M. S. Ramaiah University of Applied Sciences

Programme Specifications

Bachelor of Business Administration

Degree Programme

Batch 2025 – 2026 Onwards

Programme Code: 017

Faculty of Management and Commerce

M. S. Ramaiah University of Applied Sciences

M. S. Ramaiah University of Applied Sciences Bengaluru - 560054

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Bangalore

University's Vision, Mission and Objectives

M.S. Ramaiah University of Applied Sciences (MSRUAS) will focus on student-centric professional education and motivate its staff and students to contribute significantly to the growth of technology, science, economy and society through their imaginative, creative and innovative pursuits. Hence, the University has articulated the following vision and objectives.

Vision

MSRUAS aspires to be the premier university of choice in Asia for student centric professional education and services with a strong focus on applied research whilst maintaining the highest academic and ethical standards in a creative and innovative environment

Mission

Our purpose is the creation and dissemination of knowledge. We are committed to creativity, innovation and excellence in our teaching and research. We value integrity, quality and teamwork in all our endeavors. We inspire critical thinking, personal development, and a passion for lifelong learning. We serve the technical, scientific, and economic needs of our Society.

Objectives

1. To disseminate knowledge and skills through instructions, teaching, training, seminars, workshops and symposia in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences to equip students and scholars to meet the needs of industries, business and society
2. To generate knowledge through research in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences to meet the challenges that arise in industry, business and society
3. To promote health, human well-being and provide holistic healthcare
4. To provide technical and scientific solutions to real life problems posed by industry, business and society in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences
5. To instill the spirit of entrepreneurship in our youth to help create more career opportunities in the society by incubating and nurturing technology product ideas and supporting technology backed business
6. To identify and nurture leadership skills in students and help in the development of our future leaders to enrich the society we live in
7. To develop partnership with universities, industries, businesses, research establishments,

NGOs, international organizations, governmental organizations in India and abroad to enrich the experiences of faculties and students through research and developmental programmes

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Programme Specifications: B.B.A. (Hons. with Research)

Faculty	Management and Commerce
Department	Management Studies
Programme Code	017
Programme Name	Bachelor of Business Administration (Hons. with Research)
Dean of the Faculty	Dr. K.M. Sharath Kumar
Head of the Department	Dr. K.M. Sharath Kumar

1. **Title of the Award:** Bachelor of Business Administration at the end of third year / BBA (Honours with Research) at the end of fourth year.
2. **Mode of Study:** Full-Time
3. **Awarding Institution /Body:** M. S. Ramaiah University of Applied Sciences (MSRUAS), Bengaluru
4. **Joint Award:** Not Applicable
5. **Teaching Institution:** Faculty of Management and Commerce, M. S. Ramaiah University of Applied Sciences, Bengaluru
6. **Date of Programme Specifications: December** 2024
7. **Date of Programme Approval by the Academic Council of MSRUAS:** March 2025
8. **Next Review Date:** December 2027
9. **Programme Approving Regulating Body and Date of Approval:** AICTE and Karnataka State Higher Education Council
10. **Programme Accredited Body and Date of Accreditation:** AICTE, 2024
11. **Grade Awarded by the Accreditation Body:** Not Applicable
12. **Programme Accreditation Validity:** Not Applicable
13. **Programme Benchmark:** AICTE BBA Programme Framework
14. **Rationale for the Programme**

Bachelor of Business Administration (B.B.A) is an undergraduate degree Programme designed to create motivated, energetic, thinking and creative graduates to fill the roles as entry and middle level Managers, Professionals, Administrators. With National Education Policy (NEP) – 2020 and Self-Employment and Talent Utilization (SETU) program coupled with a tremendous need for a young workforce with skillset, there is a requirement to make the students readily employable. The objective is to bridge the gap between the current system of education and the industry requirement. The holistic and multidisciplinary UG Education to produce employable graduates with integrated personality, requires the knowledge and skill to be employable in the dynamic emerging digital world.

The Indian Government has launched a number of programs to encourage entrepreneurship, including Startup India, which seeks to create an atmosphere that is favorable for new businesses. Over the years, India's standing in the World Bank's Ease of Doing Business Index has improved, reflecting the government's efforts to make doing business easier. With the help of technology and creativity, young people in India are increasingly hoping to start their own businesses. Fintech, e-commerce, and digital platforms have created new opportunities for companies. India continues to be a significant contributor to job creation in the Asia-Pacific region. The country's working-age population is expected to remain a key asset, with a demographic dividend that can drive economic growth.

A sizable young population presents a significant opportunity for the establishment of new businesses and job opportunities. With more money, mentoring, and support from the public and commercial sectors, India's startup ecosystem has grown significantly. Youth are now even more empowered to undertake entrepreneurial endeavors because to the government's emphasis on digital India and skill development initiatives. However, challenges such as skill mismatches and the need for job creation in diverse sectors remain. Numerous firms have shifted their focus to areas like Edtech, health tech, and remote work solutions in an effort to adjust to the new normal. India is seeing a boom of unicorn startups as of 2023, with a few of these businesses valued at billions of dollars. New businesses are also increasingly emphasizing sustainability, green technology, and social effect. It is anticipated that the startup ecosystem and the dynamic technology applications coupled with digitalization would continue to expand due to the government's ongoing backing and the entrepreneurial zeal of Indian youth.

Realizing the vital need for adequately trained management professionals, MSRUAS provides an ideal platform for the students by exposing them to different aspects of business administration and thereby expanding their horizon in decision making and entrepreneurial intentions. Hence, MSRUAS is proposing to revise the program specifications of the existing B.B.A Programme under Faculty of Management and Commerce, to be aligned with the AICTE 2024 Model curriculum.

B.B.A as an undergraduate degree Programme addresses the core functions of business and entrepreneurial ventures in functional areas of marketing, finance, strategy, decision making and analytics. The curriculum is outcome based and it imbibes required theoretical concepts and practical skills in the domain. The skill enhancement and vocational courses proposed seeks to prepare students for the workforce. The Ability and Skill Enhancement/Vocational Courses and Value-Added Courses in the BBA curriculum are designed to provide students with practical skills and competencies beyond traditional academic courses. The internship experiences increase students' employability by assisting them in applying their academic knowledge to practical situations. As part of their degree program, students must produce a well-written project report, which fosters the development of their ability to record corporate operations and procedures. This is a crucial component of educating students for careers where reporting and documentation are essential.

Students who are moving from academic settings to real-life professional situations must prioritize the development of critical, analytical thinking, and problem-solving abilities. This supports the objectives of the ***Atmanirbhar Bharat Program***, which seeks to encourage young independence and creativity. These initiatives seek to help India achieve its objective of being a self-sufficient country by giving students the skills they need to prosper in a fast-paced workplace. By improving students'

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employability and preparedness for problems in the real world, the combination of vocational and value-added courses further advances this goal.

15. Programme Mission

The purpose of the Programme is creation of knowledgeable human resources with contemporary business management knowledge and skills to work in Government, Semi-Government, Private and Public sector organization and also to assume administration positions. With further progression in education, graduates should be able to become independent professional practitioners, business analysts, researchers and entrepreneurs

16. Graduate Attributes (GAs)

GA-1. Business Management Knowledge: Impart knowledge on fundamentals of Business Administration and Management

GA-2. Problem Identification: Identify business problems and collect suitable data for analysis

GA-3. Design and Development of Solutions: Ability to identify and apply appropriate statistical methods and tools to analyze business data, and arrive at meaningful solutions

GA-4. Conduct Instigations of Complex Problems: Analyze operations model for a stated business activity through simulations and validations

GA-5. Efficient Management Practices: Ability to apply appropriate business tools and management techniques by understanding optimal utilization of resources for business activity

GA-6. Business Leader and Society: Apply knowledge of labour welfare, economics, social sciences, legal and professional ethics, and interpersonal skills relevant to professional practice

GA-7. Environment and Sustainability: Ability to develop sustainable business solutions and their impact on society environment

GA-8. Ethics: Ability to apply ethical principles to business management practices for managerial and leadership responsibility

GA-9. Individual and Teamwork: Ability to work as a member of a team, to plan with an integrated approach of bringing together various functional business disciplines and to work in teams from multidisciplinary and multicultural environments

GA-10. Communication: Ability to make effective business presentations and communicate business ideas effectively

GA-11. Entrepreneurial Skills: Ability to conceptualize entrepreneurial ideas and establish entrepreneurial ventures

GA-12. Life-long Learning: Inculcate a spirit of lifelong learning to develop required competencies.

17. Programme Outcomes (POs)

At the end of First Year: The Program outcomes

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment
4. To identify a problem with the help of data and logical thinking

At the end of Second Year: The Program outcomes

1. To describe the theoretical domain knowledge along with the managerial skills
2. To develop effective communication, skills and logical thinking.
3. To learn and demonstrate professional conduct·
4. To appreciate the importance of group work culture.
5. To develop an ability to innovate and creative thinking.

At the end of Third Year: The Program outcomes of Bachelor in Business Administration

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyze Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behavior.

At the fourth Year: Bachelor in Business Administration Honours with Research: BBA (Honors with Research)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyze Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of

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Indian and Global Business Environment.

18. Programme Goal

The program goal is to produce business graduates having competencies and practical skills required for effective problem solving and right decision making in different activities relevant to business administration and pursue career in business administration/ management. The attributes of the Programme include:

- Promote holistic development in both academic and non-academic spheres
- Ability to choose learning trajectories and programmes
- Eliminate harmful hierarchies among disciplines/fields of study and silos between different areas of learning
- Multidisciplinary and holistic education to ensure unity and integrity of knowledge
- Promote creativity and critical thinking to encourage logical decision-making along with appreciating Ethics, Human & Constitutional values
- Promote multilingualism and power of language in learning and teaching
- Facilitate outstanding research as a co-requisite for outstanding education and development

19. Program Educational Objectives (PEOs)

The objectives of the B.B.A. Programme are to:

PEO-1. Provide students with a strong foundation in the fundamentals of business administration, management and corporate governance to enable them to devise and deliver efficient solutions to business problems considering the different functional areas of business environment i.e, Marketing, Finance, Human Resource Management

PEO-2. Analyze business opportunities and convert into feasible products/services using statistical methods or tools for managing resources effectively to achieve optimal business decision making.

PEO-3. Provide sound theoretical and practical knowledge of functional areas of Business, Managerial and Entrepreneurial Skills to enable students to contribute to the well-being and welfare of the society through problem-solving and research initiatives.

PEO-4. Inculcate strong human values and social, interpersonal, communication and leadership skills required for professional success in evolving global professional environments.

20. Programme Specific Outcomes (PSOs)

At the end of the B.B.A. Programme, the graduate will be able to:

PSO-1. Apply the knowledge in Financial Management, Human Resource Management and Marketing Management to develop innovative and safe solutions to real-world business problems

PSO-2. Adapt to changing business environment and apply tools to analyse business problems and provide effective solutions

PSO-3. Demonstrate leadership qualities and strive for the betterment of Organization, Environment, and Society through practice of ethical business decision making.

PSO-4. Demonstrate an understanding of the importance of life-long learning through professional communication, practical training, specialized certifications and research.

21.Programme Structure:

SEMESTER - I						
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**
		3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)				
1	BAC101A	Principles and Practices of Management	3	1	0	4
2	AEC101	Business Communication-I	1	1	0	2
3	BAC104A	Financial Accounting	3	1	0	4
4	CC103	Business Statistics and Logic	3	1	0	4
5	AEC102	General English	1	1	0	2
6	MDE101	Indian Knowledge System	2	0	0	2
7	VAC101	Environmental Science and sustainability	2	0	0	2
TOTAL						**20**

SEMESTER - II						
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**
1	BAC106A	Human Behavior and Organization	3	1	0	4
2	BAC102A	Marketing Management	3	1	0	4
3	CC203	Business Economics	3	1	0	4
4	SEC201	Emerging Technologies and application	1	0	2	2
5	MDE201	Media Literacy and Critical Thinking	1	1	0	2
6	VAC201	Indian Constitution	2	0	0	2
7	AEC201	Business Communication-II	1	1	0	2
TOTAL						**20**

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SEMESTER - III						
S.No	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**
1	CC301	Cost and Management Accounting	3	1	0	4
2	BAC206A	Legal and Ethical issues in business	3	1	0	4
3	BAC204A	Human Resource Management	3	1	0	4
4	MDE301	Indian Systems of Health and Wellness	1	1	0	2
5	SEC301	Management Information System (MIS)	2	0	4	4
6	VAC301	Yoga/Sports/NCC/NSS/Disaster Management	0	0	4	2
TOTAL						20

SEMESTER - IV						
S.No	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**
1	BAU201A	Entrepreneurship and startup ecosystem	1	1	0	2
2	BAC107A	Operations Management	3	1	0	4
3	BAE303A	Financial management & project appraisal	3	1	0	4
4	CC404	Business Research methodology	2	0	0	2
5	VAC401	Business environment and public policy [2-0-0] or				2
		Enterprise System and platforms [0-1-2] or				
		Geo Politics and impact on business [2-0-0] or				
		Public Health and management [2-0-0]				
6	BAC301A	International business	3	1	0	4
7	OE	Design Thinking and Innovation	1	1	0	2
TOTAL						**20**

Note: At the end of the Fourth Semester every student shall undergo Summer Training / Internship / Capstone for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester

SEMESTER - V						
S.No	Course Code	Course Title	L	T	P	Credit
1	CC501	Strategic Management	3	1	0	4
2	CC502	Logistics and Supply Chain Management	3	1	0	4
3	DSEXXX-1	1.BAE301A-Security Analysis & Portfolio Management; 2.BAE311A-Labour Legislations; 3.BAE321A-Consumer Behaviour	4	2,0,0	0	4
4	DSEXXX-2	1.BAE302A-Financial Statement Analysis;2.BAE312A-HR Planning & Development; 3.BAE322A-Integrated Marketing Communication	4			4
5	SEC501	Internship/capstone Project	-	-	-	4
6	SEC502	Major Project [evaluation in sixth semester	-	-	-	0
7	DSE*	Discipline Specific Elective (Audit Course)	3	1	0	0
TOTAL						20

*Additional DSE as an Audit Course (Non Credit but compulsory) can be opted by the student.

SEMESTER - VI						
S.No	Course Code	Course Title	L	T	P	Credit
1	TSN301A	Project Management	3	1	0	4
2	CC602	Business Taxation	2	0	0	2
3	DSEXXX-3	1.BAE303A-Strategic Corporate Finance* 2.BAE313A- Industrial Relations; 3-BAU102A-Digital Marketing	4			4
4	DSEXXX-4	1.BAE304A- Financial Derivates; 2. Organisational Development & Change Management; 3. BAE324A-Sales Marketing	4			4
5	BAC303A	Company Law & Corporate Governance	2	0	0	2
6	SEC602	Major Project [Initiated in 5th Semester]	-	-	-	4
7	DSEXX*	Discipline Specific Elective (Audit Course)	3	1	0	0
TOTAL						20

Note: Discipline Elective in Finance/ Marketing/ HR/Business Analytics/ Family Business/Entrepreneurship/ Sports /Tourism and Travel Management

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SEMESTER - VII						
S.No	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**
1	OE701	AI for Business; Diversity, Equity and Inclusion; Digital Ethnography and Online Communities	3	1	0	4
2	CC701	Entrepreneurial Leadership	2	2	0	4
3	DSEXXX-5	1. Financial Analytics 2. Strategy and Culture 3. Retail Marketing	4			4
4	DSEXXX-6	1.Financial Modelling 2.HR Analytics 3.International Marketing	4			4
5	SEC701	Dissertation Work [evaluation in Eight semester]	-	-	-	-
6	SEC702	Research Internship	-	-	-	4
TOTAL						**20**

SEMESTER - VIII						
S.No	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**
1	BAC402A	Dissertation (For Research Track)*	-	-	42	20
TOTAL						**20**

*The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program.

Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voice and Dissertation (For Research Track).

22. Ability and Skill Enhancement Courses

- **Ability Enhancement Compulsory Courses (AECC)**

AECC courses are the courses based upon the content that leads to knowledge enhancement through various areas of study, which will be mandatory for all disciplines:

1. Language –Business Communication-I, General English/ Indian/Foreign Language Business Communication-II
2. Project Management

- **Skill Enhancement Courses (SEC)/ Vocational Courses**: These are skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. SEC courses may be chosen from the pool of courses designed to provide skill-based instruction:
  1. Business Calculus
  2. Artificial Intelligence & ML
  3. Cyber Security

- **Value Added courses:** These courses are value-based courses which are meant to inculcate ethics, culture, soft skills, sports education and such similar values to students which will help in all round development of students.
    1. Environmental Science and Sustainable Development/ Environmental Studies
    2. Indian Constitution and Human Rights, Human rights
    3. Health & Wellness/ Social & Emotional Learning
    4. Sports/ Yoga/NCC/NSS/Disaster Management
    5. Ethics & Self Awareness
    6. Business environment and public policy
    7. Enterprise System and platforms
    8. Geo Politics and impact on business
    9. Public Health and management

In addition, several Open/General Elective Courses are offered from various Faculties/Schools of MSRUAS. Students can choose from the Open Electives on their own choice.

22.1. Open Elective Courses

Students can take the following 3-credit innovation courses in lieu of Open Elective Courses.

a) Design Thinking and Innovation (20INO250A)
b) Skill Development (20INO251A)
c) Industrial Problem Solving and Hackathons (20INO252A)

23. Course Delivery: As per the Timetable

24. Teaching and Learning Methods

1. Face to Face Lectures using Audio-Visuals
2. Workshops, Group Discussions, Debates, Presentations
3. Demonstrations
4. Guest Lectures
5. Laboratory work/Field work/Workshop
6. Industry Visit
7. Seminars
8. Group Exercises
9. Project Work
10. Project
11. Exhibitions
12. Technical Festivals

25. Major Features

4 years' option offered in all BBA programs for those who qualify (with 7.5 CGPA after completion of 3rd year)

1. 1st year: Certificate
2. 2nd year: Diploma
3. 3rd year: Bachelors or Bachelor
4. 4th year: Bachelor (Honours with Research)

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26. Assessment and Grading (Subject to endorsement of revised unified academic regulations for 2025-26- report submitted)

26.1.Components of Grading

There shall be **two components** of grading in the assessment of each course:

Component 1, Continuous Evaluation (CE): This component involves multiple subcomponents (SC1 and SC2) of learning and experiential assessment. The assessment of the subcomponents of CE is conducted during the semester at regular intervals. This subcomponent represents the formative assessment of students' learning.

Component 2, Semester-end Examination (SEE): This component represents the summative assessment carried out in the form an examination conducted at the end of the semester.

Marks obtained CE and SEE components have 60:40 weightage (CE: 60% and SEE: 40%) in determining the final marks obtained by a student in a Course.

The complete details of Grading are given in the Academic Regulations.

26.2. Continuous Evaluation Policies

There shall be two subcomponents of CE (SC1 and SC2), namely Mid Term; Class Participation; Assignment; Laboratory/Presentation. Each subcomponent is evaluated individually accounting to 60% Weightage as indicated in Course Specifications. The experiential learning subcomponents can be of any of the following types:

a) Online Test
b) Assignments/Problem Solving
c) Field Assignment
d) Open Book Test
e) Portfolio
f) Reports
g) Case Study
h) Group Task
i) Laboratory / Clinical Work Record
j) Computer Simulations
k) Creative Submission
l) Virtual Labs
m) Viva / Oral Exam
n) Lab Manual Report
o) Any other

After the two subcomponents are evaluated, the CE component marks are consolidated to attain 60% Weightage.
The Semester End Examination shall be a theory paper (50 marks) with a weightage of 40%. In summary, the ratio of Formative (Continuous Evaluation-CE) Vs Summative (Semester End Examination-SEE) should be 60:40.

