



**K.R. MANGALAM UNIVERSITY**



**SCHOOL OF MANAGEMENT AND COMMERCE**

# **Bachelor of Business Administration**

**With specialization in Business Intelligence & Analytics**

**Undergraduate Course**

**2023-27**



## Preface

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The K. R. Mangalam University visualizes all its programmes in the best interest of their students and in this endeavour; it offers a new vision to all its under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes. The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The under-graduate Programmes will prepare the students for both, academia and employability. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to emotional stability, well-being, critical thinking and also skills for employability.

All the courses are having defined objectives and Learning Outcomes, which will help prospective students in choosing the elective courses to broaden their skills in the field of management and interdisciplinary areas. The courses will train students with sound theoretical and experimental knowledge that suits the need of academics and industry. The course also offers ample skills to pursue research as career in the field of management. The K. R. Mangalam University hopes the LOCF approach of the programme BBA will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

## Objectives of the program

The basic objective of this programme is to understand the data analysis & visualize your data & method not just a tool-oriented Analyst. The programme is designed to understand data fundamental, analyse the data methodology, techniques, powerful dashboards, Power BI & Visualization power of data along with a strong focus on case studies to ensure hands on learning. Once armed with analytics, you will also learn the powerful data visualization tool like Advanced version of Excel, Power Map, Power BI, Business Intelligence software, Tableau desktop version & other open source tools etc to present your analysis.

After the completion of the BBA degree, students would achieve several objectives:

**Business Knowledge:** Students would have gained a comprehensive understanding of various business disciplines, including marketing, finance, human resources, operations, and entrepreneurship. They would have acquired knowledge of key concepts, theories, and frameworks that are essential for decision-making in a business context.



**Critical Thinking:** The program would have enhanced students' critical thinking abilities, enabling them to analyze complex business situations, identify problems, evaluate alternative solutions, and make informed decisions. They would have developed skills to assess the strengths and weaknesses of different arguments and to apply logical reasoning in problem-solving.

**Communication Skills:** Students would have honed their communication skills, both written and verbal, to effectively convey ideas, present arguments, and articulate their thoughts in a professional manner. They would have gained experience in preparing business reports, delivering presentations, and engaging in group discussions and negotiations.

**Leadership and Teamwork:** The program would have provided opportunities for students to develop leadership qualities and work effectively in teams. They would have learned how to motivate and inspire others, delegate tasks, resolve conflicts, and collaborate with diverse individuals to achieve common goals.

**Ethical Awareness:** Students would have gained an understanding of ethical considerations and their implications in business decision-making. They would have explored topics such as corporate social responsibility, sustainability, and ethical dilemmas, enabling them to make ethically responsible choices in their professional careers.

**Global Perspective:** The program would have exposed students to the global business environment, emphasizing the interconnectedness of markets, cultures, and economies. They would have developed an appreciation for diverse perspectives, cross-cultural communication, and the challenges and opportunities of operating in a global marketplace.

**Professional Development:** The BBA program would have equipped students with essential professional skills, such as time management, problem-solving, adaptability, and networking. They would have learned how to navigate job searches, create professional resumes and cover letters, and prepare for interviews, enabling them to enter the workforce with confidence.

**Entrepreneurial Mindset:** The program would have fostered an entrepreneurial mindset among students, encouraging them to identify opportunities, think creatively, take calculated risks, and develop innovative solutions. They would have gained an understanding of the entrepreneurial process, including business planning, opportunity assessment, and venture creation.

Overall, the BBA degree would prepare students for a wide range of career paths in business and provided them with a solid foundation for further education or professional growth

**Career Options:** Commerce & Business, Data Analyst, Marketing Research, Research Analyst, Banking & Finance, Advertising, Tour & Travel, HR, Sales executive, Entrepreneur, etc.



### **Prospective Companies**

- Amazon
- Flipkart
- Cognizant
- Wipro
- IBM
- Infosys
- Deloitte
- Walmart
- Genpact
- Accenture
- Microsoft
- Reliance

### **Duration**

4 Years (Full-Time)

### **Eligibility Criteria**

The candidate should have passed 10+2 or its equivalent examination from a recognized Board with a minimum of 50% marks in aggregate. The reservation and relaxation for SC/ST/OBC/PWD and other categories shall be as per the rules of central/state government, whichever is applicable.



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## **Institution Vision & Mission**

### **Vision**

KR Mangalam University aspires to become an internationally recognized institution of higher learning through excellence in inter-disciplinary education, research and innovation, preparing socially responsible life-long learners contributing to nation building.

### **Mission**

- To impart undergraduate, post graduate and doctoral education in identified areas of higher education.
- To undertake research programmes with industrial interface.
- To integrate its growth with the global needs and expectations of the major stake holders through teaching, research, exchange & collaborative programmes with Foreign, Indian Universities/Institutions and MNCs.
- To act as a nodal centre for transfer of technology to the industry.
- To provide job oriented professional education to the students.

## **School Vision & Mission**

### **Vision**

To create a School that is truly distinctive in its multidisciplinary and integrated approach, which harnesses talent, provides enabling environment for resources to be converted into competitive capabilities and one which “celebrates and rewards” both success and failure as it marches ahead in its relentless pursuit of providing an enriching educational platform connecting students and organization to deliver social and economic impact.

### **Mission**

SOMC is committed to

- Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology
- Instill notion of lifelong learning through stimulating research, Outcomes-based education and innovative thinking



- Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies
- Enhance leadership qualities among the youth having understanding of ethical values and environmental realities.

## About School

The School of Management & Commerce takes pride in its professional and highly qualified intellectual capital, its faculty members. The school boasts of its modern infrastructure and latest technology and resources in the field of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International Business. The school aims at creating professionals who are committed to excellence in their personal and professional endeavors by adopting the best of industry practices with a keen focus on research, training and consultancy programmes. The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory.

## Program Outcome (PO)

PO1: Multi-disciplinary knowledge: The Management programme is designed to develop the conceptual and practical skills of the students to select their professional career from a number of options available in the market. It delivers professional in Management- both Profit and Non-Profit Organization, industry openings in the stream of Marketing, Finance, IB, HR, IT, Operations, Business Analytics, Quality Management, Entrepreneurship, PSUs and Civil Services etc.

PO2: Conceptual and practical skills: The programme enables the students to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analyzing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.

PO3: Employability: The Management programme aims to develop students' intellectual pursuit of knowledge of various management methods and processes in every area of activity. So, the students can equip with knowledge, skills and attitude to become more employable for the present and emerging job market.

PO4: Complex Global Business Environment: The Management Programme aims to develop students into leaders ready to tackle the challenges of today's complex global business environment.

PO5: Integrative Experience and Experimental Learning: The programme provides integrative experience and experimental learning through the application of multi-disciplinary knowledge and analyzing the impact of decisions and actions on various stake holders.



**PO6: Innovative thinking for Effective Decision Making:** The Programme prepares students to demonstrate awareness about the economic, ecological, political, legal and regulatory aspects of global business practices. The students acquire strategic and innovative thinking skills to enable effective decision making and problem solving in complex and uncertain condition.

**PO7: Analytical Thinking:** The Programme aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and practical education. It seeks to develop students as analytical and rigorous thinkers so that they are able to apply the concepts learnt to all pertinent issues that affect an organization's performance and effectiveness.

**PO8: Industry Exposure:** The Programme exposes students to the diverse area of application of knowledge in business firms and industrial organizations and enables them to gain the practical knowledge in order to be globally competent.

**PO9: Team Building:** The programme prepared students to work effectively in a team based environment, persuade and influence others to work collectively for a common goal.

**PO10: Blended Learning:** : Throughout the management programme, students gain valuable insight and skills from class room, lectures, case studies, conferences, industrial visits and guest lectures delivered by industry professionals and leading academicians from across the world through various teaching methods and platforms.

## **Program Educational Objectives (PEO)**

**PEO 1:** Compete on global platform by applying business concepts to managerial decision-making and develop a systematic understanding of globalization and its impact on business.

**PEO 2:** Communicate effectively and demonstrate professional behaviour while working in diverse teams in multidisciplinary settings.

**PEO 3:** Inculcate ethical qualities in self and demonstrate concern for society and environment.

**PEO 4:** Ability to use knowledge, management-oriented skills and tools in an integrated manner for managerial practice.

**PEO 5:** Pursue higher education and/or engage in continuous up-gradation and life-long learning.





## Program Specific Outcomes (PSO)

This course will help the students in following aspects:

**PSO1: Creativity and Innovation:** Develop leadership skills, creativity and entrepreneurship

**PSO2: Design/development of solutions:** Analyze and develop solutions for business problems and issues by using logical reasoning patterns for evaluating information, materials and data

**PSO3: Multifaceted Business Issue:** Conceptualize a multifaceted business issue and express into a written statement and verbal presentation.

## Programme Highlights

- Professionally qualified, competent and committed teaching faculty.
- Industry enabled curriculum and training from industry experts.
- Consistent interaction with renowned academicians and experts.
- Emphasis on project-based learning, techno-pedagogy, field projects, research projects, internships, continuous and comprehensive evaluation.
- Access to certification courses, ability & skill development programs, value-added courses besides core curriculum.
- Effective career counselling, guidance and mentoring program to excel in professional and personal spheres of life.
- Special programs for advanced and slow learners with focus on inclusion and student diversity.
- Focus on career progression through training, placements and preparation for higher studies.
- Centre of excellence in AI ,Machine Learning & Data Science



## Course Structure

<b>ODD SEMESTER</b>									
<b>Year</b>	<b>SNo</b>	<b>Category</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>First Year</b>	<b>1</b>	<b>Major</b>	<b>MCMC101</b>	<b>Management Thought and Applications</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
	<b>2</b>	<b>Major</b>	<b>MCMC103</b>	<b>Business Application Of Economics</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
	<b>3</b>	<b>Major</b>	<b>MCMC105</b>	<b>Financial Reporting and Analysis</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
	<b>4</b>	<b>Major</b>	<b>MCSP151</b>	<b>Introduction to Artificial Intelligence, Business Intelligence, Data Analytics</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>Samatrix</b>
	<b>5</b>	<b>Minor</b>		<b>Minor I</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
	<b>6</b>	<b>SEC</b>	<b>SEC025</b>	<b>Office Management &amp; Secretarial Practice</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	
	<b>7</b>	<b>VAC</b>	<b>VAC151</b>	<b>Environmental Studies and Disaster Management</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	
	<b>TOTAL</b>					<b>24</b>	<b>0</b>	<b>0</b>	<b>24</b>



<b>EVEN SEMESTER</b>								
<b>SNo</b>	<b>Category</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
1	Major	MCMC102	Human Behaviour At Work	4	0	0	4	
2	Major	MCMC104	Marketing For Contemporary Business	4	0	0	4	
3	Major	MCSP152	Statistics & Computational Data Analysis	4	0	0	4	Samatrix
4	Minor		Minor II	4	0	0	4	
5	Open Elective		Open Elective I	3	0	0	3	
6	SEC	SEC026	MS Excel for Business	2	0	0	2	
7	VAC		Value Added Course	2	0	0	2	
<b>TOTAL</b>				<b>23</b>	<b>0</b>	<b>0</b>	<b>23</b>	

<b>Year</b>	<b>SNo</b>	<b>Category</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Second Year</b>	1	Major	MCMC201	Human Capital Management	4	0	0	4	
	2	Major	MCSP153	Machine Learning For Business	4	0	0	4	Samatrix
	3	Minor		Minor III	4	0	0	4	
	4	Open Elective		Open Elective II	3	0	0	3	
	5	AEC	AEC021	AEC I	3	0	0	3	



6	SEC	SEC027	Critical and Design Thinking	2	0	0	2	
7	VAC		Extension Activities	2	0	0	2	
8	INT/PROJ	SIMC001	Summer Internship / Research Project	0	0	0	2	
<b>TOTAL</b>				<b>22</b>	<b>0</b>	<b>0</b>	<b>24</b>	

SNo	Category	Course Code	Course Title	L	T	P	C	
1	Major	MCMC202	Research Methodology For Business	4	0	0	4	
2	Major	MCSP154	Strategy and Consumer Behavior Analytics-Product wise & Finance Analytics	4	0	0	4	Samatrix
3	Minor		Minor IV	4	0	0	4	
4	Open Elective		Open Elective III	3	0	0	3	
5	AEC	AEC022	AEC II	3	0	0	3	
6	SEC	SEC028	Business Intelligence Tools	2	0	0	2	
7	VAC		Value Added Course	2	0	0	2	
<b>TOTAL</b>				<b>22</b>	<b>0</b>	<b>0</b>	<b>22</b>	



Year	SNo	Category	Course Code	Course Title	L	T	P	C	
<b>Third Year</b>	1	Major	MCMC301	Strategic Orientation For Business	4	0	0	4	
	2	Major	MCMC305	Business Mathematics	4	0	0	4	
	3	Major	MCSP155	Data Visualization	4	0	0	4	Samatrix
	4	Minor		Minor V	4	0	0	4	
	5	AEC	AEC023	AEC III	3	0	0	3	
	6	INT/PROJ	SIMC002	Summer Internship / Research Project	0	0	0	2	
	<b>TOTAL</b>					<b>19</b>	<b>0</b>	<b>0</b>	<b>21</b>

SNo	Category	Course Code	Course Title	L	T	P	C	
1	Major	MCMC302	Laws Governing Companies In India	4	0	0	4	
2	Major	MCMC304	Ethics, Values & Corporate Social Responsibility	4	0	0	4	
3	Major	MCSP156	Case Studies and Projects	4	0	0	4	Samatrix
4	Major	MCSP157	Risk & Fraud Analytics, Supply Chain	4	0	0	4	Samatrix
5	Minor		Minor VI	4	0	0	4	
6								
<b>TOTAL</b>				<b>20</b>	<b>0</b>	<b>0</b>	<b>20</b>	



Year	SNo	Category	Course Code	Course Title	L	T	P	C	
<b>Fourth Year</b>	1	Major	MCMC401	Business Environment in India	4	0	0	4	
	2	Major	MCMC403	Statistical Software Lab	3	0	2	4	
	3	Major	MCMC405	Cross Culture & Global Management	4	0	0	4	
	4	Minor		Minor VII	4	0	0	4	
	5	Minor		Minor VIII	4	0	0	4	
	<b>TOTAL</b>					<b>19</b>	<b>0</b>	<b>2</b>	<b>20</b>

SNo	Category	Course Code	Course Title	L	T	P	C
1	INT/PROJ	DIMC001	Dissertation / Industrial Project	0	0	0	12
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>0</b>	<b>12</b>

**Minor Streams for BBA Business Intelligence & Analytics**



<b>Minor Stream - Data Sciences</b>			
<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>
Elective 1	UDT101	Data Analytics Using SQL	4
Elective 2	UDT102	Data Analytics Using R	4
Elective 3	UDT103	Python for Data Science	4
Elective 4	UDT104	Data Preprocessing & Visualization Using Python	4
Elective 5	UDT105	Time Series Analysis and Forecasting Using Python	4
Elective 6	UDT106	Fundamentals of Machine Learning	4
Elective 7	UDT107	Data Driven Applications	4
Elective 8	UDT108	Project and Case Study	4

<b>Minor Stream – Psychology</b>			
<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>
Elective 1	UPS101	Foundations of Psychology	4
Elective 2	UPS102	Fundamentals of Social Psychology	4
Elective 3	UPS103	Developmental Psychology	4
Elective 4	UPS104	Counseling and Guidance	4
Elective 5	UPS105	Health Psychology	4
Elective 6	UPS106	Environmental Psychology	4
Elective 7	UPS107	Positive Psychology	4
Elective 8	UPS108	Media Psychology	4

<b>Minor Stream - Media Studies</b>			
<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>
Elective 1	UMS101	Understanding Media	4
Elective 2	UMS102	Media Ethics and Laws	4
Elective 3	UMS103	Reporting and Editing for Print	4
Elective 4	UMS104	Advertising and Integrated Marketing Communication	4
Elective 5	UMS105	Public Relation and Corporate Communication	4
Elective 6	UMS106	Media, Development and Society	4
Elective 7	UMS107	Film Appreciation and Cinema Studies	4
Elective 8	UMS108	Global Media Scenario	4



<b>Minor Stream - Investment Management</b>			
<b>S. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>
Elective 1	UIM101	Indian Banking Systems	4
Elective 2	UIM102	Rural Banking and Financial Institutions	4
Elective 3	UIM103	Introduction to Investment Management	4
Elective 4	UIM104	Financial Analysis and Valuation	4
Elective 5	UIM105	Security Analysis and Portfolio Management	4
Elective 6	UIM106	Financial Risk Management	4
Elective 7	UIM107	Mutual Fund Management	4
Elective 8	UIM108	Fundamental Analysis	4

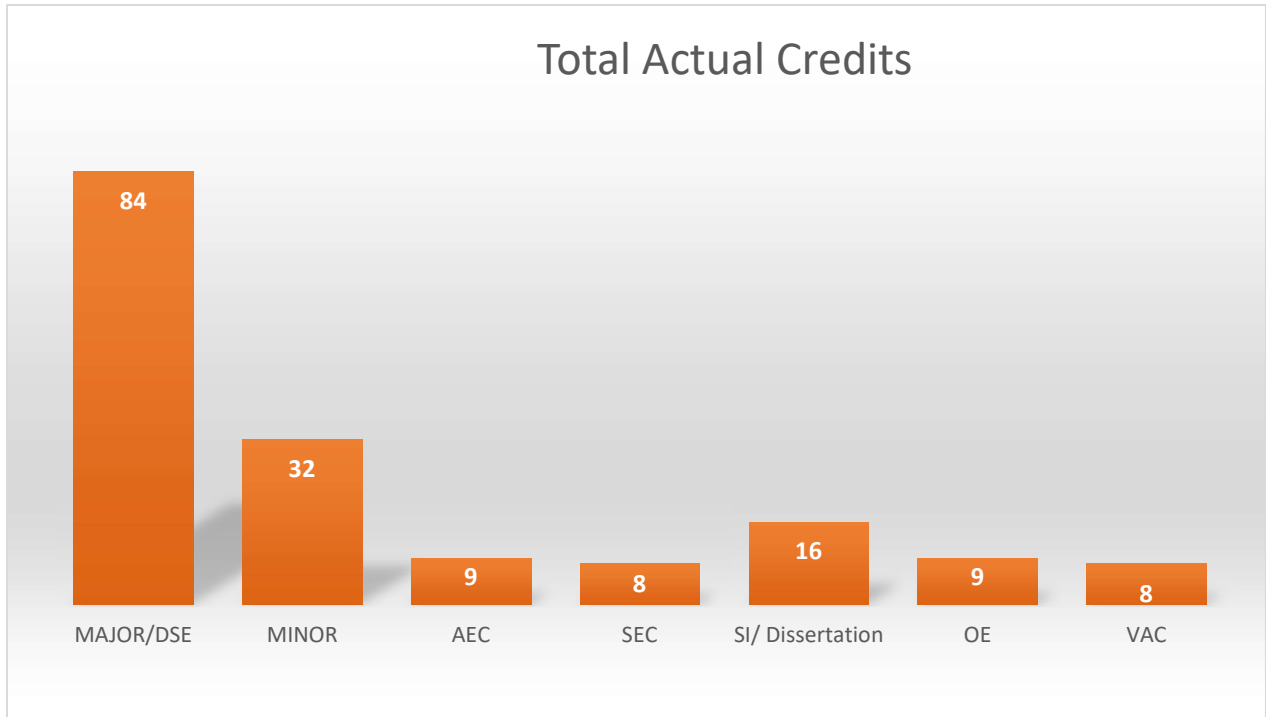
**The program enables multiple exits & entry options for students as per the guidelines of NEP 2020**

Exit after 1st year	Undergraduate Certificate Program in BBA
Exit after 2nd year	Undergraduate Diploma Program in BBA
Exit after 3rd year	Degree in BBA
Exit after 4th year	Degree in BBA (Hons with Research)





## Categorization of Courses





## **Semester-I**

<b>Department:</b>	<b>School of Management &amp; Commerce</b>
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<b>Course Name:</b> <b>MANAGEMENT THOUGHTS APPLICATION</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	MCMC101	4-0-0	4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b>  This course introduces the student to the management process. The course takes an integrated approach to management by examining the role of the manager from a traditional and contemporary perspective while applying decision-making and critical-thinking skills to the challenges facing managers in today's globally diverse environment. The course examines the techniques for controlling, planning, organizing resources and leading the workforce.			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	<b>Title: Introduction</b>	<b>No. of hours: 7</b>	
<b>Content Summary:</b>  Concept, Nature, Process and Significance of Management; Managerial Levels, Skills, Functions and Roles; Management v/s Administration; Coordination as Essence of Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.			
<b>Unit Number:</b> 2	<b>Title: Planning &amp; Organizing</b>	<b>No. of hours: 8</b>	
<b>Content Summary:</b>  Nature, Scope and Objectives of Planning; Types of Plans; Planning Process; Business Forecasting; MBO; Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality.  Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and			



Decentralization; Formal and Informal Organization.		
<b>Unit Number:</b> 3	<b>Title: Staffing</b>	<b>No. of hours: 8</b>
<b>Content Summary:</b> Concept, Nature and Importance of Staffing; Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation-Maslow, Herzberg, X, Y and Z; Leadership - Meaning and Importance; Traits of a Leader; Leadership Styles - Likert's Systems of Management; Tannenbaum & Schmidt Model and Managerial Grid.		
<b>Unit Number:</b> 4	<b>Title: Controlling</b>	<b>No. of hours: 8</b>
<b>Content Summary</b> Nature and Scope of Control; Types of Control; Control Process; Control Techniques - Traditional and Modern; Effective Control System.		
<b>*Self-Learning Components:</b> <ul style="list-style-type: none"><li>• Enroll in online courses or Massive Open Online Courses (MOOCs) offered by reputable platforms like Coursera, edX, or Udemy.</li><li>• Study and analyze real-world case studies that showcase the application of management theories and concepts.</li><li>• Engage in online forums and discussion groups focused on management topics.</li><li>• Read business magazines and publications like Harvard Business Review, Forbes, or The Economist.</li><li>• Explore reputable management-related websites, such as the websites of management associations, business schools, or management consulting firms.</li></ul>		
<b>TEXT BOOK:</b> Koontz, Cannice, and Weihrich (2014). Management- A Global, Innovative and Entrepreneurial Perspective (14th Edition). New Delhi: Tata McGraw Hill Publishing Company.		
<b>Reference Books:</b> <ul style="list-style-type: none"><li>• Stoner, Freeman and Gilbert Jr. (2013). Management (6th Edition). New Delhi: Pearson Prentice Hall of India.</li></ul>		



- Chopra R. K., Mohan Puneet, & Sharma Vandana (2010). Principles & Practices of Management. New Delhi: Sun India Publication.
- Tripathi P. C. & Reddy P. N. (2015). Principles & Practices of Management (5th Edition). New Delhi: Tata McGraw Hill Publishing House.
- Gupta, C.B (2016). Management Concepts and Practices. New Delhi: Sultan Chand and Sons.

