 5: 1. Natural language processing 2. Ethics of big data	20%	11

Instructional Method and Pedagogy: (Max. 100 words)

Usage of real-world datasets to teach students data analysis, machine learning, and statistical modeling techniques. Students will be encouraged to collaborate in teams to work on projects and learn how to present their findings using data visualization tools. Simulations/Lecture/cases/Presentation/ Assignment

Course Objectives:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted CO1: Evaluate different data analysis tools available in Python for performing exploratory data analysis and making data-driven decisions. CO2: Analyze descriptive statistics to gain insights into the characteristics of a dataset. CO3: Compare and contrast different data structures available in Pandas and use them effectively for data wrangling. CO4: Apply statistical tests to infer information about a population based on a sample data set CO5: Design machine learning models for performing predictive analysis, including linear regression, classification, and clustering methods.	CO1: Evaluate CO2: Analyze CO3: Compare CO4: Apply CO5: Design



School of Management Studies & Liberal Arts -
BBA Business Analytics

Learning Resources	
1.	Textbook : Data Science from Scratch: First Principles with Python, 2nd Edition Book by Joel Grus Publisher: Shroff/ O'Reilly
2.	Reference books : 1. Irizarry, R. (2019). Introduction to data science: data analysis and prediction algorithms with R. CRC Press. 2. Igual, L., Seguí, S., Puertas, E., Radeva, P., Pujol, O., Escalera, S., ... & Garrido, L. (2021). Introduction to Data Science: A Python Approach to Concepts, Techniques and Applications. CRC Press.
3.	Journals, Periodicals, Reference 1. Journal of Data Science 2. IEEE Transactions on Knowledge and Data Engineering 3. ACM Transactions on Knowledge Discovery from Data 4. Journal of Big Data 5. Journal of Machine Learning Research
4.	Other Electronic Resources: UC Irvine Machine Learning Repository https://archive.ics.uci.edu/ml/index.php Variety of consumer datasets https://www.kaggle.com/datasets World Bank https://data.worldbank.org/data-catalog/ US Government Data https://www.data.gov/

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1"> <tr> <td>Attendance</td><td>05 marks</td></tr> <tr> <td>MCQs</td><td>10 marks</td></tr> <tr> <td>Open Book Assignment</td><td>15 marks</td></tr> <tr> <td>Article Review</td><td>10 marks</td></tr> <tr> <td>Total</td><td>40 Marks</td></tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	0	3	0	1	3	0	0	0
CO2	0	0	3	0	0	0	0	0
CO3	1	2	0	0	2	0	0	0
CO4	1	0	3	0	0	0	0	0
CO5	0	1	2	3	0	0	0	0

Mapping of PSOs & COs



School of Management Studies & Liberal Arts

	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	1	0	0	0	1
CO 2	1	0	0	0	1
CO 3	1	0	0	0	0
CO 4	1	0	0	0	1
CO 5	2	0	1	0	1



School of Management Studies & Liberal Arts

COURSE CODE BBA104	COURSE NAME Indian Knowledge System	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
30	0	0	30	2	0	0	2

Course Prerequisites	Basic Knowledge till 12 th
Course Category	MDE
Course focus	Indian Historical Knowledge
Rationale	•To sensitize the students about context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition. •To help students to understand the knowledge, art and creative practices, skills and values in the ancient Indian system. • To help to study the enriched scientific Indian heritage. • To introduce the contribution from Ancient Indian system & tradition to modern science & Technology
Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering CO2: Understanding CO3: Applying CO4: Analyzing CO5: Evaluating CO6: Creating



Course Content	Weightage	Contact hours
Unit 1 Introduction to IKS (Any eight of total sessions assigned for Literary activity) Introductory lecture on the any eight topics below: 1. Indian Knowledge System 2. Indian Culture & Civilization 3. Ancient Indian Chemistry 4. Ancient Indian Metallurgy 5. Ancient Indian Mathematics 6. Ancient Indian Astronomy 7. Indian Astronomical Instruments 8. Indian Knowledge System (Upveda: Ayurveda) 9. Indian Knowledge System (Upveda: Gandharveda) 10. Indian Knowledge System (Vedangas: Shiksha, Kalpa, Vyakrana) 11. Indian Knowledge System (Vedangas: Jyotisha, Nirukta, Chandas) 12. Indian Architecture I: Sthapatya-Veda 13. Indian Architecture II: Temples 14. Indian Architecture III: Town & Planning 15. Indian Philosophical System.	50%	15



Unit 2 : Introduction to Creative Practices (Twenty Lectures with at least Five different topics of total session under Creative activity) Introductory lecture on the topics below: 1. Dhaturvada: art of metallurgy 2. Akara jnana: art of mineralogy 3. Vastuvidya: art of engineering 4. Yantramatrika: art of mechanics 5. Takshana: art of carpentry 6. Chalitakayoga: art of practicing as a builder of shrines 7. Raupyaratnapariksha: art of testing silver and jewels 8. Maniraga jnana: art of tinging jewels Model curriculum for UG Degree in BBA 275	50%	15
Sucivayakarma: art of needleworks and weaving 9. Vadva vidya: art of playing on musical instruments 10. G  t of singing 11. N art of dancing 12. I art of theatricals 13. Alekhya vidya: art of painting 14. Viseshakacchedya vidya: art of painting the face and body with color 15. Udakavadya: art of playing on music in water 16. Manasi kavyakriya: art of composing verse 17. Bhushanayojana: art of applying or setting ornaments 18. Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious food 20. Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body 21. Utsadana: art of healing or cleaning a person with perfumes 22. Vastragopana: art of concealment of cloths 23. Balakakridanaka: art of using children's toys 24. Tandulakusumabalivikara: art of preparing offerings from rice and flowers 25. Pushpastarana: art of making a covering of flowers for a bed		



Learning Resources	
1.	1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
2.	<u>References:</u> 1. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995. 2. The Cultural Heritage of India. Vol.I. Kolkata:Ramakrishna Mission Publication, 1972. 3. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008. 4. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan & Co., Limited, London, 1953. 5. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore. 6. Avari, B. 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. 7000 BCE to CE 1200. London: Routledge
3.	Journals & Periodicals:
4.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes		



School of Management Studies & Liberal Arts

COURSE CODE VACC102	COURSE NAME Environmental Science and Sustainability	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
30	0	0	30	2	0	0	2

Course Prerequisites	● Basic understanding of environmental science and its importance in contemporary issues. ● Familiarity with fundamental business principles and operations (optional). ● Awareness of global sustainability challenges and the UN Sustainable Development Goals (SDGs).
Course Category	Value Added Course
Course focus	● To explore the interconnectedness of the environment, natural resources, and sustainability within the business context. ● To analyze the role of ecosystems, biodiversity, and sustainable practices in promoting ecological balance. ● To understand the impacts of pollution, waste management, and disaster mitigation strategies on sustainable development. ● To examine environmental legislation, ethics, and societal responsibilities toward environmental conservation.
Rationale	1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges. 2. This course will equip students to make decisions that consider environmental consequences. 3. This course will enable future business graduates to become environmentally sensitive and responsible managers.
Course Revision/ Approval Date:	12 th BOS



Course Objectives (As per Blooms' Taxonomy)	Remembering ● Identify key environmental concepts, types of ecosystems, and biodiversity conservation methods. ● Recall major environmental legislation in India. Understanding ● Explain the significance of sustainability and its role in natural resource conservation. ● Describe the impact of pollution and waste management on the environment and business operations. Applying ● Apply concepts of environmental conservation to propose sustainable business practices. ● Demonstrate the role of businesses in disaster management and achieving SDGs. Analyzing ● Examine the relationship between ecosystems, biodiversity, and sustainable practices. ● Analyze case studies on environmental legislation and its implementation in India. Evaluating ● Assess the effectiveness of sustainable practices in resource conservation and pollution mitigation. ● Critique the role of businesses in addressing environmental and social issues. Creating ● Design innovative strategies for sustainable resource management and pollution control. ● Propose policies for enhancing environmental justice and ecological economics.
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Course Content	Weightage	Cont act hour s
Unit 1 Understanding Environment, Natural Resources, and Sustainability Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.	30%	8
Unit 2 Ecosystems, Biodiversity, and Sustainable Practices Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.	20%	7
Unit 3 Environmental Pollution, Waste Management, and Sustainable Development Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.	30%	8
Unit 4 Social Issues, Legislation, and Practical Applications Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in	20%	7



achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.		
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Learning Resources		
1.	Textbook: ● Poonia, M.P. Environmental Studies , Khanna Book Publishing Co. ● Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd. ● Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd. ● Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press. Model curriculum for UG Degree in BBA 47 ● Miller, G.T. & Spoolman S. Living in the Environment. Cengage. ● Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press. ● Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books. ● Pritwani, K. Sustainability of business in the context of environmental management. CRC Press. ● Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.	
2.	Reference Books: References Web links: ● https://www.ourplanet.com ● https://www.undp.org/content/undp/en/home/sustainable-developmentgoals.html ● www.myfootprint.org ● https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html	
3.	Journals & Periodicals:	



	4. <i>Environmental Science & Technology (ACS Publications).</i> 5. <i>Journal of Environmental Management.</i> 6. <i>Indian Journal of Environmental Protection.</i> 7. <i>Ecological Economics.</i> 8. <i>Nature Sustainability.</i>
9.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	CO1: Define and discuss fundamental environmental concepts and their relevance to sustainable business practices. CO2: Analyze ecosystems, biodiversity, and sustainable conservation methods to promote ecological balance. CO3: Evaluate the causes and impacts of pollution and propose sustainable waste management strategies. CO4: Critically assess the role of businesses in achieving SDGs and mitigating disaster impacts. CO5: Apply knowledge of environmental legislation and ethics to advocate for sustainable development and environmental justice.	



School of Management Studies & Liberal Arts

			L	T	P	C
COURSE CODE AECC101		FUNDAMENTALS OF ENGLISH	1	0	1	2
Total Credits:2		Total Hours in semester:30	Total Marks: 100			
1	Course Pre-requisites Students should have basic knowledge of English language and grammar					
2	Course Category:AEC					
3	Course Revision/Approval date					
4	Course Objectives					
4.1To emphasize the development of listening and reading skills among learners						
4.2To equip with writing skills needed for academic as well as work place context						
4.3To enable learners of Engineering and Technology develop the irbasic communication skills in English						

CourseContent	Weightage	Contact hours	Pedagogy
Unit 1: Language Basics Parts of speech, word formation, prefix-suffix, synonyms, antonyms, homophones and standard abbreviations	20%	6	Discussion+Power PointPresentation+ Sample Practice + Revision
Unit 2: Elementary Reading/Writing Skills Types of thesentences, structures of the sentences, use of phrases and clauses,punctuation, creative writing and coherence, comprehension, essay/paragraph writing,precise writing	30%	9	Power Point Presentation + Discussion+Software Based Learning / Language Lab + Sample Practice
Unit 3 Elementary Spoken Skills Greetings, farewell and introduction, making an apology, accepting an apology,making an appointment,JAM, group discussion, debate, public speaking	30%	9	Power Point Presentation + Discussion+Software Based Learning / Language Lab + SamplePractice+Role Play
Unit 4 Practicing and Identifying the Common Error Tense, subject-verb agreement, noun-pronoun agreement,articles, prepositions,modalauxiliaries, voice, reported speech	20%	6	Discussion+Power PointPresentation+ Sample Practice + Revision



School of Management Studies and Liberal Arts

Learning Resources	
1.	Textbook
2.	Reference books 1. Murphy, Raymond "Murphy's English Grammar with CD" Cambridge University Press, 2004. . 2. Thorpe, Edgar and Showick Thorpe "Basic Vocabulary" Pearson Education India, 2012. 3. Green, David. "Contemporary English Grammar Structures and Composition" MacMillan Publishers, New Delhi, 2010. 4. Wren & Martin (2001), English Grammar & Composition, New York
3.	Journal
4.	Periodicals
5.	Other Electronic resources Language Lab–Wordsworth Software

EvaluationScheme		TotalMarks	
MidsemesterMarks	30 Marks		
EndSemesterMarks	50Marks		
ContinuousEvaluation Marks	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities/ case study	5 marks	
	Presentation/miscellaneous activities	5 marks	
CourseOutcomes	1.Student will able to learn Intellectualskillsinthat students will understand concepts, rules or procedures.		
	2. Student will able to learn cognitive strategy in that students will uses personal strategies to think, organize, learn and behave.		
	3. Student will able to learn about verbal information.		
	4. Students will interpret texts with attention to ambiguity, complexity, and aesthetic value.		
	5.StudentwillabletodeveloptheOral Communication		
AdditionalInformationto enhance learning	Any site visit required orexperttalkrequiredon specific topics.		



School of Management Studies and Liberal Arts

COURSE CODE VACC-103	COURSE NAME Communicative English & Employability Skills (Everyday Vocabulary and Communicative English)	SEMESTER - 1
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Basic Vocabulary, Grammar Foundations, Everyday Communication
Rationale	To build foundational English skills through vocabulary development and basic grammar, enabling students to use English effectively in routine conversations and social settings.
Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1: Define basic vocabulary categories and grammatical elements. CO2: Understand sentence structures and apply them in everyday dialogues. CO3: Construct grammatically correct sentences for basic interactions. CO4: Evaluate appropriateness of vocabulary in different social situations. CO5: Analyze communication breakdowns in informal conversations.

Course Content	Weightage	Contact hours
UNIT 1: The Basics of Vocabulary: Understanding word categories: Communicative English practice exercises on nouns, verbs, adjectives, adverbs. Basic word formation: prefixes, suffixes, and roots. Basics of Vocabulary – Word categories, prefixes/suffixes, roots	20%	10
UNIT 2: Communicative English practice on sentence Construction, Parts of speech, tenses, sentence patterns. Basic Reading Comprehension. Letter-writing.	20%	10
UNIT 3: Essential Vocabulary and Situational Dialogues required for	20%	10



School of Management Studies and Liberal Arts

inter-personal relationships and at the work-place; Vocabulary for greetings, requests, invitations and daily expressions.		
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Learning Resources	
1.	Textbook: <i>English Grammar in Use</i> by Raymond Murphy (Cambridge University Press)
2.	Reference Books: • Word Power Made Easy by Norman Lewis • Oxford Basic English Dictionary • Practice Makes Perfect: English Conversation by Jean Yates
3.	Journals & Periodicals: • Journal of Business Communication • Harvard Business Review (Communication section)
4.	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100								
End Semester Marks	40 marks								
Continuous Evaluation 60 marks	<table> <tr> <td>Class Participation</td><td>20 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Report Writing</td><td>25 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	20 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Report Writing	25 marks	Presentation	10 marks
Class Participation	20 marks								
Quiz	5 marks								
Skill Enhancement activities/ Case Study/ Report Writing	25 marks								
Presentation	10 marks								
Course Outcomes	• Use English confidently in professional and academic settings • Communicate clearly in interviews, presentations, and discussions • Write professional documents such as resumes, reports, and emails • Understand and use industry-specific vocabulary • Be well-prepared for workplace communication and digital platforms								



School of Management Studies and Liberal Arts

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



SEMESTER - II



School of Management Studies and Liberal Arts

COURSE CODE BBA201	COURSE NAME Human Behaviour and Organization	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lect ure	Tutori al	Practic al	Total Hours	Lect ure	Tuto rial	Practic al	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Students are expected to have a basic understanding of management principles and human behavior. Familiarity with foundational concepts in psychology, sociology, and business management will be beneficial. Critical thinking, communication skills, and a willingness to participate in discussions and group activities are essential for engaging with the course material effectively.
Course Category	Compulsory
Course focus	This course focuses on understanding and analyzing human behavior in organizational settings. It explores key topics such as motivation, leadership, team dynamics, communication, and organizational culture. The course emphasizes practical applications of OB theories, equipping students with skills to manage interpersonal relationships, enhance team performance, and foster a positive work environment. Real-world case studies, role-plays, and interactive activities will provide hands-on experience to bridge theory and practice.
Rationale	1. To develop a basic understanding of the concept of human behavior and organization. 2. To highlight the importance of OB in modern organizations. 3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization. 4. To critically evaluate leadership styles and strategies.
Course Revision/ Approval Date:	12 th BOS



Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering fundamental theories and concepts of individual and group behavior in organizational settings. CO2: Understanding of key OB concepts such as motivation, leadership, team dynamics, and organizational culture. CO3: Applying OB theories to real-world scenarios, addressing workplace challenges such as conflict resolution, team building, and effective communication. CO4: Analyzing workplace behaviors and dynamics to identify underlying causes and recommend actionable strategies for improvement. CO5: Evaluating organizational practices and behaviors, assessing their impact on employee performance and organizational effectiveness. CO6: Creating innovative solutions and strategies to foster a positive organizational culture and enhance team performance based on OB principles.
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Course Content	Weightage	Contact hours
Unit 1 Introduction to Human Behavior and Organization Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models	25%	15
Unit 2 Individual Behavior Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values. Motivation – Concept, importance, and theories of motivation- Early Theories of motivation	25%	15



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(Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory)		
Unit 3 Group & Team Behaviour Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.	25%	15
Unit 4 Leadership & Power Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power. Organizational Culture : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.	25%	15

Learning Resources	
1.	Textbook: 1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi. 2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hil Publishers Co. Ltd., New Delhi. 3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi. 4. Rao, VS P-Organization Behavior –Himalaya Publishing House. 5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition.
2.	Reference Books:
3.	Journals & Periodicals:



4.	Other Electronic Resources:
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Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	1. Gain a comprehensive understanding of individual and group behavior, leadership styles, and organizational culture to foster effective workplace relationships. 2. Demonstrate the ability to apply OB principles to address real-world organizational challenges, including team dynamics, motivation, and conflict resolution. 3. Develop strategies to improve employee performance and organizational outcomes by analyzing and influencing workplace behaviors and practices.	

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	1	0	0	0	0
CO2	0	0	0	0	0	0	0	0
CO3	0	3	0	0	2	0	0	3
CO4	2	0	2	0	0	0	2	0
CO5	0	3	0	0	2	0	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

PROGRAMME SPECIFIC OUTCOMES

Demonstrate a futuristic approach and adapt to changing business trends, thereby becoming



industry-ready professionals
Communicate effectively with stakeholders using various contemporary technologies and develop proficiency in business communication
Value and demonstrate managerial competencies, such as leadership, teamwork, and decision-making, to achieve professional and personal development
Understand ethical and professional behavior in all aspects of business operations
Apply critical thinking and problem-solving skills to identify, analyze, and solve complex business problems, and evaluate the effectiveness of solutions

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO 1	0	0	0	1
CO 2	0	0	0	0
CO 3	0	2	3	1
CO 4	0	0	0	0
CO 5	3	2	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



School of Management Studies and Liberal Arts

COURSE CODE BBA202	COURSE NAME Marketing Management	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Students should have a basic understanding of business principles, foundational knowledge of economics, and introductory exposure to management concepts. Strong analytical and communication skills are essential. Familiarity with consumer behavior, market research techniques, and basic statistical tools is beneficial. A keen interest in marketing strategies and business trends is highly recommended.
Course Category	Compulsory
Course focus	The Marketing Management course focuses on developing strategic and analytical skills to understand consumer behavior, market research, and competitive dynamics. Students learn to create, implement, and evaluate marketing strategies, covering product development, pricing, distribution, promotion, and digital marketing. Emphasis is on real-world applications, ethical practices, and achieving organizational objectives effectively.
Rationale	1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business. 2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives 3. It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.
Course Revision/ Approval Date:	12 th BOS



Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering Recall fundamental marketing concepts, terminology, and frameworks & Identify the core components of the marketing mix (4Ps). CO2: Understanding Explain the role of marketing in creating value for customers and organisations & Interpret consumer behaviour patterns and their impact on marketing decisions. CO3: Applying Develop marketing strategies by applying segmentation, targeting, and positioning (STP) frameworks & Use marketing research tools to analyse market opportunities. CO4: Analyzing Evaluate the effectiveness of various marketing strategies through case studies and real-world examples & Compare and contrast different pricing, promotion, and distribution strategies. CO5: Evaluating Critically assess marketing plans and campaigns to recommend improvements & Judge the ethical implications of marketing decisions in diverse contexts. CO6: Creating Design innovative marketing strategies to address real-world business challenges & Develop a comprehensive marketing plan that integrates the elements of the marketing mix.
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Course Content	Weightage	Contact hours
Unit 1 Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic,	25%	15



Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)		
Unit 2 Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer	25%	15
Unit 3 Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price. Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.	25%	15
Unit 4 Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).	25%	15



Learning Resources	
1.	Textbook: Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.
2.	Reference Books: ● Aaker, D. A. and Moorman Christine., Strategic Market Management: Global Perspectives. John Wiley & Sons. ● Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth Marketing Management. Pearson Higher Education ● Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education. ● Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd.
3.	Journals & Periodicals: ● Indian Journal of Marketing ● Journal of Marketing ● Vikalpa: The Journal for Decision Makers ● South Asian Journal of Marketing ● Journal of Business Research (Special Issues on Marketing)
	Other Electronic Resources: ● Nirma University Management & Commerce Library Electronic Resources ● GrowthAcad's Digital Marketing Course Syllabus (2024) ● Pondicherry University MBA (Marketing) Syllabus

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation (40 Marks)	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	1. Understanding Marketing Concepts: Demonstrate a comprehensive understanding of core marketing concepts, including market research,	



	segmentation, targeting, positioning, and the 4Ps of marketing, and apply these principles to real-world scenarios. 2. Strategic Decision-Making: Develop the ability to create effective marketing strategies by analysing market opportunities, consumer behaviour, and competitive dynamics. 3. Application of Marketing Tools: Utilize marketing tools and techniques, such as digital marketing, branding, and product life cycle management, to enhance organisational performance and customer satisfaction. 4. Ethics and Sustainability in Marketing: Evaluate the ethical and sustainable practices in marketing, addressing contemporary challenges like green marketing and corporate social responsibility.
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Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6
CO1			1			2
CO2						3
CO3				3		2
CO4		2				2
CO5			3			



School of Management Studies and Liberal Arts

COURSE CODE BBA203	COURSE NAME Business Economics	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Basic Understanding of Commerce, Business and Economics Concepts.
Course Category	Compulsory
Course focus	This course focuses on Micro Economics, Demand and Supply of the firm, Production, Cost and Revenue calculations for the firm.
Rationale	Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance. ♣ It equips students with fundamental concepts of microeconomics. ♣ Business economics delves into the complexities of market structures, helping students navigate ♣ Challenges such as competition, regulatory environments, and technological disruptions. ♣ It fosters critical thinking by analyzing real-world case studies, enabling students to propose ♣ Innovative solutions to business problems. ♣ A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts ♣ Seeking to thrive in today's dynamic and interconnected business landscape.



Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering CO2: Understanding CO3: Applying CO4: Analyzing CO5: Evaluating CO6: Creating

Course Content	Weightage	Contact hours
Unit 1 Fundamentals and Basic elements of Microeconomics • The Economic Problem: Scarcity and Choice, Nature and Scope- Positive and Normative Economics. • Scope of Study and Central Problems of Micro and Macroeconomics • Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand. • Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.	25%	15
Unit 2 Producer And Consumer Behavior • Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium. • Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves. • Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of EquiMarginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium	25%	15
Unit 3 Analysis of Market	25%	15



● Concept of Market and Main Forms of Market. ● Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly		
Unit 4 National Income and Various Indian Economy Challenges ● Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income. ● A Brief Introduction of Indian Economy - Pre-and Post-Independence. ● Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic ● Business Environment, Trade with Various Nations, Sustainable Economic Development.	25%	15

Learning Resources	
1.	Textbook: 1. Varian. H.R: Micro Economics A modern Approach 2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication. 3. Ahuja, H.L. Advanced Economic theory 4. Jain K.P. Advanced Economic theory 5. Jhingan M.L. Modern Micro Economics 6. J. Shapiro: Macro Economic Theory and Policy 7. W.H. Bransin: Macro-Economic Analysis 8. M.L. Jhingan: Macro-Economic Theory and Policy 9. M.C. Vaishya: Macro-Economic Theory 10. Sunil Bhaduri: Macro Economic Analysis 11. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi. 12. Samuelson & William D. Nordhaus: Economics; McGraw Hills. 13. A.N. Agarwal: Indian Economy. 14. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi. 15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India. 16. D.M. Mithani: Macro Economics; Himalaya Publishing House. 17. Macroeconomics" by N. Gregory Mankiw



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	18. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez 19. Macroeconomics" by Olivier Blanchard
2.	Reference Books:
3.	Journals & Periodicals:
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes		

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	0	2	1	0	1	2
CO2	3	2	2	1	1	1	1	2
CO3	2	3	1	1	2	0	2	1
CO4	1	2	2	2	1	1	2	2
CO5	3	3	1	2	1	1	2	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	1	0	1
CO2	2	0	0	1
CO3	1	1	1	3
CO4	3	0	3	2
CO5	1	1	2	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



School of Management Studies and Liberal Arts

COURSE CODE BA 404	COURSE NAME Basics of DBMS	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
45	0	0	45	3	1	0	4

Course Pre-requisites	Basic knowledge of Business
Course Category	Core course
Course focus	Employability
Rationale	The subject "Database Management Systems" aims to equip students with a comprehensive understanding of database concepts, design principles, and data organization techniques. It emphasizes the significance of structured data management in various applications and introduces students to relational and entity-relationship models. The subject prepares students for efficient and effective data handling in modern business and technological environments.
Course Revision/ Approval Date:	6 th BOS
Course Objectives (As per Blooms' Taxonomy)	1. To Understand the fundamental concepts of Database Management Systems (DBMS) and their significance in modern data-driven applications. (Understanding) 2. To Analyze and apply the Relational Model and ER Model for data organization, constraints, and integrity in database design. (Analyzing) 3. To Demonstrate proficiency in normalizing relational databases to eliminate redundancy and ensure data integrity. (Applying) 4. To Evaluate different file organization techniques in DBMS for efficient data storage and access. (Evaluating) 5. To Apply the theoretical knowledge and practical skills acquired to design and develop a real-world application using a Database Management System. (Applying and Creating)

Course Content (Theory)	Weightage	Contact hours
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<u>Unit 1: The Basic Concepts</u> Need for a Database Management System, The file based system, Limitations of file based system, The Database Approach, The Logical DBMS Architecture, Three level architecture of DBMS or logical DBMS architecture, Mappings between levels and data independence, The need for three level architecture, Physical DBMS Architecture, DML Precompiler, DDL Compiler, File Manager, Database Manager, Query Processor, Database Administrator, Data files indices and Data Dictionary, Commercial Database Architecture, Data Models	20%	9
<u>Unit 2: Relational and ER Models</u> The Relational Model, Domains, Attributes, Tuple and Relation, Super keys Candidate keys and Primary keys for the Relations, Relational Constraints, Domain Constraint, Key Constraint, Integrity Constraint, Update Operations and Dealing with Constraint Violations, Relational Algebra, Basic Set Operation, Cartesian Product, Relational Operations, Entity Relationship (ER) Model, Entities, Attributes, Relationships, More about Entities and Relationships, Defining Relationship for College Database, E-R Diagram, Conversion of E-R Diagram to Relational Database	20%	9
<u>UNIT:3 Database Integrity and Normalisation</u> Relational Database Integrity, The Keys, Referential Integrity, Entity Integrity, Redundancy and Associated Problems, Single-Valued Dependencies, Single- Valued Normalisation, The First Normal Form, The Second Normal Form, The Third Normal Form, , Dependency Preservation, Lack of redundancy, Rules of Data Normalisation, Eliminate Repeating Groups, Eliminate Redundant Data, Eliminate Columns Not Dependent on K	20%	9
<u>Unit 4: File Organisation in DBMS</u> Physical Database Design Issues, Storage of Database on Hard Disks, File Organisation and Its Types, Heap files (Unordered files), Sequential File Organisation, Indexed (Indexed Sequential) File Organisation, Hashed File Organisation, Types of Indexes, Index and Tree Structure, Multi-key File Organisation, Need for Multiple Access Paths, Multi-list File Organisation, Inverted File Organisation, Importance of File Organisation in Databases	20%	9



Unit 5: Practical Work	20%	9
Designing E-R models of given system - Normalization of given relational schemas Application Development: Development of a Hospital Management System Need to Develop the Hospital Management System (An HMS), Creating a Database for HMS, Developing Front End Forms, Reports, Using Queries and Record set		

Instructional Method and Pedagogy: (Max. 100 words)

The instructional methods for the subject will include lectures, interactive discussions, and hands-on practical sessions. Lectures will cover the theoretical concepts and principles of Database Management Systems, while interactive discussions will encourage critical thinking and problem-solving. Practical sessions will provide students with the opportunity to apply their knowledge in real-world scenarios, such as designing E-R models, normalizing databases, and developing a Hospital Management System. Students will also engage in group projects and case studies to enhance their teamwork and analytical skills.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Recall and explain the basic concepts of Database Management Systems and their importance in managing data. (Remembering) CO2: Analyze and compare the Relational Model and ER Model, and transform an ER diagram into a relational database schema. (Analyzing) CO3: Apply normalization rules to eliminate redundancy and improve data integrity in a given relational database. (Applying) CO4: Evaluate and compare different file organization techniques for efficient data storage and retrieval. (Evaluating) CO5: Create a fully functional Hospital Management System using a Database Management System, including database design, front-end development, and query implementation. (Creating)	CO1: Remembering CO2: Analyzing CO3: Applying CO4: Evaluating CO5: Creating

Learning Resources	
1.	Textbooks: Database Systems - Design, Implementation and Management 4th Edition :Rob & Coronel (Course Technology-Thomson Learning)



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2.	Reference Books: 1. Database Management System : Vipin Desai (Galgotia Pub.) 2. Modern Database Management 7th Edition : Hoffer, Prescott and McFadden, Pearson Education. Database Management System : Korth (Tata McGraw Hill) 1. Journal of Computer and System Sciences 2. International Journal of Computers and Applications 3. Indian Journal of computer science and engineering,
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Attendance</td><td style="text-align: center;">05 marks</td></tr> <tr> <td style="text-align: center;">MCQs</td><td style="text-align: center;">10 marks</td></tr> <tr> <td style="text-align: center;">Open Book Assignment</td><td style="text-align: center;">15 marks</td></tr> <tr> <td style="text-align: center;">Article Review</td><td style="text-align: center;">10 marks</td></tr> <tr> <td style="text-align: center;">Total</td><td style="text-align: center;">40 Marks</td></tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	0	0	0	0	0	0	0
CO2	0	2	0	0	0	0	0	0
CO3	0	0	3	0	0	0	0	0
CO4	0	0	0	3	0	0	0	0
CO5	0	0	0	0	3	0	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	0	0	0	0
CO2	0	2	0	0	0
CO3	0	0	2	0	0
CO4	0	0	0	1	0
CO5	0	0	0	0	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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COURSE CODE	COURSE NAME	SEMESTER
SEC201	Emerging Technologies and Applications	II

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
2	0	0	2	2	0	0	2

Course Prerequisites	Basic knowledge of computer science, networking, and cybersecurity principles. Familiarity with programming concepts (e.g., Python, Java) and data management (e.g., databases, SQL). Understanding of mathematical concepts like statistics and probability. Awareness of emerging technologies such as IoT, Blockchain, and AR/VR is recommended.		
Course Category	Multidisciplinary Elective(MDE)		
Course focus	Understand the various applications		
Rationale	● To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc. ● To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.		
Course Revision/ Approval Date:	12 th BOS		
Course Objectives (As per Blooms’ Taxonomy)	CO1 : Remembering CO2: Understanding CO3: Applying CO4: Analyzing CO5: Evaluating CO6: Creating		
Course Content		Weightage	Contact hours



Unit 1 Cloud Computing Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid) - Cloud-based -enterprise solutions – Cost-benefit analysis and scalability Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks	25%	15
Unit 2 Internet of Things (IoT) & Industry 4.0 Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making – Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization	25%	15
Unit 3 Block chain Technology Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations	25%	15
Unit 4 Augmented Reality (AR) and Virtual Reality (VR) Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.	25%	15

Learning Resources	
1.	Textbook:



	1. Emerging Technologies by Errol S. van Engelen 2. Internet of Things by Jeeva Jose, Khanna Book Publishing. 3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari 4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing. 5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications. 6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete. 7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur. 8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing. 9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma. 10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.
2.	Reference Books: Schwab, K. (2016). <i>The fourth industrial revolution</i> . Crown Business.
3.	Journals & Periodicals: Case Studies 1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, https://hbsp.harvard.edu/product/IMB889-PDFENG?Ntt=emerging%20technologies 2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, https://hbsp.harvard.edu/product/W14007-PDFENG?Ntt=emerging%20technologies
4.	Other Electronic Resources: Practical (Suggestive List): • Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts. • Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications



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Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table border="1"> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	1. Students will understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities. 2. Students will analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation. 3. Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage. 4. Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.								

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	0	3	3	2
CO2	1	1	1	0	3	3	1
CO3	1	1	1	0	3	2	2
CO4	1	1	1	0	3	3	3
CO5	1	1	1	0	3	3	1

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	3	2	3	0
CO2	3	3	3	3	2	3	0
CO3	3	2	3	3	2	2	0
CO4	3	1	3	3	3	3	0
CO5	3	2	2	3	2	2	0



School of Management Studies and Liberal Arts

COURSE CODE	COURSE NAME	SEMESTER II
AECC201	Communication Skills in English	

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
2	0	0	2	2	0	0	2

Course Pre-requisites	Student should have cleared First Semester of Bachelor of Commerce		
Course Category	Mandatory Course		
Course focus	Communicational Skills		
Rationale	It enables students to apply the knowledge of softskill i.e. Communication Skills to integrate with their working knowledge of the field to get maximum benefits of internal and external levels.		
Course Revision/ Approval Date:	14/03/2023		
Course Objectives (As per Blooms' Taxonomy)	1. To enable learners to develop their basic communication skills in English. 2. To equip them with writing skills needed for academic as well as workplace context. 3. To prepare students for professional communication at world level. 4. To develop corporate communicational attitude. 5. To strengthen digital communication using technological modules and expertise.		
Course Content (Theory)		Weightage	Contact hours
Unit 1: Communicative Skills Basics of Communication, Verbal & Non-verbal, Communication, Barriers to Effective Communication, Strategies of Effective Communication		20%	6



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Unit 2: Grammar & Vocabulary: Types of sentences, Synonyms, Antonyms, Tenses - Past, Present & Future, Homophones, Modals, Verb forms, Phrasal Verbs, Error correction, commonly misused words, technical terms	15%	5
Unit 3: Listening & Reading Skills: Definitions (Listening & Reading), Types of Listening, Barriers to Effective Listening, Traits of a Good Listener, Types of Reading, Techniques of Effective Reading, Reading Tasks (Critical & Inferential)	30%	9



Unit 4: Writing Skills & Speaking Skills: Letter writing - Complaint & Leave, Article, Precise writing, Report writing, Note-taking and Note-making, Creative Writing Introducing self, Interview Skills, Public Speaking, Debates, Role plays, Group Discussion.	25%	7
Unit 5: ICT/ Digital/ E-Skills: Computer Assisted Language Learning (CALL), Mobile Assisted Language Learning (MALL), Emails, Blogs, Digital/ E-Portfolio, Filling Online Application Forms	20%	6

Instructional Method and Pedagogy:

Classroom Lecture, Case Studies, Quizzes, Presentations, Role Play, Expert Lecture (Consultant)

Course Objectives:	Blooms' Taxonomy Domain	Blooms' Taxonomy Sub Domain
After successful completion of the above course, students will be able to:		
CO1: To emphasize the development of listening and reading skills among learners	Understand, Analyse, Remember	Define, Classify & Demonstrate
CO2: To equip them with writing skills needed for academic as well as workplace context	Analyse, Apply, Understand	Classify, Describe & Demonstrate
CO3: To enable learners of Engineering and Technology develop their basic communication skills in English	Understand, remember	Define, Describe & Demonstrate
CO4: To strengthen the fundamentals in English Language.	Remember, Analyse	Define Describe
CO5: To build up the confidence to communicate with the world.	Understand, Apply	Define, Classify, Describe & Demonstrate

Learning Resources

1.	Textbook: Effective Technical Communication by M Ashraf Rizvi, McGraw Hill Education (India) Private Limited, New Delhi.
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2.	Reference Books: 1. Communication Skills for Engineers and Scientists by Sangeeta Sharma and Binod Mishra, PHI Learning Private Limited, Delhi. 2. Technical Communication Principles and Practice by Meenakshi Raman and Sangeeta Sharma, Oxford University Press, 3rd Edition 3. Business Communication by Asha Kaul, PHI Learning Private Limited, Delhi. 4. Business Communication: Connecting in a Digital World by Raymond V. Lesikar, Marie, E. Flatley, Kathryn Rentz, Paula Lentz and Neerja Pande, McGraw Hill Education (India) Private Limited, New Delhi. 5. Business Communication Today by Courtland L. Bovee, John V. Thill and Roshan Lal Raina, Pearson, 13th Edition. 6. Business Communication: From Principles to Practice by Matthukutty M. Monippally, McGraw Hill Education (India) Private Limited, New Delhi. 7. Technical Communication: A Practical Approach by William Sanborn Pfeiffer and T. V. S. Padmaja, Pearson, 6th Edition.		
3.	Journal: Harvard Business Review		
4.	Periodicals:		
5.	Other Electronic Resources: Reader's Digest: Official Site to Subscribe & Find Great Reads (rd.com)		
Evaluation Scheme		Total Marks	
Theory: Mid semester Marks		20 marks	
Theory: End Semester Marks		40 marks	
Theory: Continuous Evaluation Component Marks		Attendance	10 marks
		MCQs	10 marks
		Skill enhancement activities / case study	10 marks
		Presentation/ miscellaneous activities	10 marks
		Total	20 Marks



PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	0	3	3	2
CO2	1	1	1	0	3	3	1
CO3	1	1	1	0	3	2	2
CO4	1	1	1	0	3	3	3
CO5	1	1	1	0	3	3	1

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	3	2	3	0
CO2	3	3	3	3	2	3	0
CO3	3	2	3	3	2	2	0
CO4	3	1	3	3	3	3	0
CO5	3	2	2	3	2	2	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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VACC201		Tinkering & Mentoring		L	T	P	C	
				0	0	2	1	
Total Credits: 1		Total Hours in semester : 30		Total Marks: 100				
1	Course Pre-requisites: NA							
2	Course Category: Value Added Course							
3	Course Revision/ Approval date							
4	Course Objectives							
4.1 To provide hands-on experience in problem-solving and prototyping through group-based tinkering projects.								
4.2 To develop entrepreneurial, creative, and critical thinking skills among students.								
4.2 To enhance students' understanding of industry standards, intellectual property rights, and ethical practices.								
4.3 To foster collaboration, teamwork, and communication skills through multidisciplinary group projects.								
4.4 To expose students to real-world case studies, expert insights, and best practices in innovation and sustainability								

Course Content	Weightage	Contact hours	Pedagogy
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Unit 1 Introduction to Entrepreneurship: Understanding the concept, need, myths, and types of entrepreneurship. Importance of entrepreneurship in innovation and problem-solving.	10%	3	Expert talks, brainstorming sessions, and case studies.
Unit 2 Idea Generation and Feasibility Study: Stages of POC, TRL, MRL, , developing Minimum Viable Products (MVP), assessing product-market fit, and pricing strategies.	20%	6	Interactive mentoring sessions, group brainstorming, and discussions.
Unit 3 Values, Ethics, and Standards: Importance of values in professional and personal growth. Sustainable solutions, eco-friendly systems, and understanding of BIS standards and their role in innovation and industry.	10%	3	Expert talks and group discussion
Unit 4: Tinkering and Prototyping: Hands-on project work in groups to develop solutions for identified problems. Projects will include:	50%	15	Practical tinkering sessions, faculty
Physical Prototypes for engineering and science students. Conceptual Modules (e.g., software, programs) for IT students. Business Cases or Models for management students. Students will work closely with faculty mentors to brainstorm, design, and create functional prototypes or models.			mentoring



Learning Resources	
1.	Textbook: N/A – The course relies on expert experiential learning and practical activities.
2.	Reference books 1. "The Lean Startup" by Eric Ries 2. "Zero to One" by Peter Thiel 3. "Intellectual Property Rights: Unleashing the Knowledge Economy" by Prabuddha Ganguli
3.	Journal Articles from Harvard Business Review and MIT Sloan Management Review.
4.	Periodicals Business Standard, Economic Times, and Forbes articles on entrepreneurship and innovation.
5.	Other Electronic resources TED talks, and online courses on prototyping and entrepreneurship.

Sr No	Evaluation Component	Marks
1	Continuous Evaluation Component	50
A	Attendance	10
B	Progress Report Presentation - Problem identification, Ideation & Initial Design	15
C	Progress Report Presentation - Progress Review and Prototype Development	15



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D	Expert Session Takeaway Report	10
2	End Semester Component	50
A	Final Project Presentation and Demonstration	30
B	Viva-Voce	20

Course Outcomes	1. Students will understand entrepreneurial concepts, including business plans, feasibility studies, and product-market fit.
	2. Students will gain insights into intellectual property rights, ethical practices, and

	sustainability in innovation.
	3. Students will work effectively in teams, demonstrating collaboration, communication, and leadership skills.
	4. Students will connect theoretical knowledge with practical applications through expert talks and hands-on tinkering activities
Additional Information to enhance learning	Expert Talks: Delivered by professionals and industry leaders on topics such as entrepreneurship, IPR, and sustainability. Hands-On Tinkering Projects: Guided by faculty mentors, with resources provided by GUIITAR.



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COURSE CODE VACC-202	COURSE NAME Communicative English & Employability Skills (Academic Vocabulary and Its Application)	SEMESTER 2
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Academic Vocabulary, Reading Skills, Structured Writing
Rationale	To enable students to comprehend academic texts and use formal vocabulary in essays, reports, and classroom discussions.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define academic vocabulary and common word families. CO2: Understand academic texts and identify context clues. CO3: Design academic paragraphs using advanced vocabulary. CO4: Evaluate academic writing for vocabulary precision. CO5: Analyze usage of word forms and collocations in academic contexts.

Course Content	Weightage	Contact hours
UNIT 1: Communicative English practice exercises on nouns, verbs, adjectives, adverbs ; Understanding Academic Texts, Analysing academic essays and articles to identify new Vocabulary. Common academic phrases and expressions.	20%	10
UNIT 2: Communicative English practice exercises on Word Forms and Word Usage, Exploring different forms of words (e.g., noun to verb	20%	10



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transformation, etc.), Application of Collocations and word partnerships. Reading Comprehension Text, Poems & Articles; Letter & Application writing; Memo writing		
UNIT 3: Vocabulary in Speaking and Writing, Role of vocabulary in academic presentations, Using varied vocabulary in essays, reports, and presentations. Employability skills including Business Etiquette, work-place behaviour, Critical thinking skills	20%	10

Learning Resources	
5.	Textbook: <i>Academic Vocabulary in Use</i> by Michael McCarthy & Felicity O'Dell (Cambridge University Press)
6.	Reference Books: • <i>Oxford Learner's Dictionary of Academic English</i> • <i>Building Academic Vocabulary</i> by Robert J. Marzano • <i>Effective Academic Writing</i> series by Alice Savage & Patricia Mayer
7.	Journals & Periodicals: • Journal of Business Communication • Harvard Business Review (Communication section)
8.	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100	
End Semester Marks	40 marks	
Continuous Evaluation 60 marks	Class Participation	20 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Report Writing	25 marks
	Presentation	10 marks
Course Outcomes	• Students will be able to identify and use academic vocabulary in a variety of reading and writing tasks. • Students will comprehend and analyze academic texts for vocabulary acquisition and structure. • Students will construct academic paragraphs using appropriate vocabulary and word forms. • Students will demonstrate clarity and precision in academic writing. • Students will apply collocations and contextual vocabulary in written and oral communication.	



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Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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SEMESTER - III



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COURSE CODE BBA 301	COURSE NAME Cost and Management Accounting	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Basic Information about Finance and Account Terminology
Course Category	Compulsory
Course focus	Skills
Rationale	1. To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead costs. 2. To enrich the knowledge of the learners in knowing and applying various tools like ratio analysis, cash flow statement, marginal costing for analyzing the financial statements for managerial information 3. To provide with the basic understanding of budgetary control 4. To develop the knowledge of the learners to understand and prepare a management report.
Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	1. To Apply the financial tools in the evaluation of the various targets achievable in future 2. To make the students employable as Finance Managers in the field of Accounting and Finance 3. To learn about various methods of costing 4. To decision techniques of marginal costing. 5. To prepare a fixed and flexible budget.



Course Content	Weightage	Contact Hours
Unit 1: Introduction to Cost and Management Accounting Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting. Cost Concepts-Cost classification – Elements of cost - Preparation of cost sheet and quotation. Material cost- direct and indirect material cost, Inventory control techniques levels, EOQ, ABC analysis. Issue of materials to production methods, LIFO and Average methods. Labour cost: direct and indirect labour cost methods of payment of wages including incentive plans - Halsey and Rowan plan, Tailors Piece Rate method. Overheads: features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions.	25%	15
Unit 2: Marginal Costing and Budgetary Control Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing - Break Even Analysis and Importance - Break even chart- P/V ratio - Cost Volume Profit Analysis- Margin of Safety-Angle of Incidence-Problems in Marginal costing. Budgets - Meaning and importance - Budgetary Control-Meaning and Importance-Types of Budgets, practical problems - Flexible Budget and cash Budget,	25%	15
Unit 3 Financial Statement Analysis Comparative Income Statements and Balance Sheets- Common Size Income Statements and Balance Sheet Analysis- Trend Analysis. Ratio Analysis – Introduction, Classification & Interpretation of Ratios-Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios.	25%	15



Unit 4:Cash Flow Statement and Management Reporting Introduction- Concept of Cash- Sources of cash flow Cash from operation- cash from Financing and cash from investment- Inflow and outflow of cash- Preparation of cash flow statements with adjustments. Management Reporting – Meaning and Definitions of reports- Objectives and Purpose Reports to top-level management – Reports to lower-level management- Sample Reports	25%	15
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Learning Resources	
1.	Textbook: (Latest Edition): ● Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya Publishing House. ● Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers.
2.	Reference Books: ● Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman Allied Services. ● Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand. ● Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House ● Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education
3.	Journals & Periodicals: Journal of Accounting Research



	2. Contemporary Accounting Research 3. Accounting, Organisations and Society
4.	Other Electronic Resources: ther Electronic Resources: www.onlinelibrary.wiley.com • https://accountinginfocus.com/managerial-accounting-2/introduction-managerial-accounting-2/what-is-managerial-accounting/ • https://www.coursera.org/lecture/accounting-for-managers/learning-objectives-and-what-is-managerial-accounting-CIrg0 • https://www.edx.org/course/management-accounting • https://courses.lumenlearning.com/wm-accountingformanagers/chapter/key-components-of-managerial-accounting/

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	Apply the financial tools in the evaluation of the various targets achievable in future Create the students employable as Finance Managers in the field of Accounting and Finance learn about various methods of costing Decide techniques of marginal costing. Prepare a fixed and flexible budget.	

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	0	0	0	3	0	0	0	0
CO2	0	0	3	0	0	0	0	0
CO3	3	0	0	3	0	0	0	0
CO4	3	0	0	0	0	0	0	3



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CO5	0	0	2	3	0	0	0	0
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1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	0	2	1
CO2	1	0	0	1
CO3	0	1	2	1
CO4	1	0	0	1
CO5	3	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



School of Management Studies and Liberal Arts

COURSE CODE BBA 302	COURSE NAME Legal and Ethical issues in business	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Basic knowledge of business concepts and management principles: Familiarity with general law and ethics, along with an understanding of organizational structures and business operations, will be beneficial for grasping the legal and ethical issues discussed in the course.
Course Category	Basic Core Course
Course focus	Law and ethics in business, legal principles governing contracts, sales, leases, and employment law, decision-making processes, corporate governance, and social responsibility, with a focus on global ethical dilemmas and frameworks.
Rationale	1. The course aims to provide students with an understanding of key legal and ethical issues in the business context of India 2. The course will help students analyze ethical dilemmas in business decisions 3. The course will help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisations. 4. The course will help the students gain knowledge about the ways in which organizational and individual factors impact business ethics
Course Revision/ Approval Date:	12 th BOS



Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering the key concepts of business law, including the elements of a contract, types of contracts, and the role of business ethics in organizations. CO2: Understanding the importance of business law and ethics in managing business operations, including the ethical challenges faced by organizations and their stakeholders. CO3: Applying business law principles to real-world scenarios, such as contract formation, sales, leases, and liability issues in business transactions. CO4: Analyzing ethical dilemmas in business situations, considering legal and moral perspectives to propose effective solutions. CO5: Evaluating the impact of ethical decision-making frameworks, corporate governance, and social responsibility on business practices. CO6: Creating ethical decision-making processes for organizations, incorporating legal considerations, ethical frameworks, and corporate social responsibility practices to resolve conflicts and ensure compliance.
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Course Content	Weightage (%)	Contact hours
Unit 1: Introduction to Business Law Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law	25%	15
Unit 2: Sales and Leases	25%	15



Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability; Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers.		
Unit 3: Introduction to Business Ethics The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business; Model curriculum for UG Degree in BBA 76 Issues related to Business Ethics in marketing, finance & human resource functions. Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.	25%	15
Unit 4: The Ethical Decision-making Process Philosophical approaches to ethical decision making; Ethics & Religious approaches; Moral & Legal aspects of ethical decision making: Ethical aspects in Bhagvat Gita; Kautiliya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Karma yoga, Indian philosophy of work ethics; Kautilya's Arthshastra; Introduction to Integral Humanism; Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution.	25%	15



5.	Textbook: (Latest Edition): 1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing. 2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson 3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521. 4. Vivekanand, S. To the Youth of India. Advaita Ashrama.
6.	Reference Books:
7.	Journals & Periodicals:
8.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes		

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	0	0	1	0	0	0	1
CO2	0	0	0	0	0	3	2	0
CO3	0	0	0	2	0	0	1	0
CO4	3	0	0	2	0	0	2	1
CO5	0	3	0	0	0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	0	1	2	1
CO2	0	0	0	1
CO3	2	0	3	1
CO4	0	0	0	1
CO5	3	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



COURSE CODE BBA 303	COURSE NAME Human Resource Management	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Students enrolling in this course should have a basic understanding of management principles and organizational structures. Familiarity with fundamental business concepts, communication skills, and an interest in understanding employee behavior and workplace dynamics will help students effectively engage with the course material.
Course Category	Compulsory
Course focus	This course focuses on the strategic and operational aspects of managing people within organizations. It covers key topics such as recruitment, training and development, performance management, employee relations, and compensation. The course emphasizes aligning HR practices with organizational goals, fostering a productive work environment, and ensuring compliance with labor laws. Through case studies, role-plays, and practical exercises, students will gain the skills to address real-world HR challenges effectively.
Rationale	1. The course will enable students to understand how HR plays a functional role, needed for organizational effectiveness and management. 2. Understand the difference between the functional and strategic roles of HR 3. Students will analyse the need for HR planning, Innovation, use of technology, and sector-specific HR needs 4. Understand the innovation in HRM and best practices
Course Revision/ Approval Date:	12 th BOS



Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering key concepts, terms, and principles of Human Resource Management, including staffing, training, and employee development. CO2: Understanding of the role of HRM in achieving organizational objectives, managing talent, and fostering employee engagement. CO3: Applying HRM concepts and practices to real-world situations, such as recruitment, performance management, and conflict resolution within organizations. CO4: Analyzing HR data and practices to identify organizational needs, assess employee performance, and evaluate the effectiveness of HR policies. CO5: Evaluating the impact of HR strategies on organizational performance, employee satisfaction, and overall business success. CO6: Creating HR strategies, policies, and programs to address specific organizational challenges, enhance workforce productivity, and ensure legal compliance.
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Course Content	Weightage	Contact hours
Unit 1: The Nature of HRM Human Resource Management—An Introduction; Human Resource Business Partnership HRM; HRM policies, HRM in a globally competitive environment; Functional HRM; strategic human resource management	25%	15
Unit 2: Plan, Acquire, Develop, Career Management Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management; Career Management Talent Management, Managing the GIG employees and Virtual employees and team	25%	15
Unit 3: Engagement, Performance, compensation management, Industrial Relations, Compliance, Employment relations	25%	15



School of Management Studies and Liberal Arts

Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations; Employment Relations				
Unit 4: Technology, HR Analytics, Innovation Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector, Organization Transformation and the Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM, Green HRM and challenges.			25%	15
Learning Resources				
1.	Textbook: (Latest Editions): 1. DeNisi, A.S., Griffin, R.W and Sarkar, Anita Human Resource Management, Cengage Learning 2. Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms 3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi			
2.	Reference Books: 1. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi 2. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi			
3.	Journals & Periodicals:			
4.	Other Electronic Resources:			

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks



School of Management Studies and Liberal Arts

Course Outcomes	1. Gain the ability to design and implement effective HR strategies that align with organizational goals and improve employee performance and engagement. 2. Acquire hands-on experience in HR functions such as recruitment, training, performance management, and employee relations through real-world case studies and practical exercises. 3. Develop the skills to critically assess and evaluate HR practices and their impact on organizational success, employee satisfaction, and retention.
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Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	1	0	0	0	0	0	1
CO3	1	3	0	0	0	0	0	1
CO4	1	3	0	0	0	0	1	1
CO5	1	3	0	0	0	0	1	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1
CO2	0	1	2	1
CO3	3	0	3	1
CO4	2	0	3	1
CO5	3	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



COURSE CODE	COURSE NAME	SEMESTER
BA304	DBMS - SQL	III

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Core course
Course focus	Employability
Rationale	The subject introduces students to the fundamentals of SQL data retrieval and manipulation, providing them with essential skills for effective database management and analysis. Understanding SQL is crucial in various industries to extract, manipulate, and analyze data efficiently. The course aims to equip students with knowledge and expertise in writing SQL queries, utilizing joins and subqueries, and employing logical operators to manipulate data, empowering them to make data-driven decisions and excel in data-related roles.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms'	1.To describe the basics of data retrieval, including SELECT queries, DISTINCT, ALIAS, ORDER BY, and wildcard usage in

Content (Theory)	Weightage	Contact hours
		including JOIN operator, multi-table joins, and outer joins.
		3. To write subqueries and apply special functions to manipulate data effectively using SQL(Application)
		4. To analyse and evaluate SQL data manipulation and data definition statements in interactive SQL environments. (Analysis)
		5. To able to create complex SQL queries involving multiple tables, subqueries, and logical operators for advanced data retrieval and manipulation tasks.