27. Student Support for Learning

1. Course Notes
2. Reference Books in the Library
3. Magazines and Journals
4. Internet Facility
5. Computing Facility
6. Laboratory Facility
7. Workshop Facility
8. Staff Support
9. Lounges for Discussions
10. Any other support that enhances their learning

28. Quality Control Measures

1. Review of Course Notes
2. Review of Question Papers and Assignment Questions
3. Student Feedback
4. Moderation of Assessed Work
5. Opportunities for students to see their assessed work
6. Review by external examiners and external examiners reports
7. Staff Student Consultative Committee meetings
8. Student exit feedback
9. Subject Assessment Board (SAB)
10. Programme Assessment Board (PAB)/Board of Examination

29. Programme Map (Course-PO-PSO Map)

Sem.	Course Title	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
1	Principles and Practices of Management	3	2	2	3			2	3	3	3
1	Business Communication-I	2	3	2	3			3	2	3	2
1	Accounting for Business	3	2	2	2			1	3	2	1
1	Business Statistics and Logic	2	3	2	2			2	3	3	2
1	General English	1	3	1	2			3	2	3	1
1	Indian Knowledge System^	2	1	2	1			2	1	2	3
1	Environmental Science and sustainability	2	2	3	3			2	2	3	3
2	Human Behaviour and Organization	3	3	3	3			3	3	2	2
2	Marketing Management	3	2	2	2			1	3	3	3
2	Business Economics	3	2	2	2			1	3	3	2
2	Emerging Technologies and application	3	3	2	2			2	2	3	2
2	Media Literacy and Critical Thinking	2	3	2	2			3	2	3	2
2	Indian Constitution	2	2	2	3			3	1	2	2

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Sem.	Course Title	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
2	Business Communication-II	3	3	2	3			3	2	3	3
3	Cost and Management Accounting	3	2	2	2	3		2	3	2	2
3	Legal and Ethical issues in business	2	3	2	2	3		2	2	3	3
3	Human Resource Management	3	2	3	3	2		3	3	3	3
3	Indian Systems of Health and Wellness	1	2	1	2	2		3	2	2	1
3	Management Information System (MIS)	3	3	3	2	2		2	3	3	2
3	Yoga/Sports/NCC/NSS/Disaster Management	1	2	1	3	1		3	2	1	2
4	Innovation and Entrepreneurship	3	2	3	2	3		2	3	3	3
4	Operations Management	3	3	3	3	3		2	3	3	2
4	Financial management & project appraisal	3	2	3	3	3		2	3	3	3
4	Business Research methodology	3	3	3	3	3		3	3	3	3
4	Business environment and public policy [2-0-0] or	3	3	3	3	3		3	3	3	3
4	Enterprise System and platforms [0-1-2] or	2	3	2	2	3		2	3	3	3
4	Geo Politics and impact on business [2-0-0] or	2	3	3	2	2		1	2	3	2
4	Public Health and management [2-0-0]	2	2	1	2	3		3	1	3	2
4	International business	3	3	2	3	3		2	3	3	3
4	Design Thinking and Innovation	3	3	3	3	3		2	3	3	3

30. Co-curricular Activities

Students are encouraged to take part in co-curricular activities like seminars, conferences, symposia, paper writing, attending industry exhibitions, project competitions and related activities for enhancing their knowledge and networking.

31. Cultural and Literary Activities

Annual cultural festivals are held to showcase the creative talents in students. They are involved in planning and organizing the activities.

32. Sports and Athletics

Students are encouraged to take part in sports and athletic events regularly. Annual sports meet will be held to demonstrate sportsmanship and competitive spirit.

- **National Youth Portal**: https://www.nyks.nic.in
- **MyGov India**: https://mygov.in
- **Swachh Bharat Mission**: https://swachhbharat.mygov.in

Other Electronic Resources

- https://www.ebsco.com

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Course Specifications
1st Semester

Course Specifications: Principles and Practices of Management

Course Title	Principles and Practices of Management
Course Code	CC101
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Description:

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal isto equip students with the tools and insights necessary to manage effectively and drive organizational success.

2. Course Objectives:

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.
5. To develop an understanding of the Indian roots of management

3. Course Outcomes

1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts
3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

4. Course Size and Credits:

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies

Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

5. Course Contents

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

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: 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.

Unit 4: Strategic Management, Ethics and Social Responsibility

Overview of strategic management, SWOT analysis. PESTEL analysis. Introduction to the Indian roots of management, with special emphasis on leadership style, ethics in ancient India. And strategic formulation, Implementing and evaluating strategies. Ethical issues in management, corporate social responsibility (CSR), Sustainable management practices.

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6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		2						2		
CO-3				2					2	
CO-4			3							2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		40
Demonstrations		00
1. Demonstration using Videos	01	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		20
1. Solving Numerical Problems	18	
Practical Work		15
1. Course Laboratory	00	
2. Computer Laboratory	20	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	

4. Brain Storming Sessions	00	
5. Group Discussions	01	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent ◆	**SC1**	**SC2**		
Subcomponent Type ◆	**Term Test 1 + Term Test 2**	**Assignment**	**Quiz (MCQ)/ Lab**	**40 Marks**
Maximum Marks ◆	**30**	**20**	**10**	
CO-1	X			X
CO-2	X	X	X	X
CO-3		X		X
CO-4		X		X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document/Programme Specifications document.

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9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, assignment
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and group discussions
11.	Presentation Skills	Student Presentations
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Effective Time Management in Learning Process
15.	Leadership Skills	Class room lectures
16.	Ability Enhancement	Assignment and Problem Solving
17.	Skill/Vocational Enhancement	Student Presentations

10. Course Resources

1. Text Books (Latest Editions):

1. Koontz Harold and Weihrich Heinz. (2015). 'Essentials of Management', 6th edition, Tata McGraw-Hill, New Delhi.
2. Prasad, L. M. (2015). 'Principles and practice of management'. 9th edition, S Chand and sons.
3. Rao,V.S.P.Management Principles and Applications. Taxmann Publications.
4. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
5. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
6. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
7. Robbins, S. P. & Coulter, M. A. Management. Pearson.

2. References:

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

3. Reflective Exercises and Cases:

1. Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG |
2. https://hbsp.harvard.edu/product/308079-PDF-ENG?
3. ATH Technologies by Robert Simons and Jennifer Packard https://www.hbs.edu/faculty/Pages/item.aspx?num=52711

4. Article review and discussion:
5. Application of Ancient Indian Philosophy in Modern Management (http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
6. Review of Lincoln Electric Co. by Norman Berg.
7. Review of Hawthorne case.
8. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | https://hbsp.harvard.edu/product/R1003G-PDF-ENG?
9. Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG | https://hbsp.harvard.edu/product/A00135-PDF-ENG?
10. Forest Essentials: Demystifying India's Luxury Ayurveda Brand | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG
11. |https://hbsp.harvard.edu/product/W28410-PDF-ENG?
12. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG | https://hbsp.harvard.edu/product/W36939-PDF-ENG?
13. How Do Great Leaders Overcome Adversity? By Mayo (2024) https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity
14. Leadership principles from Hindu scriptures (https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures)
15. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | https://hbsp.harvard.edu/product/H06YSB- PDF-ENG?
16. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing|W88C34-PDF-ENG|https://hbsp.harvard.edu/product/W88C34-PDF-ENG? http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C Organizational Change and CEOs/LDS0028.htm

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Course Specifications: Business Communication-I

Course Title	Business Communication-I
Course Code	AEC101
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Description:

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

2. Course Objectives:

1. To understand the concept, process, and importance of BusinessCommunication.
2. To help students in understanding the basic principles and techniquesof business communication.
3. To train students to acquire and master written communication for the corporate world.
4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.

3. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	1:1:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

4. Course Outcomes:

1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.
2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
4. Able to present in front of audience with confidence and expertise.

Course Content:

Unit 1: Introduction to Communication in Organizations

Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.

Unit 2: Written Communication

Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters

Unit 3 - Interpersonal Communication

Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Powerpoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi,Visme, Microsoft Sway, Zoho)

Unit 4 - Digital Communication

Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings Digital collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organizational websites.

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1. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		2							3	
CO-3			3					2		
CO-4				2						2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

2. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		15
Demonstrations		5
1. Demonstration using Videos	5	
2. Demonstration using Physical Models / Systems		
3. Demonstration on a Computer		
Numeracy		0
1. Solving Numerical Problems		
Practical Work		0
1. Course Laboratory		
2. Computer Laboratory		
3. Engineering Workshop / Course/Workshop / Kitchen		
4. Clinical Laboratory		
5. Hospital		
6. Model Studio		
Others		5
1. Case Study Presentation	3	
2. Guest Lecture	2	
3. Industry / Field Visit		
4. Brain Storming Sessions		
5. Group Discussions		
6. Discussing Possible Innovations		

Term Tests, Laboratory Examination/Written Examination, Presentations	10
Total Duration in Hours	**30**

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3. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent	SC1	SC2		
Subcomponent Type	Term Test 1 + Term Test 2	Assignment and Presentation	Quiz (MCQ)/ Lab	0 Marks
Maximum Marks	nil	30	20	
CO-1	X			X
CO-2	X	X	X	X
CO-3		X		X
CO-4		X		X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document/Programme Specifications document.

4. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, assignment
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and group discussions
11.	Presentation Skills	Student Presentations
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Effective Time Management in Learning Process
15.	Leadership Skills	Class room lectures
16.	Ability Enhancement	Assignment and Problem Solving
17.	Skill/Vocational Enhancement	Student Presentations

5. Course Resources

- Essential Reading
- Course notes

Text Books (Latest Editions):

1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley,"Business Communication: Connecting in aDigital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective BusinessCommunication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. OxfordPublication
5. Boove, C.L.,Thill, J. V. & Raina, R. L, Business Communication Today,Pearson.

References:

1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the MaharajaGaekwar, Sayaji Rao III. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of StrongBusiness Writing. https://hbr.org/2021/07/the-science-of-strong-business-writing

Reflective Exercises and Cases:

1. Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
2. Preparing on curriculum vitae/resume and cover letter
3. Reading of annual reports
4. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press | BEP336-PDF-ENG | https://hbsp.harvard.edu/product/BEP336-PDF-ENG
5. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press |BEP334-PDF-ENG| https://hbsp.harvard.edu/product/BEP334-PDF-ENG
6. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG | https://hbsp.harvard.edu/product/416046-PDF-ENG?
7. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity
8. Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch

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Course Specifications: Financial Accounting

Course Title	Financial Accounting
Course Code	BAC104A
Course Type	Discipline Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Description

The aim of the course is to provide students with essential knowledge and skill to analyse the business transactions, prepare and analyse the reforms in financial statements using appropriate software. This course deals with basic concepts and principles of accounting. Course is intended to train the student to identify, classify, record and summarize the business transactions. Students will also be trained to prepare the final accounts for sole proprietary business and company using an accounting software.

2. Course Objectives

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.

3. Course Size and Credits:

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

4. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

CO-1. To provide an understanding of application of various principles and practice of accounting
CO-2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting
CO-3. To apply the knowledge of systematic maintenance of books of accounts to real life business.
CO-4. To Create company and accounting ledgers under particular groups and pass the journal entry in respective vouchers

5. Course Contents

Unit– I: 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 Organizations, 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.

Unit – II: Recording transactions and Trial balance

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

Unit – III: Final Accounts

Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns with adjustment, importance of disclosures in final accounts

Unit – IV: Introduction to Tally

Creation of Company, Configure and Features Settings, Creating Accounting Ledgers and Groups, Vouchers Entry, Generating Reports, Selecting and Shutting Company.

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6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		2						2		
CO-3			1						2	
CO-4				2						1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		40
Demonstrations		00
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		20
1. Solving Numerical Problems	20	
Practical Work		15
1. Course Laboratory	00	
2. Computer Laboratory	20	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	01	
6. Discussing Possible Innovations	00	

Term Tests, Laboratory Examination/Written Examination, Presentations	10
Total Duration in Hours	**85**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent	**SC1**	**SC2**		
Subcomponent Type	**Term Test 1 + Term Test 2**	**Assignment**	**Quiz (MCQ)/ Lab**	**40 Marks**
Maximum Marks	**30**	**20**	**10**	
CO-1	**X**			**X**
CO-2	**X**	**X**		**X**
CO-3		**X**		**X**
CO-4			**X**	
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations/Programme Specifications document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No.	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures and laboratory instructions
2.	Understanding	Class room lectures, laboratory instructions and demonstrations
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, laboratory, assignment
5.	Problem Solving Skills	Laboratory, assignment
6.	Practical Skills	Laboratory, assignment
7.	Group Work	Assignment, laboratory
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination

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10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	---
13.	Information Management	Assignment, examination
14.	Personal Management	Effective management of learning, time management, achieving the learning outcomes
15.	Leadership Skills	Presentation
16.	Ability Enhancement	Laboratory
17.	Skill/Vocational Enhancement	Laboratory

10. Course Resources

a. Essential Reading

1. Gupta Ambrish. (2016). 'Financial Accounting for Management': An Analytical Perspective 3rd edition, Pearson Education.
2. Ramachandran N, Kakani, Ram Kumar. (2014). 'Financial Accounting for Management', McGraw Hill.
3. Jain S.P., & Narang K L.. Basic Financial Accounting I, New Dehli, Kalyani publishers.
4. Kimmel, Financial accounting, Wiley Publications
5. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House,
6. New Delhi.
7. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL
8. learning.
9. Accounting for sustainability: www.ifac.org
10. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
11. IFRS sustainability standards: www.ifrs.org

b. Suggested Cases

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company

c. Other Electronic Resources

MS Word and Accounting software

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Course Specification: Business Statistics and Logic

Course Title	Business Statistics and Logic
Course Code	CC103
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Description:

Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics and Logic has been introduced as part of BBA programs.

Business Statistics helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.

2. Course Objectives:

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 agiven business scenario.
4. To understand business problems and make decisions using appropriatestatistical models and explain trends
5. To demonstrate the knowledge on the process of organizing a data and conduct
   statistical treatment.

Pedagogy: This course could be dealt using multiple pedagogies like interactivelecture, students' discussions, case studies and experiential learning.

3. Course Size and Credits:

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

4. Course Outcomes:

On having completed this course student should be able to:

1. Demonstrate data handling skills with clarity and logical reasoning.
2. Outline the relevant concepts of Statistics to a given context/business scenario
3. Organize business data and conduct statistical treatment.
4. Evaluate and interpret data using appropriate statistical techniques.
5. Explain data trends using appropriate statistical models.

5. Course Contents

Unit – I: Measures of Central Tendency, Dispersion, Measures of Skewnessand 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.

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Unit – II: 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,

Unit – III: 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.

Unit–IV: 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.

Practical Component:

Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air quality index in various months in various cities, stock prices etc. using EXCEL and make their interpretations. Students may make short presentations of their analysis to add to the learning experience.

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		3						2		
CO-3			2						1	
CO-4				3						2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		35
Demonstrations		4
1. Demonstration using Videos	4	
2. Demonstration using Physical Models / Systems		
3. Demonstration on a Computer		
Numeracy		32
1. Solving Numerical Problems	20	
Practical Work		
1. Course Laboratory		
2. Computer Laboratory		
3. Engineering Workshop / Course/Workshop / Kitchen		
4. Clinical Laboratory		
5. Hospital		
6. Model Studio		
Others		4
1. Case Study Presentation	2	
2. Guest Lecture		
3. Industry / Field Visit		
4. Brain Storming Sessions		
5. Group Discussions	2	
6. Discussing Possible Innovations		
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment	Quiz (MCQ)/ Lab	40 Marks
Maximum Marks ◆	30	20	10	
CO-1	X			X
CO-2	X	X	X	X
CO-3		X		X
CO-4		X		X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document/Programme Specifications document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, assignment
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and group discussions
11.	Presentation Skills	Student Presentations
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Effective Time Management in Learning Process
15.	Leadership Skills	Class room lectures
16.	Ability Enhancement	Assignment and Problem Solving
17.	Skill/Vocational Enhancement	Student Presentations

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10. Course Resources

- Essential Reading
- Course notes

Textbooks (Latest Editions):

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? Howorganizations 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.

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Course Specification: General English - I

Course Title	General English - I
Course Code	AEC 102
Course Type	AEC
Department	Management Studies
Faculty	Management and Commerce

1. Course Description:

This course offers a learning environment designed to enhance students' listening, speaking, reading, and writing skills of English. Through guided instructions and materials, students will engage in tasks and activities that foster English language proficiency. The curriculum effectively integrates English language learning with essential employability skills and training.

2. Course Objective

1. To provide learning environment to practice listening, speaking, reading andwriting skills.
2. To assist the students to carry on the tasks and activities through guidedinstructions and materials.
3. To effectively integrate English language learning with employability skills andtraining.
4. To provide hands-on experience through case-studies, mini-projects, group andindividual presentations.

3. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	1:1:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

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4. Course Outcomes:

The student will acquire basic proficiency in English including reading and listening comprehension, writing and speaking skills

5. Course Content:

Unit- I: Vocabulary Building

The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages inEnglish to form derivatives, Synonyms, antonyms, and standard abbreviations.

Unit-II: Basic Writing Skills

Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, creating coherence, organizing principles of paragraphs in documents, Techniques for writing precisely

Unit- III: Identifying Common Errors in Writing

Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles,Prepositions, Redundancies

Unit- IV: Nature and Style of sensible Writing

Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing

Unit-V: Oral Communication (This Module involves interactive practicesessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations

Unit- VI: Oral Communication (This Module involves interactive practice sessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		2						3		
CO-3			3						2	
CO-4				2						2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		20
Demonstrations		5
1. Demonstration using Videos		
2. Demonstration using Physical Models / Systems		
3. Demonstration on a Computer		
Numeracy		0
1. Solving Numerical Problems		
Practical Work		0
1. Course Laboratory		
2. Computer Laboratory		
3. Engineering Workshop / Course/Workshop / Kitchen		
4. Clinical Laboratory		
5. Hospital		
6. Model Studio		
Others		0
1. Case Study Presentation		
2. Guest Lecture		
3. Industry / Field Visit		
4. Brain Storming Sessions		
5. Group Discussions		

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6. Discussing Possible Innovations		
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**30**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment and Presentation	Quiz (MCQ)/ Lab	0 Marks
Maximum Marks ◆	Nil	40	10	
CO-1	X			X
CO-2	X	X	X	X
CO-3		X		X
CO-4		X		X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document/Programme Specifications document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, assignment
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and group discussions
11.	Presentation Skills	Student Presentations
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment

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14.	Personal Management	Effective Time Management in Learning Process
15.	Leadership Skills	Class room lectures
16.	Ability Enhancement	Assignment and Problem Solving
17.	Skill/Vocational Enhancement	Student Presentations

10. Course Resources

- Essential Reading
- Course notes

Text/Reference Books (Latest Editions):

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.,
2. Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing,
3. Practical English Usage. Michael Swan. OUP.
4. Remedial English Grammar. F.T. Wood. Macmillan.
5. On Writing Well. William Zinsser. Harper Resource Book.
6. Study Writing. Liz Hamp-Lyons and Ben Heasly. Cambridge University Press.
7. Communication Skills. Sanjay Kumar and PushpLata. Oxford University Press.
8. Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press.

Alternative NPTEL/SWAYAM Course:

S.No.	NPTEL/SWAYAM CourseName	Instructor	Host Institute
1	English language forcompetitive exams	Prof. Aysha iqbal	IIT MADRAS
2	Technical English forengineers	Prof. Aysha iqbal	IITM

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MDE 101	Indian Knowledge System	2L:0T:0P	2 Credits

*For Detailed Course Refer APPENDIX – 2

Appendix-2:Indian Knowledge System (IKS)

Institutions are advised to choose any one of the following modules as per theavailable resources/ university norms.