**Define Course Outcomes (CO)**

COs	Statements
CO1	<b>Practice</b> the process of management's four functions: planning, organizing, leading, and controlling.
CO2	<b>Identify</b> and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.
CO3	<b>Evaluate</b> leadership styles and motivation theory to anticipate the consequences of each leadership style and motivation theory.
CO4	<b>Apply</b> course concepts and theory in a practical context.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	-	-	-



C02	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	2	2	1	1	2	-	-	-	-	-
CO2	-	3	2	2	1	1	2	-	-	-	-	-
CO3	3	3	2	2	1	1	2	-	-	-	-	-
CO4	3	3	2	2	1	1	2	-	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

**CO-PSO Mapping**

PO	PO1	PO2	PO3	PSO4
CO1	3	1	2	-
CO2	3	1	2	-
CO3	3	1	2	-
CO4	3	1	2	-



**Relevance of the “Management Thought & Application” to various indicators**

Unit I	Introduction
Local	-
Regional	-
National	Significance of Management; Managerial Levels, Skills, Functions and Roles
Global	Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches
Employability	fundamental knowledge and exposure to the concepts, theories and practices in the field of management
Entrepreneurship	-
Skill Development	Observe and evaluate the influence of historical forces on the current practice of management
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Planning & Organizing
Local	-
Regional	-
National	Principles of an Organization
Global	Formal and Informal Organization
Employability	understand the concept of Managerial function
Entrepreneurship	Planning Process; Business Forecasting
Skill Development	Practice the process of management's four functions: planning,



	organizing, leading, and controlling
Professional Ethics	MBO
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Staffing</b>
Local	
Regional	-
National	Motivating and Leading
Global	Leadership Styles
Employability	Traits of a Leader
Entrepreneurship	
Skill Development	Evaluate leadership styles and motivation theory to anticipate the consequences of each leadership style
Professional Ethics	Motivating and Leading
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit IV</b>	<b>Controlling</b>
Local	
Regional	-
National	Control Process; Control
Global	





Employability	
Entrepreneurship	-
Skill Development	Apply course concepts and theory in a practical context
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 <sup>th</sup> IR	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

<b>Name of the University</b>	<b>Program referred for Syllabus contents</b>	<b>Subject referred</b>
<b>Christ University</b>	<b>BBA</b>	<b>PRINCIPLES OF MANAGEMENT</b>
<b>AMITY UNIVERSITY</b>	<b>BBA</b>	<b>MANAGEMENT FOUNDATION</b>
<b>SYMBIOSIS UNIVERSITY</b>	<b>BBA</b>	<b>PRINCIPLES &amp; PRACTICE OF MANAGEMENT</b>



<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name: Business Application Of Economics</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	MCMC103	4-0-0	4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b> The fundamental and unique course of Micro Economics would encourage the action - leaning and value adding potential business learners who are enthusiastic and passionate with the thought of working in International behemoths and soon-to-be-Indian behemoths of today. Also, then they need to apprehend about Business Economics jargons which are basically related to various disciplines like Management, Accounting, Economics, Basic Finance, Engineering and the like. As Micro economics gives practical inside to solve business dilemmas by using its tools for other disciplines.			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	<b>Title: Introduction</b>	<b>No. of hours: 8</b>	
<b>Content Summary:</b> Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economic and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalize, Instrumentalism, Market forces and Equilibrium, Risk, Return and Profits.			
<b>Unit Number:</b> 2	<b>Consumer Behavior and Demand Analysis</b>	<b>No. of hours: 8</b>	
<b>Content Summary:</b> Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer			



Equilibrium. Theory of Demand, Law of Demand, Movement along Vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief).

<b>Unit Number:</b> 3	<b>Title: Theory of Production</b>	<b>No. of hours: 6</b>
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**Content Summary:**

Meaning and Concept of Production, Factors of Production and production function. Fixed and Variable Factors. Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISOQUANTS.

<b>Unit Number:</b> 4	<b>Title: Cost Analysis &amp; Price Output Decisions</b>	<b>No. of hours: 8</b>
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**Content Summary:**

Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale. Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

**\*Self-Learning Components:**

- BCom students to gain knowledge and skills in areas such as microeconomics, macroeconomics, managerial economics, and applied econometrics.
- They often include case studies and real-world examples to illustrate the practical implications of economic concepts..
- Self-learning components focused on economic forecasting and market research techniques.
- BCom students understand how economic indicators, market trends, and consumer behavior impact business decision-making.

**TEXT BOOK:**

Dwivedi, D.N.; Managerial Economics, Vikas Publishing House.

**Reference Books:**



1.	Mehta, P. L.; Managerial Economics, Sultan Chand & Sons.
2.	Koutsoyiannis, A.; Modern Micro Economics, Macmillan Press Ltd.
3.	Salvator, Dominick, Managerial Economics, McGraw-Hill Book Company
4.	Chaturvedi, D.D. and S. L. Gupta; Business Economics, Brijwasi Publishers.

**Define Course Outcomes (CO)**

COs	Statements
CO1	Microeconomics as a discipline <b>develops</b> skills in the students to understand functioning of entire economy on the basis of individual.
CO2	Students would be exposed to economic dilemmas as per the course boundaries which will be updated with <b>new thinking</b> and gears while delivering the course.
CO3	Microeconomics enables <b>studying</b> the causes, effects and solutions of general redundancy.
CO4	Structural market framework gives immense <b>understanding</b> about the market at a large level.

**COs Mapping with Levels of Bloom’s taxonomy**

	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO	C1	-	-



C02	C3	-	-
CO	-	-	-
CO	-	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	-	-	-	-	-	-	-	-	-
CO2	-	3	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	3	-	-	-
CO4	-	-	-	-	3	3	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

**CO-PSO Mapping**

PO	PO1	PO2	PO3	PSO4
CO1	-	-	-	-
CO2	3		3	-
CO3	-	-	-	-
CO4	-	3	-	-



**Relevance of the Syllabus to various indicators**

Unit I	Introduction
Local	-
Regional	-
National	Contribution and Application of Business Economics to Business. Micro vs. Macro Economics
Global	-
Employability	Opportunity Costs, Time Value of Money, Marginalize, Instrumentalism, Market forces and Equilibrium, Risk, Return and Profits
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Consumer Behaviour and Demand Analysis
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods
Skill Development	Theory of Demand, Law of Demand, Movement along Vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand,



	Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Theory and Practice</b>
Local	-
Regional	-
National	-
Global	-
Employability	Factors of Production and production function. Fixed and Variable Factors
Entrepreneurship	Law of Variable Proportion, Law of Returns to a Scale
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit IV</b>	<b>Cost Analysis &amp; Price Output Decisions</b>
Local	-
Regional	-
National	-



Global	-
Employability	-
Entrepreneurship	-
Skill Development	Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies
Professional Ethics	Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.
Gender	Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies
Human Values	-
Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 <sup>th</sup> IR	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

<b>Name of the University</b>	<b>Program referred for Syllabus contents</b>	<b>Subject referred</b>
<b>Christ University</b>	<b>BBA</b>	<b>Micro Economics</b>
<b>AMITY UNIVERSITY</b>	<b>BBA</b>	<b>Introduction to Business Economic</b>
<b>Delhi University</b>	<b>BBA</b>	<b>Business Economics</b>





<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b>  <b>Introduction to Artificial Intelligence Business Intelligence, Data Analytics</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	MCSP151	4-0-0	4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any: None</b>			
<b>Brief Syllabus:</b>  Uses of AI, Ethics present and future; Introduction to Machine Learning; Application of AI by domain, Role of AI in society.			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> <b>1</b>	<b>Title: Introduction to Data Science</b>	<b>No. of hours: 8</b>	
<b>Content Summary:</b> Defining Data Science and Big Data, Benefits and Uses of Data Science and Big Data, Facets of Data, Structured Data, Unstructured Data, Natural Language, Machine generated Data, Graph based or Network Data, Audio, Image, Video, Streaming data, Data Science Process, Big data ecosystem and data science, distributed file systems, Distributed programming framework, data integration framework, machine learning framework, No SQL Databases, scheduling tools, benchmarking tools, system deployments			
<b>Unit Number:</b> <b>2</b>	<b>Data Science Processes</b>	<b>No. of hours: 8</b>	



**Content Summary:** Six steps of data science processes, define research goals, data retrieval, cleansing data, correct errors as early as possible, integrating – combine data from different sources, transforming data, exploratory data analysis, Data modelling, model and variable selection, model execution, model diagnostic and model comparison, presentation and automation.

**Unit Number:**  
3

**Title: : Introduction to Machine Learning**

**No. of hours: 6**

**Content Summary:** What is Machine Learning, Learning from Data, History of Machine Learning, Big Data for Machine Learning, Leveraging Machine Learning, Descriptive vs Predictive Analytics, Machine Learning and Statistics, Artificial Intelligence and Machine Learning, Types of Machine Learning – Supervised, Unsupervised, Semi-supervised, Reinforcement Learning, Types of Machine Learning Algorithms, Classification vs Regression Problem, Bayesian, Clustering, Decision Tree, Dimensionality Reduction, Neural Network and Deep Learning, Training machine learning systems

**Unit Number:**  
4

**Introduction to AI**

**No. of hours: 8**

**Content Summary:**

**Introduction to AI:** What is AI, Turing test, cognitive modelling approach, law of thoughts, the relational agent approach, the underlying assumptions about intelligence, techniques required to solve AI problems, level of details required to model human intelligence, successfully building an intelligent problem, history of AI

**Introduction to Data Analytics:** Working with Formula and Functions, Introduction to Power BI & Charts, Logical functions using Excel, Analysing Data with Excel.

**\*Self-Learning Components:**

BCom students to gain knowledge and skills in areas *of conceptual frameworks at use in AI Business Intelligence and Data Analytics.*

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- They often include case studies and real-world examples to illustrate the practical implications of *AI Business Intelligence and Data Analytics*
- Self-learning components focused on the theoretical understanding of AIML and usage, Ethics present and future.
- BCom students understand how Application of AI by domain, Role of AI in society.

**TEXT BOOK:**

- Artificial Intelligence 3e: A Modern Approach Paperback – By Stuart J Russell & Peter Norvig; Publisher – Pearson

**Reference Books: Reference Books:**

- Artificial Intelligence Third Edition By Kevin Knight, Elaine Rich, B. Nair – McGrawHill
- Artificial Intelligence Third Edition By Patrick Henry Winston – Addison-Wesley Publishing Company

**Define Course Outcomes (CO)**

COs	Statements
CO1	<b>Understand</b> the concepts On completion of this course, the students are expected to learn Uses of AI, Ethics present and future
CO2	Acquire <b>knowledge</b> on the Introduction to Machine Learning
CO3	<b>Comprehend</b> the knowledge about application of AI by domain, Role of AI in society
CO4	<b>Understand</b> conceptual frameworks at use in AI .

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 7. Knowledge 8. Understand 9. Apply 10. Analyze 11. Evaluate 12. Create	Affective levels(A) 6. Receiving 7. Responding 8. Valuing 9. Organizing 10. Characterizing	Psychomotor levels(P) 6. Imitation 7. Manipulation 8. Precision 9. Articulation 10. Improving
CO1	-		-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	2	1	1	2	-	-	-
CO2	3	3	2	2	1	1	2	-	-	-
CO3	3	3	2	2	1	1	2	-	-	-
CO4	3	3	2	2	1	1	2	-	-	-

**CO-PSO Mapping:**

CO	PSO1	PSO2	PSO3
CO1	3	1	2
CO2	3	1	2
CO3	3	1	2
CO4	3	1	2

**Relevance of the Syllabus to various indicators**

Unit I	<b>Introduction to Data Science</b>
Local	Data Science refers to the application of analytical techniques to extract valuable insights from data relevant to a specific community or locality. It helps in making informed decisions tailored to local needs.
Regional	Data Science refers to the application of analytical techniques to extract valuable insights from data relevant to a specific community or locality. It helps in making informed decisions tailored to local needs.
National	Data Science encompasses the application of data-driven approaches to address challenges and opportunities at the country level. It plays a vital role in national policy-making, economic analysis, and social development.
Global	Data Science involves the use of advanced analytics to tackle complex, worldwide issues. It is instrumental in global research collaborations, international policy-making, and addressing global challenges such as climate change and pandemics.
Employability	Employability refers to the set of skills, knowledge, and attributes that make an individual suitable for employment. In the context of Data Science and Big Data, it includes proficiency in data analysis, programming, statistical modeling, and the ability to derive insights from large datasets.
Entrepreneurship	Entrepreneurship in the context of Data Science and Big Data involves creating and managing ventures that leverage data-driven solutions. It encompasses activities such as developing analytics platforms, consulting services, or innovative data-driven products.
Skill Development	In the realm of Data Science and Big Data, skill development pertains to the process of acquiring expertise in data analysis, programming languages (e.g., Python, R), machine learning, data visualization, and other relevant techniques.
Professional Ethics	In Data Science and Big Data, professional ethics refer to the moral principles and guidelines that guide responsible and ethical conduct when dealing with data. This includes issues related to privacy,



	transparency, bias mitigation, and ensuring data integrity.
Gender	-
Human Values	-
Environment & Sustainability	In Data Science and Big Data, this involves leveraging data to address environmental challenges and promote sustainable practices. It includes applications like environmental monitoring, conservation efforts, and sustainable resource management.
Unit II	
Local	Defining research goals involves identifying specific objectives and outcomes that cater to the needs and challenges of a particular community or locality. These goals should be aligned with the priorities of the local population.
Regional	Data retrieval at a regional level entails gathering information from sources relevant to the specific region. This may include regional government databases, industry reports, and regional surveys.
National	Data cleansing at a national level focuses on ensuring that the collected data is accurate and applicable to the national context. It involves removing errors, duplicates, and inconsistencies arising from national data sources.
Global	Data cleansing at a global level focuses on ensuring that the collected data is accurate and applicable to the global context. It involves removing errors, duplicates, and inconsistencies arising from global data sources.
Employability	Skill development is crucial for both job seekers and entrepreneurs in the field of data science. It involves acquiring technical skills (e.g., programming, data analysis) and soft skills (e.g., communication, problem-solving) relevant to the specific roles or business ventures.
Entrepreneurship	Adhering to professional ethics is essential for individuals seeking employment or starting businesses in data science. This includes principles like data privacy, transparency, and responsible use of data.



Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Incorporating environmental sustainability into data science practices is relevant for both employability and entrepreneurship. This may involve using data to address environmental challenges, promote sustainable practices, or develop eco-friendly products or services.
<b>Unit III</b>	<b>Inventory and Valuation</b>
Local	-
Regional	-
National	Knowledge of inventory control, depreciation
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Up skilled with powers, duties and liabilities, depreciation and reserves, Divisible profits & dividends.
Professional Ethics	To analyze how to maintain accounts of Public company.
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit IV</b>	<b>Share and share capital, Joint stock company, and Company final accounts</b>
Local	A local joint stock company can issue shares to local investors to raise capital for its operations. The company's final accounts would reflect the financial activities and performance of the company within the local market.



Regional	A regional joint stock company may have a broader scope, operating in multiple local markets within a specific region. It can raise share capital from investors across the region. The company's final accounts would encompass the financial results and position of its regional operations.
National	A national joint stock company operates on a larger scale within a particular country. It can issue shares to investors nationwide, raising significant share capital. The company's final accounts would cover its financial performance and position at the national level.
Global	A global joint stock company operates in multiple countries worldwide. It can issue shares to investors globally, allowing for a diverse range of shareholders and substantial share capital. The company's final accounts would reflect its financial activities and performance across different countries and jurisdictions.
Employability	Employability refers to the skills, knowledge, and attributes that make individuals desirable for employment. Understanding the concepts of share capital, joint stock companies, and company final accounts can be valuable for individuals seeking employment in finance, accounting, auditing, or related fields.
Entrepreneurship	Knowledge about share capital, joint stock companies, and company final accounts is essential for aspiring entrepreneurs. It helps in understanding the legal and financial aspects of starting and running a company, including raising capital through shares and maintaining proper financial records.
Skill Development	Studying share capital, joint stock companies, and company final accounts contributes to the development of financial literacy, analytical skills, and critical thinking. These skills are valuable not only in the business world but also in personal finance management and decision-making.
Professional Ethics	Professionals in finance, accounting, and auditing are expected to adhere to ethical standards and principles. This includes maintaining
Gender	-
Human Values	-





Environment & Sustainability	-
SDG	-
NEP 2020	-
POE/4 <sup>th</sup> IR	-

<b>Department:</b>		<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b> Financial Reporting and Analysis		<b>Course Code</b> MCMC105	<b>L-T-P</b> 4-0-0	<b>Credits</b> 4
<b>Type of Course:</b>		MAJOR		
<b>Pre-requisite(s), if any:</b>				
<p><b>Brief Syllabus:</b> This course imparts the basic concepts of Accounting. The aim of this course is to make the students learn the concepts of auditing principles and standards. Students will be able to understand accounting treatment and reporting procedure of Joint Stock Company. The participants are expected to carefully go through the pre class readings before each session to facilitate an interactive discussion in the class.</p>				
<b>UNIT WISE DETAILS</b>				
<b>Unit Number:</b> 1	<b>Title:</b> Meaning and scope of accounting Accounting principles and standards Ledger posting and trial balance		<b>No. of hours:</b> 8	
<b>Content Summary:</b>				
<p><b>Meaning and scope of accounting:</b> Need for accounting, development of accounting, definition and functions of accounting, limitation of accounting, book keeping and accounting, is accounting science or art?, end user of accounting information, accounting and other disciplines, role of accountant, branches of accounting, difference between management accounting and financial accounting, objectives of accounting, accounting equation.</p> <p><b>Accounting principles and standards:</b> Meaning of accounting principles, accounting concepts, accounting conventions, systems of book keeping, systems of accounting, introduction to accounting standards issued by icai. journalizing transactions: journal, rules of debit and credit, compound journal entry, opening entry sub division of journal: cash journal, petty cash book, purchase journal, sales journal, sales return journal, voucher system.</p> <p><b>Ledger posting and trial balance:</b> ledger posting, relationship between journal and ledger, rules</p>				



regarding posting, trial balance, final accounts of sole proprietorship.		
<b>Unit Number:</b> 2	<b>Title:</b> Capital and revenue	<b>No. of hours:</b> 12
<b>Content Summary:</b> Classification of income, classification of expenditure, classification of receipts, difference between capital expenditure & capitalized expenditure, revenue recognition. accounting concept of income: concept of income, accounting concepts and income measurement, expired cost & income measurement, relation principle and income measurement, accountants and economist's concept of capital and income.		
<b>Unit Number:</b> 3	<b>Title:</b> Inventory Valuation	<b>No. of hours:</b> 12
<b>Content Summary:</b> Meaning of inventory, objectives of inventory valuation, inventory systems, methods of valuation of inventories, Ind AS 2 on Inventories. provisions and reserves: concept of deprecation, causes of depreciation, basic features of depreciation, meaning of depreciation accounting, objectives of providing depreciation, fixation of depreciation amount, method of recording depreciation, methods of providing depreciation, depreciation policy, Ind AS 16 Property, Plant and Equipment (emphasis on depreciation)		
<b>Unit Number:</b> 4	<b>Title:</b> Share and share capital Joint stock company Company final accounts	<b>No. of hours:</b> 8
<b>Content Summary:</b> <b>Shares and Share Capital:</b> Shares, share capital, accounting entries, under subscription, oversubscription, calls in advance, calls in arrears, issue of share at premium, issue of share at discount, forfeiture of shares, surrender of shares, issue of two classes of shares, right shares, re-issue of shares. Debentures: classification of debentures, issue of debentures, different terms of issue of debentures, writing off loss on issue of debentures, accounting entries, redemption of debentures. <b>Joint Stock Company:</b> Introduction, meaning and definition of a company, essential characteristics of a company, kinds of companies, private and public limited companies, formation of company. <b>Company final accounts:</b> books of account, preparation of final accounts, profit & loss account, balance sheet, Schedule III of financial statements, CA 2013, preparation of simple company final accounts.		



**\*Self-Learning Components:**

- Accounting Principles and Concepts
- Regulatory Environment

**TEXT BOOK:**

1. Maheshwari, S.N. and S. K. Maheshwari; *An Introduction to Accountancy*, Vikas Publishing House ( 11ed.Revised)

**Reference Books:**

1. Monga, J.R. with professional advise by Girish Ahuja; *Fundamentals of Corporate accounting (Ed 21<sup>st</sup>,2016)*,JBA Book Code 154571
2. Bhattacharya, S.K. and J. Dearden; *Accounting for Manager - Text and Cases*, Vikas Publishing House.
3. Maheshwari, S.N. and S.K. Maheshwari; *Advanced Accountancy*, Vol. I & II, Vikas Publishing House.