<u>Unit 1</u> Data Retrieval Overview ,Select Query Introduction Distinct ,Alias Order By Wildcard In Select List Computed Column Where Clause Introduction Where Clause Comparison Operator Like Operator	20%	9
<u>Unit: 2</u> Join Queries Join Operator Multi-Table Joins Outer Joins Grouping Grouping Having Clause	20%	9
<u>Instructional Method and Pedagogy:</u> (Max. 100 words)		
<u>Unit 3</u> The course will employ a combination of lectures, hands-on practical sessions, and real-world case studies to engage students in learning SQL concepts. Interactive SQL environments will be used to provide practical experience in executing queries and solving database-related challenges.	20%	9
Subqueries Subqueries In Clauses Correlated Subqueries Special Functions Union Intersect Minus		
<u>Unit: 4</u> Where Clause Introduction Where Clause Comparison Op Like Operator Between Operators Propositional logic Where Clause Logical OPI	20%	9
<u>Unit:5</u> SQL Data manipulation statements - <i>interactive SQL</i> SQL Data definition statements- <i>interactive SQL</i>	20%	9



Additionally, group discussions and quizzes will reinforce learning and foster collaboration among students.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1 (Knowledge): Describe the basics of data retrieval, including SELECT queries, DISTINCT, ALIAS, ORDER BY, and wildcard usage in the SELECT list. CO2 (Comprehension): Demonstrate an understanding of different types of joins, including JOIN operator, multi-table joins, and outer joins. CO3 (Application): Write subqueries and apply special functions to manipulate data effectively using SQL. CO4 (Analysis): Analyse and evaluate SQL data manipulation and data definition statements in interactive SQL environments. CO5 (Synthesis): Create complex SQL queries involving multiple tables, subqueries, and logical operators for advanced data retrieval and	CO1: Knowledge CO2: Comprehension CO3: Application CO4: Analysis CO5: Synthesis



manipulation tasks.

Learning Resources	
1.	Reference Books: Text Book: SQL in 10 Minutes, Sams Teach Yourself Book by Ben Forta
2.	Reference Books: 1. SQL Practice Problems: 57 Beginning, Book by Sylvia Moestl Vasilik 2. SQL Queries for Mere Mortals: A Hands-on Guide to Data Manipulation in SQL Book by John Viescas and Michael J. Hernande
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks



Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	3	0	0	0	0	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	0	1	1
CO2	1	2	0	0	0
CO3	0	0	3	0	0
CO4	0	0	0	2	0
CO5	0	0	0	0	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BA 205	COURSE NAME PROGRAMMING with C/C++	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Information Terminology
Course Category	Business Analytics
Course focus	Skills
Rationale	By learning C, Students can be able to understand and visualize the inner workings of computer systems. This can include aspects like allocation and memory management along with their architecture and the overall concepts that drive programming.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives	1. To Apply fundamental knowledge of computer hardware and number systems. 2. To create employable as ability to write, compile and debug programs in C language 3. To learn basic terminology used in computer programming. 4. To decision the dynamics of memory by the use of pointers. 5. To prepare decision structures, loops and functions.

Course Content (Theory)	Weightage	Contact hours
Unit 1 Introduction to Computers: Computer Systems, Computing Environments, Computer Languages, Creating and running programs, Program Development. Introduction to the C Language: Background, C Programs, Identifiers, Types, Variables, Constants, Input / Output, Operators, Expressions, Precedence and Associativity, Expression Evaluation, Type conversions, Statements- Selection Statements(making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements,	20%	9



Loop examples, other statements related to looping – break, continue, Simple C Program examples.		
Unit 2: Functions-Designing Structured Programs, Functions, user defined functions, inter function communication, Standard functions, Scope, Storage classes-auto, register, static, extern, scope rules, type qualifiers, recursion- recursive functions, Limitations of recursion, example C programs, Preprocessor commands. Arrays – Concepts, using arrays in C, inter function communication, array applications, two – dimensional arrays, multidimensional arrays, C program examples.	20%	9
Unit 3: Pointers – Introduction (Basic Concepts), Pointers for inter function communication, pointers to pointers, compatibility, Pointer Applications-Arrays and Pointers, Pointer Arithmetic and arrays, Passing an array to a function, memory allocation functions, array of pointers, programming applications, pointers to void, pointers to functions. Strings – Concepts, C Strings, String Input / Output functions, arrays of strings, string manipulation functions, string / data conversion, C program examples.	20%	9
Unit 4: Function: Function definition and function prototype. Function call by value and call by reference Pointer to a function,	20%	9
Unit 5 Bubble sort, selection sort, linear search, and binary search. Scope rules storage classes- Bit wise operations Data Files: Formatted, Unformatted and text files, Command line arguments	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Projects/ Assignments/ Quizzes/ Class participation, Various Practicals

Course Outcomes:

Bloom's



	Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Apply fundamental knowledge of computer hardware and number systems CO2: Employable as ability to write, compile and debug programs in C language CO3: To learn basic terminology used in computer programming. CO4: To decision the dynamics of memory by the use of pointers. CO5: To prepare decision structures, loops and functions.	CO1: Apply CO2: Employable CO3: Learn CO4: Decisions CO5: Prepare

Learning Resources	
1.	Reference Books: 1. C programming By Ritchie & Kernighan 2. Byron S Gottfried, “Programming with C”, Schaum’s Outlines, Second Edition, Tata McGraw-Hill, 2006. 3. Dromey R.G., “How to Solve it by Computer”, Pearson Education, Fourth Reprint, 2007. 4. Kernighan, B.W and Ritchie, D.M, “The C Programming language”, Second Edition, Pearson Education, 2006. 5. C & Data structures – P. Padmanabham, Third Edition, B.S. Publications.
2.	Journals, Periodicals, Reference 1. Journal of Computer and System Sciences 2. International Journal of Computers and Applications 3. Indian Journal of computer science and engineering,
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks
Theory: Continuous	



Evaluation Component Marks

Attendance	05 marks
MCQs	10 marks
Open Book Assignment	15 marks
Article Review	10 marks
Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	0	2	2	2	0	0	0
CO3	0	0	2	3	3	0	0	0
CO4	0	0	3	2	3	0	3	0
CO5	0	1	0	0	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	1	0	3	0	3
CO4	0	0	1	3	0
CO5	1	0	1	0	1



COURSE CODE SEC 301	COURSE NAME Management Information System (MIS)	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lectures	Tutorial	Practical	Total Hours	Lectures	Tutorial	Practical	Total Credit
2	0	8	10	2	0	4	4

Course Prerequisites	Basic understanding of business operations and management. Familiarity with basic concepts of information technology and systems.
Course Category	Skill Enhancement
Course focus	• Fundamentals of Management Information Systems (MIS). • Database management systems and their applications. • Information system applications such as DSS, knowledge management, and e-business. • Project management and its role in information systems. • Emerging business trends such as outsourcing, e-commerce, and digital economy.
Rationale	The course aims to provide students with comprehensive knowledge and practical skills in managing information systems (MIS), database management, information system applications, and project management using modern tools and methodologies. Students will learn to analyze, design, and implement effective MIS solutions in various business contexts.
Course Revision/ Approval Date:	12 th BOS



**Course Objectives
(As per Blooms' Taxonomy)**

CO1 : **Remembering**: Define the basic concepts of MIS, DBMS, and emerging business trends.

CO2: **Understanding**: Explain the components of IT infrastructure and the role of MIS in decision-making and business processes.

CO3: **Applying**: Apply project management methodologies and agile techniques (e.g., SCRUM) to information systems.

CO4: **Analyzing**: Analyze the structure of database management systems and evaluate their role in data processing and information management.

CO5: **Evaluating**: Assess the advantages and limitations of new technologies and business models such as e-commerce, BPO, and KPO.

CO6: **Creating**: Design and implement a project management information system using agile methodologies, focusing on risk control and ethical considerations.

Course Content	Weightage	Contact hours
Unit 1: Fundamentals concepts of MIS Basics concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS, IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era	25%	15
Unit 2: Database management system: Objectives of database approach- Characters of database Management systems data processing system- Components of DBMS packages - Database administration- Entity – Relationship (conceptual)	25%	15
Unit 3: Information system applications:	25%	15



MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge-Based Expert System - Enterprise Model System and E-Business, E-Commerce, E-communication, Business Process Reengineering.		
Unit 4: Managing Projects Objectives of project management, Fundamentals of project management information systems with agile methodologies -Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era.	25%	15

Learning Resources	
1.	Textbook: (Latest Editions): 1. Laudon, K. C., & Laudon, J. P.. Management information systems: managing the digital firm. Fifteenth Edition. Pearson. 2. Coronel, C., & Morris, S.. Database systems: design, implementation, & management. Cengage Learning. 3. Olson, D. . Information systems project management (First;1; ed.). US: Business Expert Press. 4. Schiel, J. The ScrumMaster Study Guide. Auerbach Publications. 5. The Scrum Master Guidebook: A Reference for Obtaining Mastery" , CHANDAN LAL PATARY 6. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland, J.J. Sutherland 7. Stair, R., & Reynolds, G. Fundamentals of information systems. Cengage Learning.
2.	Reference Books: Management Information Systems: Managing the Digital Firm by Kenneth C. Laudon & Jane P. Laudon Database Management Systems by Raghu Ramakrishnan and Johannes Gehrke Information Systems for Managers: Texts and Cases by G. Shainesh, V. G. Narayan Modern Project Management: Providing the Skills to Lead Projects to Success by James P. Lewis E-Commerce 2020: Business, Technology, Society by Kenneth C. Laudon & Carol Guercio Traver



3.	Journals & Periodicals: Journal of Management Information Systems https://www.jmis-web.org/ Information Systems Research https://pubsonline.informs.org/journal/isre MIS Quarterly https://misq.aisnet.org/ Journal of Database Management https://www.igi-global.com/journal/journal-database-management/1134 International Journal of Project Management https://www.journals.elsevier.com/international-journal-of-project-management
4.	Other Electronic Resources: Google Scholar https://scholar.google.com/ ScienceDirect https://www.sciencedirect.com/ IEEE Xplore Digital Library https://ieeexplore.ieee.org/ JSTOR https://www.jstor.org/ ResearchGate https://www.researchgate.net/



Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	Understand the core concepts of Management Information Systems (MIS), database management, and emerging business trends. Apply knowledge of MIS and database systems to enhance decision-making and streamline business operations. Analyze the role of information systems in project management, including the use of agile methodologies and risk control strategies. Evaluate the impact of technological advancements like e-commerce, BPO, and KPO on modern business practices and management strategies.	

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	0	2	2	2	0	0	0
CO3	0	0	2	3	3	0	0	0
CO4	0	0	3	2	3	0	3	0
CO5	0	1	0	0	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	1	0	3	0	3
CO4	0	0	1	3	0
CO5	1	0	1	0	1



COURSE CODE VACC304	COURSE NAME National Cadet Corps (NCC)	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lectures	Tutorial	Practical	Total Hours	Lectures	Tutorial	Practical	Total Credit
0	0	8	8	0	0	4	2

Course Prerequisites	Interest
Course Category	Elective
Course focus	Based on Interest
Rationale	1. Understand the foundational role of drill in fostering discipline and leadership within a group, enabling effective command towards achieving common goals. 2. Appreciate the importance of grace and dignity in executing foot drill movements, recognizing their significance in enhancing performance and teamwork. 3. Comprehend the criticality of weapon handling and detailed safety measures, emphasizing the importance of accident prevention through strict adherence to safety protocols. 4. Develop an awareness of diverse terrain types and their strategic significance in battle craft, enabling informed decision-making and effective utilization of terrain features for tactical advantage.
Course Revision/ Approval Date:	12 th BOS



Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering CO2: Understanding CO3: Applying CO4: Analyzing CO5: Evaluating CO6: Creating
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Course Content	Weightage	Contact hours
Unit 1: Overview of NCC, its history, aims, objectives, and organizational structure, Incentives and duties associated with NCC cadetship; Maneuvers: Foot drill, Word of Command, Attention, and stand at ease, and Advanced maneuvers like turning and sizing; Parade formations: Parade line, open line, and closed line; Saluting protocols, parade conclusion, and dismissal procedures. Marching styles: style march, double time march, and slow march		
Unit 2: Weapon Training, Handling firearms, Introduction and characteristics of the .22 rifle; Handling Firearm techniques, emphasizing safety protocols and Best practices.		
Unit 3: Map Reading (MR): Topographical forms and technical terms, including relief, contours, and gradients, crucial for understanding terrain features; Cardinal points , magnetic variation and grid convergence		
Unit 4: Field Craft & Battle Craft (FC & BC): Fundamental principles and techniques essential for effective field and battle craft operations; Methods of judging distance, including estimation, pacing, and visual cues		

Learning Resources

1.	Textbook: (Latest Editions): • DGNCC Cadet's Hand Book - Common Subjects -All Wings • Tiwari, R. NCC: Grooming Feeling of National Integration, Leadership and Discipline among Youth. Edwin Incorporation. • Chhetri, R.S. Grooming Tomorrows Leaders, The National Cadet Corps. • Directorate General National Cadet Corps . National Cadet Corps, Youth in Action. • Vanshpal, Ravi, The NCC Days, Notion Press
2.	Reference Books:
3.	Journals & Periodicals:
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes		

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	0	2	2	2	0	0	0
CO3	0	0	2	3	3	0	0	0
CO4	0	0	3	2	3	0	3	0
CO5	0	1	0	0	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	1	0	3	0	3
CO4	0	0	1	3	0
CO5	1	0	1	0	1



COURSE CODE VACC305	COURSE NAME National Service Scheme (NSS)	SEMESTER III
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Teaching Scheme (Hours)				Teaching Credit			
Lectures	Tutorial	Practical	Total Hours	Lectures	Tutorial	Practical	Total Credit
0	0	8	8	0	0	4	2

Course Prerequisites	Interest
Course Category	Elective
Course focus	Based on Interest
Rationale	1. To provide students with an understanding of the history, philosophy, and basic concepts of the National Service Scheme (NSS). 2. To familiarize students with the aims, objectives, and organizational structure of NSS. 3. To equip students with knowledge about NSS programmes, activities, and their relevance. 4. To develop an understanding of community mobilization techniques and their importance in NSS activities. 5. To cultivate an appreciation for volunteerism, shramdan (voluntary labor), and their role in community development initiatives.
Course Revision/ Approval Date:	

Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering CO2: Understanding CO3: Applying CO4: Analyzing CO5: Evaluating CO6: Creating
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Course Content	Weightage	Contact hours
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Unit 1: Introduction and Basic Concepts of NSS National Service Scheme (NSS) - history, philosophy, and fundamental concepts, aims and objectives, providing clarity on the organization's overarching goals. Symbols of NSS - Emblem, flag, motto, song, and badge; Organizational structure of NSS		
Unit 2: NSS Programmes and Activities Diverse programmes and activities conducted under the aegis of the National Service Scheme (NSS); Significance of commemorating important days recognized by the United Nations, Centre, State Government, and University; Examination of the methodology for adopting villages/slums and conducting surveys; Financial patterns of the NSS scheme		
Unit 3:Community Mobilization Dynamics of community mobilization within the framework of the National Service Scheme (NSS); Functioning of community stakeholders; The conceptual lens of community development.		
Unit 4: Volunteerism and Shramdan in the Indian Context: Roles and Motivations within the NSS Framework The ethos of volunteerism and shramdan (voluntary labour) within the cultural context of India and the framework of the National Service Scheme (NSS); Motivations and constraints shaping volunteer engagement; Role of NSS volunteers in initiatives such as the Swachh Bharat Abhiyan and Digital India		

Learning Resources		
1.	Textbook: (Latest Editions): 1. Ministry of Youth Affairs and Sports, Government of India. (2022). National Service Scheme (NSS) Manual. 2. Agarwalla, S. (2021). NSS and Youth Development. Mahaveer Publications 3. Bhattacharya, P. (2024). Stories Of NSS (English Version). Sahityasree. 4. Borah, R. and Borkakoty, B. (2022). NSS in Socioeconomic Development. Unika Prakashan. 5. Wondimu, H., & Admas, G. (2024). The motivation and engagement of student volunteers in volunteerism at the University of Gondar. Discover Global Society, 2(1), 1-16. 6. Saha, A. K. (2002). Extension Education–The Third Dimension Needs and Aspirations of Indian Youth. Journal of Social Sciences, 6(3), 209-214. 7. Mukherji, B. (2007). Community Development in India. Orient Longmans. 12. https://www.undp.org/india/projects/strengthening-nyks-and-nss	
2.	Reference Books:	
3.	Journals & Periodicals:	

4.	Other Electronic Resources:
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Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes		

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	0	2	2	2	0	0	0
CO3	0	0	2	3	3	0	0	0
CO4	0	0	3	2	3	0	3	0
CO5	0	1	0	0	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	1	0	3	0	3
CO4	0	0	1	3	0
CO5	1	0	1	0	1



COURSE CODE AECC301	Entrepreneurship Development	L	T	P	C
		2	0	0	2
Total Credits:02	Total Hours in semester:30	Total Marks:100			
1	Course Pre-requisites:Domain Knowledge business and new startup				
2	Course Category: CBCS				
3	Course Revision/ApprovalDate:				
4	Course Objectives:				
1.Students will develop skills for evaluating, articulating, refining,and pitching a new product or service offering,					
2. To acquaint the students with challenges of starting new ventures					
3.To investigate, understand and internalize the process of setting up a business.					

CourseContent	Weightage	Contact hours
<u>Unit1 Entrepreneurship:</u> Concept,knowledge and skills requirement;characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship. Entrepreneurial Motivation.	20%	7 Hours
<u>Unit2: Starting the venture:</u> Creativity and Entrepreneurship, Steps in Creativity; Product Design & Influencing Factors (Legal, Ethical & Environmental);Generating businessidea–sources of new ideas, methods of generating ideas, creative problem solving,opportunity recognition;environmental scanning, competitor and industry analysis;	20%	5 Hours



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<u>Unit3: Feasibility Study (Non-financialAspects)</u>	20%	5 Hours
Market feasibility, Technical feasibility, operational feasibility, Legal feasibility, Human Resource Feasibility, Supply Feasibility.		

<u>Unit4 Feasibility Study (financialAspects)</u>	20%	5 Hours
Cost classification- Fixed vs. Variable; Cost Determination- Material, Labour, Overheads; Product Profitability- Concepts of Break-even, Margin of Safety, Angle of Incidence, Key-factor, Profit-Volume ratio; Balance Sheet & Profit & Loss Account- Concepts & Structure; Budgeting; Financing Schemes from Government, specially schemes for women; Venture Capital & Angel Investing.		
<u>Unit5 Detailed Project Report & Business Plan</u>	20%	8 Hours
Project Report- components; Preparation of Business Plan; Pitching the Business Plan, Attracting Angel Investors. (A group of THREE students will prepare a DPR, and Business Plan on selected product or service in the course as a Project/Assignment)		

1. Discussion on concepts and issues in Operations management.
2. Case discussion covering across functional work of production with other functional areas in both manufacturing and service industry.
3. Projects/Assignments/Quizzes/Class participation etc

Learning Resources	
1	Textbooks: Entrepreneurship, Hisrich, Robert D., Michael Peters and Dean Shepherded, , Tata McGraw Hill, ND
2	Reference Book: 1. Entrepreneurship, Brace R., and R., Duane Ireland, Pearson Prentice Hall, New Jersey (USA). 3. 2. Entrepreneurship, Lall, Madhurima, and Shikha Sahai, Excel Book, New Delhi. 4. 3. Entrepreneurship Development and Small Business Enterprises, Charantimath, Poornima, Pearson Education, New Delhi.



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3	NewsPaper 1. http://www.nptel.ac.in 2. http://www.ocw.mit.edu
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Evaluation Scheme		TotalMarks:100	
Mid semester Marks	30 Marks		
End SemesterMarks	50 Marks		
Continuous Evaluation Marks20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities/case study	5 marks	
	Presentation/miscellaneous activities	5 marks	
Course Outcomes	1.Understand Entrepreneurship.		
	2.Understand Business Models and Planning for Business.		
	3.Understand Operations and Management in business		

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	0	2	2	2	0	0	0
CO3	0	0	2	3	3	0	0	0
CO4	0	0	3	2	3	0	3	0
CO5	0	1	0	0	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	1	0	3	0	3
CO4	0	0	1	3	0
CO5	1	0	1	0	1



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COURSE CODE VACC-302	COURSE NAME Communicative English & Employability Skills (Intermediate Communication & Presentation Skills)	SEMESTER 3
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Public Speaking, Group Discussions, Writing Basics
Rationale	To develop oral communication and presentation skills essential for professional and group settings.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	• CO1: Define elements of effective public speaking. • CO2: Understand the dynamics of group discussions and debates. • CO3: Design structured and coherent short speeches. • CO4: Evaluate presentation content and body language. • CO5: Analyze the use of tone, pace, and vocabulary in verbal communication.

Course Content	Weightage	Contact hours
UNIT 1: Communicative English practice exercises on nouns, verbs, adjectives, adverbs; Public Speaking & Body Language , Presentation techniques, posture, tone and eye contact, Language for Presentations.	20%	10
UNIT 2: Vocabulary for Group Discussions and Meetings, Polite disagreement, suggestions, turn-taking. Reading at Intermediate level. Group discussions and debates	20%	10
UNIT 3: Basic business Communication Writings, Format, Email, Report,	20%	10



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Short Messages and Proposal writings. Employability skills including Resilience, handling criticism, problem-solving skills		
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Learning Resources	
1	Textbook: <i>Presentation Skills for Students</i> by Joan van Emden & Lucinda Becker
2	Reference Books: • <i>Public Speaking for Success</i> by Dale Carnegie • <i>Developing Communication Skills</i> by Krishna Mohan & Meera Banerji • <i>English for Presentations</i> by Marion Grussendorf (Oxford Business English)
3	Journals & Periodicals: • Journal of Business Communication • Harvard Business Review (Communication section)
4	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100								
End Semester Marks	40 marks								
Continuous Evaluation 60 marks	<table> <tr> <td>Class Participation</td><td>20 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Report Writing</td><td>25 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	20 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Report Writing	25 marks	Presentation	10 marks
Class Participation	20 marks								
Quiz	5 marks								
Skill Enhancement activities/ Case Study/ Report Writing	25 marks								
Presentation	10 marks								
Course Outcomes	• Students will be able to deliver clear and structured public speeches with effective body language. • Students will participate confidently in group discussions and collaborative tasks. • Students will write basic professional emails, reports, and proposals. • Students will assess communication effectiveness using appropriate vocabulary and tone. • Students will enhance verbal fluency and articulation for academic and professional settings.								