1. IKS-I: Introduction to Indian Culture and Civilization
   (with somepresent practices)
2. IKS-II: Indian Culture and Civilisation with its Knowledge Systems andTraditions
3. IKS III Vision for a Human Society (*Vishva Kalyan* thru *VasudhaivaKutumbkam*)*1
4. IKS IV Indian Science, Engineering and Technology- Past, Present & Future*1
5. IKS V Indian Town Planning and Architecture*1
6. IKS VI Indian Mathematics and Astronomy*1
7. IKS VII Indian Aesthetics (including Music & Musical Iinstruments)/Arthashastra*1
8. IKS VIII Indian Health, Wellness and Psychology- including Ayurved*1

Other Possible Courses in IKS -

- Indian System of Proof and Logic (including Nyay Shastra)
- Indian Linguistics and Phoenetics (including Panini's grammar, languages)
- Indian Governance, Administration and Management Systems (includingArthshastra) Indian Physics (e.g. Vaisheshik)
- Textile Industry in India Shipbuilding and Maritime Trade TransportSystems in India
- Principles and practice of Mechanics and Machines Water Management inIndia
- Ecology and Geography in India
- Natural Agriculture and horticulture (e.g. vriksha ayurved)Practices in India Indian Economics (Arthshastra)

IKS-I: Indian Knowledge Systems and Traditions

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Semester - I
Course Specification: Indian Knowledge System

Course Title	Indian Knowledge System
Course Code	MDE 101
Course Type	Multi-Disciplinary
Department	Management Studies
Faculty	Management and Commerce

1. Course Description:

2. Course Objectives

- To sensitize the students about context in which they are embedded i.e. Indianculture and civilization including its Knowledge System and Tradition.
- To help student to understand the knowledge, art and creative practices,skills and values in ancient Indian system.
- To help to study the enriched scientific Indian heritage.
- To introduce the contribution from Ancient Indian system & tradition tomodern science & Technology

3. Course Outcomes

1. Cultural and Knowledge System Awareness: To critically engage, articulate the context of Indian culture and civilization,

2. Integration of Ancient Practices with Modern Science-To evaluate the knowledge, art, creative practices, and scientific heritage of ancient India,

4. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	1:1:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

5. Course content:

Module 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

Module 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. Dhatuvada: 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
9. Sucivayakarma: art of needleworks and weaving
10. Vadya vidya: art of playing on musical instruments
11. Geet vidya: art of singing
12. Nritya vidya: art of dancing
13. Natya vidya: art of theatricals
14. Alekhya vidya: art of painting
15. Viseshakacchedya vidya: art of painting the face and body with color
16. Udakavadya: art of playing on music in water
17. Manasi kavyakriya: art of composing verse
18. Bhushanayojana: art of applying or setting ornaments
19. Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious

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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

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1		3					2			
CO-2	2								1	
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		15
Demonstrations		5
1. Demonstration using Videos		
2. Demonstration using Physical Models / Systems		
3. Demonstration on a Computer		
Numeracy		
1. Solving Numerical Problems		
Practical Work		
1. Course Laboratory		
2. Computer Laboratory		
3. Engineering Workshop / Course/Workshop / Kitchen		
4. Clinical Laboratory		
5. Hospital		
6. Model Studio		
Others		5
1. Case Study Presentation		
2. Guest Lecture		

3. Industry / Field Visit		
4. Brain Storming Sessions		
5. Group Discussions		
6. Discussing Possible Innovations		
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**30**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent ◆	**SC1**	**SC2**		
Subcomponent Type ◆	**Term Test 1 + Term Test 2**	**Assignment and presentations**	**Quiz (MCQ)/ Lab**	**40 Marks**
Maximum Marks ◆	**nil**	**20+20**	**10**	
CO-1	**X**			**X**
CO-2	**X**	**X**	**X**	**X**
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document/Programme Specifications document.

9. Achieving Cos

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, assignment
5.	Problem Solving Skills	Assignment

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6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and group discussions
11.	Presentation Skills	Student Presentations
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Effective Time Management in Learning Process
15.	Leadership Skills	Class room lectures
16.	Ability Enhancement	Assignment and Problem Solving
17.	Skill/Vocational Enhancement	Student Presentations

10. Course Resources

- Essential Reading
- Course notes

References:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
2. 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.
3. The Cultural Heritage of India. Vol.I. Kolkata:Ramakrishna Mission Publication, 1972.
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
5. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan & Co., Limited, London, 1953.
6. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.
7. Avari, B. 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. *7000*
   BCE to CE 1200. London: Routledge.

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Course Specification: Environmental Science andSustainability

Course Title	Environmental Science andSustainability
Course Code	VAC 101
Course Type	VAC
Department	Management Studies
Faculty	Management and Commerce

1. Course Description:

This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. The course content is divided into four comprehensive units. Unit 1 introduces basic environmental principles, the man-environment relationship, and sustainability issues. Unit 2 focuses on ecosystems, biodiversity, and sustainable practices. Unit 3 addresses environmental pollution, waste management, and sustainable development strategies. Finally, Unit 4 explores social issues, environmental legislation, and practical applications through hands-on fieldwork. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.

2. Course Objective(s):

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 environmentalconsequences.
3. This course will enable future business graduates to become environmentallysensitive and responsible managers.

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3. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	2:0:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

4. Course Outcome(s):

1. Explore the basic environmental concepts and issues relevant to the business andmanagement field.
2. Recognize the interdependence between environmental processes and socio-economic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizingenvironmental degradation.
4. Develop skills to address immediate environmental concerns through changes inbusiness operations, policies, and decisions.

5. Course Content:

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.

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.

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.

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 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.

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						2			
CO-2		1						2		
CO-3			2						2	
CO-4				3						1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

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7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		15
Demonstrations		5
1. Demonstration using Videos		
2. Demonstration using Physical Models / Systems		
3. Demonstration on a Computer		
Numeracy		
1. Solving Numerical Problems		
Practical Work		
1. Course Laboratory		
2. Computer Laboratory		
3. Engineering Workshop / Course/Workshop / Kitchen		
4. Clinical Laboratory		
5. Hospital		
6. Model Studio		
Others		5
1. Case Study Presentation		
2. Guest Lecture		
3. Industry / Field Visit		
4. Brain Storming Sessions		
5. Group Discussions		
6. Discussing Possible Innovations		
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**30**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the

following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment and presentations	Quiz (MCQ)/ Lab	Nil Marks
Maximum Marks ◆	nil	20 +20	10	
CO-1	X			X
CO-2	X	X	X	X
CO-3		X		X
CO-4		X		X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document/Programme Specifications document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, assignment
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and group discussions
11.	Presentation Skills	Student Presentations
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Effective Time Management in Learning Process
15.	Leadership Skills	Class room lectures
16.	Ability Enhancement	Assignment and Problem Solving
17.	Skill/Vocational Enhancement	Student Presentations

10. Course Resources

- Essential Reading
- Course notes

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Readings:

Text Books (Latest Editions):

- 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 LearningIndia Pvt Ltd.
- Rajagopalan, R. *Environmental studies: from crisis to cure,* Oxford UniversityPress.
- 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, KS. ustainabilityof business in the context of environmental management. CRC Press.
- Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future
- (13th ed,). Pearson.

References

Web links:

- https://www.ourplanet.com
- https://www.undp.org/content/undp/en/home/sustainable-development-goals.html
- www.myfootprint.org
- https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/e cosystem/ecosystem.html

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2nd Semester

Course Specifications: Human Behaviour and Organization

Course Title	Human Behaviour and Organization
Course Code	BAC106A
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications.

2. Course Size and Credits:

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- **CO-1.** To develop basic understanding of the concept of human behavior and organization.
- **CO-2.** To highlight the importance of OB in modern organizations.
- **CO-3.** To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
- **CO-4.** To critically evaluate leadership styles and strategies.

4. Course Contents

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

Unit 2 Individual Behavior

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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 (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.

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.

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2						1			
CO-2		3							2	
CO-3			2					3		
CO-4				2						2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

5. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		60
Demonstrations		10
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop /	00	

Kitchen		
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
7.Workshop	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

6. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1, SC2, SC3 or SC4), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent ◆	**SC1**	**SC2**		
Subcomponent Type ◆	**Term Test 1 + Term Test 2**	**Assignment**	**Quiz / Group Activity/ Presentation**	**40 Marks**
Maximum Marks ◆	**30**	**20**	**10**	
CO-1	**X**			**X**
CO-2	**X**	**X**	**X**	**X**
CO-3		**X**		**X**
CO-4		**X**		**X**
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations/Programme Specifications document.

7. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignments
2.	Understanding	Class room lectures, Assignments
3.	Critical Skills	Class room lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Role plays
6.	Practical Skills	---
7.	Group Work	Assignments, case study
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Group discussions
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Role Plays
15.	Leadership Skills	Group Discussions
16.	Ability Enhancement	Group presentation
17.	Skill/Vocational Enhancement	Individual presentation

8. Course Resources

a. Text Books (Latest Editions):

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.

b. Reflective Exercises and supplementary readings:

Unit 1

1. Personality assessment through a questionnaire (MBTI/16PF etc.)
2. Personality assessment through Indian scriptures.
3. Review Literature of the book "Personality Development" by Swami Vivekananda by Exotic India Art.
4. Translating Swami Vivekananda into Management Practice
5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Unit 2

1. Assess the ways of self-directed Learning.

Unit 3

1. Watch the movie "Ruka hua Faisla"/12 Angry Men on group decisionmaking.
2. Reflective essay on group behaviour on "Draupadi Cheer Haran"
3. Identify a firm and analyze how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.
4. Understanding Belbin Individual Team Roles
5. https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-ReportSample.pdf.

Unit 4

1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana.
2. 2. HBR, 2022: How Great Leaders Communicate. (https://hbr.org/2022/11/how-great-leaders-communicate) https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC

Unit 5

1. Practice stress management techniques
2. Leading strategic and organizational change at Tata Steel: the role of culture https://www.cambridge.org/core/books/abs/leading-strategicchange/leading-strategic-and-organizational-change-at-tata-steel-the-roleof-culture/AEBA5AF709A6E343

9. Learning Outcomes:

After completing this Course Students will be able to:

1. Describe individual and group behavior in organizational settings.
2. Demonstrate theoretical knowledge of human behavior in human life setting in management.
3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.
4. Formulate a more productive system and high-performance work culture operating on the principles of OB.

10. Course Organization

Course Code	BAC106A	
Course Title	Organisational Behaviour	
Course Leader's Name	As per Timetable	
Course Leader's Contact Details	**Phone:**	080 4536 6666
	E-mail:	As per Timetable
Course Specifications Approval Date	15 July 2022	
Next Course Specifications Review Date	July 2024	

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Course Specifications: Marketing Management

Course Title	Marketing Management
Course Code	BAC102A
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Description

The Marketing Management course is designed to provide undergraduate students with a foundational understanding of the core principles of modern marketing. This course introduces the marketing function within organizations and equips students with essential knowledge of the Marketing Mix elements, consumer behavior, and emerging trends in marketing. Through a combination of theoretical concepts and practical insights, students will gain a comprehensive understanding of the strategic role marketing plays in driving organizational success.

2. Course Size and Credits:

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- **CO-1.** Describe foundational marketing concepts, functions, and the significance of marketing in the contexts of organization and economy
- **CO-2.** Analyze the consumer buying behavior patterns in consumer and business markets, and the processes of segmentation, targeting, and positioning
- **CO-3.** Apply marketing mix elements to real-world scenarios
- **CO-4.** Examine new marketing realities and assess the ethical and social responsibilities of marketing practices

4. Course Contents

Unit 1 (Introduction to Marketing Management): Marketing Concepts, Significance & functions of Marketing, Relevance of Marketing in a developing economy. Role & functions of Marketing Manager, Marketing process, Consumer needs and wants, Scanning the marketing macro-environment and micro-environment, Types of Markets, Marketing Plan. Marketing budget,

Unit 2 (Consumer Behavior, Segmentation, Targeting and Positioning): Consumer Markets and Business Markets, Model of Consumer behavior, Factors affecting Consumer Behavior, Buying Decision Process, Stimulus Response Model of Consumer Behavior, The Rise of Consumer Democracy, Segmenting, Targeting, and Positioning, Study of competition and dealing with competition, Brands and Introduction to branding.

Unit 3 (Marketing Mix): Products and Product strategy: Product Concept, Product levels, Product Mix, Packaging, Product Strategies, Product Lifecycle, Methods of product and services differentiation.

Pricing: Pricing Concepts - Determinants of Price, Pricing Policies, Methods and Strategies. Process of setting price.

Distribution Channels: Design of channels, Role of marketing channels, channel design decisions, channel management decisions.

Promotion: Promotion mix and comparison of various communication channels. Role of Marketing Communications, Types of Marketing Communication, developing effective communications, integrated marketing communication mix

Unit 4 (New Marketing Realities): Digital Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only). Sales and Marketing, Sales Functions. Ethics and social responsibility in Marketing

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3								2	
CO-2		2						3		
CO-3			1				3			
CO-4				2						1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		60
Demonstrations		00
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop /	00	

Kitchen		
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		15
1. Case Study Presentation	05	
2. Guest Lecture	05	
3. Industry / Field Visit	05	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1, SC2, SC3 or SC4), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent	**SC1**	**SC2**		
Subcomponent Type	**Term Test 1 + Term Test 2**	**Assignment**	**Quiz (MCQ)/ Lab**	**40 Marks**
Maximum Marks	**30**	**20**	**10**	
CO-1	**X**		**X**	**X**
CO-2	**X**		**X**	**X**
CO-3	**X**	**X**	**X**	**X**
CO-4	**X**	**X**	**X**	**X**
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Programme Specifications document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignments
2.	Understanding	Class room lectures, Assignments
3.	Critical Skills	Class room lectures, Assignments
4.	Analytical Skills	Group discussion, Brainstorming sessions
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Assignments, case study and group discussions
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Group discussions
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	---
15.	Leadership Skills	Group discussions
16.	Ability enhancement	
17.	Skill / vocational enhancement	

9. Course Resources

A. Essential Reading

1. Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, G. Shainesh. (2022). 'Marketing Management', Pearson Education, 16th edition.
2. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd
3. Class Notes
4. Handouts and pre-reads, if any, given by the Course Leader.

B. Recommended Reading

1. C. K. Prahalad: The Fortune at the Bottom of the Pyramid
2. Kumar, N. Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation. Harvard Business Review Press.
3. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform? Fresh Perspectives on the Future. Routledge.

C. Magazines and Journals

1. Journal of Marketing
2. Harvard Business Review

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3. Business Line
4. The Economic Times

D. Websites

1. www.hbr.org
2. www.nptel.ac.in
3. www.swayam.gov.in

E. Other Electronic Resources

EBSCO, Business Standard

Course Specifications: Business Economics

Course Title	Business Economics
Course Code	CC203
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. **Course Summary**

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.

2. **Course Objectives:**

- 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.

3. **Course Size and Credits:**

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

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4. Course Outcomes (COs)

At the end of the course students will be able to:

1. Understand basic concepts of microeconomics and solve the problem of reallocation and distribution of the scarce resources.
2. To analyze the form and nature of the market and their pricing strategies.
3. Understand the calculation of national income and true measure for increasing economic welfare.
4. Understand various challenges associated with the Indian economy and help to balance the economy

5. Course Contents

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.

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 Equi-Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.

Unit-3: Analysis of Market

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.

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2						3			
CO-2		3						2		
CO-3			2							2
CO-4				2					3	
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		60
Demonstrations		15
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	

Faculty of Management and Commerce

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6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.
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Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment	Quiz (MCQ)/ Lab	40 Marks
Maximum Marks ◆	30	20	10	
CO-1	X	X	X	X
CO-2	X	X	X	X
CO-3	X			X
CO-4	X		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room Lectures, Case Discussions
2.	Understanding	Class room Lectures, Assignments
3.	Critical Skills	Class room Lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Case Discussions, assignments
6.	Practical Skills	Moot Courts
7.	Group Work	Group discussions
8.	Self-Learning	Moot Courts
9.	Written Communication Skills	Examination, assignment
10.	Verbal Communication Skills	Group Discussions, Moot Courts
11.	Presentation Skills	Group Discussions, Moot Courts
12.	Behavioral Skills	Group Discussions
13.	Information Management	Assignments

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14.	Personal Management	---
15.	Leadership Skills	Moot Courts

10. Course Resources

Readings:

Text Books (Latest Edition):

1. Varian. H.R: Micro Economics A modern Approach
2. Ahuja, H.L. Advanced Economic theory
3. J. Shapiro: Macro Economic Theory and Policy
4. Branson, W. H. (1989). Macroeconomic Theory and Policy
5. Koutsoyiannis, A. (1979). Modern Microeconomics
6.

References:

- Course Resources
- Essential Reading
- Course notes

- Ricketts, M. (2002). ***The Economics of Business Enterprise***

- Das, S. P. (2007). ***Microeconomics for Business" by Satya P. Das***

- Farnham, P. G. (2019). ***Economics for Managers***

- Molyneux, P. (2016). ***Global Business Economics and Finance***

- Rajan, R. G. (2010). *Fault Lines: How Hidden Fractures*

- Rajan, R. G., & Zingales, L. (2003). *Saving Capitalism from the Capitalists: Unleashing the Power of Financial Markets to Create Wealth and Spread Opportunity.*

-

- **Online Resources:**

- https://www.worldbank.org
- https://www.imf.org
- https://www.oecd.org
- https://policonomics.com

Other Electronic Resources

- https://www.jstor.org
- https://www.ebsco.com
- https://www.khanacademy.org

Course Specifications: Emerging Technologies and Applications

Course Title	Emerging Technologies and Applications
Course Code	BAM101A
Course Type	Skill Enhancement courses
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The course trains the students with Information Technology tools which includes various Office Automation Tools for individuals and corporate. The aim of the course is to provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc. The student will be trained to explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

2. Course Objectives:

1. The course aims to trains the students with Information Technology tools which includes various Office Automation Tools for individuals and corporate.
2. The course aims to provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
3. The course will help students to explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage

3. Course Size and Credits:

Number of Credits	2
Credit Structure (Lecture: Tutorial: Practical)	1L:0T:2P
Total Hours of Interaction	55
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

4. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

1. Understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.

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2. Analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
3. Evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
4. Develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.

5. Course Contents

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

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.

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.

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- Introduction to MS

Office tools.

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.

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1		3								1
CO-2	2						2			
CO-3			3					3		
CO-4				2					2	
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		15
Demonstrations		5
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		25
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	

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5. Hospital	00	
6. Model Studio	00	
Others		
1. Case Study Presentation	00	00
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**55**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (60% Weightage)		Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2	
Subcomponent Type ◆	Term Test 1 + Term Test 2	Laboratory Report	40 Marks
Maximum Marks ◆	30	30	
CO-1	X		X
CO-2		X	X
CO-3	X		X
CO-4	X		X
The details of SC1 and SC2 are presented in the Programme Specifications Document.			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room Lectures, Case Discussions
2.	Understanding	Class room Lectures, Assignments
3.	Critical Skills	Class room Lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Case Discussions, assignments
6.	Practical Skills	Moot Courts
7.	Group Work	Group discussions
8.	Self-Learning	Moot Courts
9.	Written Communication Skills	Examination, assignment
10.	Verbal Communication Skills	Group Discussions, Moot Courts
11.	Presentation Skills	Group Discussions, Moot Courts
12.	Behavioral Skills	Group Discussions
13.	Information Management	Assignments
14.	Personal Management	---
15.	Leadership Skills	Moot Courts

10. Course Resources

Readings:

Text Books (Latest Edition):

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

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Dubey, Abhishek Kumar, Pramod Singh Rathore.

References:

1. Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. Assistive Technology, 33(sup1), 17–26. https://doi.org/10.1080/10400435.2021.1945704
2. Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, Research Policy, Volume 48, Issue 9, 2019, 103834, https://doi.org/10.1016/j.respol.2019.103834.
3. Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", Organization Management Journal, Vol. 19 No. 3, pp. 88- 98. https://doi.org/10.1108/OMJ-10-2020-1063

Suggested Exercises and Cases

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-PDF-ENG?Ntt=emerging%20technologies
2. Volkswagen Group: Driving Big Business with Big Data, Ning Su; Naqaash Pirani, https://hbsp.harvard.edu/product/W14007-PDF- ENG?Ntt=emerging%20technologies

Course Resources

a. **Essential Reading**

1. Laboratory Manual and Class Notes
2. Rajaraman, V. and Adabala Neeharika., (2014). 'Fundamentals of Computers', 6th edition, PHI Learning Pvt. Ltd.
3. Lambert, Joan. and Frye Curtis., (2016). 'Microsoft Office 2016 Step by Step', 2nd edition, India, Microsoft Press.
4. Bulsari, S., Sinha, S. and Pandya, K., (2012). 'SPSS in Simple Steps', New Delhi, DreamTech Press.

B. Recommended Reading

1. ITL Education Solutions Limited, (2011). 'Fundamentals of Computers', For Undergraduate Courses in 'Commerce and Management', India, Pearson Education.
2. House, Dorothy. (2015). 'Microsoft Word, Excel, and PowerPoint': Just for Beginners, UK, Outskirts Press.
3. Meyers, L.S., Gamst, G.C. and Guarino, A.J., (2013). 'Performing Data Analysis', Using IBM SPSS, 1st edition, Wiley-Blackwell.