**Define Course Outcomes (CO)**

COs	Statements
CO1	<b>Understand</b> the concepts and <b>measurements</b> that underline financial statements and will be able to prepare Balance Sheet of Joint Stock Company.
CO2	Acquire <b>knowledge</b> on accounting standards and principles
CO3	<b>Comprehend</b> the knowledge about capital and revenue receipts and expenditures
CO4	<b>Understand</b> accounting treatment of Issue of shares and debentures.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 13. Knowledge 14. Understand 15. Apply 16. Analyze 17. Evaluate 18. Create	Affective levels(A) 11. Receiving 12. Responding 13. Valuing 14. Organizing 15. Characterizing	Psychomotor levels(P) 11. Imitation 12. Manipulation 13. Precision 14. Articulation 15. Improving
CO1	-		-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	2	1	1	2	1	1	
CO2	3	3	2	2	1	1	2			2
CO3	3	3	2	2	1	1	2	1	1	
CO4	3	3	2	2	1	1	2			1

**CO-PSO Mapping:**

CO	PSO1	PSO2	PSO3
CO1	3	1	2
CO2	3	1	2
CO3	3	1	2
CO4	3	1	2



**Relevance of the Syllabus to various indicators**

<b>Unit I</b>	<b>Meaning and scope of accounting, Accounting principles and standards, and Ledger posting and trial balance</b>
Local	-
Regional	-
National	Understand the meaning of ACCOUNTING, types of accounting, process and programme
Global	-
Employability	To familiarise students with accounting principles and procedures.
Entrepreneurship	-
Skill Development	Understanding the meaning of Internal Control, Internal Check and Internal Audit.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Capital and Revenue</b>
Local	-
Regional	-
National	Gaining knowledge on vouching of different transactions and verification of assets and liabilities.
Global	-
Employability	Helping to enhance employability Routine checking, vouching, verification & valuation of assets & liabilities
Entrepreneurship	-
Skill Development	Comprehend the knowledge about appointment, powers, duties and



	liabilities of accountant.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Inventory and Valuation</b>
Local	-
Regional	-
National	Knowledge of inventory control, depreciation
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Up skilled with powers, duties and liabilities, depreciation and reserves, Divisible profits & dividends.
Professional Ethics	To analyze how to maintain accounts of Public company.
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit IV</b>	<b>Share and share capital, Joint stock company, and Company final accounts</b>
Local	A local joint stock company can issue shares to local investors to raise capital for its operations. The company's final accounts would reflect the financial activities and performance of the company within the local market.
Regional	A regional joint stock company may have a broader scope, operating in multiple local markets within a specific region. It can raise share



	capital from investors across the region. The company's final accounts would encompass the financial results and position of its regional operations.
National	A national joint stock company operates on a larger scale within a particular country. It can issue shares to investors nationwide, raising significant share capital. The company's final accounts would cover its financial performance and position at the national level.
Global	A global joint stock company operates in multiple countries worldwide. It can issue shares to investors globally, allowing for a diverse range of shareholders and substantial share capital. The company's final accounts would reflect its financial activities and performance across different countries and jurisdictions.
Employability	Employability refers to the skills, knowledge, and attributes that make individuals desirable for employment. Understanding the concepts of share capital, joint stock companies, and company final accounts can be valuable for individuals seeking employment in finance, accounting, auditing, or related fields.
Entrepreneurship	Knowledge about share capital, joint stock companies, and company final accounts is essential for aspiring entrepreneurs. It helps in understanding the legal and financial aspects of starting and running a company, including raising capital through shares and maintaining proper financial records.
Skill Development	Studying share capital, joint stock companies, and company final accounts contributes to the development of financial literacy, analytical skills, and critical thinking. These skills are valuable not only in the business world but also in personal finance management and decision-making.
Professional Ethics	Professionals in finance, accounting, and auditing are expected to adhere to ethical standards and principles. This includes maintaining
Gender	-
Human Values	-
Environment & Sustainability	-



SDG	-
NEP 2020	-
POE/4 <sup>th</sup> IR	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	BBA	Financial Accounting
AMITY UNIVERSITY	BBA	Accounting Fundamentals
Delhi University	BBA	Financial Accounting

<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b> <b>Office Management &amp; Secretarial Practice</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	SEC025	2-0-0	2
<b>Type of Course:</b>	SEC		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b> Office Management and Secretarial Practice is a course that teaches students the skills and knowledge necessary to effectively manage an office. Students will learn about the different types of office equipment and procedures, and how to use them effectively. They will also gain experience in providing customer service, organizing and maintaining records, and preparing reports. In addition, students will develop the skills necessary to effectively communicate in a business setting, both orally and in writing. They will also learn about the importance of business etiquette and intercultural communication in the workplace. This course is ideal for students who are interested in a career in office management or secretarial practice.			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> <b>1</b>	<b>Title: Office management- filing and indexing</b>		<b>No. of hours: 15</b>





<b>Content Summary:</b> Office Management: Meaning of office, Functions of office- Primary and administrative management functions, Importance, Duties, qualities, and qualifications of office manager. Filing and indexing-meaning, importance, essentials of good filing, methods of filing.		
<b>Unit Number:</b> 2	<b>Title: Mail and mailing procedure</b>	<b>No. of hours: 15</b>
<b>Content Summary:</b> Meaning and importance of mail, Centralization- its advantages-room equipment and accessories, sorting tables and rack-letter opener, time and date stamps, mailing scales, mailing through the post, courier, email, appending files with email, Inward and Outward mail.		
<b>Unit Number:</b> 3	<b>Title: Modern and office equipment</b>	<b>No. of hours: 15</b>
<b>Content Summary:</b> Introduction, meaning, and importance of office automation, objectives of office mechanization, advantages and disadvantages of factors determining office mechanization, Kinds of office machine.		
<b>Unit Number:</b> 4	<b>Title: Banking facilities and mode of payments</b>	<b>No. of hours: 15</b>
<b>Content Summary</b> Types of accounts, Passbook and checkbook, ATM, and money transfer- types of payments handled such as postal orders, cheque (crossed/ uncrossed), post and pre-dated cheques, state cheque, and dishonored cheque, Role of Secretary- appointment, duties, responsibilities, webcasting, maintenance of appointment diaries.		
<b>*Self-Learning Components:</b> <ul style="list-style-type: none"><li>• <b>Event and Meeting Management</b></li><li>• <b>Records Management</b></li></ul>		
<b>TEXT BOOK:</b> <ol style="list-style-type: none"><li>1. <b>Office Management and Administration:</b> A Practical Approach by Mary Anne MacLeod</li><li>2. <b>Office Procedures:</b> A Contemporary Approach by Judy Pearson and Paul Nelson</li></ol>		
<b>Reference Books:</b> <ol style="list-style-type: none"><li>1. <b>Office organization and Management-</b> By S.P. Arora.</li><li>2. <b>Office Management-</b> By P.K. Ghosh</li><li>3. <b>Office Management –</b> By Kathiresan &amp;Dr. Radha</li><li>4. <b>Modern Office Management -</b> By Little Field CL and Peterson RL</li></ol>		



**Define Course Outcomes (CO)**

COs	Statements
CO1	Understand the various administrative systems required in an office.
CO2	Apply competency in managing banking transactions.
CO3	Develop an effective filing system.
CO4	Manage office equipment efficiently.
CO5	Discuss the roles and responsibilities of a personal secretary.

**COs Mapping with Levels of Bloom’s taxonomy**

CO	Cognitive levels© 19. Knowledge 20. Understand 21. Apply 22. Analyze 23. Evaluate 24. Create	Affective levels(A) 16. Receiving 17. Responding 18. Valuing 19. Organizing 20. Characterizing	Psychomotor levels(P) 16. Imitation 17. Manipulation 18. Precision 19. Articulation 20. Improving
CO1	-		-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-



**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3									
CO2		3								
CO3			2		2					
CO4			2							

1=lightly mapped 2=moderately mapped 3=strongly mapped

**CO-PSO Mapping**

CO	PSO1	PSO2	PSO3
CO1		3	
CO2	2	3	
CO3	2	2	
CO4		2	

**Relevance of the Syllabus to various indicators**

Unit I	Office management- filing and indexing
Local	-
Regional	-
National	Understanding the business environment at different levels, including local, regional, national, and global perspectives.
Global	Understanding the business environment at different levels, including local, regional, national, and global perspectives.
Employability	Developing skills that enhance employability, such as communication, teamwork, problem-solving, and adaptability.
Entrepreneurship	Introduction to the concept of entrepreneurship, including identifying business opportunities, understanding startup procedures, and managing entrepreneurial ventures.
Skill Development	Developing essential skills for office management, including time management, organizational skills, interpersonal communication, and



	leadership abilities.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Mail and Mailing Procedure</b>
Local	Understanding the business environment at different levels, including local, regional, national, and global perspectives.
Regional	Understanding the business environment at different levels, including local, regional, national, and global perspectives.
National	-
Global	-
Employability	Developing skills that enhance employability, such as communication, teamwork, problem-solving, and adaptability.
Entrepreneurship	Introduction to the concept of entrepreneurship, including identifying business opportunities, understanding startup procedures, and managing entrepreneurial ventures.
Skill Development	Developing essential skills for office management, including time management, organizational skills, interpersonal communication, and leadership abilities.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Modern and Office Equipments</b>



Local	Understanding the business environment at different levels, including local, regional, national, and global perspectives.
Regional	Understanding the business environment at different levels, including local, regional, national, and global perspectives.
National	-
Global	-
Employability	Developing skills that enhance employability, such as communication, teamwork, problem-solving, and adaptability.
Entrepreneurship	Introduction to the concept of entrepreneurship, including identifying business opportunities, understanding startup procedures, and managing entrepreneurial ventures.
Skill Development	Developing essential skills for office management, including time management, organizational skills, interpersonal communication, and leadership abilities.
Professional Ethics	Understanding the importance of ethical behavior in the workplace, including topics such as integrity, confidentiality, professionalism, and corporate social responsibility.
Gender	Recognizing and addressing gender-related challenges and opportunities in the workplace, including gender equality, diversity, and inclusion.
Human Values	Exploring the importance of ethical values and principles in business decision-making, including topics such as honesty, respect, fairness, and social responsibility.
Environment & Sustainability	Understanding the impact of business activities on the environment and the need for sustainable practices, including topics like environmental responsibility, resource conservation, and corporate sustainability.
Unit IV	<b>Banking facilities and mode of payments</b>
Local	-
Regional	-



National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Understanding the importance of ethical behavior in the workplace, including topics such as integrity, confidentiality, professionalism, and corporate social responsibility.
Gender	Recognizing and addressing gender-related challenges and opportunities in the workplace, including gender equality, diversity, and inclusion.
Human Values	Exploring the importance of ethical values and principles in business decision-making, including topics such as honesty, respect, fairness, and social responsibility.
Environment & Sustainability	Understanding the impact of business activities on the environment and the need for sustainable practices, including topics like environmental responsibility, resource conservation, and corporate sustainability.
SDG	-
NEP 2020	-
POE/4 <sup>th</sup> IR	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

<b>Name of the University</b>	<b>Program referred for Syllabus contents</b>	<b>Subject referred</b>
<b>AMITY UNIVERSITY</b>	<b>BBA</b>	<b>Office Management with MS Word and MS Excel</b>



## **Semester-II**



<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b> <b>Human Behaviour at work</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	<b>MCMC102</b>	4-0-0	4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b>			
<p>The main objective of this course is to understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals. The organizations in which people work have an effect on their thoughts, feelings, and actions. These thoughts, feelings, and actions, in turn, affect the organization itself.</p> <p>It will enable students to list and define basic organizational behaviour principles, and analyses how these influence behaviour in the workplace. This will help analyses individual human behaviour in the workplace as influenced by personality, values, perceptions, and motivations. They would be able to outline the elements of group behaviour including group dynamics, communication, leadership, power &amp; politics and conflict &amp; negotiation and understand their own management style as it relates to influencing and managing behaviour in the organization systems. This course will enhance critical thinking and analysis skills through the use of management case studies, personal application papers and small group exercises.</p>			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> <b>1</b>	<b>Title: Foundation and background of OB</b>	<b>No. of hours: 10</b>	
<b>Content Summary:</b>			
Contemporary challenges -workforce diversity, cross-cultural dynamics, changing nature of managerial work, ethical issues at work, emotional intelligence in contemporary business			
<b>Unit Number:</b>	<b>Title: Individual behaviour and processes</b>	<b>No. of hours: 10</b>	





2		
<b>Content Summary:</b> Individual differences – values and attitudes; Perception- concept, process and applications; Personality- concept, determinants and theories applications; Learning and Reinforcement, Stress – symptoms, causes, consequences and management		
<b>Unit Number:</b> 3	<b>Title: Interpersonal and team processes</b>	<b>No. of hours: 10</b>
<b>Content Summary:</b> Group behaviour, group development, group dynamics, social loafing; developing teams – self-directed work teams, virtual teams; team building; Empowerment - concept, significance, process, prerequisites, Conflict – concept, sources, types, management of conflict, Power – concept, sources, approaches; organizational politics		
<b>Unit Number:</b> 4	<b>Title: Organizational processes and structure</b>	<b>No. of hours: 10</b>
<b>Content Summary:</b> Organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development.		
<b>*Self-Learning Components:</b> <ul style="list-style-type: none"><li>● Leadership and Management</li><li>● Workforce Motivation</li><li>● Work-life Balance and Wellbeing</li><li>● Ethics</li></ul>		
<b>TEXT BOOK:</b>  1. Robbins, S.P., Organisational Behaviour , Prentice Hall of India, New Delhi		
<b>Reference Books:</b>  1. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi 2. Robbins, S.P., Organisational Behaviour , Prentice Hall of India, New Delhi 3. Hellgiegel, D & J.W. Slocum, Organisational Behaviour, Thomson Learning 4. McSchane, Organisation Behaviour, TMH, New Delhi		



5. Luthans, Fred, Organisational Behaviour, McGraw Hill, New York  
 6. New Storm and Keith Davis, Organisation Behaviour , TMH, New Delhi  
 7. Nelson, Debra L and James C Quick, Organisational Behaviour, Thomson Learning

**Define Course Outcomes (CO)**

COs	Statements
CO1	To understand the concept of OB and its contemporary challenges.
CO2	To understand individual behavior and processes
CO3	To design the interpersonal and team processes.
CO4	To analyze organizational structure & design

COs Mapping with Levels of Bloom’s taxonomy

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 25. Knowledge 26. Understand 27. Apply 28. Analyze 29. Evaluate 30. Create	Affective levels(A) 21. Receiving 22. Responding 23. Valuing 24. Organizing 25. Characterizing	Psychomotor levels(P) 21. Imitation 22. Manipulation 23. Precision 24. Articulation 25. Improving
CO1	-	-	-
C02	-	A3	-
CO3	C5	-	-



CO4	C3	-	-
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**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		3	2	2	1	1	2	-	-	-	-	-
CO2		3	2	2	1	1	2	-	-	-	-	-
CO3	3	3	2	2	1	1	2	-	-	-	-	-
CO4	3	3	2	2	1	1	2	-	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

**CO-PSO Mapping**

PO	PO1	PO2	PO3	PSO4
CO1	3	1	2	-
CO2	3	1	2	-
CO3	3	1	2	-
CO4	3	1	2	-

**Relevance of the “Human Behaviour at work”to various indicators**



Unit I	<b>Foundation and background of OB</b>
Local	-
Regional	-
National	Analyzing human behavior at work at the national level, including factors like management practices.
Global	Examining the impact of globalization on human behavior at work, considering issues such as virtual teams.
Employability	Developing skills and competencies that enhance employability in the workplace, such as effective communication, teamwork, adaptability, and problem-solving.
Entrepreneurship	Exploring the role of human behavior in entrepreneurial ventures, including leadership styles, decision-making processes, and managing human resources.
Skill Development	Enhancing skills related to human behavior at work, including emotional intelligence, conflict resolution, negotiation, and managing diversity.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	<b>Individual Behaviour and Process</b>
Local	Understanding human behavior in the workplace within a local context, including organizational structures, and employee dynamics.
Regional	Exploring the regional aspects of human behavior at work, such as regional work culture, communication styles.
National	-
Global	-



Employability	Developing skills and competencies that enhance employability in the workplace, such as effective communication, teamwork, adaptability, and problem-solving.
Entrepreneurship	Exploring the role of human behavior in entrepreneurial ventures, including leadership styles, decision-making processes, and managing human resources.
Skill Development	Enhancing skills related to human behavior at work, including emotional intelligence, conflict resolution, negotiation, and managing diversity.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Interpersonal and Team Process</b>
Local	Understanding human behavior in the workplace within a local context, including organizational structures, and employee dynamics.
Regional	Exploring the regional aspects of human behavior at work, such as work-life balance norms.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations and behaviors in the workplace, such as ethical leadership.
Gender	Examining the influence of gender on human behavior at work, including inclusion in the workplace.



Human Values	Exploring how human behavior at work aligns with human values such as social responsibility.
Environment & Sustainability	Considering the impact of human behavior at work on the environment and sustainability, including ethical sourcing.
Unit IV	<b>Organizational processes and structure</b>
Local	Analyzing human behavior at work at the national level, including factors like national labor laws, work ethics.
Regional	Examining the impact of globalization on human behavior at work, considering issues such as diverse workforces, cross-cultural communication.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations and behaviors in the workplace, such as ethical decision-making, integrity.
Gender	Examining the influence of gender on human behavior at work, including gender roles, biases, diversity.
Human Values	Exploring how human behavior at work aligns with human values such as respect, fairness, integrity.
Environment & Sustainability	Considering the impact of human behavior at work on the environment and sustainability, including sustainable work practices, corporate social responsibility.
SDG	Decent work and economic growth, gender equality, and sustainable cities and communities.
NEP 2020	Holistic education, skill development, and lifelong learning.
POE/4th IR	Understanding the impact on human behavior at work, including automation, digital transformation, remote work, and the need for



	upskilling and reskilling to enhance productivity and organizational effectiveness.
Unit I	Foundation and background of OB
Local	-
Regional	-
National	Analyzing human behavior at work at the national level, including factors like management practices.
Global	Examining the impact of globalization on human behavior at work, considering issues such as virtual teams.
Employability	Developing skills and competencies that enhance employability in the workplace, such as effective communication, teamwork, adaptability, and problem-solving.
Entrepreneurship	Exploring the role of human behavior in entrepreneurial ventures, including leadership styles, decision-making processes, and managing human resources.
Skill Development	Enhancing skills related to human behavior at work, including emotional intelligence, conflict resolution, negotiation, and managing diversity.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	<b>Individual Behaviour and Process</b>
Local	Understanding human behavior in the workplace within a local context, including organizational structures, and employee dynamics.
Regional	Exploring the regional aspects of human behavior at work, such as regional work culture, communication styles.
National	-



Global	-
Employability	Developing skills and competencies that enhance employability in the workplace, such as effective communication, teamwork, adaptability, and problem-solving.
Entrepreneurship	Exploring the role of human behavior in entrepreneurial ventures, including leadership styles, decision-making processes, and managing human resources.
Skill Development	Enhancing skills related to human behavior at work, including emotional intelligence, conflict resolution, negotiation, and managing diversity.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Interpersonal and Team Process</b>
Local	Understanding human behavior in the workplace within a local context, including organizational structures, and employee dynamics.
Regional	Exploring the regional aspects of human behavior at work, such as work-life balance norms.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations and behaviors in the workplace, such as ethical leadership.
Gender	Examining the influence of gender on human behavior at work,





	including inclusion in the workplace.
Human Values	Exploring how human behavior at work aligns with human values such as social responsibility.
Environment & Sustainability	Considering the impact of human behavior at work on the environment and sustainability, including ethical sourcing.
Unit IV	<b>Organizational processes and structure</b>
Local	Analyzing human behavior at work at the national level, including factors like national labor laws, work ethics.
Regional	Examining the impact of globalization on human behavior at work, considering issues such as diverse workforces, cross-cultural communication.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations and behaviors in the workplace, such as ethical decision-making, integrity.
Gender	Examining the influence of gender on human behavior at work, including gender roles, biases, diversity.
Human Values	Exploring how human behavior at work aligns with human values such as respect, fairness, integrity.
Environment & Sustainability	Considering the impact of human behavior at work on the environment and sustainability, including sustainable work practices, corporate social responsibility.
SDG	Understanding the connection between human behavior at work and the achievement of the United Nations' SDGs, such as decent work and economic growth, gender equality, and sustainable cities and communities.



NEP 2020	Exploring the implications of NEP 2020 on understanding and fostering human behavior at work through its focus on holistic education, skill development, and lifelong learning.
POE/4th IR	Understanding the impact of the 4th IR on human behavior at work, including automation, digital transformation, remote work, and the need for upskilling and reskilling to enhance productivity and organizational effectiveness.

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	BBA	Organization Behaviour
AMITY UNIVERSITY	BBA	Understanding Organization Behaviour
Delhi University	BBA	Organization Behaviour

<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
<b>Marketing Contemporary Business</b>	<b>For MCMC104</b>	4-0-0	4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any:</b>			



**Brief Syllabus:**

Student is expected to understand the basic philosophy of the marketing in right way. The understanding of the customer’s psychology would be gained, by applying various tools. The aim is to assimilate the applicability of the basic strategies in students as, what is to be done for gaining the customer’s attention, How they should be targeted, How to be in touch with the market for maintaining the relationship in perpetuity. These are some of the true practices with which candidate would be in regular touch through kind of case studies, discussions and projects etc.

**UNIT WISE DETAILS**

<b>Unit Number:</b> 1	<b>Title: Introduction</b>	<b>No. of hours: 10</b>
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**Content Summary:**

Core concepts, scope, & functions of marketing; evolution of marketing concepts; selling vs. marketing; classification of market; marketing environment; market segmentation, targeting & positioning; overview of marketing mix.

<b>Unit Number:</b> 2	<b>Title:</b> <b>Product</b> <b>Price</b>	<b>No. of hours: 10</b>
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**Content Summary:**

**Product:** Meaning; product classifications; concept of product mix; branding, packaging and labeling; product life cycle.

**Price:** Concept & significance; factors affecting price of a product; pricing policies and strategies.

<b>Unit Number:</b> 3	<b>Title:</b> <b>Promotion</b>	<b>No. of hours: 10</b>
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	<b>Channels of Distribution</b>	
<b>Content Summary:</b> <b>Promotion:</b> Significance; introduction of elements of promotion mix, factors affecting promotion mix decisions. <b>Channels of distribution:</b> Concept, importance & functions; levels of distribution channels; factors affecting choice of distribution channel.		
<b>Unit Number:</b> 4	<b>Title:</b> <b>Consumer Behaviour</b> <b>Introduction to new trends in marketing</b>	<b>No. of hours: 10</b>
<b>Content Summary:</b> <b>Consumer Behavior:</b> Concept & significance; consumer buying process and factors influencing consumer buying decisions. <b>Introduction to new trends in marketing:</b> Green marketing; e-marketing; international marketing; rural marketing; retail marketing and digital marketing.		
<b>*Self-Learning Components:</b> <ul style="list-style-type: none"><li>• <b>Market Research</b></li><li>• <b>Marketing Strategy</b></li><li>• <b>Marketing Communication</b></li><li>• <b>Social Responsibility and Ethical Marketing</b></li></ul>		
<b>TEXT BOOK:</b> <b>Reference Books:</b> <ol style="list-style-type: none"><li>1. Kotler, P., Keller, K., Koshy, L., &amp;Jha, M. (2016).<i>Marketing management</i> (16<sup>th</sup>ed.). New Delhi: Pearson.</li><li>2. Kurtz, D. L., &amp; Boone, L. E.(2013), <i>Principles of contemporary marketing</i> (16<sup>th</sup> ed.). New Delhi: Cengage Learning India.</li><li>3. Etzel, M. J., Bruce, J., W., Stanton, W. J., &amp;Pandit, A. (2010). <i>Marketing</i> (14<sup>th</sup>ed.). New</li></ol>		



Delhi: Tata McGraw-Hill.