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
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	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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COURSE CODE BBA402	COURSE NAME Financial Management	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	2	0	5	3	1	0	4

Course Prerequisites	Prerequisites for Financial Management is to include a foundational understanding of accounting principles, financial statements, balance sheets, basic mathematics percentages, ratios, and algebra, and introductory economics demand-supply, market structures
Course Category	Core subject, The Financial Management course falls under the category of Finance and Accounting, focusing on financial planning, analysis, and decision-making to optimize business resources and achieve organizational goals.
Course focus	The Financial Management course focuses on teaching students the principles and techniques of financial planning, resource allocation, and investment decision-making. It emphasizes capital budgeting, financial statement analysis, cost of capital, and strategies to maximize shareholder value in both corporate and personal finance contexts.
Rationale	Operations Management introduces students to the fundamental principles and practices essential for managing business operations efficiently. This course covers various production systems, process design, quality management, and emerging trends in operations management. Students will learn to optimize processes, implement quality management principles, and adapt to technological and sustainable advancements, preparing them to manage operations in a dynamic business environment.
Course Revision/ Approval Date:	12 th BOS



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Course Objectives (As per Blooms' Taxonomy)	CO1: To understand the basics of financial management, types of finance, and sources of finance. CO2: To learn about capital structure, capitalization, and their impact on financial decisions. CO3: To explore cost of capital, leverage, and working capital management. CO4: To understand capital budgeting techniques and dividend policy decisions.
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Course Content	Weightage	Contact hours
Unit 1: Introduction to Financial Management Meaning of finance and financial management, Types of finance, Objective and Scope of financial management– profit maximization and wealth maximization - merits and criticisms- Financial decisions, Internal relation of financial decisions, Factors influencing financial decisions, Functional areas of financial management, Functions of a finance manager, Agency Cost, Definition of ethics and the importance of ethics in Finance, Sources of Finance: Ownership securities – Equity shares, Preference shares, Deferred shares, No par stock/shares, Shares with differential rights, Sweat Equity Creditorship securities – Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term and long term sources. Startup finance-Bootstrapping, Series Funding.	25%	15
Unit 2: Capital Structure & Capitalization Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial structure, principles of	25%	15



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capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems		
Unit 3: Cost of Capital, Leverages and Managing Working Capital Meaning of cost of capital, significance of cost of capital, components of cost of capital – Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems. Meaning of Leverage, Types of Leverages – operating, financial and combined leverage, risk and leverage – practical problems. Managing working Capital - Meaning of working capital, types of working capital, working capital cycle, adequate working capital, determinants of working capital, estimation of working capital-Practice problems. Management of cash. Management of inventory and debtors.	25%	15
Unit 4: Capital Budgeting and Dividend Policy Meaning of Capital Budgeting, Importance, Need, Time value of money- Present and Future Value (Simple Problems), Capital budgeting process, project appraisal by using traditional methods and modern methods, Practical problems on Payback Period, Net Present Value, Profitability Index, IRR and MIRR methods, Dividend policy-Meaning, Kinds, Theories of dividend decisions, determinants of dividend policy decisions, Companies Act, 2013 and SEBI Guidelines on Dividend Distribution.	25%	15

Learning Resources	
1.	Textbook: (Latest Editions): 1. Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill. 2. Chandra, P. Financial Management. New Delhi, India. Tata McGraw Hill Book Co. 3. Pandey, I.M. Financial Management. New Delhi, India. Vikas Publishing House. 4. Kumar, A. Financial Management, Khanna Publishing House. 5. Gupta, S, K., Sharma, R.K. & Gupta, N . Financial Management. Kalyani Publishers. 6. Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill. 7. Brigham and Houston. Fundamentals of Financial Management, Cengage Learning
2.	Reference Books:
3.	Journals & Periodicals:
4.	Other Electronic Resources:



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Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	CO1: Explain financial management concepts, types of finance, and financial decisions. CO2: Apply capital structure and financial decision theories to assess performance. CO3: Analyze cost of capital, leverage, and working capital management. CO4: Evaluate capital budgeting techniques and dividend policies for decision-making	

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	0	0	0	1	0	0	0	0
CO2	0	0	0	2	0	0	0	0
CO3	0	0	0	2	0	0	0	0
CO4	0	0	0	2	0	0	0	0
CO5	0	0	0	0	0	0	2	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO 1	0	0	2	1
CO 2	1	0	0	1
CO 3	0	1	3	1
CO 4	1	0	0	1
CO 5	3	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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COURSE CODE BBA403	COURSE NAME Business Research Methodology	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lectures	Tutorial	Practical	Total Hours	Lectures	Tutorial	Practical	Total Credit
3	2	0	5	3	1	0	4

Course Prerequisites	Basic Understanding of Research
Course Category	Core
Course focus	Undesrataning of Research
Rationale	1. To grasp the fundamentals of research methodology and apply them in various research or project works. 2. To identify and utilize appropriate research methods aligned with research objectives. 3. To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements. 4. To learn the intricacies of interpreting data and writing comprehensive research reports.
Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering CO2: Understanding CO3: Applying CO4: Analyzing CO5: Evaluating CO6: Creating



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Course Content	Weightage	Contact hours
Unit 1: Introduction to Research This unit explores the definition, history, evolution, and types of scientific inquiry and research. It addresses the ethical considerations in research, the process of research, and the characteristics and components of good research work.	25%	15
Unit 2: Formulating the Research Problem Students will learn how to identify and formulate research problems, conduct literature reviews, and develop research questions and objectives. This unit also covers the process of creating effective research designs.	25%	15
Unit 3: Measurement and Data Collection This unit focuses on measurement and scaling, discussing different types of data, sources of measurement error, and scale construction techniques. It also covers various data collection methods, including questionnaires, interviews, and observations.	25%	15
Unit 4: Data Analysis and Interpretation Topics include sampling methods, data preparation (editing and coding), and hypothesis testing using parametric and non-parametric tests. This unit also discusses the tools and techniques for data visualization like charts, tables, and box plots.	25%	15

Learning Resources	
1.	Textbook: (Latest Editions): 1. Malhotra, N. K., Nunan, D., & Birks, D. F., Marketing research. Pearson UK. 2. Research Methodology by Ranjit Kumar. 3. Research Methods for Business by Uma Sekaran. 4. Methodology of Research by C.R. Kothari.
2.	Reference Books:
3.	Journals & Periodicals:
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks



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End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes		

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	0	2	2	2	0	0	0
CO3	0	0	2	3	3	0	0	0
CO4	0	0	3	2	3	0	3	0
CO5	0	1	0	0	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	1	0	3	0	3
CO4	0	0	1	3	0
CO5	1	0	1	0	1



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COURSE CODE BBA404	COURSE NAME International Business	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lectures	Practical	Tutorial	Total Hours	Lectures	Practical	Tutorial	Total Credit
2	0	0	2	2	0	0	2

Course Prerequisites	Basic understanding of business and economics principles. Knowledge of international trade concepts and global economics.
Course Category	Core
Course focus	● International trade theories and their impact on global businesses. ● Foreign Direct Investment (FDI) and its role in the global economy. ● Economic integration and regional trade agreements. ● Emerging trends and ethical considerations in international business.
Rationale	The course aims to help students to understand the evolution and significance of international trade in contemporary business environment and examine various economic integration by analyzing the emerging trends in International Business
Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO 1 Remembering: Define key concepts related to international business, including international trade theories, FDI, and economic integration. CO 2 Understanding: Explain the stages of internationalization and the EPRG framework. CO 3 Applying: Apply theories of international trade to analyze real-world business scenarios in global markets. CO 4 Analyzing: Analyze the impact of Foreign Direct Investment (FDI) on global business operations, and



	evaluate the benefits and costs of FDI. CO 5 Evaluating: Critically assess the ethical considerations, CSR frameworks, and ESG investing in international business practices. CO 6 Creating: Develop strategies for businesses to adapt to emerging trends in international business, such as the rise of digital platforms and the impact of Brexit.
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Course Content	Weightage	Contact hours
Unit 1: Introduction to International Business Introduction to International Business Stages of Internationalization – EPRG Framework - International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses	25%	8
Unit 2: Introduction of Foreign Direct Investment Introduction Foreign Direct Investment in the World Economy, Trends in FDI Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model.	25%	7
Unit 3: Economic Integration Economic indicators and their impact on international business decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FDA, custom union, common market economic union, Emerging Markets and Developing Economies.	25%	8



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Unit 4: Emerging Trends in International Business International Entrepreneurship and Born Global Firms, Ethical Considerations - CSR Frameworks and Approaches and ethical considerations, ESG investing and reporting standards, corporate responses to climate change and social justice issues Implications of Brexit on international business laws, the rise of digital platforms, and ecommerce. Re-shoring and Nearshoring Trend, Impact of pandemic on International Business.	25%	7
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Learning Resources	
1.	Textbook: (Latest Editions): 1. International Business: Competing in the Global Marketplace" by Charles W. L. Hill. 2. International Business: Concept, Environment and Strategy, 3e by Vyuaptakesh Sharan Pearson Education 3. International Business: The Challenges of Globalization by John J. Wild and Kenneth L. Wild. 4. Rakesh, M. J. International Business, New Delhi, Oxford University Press. 5. Aswathappa, A. . International Business, 2e. Tata McGraw-Hill Education.
2.	Reference Books: Cherunilam, F. (2021). <i>International Business: Text and Cases</i> (8th ed.). Himalaya Publishing House. Aswathappa, K. (2020). <i>International Business</i> (7th ed.). McGraw Hill Education. Joshi, R. M. (2009). <i>International Business</i> (2nd ed.). Oxford University Press. Hill, C. W. L., & Hult, G. T. M. (2019). <i>International Business: Competing in the Global Marketplace</i> (12th ed.). McGraw-Hill Education. Cavusgil, S. T., Knight, G., & Riesenberger, J. R. (2020). <i>International Business: The New Realities</i> (5th ed.). Pearson. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2018). <i>International Business: Environments and Operations</i> (16th ed.). Pearson.
3.	Journals & Periodicals: Journal of International Business Studies https://link.springer.com/journal/41301



	International Business Review https://www.journals.elsevier.com/international-business-review Journal of World Business https://www.journals.elsevier.com/journal-of-world-business Global Strategy and Business Practice https://onlinelibrary.wiley.com/journal/20548773 International Trade Journal https://www.tandfonline.com/toc/uitr20/current
4.	Other Electronic Resources: Google Scholar https://scholar.google.com/ JSTOR https://www.jstor.org/ ScienceDirect https://www.sciencedirect.com/ ResearchGate https://www.researchgate.net/ SSRN (Social Science Research Network) https://www.ssrn.com/ Wiley Online Library https://onlinelibrary.wiley.com/

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks



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Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	Understand and articulate the core concepts of international business, international trade theories, and Foreign Direct Investment (FDI). Analyze the impact of economic integration, trade blocs, and multilateral trade negotiations on global business operations. Evaluate the emerging trends in international business, including ethical considerations, CSR frameworks, and digital platforms. Apply strategies for addressing contemporary challenges in international business, such as Brexit, re-shoring, nearshoring, and the effects of the pandemic.	

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	0	2	2	2	0	0	0
CO3	0	0	2	3	3	0	0	0
CO4	0	0	3	2	3	0	3	0
CO5	0	1	0	0	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	1	0	3	0	3
CO4	0	0	1	3	0
CO5	1	0	1	0	1



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COURSE CODE BA 402	COURSE NAME HR Analytics	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of HR Domain
Course Category	Basic Core Courses
Course focus	Employability/ HR Skills/
Rationale	HR analytics is an essential subject as it equips students with the knowledge and skills to leverage data-driven insights for effective human resource management. HR analytics enables professionals to extract meaningful patterns and trends from HR data, leading to evidence-based decision-making. By understanding HR analytics, students can contribute to organizational success by aligning HR strategies with business objectives, optimizing HR processes, and driving a high-performing and engaged workforce.
Course Revision/ Approval Date:	6 th BOS
Course Objectives (As per Blooms' Taxonomy)	1: To Understand the fundamentals of HR analytics: Students will comprehend HR analytics principles and the process of designing HR analytics projects. (Knowledge/Comprehension) 2: To Apply descriptive analytics techniques: Students will analyze relevant HR data, implement data cleaning processes, and develop customized metrics for their organization. (Application/Analysis) 3: To Utilize predictive analytics tools: Students will make predictions using analytical tools, select appropriate models, and interpret results for future meetings. (Analysis/Evaluation) 4: To Apply prescriptive analytics for HR challenges: Students will address HR challenges through prescriptive analytics, including promoting ideas, ensuring engagement, and driving cultural changes. (Evaluation/Synthesis) 5: To Demonstrate optimization through prescriptive analytics: Students will optimize HR solutions by influencing stakeholders, proposing contextualized prescriptions, and enhancing organizational performance. (Evaluation/Synthesis)

Course Content (Theory)	Weightage	Contact hours
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<u>Unit 1 Introduction to People Analytics</u> This module will help students understand the domain of HR analytics and the process of implementing HR analytics in the context of evolving HR technologies. For example, how will you identify the concerns related to scheduled meetings in your organization (duration, effectiveness, challenges etc.) and make an evidence-based decision through a people analytics process? This module will also help you learn the basics of designing an appropriate HR analytics project for your experience and exposure. Evidence-based Approach HR Analytics Continuum HR Analytic Process: Designing a Project	20%	9
<u>Unit: 2 Descriptive Analytics</u> This module focuses on the process of capturing relevant data for HR analytics. We will focus on questions such as, the existing and potential sources of relevant data, data cleaning processes, types of metrics, and the process of developing customized proprietary metric for your organization. For illustrations, you will consider the availability of existing data, pertaining to scheduled meetings in your organization and its reliability, segmentation of the available data and modification of the same, for making business sense in your organizational context. Analytical Foundations of HR Measurement Bringing HR and Finance together Types of HR Metrics Developing Proprietary Metrics for your organization/Issues faced	20%	9
<u>Unit 3 – Predictive Analytics</u> By utilizing basic analytical tools, in this module, you will learn to make predictions about the challenges and outcome of future scheduled meetings in your organization. This module will help you make predictions such as – meetings that may not commence on time, relative contribution of current talent management practices to the delay in closing the meeting, types of meetings that are difficult to manage etc., based on different types of analysis. Discussions will also include qualitative analytical tools – Natural Language Processing. Introduction to Predictive Analytics Tools Choosing Predictive Analytic Models for Quantitative Data Working with Qualitative Data Interpreting Predictive Analytics Results	20%	9
<u>Unit: 4 Prescriptive Analytics</u> Prescriptive analytics in this context will also focus on modifications required in associated HR initiatives to ensure: (a) free flow of value-adding ideas (b) high engagement levels irrespective of hierarchical levels and (c) changes in the culture of the organization, to a high-performing	20%	9



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professional one. Furthermore, the module will also briefly discuss ONA – Organizational Network Analysis. Responding to HR Challenges through Prescriptive Analytics Prescriptive Analytics as a Process to Influence Stakeholders Contextualized Prescriptions Optimization through Prescriptive Analytics		
Unit:5 Project Illustrations of People Analytics from Staffing, Training, Performance Management, Leadership, Organizational Culture, OD interventions, Organizational Structure etc., are covered and discussed across the four modules discussed above	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

The instructional method and pedagogy for HR analytics will include a combination of lectures, case studies, presentations, assignments, and tutorials. Lectures will provide a theoretical foundation and conceptual understanding of HR analytics principles. Case studies will enable students to apply their knowledge to real-world scenarios and develop analytical skills. Presentations will foster effective communication and presentation abilities. Assignments will promote critical thinking and problem-solving through data analysis and metric development. Tutorials will provide hands-on guidance and practical application of analytics tools. This comprehensive approach ensures a well-rounded learning experience, catering to different learning styles and preparing students for the challenges of HR analytics in the industry.

Course Objectives:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Understand the fundamentals of HR analytics: Students will comprehend HR analytics principles and project design. (Knowledge/Comprehension) CO2: Apply descriptive analytics techniques: Students will analyze HR data, clean data, and develop customized metrics. (Application/Analysis) CO3: Utilize predictive analytics tools: Students will make predictions, select models, and interpret results for future meetings. (Analysis/Evaluation) CO4: Apply prescriptive analytics for HR challenges: Students will address HR challenges through prescriptive analytics, promoting ideas, ensuring engagement, and driving cultural changes. (Evaluation/Synthesis) CO5: Demonstrate optimization through prescriptive analytics: Students will optimize HR solutions, influence stakeholders,	CO1: Knowledge/Comprehension CO2: Application/Analysis CO3: Analysis/Evaluation CO4: Evaluation/Synthesis CO5: Evaluation/Synthesis



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propose contextualized organizational performance.	prescriptions, and enhance (Evaluation/Synthesis)	
Learning Resources		
1.	Text Book: A Fundamental of HR Analytics: A Manual to Becoming HR by Analytics: Fermin Diez, Mark Bussin, and Venessa Lee	
2.	Journals, Periodicals, Reference Reference Books: 5. HR Analytics: Understanding HR Theories by Dipak Kumar Bhattacharyya Introduction to HR Analytics A practical guide to Data driven HR by Dave Millner and Nadeem Khan	
3.	Other Electronic Resources:	

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks

Total	40 Marks
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Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	3		0	0	0	0	0
CO3	0		3	0	0	0	0	0
CO4	0	0	0	3	0	0	0	0
CO5	0	0	0	0	0	3	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	0	0
CO2	3	3	2	0	0
CO3	3	3	2	0	0
CO4	3	3	0	0	0
CO5	3	0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



School of Management Studies and Liberal Arts

COURSE CODE BA 403	COURSE NAME Marketing & Retail Analytics	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Management
Course Category	Core
Course focus	Skills
Rationale	Marketing and Retail Analytics is the process of measuring, managing, and analyzing marketing performance to maximize effectiveness and optimize investment return. This supports the business to improve its operations and customer experience by providing a 360-degree view of the customer's needs.



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Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives	To Apply technology-related issues To Understand the Marketing Process with Analytics. To Learn basic knowledge and skills the Marketing Process with Analytics To Analyse the right price and promotion in presence of competitors. To prepare students in the age of artificial intelligence and big data.

Course Content (Theory)	Weightage	Contact hours
Unit 1The Marketing Process Why Marketing Analytics Introduction to the Marketing Process Marketing Strategy with Data Utilizing Data to Improve Marketing Strategy Improving the Marketing Process with Analytics	20%	9
Unit 2: Overview of retailing Understanding modern Retailing Marketplace & Technological aspects	20%	9



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Unit 3: Pricing tactics Value pricing Rationality and net-benefit principle ☐ Demand curve and maximum WTP ☐ Competitive advantage ☐ Linear models: Simple regressions	20%	9
Unit 4: Measuring price and promotion response Pricing new products -log models -move games	20%	9
Unit 5 Retailers' location decision Applying machine learning in retailing ☐ Huff model and regression model ☐ Economies of scale/scope ☐ Repeated games, tacit collusion ☐ Classification tree and random forest	20%	9
Instructional Method and Pedagogy: (Max. 100 words) Discussion on concepts and issues in projects in an organization, case discussion , Projects/ Assignments/ Quizzes/ Class participation.		

Course Outcome:	Bloom's Taxonomy Domain



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After successful completion of the above course, students will be able to:	CO1: Apply
CO1: Apply technology-related issues	CO2: Understand
CO2: Understand the Marketing Process with Analytics.	CO3: Learn
CO3: Learn basic knowledge and skills the Marketing Process with Analytics	CO4: Analyse
CO4: Analyse the right price and promotion in presence of competitors	CO5: Prepare
CO5: Prepare students in the age of artificial intelligence and big data.	

Learning Resources	
1.	Reference Books: 4. “Retailing Management,” by Levy, M., Weitz, B. & Grewal, D., 10th edition, McGraw-Hill, 2019 5. “R for Marketing Research and Analytics,” by Chapman, C. and Feit, E. Springer, 2015
2.	Journals, Periodicals, Reference 3. Financial Express, 5. Economics Times, 6. Business Standard
3.	Other Electronic Resources: http://www.nptel.ac.in Lynda.com https://www.lynda.com/R-training-tutorials/1570-0.html
Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks



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Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	0	2	2	2	0	0	0
CO3	0	0	2	3	3	0	0	0
CO4	0	0	3	2	3	0	3	0
CO5	0	1	0	0	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	1	0	3	0	3
CO4	0	0	1	3	0
CO5	1	0	1	0	1



COURSE CODE VACC401	COURSE NAME Public Health and Management	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lectures	Tutorial	Practical	Total Hours	Lectures	Tutorial	Practical	Total Credit
2	0	0	2	2	0	0	2

Course Prerequisites	Basic understanding of biology, healthcare systems, and management principles; proficiency in analytical thinking and problem-solving skills; strong communication abilities.
Course Category	Value Added Course
Course focus	Explores public health strategies, healthcare policies, epidemiology, and management approaches to enhance community well-being and address health challenges effectively.
Rationale	• Create a basic understanding of fundamentals of public health. • Know the health system of India along with public health planning and implications of policy making. • Provide an overall exposure to contemporary issues of Indian Public Health and know the recent policy initiatives to address those challenges.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering Identify key concepts, principles, and terminologies related to public health and management. CO2: Understanding Explain the social, economic, and environmental determinants of health. CO3: Applying Utilize public health tools and methodologies to assess community health needs. CO4: Analyzing Examine the interplay between public health policies and healthcare



	management practices. CO5: Evaluating Critique existing public health policies and propose evidence-based improvements. CO6: Creating Design innovative public health strategies to manage emerging health challenges.
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Course Content	Weightage	Contact hours
Unit 1: Public Health - Key concepts, approaches, frameworks & measures • Concept of Public Health and its role in society • Evolution of Public Health • Global Health Framework - Understanding health and disease • Health equity and social determinants of Health	25%	8
Unit 2: Health Systems in India • History of public health in India • Organization of health systems in India • Health system in India: Key Issues • Major Contemporary Health Schemes and Programmes as case studies - National Health Mission, Integrated Child Development Services (ICDS), Janani Suraksha Yojana, Ayushman Bharat Scheme, POSHAN Abhiyan etc.	25%	7
Unit 3: Concepts and practices of management & health planning • Basic concepts of planning – macro to micro • Tool for planning • Health management in a district	25%	8
Unit 4: Monitoring & Evaluation • Introduction to Monitoring & Evaluation • Health system frameworks • Application of health system frameworks	25%	7



Learning Resources	
1.	Textbook: (Latest Editions): ● Goldsteen RL, Goldsteen K, Dwelle TL Introduction to Public Health: Promises and Practices, Springer Publishing Company
2.	Reference Books: ● Balarajan Y, Selvaraj S, Subramanian SV, “Health care and equity in India”, The Lancet, Vol. 377(9764)
3.	Journals & Periodicals: ● R N Batta (,“Public health management in India: Concerns and options”,Journal of Public Administration and Policy Research, Vol. 7(3) ● National Health Policy 2017, Ministry of Health and Family Welfare, Govt. of India ● Sen A , “Health in Development”, Bulletin of the World Health Organization, Vol. 77(8)
4.	Other Electronic Resources: ● PubMed https://pubmed.ncbi.nlm.nih.gov ● World Health Organization (WHO) Library https://www.who.int/library ● JSTOR - Public Health Journals:https://www.jstor.org

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	After completion of the course the students will be able to: ● Demonstrate a comprehensive understanding of the principles, practices, and core concepts of public health, including health promotion, disease prevention, and health equity. ● Apply management theories and strategies to effectively plan, implement, and evaluate public health programs and interventions in diverse populations. ● Analyze and interpret public health data to support evidence-based decision-making and policy formulation for improving community health outcomes.	



- Integrate ethical considerations, cultural competency, and sustainability principles into public health management practices to address contemporary health challenges.