C. Magazines and Journals

1. Inside Microsoft Office Magazine, The Coding Institute, Monthly
2. Data Quest, Cyber Media India Ltd, Fortnightly

D. Websites

1. "What-is-powerpoint", (Retrieved on 5th June 2022) https://support.microsoft.com/en-us/office/what-is-powerpoint-5f9cc860-d199-4d85-ad1b-4b74018acf5b?wt.mc_id=otc_powerpoint#
2. "Excel 2013 - Getting Started with Excel", (Retrieved on 5th June 2022) https://edu.gcfglobal.org/en/excel2013/getting-started-with-excel/1/

E. Other Electronic Resources

MS Office

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Course Specifications: Media Literacy and Critical Thinking

Course Title	Media Literacy and Critical Thinking
Course Code	MDE201
Course Type	Multi-Disciplinary Elective Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Description

This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

2. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	1:1:0
Total Hours of Interaction	55
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- **CO-1.** Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies
- **CO-2.** Apply media literacy principles to make informed decisions about media consumption and production
- **CO-3.** Adhere to ethical standards in media content creation and consumptions
- **CO-4.** Promote responsible digital citizenship by navigating online information critically and combating misinformation

4. Course Contents

Unit 1 (Foundations of Media Literacy and Critical Thinking): Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors

Unit 2 (Deconstructing Media Texts): Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

Unit 3 (Media Consumption and Production Dynamics): Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns

Unit 4 (Ethics, Regulation, and Digital Media Literacy): Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1		3						2		
CO-2	2							2		
CO-3			3				3			
CO-4				2					1	2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		15
Demonstrations		00
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		30

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1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		
1. Case Study Presentation	05	
2. Guest Lecture	05	
3. Industry / Field Visit	05	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**55**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1, SC2, SC3 or SC4), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent ◆	**SC1**	**SC2**		
Subcomponent Type ◆	**Term Test 1 + Term Test 2**	**Assignment**	**Quiz (MCQ)/ Lab**	**40 Marks**
Maximum Marks ◆	**30**	**20**	**10**	
CO-1	**X**		**X**	**X**
CO-2	**X**		**X**	**X**
CO-3		**X**	**X**	**X**
CO-4		**X**	**X**	**X**
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Programme Specifications document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignments
2.	Understanding	Class room lectures, Assignments
3.	Critical Skills	Class room lectures, Assignments
4.	Analytical Skills	Group discussion, Brainstorming sessions
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Assignments, case study and group discussions
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Group discussions
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	---
15.	Leadership Skills	Group discussions
16.	Ability enhancement	Assignment
17.	Skill / vocational enhancement	Group discussions

9. Course Resources

A. Essential Reading

1. Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, G. Shainesh. (2022). 'Marketing Management', Pearson Education, 16th edition.
2. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd
3. Class Notes
4. Handouts and pre-reads, if any, given by the Course Leader.

B. Recommended Reading

1. C. K. Prahalad: The Fortune at the Bottom of the Pyramid
2. Kumar, N. Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation. Harvard Business Review Press.
3. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform? Fresh Perspectives on the Future. Routledge.

C. Magazines and Journals

1. Journal of Marketing
2. Harvard Business Review
3. Business Line
4. The Economic Times

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D. Websites

1. www.hbr.org
2. www.nptel.ac.in
3. www.swayam.gov.in

E. Other Electronic Resources

EBSCO, Business Standard

Course Specifications: Constitution, Human Rights and Law

Course Title	Indian Constitution
Course Code	LAN101A
Course Type	Ability Enhancement Compulsory Courses
Department	Management
Faculty	Management and Commerce

1. Course Summary

This course offers a unique perspective on the Constitution of India, focusing on its economic dimensions and impact on business. It delves into the historical and ideological underpinnings of the Constitution as an economic document, tracing its evolution from post-colonial economic governance to contemporary debates. Students explore constitutional battles over land reforms, economic liberalization, and fiscal federalism, gaining insights into competing economic ideologies and interests. Through case studies and legal analysis, they examine fundamental rights related to business, fiscal federalism, and constitutional issues shaping India's economic landscape.

By the end of the course, students will develop a nuanced understanding of the Constitution's role in shaping economic policies and its implications for business practices, equipping them with valuable insights for careers in business management and policy advocacy.

2. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	2:0:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Commerce
Total Course Marks	50
Pass Criterion	A student is required to score a minimum of 40% in both component 1 and component 2 put together. Attending Component 1 and Component 2 is mandatory.
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

CO-1 Students of the BBA programme get equipped with a knowledge of the Indian Constitution, particularly from the perspective of economic governance and business.

CO-2 They begin to develop a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business.

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CO-3 Developing a sense of how questions of economic growth have to be balanced with other constitutional commitments, including social and economic justice.

CO-4 Suggest strategies for protection of human rights and resolving legal issues in compliance with applicable laws

4. Course Contents

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 signposts all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice. The framework of the Constitution of India, the Constituent Assembly, The Constitution and the government, The constitution and the judiciary, the Constitution and the legislature

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, Inherent, inalienable, universal, indivisible, values, dignity, liberty, equality, justice, unity in diversity, classification of rights, classification of duties, correlation of rights and duties, need for balance between rights and duties, freedom and responsibility

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.

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

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3								2	
CO-2			2				2			
CO-3		3						3		
CO-4				2						3
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration
in Hours		
Face to Face Lectures		15
Demonstrations	1	
1. Demonstration using Videos	1	
2. Demonstration using Physical Models / Systems		
3. Demonstration on a Computer		
Numeracy		
1. Solving Numerical Problems		
Practical Work		
1. Course Laboratory	00	
2. Computer Laboratory		
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio		05
Others		
14		
1. Case Study Presentation	05	
2. Guest Lecture	00	
3. Industry / Field Visit		00
4. Brain Storming Sessions		10
Total		**30**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.Com (Hons) Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

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The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent	**SC1**	**SC2**		
Subcomponent Type	**Mid-Term Test**	**Assignment/ Quiz / Group Activity**	**Lab/Presentation**	**40 Marks**
Maximum Marks	**25**	**25**	**10**	
CO-1	**NA**	**X**		**X**
CO-2	**NA**	**X**		**X**
CO-3	**NA**	**X**		**X**
CO-4	**NA**			**X**
The details of SC1, SC2, SC3 or SC4 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document/Programme Specifications document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures and demonstrations
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room and assignment
5.	Problem Solving Skills	Class room (solving numerical) and assignment
6.	Practical Skills	class room and assignment
7.	Group Work	Assignment
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	---

13.	Information Management	Assignment, examination and presentation
14.	Personal Management	---
15.	Leadership Skills	Class room lectures
S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures

9. Course Resources

a. Essential Reading

1. Course notes
2. The Oxford Handbook of the Indian Constitution, Oxford university press.
3. Tulsian, PC. (2008) Business Law, Tata McGraw Hill, New Delhi
4. Donnelly, J. (1998) International Human Rights, 2nd ed, Westview Press

b. Recommended Reading

1. Gulshan, S. S and Kapoor, G. K. (2005) Business Law including Corporate Laws, New Age International (P) Ltd. Publishers, New Delhi
2. Perry, M. (1998) The Idea of Human Rights, Oxford University Press
3. K Swamyraj (2017), Law of Contract (General Principles), God's Grace Publication, New Delhi
4. D D Basu (1983), Constitutional Law of India, Lexis Nexis Butterworths Publication, Nagpur
5. Introduction to Intellectual Property Theory and Practice (1997), World Intellectual Property Organisation, Geneva
6. Smith, R. (2007) Textbook on international human rights 3rd edn, Oxford University Press

c. Cases

1. Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
2. State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
3. 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)
4. Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
5. 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
6. T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79
7. Harman Singh v. RTA, Calcutta, AIR 1954 SC 19
8. Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224
9. State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699
10. Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801.
11. State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874,
12. G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375.
13. Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406

d. Websites

1. http://industrialrelations.naukrihub.com/industrial relation policy.htm

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2. http://labour.nic.in/
3. http://whitepapers.businessweek.com/tlist/Legal Environment.html
4. http://nptel.ac.in/

e. Other Electronic Resources

1. Electronic resources on the course area are available on MSRUAS library

Course Specifications: Business Communication-II

Course Title	Business Communication-II
Course Code	AEC201
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Description

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective written and oral communication skills in students. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

2. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	1:1:0
Total Hours of Interaction	55
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- **CO-1.** To understand the concept, process, and importance of business communication with a strategic imperative
- **CO-2.** To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills
- **CO-3.** To train students to acquire and master intra and interorganizational communication
- **CO-4.** To train students for communicating effectively for the purpose of gaining employment

4. Course Contents

Unit 1 (Written communication: intra organizational/ departmental/ workplace communication): Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication

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and Public Relations; Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting;
Corporate Communication- channels of corporate communication, target segments of corporate communication, types of corporate communication; Managing Crisis-Communication; Managing communication during change; Culture as communication

Unit 2 (Oral Communication, Professionalism and team work): Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast.
Constructing Oral Report; Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

Unit 3 (Negotiation Skills and Cross-Cultural Communication): Products and Product strategy: Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation;
Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture; Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries

Unit 4 (Contemporary Communication): Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship –digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts. Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1			3				3			
CO-2	3							3		
CO-3		2							2	
CO-4				2						3

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		15
Demonstrations		00
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		20
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		10
1. Case Study Presentation	05	
2. Guest Lecture	05	
3. Industry / Field Visit	05	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**55**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1, SC2, SC3 or SC4), COs are assessed as illustrated in the following Table.

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Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent	SC1	SC2		
Subcomponent Type	Term Test 1 + Term Test 2	Assignment	Quiz (MCQ)/ Lab	40 Marks
Maximum Marks	30	20	10	
CO-1	X		X	X
CO-2	X		X	X
CO-3	X	X	X	X
CO-4	X	X	X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Programme Specifications document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignments
2.	Understanding	Class room lectures, Assignments
3.	Critical Skills	Class room lectures, Assignments
4.	Analytical Skills	Group discussion, Brainstorming sessions
5.	Problem Solving Skills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Assignments, case study and group discussions
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Group discussions
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	---
15.	Leadership Skills	Group discussions
16.	Ability enhancement	
17.	Skill / vocational enhancement	Presentations

9. Course Resources

A. Essential Reading

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill.
4. Mukerjee H. S.,Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L. et al., Business Communication Today, Pearson.

B. Recommended Reading

1. C Culture as Communication (2001) by Stever Robbins
2. https://hbsp.harvard.edu/product/C0108A-HCB-ENG
3. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen
4. | Business Expert Press| BEP336-PDF-ENG | https://hbsp.harvard.edu/product/BEP336- PDF-ENG

Suggested Exercise and cases:

1. Negotiation exercise as vendor/seller
2. Analyzing verbal and non-verbal aspects of speeches of great leaders and orators.
3. Delivering Effective Presentations using presentation tools/software and use of infographics.
4. Cases on business communication
5. Summarizing Annual Report of a Company.
6. Preparing elevator pitch
7. Preparing curriculum vitae/resume/letter
8. Communicating Effectively in Group Discussion and personal interviews
9. How to Communicate Organizational Change (2020) by Angela Fisher Ricks
a. https://online.hbs.edu/blog/post/how-to-communicate-organizational-change
10. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen| Business Expert Press |BEP334-PDF-ENG| https://hbsp.harvard.edu/product/BEP334-PDF-ENG
11. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG | https://hbsp.harvard.edu/product/416046-PDF-ENG?
12. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
a. https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity
13. Group Communication and Decision-Making Simulation: Wildfire Mitigation | Matthew Koschmann| FO0001-HTM-ENG|https://hbsp.harvard.edu/product/FO0001-HTM-ENG
14. Three Rules for Communicating During a Crisis | Nancy Koehn| 5238AV-AVO-ENG | https://hbsp.harvard.edu/product/5238AV-AVO-ENG https://hbsp.harvard.edu/product/5238AV-AVO-ENGNtt=BUSINESS COMMUNICATION

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C. Magazines and Journals

D. Websites

1.

E. Other Electronic Resources

EBSCO, Business Standard

3rd Semester

Course Specifications: Cost and Management Accounting

Course Title	Cost and Management Accounting
Course Code	BAC201A
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

This course covers the fundamental concepts and various aspects in Cost as well as Management accounting. This course discusses how to prepare a cost sheet, costing for materials, labor cost and overheads. This course also talks about financial statement analysis using various tools like comparative and common size Income Statements and Balance Sheet, Trend Analysis, Ratio Analysis, Cash Flow Statement, Budgets and Budgetary Control. It also throws some light on Management Reporting in general. And thus, this course as a part of the Business administration program provides fundamental knowledge and basic understanding on various methods, tools and techniques of cost and management accounting helpful for financial decision making required for a budding professional in the domain of accounting and finance.

2. Course Size and Credits:

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

1. To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labor and Overhead cost.
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.

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4. Course Content:

Unit-I: 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-stock levels, EOQ, ABC analysis. Issue of materials to production pricing methods-FIFO, LIFO and Average methods. Labor cost: direct and indirect labor cost-methods of payment of wages including incentive plans -Halsey and Rowan plans, Tailors Piece Rate method. Overheads: features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions.

Unit II: Marginal Costing and Budgetary control

Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing - Break Even Analysis-Meaning and Model curriculum for UG Degree in BBA 74 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,

Unit-III: 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.

Unit- IV: 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 PurposeReports to top level management – Reports to lower-level management- Sample Reports

5. Course Map (CO-PO-PSO Map)

	Programme Specific Outcomes (PSOs)								
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3					3			
CO-2	3			3		3	3		
CO-3	3					3		3	
CO-4	3	3			3	3	3	3	3
3. Very Strong Contribution, 2. Strong Contribution, 1. Moderate Contribution									

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures	25	
Demonstrations		29
1. Demonstration using Videos	04	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		32
1. Solving Numerical Problems	32	
Practical Work		04
1. Course Laboratory	04	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		10
1. Case Study Presentation	06	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	02	
6. Discussing Possible Innovations	01	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment/ Casestudy	MCQ//Presentation	40 Marks
Maximum Marks ◆	30	20	10	
CO-1	X	X	X	X
CO-2	X	X	X	X
CO-3	X	X	X	X

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CO-4	X	X	X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations/Programme Specifications document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No.	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures and laboratory instructions
2.	Understanding	Class room lectures, laboratory instructions and demonstrations
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, assignment
5.	Problem Solving Skills	assignment
6.	Practical Skills	assignment
7.	Group Work	Assignment
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, MCQ
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	---
13.	Information Management	Assignment, examination
14.	Personal Management	Effective management of learning, time management, achieving the learning outcomes
15.	Leadership Skills	Presentation
16.	Ability Enhancement	Case study
17.	Skill/Vocational Enhancement	Simulation

9. Course Resources

a. Essential Reading

1. Class Notes
2. Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya Publishing House.

b. Recommended Reading

1. Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers.
2. Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman Allied Services.
3. Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand.
4. Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House

5. Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education

c. Magazines and Journals

1. Chartered Secretary
2. Chartered Accounts Today
3. International Journal of Managerial and Financial Accounting
4. Journal of accounting research,Wiley Blackwell Publishing LTD
5. Contemporary Accounting Research, Wiley Blackwell Publishing LTD

d. Websites

1. Economist.com. 2022. econamist.com. [online] Available at: <Http://www.econamist.com>
2. https://icmai.in/icmai/ The Institute of Cost Accountants of India Website

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Course Specifications: Legal and Ethical issues in business

Course Title	Legal and Ethical issues in business
Course Code	BAC206A
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Description:

This course provides a comprehensive exploration of the key legal concepts, regulations, and ethical dilemmas that businesses face across various sectors. Through lectures, case studies, and interactive discussions, students will develop the ability to critically analyze legal scenarios and ethical issues, and make informed decisions that align with both legal requirements and ethical business practices.

2. Course Objectives:

1. The course aims to provide students with the 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 organisatons.
4. The course will help the students gain knowledge about the ways in whichorganizational and individual factors impact business ethics

3. Course Size and Credits:

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

4. Course Outcomes-

1. Recall major laws and regulations and ethical principles that guide business conduct.
2. Analyse case studies to identify legal and ethical challenges within business operations.
3. Evaluate the effectiveness of existing legal frameworks in governing business practices
4. Propose solutions to ethical dilemmas based on ethical theories and principles that align with corporate social responsibility.

5. Course Contents

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

Unit 2: Sales and Leases

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; 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.

Unit 4: The Ethical Decision-making process

Philosophical approaches to ethical decision making; Ethics & Religious approaches; Moral & Legal aspects of ethical decision making: Ethical

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aspects in Bhagvat Gita; Kautaliya'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; Karmyog, 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.

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						2			
CO-2		3						3		
CO-3			2						2	
CO-4				2						2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		60
Demonstrations		10
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	

6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		15
Total Duration in Hours		**85**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment	Quiz (MCQ)/ Lab	40 Marks
Maximum Marks ◆	30	20	10	
CO-1	X	X	X	X
CO-2	X	X	X	X
CO-3	X			X
CO-4	X		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room Lectures, Case Discussions
2.	Understanding	Class room Lectures, Assignments
3.	Critical Skills	Class room Lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Case Discussions, assignments
6.	Practical Skills	Moot Courts
7.	Group Work	Group discussions
8.	Self-Learning	Moot Courts
9.	Written Communication Skills	Examination, assignment

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10.	Verbal Communication Skills	Group Discussions, Moot Courts
11.	Presentation Skills	Group Discussions, Moot Courts
12.	Behavioral Skills	Group Discussions
13.	Information Management	Assignments
14.	Personal Management	---
15.	Leadership Skills	Moot Courts

10. Course Resources

- Essential Reading
- Course notes

Readings:

Text Books (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.

References:

1. Ratan Tata: Ethical Leadership| By: Ashok K. Dua, Sumita Rai| Ivey Publishing| https://hbsp.harvard.edu/product/W17258-PDF-ENG
2. www.https://scroll.in/tag/competition-commission-of-India
3. Mascarenhas, A. J. O. et al. (2019). J.R.D. Tata: Orations on Business Ethics. RupaPublications India
4. Holloway, J. E. (2023). The Foundation of the Theory of Law and Business. Am. U. Bus. L.Rev., 12, 51.
5. Vivekanand, S. (2022) Karam Yoga: The Yoga of action. Sanage Publishing House LLP
6. Vivekanand, S. (2015): Lectures on Bhagavad Gita. CreateSpace Independent PublishingPlatform
7. Laasch, O. (2022). Principles of Management. Sage Textbook
8. Kuchhal, and Vivek Kuchhal., (2018). 'Business Law', New Delhi, Vikas Publishing House.
9. Ravinder Kumar, (2016). 'Legal Aspects of Business', New Delhi, Cengage Learning.
10. Recommended Reading
11. Aggarwal S K. (2017). 'Business Laws', New Delhi, Galgotia Publishers Company.
12. Maheshwari S N. and Maheshwari S K. (2014). 'Principles of Business Law', New Delhi, Himalaya Publishing House.
13. Ramappa, (2006). 'Competition Law in India', Chapter 2, Oxford University Press.
14. Professional's, (2015). 'Information Technology Rules 2000

with Information Technology Act 2000', New Delhi, Professional Book Publishers.
15. Robert W. Wemerson, (2015). 'Business Law (Barron's Business Review Series)', New York, Barron's Educational Series.
16. Magazines and Journals
17. LawZ Magazine (Articles are available on the current news and trends. Previous articles can be referred to from the Archives)
18. Indian Business Law Journal (Instant online access to selected articles from the latest editions of Asia Business Law Journal, China Business Law Journal and India Business Law Journal)

Suggested Exercises and Cases

Unit 1

Cases:

1. *Salomon Vs. Salomon & Co. Ltd*
2. *Balfour Vs. Balfour*
3. *Durga Prasad Vs. Baldeo*

Unit 2

Cases:

1. *Mool Chand Ram Bhagat v. Harish Chandra*
2. *Coop. Cane Unions Federations v. West U.P. Sugar Mills Assn. (2004).*
3. *State of Maharashtra v. Champalal (1971).*
4. *Union of India v. Martin Lottery Agencies Ltd. (2009).*
5. *Camera House, Bombay v. State of Maharashtra (1969)*

Unit 3

1. Reflective exercise on ethics and morality in the context of Mahabharata.
2. Reflective exercise on integral humanism as given by Indian thought leaders.

Cases:

1. *Corporate America and Sarbanes-Oxley Act: Costs Vs. Benefits*
2. Apple: Privacy vs. Safety (A)| By: Henry W. McGee, Nien-he Hsieh, Sarah McAra, Christian Godwin| Harvard Business School| 321004-PDF-ENG https://hbsp.harvard.edu/product/321004-PDF-ENG
3. Quick Case: Is Legal Compliance Good Enough? By: Bonnie Peter| Harvard Business Publishing| https://hbsp.harvard.edu/product/8268-HTM-ENG

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Unit 4

Reflective and review Exercise: Karam Yog (Bhagvad Gita): lessons in ethics and self-leadership

Cases:

1. *CEO Compensation and Corporate Governance at NYSE*
2. *ICICI Bank: Restoring Faith in Corporate Governance*
   https://hbsp.harvard.edu/product/W19323-PDF-ENG
3. *The Dance of Dharma: On the Difficulty of Being Good*
   https://hbsp.harvard.edu/product/821058-PDF-ENG
4. Blind Spots: The Roots of Unethical Behaviour in Life and Work | Max H.Bazerman, Ann E. Tenbrunsel | Rotman Management | ROT140-PDF-ENG
   | https://hbsp.harvard.edu/product/ROT140-PDF-ENG
5. *Leadership Simulation: Patient Zero*
   https://hbsp.harvard.edu/product/7215-HTM-ENG
6. *Eliot Spitzer: A Crusader of Corporate Reform*
7. *Sterlite copper plant shutdown*
8. *Facebook–Cambridge Analytica data scandal*

- **Websites**
  - http://lawzmag.com
  - http://doj.gov.in/
  - www.LegallyIndia.com
  - www.LiveLaw.in
- **Other Electronic Resources**
  - MS Office

Course Specifications: Human Resources Management

Course Title	Human Resources Management
Course Code	BAC204A
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

Human Resource Management course will deal with HR policy, and HR Function in detail. HR planning, HRD, HR career Management, Performance, compensation and global HRM will be integral part of this course. Industrial relations, compliance and employment relations, HR analytics and Use of AI in HRM to reimagine HR Processes are the content of the course.