4. Kumar, A., &Meenakshi, N.(2011). *Marketing management* (2<sup>nd</sup>ed.). New Delhi: Vikas Publishing House.

5. Ramaswamy, V. S., &Namakumari, S. (2013). *Marketing management: Global perspective Indian context* (5<sup>th</sup>ed.). New Delhi: McGraw Hill Education (India) P. Ltd.

6. Kumar, S. R.(2012). *Case studies in marketing management*. New Delhi: Pearson.

**Define Course Outcomes (CO)**

COs	Statements
CO1	The students will be able to understand the core concepts, scope & functions of Marketing. Students get an opportunity to understand the the concepts of segmentation, targeting, positioning & marketing
CO2	The students will understand product, its classifications, branding, packaging, labeling, PLC, & pricing
CO3	The students may be able to develop a promotional plan & decisions for a product, channels of distribution & the factors affecting.
CO4	This subject will provide the students with a tool for assessing consumer behaviour. Students get to know about the vivid concepts of advertising, green marketing, e-marketing, international marketing etc.

**COs Mapping with Levels of Bloom’s taxonomy**

CO	Cognitive levels© 31. Knowledge 32. Understand 33. Apply 34. Analyze 35. Evaluate 36. Create	Affective levels(A) 26. Receiving 27. Responding 28. Valuing 29. Organizing 30. Characterizing	Psychomotor levels(P) 26. Imitation 27. Manipulation 28. Precision 29. Articulation 30. Improving
CO1	-	-	-



C02	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	1	1	3	2	3	-	-	-	-	-
CO2	3	3	1	1	3	2	3	-	-	-	-	-
CO3	3	3	1	1	3	2	2	-	-	-	-	-
CO4	3	3	1	1	3	1	1	-	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

**CO-PSO Mapping**

PO	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	-
CO2	2	3	1	-
CO3	1	2	1	-
CO4	1	3	2	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

**Relevance of the “Marketing For Contemporary Business” to various indicators**



<b>Unit I</b>	<b>Introduction</b>
Local	Understanding marketing strategies and practices tailored to local markets, including targeting local customers, adapting to cultural preferences, and navigating local competition.
Regional	Exploring marketing approaches that cater to specific regional markets, considering regional consumer behavior, market trends, and regional marketing campaigns.
National	-
Global	-
Employability	Developing marketing skills and knowledge that enhance employability in contemporary business settings, including digital marketing, data analysis.
Entrepreneurship	Exploring marketing strategies and tactics for entrepreneurial ventures, including market research, product positioning.
Skill Development	Enhancing skills related to marketing, such as market research, consumer behavior analysis, digital marketing tools.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Product and Price</b>
Local	Understanding marketing strategies and practices tailored to local markets, including targeting local customers, adapting to cultural preferences, and navigating local competition.
Regional	-
National	-
Global	-



Employability	Developing marketing skills and knowledge that enhance employability in contemporary business settings, including strategic marketing planning.
Entrepreneurship	Exploring marketing strategies and tactics for entrepreneurial ventures, including creating effective marketing campaigns on a limited budget.
Skill Development	Enhancing skills related to marketing, such as market research, consumer behavior analysis, digital marketing tools, and data-driven decision making.
Professional Ethics	-
Gender	Considering the role of gender in marketing, including gender-based marketing segmentation, gender stereotypes in advertising, and gender-sensitive marketing campaigns.
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Promotion and Channels and Distribution</b>
Local	-
Regional	Exploring marketing approaches that cater to specific regional markets, considering regional consumer behavior, market trends, and regional marketing campaigns.
National	Analyzing marketing strategies implemented at the national level, including national advertising campaigns, branding strategies.
Global	Examining marketing practices in the global marketplace, considering global branding, international market entry strategies.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in marketing, such as truthful advertising, responsible marketing to vulnerable populations, and





	maintaining customer privacy.
Gender	Considering the role of gender in marketing, including gender-based marketing segmentation, gender stereotypes in advertising, and gender-sensitive marketing campaigns.
Human Values	-
Environment & Sustainability	-
<b>Unit IV</b>	<b>Consumer Behaviour and Introduction to new trends in marketing</b>
Local	-
Regional	-
National	Analyzing marketing strategies implemented at the national level, including national consumer segments.
Global	Examining marketing practices in the global marketplace, considering cross-cultural marketing communication.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	Exploring how marketing practices align with human values, such as transparency, fairness, and social responsibility.
Environment & Sustainability	Examining the role of marketing in promoting environmental sustainability, including green marketing practices, sustainable product development, and communicating corporate social responsibility.
SDG	Promoting sustainable consumption and production, reducing inequalities, and combating climate change.
NEP 2020	Interdisciplinary approaches, practical learning experiences, and the



	integration of technology in marketing courses.
POE/4th IR	Exploring how the concepts of POE and the advancements of the 4th IR influence marketing practices, such as automation in marketing processes, personalized marketing, and data-driven marketing strategies.

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	BBA	Marketing Management
AMITY UNIVERSITY	BBA	Marketing Theory and Practice
Delhi University	BBA	Marketing Management

<b>Department:</b>	<b>School of Management and Commerce</b>		
<b>Course Name:</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
<b>Statistics &amp; Computational Data Analysis</b>	MCSP152	4-0-0	4
<b>Type of Course:</b>	Major		
<b>Pre-requisite(s), if any: Basics of Statistics</b>			



**Brief Syllabus:**

Basic of Python Programming, Pandas, Numpy, Matplotlib, Basics of Statistics and Probability distributions, Various tests of Hypothesis and Significance.

**UNIT WISE DETAILS**

<b>Unit Number:</b> <b>1</b>		<b>No. of hours: 8</b>
<p>Python programming Basic: Python interpreter, IPython Basics, Tab completion, Introspection, %run command, magic commands, matplotlib integration, python programming, language semantics, scalar types. Control flow.</p> <p>Data Structure, functions, files: tuple, list, built-in sequence function, dict, set, functions, namespace, scope, local function, returning multiple values, functions are objects, lambda functions</p> <p>NumPy: Array and vectorized computation: Multidimensional array object. Creating ndarrays, arithmetic with numpy array, basic indexing and slicing, Boolean indexing, transposing array and swapping axes,</p>		
<b>Unit Number:</b> <b>2</b>		<b>No. of hours: 7</b>
<p>Pandas: Pandas data structure, series, DataFrame, Index Object, Reindexing, dropping entities from an axis, indexing</p> <p>Visualization with Matplotlib: Figures and subplots, colors, markers, line style, ticks, labels, legends, annotation and drawing on subplots, matplotlib configuration, Plotting with pandas and seaborn</p>		
<b>Unit Number:</b> <b>3</b>		<b>No. of hours: 8</b>
<p>Data description: Displaying data on a single variable (graphical methods, measure of central tendency, measure of spread), displaying relationship between two or more variables, measure of</p>		



association between two or more variables.

Probability Theory: Sample space and events, probability, axioms of probability, independent events, conditional probability, Bayes' theorem.

**Unit Number:**  
4

**No. of hours:** 7

Random Variables: Discrete and continuous random variables. Probability distribution of discrete random variables, binomial distribution, Probability distribution of continuous random variables, normal (gaussian) distribution

Interval Estimations, Confidence interval of means and proportions, Test of Statistical Hypothesis and p-values

**Reference Books:**

- Achim Klenke, (2014), Probability Theory A Comprehensive Course Second Edition, Springer, ISBN 978-1-4471-5360-3
- Christian Heumann, Michael Schomaker Shalabh (2016), Introduction to Statistics and Data Analysis With Exercises, Solutions and Applications in R, Springer International Publishing, ISBN 978-3-319-46160-1
- Douglas C. Montgomery, (2012), Applied Statistics and Probability for Engineers, 5th Edition, , Wiley India, ISBN: 978-8-126-53719-8.

**Define Course Outcomes (CO)**

COs	Statements
CO1	Understand basics of Python Programming
CO2	Understand Pandas, Numpy, Matplotlib
CO3	Understand basics of statistics and probability distribution
CO4	Conduct various tests of hypothesis and significance



COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	A2	-
CO2	C2	-	-
CO3	C2	A2	-
CO4	C5	-	-

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3	3		3		1			
CO2	2	3	3	3	3	1	3			
CO3	3	3	3	2	3	2	3			
CO4	3	3	3	3	3	3	3			

**CO-PSO Mapping**

CO	PSO1	PSO2	PSO3
CO1	1	2	1
CO2	2	3	3
CO3	2	2	2
CO4	2	2	2



**RELEVANCE OF THE COURSE TO VARIOUS INDICATORS**

<b>Unit I</b>	<b>Python programming: Overview</b>
Local	-
Regional	Exploring analysis methods for regional business data, Python interpreter, IPython Basics, Tab completion, Introspection, %run command, magic commands, matplotlib integration, python programming, language semantics, scalar types. Control flow.
National	Analyzing national-level business statistics, such as economic indicators, industry trends, and market research data.
Global	-
Employability	Developing statistical skills and knowledge that are highly valued in the business industry, enhancing employability prospects.
Entrepreneurship	-
Skill Development	Developing practical skills in data collection, analysis, and interpretation using statistical software and tools.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Pandas: Pandas data structure</b>
Local	-
Regional	-
National	-
Global	Examining the use of statistics in understanding global business trends, international trade patterns, and comparative analysis across countries.
Employability	-
Entrepreneurship	Exploring how statistical analysis can support entrepreneurial ventures, including market research, forecasting, and identifying business opportunities
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-



<b>Unit III</b>	<b>Data description</b>
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in the collection, analysis, and reporting of business statistics, including confidentiality, privacy, and unbiased reporting.
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit IV</b>	<b>Random Variables</b>
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Examining the role of business statistics in measuring and monitoring environmental impacts, sustainable practices, and corporate sustainability reporting.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum



<b>Department:</b>	<b>School of Management and Commerce</b>		
<b>Course Name:</b> <b>MS Excel for Business</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	SEC026	2-0-0	2
<b>Type of Course:</b>	SEC		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b> Features of MS Excel, Worksheets and Workbooks, Chart elements: Titles, legend, data labels, Filtering Data.			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> <b>1</b>	<b>Basics of MS Excel</b>	<b>No. of hours: 8</b>	
Features of MS Excel , Worksheets and Workbooks: Labeling and Naming Worksheets and Workbooks, Adding, Deleting and Saving Worksheets and Workbooks, Reposition Worksheets, Inserting, Deleting, and Renaming Worksheets, Copy Worksheets, Printing a Workbook, Formatting a Worksheet, Adding Elements to a Workbook, Protecting Worksheet and Workbook.			
<b>Unit Number:</b> <b>2</b>	<b>Data Representation using MS Excel</b>	<b>No. of hours: 7</b>	
Import external data, Creating a Table, Sorting Data into a Table, Data Validation, Consolidation Defining Names in MS Excel, Macros: View Macros, Record Macros, Formulas and Functions: Creating a Formula, Formula Auditing, Meaning and Advantages of functions, Insert function, Use relative References, Mathematical Functions, Statistical Functions, Date & Time Functions.			
<b>Unit Number:</b>	<b>Data Visualization through MS Excel</b>	<b>No. of hours: 8</b>	





<b>3</b>		
<p>Charts: Chart elements: Titles, legend, data labels, creating a New Chart, Formatting the Chart, Types of charts, Using Chart Templates.</p> <p>PivotTables: Creating a PivotTable, Filtering and Sorting a PivotTable, Using Slicers to manipulate PivotTables, Creating a PivotChart</p>		
<b>Unit Number:</b> <b>4</b>	<b>Data Analysis</b>	<b>No. of hours: 7</b>
<p>Filtering Data: Creating a Custom AutoFilter, Using an Advanced Filter. Data Sorting, Data Outline: Group, Ungroup and Subtotals.</p>		
<p><b>Self-Learning Components:</b></p> <ul style="list-style-type: none"> <li>• Explore various online platforms that offer tutorials and courses specifically designed for learning MS Excel for business.</li> <li>• Microsoft's official Excel documentation, including its support website, provides detailed explanations, guides, and step-by-step instructions on various Excel features and functions.</li> <li>• Utilize pre-designed Excel templates and sample spreadsheets available online.</li> <li>• Engage in hands-on practice by working on Excel exercises and problems.</li> </ul>		
<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. MS Office: Sanjay Saxena, Vikas Publishing House</li> <li>2. Financial Modeling in Excel For Dummies by Danielle Stein Fairhurst</li> </ol>		

**Define Course Outcomes (CO)**

<b>COs</b>	<b>Statements</b>
<b>CO1</b>	Understand the basic features and functions of MS Excel, including navigation, data entry, formatting, and formula creation.
<b>CO2</b>	Learn how to effectively manage and organize data in Excel, including sorting, filtering, and using tables and databases.
<b>CO3</b>	Learn how to create visually appealing and informative charts and graphs to present data in a meaningful way.



<b>CO4</b>	Learn how to collaborate with others on Excel workbooks, including sharing, protecting, and tracking changes to ensure data integrity and security.
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**COs Mapping with Levels of Bloom’s taxonomy**

CO	Cognitive levels© 7. Knowledge 8. Understand 9. Apply 10. Analyze 11. Evaluate 12. Create	Affective levels(A) 6. Receiving 7. Responding 8. Valuing 9. Organizing 10. Characterizing	Psychomotor levels(P) 6. Imitation 7. Manipulation 8. Precision 9. Articulation 10. Improving
CO1	C2	-	-
CO2	-	C4	-
CO3	-	-	-
CO4	-	-	-

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
<b>CO1</b>	3									
<b>CO2</b>					3					
<b>CO3</b>		3					2			
<b>CO4</b>			2							



### CO-PSO Mapping

CO	PSO1	PSO2	PSO3
CO1	3		
CO2			2
CO3			2
CO4			

### RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	
<b>Local</b>	Utilize MS Excel to manage their finances, track sales and expenses, and create basic financial reports.
<b>Regional</b>	Rely on MS Excel for more advanced financial analysis, data management, and reporting purposes.
<b>National</b>	-
<b>Global</b>	financial modeling, and other critical financial tasks in organizations worldwide.
<b>Employability</b>	Proficiency in MS Excel is highly sought after in the job market across industries and sectors.
<b>Entrepreneurship</b>	analyze market data, track business performance, and make informed decisions.
<b>Skill Development</b>	promotes critical thinking, logical reasoning, and problem-solving abilities.
<b>Professional Ethics</b>	maintaining confidentiality, and using Excel for legitimate business purposes.
<b>Gender</b>	Promoting gender equality in Excel proficiency ensures equal opportunities for both men and women in the business world.
<b>Human Values</b>	MS Excel can be used to analyze and manage data related to environmental sustainability initiatives.
<b>Environment &amp; Sustainability</b>	identify opportunities for improvement and make data-driven decisions to promote environmental sustainability.
Unit II	



<b>Local</b>	to analyze local demographic data, budget allocations, and program outcomes.
<b>Regional</b>	perform regional sales analysis, and monitor regional performance.
<b>National</b>	represent and analyze large-scale national surveys and research data.
<b>Global</b>	Excel's ability to handle large datasets and perform advanced data analysis makes it valuable for global research and policy analysis.
<b>Employability</b>	Knowledge of data representation in Excel is particularly relevant for positions involving data analysis, financial modeling, and business reporting
<b>Entrepreneurship</b>	Represent and analyze financial data, track business performance, and create business models
<b>Skill Development</b>	promotes critical thinking, problem-solving, and logical reasoning abilities
<b>Professional Ethics</b>	ensuring accuracy, integrity, and confidentiality of data, as well as appropriately using and presenting data for legitimate purposes.
<b>Gender</b>	contribute to gender equality by providing equal opportunities for men and women to work with and analyze data.
<b>Human Values</b>	aligns with human values such as accuracy, fairness, and inclusivity.
<b>Environment &amp; Sustainability</b>	enabling organizations to track and monitor environmental metrics
<b>Unit III</b>	
<b>Local</b>	-
<b>Regional</b>	-
<b>National</b>	-
<b>Global</b>	-
<b>Employability</b>	Effectively present data visually, as it aids in decision-making and communication.
<b>Entrepreneurship</b>	Entrepreneurs can leverage Excel's data visualization features to create visually appealing business reports, pitches, and presentations.
<b>Skill Development</b>	promotes critical thinking and the ability to present complex information in a clear and concise manner.



<b>Professional Ethics</b>	Adhering to professional ethics in data visualization using Excel involves accurately representing data, avoiding misrepresentation or manipulation, and providing clear and transparent visualizations.
<b>Gender</b>	contribute to gender equality by providing equal opportunities for men and women to present and analyze data visually.
<b>Human Values</b>	aligns with human values such as transparency, clarity, and accessibility, making information more understandable and inclusive.
<b>Environment &amp; Sustainability</b>	support environmental and sustainability efforts by presenting and communicating sustainability metrics, environmental trends, and the impact of initiatives in a visually compelling manner.
<b>Unit IV</b>	
<b>Local</b>	-
<b>Regional</b>	-
<b>National</b>	-
<b>Global</b>	-
<b>Employability</b>	support employability by enabling individuals to contribute to evidence-based decision-making, problem-solving, and performance improvement
<b>Entrepreneurship</b>	supports skill development in data-driven decision-making.
<b>Skill Development</b>	promotes critical thinking, problem-solving, and logical reasoning skills.
<b>Professional Ethics</b>	Upholding professional ethics involves using accurate and reliable data, applying appropriate statistical techniques.
<b>Gender</b>	contributes to gender equality by providing equal opportunities for men and women to work with data and make informed decisions
<b>Human Values</b>	aligns with human values such as transparency, integrity, and fairness.
<b>Environment &amp; Sustainability</b>	identifying trends, measuring environmental impact, and informing sustainable practices and policies.
<b>SDG</b>	4
<b>NEP 2020</b>	MS Excel can be utilized for educational data management, analysis, and reporting in alignment with NEP 2020.
<b>POE/4<sup>th</sup> IR</b>	Excel's capabilities for data manipulation, modeling, and visualization are



	relevant for extracting insights and making informed decisions in the context of the 4IR.
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**Benchmarking Universities:**

<b>Name of the University</b>	<b>Program referred for Syllabus contents</b>	<b>Subject referred</b>
<b>Christ University</b>	<b>BBA</b>	Computer Application in Business
<b>Delhi University</b>	<b>BBA</b>	Computer Application I
<b>Amity University</b>	<b>BBA</b>	Computer Application in Business



## **Semester - III**



<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b> Human Capital Management	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	MCMC 201	4-0-0	4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b> <p>The learners would be able to explain the meaning of Human Capital Management which is used to describe both the people who work for a company or organization and the department responsible for managing resources related to employees. Human capital management is the strategic approach to the effective management of people in an organization, so that they help the business gain a competitive advantage. The overall purpose of this course is to ensure that the organization is able to achieve success through people. The students can specialize in recruiting, training, employee-relations or benefits, recruiting specialists, find, and get hired by top recruiters. Human capital management involves developing and administering programs that are designed to increase the effectiveness of an organization or business. It includes the entire spectrum of creating, managing, and cultivating the employer-employee relationship.</p> <p>The concept behind human capital management is that employees who are subject to effective human resource management are able to more effectively and productively contribute to a company's overall direction, thereby ensuring that company goals and objectives are accomplished. Today's human resource management team is responsible for much more than traditional personnel or administrative tasks. Instead, members of a human capital management team are more focused on adding value to the strategic utilization of employees and ensuring that employee programs are impacting the business in positive and measurable ways.</p>			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	<b>Title: Introduction to HRM</b>	<b>No. of hours: 8</b>	
<b>Content Summary:</b> Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Personnel			





Management vs HRM ; Functions of HRM ;Challenges of HRM; Strategic HRM ; HRIS; International HRM; HRM in Changing Environment.		
<b>Unit Number:</b> 2	<b>Title: Acquisition to Human Resources</b>	<b>No. of hours: 8</b>
<b>Content Summary:</b> HR Planning; Job Analysis – Job Description and Job Specification; Recruitment; Selection Process, Placement, Induction, Socialization.		
<b>Unit Number:</b> 3	<b>Title: Developing human resources</b>	<b>No. of hours: 7</b>
<b>Content Summary:</b> Training and Development; Executive Development – Process and Techniques; Career Planning and Development; HRD.		
<b>Unit Number:</b> 4	<b>Title: Managing Performance &amp; Compensation</b>	<b>No. of hours: 7</b>
<b>Content Summary:</b> Performance and Potential Appraisal; wage and salary administration; Incentive compensation, significance; Employee Welfare; Health and Safety, Social Security.		
<b>*Self-Learning Components:</b> <ul style="list-style-type: none"><li>• Human Resource Management</li><li>• Performance Management</li></ul>		
<b>TEXT BOOK:</b> 1. Dessler, Gary, (2011) Human Resource Management, Pearson Education, (2nd Edition),		
<b>Reference Books:</b> 1. Aswathappa, K., Human Resource Management, McGraw Hill Education. 2. VSP Rao, Human Resource Management, Excel Books. 3. C.B. Gupta, Human Resource Management, Sultan Chand & Sons. 4. Jyothi, P. and Venkatesh, D.N, Human Resource Management, Oxford Higher Education.		