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	0	2	2	2	0	0	0
CO3	0	0	2	3	3	0	0	0
CO4	0	0	3	2	3	0	3	0
CO5	0	1	0	0	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	1	0	3	0	3
CO4	0	0	1	3	0
CO5	1	0	1	0	1



COURSE CODE SEC401	COURSE NAME Design Thinking and Innovation	SEMESTER IV
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Teaching Scheme (Hours)				Teaching Credit			
Lectures	Tutorial	Practical	Total Hours	Lectures	Tutorial	Practical	Total Credit
1	2	0	3	1	1	0	2

Course Prerequisites	Students should have a basic understanding of problem-solving techniques and critical thinking. Familiarity with business concepts and customer-centric approaches is recommended but not mandatory.
Course Category	compulsory/ Elective
Course focus	Innovative Problem-Solving : This course focuses on design thinking to foster innovation and solve problems. Students will learn a step-by-step process—empathizing, defining, ideating, prototyping, and implementing solutions—while emphasizing customer needs. Practical projects, real-world examples, and feedback integration will enhance their ability to create innovative solutions.
Rationale	Operating under turbulent and uncertain business environment, ‘innovation’ has become the key driver of organizational success for all companies. Managers are expected to be leading this change by navigating companies into rapid evolution of new products/services and business models. The primary focus of DTI is to help learners develop creative thinking skills and apply design based approaches/tools for identifying and implementing innovation opportunities into implementable projects. Following a learning-by-doing approach, the objectives of the course are – 1. Introduce students to design-based thinking approach to solve problems



	2. Observe and assimilate unstructured information to well framed solvable problems 3. Introduce students to templates of ideation 4. Understand the importance of prototyping in the innovation journey 5. Implementing innovation projects
Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1: To understand the concept of innovation, design thinking, and its significance in creating customer-centric solutions. CO2: To develop the ability to empathize, observe, and define problems using design tools and techniques. CO3: To apply ideation techniques like brainstorming and systems thinking to create innovative solutions. CO4: To develop skills for prototyping, testing, and implementing solutions in real-world scenarios. CO5: To refine solutions through feedback, redesign, and final presentation, focusing on user experience and creative problem-solving

Course Content	Weightage	Contact hours
Unit 1: Basics of Design Thinking 1. Understand the concept of innovation and its significance in business 2. Understanding creative thinking process and problem-solving approaches 3. Know the Design Thinking approach and its objective 4. Design Thinking and customer centricity – real-world examples of customer challenges, use of Design Thinking to Enhance Customer Experience, Parameters of Product experience, Alignment of Customer Expectations with Product. 5. Discussion of a few global success stories like AirBnB, Apple, IDEO, Netflix etc. 6. Explain the four stages of Design Thinking Process – Empathize, Define, Ideate, Prototype, Implement	25%	8



Unit 2: Learning to Empathize and Define the Problem 1. Know the importance of empathy in innovation process – how can students develop empathy using design tools 2. Observing and assimilating information 3. Individual differences & Uniqueness Group Discussion and Activities to encourage the understanding, acceptance and appreciation of individual differences. 4. What are wicked problems 5. Identifying wicked problems around us and the potential impact of their solutions	25%	7
Unit 3: Ideate, Prototype and Implement 1. Know the various templates of ideation like brainstorming, systems thinking 2. Concept of brainstorming – how to reach a consensus on wicked problems 3. Mapping customer experience for ideation 4. Know the methods of prototyping, the purpose of rapid prototyping. 5. Implementation .	25%	8
Unit 4: Feedback, Re-Design & Re-Creat 1. Feedback loop, focus on User Experience, address ergonomic challenges, user-focused design 2. Final concept testing, 3. Final Presentation – Solving Problems through innovative design concepts & creative solution	25%	7

Learning Resources	
1.	Textbook: (Latest Editions): 1. E Balaguruswamy , Developing Thinking Skills (The way to Success), Khanna Book Publishing Company 2. Tim Brown, “Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation”, Harvard Business Review 3. 8 steps to Innovation by R T Krishnan & V Dabholkar, Collins Publishing



2.	Reference Books:
3.	Journals & Periodicals:
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	CO1: Explain the concept of design thinking, its stages, and its significance in fostering innovation and enhancing customer experience. \ CO2: Demonstrate the ability to observe, empathize, and define wicked problems using appropriate design tools and techniques. \ CO3: Apply brainstorming, systems thinking, and other ideation techniques to generate creative solutions for defined problems. \ CO4: Develop prototypes and implement solutions effectively while addressing customer needs and ergonomic challenges CO5: Evaluate and improve design concepts based on feedback, focusing on user experience and presenting innovative solutions effectively.	



COURSE CODE AECC401	Environmental Science	L	T	P	Total
		2	0	0	2
Total Credits: 2	Total Hours in Semester: 30	Total Marks: 100 Group discus			
1	Course Pre-requisites 10 +2				
2	Course Category: Ability Enhancement Compulsory Course				
3	Course Revision/ Approval date: 11 March 2020				
4	Course Objectives				
	4.1 To acquire awareness of and sensitivity about environment and its allied problems.				
	4.2 To make educated judgments about environmental issues				
	4.3 To develop skills and a commitment to act independently and think logically for environment sustainability				
	4.4 Students can able to debate environmental science with use of appropriate scientific information				
	4.5 To engage students to think critically, ethically, and creatively when evaluating environmental issues.				

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Introduction to environmental studies: Definition, scope, and importance of environmental studies. Multidisciplinary nature of environmental studies; Biogeochemical cycle: Carbon cycle and nitrogen cycle.	20%	6	Group discussion PowerPoint presentation
Unit 2: Ecosystems: Definition and Structure of ecosystem: Abiotic and biotic components (producers, consumers and decomposers), Ecosystem function: Energy flow in an ecosystem; food chains and foodwebs. Case studies on Forest, Grassland, Desert and aquatic ecosystem. Biotic interaction (positive and negative interactions with examples)	30%	9	Group discussion PowerPoint presentation Case studies Chalk and board
Unit 3: Natural Resources: Renewable and non-renewable resources, Use of alternative energy resources. Impact deforestation on biodiversity and tribal population	20%	6	PowerPoint presentation Chalk and board
Unit 4: Environmental pollution: Air, water, soil and noise. Nuclear hazard and human health risks. Solid waste management, Pollution case studies. Global	20%	6	Group discussion PowerPoint presentation



warming, Climate change, Ozone layer depletion, acid rain, photochemical smog. Case studies for e.g. CNG vehicles in Delhi			News report Case studies
Unit 5: Environmental laws: Environmental protection act, Air (prevention & control of pollution act), Water (preservation and control of pollution) act, Wildlife protection act, Forest conservation act, Montreal and Kyoto protocol, conservation of biodiversity; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Role of Indian and other religions and cultures in environmental conservation.	10%	3	Group discussion PowerPoint presentation News report Case studies

Learning Resources	
1.	Textbooks: DD Mishra (2008) <i>Fundamental Concepts in Environmental studies</i>, S.Chand & Company Pvt. Ltd., India PD Sharma (1997) <i>Fundamentals of Ecology</i>, Rastogi Publications PD Sharma (2012) <i>Ecology and Environment</i>, Rastogi Publications BK Sharma (2019) <i>Environmental Chemistry</i>, Krishna's Educational Publishers E Bharucha (2005) <i>Textbook of Environmental Studies</i>, Universities Press R Rajagopalan (2016) <i>Environmental Studies: From Crisis to Cure</i>, Oxford University Press JF Peirce, RF Weiner, and PA Vesilind (1998) <i>Environmental Pollution and Control</i>, Elsevier Science & Technology Book Mohan P Arora (2004) <i>Ecology</i>, Himalaya Publishing House MC Dash (2009) <i>Fundamentals of Ecology</i>, Tata MacGraw Hill
2.	Reference books: EP Odum (2005) <i>Fundamentals of Ecology</i>, Cengage Learning India Private Limited TN Sherratt & DM Wilkinson (2009) <i>Big Questions in Ecology & Evolution</i>, Oxford University Press CJ Krebs (2013) <i>Ecology: Experimental Analysis of Distribution & Abundance</i>, Pearson Education, London



	EJ Kormondy (1996) <i>Concept of Ecology</i>, Pearson Education, London NS Sodhi, L Gibson, PH Raven (2013) <i>Conservation Biology: Voices from the Tropics</i>. John Wiley & Sons RE Hester and RM Harrison (2018) <i>Plastic and Environment</i>, Royal Society of Chemistry, Thomas Graham House, Science Park, Milton Road, Cambridge, CB4 0WF, UK Fernando Ramírez and Josefina Santana (2018) <i>Environmental Education and Ecotourism</i>, Springer Nature Switzerland AG T Jindal (2018) <i>Emerging Issues in Ecology and Environmental Science, Case studies from India</i>, Springer Nature Switzerland Charles W. Fox, Derek A. Roff, Daphne J. Fairbairn (2001) <i>Evolutionary Ecology Concepts and Case studies</i>, Oxford University Press B Streit, T. Städler, C.M. Lively (2013) <i>Evolutionary Ecology of Freshwater Animals: Concepts and Case Studies</i>, Springer Basel AG KN Nianan (2014) <i>Valuing Ecosystem Services: Methodological Issues and Case Studies</i>, Edward Elgar Publishing Limited, UK Thomas Weber (1989) <i>Hugging the Trees: The Story of the Chipko Movement</i>, Penguin Books BK Sharma, Seema Kulshreshtha, Asad R. Rahmani () <i>Faunal Heritage of Rajasthan, India</i>, Springer India Pankaj Jain (2011) <i>Dharma and Ecology of Hindu Communities: Sustenance and Sustainability</i>, Routledge Taylor and Francis Group Subhadra Sen Gupta (2014) <i>Caring for Nature: Rao Jodha and the curse of the hermit</i>, The Energy and Resource Institute, TERI Press, New Delhi, India
3.	Journals <u>Environmental Pollutants and Bioavailability</u> <u>Clean Air Journal</u> <u>Emerging Contaminants</u> <u>Environment: Science and Policy for Sustainable Development</u> <u>Annual Review of Environment and Resources Renewable Energy</u>



	<u>Renewable & Sustainable Energy Reviews</u> <u>Environmental Health</u> <u>Environment International</u> <u>International Journal of Environmental Research and Public Health</u> <u>Journal of Natural Resources Policy Research</u> <u>Journal of Nature Conservation</u> <u>Biological Conservation</u> <u>Nature Conservation</u> <u>Conservation Biology</u> <u>Natural Resources Research</u>
4.	Periodicals <u>The Environmental Magazine</u> <u>Natural History (magazine)</u> <u>Environment News Service</u> <u>The Environmentalist</u> <u>Green Builder Media</u>
5.	Other Electronic resources <u>Green.tv</u>—supported by UNEP—broadband TV channel for films about environmental issues <u>Climate Change TV</u>—funded by companies, governments and organisations, and produced by the magazine Responding to Climate Change—the world's first web channel specific to climate change videos <u>Terra: The Nature of Our World</u> video podcast produced in conjunction with the Master of Fine Arts program in Science & Natural History Filmmaking at Montana State University, Filmmakers for Conservation, and PBS—weekly video show about science and natural history <u>Green Times Ahead</u>—based in India—student run non-profit with a focus on evading the detrimental effects of air and water pollution, constantly involved in communal engagement



	<u>IUCN Red data List</u> <u>Air quality index</u> (website monitor air quality index) <u>Nature Education Knowledge Project</u>
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Evaluation Scheme		Total Marks
Mid semester Marks	30	
End Semester Marks	50	
Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks

Course Outcomes	1. Skills for identifying environmental problems: Evaluate information from popular electronic and print media
	2. Interdisciplinary - When encountering environmental problems students will assess necessary scientific concepts and data, consider likely social dynamics, and establish integral cultural contexts
	3. Communication - Students will communicate with precision in writing, in speech, and in digital media.
	4. Research - When faced with questions that lie beyond their current knowledge base, students will actively research data, concepts, histories, and narratives necessary for adequate consideration of the issue.
	5. Intellectual Flexibility - Students will possess the intellectual flexibility necessary to view environmental questions from multiple perspectives, prepared to alter their understanding as they learn new ways of understanding.
Additional Information enhance learning	Any site visit required or expert talk required on specific topics: Visit to Ecotourism site Industrial visit or expert talk can be planned to understand waste management practice



COURSE CODE VACC402	COURSE NAME Communicative English & Employability Skills (Communication Strategies for the Modern Workplace)	SEMESTER 4
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Workplace Collaboration, Leadership Communication, Digital Tools
Rationale	To provide students with collaborative communication skills and introduce technology-enhanced vocabulary learning for the workplace.
Course Revision/ Approval Date:	
Course Objectives (as per Blooms' Taxonomy)	CO1: Define teamwork and leadership communication concepts. CO2: Understand digital tools for vocabulary development. CO3: Design collaborative communication strategies. CO4: Evaluate group dynamics and conflict resolution cases. CO5: Analyze real-world workplace communication challenges.

Course Content	Weightage	Contact hours
NIT 1: Communicative English practice exercises on nouns, verbs, adjectives, adverbs; Critical Thinking & Problem Solving, Analysing scenarios, Creative solutions, Risk assessment, Case study, Vocabulary for creative writing.	20%	10
NIT 2: Teamwork & Team dynamics, Collaboration & Leadership Skills, Roles in teams, Synergy & trust-building, Interpersonal Skills, Reading at intermediate level.	20%	10
NIT 3: Evolving Vocabulary through Technology, using digital tools and	20%	10



ps for vocabulary learning, Engaging with online communities and sources for active learning. Employability Skills including Analytical ills, Adaptability & Flexibility; Conflict resolution		
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Learning Resources	
1.	Textbook: <i>Business Communication Today</i> by Courtland L. Bovee & John V. Thill
2.	Reference Books: • The 7 Habits of Highly Effective People by Stephen R. Covey • The Essentials of Team working by Michael A. West • Digital Literacy for Dummies by Faithe Wempen
3.	Journals & Periodicals: • Journal of Business Communication • Harvard Business Review (Communication section)
4.	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100	
End Semester Marks	40 marks	
Continuous Evaluation 60 marks	Class Participation	20 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Report Writing	25 marks
	Presentation	10 marks
Course Outcomes	• Students will be able to apply critical thinking in communication scenarios. • Students will demonstrate leadership and collaboration skills in team-based activities. • Students will use digital tools and platforms for vocabulary enhancement and communication. • Students will effectively engage in conflict resolution and creative problem-solving. • Students will communicate confidently in diverse workplace environments.	



	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



COURSE CODE BBA501	COURSE NAME Strategic Management	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	2	0	5	3	1	0	4

Course Prerequisites	Basic understanding of business and management principles. Familiarity with organizational structures, decision-making processes, and corporate governance.
Course Category	Core
Course focus	Fundamentals of strategy and strategic management. Strategic analysis using tools like SWOT, BCG, and industry analysis. Formulating strategies for growth, expansion, and diversification. Implementing and controlling strategies for effective business performance.
Rationale	1. To enhance the ability to do the job of a general manager responsible for strategic performance. Specifically, to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) into a cohesive whole. 2. Analyse the competitive situation and evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences
Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering: Define key concepts related to strategic management, including strategy, corporate governance, and social responsibility. CO2: Understanding: Explain the strategic management process and different levels of strategy in an organization. CO3: Applying: Apply industry analysis tools such as



	SWOT, BCG Matrix, and value chain analysis to assess strategic capabilities. CO4: Analyzing: Analyze internal and external environments to forecast industry trends and formulate strategies. CO5: Evaluating: Evaluate the effectiveness of different corporate strategies including diversification, growth, and mergers & acquisitions. CO6: Creating: Develop and implement strategies based on business goals, sustainability, and innovation for competitive advantage.
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Course Content	Weightage	Contact hours
Unit 1: Introduction to Strategy The objectives of this topic is to understand concept of "strategy", and discuss the most common elements of strategy; the topic also undertakes the evolution of strategic management thinking over the decades; the topic covers the importance of strategic thinking and gives insight into how the firms build and sustain competitive advantage. Strategy – concept, relevance, role and benefits; Importance of Strategic Management; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance, Social Responsibility and Ethics in Strategic Management	25%	15
Unit 2: Strategic Analysis The objective of the unit are to evaluate the value-capturing ability of incumbents in an industry using the industry analysis tools, to forecast industry profitability from shifts in underlying conditions and forces; to understand the industry for strategy formulation. Environmental appraisal- Scanning the Environment ,Technological, Social, Cultural, Demographic, Political, Legal; Evaluating Company's External Environment:	25%	15



Components of External Environment; Analysis of the general environment; Nature, Characteristics, Types and Approaches of External environment, Key External Forces, Industry Analysis – Analysis of the competitive environment ; Analysis of the Internal environment: Strategic capability, Nature, Characteristics, Types and Approaches to internal environment; Value chain analysis , Experience Curve, SWOT analysis, BCG Matrix, GE- Cell Matrix		
Unit 3 Strategy Formulation The objectives of the Unit are to review corporate strategy for a diversified firm and identify the sources of corporate advantage; to understand the mechanism of diversification leading to value creation. It also helps to develop understanding about the different corporate strategies which are crucial for the survival, growth and expansion of the business. Business Strategy Formulation: Generic strategies; Functional areas and link between business strategy and functional strategy; Corporate Strategy Formulation: Creating value and diversification; Strategic alliances; International expansion strategies; Introduction to strategies of growth, stability and renewal, types of growth strategies concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures); Types of renewal strategies retrenchment and turnaround. Strategic fundamentals of merger & acquisitions	25%	15
Unit 4: Strategy Implementation and Control The objectives of this topic are to understand the importance of internal alignment and learn to leverage temporary opportunities into sustainable advantages; the topic also dwells in Value Innovation, Business Delivery System Innovation and Eco System Innovation for sustainable business performances. Structural Implementation; Functional and Operational Implementation; Behavioral Implementation; Strategy Evaluation and Control; Strategic leadership; Strategic control and corporate governance; Issues in Strategy Implementation; Creating effective organizational designs; Strategy and society; Managing innovation and fostering corporate entrepreneurship; Integration of Functional Plans and Policies Strategy Evaluation and Control - Operational Control - Overview of Management Control.	25%	15



Learning Resources	
1.	Textbook: (Latest Edition): Thomas L Wheelen, J David Hunger, Alan N Hoffman, Charles E Bamford and Purva Kansal . Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition, Pearson. Frank T Rothaermel . Strategic Management – 5th Edition (Indian), McGraw Hill
2.	Reference Books: Strategic Management: Concepts and Cases by Fred R. David Crafting and Executing Strategy: The Quest for Competitive Advantage by Arthur A. Thompson, A.J. Strickland, and John E. Gamble Strategic Management: Text and Cases by Gregory G. Dess, Gerry McNamara, Alan E. Eisner Exploring Corporate Strategy by Gerry Johnson, Kevan Scholes, Richard Whittington Competitive Strategy: Techniques for Analyzing Industries and Competitors by Michael E. Porter
3.	Journals & Periodicals: Strategic Management Journal https://onlinelibrary.wiley.com/journal/10970266 Harvard Business Review https://hbr.org/ Journal of Business Strategy https://www.emerald.com/insight/publication/issn/0275-6668 Journal of Strategic and International Studies https://www.jstor.org/journal/jsis Academy of Management Journal https://journals.aom.org/journal/amj
4.	Other Electronic Resources: Other Electronic Resources:



	1. Google Scholar https://scholar.google.com/ 2. ScienceDirect https://www.sciencedirect.com/ 3. JSTOR https://www.jstor.org/ 4. SSRN (Social Science Research Network) https://www.ssrn.com/ 5. ResearchGate https://www.researchgate.net/
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Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	Understand the fundamental concepts and processes of strategic management, including the role of strategy in achieving competitive advantage. Apply strategic analysis tools to assess business environments and evaluate external and internal factors affecting strategy formulation. Analyze various strategies such as diversification, growth, and corporate alliances to determine their impact on business performance. Create actionable strategic plans for business expansion, sustainability, and innovation by leveraging organizational resources and capabilities.	



Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	1	0	0	0	0	1
CO2	0	0	2	0	0	0	0	1
CO3	0	3	0	1	0	1	0	0
CO4	2	0	0	0	1	0	1	1
CO5	0	3	0	0	1	2	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	0	2	0
CO2	0	2	0	0
CO3	0	1	3	1
CO4	1	0	0	1
CO5	3	0	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



COURSE CODE BBA502	COURSE NAME Logistics and Supply Chain Management	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	2	0	5	3	1	0	4

Course Prerequisites	A basic understanding of business operations, logistics, and e-commerce concepts is recommended. Familiarity with management principles and operational strategies will aid in comprehending supply chain management topics.
Course Category	Basic Core Course
Course focus	Supply chain management, network design, sourcing, pricing strategies, and demand-supply coordination. Aligning supply chains with business strategies, optimizing costs, and understanding global market dynamics.
Rationale	1. To understand the strategic role of supply chain management in enhancing organizational competitiveness. 2. To explore the design and optimization of supply chain networks, particularly for e-commerce 3. To examine the impact of sourcing and pricing decisions on supply chain efficiency and effectiveness. 4. To develop skills in coordinating and managing supply and demand in a globalized market environment.
Course Revision/ Approval Date:	12 th BOS



Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering the key components of supply chain management, including drivers, metrics, and the role of strategic fit. CO2: Understanding how to align supply chain strategies with business objectives and operational capabilities to enhance organizational performance. CO3: Applying supply chain design principles and sourcing strategies to real-world scenarios, considering e-commerce dynamics and global supply networks. CO4: Analyzing supply chain performance using metrics, identify areas for improvement, and evaluate the impact of design choices on operational efficiency. CO5: Evaluating sourcing, pricing, and demand-supply coordination strategies to optimize cost-efficiency and align with business goals. CO6: Creating supply chain networks and strategies that align with business objectives, leveraging e-business applications and global market considerations for enhanced responsiveness and competitiveness.
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Course Content	Weightage (%)	Contact hours
Unit 1:Introduction to Supply Chain Management This unit explores the role of supply chain management in organizations, achieving strategic fit, and understanding supply chain drivers and metrics. Students will learn about the integral nature of supply chains in aligning business strategies with operational capabilities to enhance performance and competitiveness.	25%	15
Unit 2: Supply Chain Network Design Students will learn to design distribution networks with a focus on e-business applications and global supply chain networks. This unit covers the strategies and challenges of creating efficient and responsive supply chain networks that align with business objectives and the dynamic nature of global markets.	25%	15



Unit 3 Sourcing and Pricing Strategies This unit addresses sourcing decisions and pricing management within supply chains. Students will explore various sourcing strategies and pricing models that can be employed to optimize revenue management and cost-efficiency in supply chains, with a particular focus on e-commerce dynamics.	25%	15
Unit 4: Demand and Supply Coordination Focusing on the synchronization of demand forecasting, aggregate planning, and sales operations planning, this unit teaches students how to coordinate supply chain activities to balance demand and supply efficiently. Key topics include demand forecasting techniques, aggregate planning strategies, and the importance of coordination across the supply chain.	25%	15

Learning Resources	
1.	Textbook: (Latest Edition): 1. Supply Chain Management: Strategy, Planning, and Operation, 7th ed., by Sunil Chopra & Peter Meindl, Pearson. 2. Logistics & Supply Chain Management, 5th ed., by Martin Christopher, Pearson. Suggested Case Topics: ● Dell's direct model in PC manufacturing: Integration of supply chain and ebusiness. Model curriculum for UG Degree in BBA 128 ● Starbucks' sustainable sourcing practices: A supply chain perspective. ● Walmart's supply chain management strategies for global dominance.
2.	Reference Books:
3.	Journals & Periodicals:
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100
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Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table border="1"> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement Activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement Activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	CO1 : Remembering the key components of supply chain management, including drivers, metrics, and the role of strategic fit. CO2: Understanding how to align supply chain strategies with business objectives and operational capabilities to enhance organizational performance. CO3: Applying supply chain design principles and sourcing strategies to real-world scenarios, considering e-commerce dynamics and global supply networks. CO4: Analyzing supply chain performance using metrics, identify areas for improvement, and evaluate the impact of design choices on operational efficiency. CO5: Evaluating sourcing, pricing, and demand-supply coordination strategies to optimize cost-efficiency and align with business goals. CO6: Creating supply chain networks and strategies that align with business objectives, leveraging e-business applications and global market considerations for enhanced responsiveness and competitiveness.								



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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	1	0	0	0	1	1
CO2	0	0	2	0	0	0	0	1
CO3	0	3	0	3	0	0	0	1
CO4	2	0	0	3	0	0	0	1
CO5	0	3	0	0	1	2	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4
CO1	1	0	2	0
CO2	0	2	0	0
CO3	0	2	2	3
CO4	1	0	0	1
CO5	3	0	3	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



School of Management Studies and Liberal Arts

COURSE CODE BBA503	COURSE NAME PROGRAMMING WITH C/C++	SEMESTER VIII
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic Information about Information Terminology
Course Category	Business Analytics
Course focus	Skills
Rationale	By learning C, Students can be able to understand and visualize the inner workings of computer systems. This can include aspects like allocation and memory management along with their architecture and the overall concepts that drive programming.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives	1. To Apply fundamental knowledge of computer hardware and number systems. 2. To create employable as ability to write, compile and debug programs in C language 3. To learn basic terminology used in computer programming. 4. To decision the dynamics of memory by the use of pointers. 5. To prepare decision structures, loops and functions.



Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Computers: Computer Systems, Computing Environments, Computer Languages, Creating and running programs, Program Development. Introduction to the C Language: Background, C Programs, Identifiers, Types, Variables, Constants, Input / Output, Operators, Expressions, Precedence and Associativity, Expression Evaluation, Type conversions, Statements- Selection Statements(making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, Simple C Program examples.	20%	9
Unit 2: Functions-Designing Structured Programs, Functions, user defined functions, inter function communication, Standard functions, Scope, Storage classes-auto, register, static, extern, scope rules, type qualifiers, recursion- recursive functions, Limitations of recursion, example C programs, Preprocessor commands. Arrays – Concepts, using arrays in C, inter function communication, array applications, two – dimensional arrays, multidimensional arrays, C program examples.	20%	9
Unit 3: Pointers – Introduction (Basic Concepts), Pointers for inter function communication, pointers to pointers, compatibility, Pointer Applications-Arrays and Pointers, Pointer Arithmetic and arrays, Passing an array to a function, memory allocation functions, array of pointers, programming applications, pointers to void, pointers to functions. Strings – Concepts, C Strings, String Input / Output functions, arrays of strings, string manipulation functions, string / data conversion, C program examples.	20%	9
Unit 4: Function: Function definition and function prototype. Function call by value and call by reference. Pointer to a function,	20%	9



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Unit 5 : Bubble sort, selection sort, linear search, and binary search. Scope rules storage classes- Bit wise operations Data Files: Formatted, Unformatted and text files , Command line arguments	20%	9
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Instructional Method and Pedagogy: (Max. 100 words)

Projects/ Assignments/ Quizzes/ Class participation, Various Practicals

Course Outcomes:	Bloom's Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Apply fundamental knowledge of computer hardware and number systems CO2: Employable as ability to write, compile and debug programs in C language CO3: To learn basic terminology used in computer programming. CO4: To decision the dynamics of memory by the use of pointers. CO5: To prepare decision structures, loops and functions.	CO1: Apply CO2: Employable CO3: Learn CO4: Decisions CO5: Prepare



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Learning Resources	
1.	Reference Books: 1. C programming By Ritchie & Kernighan 2. Byron S Gottfried, “Programming with C”, Schaum’s Outlines, Second Edition, Tata McGraw-Hill, 2006. 3. Dromey R.G., “How to Solve it by Computer”, Pearson Education, Fourth Reprint, 2007. 4. Kernighan, B.W and Ritchie, D.M, “The C Programming language”, Second Edition, Pearson Education, 2006. 5. C & Data structures – P. Padmanabham, Third Edition, B.S. Publications.
2.	Journals, Periodicals, Reference 1. Journal of Computer and System Sciences 2. International Journal of Computers and Applications 3. Indian Journal of computer science and engineering,
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table><tr><td>Attendance</td><td>05 marks</td></tr><tr><td>MCQs</td><td>10 marks</td></tr><tr><td>Open Book Assignment</td><td>15 marks</td></tr><tr><td>Article Review</td><td>10 marks</td></tr><tr><td>Total</td><td>40 Marks</td></tr></table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										



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Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	0	2	2	2	0	0	0
CO3	0	0	2	3	3	0	0	0
CO4	0	0	3	2	3	0	3	0
CO5	0	1	0	0	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	1	0	3	0	3
CO4	0	0	1	3	0
CO5	1	0	1	0	1



School of Management Studies and Liberal Arts

COURSE CODE	COURSE NAME	SEMESTER
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BA504	Python Programming	V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of computer
Course Category	Basic Core Courses
Course focus	Employability/ Computer language Skills/ Entrepreneurship
Rationale	Python is a versatile and widely-used programming language. Understanding its core concepts and advanced features is essential for effective software development and problem-solving.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	1. Understand the fundamentals of Python programming, including syntax, data types, and control flow. (Remembering) 2. Gain proficiency in using Python libraries and modules for enhanced programming capabilities. (Applying) 3. Apply advanced Python concepts such as exceptions, testing, and comprehensions to write efficient and robust code. (Applying) 4. Develop an understanding of object-oriented programming in Python, including classes, methods, and inheritance. (Understanding) 5. Demonstrate the ability to emulate built-in types and use special methods for customized behavior in Python. (Creating)

Course Content (Theory)	Weightage	Contact hours
<u>Unit 1</u> - General Introduction to Python and the class. Using the command interpreter and development environment. - Kick-off tutorial - Finding and using the documentation. Getting help. Python 2/3 differences.	20%	9
<u>Unit: 2</u> - Introduction to git and GitHub - Basic data types. - Functions: definition and use, arguments, block structure, scope, recursion - Modules and import Conditionals and Boolean expressions	20%	9



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<u>Unit 3</u> - Sequences: Strings, Tuples, Lists - Iteration, looping and control flow. - String methods and formatting - Dictionaries, Sets and Mutability. - Files and Text Processing	20%	9
<u>Unit 4</u> - Exceptions - Testing - List and Dict Comprehensions - Advanced Argument passing - Lambda Functions as Objects	20%	9
<u>Unit:5</u> - Class instances - Methods - Multiple inheritances - Properties - Special methods Emulating built-in type	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

The course will employ a blended learning approach. It will include interactive lectures, hands-on programming exercises, coding assignments, and collaborative projects. Students will have access to comprehensive documentation and online resources for self-learning. Regular assessments and code reviews will provide feedback on students' understanding and proficiency in Python programming. Practical examples and real-world applications will be incorporated to enhance the learning experience and encourage critical thinking.

Course Objectives:**Blooms' Taxonomy
Domain**



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After successful completion of the above course, students will be able to: CO1: Recall and explain the basic syntax and structure of the Python programming language. (Remembering) CO2: Utilize Python libraries and modules effectively to solve programming problems. (Applying) CO3: Develop error-handling mechanisms using exceptions and perform unit testing for code reliability. (Applying) CO4: Analyze and implement object-oriented programming concepts in Python, including classes, methods, and inheritance. (Analyzing) CO5: Create custom behaviors in Python by emulating built-in types and using special methods. (Creating)	CO1: Remembering CO2: Applying CO3: Applying CO4: Analyzing CO5: Creating
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Learning Resources	
1.	Reference Books: Textbook: A Python Book: Beginning Python, Advanced Python, and Python
2.	Journals, Periodicals, Reference • Python Essential Reference (http://www.dabeaz.com/per.html): The definitive reference for both Python and much of the standard library. • Hitchhikers Guide to Python (http://docs.python-guide.org/en/latest/): Under active development, and still somewhat incomplete, but there is good stuff. • Writing Idiomatic Python (https://www.jeffknupp.com/writing-idiomatic-python-ebook/): Focused on not just getting the code to work, but how to write it in a really "Pythonic" way. • Fluent Python (http://shop.oreilly.com/product/0636920032519.do): All python3, and focused on getting the advanced details right. Good place to go once you've got the basics down
3.	Other Electronic Resources:

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table> <tr> <td>Attendance</td><td>05 marks</td></tr> <tr> <td>MCQs</td><td>10 marks</td></tr> <tr> <td>Open Book Assignment</td><td>15 marks</td></tr> <tr> <td>Article Review</td><td>10 marks</td></tr> <tr> <td>Total</td><td>40 Marks</td></tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										



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Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	3	0	0	0	0	0	0
CO3	0	0	0	0	0	3	0	0
CO4	0	0	0	3	0	0	0	0
CO5	0	0	0	0	3	0	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	0	0	0
CO2	2	2	0	0	0
CO3	2	0	0	0	0
CO4	2	0	0	0	0
CO5	2	0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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COURSE CODE BA508	COURSE NAME Data Visualization Tools - MS Power BI	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Computer Knowledge
Course Category	Basic Core Courses
Course focus	Employability/ Data visualization Skills
Rationale	Power BI has emerged as a crucial tool in the field of data analysis and reporting, enabling organizations to extract valuable insights from complex data sets. This subject aims to equip students with the knowledge and skills to effectively utilize Power BI in their professional careers. By learning Power BI, students will be able to transform raw data into meaningful visualizations, make data-driven decisions, and communicate insights to stakeholders. The subject's rationale lies in the increasing demand for professionals who can harness the power of Power BI to drive business success
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	1. To Understand the need, importance, and advantages of Power BI. 2. To Gain knowledge of Power BI's architecture, data access options, and installation process. 3. To Learn how to design reports using different data sources and filters in Power BI. 4. To Acquire skills in visualizing data effectively using various chart types and customization options. 5. To Develop proficiency in managing data hierarchies, drill-down functionalities, and report parameters in Power BI

Course Content (Theory)	Weightage	Contact hours
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Unit – 1 Introduction Introduction To Power BI – Need, Importance Power BI – Advantages And Scalable Options History – Power View, Power Query, Power Pivot Power BI Data Source Library And DW Files Cloud Collaboration And Usage Scope Business Analyst Tools, MS Cloud Tools Power BI Installation And Cloud Account Power BI Cloud And Power BI Service Power BI Architecture And Data Access On Premise Data Access And Microsoft On Drive Power BI Desktop – Installation	20%	9
Unit – 2 Reports & Auto filters Report Design With Legacy & .DAT Files Report Design With Database Tables Understanding Power BI Report Designer Report Canvas, Report Pages: Creation, Renames Report Visuals, Fields And UI Options Experimenting Visual Interactions, Advantages Reports With Multiple Pages And Advantages Pages With Multiple Visualizations. Data Access PUBLISH Options And Report Verification In Cloud “GET DATA” Options And Report Fields, Filters Report View Options: Full, Fit Page, Width Scale Report Design Using Databases & Queries Query Settings And Data Preloads Navigation Options And Report Refresh Stacked Bar Chart, Stacked Column Chart Clustered Bar Chart, Clustered Column Chart Adding Report Titles. Report Format Options Focus Mode, Explore And Export Settings	20%	9
Unit–3 Visualization Power BI Design: Canvas, Visualizations And Fields Import Data Options With Power BI Model, Advantages Direct Query Options And Real-Time (LIVE) Data Access Data Fields And Filters With Visualizations Visualization Filters, Page Filters, Report Filters Conditional Filters And Clearing. Testing Sets Creating Customised Tables With Power BI Editor .General Properties, Sizing, Dimensions, And Positions Alternate Text And Tiles. Header (Column, Row) Properties Grid Properties (Vertical, Horizontal) And Styles Table Styles & Alternate Row Colors – Static, Dynamic Sparse, Flashy Rows, Condensed Table Reports. Focus Mode Totals Computations, Background	20%	9
Unit–4 Advance Visualization tools CHART Report Types And Properties stacked bar chart, stacked column chart clustered bar chart, clustered column chart 100% stacked bar chart, 100% stacked column chart line charts, area charts, stacked area charts line and stacked row charts line and stacked column charts waterfall chart, scatter chart, pie chart Field Properties: Axis, Legend, Value, Tooltip Field Properties: Color Saturation, Filters Types Formats: Legend, Axis, Data Labels, Plot Area Data Labels: Visibility, Color And Display Units Data Labels: Precision, Position, Text Options Analytics: Constant Line, Position, Labels Working With Waterfall Charts And Default Values Modifying Legends And Visual Filters – Options Map Reports: Working With Map Reports Hierarchies: Grouping Multiple Report Fields Hierarchy Levels And Usages In Visualizations Preordered	20%	9



Attribute Collection – Advantages Using Field Hierarchies With Chart Reports Advanced Query Mode @ Connection Settings – Options Direct Import And In-Memory Loads, Advantages		
Unit–5 Data Management with hierarchies & drill down Hierarchies And Drilldown Options Hierarchy Levels And Drill Modes – Usage Drill-Thru Options With Tree Map And Pie Chart Higher Levels And Next Level Navigation Options Aggregates With Bottom/Up Navigations. Rules Multi Field Aggregations And Hierarchies In Power BI DRILLDOWN, SHOWNEXTLEVEL, EXPANDTONEXTLEVEL, SEE DATA And SEE RECORDS Options. Differences Toggle Options With Tabular Data. Filters Drilldown Buttons And Mouse Hover Options @ Visuals Dependant Aggregations, Independent Aggregations Automated Records Selection With Tabular Data Report Parameters : Creation And Data Type Available Values And Default Values. Member Values Parameters For Column Data And Table / Query Filters Parameters Creation – Query Mode, UI Option Linking Parameters To Query Columns – Options Edit Query Options And Parameter Manage Entries Connection Parameters And Dynamic Data Sources Synonyms – Creation And Usage Options	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

The instructional method for Power BI will encompass a combination of lecture sessions, real-life case studies, interactive presentations, assignments, tutorials, and hands-on projects. The lectures will provide a comprehensive understanding of the theoretical concepts and practical applications of Power BI. Real-life case studies will demonstrate how Power BI is used in various industries and problem-solving scenarios. Interactive presentations will engage students in discussions and encourage critical thinking. Assignments and tutorials will offer opportunities for practical application and skill development, while hands-on projects will allow students to work on real-world data analysis tasks using Power BI.

Course Objectives:	Blooms' Taxonomy Domain
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After successful completion of the above course, students will be able to: CO1: Evaluate the significance of Power BI in the context of data analysis and reporting. (Remembering) CO2: Analyse the components and features of Power BI, including its architecture and installation process. (Understanding) CO3: Create reports in Power BI by utilizing different data sources and applying various filters. (Applying) CO4: Design visually appealing and informative visualizations using different chart types and customization options in Power BI. (Analyzing) CO5: Manage data hierarchies, implement drill-down functionalities, and utilize report parameters effectively in Power BI. (Creating)	CO1: Remembering CO2: Understanding CO3: Applying CO4: Analysing CO5: Creating
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Learning Resources	
1.	Textbooks: 1. Microsoft Power BI Dashboards Step by Step, First Edition, By pearson 2. Analyzing Data with Microsoft Power BI and Power Pivot for Excel. by Ferrari Alberto , Russo Marco, PHI LEARNING PVT. LTD. MICROSOFT PRESS
2.	Journals, Periodicals, Reference 1. Mastering Microsoft Power BI: Expert techniques for effective data analytics and business intelligence, brett powell , Packt Publishing 2. Microsoft Power BI Complete Reference: Bring your data to life with the powerful features of Microsoft Power BI, by Devin Knight , Brian Knight , Mitchell Pearson , Manuel Quintana , Brett Powell , Packt Publishing Limited.
3.	Other Electronic Resources:

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks		
	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks



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Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	3	0	0	0	0	0	0
CO3	0	0	3	0	0	0	0	0
CO4	0	0	0	3	0	0	0	0
CO5	0	0	0	0	3	0	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	0	0	0	0
CO2	2	0	0	0	0
CO3	0	2	0	0	0
CO4	0	2	0	0	0
CO5	0	0	2	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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COURSE CODE VACC501	COURSE NAME Communicative English & Employability Skills (Workplace Communication & Professionalism)	SEMESTER 5
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Business Etiquette, Time Management, Resume Writing
Rationale	To prepare students for professional interactions, document preparation, and workplace etiquette.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define norms of business communication and etiquette. CO2: Understand time management techniques for professional settings. CO3: Design professional resumes and cover letters. CO4: Evaluate communication scenarios in the workplace. CO5: Analyze job roles to align resumes and communication styles.

Course Content	Weightage	Contact hours
UNIT 1: Communicative English practice exercises on nouns, verbs, adjectives, adverbs; Business Etiquette, Meetings, phone conversations, Negotiations & conflict, Language development and Vocabulary for Negotiations.	20%	10
UNIT 2: Time Management, Prioritizing tasks, Scheduling and planning, Case study, Reading Comprehension – Advance level.	20%	10
UNIT 3: Cover Letter and Resume Writing ; Writing tailored cover letters, Structuring resumes ; Employability skills including Empathy and	20%	10



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sensitivity at workplace, Team collaboration; Leadership styles ; Leadership and Excellence		
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Learning Resources	
1	Textbook: <i>Business Communication: Process and Product</i> by Mary Ellen Guffey & Dana Loewy
2	Reference Books: • Harvard Business Review on Communication • The Quick Resume & Cover Letter Book by Michael Farr • Time Management from the Inside Out by Julie Morgenstern
3	Journals & Periodicals: • Journal of Business Communication • Harvard Business Review (Communication section)
4	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100	
End Semester Marks	40 marks	
Continuous Evaluation 60 marks	Class Participation	20 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Report writing	25 marks
	Presentation	10 marks
Course Outcomes	• Students will be able to exhibit business etiquette in meetings, calls, and emails. • Students will manage professional tasks effectively using time management tools. • Students will create impactful resumes and cover letters tailored to specific job roles. • Students will communicate appropriately and persuasively in various business formats. • Students will demonstrate readiness for formal professional interactions.	



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Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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COURSE CODE AECC601	COURSE NAME Indian Constitution	SEMESTER V
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Prerequisites	• Basic understanding of Indian polity and governance (recommended completion of an introductory course on the Indian Constitution or Political Science). • Familiarity with key economic concepts such as fiscal policy, federalism, and economic justice. • Proficiency in legal terminology and interpretation is beneficial but not mandatory.
Course Category	Value Added Course
Course focus	• To explore the intersection of economic policies and constitutional provisions in India. • To analyze the historical, legal, and economic implications of landmark constitutional cases. • To understand the dynamic balance between economic liberty and regulation within the framework of the Indian Constitution.
Rationale	1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students. 2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices. 3. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies. 4. Explore the legal history of competing claims between economic development and principles of equity and justice in India. 5. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts. 6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.
Course Revision/ Approval Date:	6 th BOS



Course Objectives (As per Blooms' Taxonomy)	1. Remembering ○ Recall key articles of the Constitution related to economic and business rights (e.g., Articles 19, 280, 301-307). ○ List significant case studies influencing the economic interpretation of the Constitution. 2. Understanding ○ Explain the historical evolution of the Indian Constitution as an economic document. ○ Describe the principles of fiscal federalism and their implementation challenges. 3. Applying ○ Apply constitutional principles to analyze current business regulations and economic policies. ○ Relate historical judgments to contemporary economic scenarios. 4. Analyzing ○ Examine the overlap between constitutional law and economic justice through case studies. ○ Critically analyze the balance between fundamental rights and reasonable restrictions. 5. Evaluating ○ Assess the impact of constitutional amendments and judgments on India's economic landscape. ○ Judge the effectiveness of fiscal policies within the framework of fiscal federalism. 6. Creating ○ Develop case-based strategies for resolving modern constitutional and economic dilemmas. ○ Propose frameworks for enhancing fiscal federalism and economic justice through constitutional amendments.
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Course Content	Weightage	Contact hours
Unit 1 An Economic History of the Constitution of India Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice	20%	7



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Unit 2 Fundamental Rights and Business in India Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions imposed by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.	30%	8
Unit 3 Fiscal Federalism Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.	20%	7
Unit 4 Constitutional battles that shaped the economy This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies	30%	8

Learning Resources	
1.	Textbook: References: ● The Oxford Handbook of the Indian Constitution, Oxford university press. Cases ● Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248 ● State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right) ● Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised) ● Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation) ● Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality) ● T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79 ● Harman Singh v. RTA, Calcutta, AIR 1954 SC 190 ● Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224 ● State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699 ● Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801 Model curriculum for UG Degree in BBA 67 ● State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874, ● G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375 ● Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406
2.	Reference Books: Granville Austin – The Indian Constitution: Cornerstone of a Nation. Saurabh Kirpal – Fifteen Judgments: Cases that Shaped India's Financial Landscape. M.P. Jain – Indian Constitutional Law. H.M. Seervai – Constitutional Law of India. D.D. Basu – Introduction to the Constitution of India.



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3.	Journals & Periodicals: Economic and Political Weekly (EPW) Indian Journal of Constitutional Law. National Law School of India Review. Journal of Indian Law and Society. The Indian Journal of Economics.
4.	Other Electronic Resources: Websites of the Supreme Court of India and High Courts (for judgments and case laws). National Informatics Centre (NIC) - <i>Online Constitution Repository</i> . Blogs: <i>Indian Constitutional Law and Philosophy</i> and <i>SpicyIP</i> . Online courses and resources from platforms like Coursera, edX, and SWAYAM.

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table border="1"> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	CO1: Describe the historical evolution of the Constitution as an economic document and its foundational principles. CO2: Analyze the implications of Articles 19, 280, and 301-307 on India's business and fiscal policies. CO3: Evaluate the outcomes of landmark constitutional cases shaping India's economic landscape. CO4: Apply the concepts of fiscal federalism and economic justice to contemporary issues. CO5: Synthesize knowledge to propose reforms for addressing economic challenges through constitutional mechanisms.								



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COURSE CODE BBA601	COURSE NAME Project Management	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	2	0	5	3	1	0	4

Course Prerequisites	Basic knowledge of planning, organizing, leadership, and resource allocation concepts: Basic understanding of business concepts and management principles. Familiarity with project-related terminology and tools is helpful. Prior experience in any organizational or team-based environment will enhance comprehension of the practical aspects of project management.
Course Category	Basic Core Course
Course focus	Planning, Execution and Delivery: The Project Management course focuses on the fundamentals of managing projects through their lifecycle, from initiation to closure. It covers project planning, scheduling, resource allocation, and risk management. Students will learn how to use tools like Microsoft Project for effective project execution and monitoring. Agile methodologies are introduced in the final unit to compare with traditional methods.
Rationale	1. To provide a comprehensive understanding of the project management lifecycle from inception to closure. 2. To enhance skills in using project management tools such as Microsoft Project for managing complex projects. 3. To explore effective stakeholder management and communication strategies critical for project success. 4. To analyze risk management strategies and their application to ensure project success under varying circumstances.
Course Revision/ Approval Date:	



Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering key concepts of project management, including project lifecycle, phases, and roles of project managers. CO2: Understanding the stages of project management, project planning, and the tools used for scheduling, budgeting, and resource allocation. CO3: Applying project management principles and tools such as Gantt charts, PERT, and Microsoft Project for scheduling and managing projects. CO4: Analyzing project scenarios to identify risks, resource needs, and quality control measures, ensuring alignment with project goals. CO5: Evaluating project performance by measuring outcomes, assessing risks, and determining project success against objectives and stakeholder requirements. CO6: Creating a comprehensive project plan incorporating scope, objectives, WBS, timelines, and resource allocation using appropriate project management tools.
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Course Content	Weightage (25%)	Contact hours
Unit 1 Fundamentals of Project Management This unit covers the core concepts of project management, including the project life cycle, the role of the project manager, and the organizational context of projects. Students will learn about the stages of a project from initiation to closure and the key responsibilities of a project manager in driving project success.	25%	15
Unit 2 Project Planning and Tools Focusing on the planning phase of project management, this unit explores setting project scope and objectives, developing a Work Breakdown Structure (WBS),	25%	15



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and managing time through scheduling techniques such as Gantt charts and PERT/CPM. Practical application includes using Microsoft Project to create and manage schedules, emphasizing the integration of project management tools to streamline project planning.		
Unit 3 Executing and Monitoring Projects This unit delves into resource allocation, budgeting, and quality control within project execution. Students will also learn about risk management processes including identification, analysis, and response strategies. Practical exercises will include resource management and performance tracking using Microsoft Project, highlighting effective control measures to ensure project alignment with planned objectives.	25%	15
Unit 4 Concluding Projects and Agile Methodologies The final unit discusses the closing phase of projects, including performance measurement, stakeholder communication, and post-project evaluation. Additionally, this unit introduces Agile project management principles and the Scrum framework, comparing Agile with traditional project management methods to provide students with a broader understanding of managing projects in dynamic environments.	25%	15

Learning Resources	
1.	Textbook: 1. Information Technology Project Management, by Kathy Schwalbe, Cengage Learning. 2. Project Management: A Managerial Approach, by Jack R. Meredith and Samuel J. Mantel Jr., Wiley
2.	Reference Books: 1. Understand and apply the key principles of project management to various project environments. Model curriculum for UG Degree in BBA 133 2. Gain proficiency in using Microsoft Project for project planning, execution, monitoring, and closing. 3. Develop skills in stakeholder management and communication strategies essential for project success. 4. Explore and apply risk management techniques to mitigate potential project issues.