2. Course Size and Credits:

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

CO-1. The course will enable students to understand how HR plays a functional role, needed for organizational effectiveness and management.
CO-2. Understand the difference between functional and strategic role of HR
CO-3. Students will analyse the need for HR planning, Innovation, use of technology, and sector specific HR needs
CO-4. Understand the innovation in HRM and best practices

4. Course Contents

Unit 1: The Nature of HRM Human Resource Management—An Introduction; Human Resource Business Partnership HRM; HRM policies, HRM in globally competitive environment; Functional HRM; strategic human resource management.

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

Unit 3: Engagement, Performance, compensation management, Industrial Relations, Compliance, Employment relations Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial

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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.

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2								3	
CO-2		3						2		
CO-3			2				3			
CO-4				2						3
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		60
Demonstrations		10
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
7.Workshop	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment	Quiz / Group Activity/ Presentation	40 Marks
Maximum Marks ◆	30	20	10	
CO-1	X			X
CO-2	X	X	X	X
CO-3		X		X
CO-4		X		X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document/Programme Specifications document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S.No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignments
2.	Understanding	Class room lectures, Assignments
3.	Critical Skills	Class room lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Role plays
6.	Practical Skills	---
7.	Group Work	Case study
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Group discussions
11.	Presentation Skills	Assignment

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12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	Role Play
15.	Leadership Skills	Group discussion
16.	Ability Enhancement	Assignment and Problem Solving
17.	Skill/Vocational Enhancement	Student Presentations

9. Course Resources

a. Text Books (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
4. DeCenzo, David A, and Stephan P. Robbins**, Fundamentals of Human Resource Management**, Wiley India, New Delhi
5. Bhattacharyya, Dipak Kumar, **Human Resource Management,** Excel Books, New Delhi

b. Recommended Reading

1. **Innovations in People Management,** Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
2. Relevant cases-*1. Prabhjot, Kaur and Bhatnagar, Jyotsna (2022) **The Happy Turtle: Womanpreneur and Talent in a Circular Economy,** published, Richard Ivey School Case collection, Product Number Product# W25373
3. Bohra, Rakesh and Bhatnagar, Jyotsna, (2022) **One Employee Went Freelance. Now Everyone Wants the Same Deal,** Harvard Business Review, March, 2022, (ABDC/A / FT 50)
4. Mukherjee A, and Bhatnagar J(2022) - **Conceptualizing and theorizing green human resource management: a narrative review**--International Journal of Manpower, Jul 2022;(ABDC/A)

c. Practical Exercises resources:

1. **Innovations In People Management**, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
2. Mukherjee A, and Bhatnagar J (2022) - **Conceptualizing and theorizing green human resource management: a narrative review**--International Journal of Manpower, Jul 2022;(ABDC/A)

10. **Course Outcome(s):**

This course will equip a student to:

1. Explain how Functional HRM contributes in organizational management.
2. Analyze all HR Functions like recruitment selection, performance management, compensation benefit, Training and Development and Career Management/Talent Management
3. Apply HR analytics, HR with innovation
4. Create sustainable goals with diversity, Inclusion and wellness

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RUAS Course Specifications: Indian Systems of Health and Wellness

Course Title	Indian Systems of Health and Wellness
Course Code	MDE301
Course Type	Multi-Disciplinary
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

This course explores the foundational principles and practices of Indian health and wellness systems, including Ayurveda, Yoga, and Naturopathy. It emphasizes the holistic integration of physical, mental, and spiritual well-being. Students will learn about the scientific basis and therapeutic applications of these ancient traditions. The course also highlights the relevance of Indian wellness systems in contemporary health management and lifestyle enhancement.

2. Course Objectives:

- To understand the importance of a healthy lifestyle
- To familiarize students about physical and mental health
- To create an awareness of various lifestyle related diseases
- To provide understanding of stress management

3. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	1:1:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

4. Course Outcomes (COs)

At the end of the course students will be able to:

After completion of this course the learner will be able to -

- Explain the concept and nature of health, wellness and its various

implications

- Demonstrate adequate knowledge on well-being and promotion of healthybehavior.

5. Course Contents

Unit 1: Introduction to Health & Wellness

- Definition of Health
- Importance of health in everyday life
- Components of health – physical, social, mental, spiritual and its relevance
- Concept of wellness
- Mental health and wellness
- Determinants of health behavior

Unit 2: Mind Body and Well-Being

- Mind body connection in health – concept and relation
- Implications of mind-body connection
- Wellbeing – why it matters?
- Digital wellbeing

Unit 3: Deficiency & Diseases

- Malnutrition, under nutrition and over nutrition
- Body system and common diseases
- Sedentary lifestyle and risk of disease
- Modern lifestyle and associated health risks

Unit 4: Indian system of well being

- Health beliefs of India
- Health systems in India – AYUSH.
- Perspective of indigenous people towards health
- Happiness and well-being in India

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3		1	1			3		1	
CO-2		2	1					2		1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

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7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		20
Demonstrations		5
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		5
Total Duration in Hours		**30**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment	Quiz (MCQ)/ Lab	40 Marks
Maximum Marks ◆	30	20	10	
CO-1	X	X	X	X
CO-2	X	X	X	X
CO-3	X			X
CO-4	X		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room Lectures, Case Discussions
2.	Understanding	Class room Lectures, Assignments
3.	Critical Skills	Class room Lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Case Discussions, assignments
6.	Practical Skills	Moot Courts
7.	Group Work	Group discussions
8.	Self-Learning	Moot Courts
9.	Written Communication Skills	Examination, assignment
10.	Verbal Communication Skills	Group Discussions, Moot Courts
11.	Presentation Skills	Group Discussions, Moot Courts
12.	Behavioral Skills	Group Discussions
13.	Information Management	Assignments
14.	Personal Management	---
15.	Leadership Skills	Moot Courts

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10. Course Resources

Readings:

- Carr, A. Positive Psychology: The science of happiness and human strength. UK:Routledge

Text Books (Latest Edition):

- Carr, A. Positive Psychology: The science of happiness and human strength. UK:Routledge
- C. Nyambichu & Jeff Lumiri, , Lifestyle Disease: Lifestyle Disease management

References:

- Course Resources
- Essential Reading
- Course notes

Seligman, M. E. P. (2011). *Flourish: A Visionary New Understanding of Happiness and Well-Being.* New York: Atria Books.

Fredrickson, B. L. (2009). *Positivity: Top-Notch Research Reveals the 3-to-1 Ratio That Will Change Your Life.* New York: Crown Publishing Group.

Online Resources:

- https://positivepsychology.com/
- https://www.happify.com/
- https://www.authentichappiness.sas.upenn.edu/
- https://www.webmd.com/
- https://www.cdc.gov/healthyweight/index.html

Other Electronic Resources

- https://www.jstor.org
- https://www.ebsco.com
- https://www.dhamma.org/

Course Specifications: Management Information System

Course Title	Management Information System
Course Code	**BAM102A**
Course Type	Skill Enhancement courses
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The aim of this course is to provide students with comprehensive knowledge and practical skills in managing information systems (MIS), database management, information systemapplications, and project management using modern tools and methodologies. Students are trained on key concepts of information technology and database to create, process, store and manage the data. The course is intended to familiarize students on information systems, system analysis, design, techniques and tools required for design and development of information system. Students will learn to analyze, design, and implement effective MIS solutions in various business contexts.

2. Course Objectives:

1. Explain features, functions of Information system/technology, database management system and ERP.
2. Discuss types of business information system and stages of System Development Life Cycle and Identify/select appropriate techniques/tools required for design and development of Information system
3. Analyze various MIS applications, including DSS, GDSS, and knowledge management systems, and develop e-commerce solutions by leveraging enterprise models, business process reengineering, and digital communication strategies.
4. Evaluate project management objectives and methodologies, including agile practices such as SCRUM, and manage projects effectively to control risk factors and understand ethical, social, and political issues in the information era.

3. Course Size and Credits:

Number of Credits	4
Credit Structure (Lecture: Tutorial: Practical)	3L:T0: P2
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100

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Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

4. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

CO-1 Explain features, functions of Information system/technology, database management system and ERP.
CO-2 Discuss types of business information system and stages of System Development Life Cycle and Identify/select appropriate techniques/tools required for design and development of Information system
CO-3 Analyze various MIS applications, including DSS, GDSS, and knowledge management systems, and develop e-commerce solutions by leveraging enterprise models, business process reengineering, and digital communication strategies.
CO-4 Evaluate project management objectives and methodologies, including agile practices such as SCRUM, and manage projects effectively to control risk factors and understand ethical, social, and political issues in the information era.

5. Course Contents

Unit 1

Introduction: Organization and Information systems, Changing Environment and its impact on Business, Data, Information and its attributes, Types of Decisions and information, Strategic role of information technology in management, Business systems, Information architecture and information technology infrastructure, Essentials and types of business information systems.
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

Unit 2 (System Analysis, Development and Models): Need for system analysis, Systems Development Life Cycle (SDLC), Types of SDLC, Methodologies, Structured system analysis and design tools like DFD, ERD, Decision, System Development Models: Waterfall, Prototype, Spiral, Roles and responsibilities of System and Business Analysts.
Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration

Unit 3 (Computer Service Systems): LAN, MAN & WAN – Network Topologies, Data Communication and Networking, Internet, Intranet and Extranet, Application of Internet, Concept of WWW and Browser, Introduction to protocol.
Business Applications: Functional areas of business information system, Information systems for: Manufacturing, Marketing Quality, Accounting, Finance, Production and HRM, Concept of ERP, Functional and business modules in an ERP package.

Unit 3: Information system applications:
MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Concept of ERP, E-Business, E- Commerce, E-communication, Business Process Reengineering, Data

Security (Combined 3 and 4)

Unit 5 (Current Trends in Information Technology): Business Intelligence, Cloud Computing and Big Data, The Internet of Things (IoT), AI, Mobile Computing.

Unit 6 (Database Management System): Concept of database and database management system, Database Lifecycle (DBLC), Data and Relational Models, Microsoft Access, Understanding Access Objects: Objects, tables, queries, forms, reports, modules, Creation of tables, Designing tables, Data types and Indexes, Creation of forms, Auto forms, Main form and Sub form, reports.

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.

Practical Work List

- Analyze a real-world Management Information System (MIS) implementation case, identifying the types of MIS used, benefits realized, and challenges faced. Present findings using written and visual formats.
- Set up and manage a Database Management System (DBMS), perform basic operations, and create an Entity-Relationship diagram for a business scenario to demonstrate database conceptual design.
- Design and build an e-commerce website, incorporating features of digital markets, digital goods, and e-commerce business models.
- Manage a mock project using agile methodologies, including roles, meetings, userstories, and risk management.

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3							3		
CO-2		2								2
CO-3			2						3	
CO-4				3			1			
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

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7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		30
Demonstrations		05
1. Demonstration using Videos	05	
2. Demonstration using Physical Models/ Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		15
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		25
1. Case Study Presentation	10	
2. Guest Lecture	05	
3. Industry / Field Visit	05	
4. Brain Storming Sessions	05	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (60% Weightage)		Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2	
Subcomponent Type ◆	Term Test 1 + Term Test 2	Laboratory Report	40 Marks
Maximum Marks ◆	30	30	
CO-1	X		X
CO-2	X		X
CO-3	X	X	X
CO-4		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.			

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures and laboratory instructions
2.	Understanding	Class room lectures, laboratory instructions and demonstrations
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, laboratory, assignment
5.	Problem Solving Skills	Laboratory, assignment
6.	Practical Skills	Laboratory, assignment
7.	Group Work	Assignment, laboratory
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	---
13.	Information Management	Assignment, examination
14.	Personal Management	Effective management of learning, time management, achieving the learning outcomes
15.	Leadership Skills	Presentation

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10. Course Resources

A. Essential Reading

1. Laboratory Manual and Class Notes
2. Laudon, Kenneth C. and Laudon, Jane P., (2010), Management Information Systems – Managing the Digital Firm, 11th edition, India, Prentice-Hall.

B. Recommended Reading

1. O'Brien, James, A. and Marakas, George M., (2007). 'Management Information Systems', 7th edition, New Delhi, Tata McGraw-Hill
2. Jawadekar, Waman S., (2011), Management Information Systems, India, 4th edition, Tata McGraw-Hill
3. Coronel, C., & Morris, S. Database systems: design, implementation, & management. Cengage Learning.
4. Olson, D.. Information systems project management (First;1; ed.). US: Business Expert Press.
5. Stair, R., & Reynolds, G. Fundamentals of information systems. Cengage Learning.

Case Studies

1. Developing MIS for National Innovation Foundation: Choosing Process, Product and Vendor, Sanjay Verma; Priyanka Sharma, https://hbsp.harvard.edu/product/A00137-PDF-ENG?Ntt=MIS
2. Enterprise-Wide Business-IT Engagement in An Empowered Business Environment: The Case of FedEx Express EMEA, Stijn Viaene; Steven De Hertogh, https://hbsp.harvard.edu/product/JIT025-PDF-ENG?Ntt=MIS
3. From Products to Product-Service Systems: IT-Driven Transformation of a Medical Equipment Manufacturer, Jens Fahling; Felix Kobler; Jan Marco Leimeister; Helmut Krcmar, https://hbsp.harvard.edu/product/JIT062-PDF-ENG?Ntt=MIS

C. Magazines and Journals

1. Inside Microsoft Office Magazine, The Coding Institute, Monthly
2. Data Quest, Cyber Media India Ltd, Fortnightly

D. Websites

1. "What-is-powerpoint", (Retrieved on 5th June 2022)
2. https://support.microsoft.com/en-us/office/what-is-powerpoint-5f9cc860-d199-4d85-ad1b-4b74018acf5b?wt.mc_id=otc_powerpoint#
3. "Excel 2013 - Getting Started with Excel", (Retrieved on 5th June 2022) https://edu.gcfglobal.org/en/excel2013/getting-started-with-excel/1/

E. Other Electronic Resources

MS Office

Course Specifications: Yoga

Course Title	Yoga
Course Code	VAC301
Course Type	Value added course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

Yoga course is designed to provide students with a comprehensive understanding of physical fitness, wellness, and nutrition. This course explores the meaning and importance of yoga in the modern era, the role of sports in maintaining physical fitness, and the various components of physical wellness. Students will also learn about the significance of nutrition and weight management, equipping them with the knowledge to promote a healthy and balanced lifestyle. Through this course, students will gain insights into the holistic approach to health and well-being.

2. Course Objectives:

- Understand yoga's significance and its practical applications for holistic well-being.
- Explore subtle energy systems and their role in enhancing health through yogic practices.
- Examine various paths of yoga to foster self-realization and spiritual growth.
- Master the Eight Limbs of Yoga for physical, mental, and spiritual harmony.

3. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	0:0:4
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

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4. Course Outcomes (COs)

At the end of the course students will be able to:

After completion of this course the learner will be able to -

1. Gain a comprehensive understanding of yoga and its modern applications for holistic well-being.
2. Demonstrate proficiency in yogic anatomy and physiology, enhancing yoga practice and promoting physical and energetic balance.
3. Master the Eight Limbs of Yoga and comprehend their psychological impact, fostering personal growth and self-realization.
4. Integrate yoga principles into sports and physical fitness activities to enhance performance and prevent injuries.

5. Course Contents

Unit-I

- Yoga: Meaning and definition
- Importance of yoga in 21st century
- Introduction to Yogic Anatomy and Physiology
- Yoga & sports, Yoga for healthy lifestyle
- Types of Yoga: - Hatha yaga, laya yoga, mantra yoga,
- bhakti yoga, karma yoga, jnana yoga, raj yoga
- Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices.
- Ashtang Yoga: - Yama, niyama, asana, pranayama, Pratyahar, dharna, dhyan, Samadhi: Benefits, Utilities & their psychological impact on body and mind. According to yoga concept of normality in modern psychology, concept of personality & its development, yogic management of psycho-somatic ailments: frustration, anxiety, depression

Unit- 2

- Sports for Physical Fitness: Meaning and definition
- Physical Activity – Concept, Benefits of Participation in Physical Activities
- Components and Significance of Physical Fitness -Health, Skill and Cosmetic Fitness
- Types of Physical Activities – Walking, Jogging, Running, Calisthenics, Rope Skipping, Cycling, Swimming, Circuit Training, Weight training, Adventure Sports
- Principles of Physical Fitness, Warming Up, Conditioning, Cooling Down, Methods to Develop and Measure Health and Skill related components of Physical Fitness
- Measurement of Health-Related Physical Fitness (HRPF)

Unit -3

- Physical Wellness: Concept, Components
- Types of wellness: psychological, social, emotional, and spiritual.
- Significance with reference to Positive Lifestyle 2.2
- Concepts of Quality of Life and Body Image
- Factors affecting Wellness
- Wellness Programmes

Unit-4: Nutrition and Weight Management

- Concept of Nutrients, Nutrition, Balanced Diet, Dietary Aids and Gimmicks
- Energy and Activity- Calorie Intake, Energy Balance Equation
- Obesity - Concept, Causes, Obesity Related Health Problems
- Weight Management through Behavioural Modifications

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		2						2		
CO-3				3						3
CO-4			2						1	
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		00
Demonstrations		25
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	

Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		5
Total Duration in Hours		**30**

8. **Course Assessment and Reassessment**

- The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment	Quiz (MCQ)/ Lab	40 Marks
Maximum Marks ◆	30	20	10	
CO-1	X	X	X	X
CO-2	X	X	X	X
CO-3	X			X
CO-4	X		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room Lectures, Case Discussions
2.	Understanding	Class room Lectures, Assignments
3.	Critical Skills	Class room Lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Case Discussions, assignments
6.	Practical Skills	Moot Courts
7.	Group Work	Group discussions
8.	Self-Learning	Moot Courts
9.	Written Communication Skills	Examination, assignment
10.	Verbal Communication Skills	Group Discussions, Moot Courts
11.	Presentation Skills	Group Discussions, Moot Courts
12.	Behavioral Skills	Group Discussions
13.	Information Management	Assignments
14.	Personal Management	---
15.	Leadership Skills	Moot Courts

10. Course Resources

Readings:

- Anand O P. Yog Dawra Kaya Kalp. Sewasth Sahitya Perkashan. Kanpur.
- Brown, J.E. Nutrition Now Thomson-Wadsworth.
- Corbin *et.al.* Fitness & Wellness-Concepts. McGraw Hill. Publishers. New York.U.S.A
- **Text Books (Latest Edition):** Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, Concepts of Physical Fitness:Active Lifestyle for Wellness. McGraw Hill, New York, USA.
- Hoeger, W W K and S.A. Hoeger. Principles and Labs for Fitness and Wellness,Thomson Wadsworth, California, USA.
- Hoeger, W.W. & S. Hoeger Fitness and Wellness. 7th Ed. Thomson Wadsworth,Boston, USA.
- Kamlesh, M. L. & Singh, M. K., Physical Education (Naveen Publications).
- Kansal, D.K. Text book of Applied Measurement, Evaluation & Sports Selection.Spor

References:

- Course Resources
- Essential Reading
- Course notes

- Seligman, M. E. P. (2011). *Flourish: A Visionary New Understanding of Happiness and Well-Being*. New York: Atria Books.

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Fredrickson, B. L. (2009). Positivity: Top-Notch Research Reveals the 3-to-1 Ratio That Will Change Your Life. New York: Crown Publishing Group.

Online Resources:

- https://positivepsychology.com/
- https://www.happify.com/
- https://www.authentichappiness.sas.upenn.edu/
- https://www.webmd.com/
- https://www.cdc.gov/healthyweight/index.html

Other Electronic Resources

- https://www.jstor.org
- https://www.ebsco.com
- https://www.dhamma.org/

Course Specifications: Sports

Course Title	Sports
Course Code	VAC301
Course Type	Value added course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

Sports course offers undergraduate students a comprehensive introduction to the field, covering key principles, organizational structures, and ethical considerations. It also includes marketing, sponsorship, financial management techniques, and the use of analytics and technology in sports to enhance strategic decision-making and fan engagement.