Define Course Outcomes (CO)

COs	Statements
CO1	Analyze the basic concepts in Concept of HCM its Nature, Scope, Objectives, Importance & Evolution of HRM.
CO2	Understand the elements of HR Planning & acquisition of Human Resources.
CO3	Students will gain the clarity for developing human resources.
CO4	Students will develop an understanding for Managing Performance & Compensation.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 37. Knowledge 38. Understand 39. Apply 40. Analyze 41. Evaluate 42. Create	Affective levels(A) 31. Receiving 32. Responding 33. Valuing 34. Organizing 35. Characterizing	Psychomotor levels(P) 31. Imitation 32. Manipulation 33. Precision 34. Articulation 35. Improving
CO1	-	-	-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**  
**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**



### CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	-	-	-	-	-	-	-	-	-	-
CO2	2	-	3	-	-	-	-	-	-	-	-	-
CO3	2	-	-	-	3	-	-	-	-	-	-	-
CO4	2	-	3	-	-	-	-	-	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

### CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4
CO1	-	-	3	-
CO2	-	-	3	-
CO3	-	-	3	-
CO4	-	-	3	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

### Relevance of the various indicators

Unit I	Introduction to HRM
Local	Understanding the management of human capital within a local organizational context, including recruitment, training, performance management, and employee development.
Regional	Exploring the unique challenges and practices of managing human capital within a specific regional setting, considering cultural, legal, and economic factors.



National	-
Global	Examining the complexities of managing human capital in a globalized business environment, covering topics such as global talent management, expatriate assignments, and cross-cultural leadership.
Employability	Developing the skills and competencies necessary to enhance employability in the field of human capital management, including recruitment and selection, employee engagement, talent development, and HR analytics.
Entrepreneurship	Exploring the role of human capital management in entrepreneurial ventures, including the importance of building a strong team, creating a positive organizational culture, and managing human resources effectively.
Skill Development	Enhancing skills related to human capital management, such as performance evaluation, training and development, workforce planning, diversity and inclusion, and employee relations.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Acquisition to Human Resources</b>
Local	Understanding the management of human capital within a local organizational context, including recruitment, training, performance management, and employee development.
Regional	-
National	Analyzing the strategies and policies involved in managing human capital at the national level, including labor laws, workforce planning, talent acquisition, and retention.
Global	-
Employability	Developing the skills and competencies necessary to enhance employability in the field of human capital management, including



	recruitment and selection, employee engagement, talent development, and HR analytics.
Entrepreneurship	Exploring the role of human capital management in entrepreneurial ventures, including the importance of building a strong team, creating a positive organizational culture, and managing human resources effectively.
Skill Development	Enhancing skills related to human capital management, such as performance evaluation, training and development, workforce planning, diversity and inclusion, and employee relations.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Developing Human Resources</b>
Local	-
Regional	Exploring the unique challenges and practices of managing human capital within a specific regional setting, considering cultural, legal, and economic factors.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in human capital management, including fair employment practices, equal opportunities, privacy and data protection, and ethical leadership.
Gender	Examining the impact of gender on human capital management, including gender diversity in the workforce, gender pay gap, and



	strategies for promoting gender equality and inclusivity.
Human Values	Exploring the alignment of human capital management practices with human values, including respect, fairness, integrity, and social responsibility.
Environment & Sustainability	Considering the role of human capital management in promoting environmental sustainability within organizations, including sustainability-oriented HR practices, employee well-being, and corporate social responsibility.
<b>Unit IV</b>	<b>Managing Performance &amp; Compensation</b>
Local	-
Regional	-
National	Analyzing the strategies and policies involved in managing human capital at the national level, including labor laws, workforce planning, talent acquisition, and retention.
Global	Examining the complexities of managing human capital in a globalized business environment, covering topics such as global talent management, expatriate assignments, and cross-cultural leadership.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in human capital management, including fair employment practices, equal opportunities, privacy and data protection, and ethical leadership.
Gender	Examining the impact of gender on human capital management, including gender diversity in the workforce, gender pay gap, and strategies for promoting gender equality and inclusivity.
Human Values	Exploring the alignment of human capital management practices with human values, including respect, fairness, integrity, and social responsibility.
Environment &	Considering the role of human capital management in promoting environmental sustainability within organizations, including



Sustainability	sustainability-oriented HR practices, employee well-being, and corporate social responsibility.
SDG	Decent work and economic growth, gender equality, quality education, and reduced inequalities.
NEP 2020	Examining how the education policy reforms outlined in NEP 2020 impact human capital development and management practices in the context of workforce education and training.
POE/4th IR	Exploring the application of the POE framework in human capital management to enhance productivity, leverage technology, and adapt to the changing nature of work in the era of the Fourth Industrial Revolution.

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	BBA	Human Resource Management
AMITY UNIVERSITY	BBA	Human Resource Management & development
DELHI UNIVERSITY	BBA	Human Resource Management

<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name: Machine Learning For Business</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	MCSP153	4-0-0	4
<b>Type of Course:</b>	Major		



<b>Pre-requisite(s), if any:</b>		
<b>Brief Syllabus:</b>		
Introduction, Types of machine learning, Important concepts of machine learning, Linear Regression, Classification, Resampling Methods, Model Selection and Regularization, Tree Based Methods, Support Vector Machine, Unsupervised Learning		
<b>UNIT WISE DETAILS</b>		
<b>Unit Number:</b> 1		<b>No. of hours: 10</b>
<p><b>Introduction:</b> Learning systems, real world applications of machine learning, why machine learning, variable types and terminology, function approximation</p> <p><b>Types of machine learning:</b> Supervised learning, unsupervised learning, reinforcement learning</p> <p><b>Important concepts of machine learning:</b> Parametric vs non-parametric models, the trade-off between prediction accuracy and model interpretability, the curse of dimensionality, measuring the quality of fit, bias-variance trade off, overfitting, model selection, no free lunch theorem</p>		
<b>Unit Number:</b> 2		<b>No. of hours: 10</b>
<p>Linear Regression: Linear regression, estimating the coefficients, accessing the accuracy of coefficient estimates, accessing the accuracy of the model, multiple linear regression, qualitative predictors</p> <p>Classification: Logistic regression, estimating regression coefficients, making predictions, multiple logistic regressions, linear discriminant analysis, bayes' theorem of classification, LDA for <math>p=1</math>, LDA for <math>p&gt;1</math>, quadratic discriminant analysis</p>		
<b>Unit Number:</b> 3		<b>No. of hours: 20</b>
<p><b>Resampling Methods, Model Selection and Regularization:</b> Cross-validation, leave-one-out cross- validation, k-fold cross-validation, the bootstrap, subset selection, shrinkage methods, ridge and lasso regression, dimension reduction methods, principal components regression, partial least square</p> <p><b>Tree Based Methods:</b> Advantages and disadvantages of trees, regression Trees, classification trees, bagging, random forest, boosting</p>		
<b>Unit Number:</b> 4		<b>No. of hours: 8</b>





**Support Vector Machine:** Maximum margin classifier, classification using a separating hyperplane, the maximal margin classifier, support vector classifier, support vector machines, classification with non-linear decision boundaries, support vector machine, one-versus-one classification, one-versus-many classification

**Unsupervised Learning:** Principle component analysis, what are principal components, clustering methods, k-means clustering, hierarchical clustering, Independent component analysis, latent semantic indexing, Markov Models, Hidden Markov Models

**TEXT BOOK:**

- Machine Learning by Tom M. Mitchell - McGraw Hill Education; First edition
- Pattern Recognition and Machine Learning (Information Science and Statistics) by Christopher M. Bishop - Springer; 1st ed. 2006. Corr. 2nd printing 2011 edition
- The Elements of Statistical Learning: Data Mining, Inference, and Prediction by Trevor Hastie, Robert Tibshirani, Jerome Friedman - Springer; 2nd ed. 2009, Corr. 9th printing 2017 edition

**Define Course Outcomes (CO)**

COs	Statements
CO1	Understand Basic Algorithms of Machine Learning
CO2	Understand Supervised and Unsupervised Learning
CO3	Understand Linear Regression, Classification, Tree, PCA, SVD, SVM
CO4	Practice Resampling Methods and Optimization Techniques

**COs Mapping with Levels of Bloom’s taxonomy**

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	43. Knowledge		36. Imitation
	44. Understand	36. Receiving	37. Manipulation
	45. Apply	37. Responding	38. Precision
	46. Analyze	38. Valuing	39. Articulation
	47. Evaluate	39. Organizing	40. Improving
	48. Create	40. Characterizing	



CO1	-		-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	3	2	2	3	3			
CO2	2	3	3	3	2	2	2			
CO3	2	3	2	3	3	3	3			
CO4	1	3	2	1	3	2	3			

**CO-PSO Mapping:**

CO	PSO1	PSO2	PSO3
CO1	2	3	3
CO2	3	3	3
CO3	3	3	3
CO4	2	1	2

**Relevance of the various indicators**

<b>Unit I</b>	<b>Introduction to Machine Learning</b>
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Local	Machine learning enables local businesses to optimize operations and customer experiences through data-driven insights
Regional	Regional economies can benefit from machine learning by fostering innovation and attracting tech talent.
National	Machine learning contributes to national competitiveness through advancements in healthcare, defense, and industry automation.
Global	In a global context, machine learning drives cross-border collaborations, addressing global challenges like climate change and healthcare.
Employability	Proficiency in machine learning enhances employability, as industries seek data-driven expertise.
Entrepreneurship	Machine learning empowers entrepreneurs to develop innovative solutions and disrupt traditional markets.
Skill Development	Machine learning skills are essential for fostering a future-ready workforce.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Resampling Methods, Model Selection and Regularization</b>
Local	-
Regional	-
National	Implementing resampling methods and model regularization on a national scale improves data-driven policy development and decision-making in various sectors.
Global	These techniques play a critical role in global competitiveness by advancing machine learning capabilities, leading to better international collaboration and innovation.



Employability	Proficiency in these techniques enhances employability, as individuals can contribute to data-driven industries and make informed decisions.
Entrepreneurship	Resampling methods, model selection, and regularization empower entrepreneurs to develop more accurate and effective data-driven solutions.
Skill Development	Learning these methods is essential for skill development, equipping individuals with the tools needed to excel in data-driven roles and industries.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Linear Regression</b>
Local	-
Regional	-
National	Forecasting national GDP, inflation rates, and policy impact assessments
Global	Modeling global trade dynamics and climate change effects.
Employability	Identifying factors affecting job placement and salary predictions
Entrepreneurship	Assessing market potential and startup success factors.
Skill Development	Recommending personalized learning paths for skill enhancement.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-



<b>Unit IV</b>	<b>Managing Performance &amp; Compensation</b>
Local	-
Regional	-
National	-
Global	-
Employability	Proficiency in resampling methods and regularization is a valuable skill for job seekers in the data science field, increasing employability and career opportunities
Entrepreneurship	Entrepreneurs can leverage machine learning techniques like resampling and model selection to create innovative products and services, driving business success
Skill Development	Acquiring expertise in resampling methods, model selection, and regularization is essential for skill development in the rapidly evolving field of machine learning, enhancing career prospects
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	Decent work and economic growth, gender equality, quality education, and reduced inequalities.
NEP 2020	Machine learning for business aligns with India's National Education Policy 2020 (NEP) by fostering the integration of modern technology into education and workforce development
POE/4th IR	Machine learning for business is a key driver of the Fourth Industrial Revolution (4th IR), transforming industries and economies through automation, data analytics, and artificial intelligence



<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b> <b>Life Skills For Leaders I</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	AEC021	3-0-0	3
<b>Type of Course:</b>	AEC		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b>			
<p>The Quantitative Aptitude course content is designed to equip the learner with the essential numerical problem-solving skills necessary for success in various academic and professional settings. This comprehensive course focuses on enhancing number sense, arithmetic proficiency, and mental math abilities through engaging exercises and real-world applications. Through this comprehensive course, the learners will develop a solid foundation in communication skills, enabling them to express themselves confidently, listen actively, and build strong relationships in personal and professional contexts.</p>			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> <b>1</b>	<b>Title: Communication: An Introduction</b>	<b>No. of hours: 10</b>	
<b>Content Summary:</b> Definition, Nature and Scope of Communication, Importance and Purpose of Communication, Process of Communication, Types of Communication, Barriers to Communication, Essentials of Effective Communication.			
<b>Unit Number:</b> <b>2</b>	<b>Title: Non-Verbal Communication</b>	<b>No. of hours: 10</b>	
<b>Content Summary:</b> Personal Appearance, Gestures, Postures, Facial Expression, Eye Contacts, Body Language (Kinesics) Time language, Tips for Improving Non-Verbal Communication			
<b>Unit Number:</b> <b>3</b>	<b>Title: Number System</b>	<b>No. of hours: 20</b>	
<b>Content Summary:</b> Divisibility • Unit digit • Last two digit • Remainder • Number of zero • Factor • LCM & HCF • Simplification • Mixture • Average • Ratio • Partnership Factor • LCM & HCF • Simplification • Mixture • Average • Ratio • Partnership			



<b>Unit Number:</b> 4	<b>Title:</b> Time Management	<b>No. of hours:</b> 8
<b>Content Summary:</b> Time management strategies, Setting goals, organizing, and planning ahead, Making the most of your time Deal with distractions, Procrastination and Avoiding distractions		
<b>*Self-Learning Components:</b> <ul style="list-style-type: none"><li>• Time management</li><li>• Procrastination</li><li>• Scope of communication</li></ul>		
<b>TEXT BOOK:</b>  Aggarwal, R. S. (2014). Quantitative aptitude (Revised edition).  Gladwell, M. (2021). Talking to strangers.  Scott, S. (2004). Fierce conversations.		
<b>Reference Books:</b>  Scott, S. (2004). Fierce conversations.		

**Define Course Outcomes (CO)**

COs	Statements
CO1	Perform calculations related to number systems, percentages and averages, quickly and accurately.
CO2	Exhibit confidence in tackling multiple-choice questions, time-constrained tests and competitive examinations.



CO3	Demonstrate active listening techniques, including attentive listening and reflection.
CO4	Speak with confidence and express ideas clearly and coherently.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 49. Knowledge 50. Understand 51. Apply 52. Analyze 53. Evaluate 54. Create	Affective levels(A)  41. Receiving 42. Responding 43. Valuing 44. Organizing 45. Characterizing	Psychomotor levels(P) 41. Imitation 42. Manipulation 43. Precision 44. Articulation 45. Improving
CO1	-		-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	-	-	-	-	-	-	-	-	1
CO2	-	2	-	2	-	-	-	-	-	-
CO3	-	-	-	-	2	-	2	-	-	-
CO4	-	-	1	-	-	-	-	-	-	-

**CO-PSO Mapping:**

CO	PSO1	PSO2	PSO3
CO1	-	1	2





<b>CO2</b>	-	-	-
<b>CO3</b>	1	-	-
<b>CO4</b>	-	-	-

**Relevance of the Syllabus to various indicators**

Unit I	<b>Communication: An Introduction</b>
Local	Understanding the dynamics of leadership at the grassroots level. Community engagement and empowerment. Local problem-solving and decision-making. Building trust and relationships within the local community.
Regional	Navigating leadership challenges within a specific geographic region. Regional economic development and cooperation. Addressing regional disparities and opportunities. Promoting unity and collaboration in a regional context.
National	Leadership roles and responsibilities on a national scale. National policy-making and governance. Leading and influencing change at the national level. National identity and cultural diversity in leadership.
Global	The Management Programme aims to develop students into leaders ready to tackle the challenges of today's complex global business environment.
Employability	The Management programme aims to develop students' intellectual pursuit of knowledge of various management methods and processes in every area of activity. So, the



	students can equip with knowledge, skills and attitude to become more employable for the present and emerging job market.
Entrepreneurship	<p>Fostering an entrepreneurial mindset.</p> <p>Starting and managing a business venture.</p> <p>Innovating and problem-solving as an entrepreneur.</p> <p>Leadership in entrepreneurial ecosystems.</p>
Skill Development	
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Non-Verbal Communication</b>
Local	-
Regional	-
National	-
Global	-
Employability	
Entrepreneurship	-
Skill Development	
Professional Ethics	<p>The importance of ethical leadership.</p> <p>Ethical decision-making frameworks.</p> <p>Leading with integrity and moral courage.</p>



	Managing ethical dilemmas in leadership roles.
Gender	-
Human Values	-
Environment & Sustainability	To excel the ability to perform official and social responsibility in a way.
<b>Unit III</b>	<b>Number System</b>
Local	-
Regional	-
National	
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Identifying and developing core leadership skills.  Effective communication, time management, and critical thinking.  Leadership skill assessment and improvement strategies.  Tailoring skill development to personal and professional goals.
Professional Ethics	
Gender	Gender dynamics in leadership and workplace. Promoting gender equality in leadership positions. Leadership challenges and opportunities for women. Inclusive and diverse leadership practices.
Human Values	Integrating human values into leadership.



	<p>Compassion, empathy, and ethical conduct.          Creating a values-driven organizational culture.          Balancing personal values with leadership responsibilities.</p>
Environment & Sustainability	-
Unit IV	<b>Time Management</b>
Local	
Regional	
National	
Global	
Employability	<p>Essential skills for career readiness and success.          Resume building and interview preparation.          Adaptability in the ever-changing job market.          Lifelong learning and continuous skill development.</p>
Entrepreneurship	
Skill Development	
Professional Ethics	
Gender	-
Human Values	-
Environment & Sustainability	<p>Leadership's role in environmental stewardship.          Sustainable business practices and corporate responsibility.          Leading environmentally-conscious initiatives.          Addressing global environmental challenges through leadership.</p>
SDG	4
NEP 2020	Holistic Development, Skill Development



POE/4 <sup>th</sup> IR	Technology Integration, Innovation and Adaptation
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<b>Department:</b>	<b>Department of Commerce</b>		
<b>Course Name: Critical and Design Thinking</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	SEC027	2-0-0	2
<b>Type of Course:</b>	SEC		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b>			
This course explain the meaning of Introduction to Critical Thinking, How to Think Critically: concept, benefits, standards and barriers; Perceiving and Believing; Various Stages of Critical Thinking-an assessment; Framework of Critical Thinking; What is Design thinking?, Design Thinking in the Workplace, Design Thinking Skills, Design Thinking Mindset, Principles of Design Thinking.			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	<b>Title: Introduction to Critical Thinking</b>	<b>No. of hours: 7</b>	
<b>Content Summary:</b>			
Introduction to Critical Thinking, Thinking Critically: concept, benefits; Perceiving and Believing; Stages of Critical Thinking-an assessment; Framework of Critical Thinking; Tools for thinking with clarity, Barriers to critical thinking			
<b>Unit Number:</b> 2	<b>Title: Arguments and Fallacies</b>	<b>No. of hours: 8</b>	
<b>Content Summary:</b>			
Arguments- Deductive and Inductive Logic, Difference between an argument and an opinion, Types of arguments, Introducing Fallacies and its types, Critical review, Purpose and structure,			



Writing a critical review, Difference between critical and analytical writing		
<b>Unit Number:</b> 3	<b>Title: Introduction of Design Thinking</b>	<b>No. of hours: 8</b>
<b>Content Summary:</b> Design team-Team formation, Conceptualization: Visual thinking, Drawing/sketching, New concept thinking, Patents and Intellectual Property, Concept Generation Methodologies, Concept Selection, Concept Testing, Opportunity identification Prototyping		
<b>Unit Number:</b> 4	<b>Title: Design team-Team formation</b>	<b>No. of hours: 7</b>
<b>Content Summary:</b> Principles of prototyping, Prototyping technologies, Prototype using simple things, Wooden model, Clay model, 3D printing; Experimenting/testing.		
<b>Self-Learning Components:</b> <ul style="list-style-type: none"><li>• Online platforms like Coursera, edX, and Udemy offer courses specifically focused on critical and design thinking.</li><li>• These courses often include video lectures, quizzes, and practical exercises to enhance your understanding and application of the concepts. Look for courses taught by reputable instructors or offered by renowned institutions.</li><li>• Explore interactive websites and tools that promote critical and design thinking skills.</li><li>• Websites like MindMeister and Canva provide templates and tools for brainstorming, mind mapping, and visual design.</li><li>• These platforms can help you practice and apply critical and design thinking techniques in a hands-on manner.</li></ul>		
<b>Reference Books:</b> <ol style="list-style-type: none"><li>1. Design Thinking: A Guide to Creative Problem Solving for Everyone by K.V. Venkataraman (Published by SAGE Publications India Pvt Ltd, 2020)</li><li>2. Design Thinking: An Indian Perspective by Shilpa Das and Utpal Sharma (Published by Springer, 2020)</li><li>3. Design Thinking for Education: Conceptions and Applications in Teaching and Learning by Raghava K and Ramanujam G (Published by Springer, 2018)</li><li>4. Design Thinking: An Indian Approach by Sanjay Gupta and Mahim Sagar (Published by Ane Books, 2012)</li><li>5. Critical and Creative Thinking: A New Approach to Indian Education by C.G. Venkatesha</li></ol>		



Murthy (Published by Excel Books, 2015)  
 6. Bob Schoenberg (2015). Critical Thinking in Business. 2nd Edition, Heuristic Books.

### Course Outcomes (CO)

COs	Statements
CO1	Students will develop their ability to analyze information, evaluate arguments, identify logical fallacies, and make informed judgments.
CO2	The course will equip students with problem-solving techniques and strategies to tackle complex issues.
CO3	Students will learn how to make well-informed decisions by considering various factors, evaluating potential outcomes, and weighing pros and cons.
CO4	The course will foster students' creativity and innovative thinking by encouraging them to explore new possibilities, challenge assumptions, and think outside the box.
CO5	Critical and Design Thinking often involve working in teams and effectively communicating ideas.

### COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C4	-	-
CO2	-	-	-
CO3	-	-	-



CO4	-	-	-
CO5	-	-	-

Programme and Course Mapping										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2	3		2					
CO2			3							
CO3							2			
CO4			3		2		2			
CO5										

1=lightly mapped    2=moderately mapped    3=strongly mapped

### CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3			
CO2		3			
CO3					
CO4				3	

### RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Introduction to Critical Thinking
Local	Local refers to a specific area or community, regional pertains to a larger geographical region, national refers to a country or nation, and global encompasses the entire world.
Regional	-
National	To analyze information, evaluate arguments, identify logical fallacies, and make





	informed judgments
Global	-
Employability	Employability refers to the set of skills, knowledge, and personal attributes that make an individual suitable for employment. Imparting creativity and problem solving ability
Entrepreneurship	Entrepreneurship refers to the process of starting and managing a business venture, often involving innovative ideas, risk-taking, and the ability to identify and exploit opportunities.
Skill Development	Learning problem-solving techniques and strategies to tackle complex issues about Stages of Critical Thinking-an assessment
Professional Ethics	Framework of Critical Thinking; Tools for thinking with clarity
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Arguments and Fallacies
Local	It helps individuals critically evaluate and analyze claims, policies, and perspectives in their local, regional, national, and global contexts.
Regional	-
National	Analyzing Design Thinking Mindset, Principles of Design Thinking
Global	Recognizing fallacies can prevent misleading or flawed reasoning, leading to better decision-making and informed opinions.
Employability	Effective argumentation skills are valuable in the workplace. Being able to present logical and persuasive arguments can enhance communication, negotiation, and problem-solving abilities.
Entrepreneurship	Entrepreneurs often need to communicate and convince others about their ideas, products, or services.
Skill Development	It helps individuals articulate and defend their ideas, evaluate evidence, and engage in constructive debates, Learning Design Thinking in the Workplace, Design Thinking Skills
Professional Ethics	Understanding arguments and fallacies is relevant to professional ethics. It enables



	individuals to critically evaluate ethical dilemmas, analyze ethical arguments, and engage in ethical decision-making processes.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Introduction of Design Thinking
Local	It involves understanding the specific needs, aspirations, and cultural contexts of the target audience or community at each level.
Regional	-
National	Design Thinking emphasizes empathy and user-centricity, ensuring that solutions are relevant and impactful for the intended users or stakeholders.
Global	-
Employability	Understand the concepts of design thinking approaches to involve working in teams and effectively communicating ideas.
Entrepreneurship	Design Thinking is closely linked to entrepreneurship. It enables entrepreneurs to identify unmet needs, develop unique value propositions, and create user-centered solutions.
Skill Development	Learning about Fallacies and Problem Solving Introducing Fallacies and its types- Types of Formal/ Logical Fallacies, Types of Informal/ Substantive Fallacies.
Professional Ethics	It involves prioritizing the well-being and interests of users, respecting their rights and values, and ensuring inclusivity and diversity in design solutions. Analyzing Business Ethics & Social Media; Communicating with arguments.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Design team-Team formation
Local	Local teams may consist of individuals from the same community, while regional, national, or global teams involve members from different locations.



Regional	Considerations such as language, cultural diversity, and time zone differences become crucial in global teams.
National	Collaborating with diverse team members across various geographical contexts can bring fresh perspectives and enrich the design process. Design thinking, Existing sample design projects
Global	
Employability	When forming a design team, employability factors play a significant role. Team members should possess the relevant design skills, expertise, and knowledge required for the project at hand. Conceive, conceptualize, design and demonstrate innovative ideas using prototypes
Entrepreneurship	Design teams formed within the context of entrepreneurship require members who possess an entrepreneurial mindset. I
Skill Development	Learning skills on Compositions/structure of a design, Innovative design: Breaking of patterns, Reframe existing design problems.
Professional Ethics	The importance of considering ethical implications and social responsibility in decision-making and design processes.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	4.4
NEP 2020	Aligns with the focus on problem solving, decision making, and critical thinking.
POE/4th IR	Aligns with the demand for research and analytical skills.

**Benchmarking Universities:**

Name of the University	Program referred for Syllabus contents	Subject referred
Amrita Vishwa Vidyapeetham	<a href="#">B. Tech. in Mechanical Engineering</a>	Design Thinking



<b>Malaviya National Institute of Technology Jaipur</b>	PG Open Elective	Critical thinking and writing
<b>Visvesvaraya Technological University</b>	Bachelor of Engineering	innovation and design thinking



## **Semester IV**



<b>Department:</b>		<b>School of Management &amp; Commerce</b>			
<b>Course Name: Research Methodology For Business</b>		<b>Course Code</b>		<b>L-T-P</b>	<b>Credits</b>
		MCMC202		4-0-0	4
<b>Type of Course:</b>		MAJOR			
<b>Pre-requisite(s), if any:</b>					
<p><b>Brief Syllabus:</b> “Either change the business model with time, or get ruined”, this statement provides base for the content delivery of the given course. Thus, the purpose of this course is to enhance students’ abilities to think critically and apply and apply the learning in their real life situations, business development as well as in jobs. This would pave the way for gaining competitive edge over others in the concern field. In organizations/businesses when managers have to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) with the organizational policy and strategy into a cohesive whole. The main task here is, keep on doing best to be and keep being the market leader in the across the industries. <i>Kizen</i> philosophy is basic – continuous improvement to meet the contingencies in profitable way and be the boss – a market leader in the field.</p>					
<b>UNIT WISE DETAILS</b>					
<b>Unit Number:</b> 1	<b>Title: Introduction</b>			<b>No. of hours:</b>	
<p><b>Content Summary:</b> Meaning of Research, Objective of research, motivation in research, types of research, research approaches, Significance of research, Research process and criteria for good research. Problem identification and formulation of research design, Introduction to research design.</p>					
<b>Unit Number:</b> 2	<b>Title: Data Collection Methods</b>			<b>No. of hours:</b>	
<p><b>Content Summary:</b> Collection of primary data, observation method, interview method, collection of data through questionnaire and schedules, Measurement in research, measurement scales, sources of errors in measurement, Test of sound measurement, Techniques of developing measurement tools, important scaling techniques, Likert’s scale, Thurstone scale. Questionnaire design, Steps in constructing a questionnaire, Types of questions.</p>					
<b>Unit Number:</b>	<b>Title: Sampling</b>			<b>No. of hours:</b>	



3		
<b>Content Summary:</b> Sampling decisions, Steps in sample design, criterion of selecting a sampling procedure, characteristics of a good sample design, different types of sample design, Sample selection methods - Probability and non-probability, how to select a random sample, random sample for an infinite universe, Complex random sampling design, Systematic sampling, stratified sampling, Sampling error and error in sampling.		
<b>Unit Number:</b> 4	<b>Title: Testing of Hypothesis &amp; Report Writing</b>	<b>No. of hours: 8</b>
<b>Content Summary:</b> Basic Concepts, Procedure for Hypothesis testing, Test of Hypothesis, Important parametric tests Test of significance Z and T, Correlation and regression techniques, Cluster analysis. Types of research report, significance of report writing, steps in writing report, layout of research report, Examination of the research procedure, selected applications of marketing research, Identifying market segments, Product research, and Advertising research.		
<b>*Self-Learning Components:</b> <ul style="list-style-type: none"><li>• Primary and secondary data sources</li><li>• Product research</li></ul>		
<b>TEXT BOOK:</b> Zikmund, Babin, et. al. <i>Business Research Methods</i> , 8 <sup>th</sup> edition, Cengage Learning. Kothari C R, <i>Research Methodology (Methods and Techniques)</i> 2nd edition, New age international (P) ltd <b>Reference Books:</b> <ol style="list-style-type: none"><li>1. Chawla Deepak, <i>Research Methodology</i>, 2nd edition, Vikas Publications.</li><li>2. Dash Priaranjan, <i>Research Methodology</i>, 3<sup>rd</sup> edition, Vrinda Publication.</li></ol>		

**Define Course Outcomes (CO)**



COs	Statements
CO1	<b>Understanding</b> of the concept of business research, process and its significance, which in result will help in taking on the entrepreneurial skills
CO2	Familiarize with hands on learning with the methods of data collection as per the requirement of the research problem in with proper consideration of research ethics.
CO3	Gaining the clarity about fundamentals of sampling design and sampling methods, in accordance with modern statistical tools and methods.
CO4	<b>Understanding</b> the concept of research hypothesis – formulation –test of significance and report writing. It will facilitate to be a successful person in routine life as well as to pursue career in research and analytics section of an organization.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 55. Knowledge 56. Understand 57. Apply 58. Analyze 59. Evaluate 60. Create	Affective levels(A) 46. Receiving 47. Responding 48. Valuing 49. Organizing 50. Characterizing	Psychomotor levels(P) 46. Imitation 47. Manipulation 48. Precision 49. Articulation 50. Improving
CO1	-	-	-
CO2	-	-	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**





### CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	-	-	2	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	2	-	-	2	-	-	-	-	-	-
CO4	2	-	-	-	-	-	3	-	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

### CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-
CO2	-	2	-	-
CO3	-	-	-	-
CO4	-	-	-	-

### Relevance of the Syllabus to various indicators

Unit I	Introduction
Local	Conducting research within a local business context, including local market trends, consumer behavior, and industry-specific studies.
Regional	Exploring research methodologies applicable to regional business environments, considering regional economic factors, cultural influences, and market dynamics.
National	-



Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Incorporating environmental considerations and sustainability principles into business research, exploring sustainable business practices, green marketing, and sustainable development goals in research.
<b>Unit II</b>	<b>Sampling</b>
Local	-
Regional	-
National	Conducting research on a national scale, including national business trends, economic indicators, and industry-specific studies at the country level.
Global	Understanding research methodologies for conducting business research on a global scale, considering cross-cultural factors, international market trends, and global business strategies.
Employability	Developing research skills and methodologies relevant to the business field to enhance employability and effectively contribute to business decision-making processes.
Entrepreneurship	-
Skill Development	-
Professional Ethics	-



Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Data Collection Methods</b>
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	Exploring research methodologies that support entrepreneurial endeavors, including market research, feasibility studies, and opportunity identification through research.
Skill Development	Enhancing research skills, such as data collection, data analysis, research design, and interpretation of research findings, in the context of business research.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Incorporating environmental considerations and sustainability principles into business research, exploring sustainable business practices, green marketing, and sustainable development goals in research.
<b>Unit IV</b>	<b>Testing of Hypothesis &amp; Report Writing</b>
Local	-
Regional	-
National	-



Global	-
Employability	-
Entrepreneurship	-
Skill Development	Enhancing research skills, such as data collection, data analysis, research design, and interpretation of research findings, in the context of business research.
Professional Ethics	Addressing ethical considerations in business research, including confidentiality, informed consent, research integrity, and responsible conduct of research.
Gender	Considering the role of gender in business research, such as gender-based data analysis, gender diversity in research teams, and gender-related business research topics.
Human Values	Integrating ethical and moral values into business research, promoting integrity, social responsibility, and ethical decision-making throughout the research process.
Environment & Sustainability	-
SDG	Poverty reduction, quality education, and sustainable economic growth.
NEP 2020	Considering the implications of the education policy reforms outlined in NEP 2020 on research methodologies and the integration of research in business education.
POE/4th IR	Exploring the application of research methodologies and data analytics techniques in the context of the Fourth Industrial Revolution to improve business productivity, organizational efficiency, and decision-making processes.

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

Name of the University	Program referred for Syllabus	Subject referred
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	<b>contents</b>	
<b>Christ University</b>	<b>BBA</b>	<b>Research Methodology</b>
<b>AMITY UNIVERSITY</b>	<b>BBA</b>	<b>Research Methodology</b>
<b>SHIV NADAR UNIVERSITY</b>	<b>BBA</b>	<b>Research Methodology</b>

<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b> Strategy and Consumer Behavior Analytics-Product wise & Finance Analytics	<b>Course Code:</b>	<b>L-T-P</b>	<b>Credits</b>
	<b>MCSP154</b>	4-0-0	4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b> Understanding the Overview of Data analysis, Introduction to Data visualization, Working with statistical formulas - Logical and financial functions and Market Share understanding, Budget planning & Execution- MIMI, Regression & Correlation Analysis for Sales trending.			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	<b>Title:</b> Introduction	<b>No. of hours:</b>	
<b>Content Summary:</b> Overview of Data analysis, Introduction to Data visualization, Working with statistical formulas - Logical and financial functions Introduction to Data Strategy & Consumer behaviour Analytics - Understanding Product & Category, Competitive Analysis.			
<b>Unit Number:</b> 2	<b>Title:</b> Market Share understanding	<b>No. of hours:</b>	
<b>Content Summary:</b> Market Share understanding- Market Potential Index.			



<b>Unit Number:</b> 3	<b>Title:</b> Google Analytics	<b>No. of hours:</b>
<b>Content Summary:</b> Google Analytics, Seasonality-Sales Trending Consumer behaviour Analytics-MIND AND MARKET FACTORS		
<b>Unit Number:</b> 4	<b>Title:</b> Budget planning & Execution	<b>No. of hours: 8</b>
<b>Content Summary:</b> Budget planning & Execution- MIMI, Regression & Correlation Analysis for Sales trending		
<b>*Self-Learning Components:</b>  •		
<b>TEXT BOOK:</b>  1. “Decoded: The Science Behind Why We Buy”  Budget planning & Execution- MIMI, Regression & Correlation Analysis for Sales trending, Forecasting method with predictive investment modelling.  “How The Brands Grow”		

**Define Course Outcomes (CO)**

COs	Statements
CO1	To understand this course, it is advisable to have a foundation level knowledge of data analysis.
CO2	Consumer Analytics is needed to be every industry for business insight and taking for decision making.
CO3	Understanding of market share and market potential index.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 2. Knowledge 3. Understand 4. Apply 5. Analyze 6. Evaluate 7. Create	Affective levels(A) 8. Receiving 9. Responding 10. Valuing 11. Organizing 12. Characterizing	Psychomotor levels(P) 13. Imitation 14. Manipulation 15. Precision 16. Articulation 17. Improving
CO1	C2	-	-
CO2	-	-	-
CO3	C2	-	-
CO4	C2	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	2	1	1	1	3
CO2	3	3	3	3	3	3	3	2	2	3
CO3	3	3	3	3	3	3	3	2	2	3

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped



### CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	
CO2	3	3	2	
CO3	2	3	3	

### RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Overview of Data Analysis, Introduction to Data Visualization
Local	Data analysis involves examining data sets from within a specific community or geographic area to gain insights and make informed decisions. Local businesses and organizations use data analysis to understand local market trends and customer preferences.
Regional	Data analysis expands its scope to examine data from a broader geographical region or a group of neighboring countries. Regional data analysis helps businesses and policymakers understand regional economic trends and consumer behavior.
National	Data analysis covers data from an entire country. National data analysis plays a crucial role in informing government policies, economic forecasts, and social development initiatives.
Global	On a global level, data analysis involves analyzing data from multiple countries and continents. Global data analysis provides insights into international trade patterns, global market trends, and the impact of global events on various industries.
Employability	The ability to analyze and visualize data is a highly sought-after skill in the job market. Employers value individuals who can make data-driven decisions and communicate insights effectively.
Entrepreneurship	Data analysis and visualization can be vital for entrepreneurs to identify market trends, customer preferences, and opportunities for business growth.
Skill Development	Learning data analysis and visualization skills helps individuals to be more data-literate and capable of handling real-world data challenges.
Professional Ethics	Data analysts and visualizers must adhere to ethical standards, ensuring data privacy, confidentiality, and transparency in their practices.
Gender	-
Human Values	-
Environment & Sustainability	-





<b>Unit II</b>	<b>Theories of International Trade</b>
Local	At the local level, trade theories may not be directly applicable as trade typically involves transactions within a specific region or community rather than between countries.
Regional	Trade theories focus on trade between countries within a specific geographical area or economic bloc, such as the European Union or the Association of Southeast Asian Nations (ASEAN).
National	Trade theories analyze international trade patterns and their impact on a single country's economy.
Global	Trade theories encompass trade between countries worldwide. They build upon the principles of national trade theories but take into account the complexities of the global economy, such as multinational corporations, international supply chains, and global value chains.
Employability	Understanding international trade theories is valuable for individuals seeking employment in international business, economics, or trade-related fields.
Entrepreneurship	International trade theories can guide entrepreneurs in identifying market opportunities, assessing comparative advantages, and making strategic decisions when expanding their businesses globally.
Skill Development	Learning about international trade theories fosters critical thinking, research skills, and data analysis capabilities.
Professional Ethics	When applying international trade theories, professionals should consider ethical implications, such as promoting fair trade, respecting workers' rights, and minimizing environmental impacts.
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Entering and Operating in International Markets</b>
Local	When entering and operating in a market, businesses typically focus on a specific region or community. Market entry may involve setting up a physical store or office and tailoring products/services to meet local demands.
Regional	Operating in a market entails expanding business activities to cover multiple countries within a specific geographical area.
National	Operating in a market involves conducting business within a single country. Market entry may require understanding local consumer preferences, complying with national laws and regulations, and adapting marketing strategies to the local culture.
Global	Companies entering the global market must address various challenges, including logistics, supply chain management, currency fluctuations, and



	compliance with international trade regulations.
Employability	A strong understanding of international markets and global business practices enhances employability for individuals seeking jobs in multinational corporations, global trade, or international consulting firms.
Entrepreneurship	Venturing into international markets requires entrepreneurs to develop a global mindset, conduct market research, and build strong international networks. Successful entrepreneurship in global markets can lead to significant growth opportunities.
Skill Development	Operating in international markets hones various skills, including cross-cultural communication, negotiation, strategic planning, and risk management.
Professional Ethics	Ethical considerations are crucial when entering and operating in international markets. Companies must comply with local laws, respect cultural norms, and uphold ethical standards regarding labor practices, environmental impact, and fair trade.
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit IV</b>	<b>International Business Functions:</b>
Local	Business functions may focus on operations within a specific town, city, or community. Activities include local marketing, supply chain management, customer service, and compliance with local regulations.
Regional	Companies extend their operations to cover multiple countries within a specific geographical area.
National	Operating at the national level means conducting business within a single country. Functions may include national marketing campaigns, localization of products/services, and understanding national consumer behavior.
Global	Global business functions span multiple countries and continents. They encompass global supply chain management, international trade strategies, global marketing, and adherence to international trade laws and agreements.
Employability	Knowledge and experience in international business functions enhance employability for individuals seeking careers in global trade, international marketing, supply chain management, and global business consulting.
Entrepreneurship	Understanding international business functions is crucial for entrepreneurs looking to expand their businesses globally, identifying market opportunities, and navigating international regulations.



Skill Development	Engaging in international business functions develops various skills, such as cross-cultural communication, negotiation, global market analysis, and international relationship building.
Professional Ethics	Ethical considerations are paramount in international business functions. Adherence to ethical standards ensures fair trade, responsible sourcing, and respect for cultural norms and human rights.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b> Life Skills For Leaders II	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	AEC022	3-0-0	3
<b>Type of Course:</b>	AEC		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b>			
<p>This course is a multifaceted initiative designed to enhance and optimize learner’s communication practices across various platforms. This program integrates a range of strategies, tools, and techniques to foster effective communication, facilitate collaboration, and promote a cohesive information flow within the learner’s area. This course is structured and comprehensive initiative designed to develop and improve individuals' aptitude across various cognitive and behavioral domains. This course incorporates a range of assessments, training modules, and activities to enhance critical thinking, problem-solving, decision-making, and other essential aptitudes required for personal and professional success.</p>			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	<b>Title:</b> Personality Improvement	<b>No. of hours:</b>	



<b>Content Summary:</b>		
Asking for and giving information, Offering and responding to offers, Requesting and responding to requests, Congratulating people on their success, Asking questions and responding politely, Apologizing and forgiving		
<b>Unit Number:</b> 2	<b>Title:</b> Ratio & its application	<b>No. of hours:</b>
<b>Content Summary:</b>		
Time & Work, Time & Distance, Train, Boat & Stream, Permutation & combination, Probability		
<b>Unit Number:</b> 3	<b>Title:</b> BODMAS and mensuration Presentation Skills	<b>No. of hours:</b>
<b>Content Summary:</b>		
Presentation Skills, Telephone etiquettes, LinkedIn Profile and professional networking, Video resumes & Mock interview sessions. Inequalities, Log, progression, Mensuration		
<b>Unit Number:</b> 4	<b>Title:</b> Leadership skills	<b>No. of hours:</b> 8
<b>Content Summary:</b>		
Nurturing future leaders, Increasing productivity of the workforce, Imparting Self-leadership, Executive leadership		
<b>*Self-Learning Components:</b>		
<ul style="list-style-type: none"> <li>• Regression</li> <li>• Productivity</li> </ul>		
<b>TEXT BOOK:</b>		
Aggarwal, R. S. (2014). Quantitative aptitude (Revised edition).		
<b>Reference Books:</b>		
Gladwell, M. (2021). Talking to strangers.		
Scott, S. (2004). Fierce conversations.		

**Define Course Outcomes (CO)**

COs	Statements
CO1	Understand and apply the fundamental theories, models, and principles of communication.



CO2	Develop the ability for advanced critical thinking and the ability to formulate logical arguments.
CO3	Enhance ability to communicate effectively through spoken and written forms. It includes developing skills in public speaking, interpersonal communication, professional writing, and persuasive communication.
CO4	Emphasizes the development of teamwork and collaboration skills. It includes activities such as group projects, team-building exercises, and simulations that allow students to practice effective communication and collaboration within diverse teams.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 61. Knowledge 62. Understand 63. Apply 64. Analyze 65. Evaluate 66. Create	Affective levels(A)  51. Receiving 52. Responding 53. Valuing 54. Organizing 55. Characterizing	Psychomotor levels(P) 51. Imitation 52. Manipulation 53. Precision 54. Articulation 55. Improving
CO1	-		-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	-	-	-	-	-	-	-	-	1
CO2	-	2	-	2	-	-	-	-	-	-
CO3	-	-	-	-	2	-	2	-	-	-
CO4	-	-	1	-	-	-	-	-	-	-

**CO-PSO Mapping:**



<b>CO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	-	2	-
<b>CO2</b>	-	-	-
<b>CO3</b>	-	-	-
<b>CO4</b>	-	-	-

**Relevance of the Syllabus to various indicators**

<b>Unit I</b>	<b>Personality Improvement</b>
Local	Understanding the dynamics of leadership at the grassroots level. Community engagement and empowerment. Local problem-solving and decision-making. Building trust and relationships within the local community.
Regional	Navigating leadership challenges within a specific geographic region. Regional economic development and cooperation. Addressing regional disparities and opportunities. Promoting unity and collaboration in a regional context.
National	Leadership roles and responsibilities on a national scale. National policy-making and governance. Leading and influencing change at the national level. National identity and cultural diversity in leadership.
Global	The Management Programme aims to develop students into leaders ready to tackle the challenges of today's complex global business environment.



Employability	The Management programme aims to develop students' intellectual pursuit of knowledge of various management methods and processes in every area of activity. So, the students can equip with knowledge, skills and attitude to become more employable for the present and emerging job market.
Entrepreneurship	Fostering an entrepreneurial mindset. Starting and managing a business venture. Innovating and problem-solving as an entrepreneur. Leadership in entrepreneurial ecosystems.
Skill Development	
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	<b>Ratio and its Application</b>
Local	-
Regional	-
National	-
Global	-
Employability	
Entrepreneurship	-
Skill Development	
Professional Ethics	The importance of ethical leadership.