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3.	Journals & Periodicals:
4.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes		

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	1	3	2	2	2	0	0	0
CO3	3	0	2	3	3	0	0	0
CO4	0	0	3	1	3	0	3	0
CO5	0	1	0	3	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	0	0
CO3	0	0	3	3	3
CO4	0	0	1	1	3
CO5	1	0	1	3	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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COURSE CODE	COURSE NAME	SEMESTER
BA401	Introduction to AI and Machine Learning	VI

Teaching Scheme (Hours)	Teaching Credit
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Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/ Machine learning Skills/ Entrepreneurship
Rationale	This subject on Machine Learning and Artificial Intelligence equips students with the knowledge and skills to understand and apply machine learning algorithms and techniques in real-world scenarios. It covers a wide range of topics, including supervised and unsupervised learning, discriminative models, Gaussian models, logic and knowledge representation, automated reasoning, and decision theory. The subject aims to develop students' analytical and problem-solving abilities, preparing them for the evolving field of AI. Instructional methods include lectures, hands-on programming exercises, case studies, and discussions to enhance understanding and practical application of the concepts.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	1. Define and describe the fundamental concepts and terminologies in machine learning, including supervised, unsupervised, and semi-supervised learning. (Remembering) 2. Apply discriminative models such as least square regression, gradient descent algorithm, linear regression, logistic regression, and support vector machines to solve prediction and classification problems. (Applying) 3. Evaluate and improve machine learning models through techniques like model evaluation, regularization, bias-variance tradeoff, hyper-parameter tuning, and computational learning theory. (Evaluating) 4. Understand the principles and techniques of Gaussian models, including multivariate Gaussian distributions, maximum likelihood estimation, mixture models, and the EM algorithm for clustering. (Analyzing) 5. Explore logic and knowledge representation methods, automated reasoning techniques, strategic reasoning in AI, and decision theory for intelligent decision-making and problem-solving. (Analyzing)

Course Content (Theory)	Weightage	Contact hours
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Introduction: Machine learning, Terminologies in machine learning, Types of machine learning: supervised, unsupervised, semi-supervised learning. Discriminative Models: Least Square Regression, 28 Gradient Descent Algorithm, Univariate and Multivariate Linear Regression, Prediction Model, probabilistic interpretation, Regularization, Logistic regression, multi-class classification, Support Vector Machines- Large margin classifiers, Nonlinear SVM, kernel functions, SMO algorithm	20%	9
Model evaluation and improvement, Regularization, Bias Variance, Hyper-parameter Tuning. Computational Learning theory- Sample complexity, exhausted version space, PAC Learning, agnostic learner, VC dimensions, Sample complexity - Mistake bounds. Gaussian models: Multivariate Gaussian distributions, Maximum Likelihood Estimate, Inferring parameters, Mixture models, EM algorithm for clustering and learning with latent variables	20%	9
Logic and Knowledge Representation - Knowledge base - Ontology - Commonsense Knowledge Representation of Commonsense knowledge – Graphical models – Belief networks - State space representation – Vector representation - Propositional logic and predicate logic - Propositional and predicate logic - Syntax - Informal and formal semantics - Validity, satisfiability - Semantic entailment - Equivalence - De Morgan's laws - Decidable problems - Many-sorted logic - first-order, aspects of higher-order logic	20%	9
Automated Reasoning– Formal program techniques: specification by pre- and post-conditions, derivation and verification of programs, invariants. Strategic Reasoning in AI - Agents, strategic behaviours of agents in multiagent systems (MAS) by using the language of alternating-time temporal logic (ATL), an extension of the temporal logics CTL and LTL which allows to express game-theoretical notions such as the existence of a winning strategy for a group of agents - Expert system-based reasoning - Production system, semantic network, and frame - Soft computing based reasoning – Fuzzy logic	20%	9
Decision Theory Decision-Making: basics of utility theory, decision theory, sequential decision problems, decision networks, elementary game theory, sample applications; Problem-solving through Search: forward and backward, state-space, blind, heuristic, hill climbing, best-first, A, A*, AO*, minimax, constraint propagation, intelligent search, meta-heuristics, problem-reduction, neural and stochastic; Intelligent agents - reactive, deliberative, goal-driven, utility-driven, and learning agents artificial Intelligence programming techniques; Planning: planning as search, partial order planning, construction and use of planning graph	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Interactive presentations will engage students in discussions and encourage critical thinking. Assignments and tutorials will offer opportunities for practical application and skill development

Course Objectives:

**Blooms' Taxonomy
Domain**



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After successful completion of the above course, students will be able to: CO1: Recall and explain the core concepts, terminologies, and types of machine learning. (Remembering) CO2: Apply discriminative models to solve prediction and classification problems using appropriate algorithms and techniques. (Applying) CO3: Evaluate and improve machine learning models through model evaluation, regularization, bias-variance analysis, and hyper-parameter tuning. (Evaluating) CO4: Analyze and apply Gaussian models for statistical inference, clustering, and learning with latent variables. (Analyzing) CO5: Analyze and apply logic and knowledge representation techniques, automated reasoning methods, strategic reasoning in AI, and decision theory for intelligent decision-making and problem-solving. (Analyzing)	CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate
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Learning Resources	
1.	Reference Books: <i>Aswathapa K, " Essentials of Business Environment" , Himalaya Publishing House</i>
2.	Journals, Periodicals, Reference 1. A.C. Fernando, Business Environment, Pearson Publication 2. Shaikh Salim, Business Environment, Pearson Publication 3. Francis Cherunillam, Business Environment, Himalaya Publishing House. 4. Ian Worthington & Chris Britton, The Business Environment, Pearson Publication 5. International journal of Business Environment, Inderscience Publishers 6. Business Strategy and the Environment, wiley library 7. International Journal of Business environment, SCImago
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks



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Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	0	0	0	0	0	0	0
CO2	0	2	0	0	0	0	0	0
CO3	0	0	3	0	0	0	0	0
CO4	0	0	0	2	0	0	0	0
CO5	0	0	0	0	2	0	0	0

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	0	0	0	0
CO2	0	2	0	0	0
CO3	0	0	3	0	0
CO4	0	0	0	3	0
CO5	0	0	0	0	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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COURSE CODE BA504	COURSE NAME Financial Analytics	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Domain Knowledge Financial Analytical Tools in terms of Time Series and Risk Management
Course Category	Financial Specialization Elective
Course focus	The Course will cover the fundamental tools of time series and Risk-Return Parameters in terms of the firm's valuation for predicting the future behaviour based on the historical data pattern.
Rationale	This course aims to help students 1. Understand the wide variety of applications of financial analytics 2. Understand the sources of data, methods of importing and cleaning data 3. Implement basic financial analytics models using R and/or Python
Course Revision/ Approval Date:	6 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1: To Understand the importance of strategic corporate finance by exploring financial risks, capital structure determinants, and cost of capital concepts, and identifying strategies for shareholder value and corporate value maximization. CO2: Apply enterprise valuation methodologies such as discounted cash flow (DCF), market multiples, and precedent transactions to estimate equity and enterprise value, and evaluate firm valuation using advanced models like CAPM and Adjusted Present Value. CO3: Analyze the causes and symptoms of bankruptcy, explore strategies for reorganization and liquidation, and evaluate exit strategies, including tax implications and negotiations, to assess the financial and operational health of distressed firms. CO4: To Evaluate merger and acquisition strategies by



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	understanding types, valuation methodologies, and financing techniques while addressing due diligence, legal issues, tax considerations, and shareholder impacts for effective decision-making.
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Course Content	Weightage	Contact hours
Unit 1: Financial Statement Analytics Projecting financial statements based on growth assumptions for all components, Modelling Cash flow, performing sensitivity analysis, break-even modelling, testing for bankruptcy risks	25%	15
Unit 2: Credit Risk Analytics Utilizing loan performance data from a financial institution to build a credit default risk model using Logistic regression; Extending the Altman Z score to Indian corporates; Using AI/ML tools such as ANN to build a credit risk model	25%	15
Unit 3: Financial Time Series Analytics Data importing and cleaning, plotting multiple series, examining nature of data, forecasting using MA, EWMA, ARMA, ARCH and GARCH	25%	15
Unit 4: Portfolio and Trading Analytics Portfolio optimisation using Markowitz's mean-variance optimization model, estimating Sharpe Ratio, Treynor Ratio, Jensen's Alpha; Trading based on Quantitative indicator-based trading models – MA, RSI, ROC, MACD; Simulating and optimising trading strategies; Using AI/ML tools such as ANN for predicting stock prices	25%	15

Learning Resources	
1.	Textbook (Latest Edition): 1. Bennett, M. J., Hugen, D. L., Financial analytics with R, Cambridge University Press. 2. Ang, C. S., Analysing Financial Data and Implementing Financial Models using R, Springer 3. Weiming, J. M., Mastering Python for Finance, Packt Publishing 4. Yan, Y., Python for Finance, Packt Publishing



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2.	Reference Books:
3.	Journals & Periodicals:
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	● To Demonstrate a clear understanding of strategic corporate finance by explaining the importance of financial risks, capital structure determinants, cost of capital, and strategies for maximizing shareholder value and overall corporate value. ● To Apply various enterprise valuation methodologies, including discounted cash flow (DCF), market multiples, and precedent transactions, to estimate equity and enterprise value, and assess firm valuation using advanced models such as CAPM and Adjusted Present Value. ● To Analyze the causes, symptoms, and implications of bankruptcy, explore reorganization and liquidation strategies, and evaluate exit strategies considering tax implications, negotiations, and the financial health of distressed firms. ● To Evaluate merger and acquisition strategies by understanding different types of mergers, valuation methodologies, financing techniques, and conducting thorough due diligence, while considering legal issues, tax implications, and shareholder impact for effective decision-making.	



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COURSE CODE	COURSE NAME	SEMESTER
BA406	Data Visualization Tools – Tableau	VI

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/ Analytical Skills/ Entrepreneurship
Rationale	This subject is designed to equip students with essential skills in Tableau, enabling them to analyze data effectively, create meaningful visualizations, and generate actionable insights for decision-making in diverse professional contexts.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	1. Understand the basic functionalities of Tableau and learn how to connect to different data sources such as excel files, text files, and Microsoft Analysis Services. 2. Develop skills in creating and removing hierarchies, using parameters, grouping data, and applying sorting techniques in Tableau. 3. Explore a wide range of charts and visualizations available in Tableau, including area, bar, pie, scatter, and heatmaps, among others. 4. Gain proficiency in creating advanced reports in Tableau, such as dual-axis reports, blended axis reports, and adding reference lines and distributions. 5. Learn to utilize calculations and filters in Tableau, including calculated fields, ranking, top and bottom filters, context filters, and data source filters.

Course Content (Theory)	Weightage	Contact hours
<u>Unit 1 Learn Tableau Basic Reports</u> Connecting to excel files , Connecting to text files Connecting to Microsoft Analysis services , Creating and removing hierarchies	20%	9
<u>Unit: 2 Tableaus Basic Reports</u> Parameters, Grouping Examples – 1, Grouping Examples – 2 Combined sets , Creating a first report	20%	9



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Data Labels ,Create Folders ,Sorting Data		
<u>Unit 3 Tableaus Charts</u> Area, Bar , Box, Bubble, Bump, Bullet, Circle, Gantt, Line, Lollipop, Line, Pareto, Pie, Scatter, Stacked, Tree, World Cloud, Waterfall. Filled, Crosstab, Combines, Motion, Heatmap	20%	9
<u>Unit 4 Tableaus Advanced Reports</u> Dual Axis Reports Blended Axis Individual Axis ,Add reference Lines , Reference Distribution Basic Map ,Mapbox maps as background map	20%	9
<u>Unit:5 Tableaus Calculations & Filters</u> Calculated Fields Basic Approach to calculate rank Filter's introduction Top and Bottom filters Context filter Slicing Filters Data Sources Filters Extract Filters	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

This course will employ a combination of lectures, hands-on exercises, and guided practice sessions. Instructors will provide step-by-step demonstrations of connecting Tableau to different data sources, creating and removing hierarchies, and utilizing various features like parameters, grouping, and data labels. Students will actively engage in practical exercises to reinforce their understanding and gain proficiency in creating basic reports, visualizations, and advanced reports.

Course Objectives:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Recall and describe the process of connecting to various data sources in Tableau, including excel files, text files, and Microsoft Analysis Services. (Remembering) CO2: Apply Tableau features like parameters, grouping, and sorting to organize and analyze data effectively. (Applying) CO3: Differentiate and select appropriate charts and visualizations in Tableau to represent different types of data accurately. (Analyzing) CO4: Develop advanced reports using Tableau, incorporating dual-axis charts, blended axis reports, and reference lines for enhanced visual representation. (Creating) CO5: Utilize calculations and filters in Tableau to perform data manipulations, rankings, and filtering techniques for targeted analysis and data exploration. (Applying)	CO1: Remembering CO2: Applying CO3: Analyzing CO4: Creating CO5: Applying



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Learning Resources	
1.	Text Book: Visual Analytics with Tableau Book by Alexander Loth
2.	Journals, Periodicals, Reference Reference Books: 1. Tableau Your Data! Fast and Easy Visual Analysis with Tableau Software Book by Daniel G. Murray
3.	1. Other Electronic Resources: http://www.nptel.ac.in

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1"> <tr> <td>Attendance</td><td>05 marks</td></tr> <tr> <td>MCQs</td><td>10 marks</td></tr> <tr> <td>Open Book Assignment</td><td>15 marks</td></tr> <tr> <td>Article Review</td><td>10 marks</td></tr> <tr> <td>Total</td><td>40 Marks</td></tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	3	0	0	0	0	0	0
CO3	0	0	3	0	0	0	0	0
CO4	0	0	0	3	0	0	0	0
CO5	0	3	0	0	0	0	0	0



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Program outcome

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	0	0	0	0
CO2	0	2	0	0	0
CO3	0	0	3	0	0
CO4	0	0	0	3	0
CO5	0	2	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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COURSE CODE BA505	COURSE NAME Programming in R	SEMESTER VI
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Information about Management
Course Category	Core
Course focus	Skills
Rationale	R offers a wide variety of statistics-related libraries and provides a favorable environment for statistical computing and design. In addition, the R programming language gets used by many quantitative analysts as a programming tool since it's useful for data importing and cleaning
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives	To apply an R script and execute it To understand Design application with database connectivity for data analysis To Learn Visualize and summarize the data To Analyse Design application with database connectivity for data analysis To Prepare students to Install, load and deploy the required packages, and build new packages for sharing and reusability

Course Content (Theory)	Weightage (%)	Contact hours
Unit 1 : Introduction R interpreter, Introduction to major R data structures like vectors, matrices, arrays, list and data frames, Control Structures, vectorized if and multiple selection, functions.	20%	9
Unit 2: Installing, loading and using packages: Read/write data from/in files, extracting data from web-sites, Clean data, Transform data by sorting, adding/removing new/existing columns, centring, scaling and normalizing the data values, converting types of values, using string in-built functions, Statistical analysis of data for summarizing and understanding data, Visualizing data using scatter plot, line plot, bar chart, histogram and box plot	20%	9



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Unit 3: Designing GUI: Building interactive application and connecting it with database	20%	9
Unit 4: R-Function : function definition, Built in functions: R-Strings – Manipulating Text in Data: R Vectors – Sequence vector, rep function, vector access, vector names, vector math, vector recycling, vector element sorting - R List - Creating a List, R Matrices – Accessing Elements of a Matrix, Matrix Computations: Addition, subtraction, Multiplication and Division- R Arrays: R Factors	20%	9
Unit 5 Descriptive Statistics: Data Range, Frequencies, Mode, Mean and Median: Mean Applying Trim Option, Applying NA Option, Median - Mode - Standard Deviation – Correlation - Spotting Problems in Data with Visualization: visually Checking Distributions for a single Variable - R –Pie Charts: Pie Chart title and Colors – Slice Percentages and Chart Legend, 3D Pie Chart – R Histograms – Density Plot - R – Bar Charts: Bar Chart Labels, Title and Colors.	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Use of ICT tools in conjunction with traditional class room teaching methods
Interactive sessions
Class discussions

Course Objectives:	Bloom's Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Apply an R script and execute it CO2: Understand Design application with database connectivity for data analysis CO3: Learn Visualize and summarize the data CO4: Analyse Design application with database connectivity for data analysis CO5: Prepare students to Install, load and deploy the required packages, and build new packages for sharing and reusability	CO1: Apply CO2: Understand CO3: Learn CO4: Analyse CO5: Prepare

Learning Resources

1.	Reference Books: 1. Cotton, R., Learning R: a step by step function guide to data analysis. 1st edition. O'reilly Media Inc. 2. Gardener, M.(2017). Beginning R: The statistical programming language, WILEY 3. Lawrence, M., & Verzani, J. (2016). Programming Graphical User Interfaces in R. CRC press. (ebook)
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2.	Journals, Periodicals, Reference 1. Financial Express, 2. Economics Times, 3. Business Standard
3.	Other Electronic Resources: https://jrnold.github.io/r4ds-exercise-solutions/index.html https://www.r-project.org/ https://cran.r-project.org/

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table> <tr> <td>Attendance</td><td>05 marks</td></tr> <tr> <td>MCQs</td><td>10 marks</td></tr> <tr> <td>Open Book Assignment</td><td>15 marks</td></tr> <tr> <td>Article Review</td><td>10 marks</td></tr> <tr> <td>Total</td><td>40 Marks</td></tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	0	3	3	3	3	0	0	0
CO2	3	1	2	2	2	0	0	0
CO3	3	0	2	3	3	0	0	0
CO4	0	3	3	3	3	0	3	0
CO5	0	1	0	3	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	1	1	0	0	3
CO3	0	0	3	0	3
CO4	0	0	1	3	3
CO5	1	0	1	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



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COURSE CODE AECC501		Disaster Risk Management					
				L	T	P	C
				2	0	0	2
Total Credits:2		Total Hours in semester: 30		Total Marks: 100			
1	Course Pre-requisites: Nil						
2	Course Category: Ability Enhancement Courses						
3	Course Revision/Approval Date:						
4	Course Objectives:						
4.1 To introduce inter-relationship between disaster and development							
4.2 To introduce types of disasters with case studies and create awareness.							
4.3 To introduce various disaster management framework and strategies adopted at national and international levels.							
4.4 To study the effective use of science for mitigating disasters							
4.5 To study case study of various famous disasters							
.							
Course Content			Weightage	Contact hours	Pedagogy		
Unit1: Theory: Introduction to Disasters -Understanding the Concepts and Definitions of Disaster, Hazard,Vulnerability Risk, Capacity – Disaster and Development, and Disaster Management Fundamental of Disasters -Types,Trends, Causes, Consequences and Control: Geological Disasters, Hydro- Meteorological Disasters, Biological Disasters, Technological Disasters, and Man-made Disasters. Global Disaster Trends – Emerging Risks of Disasters – Climate Change and Urban Disasters.			20%	6	Chalk and Duster and PPT,Notes		



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Unit2: Theory: Disaster Management Cycle and Framework-Disaster Management Cycle – Paradigm Shift in Disaster Management, Pre-Disaster – Risk Assessment and Analysis, Risk Mapping, Zonation, Microzonation, Prevention and Mitigation of Disasters, Early Warning System, Preparedness, Capacity Development; Awareness, During Disaster – Evacuation – Disaster Communication – Search and Rescue, Emergency Operation Centre – Incident Command System – Relief and Rehabilitation. Post-disaster – Damage and Needs Assessment, Restoration of Critical Infrastructure – Early Recovery – Reconstruction and Redevelopment; IDNDR, Yokohama Strategy, Hyogo Framework of Action, Sendai framework.	25%	8	Chalk and Duster and PPT, Notes
Unit3: Disaster Management in India Disaster Profile of India – Mega Disasters of India and Lessons Learnt, Disaster, Management Act 2005 – Institutional and Financial Mechanism, National Policy on Disaster Management, National Guidelines and Plans on Disaster Management; Role of Government (local, state and national), Non-Government and Inter-Governmental Agencies. Disaster Management Act in relation to COVID-19 pandemic.	25%	6	Chalk and Duster and PPT, Notes



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UNIT 4 : Role of Science and Technology in Disaster Management Geo-informatics in Disaster Management (RS, GIS, GPS and RS), Disaster Communication System (Early Warning and Its Dissemination), Land ,Planning and Development Regulations, Disaster Safe Designs and Constructions, Structural and Non-Structural Mitigation of Disasters, S&T Institutions for Disaster Management in India.	20%	6	Chalk and Duster and PPT,Notes
Unit5: Disaster Case Studies Various Case Studies on Disaster and Development, Disaster Prevention and Control, Risk Analysis and Management. Case study relating to COVID -19 to be explored.	10%	4	Chalk and Duster and PPT,Notes
Learning Resources			
1.	Textbooks: 1. Alexander,D.,NaturalDisasters,KluwerAcademicLondon. 2. Asthana,N.C.,AsthanaP.,DisasterManagement,AavishkarPublishers. 3. Carter, N., Disaster Management: A Disaster Manager's Handbook, Asian Development Bank 4. Collins,A.E.,DisasterandDevelopment,Routledge. 5. Coppola,D.P.,IntroductiontoInternationalDisasterManagement,2nd Edition, Elsevier Science		
2.	ReferenceBooks: 1. Goyal,S.L., Encyclopedia ofDisaster Management(Vols.1-3),Deep & Deep, New Delhi 2. Gupta,A.K.,Nair,S.S.,EnvironmentalKnowledgeforDisaster RiskManagement, NIDM, New Delhi. 3. Ibrahimbegovic,A.,Zlata,M.,DamageAssessment andReconstruction after War or Natural Disaster, Springer. 4. Menshikov,V.A.,Perminov,A.N.,Ulrichich, Y.M., Global AerospaceMonitoring and Disaster 5. Modh,S.,IntroductiontoDisasterManagement, MacmillianPublishers India 6. Srivastava,H.N.,Gupta,G.D.,Management ofNatural Disasters inDeveloping Countries, Daya Publishers,		



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EvaluationScheme	TotalMarks
Midsemester Marks	30
EndSemesterMarks	50
ContinuousEvaluation Marks	Attendance 5marks Quiz 5marks Skill enhancement activities / case study 5marks Presentation/ miscellaneous activities 5marks
CourseOutcomes	1. Possess awareness to mitigate the effects of disaster
	2. Know local disaster management policies, regulations and authorities
	3. Contribute to capacity building measures to mitigate disasters
	4. Understanding role of science in mitigating disasters
	5. Contribute to safe society by the study of various disasters

COURSE CODE VACC601	COURSE NAME Communicative English & Employability Skills (Communication & Industry Readiness)	SEMESTER 6
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Interview Techniques, Career Planning, Digital Literacy
Rationale	To ensure students are interview-ready, capable of setting career goals, and proficient with digital employment platforms.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define key interview questions and formats (e.g., STAR). CO2: Understand career planning tools like SWOT and SMART goals. CO3: Design digital profiles and job search strategies. CO4: Evaluate interview performances and career options. CO5: Analyze online platforms for professional networking.

Course Content	Weightage	Contact hours
UNIT 1: Communicative English practice exercises on nouns, verbs, adjectives, adverbs; Letter writing; Creative Writing; Business Etiquette; Leadership styles Interview Skills, Mock interviews, Common interview questions, STAR method (Situation, Task, Action, Result)	20%	10
UNIT 2: Goal Setting & Career Planning; SMART goals, Career path awareness. Self-assessment tools (SWOT analysis)	20%	10
UNIT 3: Transactional Analysis; Digital Literacy, Online job portals, LinkedIn profile building; GD, Debates & Mock interviews; Problem-solving skills; Conflict resolution; Professionalism & Networking	20%	10

Learning Resources	
1	Textbook: <i>How to Win at the Job Interview</i> by Brenda Greene



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2	Reference Books: - Cracking the Code to a Successful Interview by Evan Pellett - What Color Is Your Parachute? by Richard N. Bolles - LinkedIn for Dummies by Joel Elad
3	Journals & Periodicals: - Journal of Business Communication - Harvard Business Review (Communication section)
4	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100	
End Semester Marks	40 marks	
Continuous Evaluation 60 marks		
	Class Participation	20 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Report Writing	25 marks
	Presentation	10 marks
Course Outcomes	• Students will confidently answer behavior interview questions using structured responses (STAR method). • Students will set realistic career goals and assess their strengths using tools like SWOT analysis. • Students will build optimized LinkedIn profiles and engage with online job platforms. • Students will perform well in mock interviews and receive constructive feedback. • Students will demonstrate awareness of digital employability tools and career-building strategies.	

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos



School of Management Studies and Liberal Arts

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



School of Management Studies and Liberal Arts

COURSE CODE BBA701	COURSE NAME AI for Business	SEMESTER VII
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basics of AI: Definitions, history, and evolution. Types of AI: Narrow AI, General AI, Machine Learning, Deep Learning. Myths vs. Realities of AI in business
Course Category	Core
Course focus	This course focuses on building essential knowledge and skills in managing personal finances effectively. It introduces key areas such as budgeting, saving, investing, insurance, tax planning, and retirement planning. Emphasis is placed on real-life application and decision-making for long-term financial well-being.
Rationale	AI for Business course is designed to equip students with a thorough understanding of how artificial intelligence (AI) can be strategically applied in various business contexts. The primary objective is for students to learn how to deploy AI technologies effectively while managing the ethical considerations inherent in such implementations.
Course Revision/ Approval Date:	12 th BOS



Course Objectives

(As per Blooms' Taxonomy)

Co 1 Remembering Define key terms and concepts related to Artificial Intelligence in a business context.

Co 2 Understanding-Explain how AI technologies influence various business functions such as marketing, finance, and operations.

Co 3 Applying- Apply AI tools to solve simple business problems or improve decision-making processes.

Co 4 Analyzing-Analyze a business scenario to identify where AI can create value or improve efficiency.

Co 5 Evaluating-Evaluate the ethical and strategic implications of implementing AI in a business organization.

Co 6 Creating-Design a basic AI-based solution or strategy for a selected business problem.

Course Content	Weightage	Contact hours
Unit 1: Converging Technologies: Big Data Overview, V's of Big Data, Big Data Analysis, IoT, Cloud Computing, Data Management Infrastructure, Data Analysis: Extracting Intelligence from Big Data, Changing organization Culture/Strategy/ Role of Practicing Managers, People Component of BigData & AI	25	
Unit 2: Introduction to AI: History & Evolution of AI , AI-Driven Business Transformation, Overview of AI technologies namely Machine Learning, Deep Learning, Natural Language Processing, Computer Vision, Robotics,Generative AI, Case study analysis of AI's impact on different industries.	25	



Unit 3: AI Applications in Business: AI in Finance – AI in algorithmic trading, Credit scoring models using machine learning, Fraud detection, AI in Customer Relationship Management - Personalization and recommendation systems, Chatbots and virtual assistants, Predictive customer analytics, AI in Human Resource Management – AI-driven recruitment and selection processes, Employee performance analytics, AI in workforce planning and talent management.	25	
Unit 4: Ethics in AI: Bias, fairness, and transparency, Responsible AI practices for leaders, Mitigating ethical risks in AI/ML deployment, Societal and Legal aspects of AI.	25	

Learning Resources	
1.	Textbook: Artificial Intelligence by Munish Trivedi ● Artificial Intelligence for Managers by Malay A. Upadhyay ● AI Rising: India's Artificial Intelligence Growth Story, Leslie D'Monte, Jayanth N. Kolla ● Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning by Bernard Marr ● HBR Guide to AI Basics for Managers Paperback by Harvard Business Review ● Machine Learning for Algorithmic Trading: Predictive models to extract signals from market and alternative data for systematic trading strategies" by Stefan Jansen



2.

Reference Books:

- Digital HR: A Guide to Technology-Enabled Human Resources by Deborah Waddill
- AI for Marketing and Product Innovation: Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales by A.K. Pradeep, Andrew Appel and Stan Sthanunathan

3.

Journals & Periodicals:

- Neha Soni, Enakshi Khular Sharma, Narotam Singh, Amita Kapoor, “Artificial Intelligence in Business: From Research and Innovation to Market Deployment”, Procedia Computer Science, Volume 167, 2020, Pages 2200-2210, <https://doi.org/10.1016/j.procs.2020.03.272>.
- Nikolaos-Alexandros Perifanis, Fotis Kitsios, Investigating the Influence of Artificial Intelligence on Business Value in the Digital Era of Strategy: A Literature Review, Information 2023, 14(2), 85; <https://doi.org/10.3390/info14020085>



4.

Other Electronic Resources:

Coursera

- AI For Everyone by Andrew Ng (Coursera)

AI Applications in Business Specialization (offered by University of Pennsylvania)

- Artificial Intelligence: Business Strategies and Applications by UC Berkeley
- Offers courses like:
 - Artificial Intelligence for Business Leaders
 - AI in Business: Examples and Applications
- E-books & Research Databases
 - a. Google Books
- SpringerLink / ScienceDirect / JSTOR

Harvard Business Review (HBR)

- Articles on AI in strategy, operations, customer service, etc.
 - <https://hbr.org>

MIT Sloan Management Review

- Section on Artificial Intelligence & Business Strategy
 - <https://sloanreview.mit.edu>



Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table border="1"> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	Co 1. Analyze Big Data, understanding its core characteristics and the infrastructure required for its management. They will also develop skills in extracting actionable insights that can inform and transform organizational strategies. Co 2. Comprehend in-depth knowledge of key AI technologies and explore these technologies' roles in driving business innovation and operational efficiency. Co 3. Apply AI solutions to core business functions, such as enhancing algorithmic trading in finance, improving customer engagement through CRM systems, and optimizing HR processes with AI-driven tools. Co 4. Evaluate and Mitigate ethical risks associated with AI use in business, ensuring practices are fair, transparent, and responsible. They will also address the legal and societal impacts of AI, fostering responsible leadership in technology deployment.								