2. Course Objectives:

- Understand the fundamental principles and concepts of sports management, Including its scope, organizational structure, and ethical considerations.
- Analyse the role of marketing and sponsorship in the sports industry, with a focus on branding, target audience segmentation, and event management.
- Apply theoretical knowledge to practical scenarios through case studies and projects, fostering critical thinking and problem-solving skills in sports management contexts.

3. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	0:0:4
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

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4. Course Outcomes (COs)

At the end of the course students will be able to:

After completion of this course the learner will be able to -

1. Demonstrate a comprehensive understanding of sports management principles,including organizational structures, legal issues, and ethical considerations.
2. Evaluate marketing strategies and sponsorship opportunities in the sportsindustry, devising effective branding and promotional campaigns.
3. Apply financial management techniques to analyze revenue streams, control costs,and make informed investment decisions in sports organizations.
4. Utilize sports analytics tools and technology to enhance performance evaluation,strategic planning, and fan engagement initiatives.

Course Contents

Unit -1: Introduction to Physical Education in The Contemporary Context (Any Two)

Learn and demonstrate the technique of Suryanamaskar

Develop Physical Fitness through Calisthenics / Aerobics / Circuit-Training / Weight-Training anddemonstrate the chosen activity

Select any one game available in the college and learn different techniques involved in its play

Unit -2: Core Physical Education-: Fitness, Wellness and Nutrition (Any Two)

Measurement of Fitness Components – Leg-raise for Minimal Strength (Muscular Strength); Sit- ups Muscular Endurance); Harvard Step Test, Run and Walk Test (Cardiovascular Endurance); Sit and Reach Test (Flexibility) Measuring height, weight, waist circumference and hip circumference Calculation of BMI (Body Mass Index) and Waist-Hip Ratio

Engage in at least one wellness programme and write a report on it.

Unit-3: Core Physical Education-: Posture, Athletic Care and First Aid (Any Two)

Demonstrate Stretching and Strengthening Exercises for Kyphosis, Scoliosis, Lordosis, Knock Knees, Bow Legs, Flat Foot, Back Pain and Neck Pain

Illustration and Demonstration of Active and Passive Exercises

Asanas with Therapeutic Value (Any five asanas): Karnapeedasana, Padmasana, Dhanurasana, Sarvangasana, Paschimottanasana, Chakrasana, Halasana, Matsyasana, Ardhmatsyendrasana, Usthrasana, Mayurasana, Shirshasana, Vajrasana, Practice P.R.I.C.E. in First Aid.

Unit-4: Sports Administration & Management (Any Two)

- Demonstration of Supervision activities in Sports Management.
- Demonstration of skills of Management.
- Demonstration of fixtures of various kinds in sports competitions.
- Demonstration of technical and non-technical purchase procedure.

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3							3		
CO-2			2						3	
CO-3		3					2			
CO-4				2						2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		00
Demonstrations		25
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	

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Term Tests, Laboratory Examination/Written Examination, Presentations	5
Total Duration in Hours	**30**

7. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.
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Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent	SC1	SC2		
Subcomponent Type	Term Test 1 + Term Test 2	Assignment	Quiz (MCQ)/ Lab	40 Marks
Maximum Marks	30	20	10	
CO-1	X	X	X	X
CO-2	X	X	X	X
CO-3	X			X
CO-4	X		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room Lectures, Case Discussions
2.	Understanding	Class room Lectures, Assignments
3.	Critical Skills	Class room Lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Case Discussions, assignments
6.	Practical Skills	Moot Courts

7.	Group Work	Group discussions
8.	Self-Learning	Moot Courts
9.	Written Communication Skills	Examination, assignment
10.	Verbal Communication Skills	Group Discussions, Moot Courts
11.	Presentation Skills	Group Discussions, Moot Courts
12.	Behavioral Skills	Group Discussions
13.	Information Management	Assignments
14.	Personal Management	---
15.	Leadership Skills	Moot Courts

9. Course Resources

Readings:

- Teaching Children Physical Education: Becoming a Master Teacher. Graham, G., HumanKinetics, Champaign, Illinois, USA.
- Concepts of Physical Fitness: Active Lifestyle for Wellness, Corbin, C. B., G. J. Welk, W. RCorbin, K. A. Welk,McGraw Hill, New York, USA.
- Teaching Today Health, Anspaugh, D.J., G. Ezell and K.N. Goodman, Mosby Publishers.
- Drug Education Handbook on Drug Abuse in Sports, Beotra, Alka, Applied Nutrition Sciences,Mumbai
- Sports Facility Management, Ammon,R., Southall, R.M. and Blair, D.A., West Virginia, USA:Fitness Information Technology Publishers

References:

- Course Resources
- Essential Reading
- Course notes

- Seligman, M. E. P. (2011). *Flourish: A Visionary New Understanding of Happiness and Well-Being*. New York: Atria Books.

Fredrickson, B. L. (2009). Positivity: Top-Notch Research Reveals the 3-to-1 Ratio That Will Change Your Life. New York: Crown Publishing Group.

Online Resources:

- https://positivepsychology.com/
- https://www.webmd.com/
- https://www.cdc.gov/healthyweight/index.html

Other Electronic Resources

- https://www.ebsco.com
- https://www.dhamma.org/

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RUAS Course Specifications: National Cadet Corps

Course Title	National Cadet Corps
Course Code	VAC301
Course Type	Value added course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

This course develops essential skills in discipline, leadership, and tactical operations through structured curriculum and practical exercises. It emphasizes the role of drills in fostering discipline, leadership, and teamwork, and includes comprehensive weapon handling training with a focus on safety protocols. The course teaches map reading, understanding topographical features, and navigating diverse terrains. Practical units cover the history and objectives of the National Cadet Corps (NCC), various maneuvers, parade formations, saluting protocols, and field and battlecraft techniques. By the end, learners will master discipline, leadership, weapon handling, and tactical decision- making, effectively utilizing terrain features for strategic advantages.

2. Course Objectives:

- Understand the foundational role of drill in fostering discipline and leadership within a group, enabling effective command towards achieving common goals.
- Appreciate the importance of grace and dignity in executing foot drill movements,recognizing
- Comprehend the criticality of weapon handling and detailed safety measures, emphasizing the importance of accident prevention through strict adherence to safety protocols.
- 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.

3. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	0:0:4
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies

Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

4. Course Outcomes (COs)

At the end of the course students will be able to:

After completion of this course the learner will be able to -

- Mastery of Discipline and Leadership through Drill Learners would demonstratethe ability to effectively command a group, foster discipline, and work collaboratively towards achieving shared objectives.
- Mastery of Grace and Dignity in Foot Drill Performance Learners would demonstrate an understanding of how these qualities enhance performance and foster teamwork within a group setting.
- Proficient Weapon Handling and Safety Adherence Learners would showcase a thorough understanding of the criticality of safety measures, emphasizing accident prevention through strict adherence to safety protocols.
- Enhanced Tactical Awareness and Strategic Decision-Making Learners would gain the ability to make informed decisions and effectively utilize terrain features to gain tactical advantage during operations.

Course Contents

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

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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

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3							3		
CO-2		3					2			
CO-3			2						2	
CO-4				2						2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		00
Demonstrations		25
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	

6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		5
Total Duration in Hours		**30**

7. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.
-

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment	Quiz (MCQ)/ Lab	40 Marks
Maximum Marks ◆	30	20	10	
CO-1	X	X	X	X
CO-2	X	X	X	X
CO-3	X			X
CO-4	X		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room Lectures, Case Discussions
2.	Understanding	Class room Lectures, Assignments
3.	Critical Skills	Class room Lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Case Discussions, assignments

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6.	Practical Skills	Moot Courts
7.	Group Work	Group discussions
8.	Self-Learning	Moot Courts
9.	Written Communication Skills	Examination, assignment
10.	Verbal Communication Skills	Group Discussions, Moot Courts
11.	Presentation Skills	Group Discussions, Moot Courts
12.	Behavioral Skills	Group Discussions
13.	Information Management	Assignments
14.	Personal Management	---
15.	Leadership Skills	Moot Courts

9. Course Resources

Readings:

- DGNCC Cadet's Hand Book - Common Subjects -All Wings
- Tiwari, R. NCC: Grooming Feeling of National Integration, Leadership andDiscipline among Youth. Edwin Incorporation.
- Chhetri, R.S. Grooming Tomorrows Leaders, The National Cadet Corps.
- Directorate General National Cadet Corps . National Cadet Corps, Youth inAction.
- Vanshpal, Ravi, The NCC Days, Notion Press.

Online Resources:

- https://indiancc.nic.in
- https://www.nccwebsite.org/maintain-your-certification/ncc-practice-resource

Other Electronic Resources

- https://www.ebsco.com

RUAS Course Specifications: National Service Scheme

Course Title	National Service Scheme
Course Code	VAC301
Course Type	Value added course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

This course provides students with an in-depth understanding of the National Service Scheme (NSS), including its history, philosophy, aims, objectives, and organizational structure. It equips students with knowledge about various NSS programmes and activities, emphasizing their relevance and importance. The course also develops skills in community mobilization, teaching student's effective techniques for engaging and mobilizing community stakeholders. Additionally, it cultivates an appreciation for volunteerism and shramdan (voluntary labor), highlighting their role in community development initiatives. By the end of the course, students will have a comprehensive understanding of NSS, enhanced leadership and team-building skills, and a strong sense of social awareness and patriotism.

2. Course Objectives:

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 theirrelevance.
4. To develop an understanding of community mobilization techniques and theirimportance in NSS activities.
5. To cultivate an appreciation for volunteerism, shramdan (voluntary labor), and theirrole in community development initiatives.

3. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	0:0:4
Total Hours of Interaction	30

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Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

4. Course Outcomes (COs)

At the end of the course students will be able to:

After completion of this course the learner will be able to -

1. Students will demonstrate an understanding of the history, philosophy, and objectives of the National Service Scheme (NSS), thereby fostering increased social awareness and patriotism among them.
2. Students will be able to organize and conduct various NSS programmes and activities effectively and through it understand the importance of leadership andteam building.
3. Students will develop skills in community mobilization and partnership building.
4. Students will appreciate the importance of volunteerism and shramdan in societal development and thus, be able to understand role of community participation.

Course Contents

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

Ethos of volunteerism and shramdan (voluntary labor) 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 Swatch Bharat Abhiyan and Digital India

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1		2						2		
CO-2			3				3		3	
CO-3	3									
CO-4				1						
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		00
Demonstrations		25
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	

Faculty of Management and Commerce

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2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		5
Total Duration in Hours		**30**

7. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.
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Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment	Quiz (MCQ)/ Lab	40 Marks
Maximum Marks ◆	30	20	10	
CO-1	X	X	X	X
CO-2	X	X	X	X
CO-3	X			X
CO-4	X		X	X
CO-5		X	X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room Lectures, Case Discussions
2.	Understanding	Class room Lectures, Assignments
3.	Critical Skills	Class room Lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Case Discussions, assignments
6.	Practical Skills	Moot Courts
7.	Group Work	Group discussions
8.	Self-Learning	Moot Courts
9.	Written Communication Skills	Examination, assignment
10.	Verbal Communication Skills	Group Discussions, Moot Courts
11.	Presentation Skills	Group Discussions, Moot Courts
12.	Behavioral Skills	Group Discussions
13.	Information Management	Assignments
14.	Personal Management	---
15.	Leadership Skills	Moot Courts

9. Course Resources

Readings:

1. Ministry of Youth Affairs and Sports, Government of India. (2022). National ServiceScheme (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. UnikaPrakashan.
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.

Online Resources:

- **NSS Official Website:** https://nss.gov.in
- **National Youth Portal:** https://www.nyks.nic.in
- **MyGov India:** https://mygov.in
- **Swachh Bharat Mission:** https://swachhbharat.mygov.in

Other Electronic Resources

- https://www.ebsco.com

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Course Specifications: Disaster Management

Course Title	Disaster Management
Course Code	NEW
Course Type	Value added course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

In our rapidly evolving 21st-century world, challenges emerge in diverse forms, transcending borders and intertwining economic, societal, and environmental realms. These challenges profoundly affect vulnerable communities, magnifying their susceptibility to climate-related shocks and disasters. As we navigate through these complexities, it becomes increasingly evident that aligning strategies with global Sustainable Development Goals (SDGs) across various geographical scales is paramount. This alignment incorporates perspectives of environmental sustainability, climate adaptation, and disaster resilience. In light of these considerations, this course aims to equip students with the knowledge and skills necessary to address and mitigate the impacts of disasters in a holistic manner.

2. Course Objectives:

- To provide understanding of the concepts related to disaster
- To highlight the importance and role of disaster management
- To enhance awareness of institutional processes and management strategies tomitigate the impacts of disasters
-

3. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	0:0:4
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Program Specifications
Attendance Requirement	As per the Academic Regulations/Program Specifications

4. Course Outcomes (COs)

At the end of the course students will be able to:

After completion of this course the learner will be able to –

- Articulate the critical role of disaster management in reducing risks and enhancingresilience
- Identify and describe key institutional frameworks and processes in disaster management.
- Conduct risk assessments and develop disaster management plans for specific scenarios

5. Course Contents

Unit 1: Concepts and Terminologies

Understanding key concepts of Hazards, disasters; Disaster types and causes (Geophysical, Hydrological, Meteorological, Biological and Atmospheric; Human-made);Global trends in disasters - Impacts (Physical, Social, Economic, Political, Environmental and Psychosocial); Defining Vulnerability (Physical Vulnerability; Economic Vulnerability; Social Vulnerability)

Unit 2: Key concepts of Disaster Management Cycle

Components of disaster management cycle (Phases: Response and recovery, Risk assessment, Mitigation and prevention, Preparedness planning, Prediction and warning); Disaster risk reduction (DRR), Community based disaster risk reduction

Unit 3: Initiatives at national and international level

Disaster Risk Management in India and at international level: Related policies, plans, programmes and legislation; International strategy for disaster reduction and other initiatives

Unit 4: Emergency Management

Explosion and accidents (Industrial, Nuclear, Transport and Mining) - Spill (Oil and Hazardous material); Threats (Bomb and terrorist attacks) - Stampede and conflicts

Training and Demonstration Workshops (at least two workshops) be organized in association with the NIDM, NDRF, NCDC, Param Military, Fire Brigade, CISF, local administration etc.

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6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1		2							3	
CO-2			2				3			
CO-3	3							2		
CO-4				2						1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		00
Demonstrations		25
1. Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	00	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		5
Total Duration in Hours		**30**

8. Course Assessment and Reassessment

- The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.
- The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.
-

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment	Quiz (MCQ)/ Lab	40 Marks
Maximum Marks ◆	30	20	10	
CO-1	X	X	X	X
CO-2	X	X	X	X
CO-3	X			X
CO-4	X		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester. Course reassessment policies are presented in the Academic Regulations document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room Lectures, Case Discussions
2.	Understanding	Class room Lectures, Assignments
3.	Critical Skills	Class room Lectures, Assignments
4.	Analytical Skills	Brainstorming Sessions
5.	Problem Solving Skills	Case Discussions, assignments
6.	Practical Skills	Moot Courts
7.	Group Work	Group discussions
8.	Self-Learning	Moot Courts
9.	Written Communication Skills	Examination, assignment
10.	Verbal Communication Skills	Group Discussions, Moot Courts

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11.	Presentation Skills	Group Discussions, Moot Courts
12.	Behavioral Skills	Group Discussions
13.	Information Management	Assignments
14.	Personal Management	---
15.	Leadership Skills	Moot Courts

10. Course Resources

Readings:

1. Sharma, S.C., Disaster Management, Khanna Book Publishing.
2. Clements, B. W.: Disasters and Public Health: Planning and Response,Elsevier Inc.
3. Dunkan, K., and Brebbia, C. A., (Eds.) : Disaster Management and Human Health Risk: Reducing Risk, Improving Outcomes, WIT Press, UK.
4. Singh, R. B. (ed.), Natural Hazards and Disaster Management: Vulnerability andMitigation, Rawat Publications, New Delhi.
5. Ramkumar, Mu, Geological Hazards: Causes, Consequences and Methods of Containment, New India Publishing Agency, New Delhi.
6. Modh, S. Managing Natural Disaster: Hydrological, Marine and GeologicalDisasters, Macmillan, Delhi.
7. Carter, N. Disaster Management: A Disaster Management Handbook. Asian Development Bank, Manila.

Online Resources:

http://www.ndma.gov.in/n/
http://nidm.gov.in/
https://www.unisdr.org/
http://www.emdat.be https://www.weather.gov/s/
https://www.preventionweb.net/risk/vulnerability

Other Electronic Resources

- https://www.ebsco.com

4th Semester

Course Specifications: Innovation and Entrepreneurship

Course Title	Entrepreneurial Mindset and Action
Course Code	BAU201A
Course Type	Core Theory Course
Department	Management Studies/ Center for Enterpreneurship
Faculty	Management and Commerce

1. Course Objective(s):

To understand Entrepreneurship and its types
To understand that not all ideas can be turned into viable business models and guestimate business potential of an idea
To understand different type of finances available and financing methods
To be able to draft business plans on an identified idea
To understand the nuances of operating a startup – low budget marketing, stabilizing operations, build a team from scratch and scaling the business
To know what is a Family Business and how is it different from Entrepreneurship

2. Course Summary

Entrepreneurship is not only about creating new ventures but also about taking action in a variety of settings where one can make a positive difference. The course helps students cultivate an entrepreneurial mindset and build the attitudes, skills, and perspectives necessary to think creatively,take calculated risks, and identify opportunities for value creation. The reflective exercises and practical assignments encourage the students to step out of their comfort zone, face real life situationsas entrepreneurs commonly do and explore their potential.

3. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	2:0:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Respective Department of the Faculty
Total Course Marks	50
Pass Criterion	As per the Academic Regulation A student is required to score a minimum of 40% in both component 1 and component 2 put together. Attending Component 1 and Component 2 is a mandatory.
Attendance Requirement	As per the Academic Regulations

4. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

CO-1: Understand concepts and the process of entrepreneurship and innovation.
CO-2: Comprehend effectual principles and apply entrepreneurship as a method.
CO-3: Develop the ability to evaluate and act on opportunities for value creation.
CO-4: Create essential artefacts required to present venture ideas to potential

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stakeholders.

5. Course Contents

Unit 1: Introduction to Entrepreneurship and Innovation

Entrepreneurship and You – why entrepreneurial skills are relevant in life; Creativity and Innovation; Debunking Popular Myths About Entrepreneurship; Entrepreneurship in Varied Contexts.

Unit 2: Entrepreneurial Mindset

Developing an entrepreneurial mindset; Effectual Principles; Causal vs Effectual Thinking; Entrepreneurship as a method, Entrepreneurial Thought and Action.

Unit 3: Recognizing and Evaluating Opportunities

Types of Innovation; Idea Generation; Discovery and Creation of opportunities; Design Thinking; Understanding Business Models and Revenue Models

Unit 4: Customer Development

Customer Value Proposition; Customer Development – identifying and interviewing customers, understanding user requirements by talking to potential users/customers/stakeholders, analyzing and applying customer/stakeholder feedback.

Unit 5: Experimentation and Action

Pilots, Prototypes and MVPs; Finding Resources; Building Teams and Partnerships.

Unit 6: Building Entrepreneurial Self-Efficacy

The Art of Pitching; Venture Financing; Equity Management; Essential artifacts for entrepreneurs – Business Model Canvas, Pitch Deck; Understanding Entrepreneurial Success and Failure.

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO- 1	PSO- 2	PSO- 3	PSO- 4
CO-1	3						3			
CO-2		3						2		
CO-3		3	2							2
CO-4				2					2	3
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		15
Demonstrations		05
1. Demonstration using Videos	02	
2. Demonstration using Physical Models / Posters	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	

Practical Work		
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	03	5
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others	05	
1. Case Study Presentation	05	
2. Guest Lecture	01	
3. Industry / Field Visit	02	05
4. Brain Storming Sessions	02	
5. Group Discussions	04	
6. Discussing Possible Innovations	01	
Mid Terms, Laboratory Examination/Written Examination, Presentations		0
Total Duration in Hours		**30**

8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Program Specifications document pertaining to the UG Program. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CEor SEE) or subcomponent of CE (SC1, SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (50% Weightage)		**Componen t2: SEE – Group Task/Activit y(50% Weightage)**
Subcomponent	**SC1**	**SC2**	
Subcomponent Type	**Mid Term**	**Assignment/Presentation Deck of Innovative Ideas**	**50 Marks**
Maximum Marks	**25**	**25**	
CO-1	X		X
CO-2	X		X
CO-3		X	X
CO-4		X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.			