	<p>Ethical decision-making frameworks.</p> <p>Leading with integrity and moral courage.</p> <p>Managing ethical dilemmas in leadership roles.</p>
Gender	-
Human Values	-
Environment & Sustainability	To excel the ability to perform official and social responsibility in a way.
Unit III	<p>BODMAS and mensuration</p> <p>Presentation and Skills</p>
Local	-
Regional	-
National	
Global	-
Employability	-
Entrepreneurship	-
Skill Development	<p>Identifying and developing core leadership skills.</p> <p>Effective communication, time management, and critical thinking.</p> <p>Leadership skill assessment and improvement strategies.</p> <p>Tailoring skill development to personal and professional goals.</p>
Professional Ethics	
Gender	<p>Gender dynamics in leadership and workplace.</p> <p>Promoting gender equality in leadership positions.</p>





	Leadership challenges and opportunities for women. Inclusive and diverse leadership practices.
Human Values	Integrating human values into leadership. Compassion, empathy, and ethical conduct. Creating a values-driven organizational culture. Balancing personal values with leadership responsibilities.
Environment & Sustainability	-
<b>Unit IV</b>	<b>Leadership Skills</b>
Local	-
Regional	-
National	-
Global	-
Employability	Essential skills for career readiness and success. Resume building and interview preparation. Adaptability in the ever-changing job market. Lifelong learning and continuous skill development.
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Leadership's role in environmental stewardship. Sustainable business practices and corporate responsibility. Leading environmentally-conscious initiatives. Addressing global environmental challenges through leadership.



SDG	4
NEP 2020	Holistic Development, Skill Development
POE/4 <sup>th</sup> IR	Technology Integration, Innovation and Adaptation

<b>Department:</b>	<b>School of Management and Commerce</b>		
<b>Course Name:</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
<b>Business Intelligence Tools</b>	SEC028	2-0-0	2
<b>Type of Course:</b>	SEC		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b>			
Definition and importance of business intelligence, Exploratory data analysis techniques , Data extraction, transformation, and loading (ETL) processes , Creating interactive dashboards and reports			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	Introduction to Business Intelligence	<b>No. of hours: 8</b>	
Definition and importance of business intelligence Overview of business intelligence tools and technologies Data collection, integration, and data quality management			
<b>Unit Number:</b> 2	Data Analysis and Visualization	<b>No. of hours: 8</b>	
Exploratory data analysis techniques Data mining and statistical analysis methods Visualization principles and best practices			



<b>Unit Number:</b> 3	Business Intelligence Tools	<b>No. of hours:</b> 7
<p>Overview of popular business intelligence tools  Hands-on training on tool functionalities and features  Data extraction, transformation, and loading (ETL) processes</p>		
<b>Unit Number:</b> 4	Business Intelligence Applications	<b>No. of hours:</b> 7
<p>Applying business intelligence tools in specific business domains (e.g., marketing, finance, operations)  Creating interactive dashboards and reports  Case studies and real-world applications of business intelligence</p>		
<p><b>Self-Learning Components:</b></p> <ul style="list-style-type: none"> <li>• Explore online courses and tutorials offered by reputable platforms that focus on specific business analytical tools such as Excel, Tableau, Power BI, Python, R, or SQL.</li> <li>• Access the official documentation and user guides provided by the tool vendors.</li> <li>• Seek out practice datasets or participate in projects that require the use of business analytical tools.</li> <li>• Join online forums and discussion boards related to the specific business analytical tool you are learning.</li> </ul>		
<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. "Data Visualization: Principles and Practice" by Alexandru C. Telea</li> <li>2. "Tableau For Dummies" by Molly Monsey and Paul Sochan</li> <li>3. "Power BI Cookbook: Creating Business Intelligence Solutions of Analytical Data Models, Reports, and Dashboards" by Brett Powell</li> </ol>		

### Course Outcomes (CO)

COs	Statements
CO1	Knowledge and Understanding: Explain the concept and importance of business intelligence in modern organizations.
CO2	Technical Skills: perform data analysis, applying appropriate data mining and statistical techniques.



<b>CO3</b>	Technical Skills: perform data analysis, applying appropriate data mining and statistical techniques.
<b>CO4</b>	Application and Decision Making: Generate meaningful reports and recommendations based on data analysis.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C1,C2		
CO2	C3		
CO3	C3		
CO4	C3		

**CO-PO Mapping**

<b>Programme and Course Mapping</b>										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
<b>CO1</b>	3				3		3			
<b>CO2</b>		3								
<b>CO3</b>		3			3					
<b>CO4</b>			3				3			
<b>CO5</b>										
1=lightly mapped 2=moderately mapped 3=strongly mapped										



### CO-PSO Mapping

CO	PSO1	PSO2	PSO3	PSO4
CO1	3			
CO2		3		
CO3		3		
CO4				

### RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	
<b>Local</b>	Local businesses can use BI to analyze sales data, customer demographics, and geographic patterns to make informed decisions
<b>Regional</b>	BI helps organizations streamline operations, standardize processes, and make data-driven decisions at a regional level.
<b>National</b>	Utilize BI to analyze economic indicators, track key performance metrics, and make informed decisions for national economic development.
<b>Global</b>	Analyze data from various global locations, standardize reporting processes, and gain insights into global market trends, consumer behavior, and competitive landscapes
<b>Employability</b>	Enhance employability by making individuals more competitive for data-driven roles in organizations.
<b>Entrepreneurship</b>	Help entrepreneurs track key performance indicators, optimize operations, and identify growth opportunities.
<b>Skill Development</b>	Developing proficiency in these skills through BI training enhances overall skill development.
<b>Professional Ethics</b>	Essential in maintaining trust and credibility in the use of business intelligence.
<b>Gender</b>	Promotes inclusivity and diversity by providing equal opportunities for individuals regardless of gender.
<b>Human Values</b>	Enabling data-driven insights, BI can support initiatives focused on gender equality and human values in the workplace.



<b>Environment Sustainability &amp;</b>	Enables organizations to measure, analyze, and monitor their environmental impact by tracking energy consumption, waste generation, carbon emissions, and other sustainability metrics.
<b>Unit II</b>	
<b>Local</b>	Visualizing local data can also help engage community members, promote transparency, and facilitate effective communication of information.
<b>Regional</b>	Allows stakeholders to understand complex patterns and make informed decisions to foster regional development and collaboration.
<b>National</b>	Helps communicate insights to policymakers, researchers, and citizens, facilitating transparency, accountability, and evidence-based decision-making.
<b>Global</b>	Facilitates data sharing and collaboration across countries, and supports evidence-based decision-making at the global level.
<b>Employability</b>	Enhance their employability and increase their chances of securing roles in data-driven organizations.
<b>Entrepreneurship</b>	Optimize business strategies, while visualization aids in communicating insights effectively to stakeholders and investors.
<b>Skill Development</b>	Acquiring these skills through training and practice helps individuals improve their overall skill set and remain adaptable in an increasingly data-driven world.
<b>Professional Ethics</b>	Understanding ethical principles in data analysis and visualization promotes responsible and transparent practices in the use of data.
<b>Gender</b>	Contribute to promoting gender equality and human values.
<b>Human Values</b>	Helps in effectively communicating these disparities and raising awareness about social issues, fostering inclusivity, and promoting diversity.
<b>Environment Sustainability &amp;</b>	Crucial for understanding and addressing environmental challenges.
<b>Unit III</b>	
<b>Local</b>	Gain insights into their customer base, optimize operations, and make data-driven decisions to improve their products, services, and marketing strategies.
<b>Regional</b>	BI tools to assess the overall regional performance, identify growth sectors,



	and make informed policy decisions to drive economic development.
<b>National</b>	Gain insights into social and economic challenges, formulate effective policies, and monitor their impact for the betterment of the nation.
<b>Global</b>	Monitor international market trends, consumer preferences, and competitor strategies.
<b>Employability</b>	Enhances employability by demonstrating the ability to work with complex data sets, extract valuable insights, and present findings in a meaningful way.
<b>Entrepreneurship</b>	Enables them to identify opportunities, optimize operations, and create targeted marketing strategies to drive business growth and success.
<b>Skill Development</b>	Helps individuals develop skills such as data analysis, data visualization, data interpretation, and critical thinking.
<b>Professional Ethics</b>	Seeking appropriate permissions for data usage, and maintaining the integrity
<b>Gender</b>	Promote gender equality and human values by enabling data-driven decision-making that is objective, fair, and unbiased.
<b>Human Values</b>	Improvement and take proactive measures to address inequalities and promote a more inclusive workplace culture.
<b>Environment &amp; Sustainability</b>	Gaining insights into their environmental impact, organizations can make informed decisions to reduce their ecological footprint and adopt sustainable practices.
<b>Unit IV</b>	
<b>Local</b>	Local businesses can analyze customer data, market trends, and local demographics to understand consumer preferences.
<b>Regional</b>	Enable organizations to analyze data from multiple localities within a region.
<b>National</b>	National governments can use BI to analyze economic indicators, monitor key sectors, track employment trends, and inform macroeconomic policies.
<b>Global</b>	Ensure compliance with international regulations, mitigate risks, and maintain ethical business practices across borders.
<b>Employability</b>	Proficiency in BI applications enhances employability by equipping individuals with valuable data analysis and decision-making skills.
<b>Entrepreneurship</b>	Provide entrepreneurs with valuable insights into market trends, customer behavior, and competitive landscapes.



<b>Skill Development</b>	Improve their analytical, problem-solving, and decision-making abilities.
<b>Professional Ethics</b>	Professionals using BI tools should adhere to ethical guidelines, ensure the protection of personal information, and handle data in a lawful and ethical manner.
<b>Gender</b>	Contribute to gender equality, diversity, and inclusion initiatives within organizations.
<b>Human Values</b>	Promotes equal opportunities, fair treatment, and inclusive practices.
<b>Environment &amp; Sustainability</b>	BI applications can aid in monitoring and managing environmental and sustainability metrics.
<b>SDG</b>	9
<b>NEP 2020</b>	NEP emphasizes skill development and employability by promoting a holistic and multidisciplinary approach to education.
<b>POE/4<sup>th</sup> IR</b>	Business intelligence tools leverage modern technologies, such as data analytics, machine learning, and artificial intelligence, to process and analyze large datasets for gaining actionable insights.

**Benchmarking Universities:**

<b>Name of the University</b>	<b>Program referred for Syllabus contents</b>	<b>Subject referred</b>
<b>Amity University</b>	<b>MBA</b>	Business Intelligence and Data Analysis
<b>Christ University</b>	<b>BBA</b>	Business Analytics
<b>Symbiosis University</b>	<b>MBA</b>	Business Analytics





# **SEMESTER - V**



<b>Department:</b>		<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b>		<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
<b>Strategic Orientation for Business</b>		<b>MCMC301</b>	4-0-0	4
<b>Type of Course:</b>		MAJOR		
<b>Pre-requisite(s), if any:</b>				
<b>Brief Syllabus:</b>				
<p>The purpose of this course is to enhance students’ abilities to do the job of higher level which makes them responsible for strategic performance. Specifically, when managers have to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) with the organizational policy and strategy into a cohesive whole. The challenge is not only in identifying weaknesses and threats but to appreciate the strengths of the firm and anticipate opportunities in the external environment.</p>				
<b>UNIT WISE DETAILS</b>				
<b>Unit Number:</b> 1	<b>Title: Introduction</b> <b>Strategic Management Process</b>		<b>No. of hours: 10</b>	
<b>Content Summary:</b>				
<p>Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course– Forecasting, Long-range planning, strategic planning and strategic management. Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.</p>				
<b>Unit Number:</b> 2	<b>Title: Environmental Analysis</b>		<b>No. of hours: 8</b>	
<b>Content Summary:</b>				
<p>Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a</p>				



diagnosis tool.		
<b>Unit Number:</b> 3	<b>Title: Analysis of Internal Resources</b>	<b>No. of hours: 10</b>
<b>Content Summary:</b> Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value - Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile ; SWOT analysis.		
<b>Unit Number:</b> 4	<b>Title: Formulation of Strategy</b>	<b>No. of hours: 12</b>
<b>Content Summary:</b> Approaches to Strategy formation; major strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy–BCG Model; Stop - Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model; Major Issues involved in the Implementation of strategy: Organization structure; leadership and resource allocation.		
<b>*Self-Learning Components:</b>		
<ul style="list-style-type: none"> <li>• Strategic Management Fundamentals</li> <li>• Strategic Decision Making</li> <li>• Strategic Innovation</li> </ul>		
<b>TEXT BOOK:</b>		
1. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi.		
<b>Reference Books:</b>		
1. C.B. Gupta; S. Chand; Strategic Management Publisher & Distributor		
2. Jauch and Glueck; Business Policy and Strategic Management, McGraw-Hill		
3. Kazmi, Azhar; Strategic Management, Tata McGraw-Hill, New Delhi		

**Define Course Outcomes (CO)**

COs	Statements
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CO1	Understanding of the principles of business policy strategic management and the concept that decisions made today have implications on results in the future
CO2	Familiarize with the nature of environment analysis and its factors affecting business. Demonstrate and develop conceptual its framework generate interest in international business to sustainable competitive advantage and formulate strategies that leverage a firm’s core competencies.
CO3	Understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios. Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness.
CO4	Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production..Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 67. Knowledge 68. Understand 69. Apply 70. Analyze 71. Evaluate 72. Create	Affective levels(A) 56. Receiving 57. Responding 58. Valuing 59. Organizing 60. Characterizing	Psychomotor levels(P) 56. Imitation 57. Manipulation 58. Precision 59. Articulation 60. Improving
CO1	-	-	-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-



**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	1	1	-	-	-	-	-	-	-	-
CO2	1	3	1	2	-	2	2	-	-	-	-	-
CO3	-	2	1	2	-	1	2	-	-	-	-	-
CO4	-	2	-	-	-	2	2	-	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

**CO-PSO Mapping**

PO	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-
CO2	3	3	-	-
CO3	3	3	-	-
CO4	3	-	-	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

**Relevance of the “Strategic Business Orientation” to various indicators**

Unit I	Introduction and Strategic Management Process
Local	Understanding the strategic considerations and challenges specific to local businesses, including local market dynamics, competition.
Regional	Exploring the strategic aspects of conducting business within a specific regional context, considering factors such as regional



	economic integration, cultural diversity.
National	-
Global	-
Employability	Developing skills and competencies that enhance employability in the field of strategic business management, such as strategic thinking, problem-solving, and decision-making.
Entrepreneurship	Exploring strategic aspects of entrepreneurship, including opportunity identification, business planning, risk management, and innovation.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Environmental Analysis</b>
Local	Understanding the strategic considerations and challenges specific to local businesses, including consumer behavior.
Regional	Exploring the strategic aspects of conducting business within a specific regional context, considering factors such as market opportunities.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Enhancing strategic management skills, such as strategic analysis, strategic planning, market research, and competitive analysis.
Professional Ethics	-



Gender	Considering the role of gender in strategic business orientation, including gender diversity in leadership positions, gender-inclusive strategies, and addressing gender-related challenges in business.
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Formulation of Strategy</b>
Local	-
Regional	-
National	Analyzing strategic considerations at the national level, including national economic policies, regulatory frameworks, and industry-specific challenges.
Global	Examining the strategic implications of conducting business in the global marketplace, including global market trends, international trade policies, and the impact of globalization on business strategies.
Employability	-
Entrepreneurship	-
Skill Development	Enhancing strategic management skills, such as strategic analysis, strategic planning, market research, and competitive analysis.
Professional Ethics	-
Gender	Considering the role of gender in strategic business orientation, including gender diversity in leadership positions, gender-inclusive strategies, and addressing gender-related challenges in business.
Human Values	Exploring the alignment of strategic business orientation with human values, such as integrity, fairness, and respect for stakeholders.
Environment & Sustainability	-
<b>Unit IV</b>	<b>Analysis of Internal Resources</b>
Local	-



Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in strategic decision-making, including issues of corporate social responsibility, sustainability, and ethical leadership.
Gender	-
Human Values	-
Environment & Sustainability	Examining the strategic implications of environmental sustainability in business orientation, including sustainable business practices, green innovation, and corporate sustainability strategies.
SDG	Poverty eradication, quality education, and responsible consumption and production.
NEP 2020	Promoting entrepreneurship, interdisciplinary learning, and industry-academia collaboration.
POE/4th IR	Considering the strategic implications of leveraging technological advancements and digital transformation, such as automation, artificial intelligence, and data analytics, to enhance productivity, organization, and efficiency in strategic business orientation.

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

<b>Name of the University</b>	<b>Program referred for Syllabus contents</b>	<b>Subject referred</b>
<b>Christ University</b>	<b>BBA</b>	<b>Strategic Management</b>
<b>AMITY UNIVERSITY</b>	<b>BBA</b>	<b>Business Policy &amp;</b>





		<b>Strategic Management</b>
<b>DELHI UNIVERSITY</b>	<b>BBA</b>	<b>Business Policy &amp; Strategy</b>

<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
<b>Business Mathematics</b>	<b>MCMC305</b>	4-0-0	4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any: Basics of Mathematics</b>			
<b>Overview:</b>			
<p>This course will typically use in commerce includes elementary arithmetic, elementary algebra, statistics and probability. Business management can be done more effectively in some cases by use of more advanced mathematics such as calculus, matrix algebra and linear programming. It is also helpful for CAT, MAT and other entrances for making basic mathematics calculations.</p>			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b>	<b>Title:</b>	<b>No. of hours: 12</b>	
<b>1</b>	<b>Principle of Counting</b>		
<p>Permutations and Combination, concept of factorial, Principle of Counting, Permutation with restriction Circular Permutation and Combination with restriction. Sequences &amp; Series -A.P.&amp; G.P.</p>			



<b>Unit Number:</b> 2	<b>Title:</b> Introduction to calculus	<b>No. of hours:</b> 10
Derivative as slope of tangent. Derivative as rate of change. Differentiation of polynomials, exponential functions, and logarithmic functions. Integration as the inverse operator of differentiation. Indefinite integral formulae. Concept of definite integral – area under curve.		
<b>Unit Number:</b> 3	<b>Title:</b> Application of calculus	<b>No. of hours:</b> 12
Optimization using calculus, point of inflexion, absolute and local-maxima and minima. Applications in business and finance – Marginal rates of profit, cost, and revenue. Consumer's & Producer's surplus, Learning Curves. Introduction to ordinary differential equations in one variable - separable and homogeneous type.		
<b>Unit Number:</b> 4	<b>Title:</b> Matrix Algebra	<b>No. of hours:</b> 12
Definition, Types of Matrices, Operations on matrices, Adjoint, Inverse, Solution to a system of equations by: matrix methods and Gaussian Elimination method, Rank. Application of matrices to business. Creating business models using matrices. Illustrations of models that use matrices effectively.		
<b>*Self-Learning Components:</b> <ul style="list-style-type: none"><li>• <b>Probability</b></li></ul>		
Text Books 1. Thukral, J.K.; Business Mathematics, BVP Publications- Sancheti and Kapoor; Business Mathematics  Reference Books/Materials 1. Bhardwaj, R.S.; Mathematics for Economics and Business, Excel Books. 2. Raghavachari, M.; Mathematics for Management, Tata McGraw Hill.		

**Define Course Outcomes (CO)**

COs	Statements
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CO1	Solve day to day mathematics problems for more elaborative understanding.
CO2	Understanding and creating various mathematics models which helpful for their calculations.
CO3	Understand mathematics from the basics level back-up.
CO4	Speedy calculation and logical mathematics uses with tricks.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 73. Knowledge 74. Understand 75. Apply 76. Analyze 77. Evaluate 78. Create	Affective levels(A) 61. Receiving 62. Responding 63. Valuing 64. Organizing 65. Characterizing	Psychomotor levels(P) 61. Imitation 62. Manipulation 63. Precision 64. Articulation 65. Improving
CO1	-	-	-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	-	2	-	3	-	-	-	-	-	-
CO2	-	2	-	2	-	-	-	-	-	-	-	-
CO3	2	-	3	-	2	-	-	-	-	-	-	-



CO4	2	-	2	-	-	-	-	-	-	-	-	-
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Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

### CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4
CO1	2	-	1	-
CO2	-	-	-	-
CO3	-	1	-	-
CO4	-	-	-	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

**Relevance of the “”to various indicators**

Unit I	Principle of Counting
Local	-
Regional	Exploring statistical analysis methods for regional business data, including data collection, interpretation, and presentation.
National	Analyzing national-level business statistics, such as economic indicators, industry trends, and market research data.
Global	-
Employability	Developing statistical skills and knowledge that are highly valued in the business industry, enhancing employability prospects.



Entrepreneurship	-
Skill Development	Developing practical skills in data collection, analysis, and interpretation using statistical software and tools.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Introduction to Calculus</b>
Local	Understanding statistical concepts and techniques applied to local business data and decision-making processes.
Regional	-
National	-
Global	Examining the use of statistics in understanding global business trends, international trade patterns, and comparative analysis across countries.
Employability	-
Entrepreneurship	Exploring how statistical analysis can support entrepreneurial ventures, including market research, forecasting, and identifying business opportunities
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Application of Calculus</b>



Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Developing practical skills in data collection, analysis, and interpretation using statistical software and tools.
Professional Ethics	Addressing ethical considerations in the collection, analysis, and reporting of business statistics, including confidentiality, privacy, and unbiased reporting.
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit IV</b>	<b>Matrix Algebra</b>
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	Considering gender-related aspects in business statistics, such as gender pay gaps, representation, and the impact of gender on business



	performance.
Human Values	Exploring the alignment of business statistics with human values, including fairness, integrity, and social responsibility.
Environment & Sustainability	Examining the role of business statistics in measuring and monitoring environmental impacts, sustainable practices, and corporate sustainability reporting.
SDG	Poverty reduction, climate action, and responsible consumption and production.
NEP 2020	Considering the relevance of NEP 2020's focus on data literacy and analytical skills in the context of business statistics education.
POE/4th IR	Exploring the application of statistical techniques and data analysis tools in improving productivity, organization, and efficiency in business operations during the 4th Industrial Revolution.