COURSE CODE BBA702	COURSE NAME Entrepreneurial Leadership	SEMESTER VII
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	04

Course Pre-requisites	Basic knowledge of Management Principles and Organizational Behavior
Course Category	Core
Course focus	Enhancing leadership capabilities in entrepreneurial settings; developing adaptive and innovation-driven leadership strategies
Rationale	With rapid innovation and disruption across industries, leaders must adopt entrepreneurial mindsets to manage uncertainty and drive growth.
Course Revision/ Approval Date:	12 th BOS



Course Objectives

(As per Blooms' Taxonomy)

Co1. Define core concepts of entrepreneurial leadership, innovation, and startup ecosystems.

Co2. Understand different leadership styles and their relevance in dynamic and uncertain environments.

Co3. Design a basic entrepreneurial leadership framework suitable for startups and growing ventures.

Co4. Evaluate leadership challenges and ethical dilemmas faced by entrepreneurs in various industries.

Co5. Analyze real-world entrepreneurial cases and leadership responses to failure, growth, and disruption.

Course Content	Weightage	Contact hours
Unit 1: Foundations of Entrepreneurial Leadership 1. Introduction to Leadership and Entrepreneurship 2. Definitions and Concepts of Leadership 3. Social, Managerial and Entrepreneurial Leadership 4. Theories and Models of Leadership 5. Trait Theory, Behavioral Theories, Contingency Theories, Transformational and Transactional Leadership	25	
UNIT 2: Leading with the Entrepreneurial Mindset 1. Creativity and Innovation in Entrepreneurship 2. Techniques for Fostering Creativity. 3. Overview of Innovation Management and role of Founders 4. Building Culture of innovation and entrepreneurial mindset 5. Leading through Innovation: Venture strategies and role of the leader. Process and Resources 6. The virtual work and organization; Leadership and the future of work in the venture leadership context.	25	



UNIT 3: Leadership Challenges and Strategies in Entrepreneurial Context 1. Leadership Challenges in Entrepreneurial Venture Development 2. Case Studies of Prominent Entrepreneurial Leaders 3. Analysis of elements of leadership desirable in different stages of venture creation and development 4. Designing organisational structure and managing people performance 5. Building teams; Managing Growth, Change, Conflicts and Transition	25	
UNIT 4: Ethical and Sustainable Entrepreneurship 1. Ethics And Social Responsibility In Entrepreneurship 2. Ethical Decision-Making Frameworks 3. Building the Right Culture and Values: Role of leader 4. Corporate Social Responsibility (CSR) 5. Sustainable Business Practices and managing change 6. Leadership and shaping Sustainability In Business Models	25	

Learning Resources	
1.	Textbook: Robbins, S. P., & Judge, T. A., Essentials of Organizational Behavior, Pearson Northouse, P. G. Leadership: Theory and Practice, Sage Publications
2.	Reference Books: Christensen, C. M., Raynor, M. E., Dyer, J., & Gregersen, H., Disruptive Innovation: The Christensen Collection Ries, E. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Currency



3.	Journals & Periodicals: Vugt, M. van, & Ronay, R., The Evolutionary Psychology of Leadership: Theory, Review, and Roadmap., Journal: Organizational Psychology Review, 4(1), 74–95 Alexander Fries, Nadine Kammerlander, Max Leitterstorf, Leadership Styles and Leadership Behaviors in Family Firms: A Systematic Literature Review, Journal: Journal of Family Business Strategy, Volume 12, Issue 1 Christensen, C. M., How Will You Measure Your Life? – Harvard Business Review article
4.	Other Electronic Resources: Harvard Business Review (HBR) – Entrepreneurial Leadership Section https://hbr.org/topic/entrepreneurial-leadership MIT Sloan Management Review, https://sloanreview.mit.edu

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks		
	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks



Course Outcomes	Co 1. Understand and apply leadership theories and principles in an entrepreneurial context. Co 2. Develop further the entrepreneurial mindset and to recognize opportunities for innovation and value creation. Co 3. Formulate entrepreneurial vision and engage, motivate and lead stakeholders for implementing effective strategies for leading and managing entrepreneurial ventures. Co 4. Analyze and inculcate the ethical and social responsibilities of entrepreneurial leaders.
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COURSE CODE BA502			COURSE NAME Digital Transformation of Business			SEMESTER VII	
Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	3		1	4

Course Pre-requisites	Basic Information about Management
Course Category	DSE
Course focus	Skills
Rationale	Digital transformation puts technology at the core of business strategy. This approach can reduce operating expenses and inefficiency. It could even change the course of your business. With a unified model across business and technology, it's easier to achieve future ambitions.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives	1. To Apply technology-related issues 2. To Understand of the reasons and directions digital business initiatives 3. To Learn basic knowledge and skills to recognize the contributions of technology to business needs situations/scenarios. 4. To Decide techniques ability to communicate and co-operate with technology managers and specialists. 5. To prepare students to discuss technology-related issues with both professionals and business.



Course Content (Theory)	Weightage	Contact hours
Unit 1 Digital Strategy Understand the characteristics of digital innovation Distinguish the nature of digital innovation vs. traditional/conventional innovation. introduction of Technology Management and Innovation. High level introduction of Digital Transformation. “Homo informaticus”, What has changed in the last decade?	20%	9
Unit 2: Managing IT Trends & Emerging Technologies We will present the future of Technology evolution, learn how to get advantage of Cloud, Big Data, Internet of Things and the new technological developments, how organizations can effectively and efficiently anticipate, assess, introduce, and leverage them. What is Big Data, how can we use it in our everyday life? What is the big buzz around cloud? What is it with simple words? Are there any real risks? What exactly is the Internet of Things (Apply concept on business situation)	20%	9
Unit 3: 3:Digital disruption and strategies for a digital transformation. Understand the underlying patterns of successful digital disruptors. Learn how disruptive technologies such as Artificial Intelligence can transform the business landscape. Understand the underlying patterns of successful digital disruptors. Learn how disruptive technologies such as Artificial Intelligence can transform the business landscape.	20%	9
Unit 4: Future of Technology Innovation What will influence our future in the following five years? What are those inventions that will change the world within five or ten years from now; similar to what has changed it during the last 10 years	20%	9
Unit 5 Best Practices for Digital Transformation: Business Case studies McKinsey’s five keys to success:What are the best practices as identified by McKinsey research for instituting successful digital transformation? What are the difficulties in following these prescriptions? What does a leader of digital transformation have to do to optimize for success? What is the role in equipping and deploying new technologies across a business in creating a successful transformation? How do managers need to transform communication channels? How can transforming organizational design aid digital transformation?	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Discussion on concepts and issues in projects in an organization, case discussion , Projects/ Assignments/ Quizzes/ Class participation.



Course Objectives:	Bloom's Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Apply technology-related issues CO2: Understand of the reasons and directions digital business initiatives CO3: Learn basic knowledge and skills to recognize the contributions of technology to business needs situations/scenarios. CO4: Decision techniques ability to communicate and co-operate with technology managers and specialists. CO5: To prepare students Enabling students to discuss technology-related issues with both professionals and business.	CO1: Apply CO2: Understand CO3: Learn CO4: Decisions CO5: Prepare

Learning Resources			
1.	Reference Books: 1. Galliers, R.D., Leidner, D.E. (Eds): Strategic Information Management: Challenges and Strategies in Managing Information Systems. Fourth Edition. Routledge, New York, 2009. 2. Parker, G.P.; Alstyne, Van, M.W; Choudary, S.P. (2016): Platform Revolution. Norton & Company, New York London.		
2.	Journals, Periodicals, Reference 2. Financial Express, 2. Economics Times, 3. Business Standard		
3.	Other Electronic Resources: https://www.coursera.org/learn/bcg-uva-darden-digital-transformation#syllabus		
Evaluation Scheme		Total Marks	
Theory: Mid semester Marks		20 marks	
Theory: End Semester Marks		40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks	
	MCQs	10 marks	
	Open Book Assignment	15 marks	



	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	3	2	2	2	2	0	0	0
CO3	3	0	2	3	3	0	0	0
CO4	0	0	3	1	3	0	3	0
CO5	0	1	0	3	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	0	1	0	1	0
CO3	0	0	3	0	3
CO4	0	0	1	3	3
CO5	1	0	1	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



COURSE CODE BA406		COURSE NAME Data Visualization Tools – Tableau			SEMESTER VII		
Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	3	0	1	4

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/ Analytical Skills/ Entrepreneurship
Rationale	This subject is designed to equip students with essential skills in Tableau, enabling them to analyze data effectively, create meaningful visualizations, and generate actionable insights for decision-making in diverse professional contexts.
Course Revision/ Approval Date:	23rd February 2022 (6th BoS)



Course Objectives

(As per Blooms' Taxonomy)

1. Understand the basic functionalities of Tableau and learn how to connect to different data sources such as excel files, text files, and Microsoft Analysis Services.
2. Develop skills in creating and removing hierarchies, using parameters, grouping data, and applying sorting techniques in Tableau.
3. Explore a wide range of charts and visualizations available in Tableau, including area, bar, pie, scatter, and heatmaps, among others.
4. Gain proficiency in creating advanced reports in Tableau, such as dual-axis reports, blended axis reports, and adding reference lines and distributions.
5. Learn to utilize calculations and filters in Tableau, including calculated fields, ranking, top and bottom filters, context filters, and data source filters.

Course Content (Theory)	Weightage	Contact hours
<u>Unit 1 Learn Tableau Basic Reports</u> Connecting to excel files , Connecting to text files Connecting to Microsoft Analysis services , Creating and removing hierarchies	20%	9
<u>Unit: 2 Tableaus Basic Reports</u> Parameters, Grouping Examples – 1, Grouping Examples – 2 Combined sets ,Creating a first report Data Labels ,Create Folders ,Sorting Data	20%	9
<u>Unit 3 Tableaus Charts</u> Area, Bar , Box, Bubble, Bump, Bullet, Circle, Gantt, Line, Lollipop, Line, Pareto, Pie, Scatter, Stacked, Tree, World Cloud, Waterfall.	20%	9



Filled, Crosstab, Combines, Motion, Heatmap		
<u>Unit 4 Tableaus Advanced Reports</u> Dual Axis Reports Blended Axis Individual Axis ,Add reference Lines , Reference Distribution Basic Map ,Mapbox maps as background map	20%	9
<u>Unit:5 Tableaus Calculations & Filters</u> Calculated Fields Basic Approach to calculate rank Filter's introduction Top and Bottom filters Context filter Slicing Filters Data Sources Filters Extract Filters	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

This course will employ a combination of lectures, hands-on exercises, and guided practice sessions. Instructors will provide step-by-step demonstrations of connecting Tableau to different data sources, creating and removing hierarchies, and utilizing various features like parameters, grouping, and data labels. Students will actively engage in practical exercises to reinforce their understanding and gain proficiency in creating basic reports, visualizations, and advanced reports.



Course Objectives:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Recall and describe the process of connecting to various data sources in Tableau, including excel files, text files, and Microsoft Analysis Services. (Remembering) CO2: Apply Tableau features like parameters, grouping, and sorting to organize and analyze data effectively. (Applying) CO3: Differentiate and select appropriate charts and visualizations in Tableau to represent different types of data accurately. (Analyzing) CO4: Develop advanced reports using Tableau, incorporating dual-axis charts, blended axis reports, and reference lines for enhanced visual representation. (Creating) CO5: Utilize calculations and filters in Tableau to perform data manipulations, rankings, and filtering techniques for targeted analysis and data exploration. (Applying)	CO1: Remembering CO2: Applying CO3: Analyzing CO4: Creating CO5: Applying

Learning Resources	
1.	Text Book: Visual Analytics with Tableau Book by Alexander Loth
2.	Journals, Periodicals, Reference Reference Books: 1. Tableau Your Data! Fast and Easy Visual Analysis with Tableau Software Book by Daniel G. Murray
3.	1. Other Electronic Resources: http://www.nptel.ac.in



Evaluation Scheme		Total Marks
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	3	0	0	0	0	0	0
CO3	0	0	3	0	0	0	0	0
CO4	0	0	0	3	0	0	0	0
CO5	0	3	0	0	0	0	0	0



Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	0	0	0	0
CO2	0	2	0	0	0
CO3	0	0	3	0	0
CO4	0	0	0	3	0
CO5	0	2	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME (Communicative English & Employability Skills) Global Business	SEMESTER 7
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	Communication & Leadership	
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	Completion of CEER up to Semester 6
Course Category	Skill Enhancement / Professional Development
Course focus	Cross-Cultural Communication, Global Business Etiquette, Leadership Messaging
Rationale	This course prepares students for leadership roles and global careers by developing advanced interpersonal communication skills and cultural intelligence.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define global business etiquette and intercultural communication norms. CO2: Understand leadership roles in diverse organizational environments. CO3: Design business messages for cross-border interactions. CO4: Evaluate the impact of communication style on leadership effectiveness. CO5: Analyze case studies of global leaders and communication breakdowns.

Course Content	Weightage	Contact hours
UNIT 1: Communicative English practice exercises on nouns, verbs, adjectives, adverbs; Business Etiquette; Cross-Cultural Communication, Barriers Elements to improve Intercultural Communication, Email etiquette across cultures,	20%	10
UNIT 2: Global Business Etiquette: Professional conduct, protocol for meetings, travel, and negotiations	20%	10
UNIT 3: Managing Crisis & Conflict Communication: Techniques for high-stakes communication, media handling	20%	10



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Learning Resources	
5.	Textbook: <i>Leading with Communication</i> by Teri Kwal Gamble & Michael Gamble
6.	Reference Books: • The Culture Map by Erin Meyer • Talk Like TED by Carmine Gallo • HBR's 10 Must Reads on Leadership
7.	Journals & Periodicals: • Journal of Leadership & Organizational Studies • Harvard Business Review
8.	Other Electronic Resources: • LinkedIn Learning courses on Global Communication • Toastmasters International content

Evaluation Scheme	Total Marks: 100	
End Semester Marks (Viva)	40 marks	
Continuous Evaluation 60 marks	Class Participation	20 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Report writing	25 marks
	Presentation	10 marks
Course Outcomes	• students will communicate effectively across cultures, respecting etiquette and business protocols. • Students will apply executive communication strategies to influence and lead teams. • Students will manage crisis scenarios and communicate with confidence under pressure. • Students will demonstrate awareness of global leadership styles and adapt their messaging accordingly. • Students will exhibit cross-cultural sensitivity in email, verbal, and group communication.	



	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



COURSE CODE BA403	COURSE NAME WEB & SOCIAL MEDIA ANALYTICS	SEMESTER VIII
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hour s	Lecture	Practical	Tutorial	Total Credi t
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Employability/ Marketing Skills/ Entrepreneurship
Rationale	This subject provides a comprehensive understanding of Social Media Analytics (SMA) and its applications in small and large organizations. Students explore web metrics, web analytics, Facebook Analytics, and gain practical skills in data analysis using Python programming. They learn to leverage social media analytics for organizational success.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Blooms' Taxonomy)	1. Understand the concept and importance of Social Media Analytics (SMA) in different organizational contexts. (Remembering) 2. Explore various web metrics and web analytics techniques for data gathering and analysis. (Understanding) 3. Gain proficiency in using Facebook Analytics for audience analysis, campaign evaluation, and network analysis. (Applying) 4. Familiarize with data analysis languages and tools, particularly Python programming for social media data collection and visualization. (Applying)



	5. Develop practical skills in usability testing, data analysis using software tools, and presenting findings from social media campaigns. (Creating)
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Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Social Media Analytics (SMA): Web and social media (Web sites, web apps, mobile apps and social media). Social media landscape, Need for SMA; SMA in Small organizations; SMA in large organizations; Application of SMA in different areas Social media analytics (what and why) ,Social media KPIs (reach and engagement) ,Performing social media analytics (business goal, KPIs, data gathering, analysis, measure and feedback)	20 %	9
Unit 2: Web metrics and web analytics Click stream analysis, A/B testing, online surveys, Use of Google Analytics; Web crawling and Indexing; Natural Language Processing Techniques for Micro-text Analysis PULSE metrics (Page views, Uptime, Latency, Seven-day active users) on business and technical issues; HEART metrics (Happiness, Engagement, Adoption, Retention, and Task success) on user behaviour issues; On-site web analytics, off-site web analytics, the goal-signal-metric process	20 %	9



Unit 3: Facebook Analytics: Introduction, parameters, demographics. Analyzing page audience. Reach and Engagement analysis. Postperformance on FB, Use of Facebook Business Manager; Social campaigns. Measuring and Analyzing social campaigns, defining goals and evaluating outcomes, Network Analysis. (LinkedIn, Instagram, YouTube Twitter etc	20 %	9
Unit 4: Data analysis language and tools Ready-made tools for Web and social media analytics (Key Google Analytics metrics, dashboard, social reports)Introduction to Python Programming, Collecting and analyzing social media data; visualization and exploration.	20 %	9
Unit 5: Practical Usability study planning and testing; and data analysis using software tools (Google Analytics, Google Sites, R and Deducer), User experience measurement cases Web analytics cases. Students should analyze the social media of any ongoing campaigns and present the findings.	20 %	9

Instructional Method and Pedagogy: (Max. 100 words)

Lectures will provide theoretical knowledge, while case studies and practical exercises offer opportunities to apply Social Media Analytics (SMA) techniques in real-world scenarios. Group discussions and guest speakers bring industry perspectives, and practical projects allow students to develop SMA strategies. Assessments and feedback ensure understanding and improvement, and online resources keep students up-to-date. Practical demonstrations reinforce skills in using tools like Google Analytics and Python programming for SMA.

Course Objectives:	Blooms' Taxonomy Domain
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After successful completion of the above course, students will be able to: CO1: Recall the fundamental concepts and significance of Social Media Analytics in both small and large organisations. (Remembering) CO2: Explain different web metrics and web analytics techniques, including click stream analysis, A/B testing, and online surveys. (Understanding) CO 3: Analyse audience demographics, reach, engagement, and post-performance on Facebook using Facebook Analytics. (Applying) CO4 :Utilise Python programming and other tools to collect and analyse social media data, visualise results, and explore insights. (Applying) CO 5: Plan and conduct usability studies, apply data analysis tools such as Google Analytics and R, and effectively communicate findings from social media campaigns. (Creating)	CO1: Remembering CO2: Understanding CO3: Applying CO4: Applying CO5: Creating
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Learning Resources	
1.	1. Mathew Ganis, Avinash Koiharkar-Social Media Analytics-IBM Press-2015 / 1s Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.
2.	Journals, Periodicals, Reference 1. Jim Sterne-Social Media Metrics-Wiley-Latest 2. Marshall Sponder, Gorah F. Khan-Digital Analytics for Marketing-Routledge-2017 / 1st 3. Gohar F. Khan-Creating Value With Social Media Analytics-CreateSpace Independent Publishing-2018 / 1st
3.	Other Electronic Resources: Indian Journal of Marketing 2. The Journal of Social Media in Society 3. Journal of Digital and Social Media Marketing 4. Social Media Marketing (Magazine) 5. Brand Equity – Economic Times 6. https://searchbusinessanalytics.techtarget.com/definition/social-media-analytics 7. https://analytics.facebook.com



	8. https://gameanalytics.com/blog/best-tools-for-mobile-game-developers.html
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Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks		
	Attendance	05 marks
	MCQs	10 marks
	Open Book Assignment	15 marks
	Article Review	10 marks
	Total	40 Marks

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	0	0	0	0
CO2	0	2	0	0	0	0	0	0
CO3	0	0	2	0	0	0	0	0
CO4	0	0	0	2	0	0	0	0
CO5	0	0	0	0	3	0	0	0



School of Management Studies and Liberal Arts

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	0	0	3	0
CO2	2	3	0	0	0
CO3	0	3	2	0	0
CO4	0	3	2	0	0
CO5	0	3	3	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None



School of Management Studies and Liberal Arts

COURSE CODE BA802	COURSE NAME Data Visualisation Tools - Google Data Studio	SEMESTER VIII
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic Information about Management
Course Category	Core
Course focus	Skills
Rationale	Google Data Studio allows users to create custom reports with a wide range of designs, styles, graphs, and formatting. If you're new to Data Studio, then there are plenty of pre-templated reports to choose from. Otherwise, you can start from scratch and create one entirely unique to your reporting style.
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives	● To apply an Google Studio and execute it ● To understand Design application with database connectivity for data analysis ● To Learn Visualize and summarize the data ● To analyse Design application with database connectivity for data analysis ● To prepare students to Install, load and deploy the required packages, and build new packages for sharing and reusability

Course Content (Theory)	Weightage	Contact hours
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Unit 1 : Introductionto Data Studio • Data Studio overview • How Data Studio works • Access controls	20%	9
Unit 2: Navigate Data Studio • Data Studio Home page • Data source overview	20%	9
• Report overview • Report edit mode overview		
Unit 3: Build your first report • Connect Data • Create a new report and add charts • Add and configure report controls • Share reports with others	20%	9
Unit 4: Format and Design Reports • data visualization basics • Create and use report templates	20%	9
Unit 5 Putting It All Together • Resources and Strategy Refresh • Dissecting our Completed Dashboard • Putting Everything Together to Deliver a Complete Analysis	20%	9



School of Management Studies and Liberal Arts

Instructional Method and Pedagogy: (Max. 100 words)

Use of ICT tools in conjunction with traditional class room teaching methods

Interactive sessions

Class discussions

Course Objectives:	Bloom's Domain	Taxonomy
After successful completion of the above course, students will be able to: CO1: Apply an Google Studio and execute it CO2: Understand Design application with database connectivity for data analysis CO3: Learn Visualize and summarize the data CO4: Analyse Design application with database connectivity for data analysis CO5: Prepare students to Install, load and deploy the required packages, and build new packages for sharing and reusability	CO1: Apply CO2: Understand CO3: Learn CO4: Analyse CO5: Prepare	

Learning Resources	
1.	Reference Books: Google Data Studio for Beginners: Start Making Your Data Actionable by Grant Kemp, Gerry WhiteDecember 2020 Hands On With Google Data Studio: A Data Citizen's Survival Guide by Wiley
2.	Journals, Periodicals, Reference 6. Financial Express, 2. Economics Times, 3. Business Standard
3.	Other Electronic Resources: https://www.oreilly.com/library/view/google-data-studio/9781484251560/
Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks



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Theory: End Semester Marks	40 marks		
Theory: Continuous Evaluation Component Marks	Attendance	05 marks	
	MCQs	10 marks	
	Open Book Assignment	15 marks	
	Article Review	10 marks	
	Total	40 Marks	

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	0	3	3	3	3	0	0	0
CO2	3	1	2	2	2	0	0	0
CO3	3	0	2	3	3	0	0	0
CO4	0	3	3	3	3	0	3	0
CO5	0	1	0	3	0	0	0	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	0	2	0	3
CO2	1	1	0	0	3
CO3	0	0	3	0	3
CO4	0	0	1	3	3
CO5	1	0	1	0	0



School of Management Studies and Liberal Arts

COURSE CODE	COURSE NAME Communicative English & Employability Skills (Communication for Entrepreneurship & Career Excellence)	SEMESTER 8
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	Completion of CEER up to Semester 6
Course Category	Skill Enhancement / Career Readiness
Course focus	Entrepreneurial Communication, Brand Building, Negotiation, Networking
Rationale	This capstone course enables students to articulate entrepreneurial ideas, build personal brands, and network effectively for post-graduation career success.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define entrepreneurial and professional self-branding strategies. CO2: Understand the role of communication in business planning and fundraising. CO3: Design pitch presentations and investor decks. CO4: Evaluate personal online presence and digital networking. CO5: Analyze negotiation and influence strategies in business communication.

Course Content	Weightage	Contact hours
UNIT 1: Communicative English practice exercises on nouns, verbs, adjectives, adverbs; Business Etiquette ; Communication for Entrepreneurship: Idea articulation, investor communication, storytelling for startups	20%	10



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UNIT 2: Personal Branding & Thought Leadership: Portfolio building, LinkedIn optimization, content creation	20%	10
UNIT 3: Networking & Public Persona: Online and offline networking strategies, BATNA, digital portfolios, mock panels and launches ; Higher order Employability skills	20%	10

Learning Resources	
1	Textbook: <i>Entrepreneurial Communication</i> by Christian Döring & Dennis Cerff
2	Reference Books: • Start with Why by Simon Sinek • Pitch Anything by Oren Klaff • Influence by Robert Cialdini
3	Journals & Periodicals: • Entrepreneur India • Forbes • Inc. Magazine
4	Other Electronic Resources: • LinkedIn Learning courses on Global Communication • Toastmasters International content

Evaluation Scheme	Total Marks: 100	
End Semester Marks (Viva)	40 marks	
Continuous Evaluation 60 marks	Class Participation	20 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Report writing	25 marks
	Presentation	10 marks
Course Outcomes	• Students will be able to articulate business ideas and pitches to investors and stakeholders. • Students will build a strong personal and professional brand using digital tools. • Students will participate actively in networking events and professional interactions. • Students will prepare and present investor decks and professional portfolios. • Students will leverage communication strategies for entrepreneurship, freelancing, or career advancement.	



School of Management Studies and Liberal Arts

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None