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The Course Leader assigned to the course, shall provide the focus of COs in each component of assessment in the beginning of the semester to capture the Group Task evaluation parameters such as: field visit, presentation of business plan, case study presentation on success and failure companies. Ideating and running the business for a day inside the campus.

Course reassessment policies are presented in the Academic Regulations document

11. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, assignment, examination
5.	Problem Solving Skills	Assignment, Field visit and presentation
6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and group discussions
11.	Presentation Skills	Case study and group discussions
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Assignment and Group Discussion
15.	Leadership Skills	Group discussions and Case study

12. Course Resources

a. Essential Reading

i. Course notes

ii. Hisrich, R., Peters, M. and Shepherd, D., 2020. *Entrepreneurship*. 11th ed.Noida: McGraw Hill.

b. Recommended Reading

i. Charantimath, P., 2018. *Entrepreneurship development and small businessenterprises*. 3rd ed. Belgaum, India: Pearson Education.

ii. Roy, R., 2020. *Entrepreneurship*. 3rd ed. Noida: Oxford University Press.

iii. Startup India Leaning Program by Start Up India available at www.startupindia.gov.in

iv. Entrepreneurship, Rajeev Roy, Oxford University Press

v. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce

vi. R. Barringer, Pearson Publishing

vii. Family Business Management by Rajiv Agarwal, Sage Publishing

viii. Anish Tiwari , "Mapping the Startup Ecosystem in India", Economic & Political Weekly
ix. Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series

c. Magazines and Journals

i. Business World: ABP Group
ii. Journal of Small Business Management, Blackwell Publishing
iii. Business Strategy: PwC Strategy & Inc.

d. Websites

i. India, S., 2022. *Homepage*. [online] Start-up India. Available at: <https://www.startupindia.gov.in/> [Accessed 10 July 2022].
ii. Allsharktank, Products., 2022. *Homepage*. [online] All Shark Tank Products. Available at: <https://www.allsharktankproducts.com/> [Accessed 10 July 2022].
iii. India, M., 2022. *Make In India*. [online] Makeinindia.com. Available at: <https://www.makeinindia.com/> [Accessed 10 July 2022].

e. Other Electronic Resources

NA

13. Course Organization

Course Code		21BAU201A
Course Title		Innovation and Entrepreneurship
	Course Leader's Name	As per Timetable
	Course Leader's Contact Details	**Phone:** +91-80-4536-6666
		E-mail:
	Course Specifications Approval Date	14-12-2024
	Next Course Specifications Review Date	April 2026

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Course Specifications: Operations Management

Course Title	Operations Management
Course Code	BAC107A
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. **Course Description:**

   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.

2. **Course Summary**

   This course's objective is to familiarize students with the principles and practices of Operations Management (OM). Fundamentals of Operations Management (OM) and their significance are offered to students. Additionally, the course aims to give students an understanding of operational management, capacity planning, work-system design, forecasting, aggregate planning, scheduling, and project management ideas.

3. **Course Size and Credits:**

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations/Programme Specifications
Attendance Requirement	As per the Academic Regulations/Programme Specifications

4. **Course Outcomes (COs)**

   After the successful completion of this course, the student will be able to:

   CO-1. Explain the role of Operations Management in business organization
   CO-2. Explain the decision support tools used in capacity planning, the elements of work system design, and formulate forecasting model
   CO-3. Discuss aggregate planning, and principles of (TQM)
   CO-4. Develop schedules for service applications and emerging trends in Operations Management

5. **Course Contents**

   Unit 1 (Operations Management Strategy): Operations Management, Operations Management Decisions; OM across the Organization, Differences between Manufacturing and Service Organizations; Operations Management in Practice,

Operations Strategy across the Organization, developing a Business Strategy, Developing an Operations Strategy, Strategic Role of Technology- Productivity.

Unit 2 (Capacity planning, Work system design and Forecasting): Capacity Planning, Making Capacity Planning Decisions, Decision Trees, Location Analysis, Making Location Decisions, Capacity Planning and Facility Location within OM, Capacity Planning and Facility Location across the Organization, Designing a Work System, Job Design, Methods Analysis, The Work Environment, Work Measurement; Principles of Forecasting, Steps in the Forecasting Process, Types of Forecasting Methods, Time Series Models, Causal Models, Measuring Forecast Accuracy

Unit 3 (Aggregate plans and Quality Management): The Role of Aggregate Planning, Types of Aggregate Plans; Aggregate Planning Options, Developing the Aggregate Plan, Aggregate Plans for Companies with Tangible Products- Service Companies, and across the Organization; Principles of Total Quality Management (TQM) –Quality Dimension – Terminologies of Quality Management; Historical Perspective and Statistical Framework for Six Sigma and Lean Management; Application of DMAIC Methodology for Process Improvement: Introduction to Essentials of Lean Six Sigma, Design for Lean Six Sigma; Lean Manufacturing Techniques to enhance quality, and improve operational efficiency.

Unit 4 (Scheduling and Project Management): Scheduling Operations, Scheduling Work, Sequencing Jobs, Measuring Performance, Comparing Priority Rules; Theory of Constraints, Project Life Cycle, Network Planning Techniques, Estimating the Probability of Completion Dates, Reducing Project Completion Time; Introduction of Data Analytics & Predictive Analytics, Green Operations, Lean and Agile Methodologies.

6. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						2			
CO-2		2						3		
CO-3				2					3	
CO-4			3							2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

7. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		45
Demonstrations		00
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		26

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1. Solving Numerical Problems	30	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		04
1. Case Study Presentation	04	
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

8. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1, SC2, SC3 or SC4), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent	**SC1**	**SC2**		
Subcomponent Type	**Term Test 1 + Term Test 2**	**Assignment**	**Quiz (MCQ)/ Lab**	**40 Marks**
Maximum Marks	**25**	**25**	**10**	
CO-1	**X**			**X**
CO-2		**X**	**X**	**X**
CO-3	**X**	**X**		**X**
CO-4		**X**	**X**	**X**
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

9. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignment
2.	Understanding	Class room lectures, Assignment
3.	Critical Skills	Class room lectures, Assignment
4.	Analytical Skills	Case study discussions
5.	Problem Solving Skills	Solving Numerical problems
6.	Practical Skills	Case study discussions
7.	Group Work	Assignment, case study discussions
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Assignment
15.	Leadership Skills	Group discussions
16.	Ability Enhancement	Group discussions, numerical problems
17.	Skill/Vocational Enhancement	Using spreadsheets for numerical solutions

10. Course Resources

a. Essential Reading

1. Course notes
2. Operations Management by William J. Stevenson
3. Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman
4. The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox
5. Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield
6. Reid, R. D., & Sanders, N. R. (2013). 'Operations Management' - An Integrated Approach, 5e, John Wiley & Sons, Inc.
7. Richard B.Chase, (2006). 'Operations Management for Competitive Edge', 11e, McGraw Hill.
8. Kumar, S. A.,& Suresh, N (2006). 'Production and operations management', New Age International.

b. Recommended Reading

1. Kumar, S. A., & Suresh, N. (2009). 'Operations management', New Age International.
2. Stevenson, W. J. (2012). 'Operations Management', McGraw Hill, 11E.
3. Heizer, J. (2016). 'Operations Management', 12e. Pearson Education India.
4. Brown, S., Blackmon, K., Cousins, P., & Maylor, H. (2013).

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'Operations management', – 'policy, practice and performance improvement'.

5. Case study on Toyota's Production System: Exploring Lean Manufacturing.
6. Analysis of Amazon's supply chain operations for customer satisfaction and efficiency.
7. Case on Zara's fast fashion operations strategy and its global supply chain management.

c. Magazines and Journals

1. Jaboob, A. S., Awain, A. M. B., & Ali, K. A. M. (2024). Introduction to Operation and Supply Chain Management for Entrepreneurship. In Applying Business Intelligence and Innovation to Entrepreneurship (pp. 52-80). IGI Global.
2. Journal of Operations Management
3. International Journal of Operations & Production Management Information
4. International Journal of Services and Operations Management

d. Websites

1. Reid, R. D., & Sanders, N. R. (2013). 'Operations Management' - An Integrated Approach, 5e, John Wiley & Sons, Inc. Available at: https://archive.org/details/OperationsManagement5thEditionR.Dan (Accessed 6th June 2022)
2. Stevenson, W. J. (2012). 'Operations Management', McGraw Hill, 11E. Available at: https://highered.mheducation.com/sites/0073525251/information_center_view0/index.html (Accessed 6th June 2022)

e. Other Electronic Resources

11. Course Organization

Course Code	BAC107A	
Course Title	Operations Management	
Course Leader's Name	As per Time Table	
Course Leader's Contact Details	**Phone:**	080 4536 6666
	E-mail:	As per Time Table
Course Specifications Approval Date	14 December 2024	
Next Course Specifications Review Date	April 2025	

Course Specifications: Financial Management and Project Appraisal

Course Title	Financial Management and Project Appraisal
Course Code	BAE303A
Course Type	Discipline Elective Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

This course aims to provide knowledge about Financial Management system. Students are introduced to concepts of financial management. Students are taught to compute and interpret factors influencing the time value of money, capital structure (financial), investment and dividend decisions.

2. Course Size and Credits:

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- **CO-1.** Discuss basic concepts of financial management
- **CO-2.** Compute the present value and future value using time value of money concepts/ Apply time value of money
- **CO-3.** Compute the component cost of capital and capital structure
- **CO-4.** Evaluate investment decisions

4. Course Contents

Unit 1(Introduction to Financial Management): Basic concepts of financial management, Aims of Finance Function, Organization structure of Finance Department, Goals of Financial Management, Sources of finance, Role of a Financial Manager, Factors influencing a sound financial plan.

Unit 2 (Time Value of Money): Introduction, Meaning & Definition, Future Value (Single Flow – Uneven Flow & Annuity), Present Value (Single Flow – Uneven Flow & Annuity), Doubling Period, Concept of Valuation, Valuation of Bonds, Debentures and shares, Money market and bond market.

Unit 3 (Cost of Capital and Capital Structure): Introduction to cost of Capital, Cost of different sources of Finance, Weighted average cost of capital, operating leverages, financial leverage and combined leverages. Meaning of Capital Structure, Capital Structure theories, Factors influencing Capital Structure, Optimum Capital Structure, Computation & Analysis of EBIT, EBT, and EPS.

Unit 4 (Capital Budgeting and Project Appraisal): Introduction, Importance of Capital Budgeting, Capital Budgeting decisions and identification of investment opportunities, capital budgeting

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process, investment evaluation and appraisal - Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index.

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		2						3		
CO-3			1						2	
CO-4				3						3
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		30
Demonstrations		18
1. Demonstration using Videos	10	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	08	
Numeracy		10
1. Solving Numerical Problems	10	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		17
1. Case Study Presentation	10	
2. Guest Lecture	03	
3. Industry / Field Visit	04	
4. Brain Storming Sessions	00	
5. Group Discussions	00	

6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent	SC1	SC2		
Subcomponent Type	Term Test 1 + Term Test 2	Assignment/ Quiz / Group Activity	Lab/Presentation	100 Marks
Maximum Marks	25	25	10	
CO-1	✓			✓
CO-2	✓			✓
CO-3	✓			✓
CO-4			✓	✓
The details of SC1, SC2 or SC3 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment and Solving Numerical
5.	Problem Solving Skills	Assignment and Solving Numerical
6.	Practical Skills	Assignment
7.	Group Work	Case study discussion
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Assignment and Case study discussion
11.	Presentation Skills	Case study discussion
12.	Behavioral Skills	---
13.	Information Management	Assignment

14.	Personal Management	---
15.	Leadership Skills	---

9. Course Resources

a. Essential Reading

1. Course notes
2. Chandra, Prasanna, (2017). 'Financial Management: Theory and Practice1', 9th Ed, Columbus-OH, McGraw Hill Publishers.
3. Reddy, Sudharshan, (2017). 'Financial Management - Principles and Practice', 4th Ed, Mumbai, Himalaya Publishing House.

b. Recommended Reading

1. Khan M Y & Jain P K, (2017). 'Financial Management', 7th Ed, Columbus-OH, McGraw Hill Publishers.
2. Dr. Satyaprasad. B.G, Prof. Appannaiah. H.R, Reddy P.N (2015). 'Financial management', 6th Ed, Mumbai, Himalaya Publishing House.
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. Brigham and Houston. Fundamentals of Financial Management, Cengage Learning.

c. Magazines and Journals

1. Outlook money, fortnightly
2. Financial Management magazine (https://www.fm-magazine.com/)

d. Websites

1. http://nifm.ac.in/

e. Other Electronic Resources

NA

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Course Specifications: Business Research Methodology

Course Title	Business Research Methodology
Course Code	NEW
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

Business Research Methodology provides an in-depth understanding of the fundamental concepts and applications of research methods in business. This course covers various research designs, data collection methods, statistical techniques, and the process of writing research reports. Through this curriculum, students will develop the skills required to design sound research, effectively collect and analyze data, and communicate research findings comprehensively.

2. Course Size and Credits:

Number of Credits	04
Credit Structure (Lecture: Tutorial: Practical)	3:1:0
Total Hours of Interaction	85
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

1. Prepare a detailed research plan covering all essential aspects of a research project.
2. Construct and administer effective research instruments like questionnaires.
3. Execute data collection strategically to gather relevant information.
4. Apply advanced statistical techniques for data interpretation to draft comprehensive research reports tailored to specific audience needs.

4. Course Contents

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.

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.

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.

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.

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)		
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1		3					3			
CO-2			3						2	
CO-3	1							2		
CO-4				3						1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		30
Demonstrations		18
1. Demonstration using Videos	10	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	08	
Numeracy		10
1. Solving Numerical Problems	10	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		00
1. Case Study Presentation	10	
2. Guest Lecture	03	
3. Industry / Field Visit	04	
4. Brain Storming Sessions	00	

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5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**85**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Term Test 1 + Term Test 2	Assignment/ Quiz / Group Activity	Lab/Presentation	100 Marks
Maximum Marks ◆	25	25	10	
CO-1	✓			✓
CO-2	✓			✓
CO-3	✓			✓
CO-4			✓	✓
The details of SC1, SC2 or SC3 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment and Solving Numerical
5.	Problem Solving Skills	Assignment and Solving Numerical
6.	Practical Skills	Assignment
7.	Group Work	Case study discussion
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Assignment and Case study discussion
11.	Presentation Skills	Case study discussion
12.	Behavioral Skills	---
13.	Information Management	Assignment

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14.	Personal Management	---
15.	Leadership Skills	---

9. Course Resources

Essential Reading

Suggested Case Topics:

1. Using Market Research to Assess Willingness to Pay for Pricing Decisions by: Kamel Jedidi, Robert J. Morais (2023) - https://hbsp.harvard.edu/product/CU378-PDF- ENG

Textbooks and (Latest Edition):

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.

Other Electronic Resources

NA

Course Specifications: Business Environment and Public Policy

Course Title	Business Environment and Public Policy
Course Code	VAC 401
Course Type	Value Added Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The course aims to give an orientation to the students with various aspects of economic, social, political and cultural environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations. Additionally, delving into public policies will give students a grasp of the regulatory framework and government initiatives shaping the business landscape in India.

2. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture: Tutorial: Practical)	2:0:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	25
Pass Criterion	A student is required to score a minimum of 40% in Assessment Test. Attending Component is a mandatory.
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

1. Understand relationship between environment and business, different concepts & its implementation.
2. Integration of business environment principles and strategies into domestic and international business.
3. In-depth knowledge of public policies and reforms since independence.
4. Apply the knowledge to analyse the current situations and take prudent decisions.

4. Course Contents

Unit 1: Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment, Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment.

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Unit 2:

Global Framework: EPRG Framework, Liberalization, Privatization & Globalization concept & its impact on Indian Economy. Significance of FDI & FII, IMF & WTO, Regional Economic Integrations in the development of the Nations.

Unit 3:

Public Policies: Background, Meaning and Importance of Public Policy. Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy, FERA & FEMA. Structural Adjustment Programs and Banking Sector Reforms in India.

Unit 4:

Problems and Challenges of Growth of Economy: Unemployment, Poverty, RegionalImbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge and information. Remedies to solve these problems, Challenges & Opportunities of Indian Business Environment.

Unit 5:

Emerging Trends in Business: Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. Technological Growth and MNC's.

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)		
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		2						2		
CO-3			1						1	
CO-4				3						2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		10
Demonstrations		05
1. Demonstration using Videos	00	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	08	
Numeracy		00
1. Solving Numerical Problems	10	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	

3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		
1. Case Study Presentation	00	5
2. Guest Lecture	00	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	00	
5. Group Discussions	00	
6. Discussing Possible Innovations	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		10
Total Duration in Hours		**30**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A. Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent ◆	**SC1**	**SC2**		
Subcomponent Type ◆	**Term Test 1 + Term Test 2**	**Assignment/ Quiz / Group Activity**	**Lab/Presentation**	**25 Marks**
Maximum Marks ◆	**215**	**10**	**X**	
CO-1	☑			☑
CO-2	☑			☑
CO-3	☑			☑
CO-4			☑	☑
The details of SC1, SC2 or SC3 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

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Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Classroom lectures
2.	Understanding	Classroom lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Assignment and Solving Numerical
5.	Problem Solving Skills	Assignment and Solving Numerical
6.	Practical Skills	Assignment
7.	Group Work	Case study discussion
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Assignment and Case study discussion
11.	Presentation Skills	Case study discussion
12.	Behavioral Skills	---
13.	Information Management	Assignment
14.	Personal Management	---
15.	Leadership Skills	---

9. Course Resources

Text Books / References:

1. K. Aswathappa: Essentials of Business Environment, Himalaya Publishing House.
2. Francis Cherunilam: Business Environment, Himalaya Publishing House.
3. A. C. Fernando: Business Environment, Pearson.
3. Dr. S Sankaran: Business Environment, Margham Publications.
4. Dr V Murali Krishna: Business Environment, Spectrum Publications.
5. Namitha Gopal: Business Environment, McGraw Hill.

Course Specifications: Enterprise System and Platforms

Course Title	**Enterprise System and Platforms**
Course Code	**VAC**
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Objectives:

The course aims to provide students with comprehensive knowledge and practical skillsin the field of Enterprise Resource Planning (ERP). Students will learn to design, implement, and manage ERP systems, as well as understand advanced ERP features and future trends, using various free or student-accessible tools.

2. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture:Tutorial:Practical)	2:0:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	A student is required to score a minimum of 40% in both component 1 and component 2 put together. Attending Component 1 and Component 2 is a mandatory.
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

1. Students will **understand** the key concepts, components, and evolution of ERP systems, including the drivers for ERP implementation and the challenges and solutions associated with ERP systems.
2. Students will **apply** knowledge of ERP system design and architecture by usingtools to create system diagrams, compare ERP solutions, and evaluate the integration of ERP with other systems.
3. Students will **create** business intelligence reports and dashboards and assess the impact of advanced ERP features such as cloud-based solutions, IoT integration, and AI/ML on business strategy and digital transformation.

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4. Course Contents

Unit 1: Introduction to Enterprise Resource Systems

Overview of Enterprise Resource Planning (ERP), Definition and Evolution of ERP, Key Drivers for ERP Implementation, ERP Components and Architecture, Core Modules (Finance, HR, Supply Chain, etc.), Common Challenges and Solutions

Unit 2: ERP System Design and Architecture

ERP System Design, System Development Life Cycle (SDLC) for ERPs, Customization vs. Standardization, ERP Architecture, Three-Tier Architecture, Integration of ERP with Other Systems, ERP Vendors and Solutions, Overview of Major ERP Vendors (SAP, Oracle, Microsoft, etc.), Comparison of ERP Solutions

Unit 3: ERP Implementation and Management

Implementation Strategies, Planning and Preparation, Data Migration and Integration, Project Management for ERP Implementation, Project Planning and Execution, Risk Management and Mitigation, Post-Implementation Activities, Training and Support, Continuous Improvement and Maintenance

Unit 4: Advanced Topics and Future Trends in ERP

Advanced ERP Features, Business Intelligence and Analytics, Cloud-Based ERP Solutions, Emerging Trends in ERP, Internet of Things (IoT) and ERP Integration, Artificial Intelligence and Machine Learning in ERPs, Impact of ERP on Business Strategy, Strategic Decision Making with ERP, ERP and Digital Transformation

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		3						2		
CO-3			2	1					1	1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		10
Demonstrations		05
1.Demonstration using Videos	01	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	

Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		05
1. Case Study Presentation	03	
2. Guest Lecture	01	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	03	
5. Group Discussions	03	
6. Discussing Possible Innovations	00	
7.Workshop	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		**10**
Total Duration in Hours		**30**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A.Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the Co. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent ◆	**SC1**	**SC2**		
Subcomponent Type ◆	**Online Test**	**Assignment/ Quiz / Group Activity**	**Lab/Presentation**	**50 Marks**
Maximum Marks ◆	**25**	**25**	**0**	
CO-1	**X**			**X**
CO-2	**X**	**X**	**X**	**X**
CO-3		**X**		**X**
CO-4		**X**		**X**
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

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8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures and demonstrations
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room and assignment
5.	Problem Solving Skills	Class room (solving numerical) and assignment
6.	Practical Skills	class room and assignment
7.	Group Work	Assignment
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	---
13.	Information Management	Assignment, examination and presentation
14.	Personal Management	---
15.	Leadership Skills	Class room lectures

9. Text Books

1. "Enterprise Resource Planning" by Alexis Leon
2. "Modern ERP: Select, Implement, and Use Today's Advanced Business Systems" by Marianne Bradford
3. "ERP Demystified" by Alexis Leon
4. "Enterprise Resource Planning Systems: Systems, Life Cycle, ElectronicCommerce, and Risk" by Daniel E. O'Leary
5. Fundamentals of Enterprise Resource Planning", Author: Ellen Monk, Bret Wagner

10. Reference Readings

1. Yu Chung Wang, W., Pauleen, D., & Taskin, N. (2022). Enterprise systems, emerging technologies, and the data-driven knowledge organisation. Knowledge Management Research & Practice, 20(1), 1–13. https://doi.org/10.1080/14778238.2022.2039571
2. Arshad, N. I., Bosua, R., Milton, S., Mahmood, A. K., Zainal Abidin, A. I., Mohd Ariffin, M., & Mohd Aszemi, N. (2021). Sustainable enterprise content management technologies use framework supporting agile business processes. Knowledge Management Research and Practice, 1–18. https://doi.org/https://doi.org/10.1080/14778238.2021.1973352
3. Alhanof Almutairi, M. Asif Naeem, Gerald Weber, Understanding enterprise systems adaptability: An exploratory survey, Procedia Computer Science, Volume 197, 2022, Pages 743-750, https://doi.org/10.1016/j.procs.2021.12.196.
4. Buonanno G., P. Faverio, F. Pigni, A. Ravarini, D. Sciuto, M. Tagliavini, "Factors affecting ERP system adoption: A comparative analysis between SMEs and large companies.", Journal of Enterprise Information Management, 18 (2005), pp. 384- 426

5. Ignatiadis, I., Nandhakumar, J. The impact of enterprise systems on organizational resilience. J Inf Technol 22, 36–43 (2007). https://doi.org/10.1057/palgrave.jit.2000087

11. Case Studies

1. Radically Simple IT, David M. Upton and Bradley R. Staats,https://hbr.org/2008/03/radically-simple-it
2. Putting the Enterprise into the Enterprise System, Thomas H. Davenport, https://hbr.org/1998/07/putting-the-enterprise-into-the-enterprise-system
3. Delivery: Leveraging the Platform, R. Srinivasan, Sreecharan Rachakonda, Raj Kovid KR,
4. https://hbsp.harvard.edu/product/IMB789-PDF-ENG?Ntt=Delhivery%3A%20Leveraging%20the%20Platform

12. Course Organization

Course Code		
Course Title	**Enterprise System and Platforms**	
Course Leader's Name	As per Timetable	
Course Leader's Contact Details	**Phone:**	+91-80-45366666
	E-mail:	As per timetable
Course Specifications Approval Date	14 December 2024	
Next Course Specifications Review Date	April 2025	

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Course Specifications: Geopolitics and Impact on Business

Course Title	Geopolitics and Impact on Business
Course Code	VAC
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Objectives:

The course aims to help students to understand the role and significance of geopolitics and global dimensions of international business and examine the changing nature of global geopolitics and its potential effects of global and persistent geopolitical conflicts on political economy

2. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture:Tutorial:Practical)	2:0:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	A student is required to score a minimum of 40% in both component 1 and component 2 put together. Attending Component 1 and Component 2 is a mandatory.
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

1. Demonstrate a comprehensive understanding of global events and their implications on geopolitics
2. Identify the role and impact of geopolitics on the International political economic variables in international business
3. Analyse and evaluate the application of knowledge of Global trade and monetary systems to develop competitive strategies in regional, and global markets
4. Assess and predict how emerging trends in geopolitics impact strategic decisions of international business

4. Course Contents

Unit 1: Introduction to Geopolitics

Definition, Nature and Scope of Geopolitics, Theories of Geopolitics- Mackinder's Heartland Theory, Sea Power (Alfred Thayer Mahan), Rimland Theory (Nicholas J Spykman), Robert DKaplan.

Contemporary Issues in Geopolitics- Global Environmental Issues, Geopolitics of Energy and Natural Resources, Geoeconomics, Geopolitics of Technology, Globalization and geopolitics, Border Disputes, Popular Culture and Geopolitics, Geopolitics and Risk Analysis. Rise of Protectionism, and Geopolitical Tensions

Unit 2: Globalization and International Political Economy in geopolitical scenario
Post-War International Economic Order- IMF, World Bank, WTO; New International Economic Order- BRICS, North-South, South-South Cooperation; Globalization, National Differences in Political Economy.

Unit 3: Global Trade and Monetary Systems
Foreign Direct Investment, Foreign Exchange Market, Global Capital Market, International Monetary System, Supply Chain Disruptions and Management. Case studies on the Suez Canal, COVID Pandemic, US-China trade war, Russia- Ukraine, Israel-Palestine and China-Taiwan conflict.

Unit 4: Emerging Trends and Issues in Geopolitics and Business
Ethics and Culture in International Business, Differences and Challenges in International Business trade wars, unfair trade practices by developed and developing economies, anti-dumping, Tariff wars, MNCs and their lobbying and influence in domestic politics, Cyber Warfare and Cyber Attacks and anti-piracy law, Global and Sustainable Trade Practices and its impact on national economies, Issues in Brexit,World Recession, Inflationary Trends

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		2						3		
CO-3			2						2	
CO-4				3						2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		10
Demonstrations		05
1.Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	

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Others		5
1. Case Study Presentation	02	
2. Guest Lecture	01	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	01	
5. Group Discussions	01	
6. Discussing Possible Innovations	00	
7.Workshop	10	
Term Tests, Laboratory Examination/Written Examination, Presentations		**10**
Total Duration in Hours		**30**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A.Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the Co. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent	**SC1**	**SC2**		
Subcomponent Type	**Online Test**	**Assignment/ Quiz / Group Activity**	**Lab/Presentation**	**50 Marks**
Maximum Marks	**25**	**25**	**0**	
CO-1	X			X
CO-2	X	X	X	X
CO-3		X		X
CO-4		X		X
CO-5			X	X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures and demonstrations
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room and assignment
5.	Problem Solving Skills	Class room (solving numerical) and assignment
6.	Practical Skills	class room and assignment
7.	Group Work	Assignment
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	---
13.	Information Management	Assignment, examination and presentation
14.	Personal Management	---
15.	Leadership Skills	Class room lectures

9. Text Books

1. Kline, J. Ethics for International Business: Decision-making in a global political economy. London: Routledge.
2. Dodds, Klaus, Geopolitics in a Changing World, Prentice Hall: Essex, England.
3. Mearsheimer, J. J. The tragedy of great power politics. W. W. Norton & Company.
4. Kaplan, R. D. The revenge of geography: What the map tells us about coming conflicts and the battle against fate. Random House.
5. Black, J., Geopolitics and the Quest for Dominance. Bloomington: Indiana University Press.
6. Ikenberry, G. J. The Illusion of Geopolitics. Foreign Affairs, 93(3), 80.
7. Cavusgil, S.T., Knight, G., & Riesenberger, J.R., International Business: The New Realities, Prentice Hall.

10. References

Research articles

1. Navigating Troubled Waters: Impact to Global Trade of Disruption of Shipping Routes in the Red Sea, Black Sea and Panama Canal. (2024). In UNCTAD Policy Brief. https://doi.org/10.18356/27082822-114a.
2. O'Sullivan, M., Overland, I., & Sandalow, D. (2017). The Geopolitics of Renewable Energy. Social Science Research Network. https://doi.org/10.2139/ssrn.2998305.
3. Doz, Y., & Prahalad, C. K. (1980). How MNCs Cope with Host Government Intervention. Harvard Business Review.
4. Schwarzenberg, A. B. (2018b). U.S. Trade Debates: Select Disputes and Actions. https://digital.library.unt.edu/ark:/67531/metadc1311958/m2/1/high_res_d/IF10958_2018Aug28.pdf
5. Abbott, Kenneth and Snidal, Duncan, (1998), 'Why States Act Through Formal International Organizations', Journal of Conflict Resolution.

11. Case Study

1. Universal Pictures: Film Cut Dilemma Amid Geopolitical Conflict by Harvinder Singh; Rakesh Gupta, Harvard Business Publishing

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2. Ukraine: On the Border of Europe and Eurasia by Rawi Abdelal; Rafael Di Tella; Sogomon Tarontsi, Harvard Business Publishing

12. Course Organization

Course Code	BAC301A		
Course Title	International Business		
Course Leader's Name		As per Timetable	
Course Leader's Contact Details		**Phone:**	+91-80-45366666
		E-mail:	As per timetable
Course Specifications Approval Date		14 December 2024	
Next Course Specifications Review Date		April 2025	

Course Specifications: Public Health and Management.

Course Title	**Public Health and Management**
Course Code	VAC
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. **Course Objectives:**
   - Create a basic understanding of fundamentals of public health.
   - Know the health system of India along with public health planning and implicationof policy making.
   - Provide an overall exposure to contemporary issues of Indian Public Health and know the recent policy initiatives to address those challenges.

2. **Course Size and Credits:**

Number of Credits	02
Credit Structure (Lecture:Tutorial:Practical)	2:0:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	A student is required to score a minimum of 40% in both component 1 and component 2 put together. Attending Component 1 and Component 2 is a mandatory.
Attendance Requirement	As per the Academic Regulations

3. **Course Outcomes (COs)**
   1. Understand the fundamental concepts, approaches, frameworks and key measures related to population health
   2. Comprehend patterns of key population health indicators and respective policy efforts made by the Indian Government
   3. Understand the process of developing evidence-based public health planning and nuances of policymaking

4. **Course Contents**

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

Unit 2: Health systems in India

- History of public health in India
- Organization of health systems in India
- Health system in India : Key Issues

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- 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.

Unit 3: Concepts and practices of management & health planning

- Basic concepts of planning – macro to micro
- Tool for planning
- Health management in a district

Unit 4: Monitoring & Evaluation

- Introduction to Monitoring & Evaluation
- Health system frameworks
- Application of health system frameworks

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						2			
CO-2		2						3		2
CO-3			2						1	
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		10
Demonstrations		05
1.Demonstration using Videos	01	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		05
1. Case Study Presentation	03	
2. Guest Lecture	01	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	01	

5. Group Discussions	00	
6. Discussing Possible Innovations	00	
7.Workshop	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		**10**
Total Duration in Hours		**30**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment is presented in the Programme Specifications document pertaining to the B.B.A.Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the Co. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent ◆	**SC1**	**SC2**		
Subcomponent Type ◆	**Online Test**	**Assignment/ Quiz / Group Activity**	**Lab/Presentation**	**50 Marks**
Maximum Marks ◆	**25**	**25**	**0**	
CO-1	**X**			**X**
CO-2	**X**	**X**	**X**	**X**
CO-3		**X**		**X**
CO-4		**X**		**X**
CO-5			**X**	**X**
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures and demonstrations
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room and assignment
5.	Problem Solving Skills	Class room (solving numerical) and assignment
6.	Practical Skills	class room and assignment
7.	Group Work	Assignment

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8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	---
13.	Information Management	Assignment, examination and presentation
14.	Personal Management	---
15.	Leadership Skills	Class room lectures

9. Text Books

1. Goldsteen RL, Goldsteen K, Dwelle TLIntroduction to Public Health: Promises and Practices, Springer Publishing Company
2. Sen A, "Health in Development",Bulletin of the World Health Organization, Vol. 77(8)
3. Balarajan Y, Selvaraj S, Subramanian SV, "Health care and equity in India", The Lancet, Vol. 377(9764)
4. R N Batta,("Public health management in India: Concerns and optionsJ",ournal of Public Administration and Policy Research, Vol. 7(3)
5. National Health Policy 2017, Ministry of Health and Family Welfare, Govt. of India

10. Course Organization

Course Code		
Course Title	Public Health and Management	
Course Leader's Name	As per Timetable	
Course Leader's Contact Details	**Phone:**	+91-80-45366666
	E-mail:	As per timetable
Course Specifications Approval Date	14 December 2024	
Next Course Specifications Review Date	April 2025	

Course Specifications: International Business

Course Title	International Business
Course Code	BAC301A
Course Type	Core Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Objectives:

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

2. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture:Tutorial:Practical)	2:0:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	100
Pass Criterion	As per the Academic Regulations
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

1. Demonstrate and interpret the fundamental theories of international business and trade.
2. Develop an understanding of the concept of Foreign Direct Investment and its impact on various world economy
3. Analyse the significance of economic Integration in International Business
4. Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement

4. Course Contents

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

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.

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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.

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.

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3								2	
CO-2		2					3			
CO-3			2					3		
CO-4				2						1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		10
Demonstrations		05
1.Demonstration using Videos	04	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		05
1. Case Study Presentation	03	
2. Guest Lecture	01	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	01	
5. Group Discussions	03	
6. Discussing Possible Innovations	00	
7.Workshop	10	
Term Tests, Laboratory Examination/Written Examination, Presentations		**10**
Total Duration in Hours		**30**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A.Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the Co. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			Component 2: SEE (40% Weightage)
Subcomponent ◆	SC1	SC2		
Subcomponent Type ◆	Mid-Term Test	Assignment/ Quiz / Group Activity	Lab/Presentation	40 Marks
Maximum Marks ◆	25	25	10	
CO-1	X			X
CO-2	X	X	X	X
CO-3		X		X
CO-4		X		X
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S.No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures, Assignments
2.	Understanding	Class room lectures, Assignments
3.	Critical Skills	Class room lectures, Assignments
4.	Analytical Skills	Group discussion, Brainstorming sessions
5.	Problem Solving kills	Assignment
6.	Practical Skills	Assignment
7.	Group Work	Assignments, case study and group discussions
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Group discussions
11.	Presentation Skills	Assignment
12.	Behavioral Skills	Group discussion
13.	Information Management	Assignment
14.	Personal Management	---

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15.	Leadership Skills	Group discussions

9. Text Books

1. International Business: Competing in the Global Marketplace" by Charles W. L. Hill.
2. International Business: Concept, Environment and Strategy, 3e by Vyuptakesh 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.

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1. Cuervo-Cazurra, A. (2006). Who cares about corruption? Journal of international business studies, 37, 807-822.
2. Hofstede, G. (2006). What did GLOBE really measure? Researchers' minds versus respondents' minds. Journal of international business studies, 37, 882-896.
3. Sharma, P., Leung, T. Y., Kingshott, R. P., Davcik, N. S., & Cardinali, S. (2020).
4. Managing uncertainty during a global pandemic: An international business perspective. Journal of business research, 116, 188-192.
5. Bahoo, S., Alon, I., & Paltrinieri, A. (2020). Corruption in international business: A review and research agenda. International Business Review, 29(4), 101660.
6. Shams, R., Vrontis, D., Belyaeva, Z., Ferraris, A., & Czinkota, M. R. (2021).
7. Strategic agility in international business: A conceptual framework for "agile" multinationals. Journal of International Management, 27(1), 100737.
8. Krueger, A. O. (1990), "Trends in Trade Policies of Developing Countries" in C. S.
9. Pearson and James Riedel (eds.), the Direction of Trade Policy (Cambridge, MA. Basil Blackwell).

11. Case Study

1. The Battle in Seattle and the Anti-Globalization Movement Pg 82 International Business, Managing Globalization, John S. Hill
2. Making the Apple iPhone International Business, Eleventh Edition (McGraw Hill 2019), by Charles W.L. Hill, G. tomas M. Hult, Rohit Mehtani
3. Case Study: Pharmeasy Expansion Dilemma amidst Regulatory Uncertainties Ivey Publishing 2020
4. Case Study: Unilever's Lifebuoy in India: Implementing the sustainable plan Harvard Business School Case study 2017

12. Course Organization

Course Code	BAC301A		
Course Title	International Business		
Course Leader's Name		As per Timetable	
Course Leader's Contact Details		**Phone:**	+91-80-45366666
		E-mail:	As per timetable
Course Specifications Approval Date		14 December 2024	
Next Course Specifications Review Date		April 2025	

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Course Specifications: Design Thinking and Innovation

Course Title	Design Thinking and Innovation
Course Code	SEC 402
Course Type	Skill Enhancement Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Objectives:

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 student to templates of ideation
4. Understand the importance of prototyping in the innovation journey
5. Implementing innovation projects

2. Course Size and Credits:

Number of Credits	02
Credit Structure (Lecture:Tutorial:Practical)	2:0:0
Total Hours of Interaction	30
Number of Weeks in a Semester	15
Department Responsible	Management Studies
Total Course Marks	50
Pass Criterion	A student is required to score a minimum of 40% in the assessment. Attending is a mandatory.
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

1. Propose real-time innovative product designs and choose appropriate frameworks, strategies, techniques during prototype development.
2. Know wicked problems and how to frame them in a consensus manner that is agreeable to all stakeholders using appropriate frameworks, strategies, techniques during prototype development.
3. Analyze emotional experience and inspect emotional expressions to betterunderstand users while designing innovative products

4. Course Contents

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 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

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

Unit 3: Ideate, Prototype and Implement

1. Know the various templates of ideation like brainstorming, systems thinking
2. Concept of brainstorming – how to reach consensus on wicked problems
3. Mapping customer experience for ideation
4. Know the methods of prototyping, purpose of rapid prototyping.
5. Implementation

Unit 4: Feedback, Re-Design & Re-Create

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

5. Course Map (CO-PO-PSO Map)

Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3						3			
CO-2		2						2		
CO-3			2	1					1	1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

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6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		10
Demonstrations		05
1.Demonstration using Videos	05	
2. Demonstration using Physical Models / Systems	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		00
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	00	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		05
1. Case Study Presentation	02	
2. Guest Lecture	01	
3. Industry / Field Visit	00	
4. Brain Storming Sessions	01	
5. Group Discussions	01	
6. Discussing Possible Innovations	00	
7.Workshop	00	
Term Tests, Laboratory Examination/Written Examination, Presentations		**10**
Total Duration in Hours		**30**

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Programme Specifications document pertaining to the B.B.A.Programme. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the Co. In either component (CE or SEE) or subcomponent of CE (SC1 and SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation				
	Component 1: CE (60% Weightage)			**Component 2: SEE (40% Weightage)**
Subcomponent	**SC1**	**SC2**		
Subcomponent Type	**Online Test**	**Assignment/ Quiz / Group Activity**	**Lab/Presentation**	**50 Marks**
Maximum Marks	**10**	**15**	**0**	
CO-1	**X**			**X**
CO-2	**X**	**X**	**X**	**X**
CO-3		**X**		**X**
The details of SC1 and SC2 are presented in the Programme Specifications Document.				

The Course Leader assigned to the course, in consultation with the Head of the Department, shall provide the focus of COs in each component of assessment in the above template at the beginning of the semester.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures and demonstrations
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room and assignment
5.	Problem Solving Skills	Class room (solving numerical) and assignment
6.	Practical Skills	class room and assignment
7.	Group Work	Assignment
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Presentation
11.	Presentation Skills	Presentation
12.	Behavioral Skills	---
13.	Information Management	Assignment, examination and presentation
14.	Personal Management	---
15.	Leadership Skills	Class room lectures

9. Text Books (Latest Edition):

1. E Balaguruswamy , Developing Thinking Skills (The way to Success),Khanna Book Publishing Company
2. Tim Brown,"Change by Design: How Design Thinking TransformsOrganizations and Inspires Innovation", *Harvard Business Review*
3. 8 steps to Innovation by R T Krishnan & V Dabholkar, Collins Publishing

10. Reference Readings

1. Design Thinking by Nigel Cross, Bloomsbury

11. Course Organization

Course Code	**SEC 402**		
Course Title	**Design Thinking and Innovation**		
Course Leader's Name		As per Timetable	
Course Leader's Contact Details		**Phone:**	+91-80-45366666
		E-mail:	As per timetable
Course Specifications Approval Date		14 December 2024	
Next Course Specifications Review Date		April 2025	

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