<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b>	<b>Course Code: MCSP155</b>	<b>L-T-P</b>	<b>Credits</b>
<b>Data Visualization</b>		4-0-0	4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b>			
<p>Overview of Data analysis, Introduction to Data visualization, working with statistical formulas - Logical and financial functions, Data Validation &amp; data models, Power Map for visualize data. Power BI-Business Intelligence, Data Analysis using statistical methods, Dashboard designing. Introduction To Data Manipulation Using Function. Tableau Software: Getting Started with Tableau Software.</p>			
<b>UNIT WISE DETAILS</b>			



<b>Unit Number:</b> 1	<b>Title: INTRODUCTION TO DATA HANDLING</b>	<b>No. of hours: 8</b>
<b>Content Summary:</b>  Overview of Data analysis, Introduction to Data visualization, working with statistical formulas - Logical and financial functions, Data Validation & data models, Power Map for visualize data		
<b>Unit Number:</b> 2	<b>Title: Power BI-Business Intelligence</b>	<b>No. of hours: 8</b>
<b>Content Summary:</b>  Power BI-Business Intelligence, Data Analysis using statistical methods, Dashboard designing.		
<b>Unit Number:</b> 3	<b>Title: INTRODUCTION TO DATA MANIPULATION USING FUNCTION</b>	<b>No. of hours: 7</b>
<b>Content Summary:</b>  <b>INTRODUCTION TO DATA MANIPULATION USING FUNCTION:</b> Heat Map, Tree Map, Smart Chart, Azure Machine learning, Column Chart, Line Chart, Pie, Bar, Area, Scatter Chart, Data Series, Axes, Chart Sheet , Trend line , Error Bars, Sparkline’s,		
<b>Unit Number:</b> 4	<b>Title: Combination Chart &amp; TABLEAU SOFTWARE</b>	<b>No. of hours: 7</b>
<b>Content Summary:</b>  Combination Chart, Gauge, Thermometer Chart, Gantt Chart, Pareto Chart etc , Frequency Distribution, Pivot Chart, Slicers , Tables: Structured References, Table Styles , What-If Analysis: Data Tables, Goal Seek  Correlation model   Regression model  <b>TABLEAU SOFTWARE: GETTING STARTED WITH TABLEAU SOFTWARE:</b> What is Tableau? What does the Tableau product suite comprise of? How Does Tableau Work? Tableau Architecture, what is My Tableau Repository? Connecting to Data & Introduction to data source concepts, Understanding the Tableau workspace, Dimensions and Measures, Data Types &		





Default Properties, building basic views, Saving and Sharing your work-overview, Practical Lab

**TEXT BOOK:**

- "Information Dashboard Design: Displaying Data for At-a-glance Monitoring” by Stephen Few

**Reference Books:**

- "Beautiful Visualization, Looking at Data Through the Eyes of Experts by Julie Steele, Noah Iliinsky"

"The Accidental Analyst: Show Your Data Who’s Boss” by Eileen and Stephen McDaniel

1.

**Define Course Outcomes (CO)**

COs	Statements
CO1	To understand this course, it is advisable to have a foundation level knowledge of data analysis & visualization understanding.
CO2	To understand data Analytics & Visualization is needed to be every industry for business insight.
CO3	The job profiles come out after completion of that program is Data analyst, Business Analyst, Business Intelligence, Data Scientist, Data Architect, Data Statistician, Database Administrator, Data & Analytics manager etc.(Tools req- Microsoft office 2013/16 version, Tableau desktop, Power BI etc.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 18. Knowledge 19. Understand 20. Apply 21. Analyze 22. Evaluate 23. Create	Affective levels(A) 24. Receiving 25. Responding 26. Valuing 27. Organizing 28. Characterizing	Psychomotor levels(P) 29. Imitation 30. Manipulation 31. Precision 32. Articulation 33. Improving
CO1	C2	-	-
CO2	C2	-	-
CO3	-	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	-	3	3	-	-	-	-	-	-	-
CO2	-	3	-	3	3	-	-	-	-	-	-	-
CO3	-	3	-	3	3	-	-	-	-	-	-	-
CO4	-	3	-	3	3	-	-	-	-	-	-	-

**CO-PSO Mapping**

PO	PSO1	PSO2	PSO3	PSO4
CO1	-	-	1	-
CO2	-	1	-	-
CO3	-	-	-	-
CO4	1	-	-	-

**RELEVANCE OF THE COURSE TO VARIOUS INDICATORS**

Unit I	Overview of Data Analysis, Introduction to Data Visualization
Local	Data analysis involves examining data sets from within a specific



	community or geographic area to gain insights and make informed decisions. Local businesses and organizations use data analysis to understand local market trends and customer preferences.
Regional	Data analysis expands its scope to examine data from a broader geographical region or a group of neighboring countries. Regional data analysis helps businesses and policymakers understand regional economic trends and consumer behavior.
National	Data analysis covers data from an entire country. National data analysis plays a crucial role in informing government policies, economic forecasts, and social development initiatives.
Global	On a global level, data analysis involves analyzing data from multiple countries and continents. Global data analysis provides insights into international trade patterns, global market trends, and the impact of global events on various industries.
Employability	The ability to analyze and visualize data is a highly sought-after skill in the job market. Employers value individuals who can make data-driven decisions and communicate insights effectively.
Entrepreneurship	Data analysis and visualization can be vital for entrepreneurs to identify market trends, customer preferences, and opportunities for business growth.
Skill Development	Learning data analysis and visualization skills helps individuals to be more data-literate and capable of handling real-world data challenges.
Professional Ethics	Data analysts and visualizers must adhere to ethical standards, ensuring data privacy, confidentiality, and transparency in their practices.
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Theories of International Trade</b>
Local	At the local level, trade theories may not be directly applicable as trade typically involves transactions within a specific region or community rather than between countries.
Regional	Trade theories focus on trade between countries within a specific geographical area or economic bloc, such as the European Union or the Association of Southeast Asian Nations (ASEAN).
National	Trade theories analyze international trade patterns and their impact on a single country's economy.
Global	Trade theories encompass trade between countries worldwide. They build upon the principles of national trade theories but take into account the complexities of the global economy, such as multinational corporations, international supply chains, and global value chains.



Employability	Understanding international trade theories is valuable for individuals seeking employment in international business, economics, or trade-related fields.
Entrepreneurship	International trade theories can guide entrepreneurs in identifying market opportunities, assessing comparative advantages, and making strategic decisions when expanding their businesses globally.
Skill Development	Learning about international trade theories fosters critical thinking, research skills, and data analysis capabilities.
Professional Ethics	When applying international trade theories, professionals should consider ethical implications, such as promoting fair trade, respecting workers' rights, and minimizing environmental impacts.
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Entering and Operating in International Markets</b>
Local	When entering and operating in a market, businesses typically focus on a specific region or community. Market entry may involve setting up a physical store or office and tailoring products/services to meet local demands.
Regional	Operating in a market entails expanding business activities to cover multiple countries within a specific geographical area.
National	Operating in a market involves conducting business within a single country. Market entry may require understanding local consumer preferences, complying with national laws and regulations, and adapting marketing strategies to the local culture.
Global	Companies entering the global market must address various challenges, including logistics, supply chain management, currency fluctuations, and compliance with international trade regulations.
Employability	A strong understanding of international markets and global business practices enhances employability for individuals seeking jobs in multinational corporations, global trade, or international consulting firms.
Entrepreneurship	Venturing into international markets requires entrepreneurs to develop a global mindset, conduct market research, and build strong international networks. Successful entrepreneurship in global markets can lead to significant growth opportunities.
Skill Development	Operating in international markets hones various skills, including cross-cultural communication, negotiation, strategic planning, and risk management.
Professional Ethics	Ethical considerations are crucial when entering and operating in international markets. Companies must comply with local laws, respect



	cultural norms, and uphold ethical standards regarding labor practices, environmental impact, and fair trade.
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit IV</b>	<b>International Business Functions:</b>
Local	Business functions may focus on operations within a specific town, city, or community. Activities include local marketing, supply chain management, customer service, and compliance with local regulations.
Regional	Companies extend their operations to cover multiple countries within a specific geographical area.
National	Operating at the national level means conducting business within a single country. Functions may include national marketing campaigns, localization of products/services, and understanding national consumer behavior.
Global	Global business functions span multiple countries and continents. They encompass global supply chain management, international trade strategies, global marketing, and adherence to international trade laws and agreements.
Employability	Knowledge and experience in international business functions enhance employability for individuals seeking careers in global trade, international marketing, supply chain management, and global business consulting.
Entrepreneurship	Understanding international business functions is crucial for entrepreneurs looking to expand their businesses globally, identifying market opportunities, and navigating international regulations.
Skill Development	Engaging in international business functions develops various skills, such as cross-cultural communication, negotiation, global market analysis, and international relationship building.
Professional Ethics	Ethical considerations are paramount in international business functions. Adherence to ethical standards ensures fair trade, responsible sourcing, and respect for cultural norms and human rights.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4



NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b> <b>Life Skills For Leaders III</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	AEC023	3-0-0	3
<b>Type of Course:</b>	AEC		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b>			
<p>This Course designed to enhance the employability of individuals by developing essential skills and competencies sought by employers. This program equips participants with a wide range of skills necessary for success in the modern job market. To engage in interactive workshops, practical exercises, role-playing, and real-world simulations to reinforce their learning. The course is designed to be inclusive and caters to individuals from diverse backgrounds and career aspirations. The course is designed to enhance and develop various cognitive skills and mental abilities. This course focuses on strengthening critical thinking, problem-solving, memory, and other cognitive functions to improve overall mental agility and performance.</p>			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> <b>1</b>	<b>Title:</b> Data interpretation	<b>No. of hours: 8</b>	
<b>Content Summary:</b>			
Table chart, Line graph, Bar graph, Pie chart			
<b>Unit Number:</b> <b>2</b>	<b>Title:</b> Logical Reasoning	<b>No. of hours: 12</b>	
<b>Content Summary:</b>			
Coding & Decoding, Sitting arrangement, Calendar, Clock, Direction Sense, Blood relation, Syllogism.			
<b>Unit Number:</b> <b>3</b>	<b>Title:</b> Logical & Non-verbal reasoning and Understanding Stress	<b>No. of hours: 12</b>	



<b>Content Summary:</b> Series, Puzzle Text, Statement & Arguments, Cube & Dice, Non-verbal Reasoning Introduction to Stress (i) Introduction to stress: Meaning, Definition, Eustress, Distress, (ii) Types of stress: Acute stress, Episodic Acute stress and chronic stress, signs and Symptoms Sources of stress (i) Psychological, Social, Environmental (ii) Academic, Family and Work stress Impact of stress (i) Physiological Impact of stress -Autonomic Nervous System Changes, Changes in Brain, General adaptive syndrome (GAD), Quality of sleep, Diet and Health effects (ii) Psychological Impact of stress - Impaired Mental functions, Poor memory (iii) Social Impact of stress - Stressful Life Events, Social support and health Stress Response - ‘Fight or Flight’ Response, Stress warning signals Stress and Coping		
<b>Unit Number:</b> 4	<b>Title:</b> Employability skills	<b>No. of hours:</b> 8
<b>Content Summary:</b> Identifying job openings, enhancing interpersonal skills, including teamwork, Applying for a job, Preparing Cover letters, preparing a CV/Resume and Effective Profiling, Group Discussions, Preparing for and Facing a Job Interview, Mock Interview, Feed Back – Improvement		
<b>*Self-Learning Components:</b>		
<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Stress</li> </ul>		
<b>TEXT BOOK:</b> Aggarwal, R. S. (2014). Quantitative aptitude (Revised edition).		
<b>Reference Books:</b> Gladwell, M. (2021). Talking to strangers. Scott, S. (2004). Fierce conversations.		

**Define Course Outcomes (CO)**

COs	Statements
CO1	Enhance their critical thinking skills and become adept at analyzing and evaluating information, identifying problems, generating innovative solutions, and making informed decisions.



CO2	Apply digital literacy skills necessary for the modern workplace and become proficient in using online platforms relevant to their field.
CO3	Contribute positively, respect different perspectives, resolve conflicts, and achieve shared goals.
CO4	Develop leadership skills and to motivate and inspire others, manage projects effectively, and demonstrate a proactive and responsible approach to their spoken language.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 79. Knowledge 80. Understand 81. Apply 82. Analyze 83. Evaluate 84. Create	Affective levels(A)  66. Receiving 67. Responding 68. Valuing 69. Organizing 70. Characterizing	Psychomotor levels(P) 66. Imitation 67. Manipulation 68. Precision 69. Articulation 70. Improving
CO1	-	-	-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	2	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	3	-	-	-	-	-	-	2	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-





Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

### CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	-
CO2	-	2	-	-
CO3	-	-	2	-
CO4	-	-	-	-

### Relevance of the Syllabus to various indicators

Unit I	Data Interpretation
Local	Understanding the dynamics of leadership at the grassroots level. Community engagement and empowerment. Local problem-solving and decision-making. Building trust and relationships within the local community.
Regional	Navigating leadership challenges within a specific geographic region. Regional economic development and cooperation. Addressing regional disparities and opportunities. Promoting unity and collaboration in a regional context.
National	Leadership roles and responsibilities on a national scale.



	<p>National policy-making and governance.</p> <p>Leading and influencing change at the national level.</p> <p>National identity and cultural diversity in leadership.</p>
Global	The Management Programme aims to develop students into leaders ready to tackle the challenges of today's complex global business environment.
Employability	The Management programme aims to develop students' intellectual pursuit of knowledge of various management methods and processes in every area of activity. So, the students can equip with knowledge, skills and attitude to become more employable for the present and emerging job market.
Entrepreneurship	<p>Fostering an entrepreneurial mindset.</p> <p>Starting and managing a business venture.</p> <p>Innovating and problem-solving as an entrepreneur.</p> <p>Leadership in entrepreneurial ecosystems.</p>
Skill Development	
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Logical Reasoning</b>
Local	-
Regional	-
National	-
Global	-



Employability	
Entrepreneurship	-
Skill Development	
Professional Ethics	The importance of ethical leadership. Ethical decision-making frameworks. Leading with integrity and moral courage. Managing ethical dilemmas in leadership roles.
Gender	-
Human Values	-
Environment & Sustainability	To excel the ability to perform official and social responsibility in a way.
Unit III	Logical & Non-verbal reasoning <b>Understanding stress</b>
Local	-
Regional	-
National	
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Identifying and developing core leadership skills. Effective communication, time management, and critical thinking. Leadership skill assessment and improvement strategies. Tailoring skill development to personal and professional goals.



Professional Ethics	
Gender	Gender dynamics in leadership and workplace. Promoting gender equality in leadership positions. Leadership challenges and opportunities for women. Inclusive and diverse leadership practices.
Human Values	Integrating human values into leadership. Compassion, empathy, and ethical conduct. Creating a values-driven organizational culture. Balancing personal values with leadership responsibilities.
Environment & Sustainability	-
Unit IV	Employability skills
Local	-
Regional	-
National	-
Global	-
Employability	Essential skills for career readiness and success. Resume building and interview preparation. Adaptability in the ever-changing job market. Lifelong learning and continuous skill development.
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Leadership's role in environmental stewardship. Sustainable business practices and corporate responsibility. Leading environmentally-conscious initiatives. Addressing global environmental challenges through leadership.



SDG	4
NEP 2020	Holistic Development, Skill Development
POE/4 <sup>th</sup> IR	Technology Integration, Innovation and Adaptation



## **Semester - VI**



<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b> <b>Laws Governing Companies in India</b>	<b>Course Code</b> <b>MCMC302</b>	<b>L-T-P</b> 4-0-0	<b>Credits</b> 4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b> <p>Corporate world is the most complex, dynamic and ever-growing area of the whole economic system. The number of registered companies in India has grown from 30,000 in 1956 to nearly a million, as of date. Companies are mobilizing huge resources at a rapid pace and are entering into new range of activities. In view of increasing emphasis on adherence to norms of good corporate governance, Company Law assumes an added importance in the corporate legislative milieu, as it deals with structure, management, administration and conduct of affairs of Companies. A thorough study of various provisions of the Companies Act is a must for becoming a competent and efficient in conducting business. In the light of this, the syllabus has been designed to impart thorough knowledge to the students preparing for the Company Law paper of the CS Executive Program. The study material is based on those sections of the Companies Act, 2013 and the rules made there under which have been notified by the Government of India and came into force w.e.f. April 01, 2014 (including Amendments/clarifications/circulars issued there under up to June, 2014). In respect of sections of The Companies Act, 2013 which have not been notified, applicable sections of Companies Act, 1956 have been dealt with in the course.</p>			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	<b>Title:</b> Introduction	<b>No. of hours:</b> 8	
<b>Content Summary:</b> <p>Introduction to the concept of company, characteristics of a company; types of companies including one person company, small company and producer company; association not for profit; illegal association; lifting of corporate veil; formation of company –promoters, their legal position,</p>			



pre-incorporation contract and provisional contracts; online registration of a company.		
<b>Unit Number:</b> 2	<b>Title:</b> Documents Share Capital	<b>No. of hours:</b> 8
<b>Content Summary:</b>  <b>Documents</b> –Memorandum of Association, Articles of Association, doctrine of constructive notice and indoor management, shelf and red herring prospectus, mis-statement in prospectus; book building.  <b>Share Capital</b> – Nature, types of shares, issue, allotment and forfeiture of share, transfer and transmission of shares, provisions regarding buyback, issue of bonus shares, debentures, and dividend provisions.		
<b>Unit Number:</b> 3	<b>Title: Management</b>	<b>No. of hours:</b> 7
<b>Content Summary:</b>  Classification of directors, women directors, independent director, small shareholders’ director; disqualifications, director identity number (DIN); appointment; legal positions, powers and duties; removal of directors; key managerial personnel, managing director, manager, oppression and mismanagement.		
<b>Unit Number:</b> 4	<b>Title: Meetings</b> Winding up	<b>No. of hours:</b> 7
<b>Content Summary:</b>  <b>Meetings</b> - Types of meetings, meetings of shareholders and the board; convening and conduct of meetings, postal ballot, meeting through video conferencing, e-voting.  <b>Winding up:</b> concept and modes of winding up; national company law tribunal (NCLT).		
<b>*Self-Learning Components:</b> <ul style="list-style-type: none"><li>• Companies Act, 2013</li><li>• Government websites and Reports</li></ul>		





**TEXT BOOK:**

1. Dr. G.K. Kapoor, Company Law and Practice, Taxmann’s

**Reference Books:**

2. Hicks, Andrew & Goo S H, Cases and Material on Company Law, Oxford University Press
3. Kershaw, David, Company Law in Context, Oxford University Press, UK

**Define Course Outcomes (CO)**

COs	Statements
CO1	Analyze the basic concepts in The Companies Act, 2013.
CO2	Understand the kind of documents involved in the process of formation and incorporation of a company.
CO3	Gain the clarity about management of a company.
CO4	Comprehend the concept of meetings of a company, its types and also the process of winding up of a company.

**COs Mapping with Levels of Bloom’s taxonomy**

CO	Cognitive levels© 85. Knowledge 86. Understand 87. Apply 88. Analyze 89. Evaluate 90. Create	Affective levels(A) 71. Receiving 72. Responding 73. Valuing 74. Organizing 75. Characterizing	Psychomotor levels(P) 71. Imitation 72. Manipulation 73. Precision 74. Articulation 75. Improving
CO1	-		-



C02	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	-	3	3	-	-	-	-	-	-	-
CO2	-	3	-	3	3	-	-	-	-	-	-	-
CO3	-	3	-	3	3	-	-	-	-	-	-	-
CO4	-	3	-	3	3	-	-	-	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

**CO-PSO Mapping**

PO	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-
CO2	-	-	-	-
CO3	3	-	-	-
CO4	-	-	-	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

**Relevance of the “Laws Governing Companies in India”to various indicators**

<b>Unit I</b>	<b>Introduction</b>
Local	Exploring the specific laws and regulations applicable to companies operating at the local level within India, including local business registration requirements, licensing, and compliance.
Regional	Understanding the regional laws and regulations that may impact companies operating within specific states or regions of India, such as regional investment incentives, labor laws, and taxation regulations.
National	-
Global	-
Employability	Developing an understanding of the legal requirements and obligations for companies in India to enhance employability in legal and corporate sectors.
Entrepreneurship	Exploring the legal framework and regulations relevant to starting and running a company in India, including company registration, intellectual property protection, contract laws, and investment regulations.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Documents and Share Capital</b>
Local	-
Regional	-
National	Analyzing the national laws and regulations governing companies in India, including the Companies Act, 2013, taxation laws, intellectual property laws, employment laws, and corporate governance norms.



Global	Examining the impact of global laws and regulations on companies operating in India, including international trade agreements, cross-border transactions, and compliance with global standards such as anti-bribery and anti-money laundering regulations.
Employability	-
Entrepreneurship	-
Skill Development	Enhancing skills related to legal research, interpretation of company laws, compliance management, contract drafting, and corporate legal advisory in the Indian context.
Professional Ethics	Understanding the ethical considerations and professional standards for companies in India, including corporate social responsibility, transparency, and ethical business practices.
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Management</b>
Local	-
Regional	-
National	-
Global	-
Employability	Developing an understanding of the legal requirements and obligations for companies in India to enhance employability in legal and corporate sectors.
Entrepreneurship	Exploring the legal framework and regulations relevant to starting and running a company in India, including company registration, intellectual property protection, contract laws, and investment regulations.
Skill Development	-



Professional Ethics	Understanding the ethical considerations and professional standards for companies in India, including corporate social responsibility, transparency, and ethical business practices.
Gender	Considering the legal provisions and regulations related to gender equality, workplace harassment, and women's representation on company boards in India.
Human Values	Exploring the alignment of company laws with human values such as fairness, equality, and social justice, and the role of companies in promoting ethical and responsible business practices.
Environment & Sustainability	Examining the legal framework for environmental protection, sustainable business practices, and corporate social responsibility related to environmental sustainability in India.
<b>Unit IV</b>	<b>Meetings and winding up</b>
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Enhancing skills related to legal research, interpretation of company laws, compliance management, contract drafting, and corporate legal advisory in the Indian context.
Professional Ethics	Understanding the ethical considerations and professional standards for companies in India, including corporate social responsibility, transparency, and ethical business practices.
Gender	Considering the legal provisions and regulations related to gender equality, workplace harassment, and women's representation on company boards in India.
Human Values	Exploring the alignment of company laws with human values such as fairness, equality, and social justice, and the role of companies in



	promoting ethical and responsible business practices.
Environment & Sustainability	Examining the legal framework for environmental protection, sustainable business practices, and corporate social responsibility related to environmental sustainability in India.
SDG	Responsible consumption and production, decent work and economic growth, and gender equality.
NEP 2020	Considering the impact of NEP 2020 on legal education and the inclusion of legal knowledge and skills relevant to company laws in the Indian education system.
POE/4th IR	Exploring the application of technology, digital platforms, and automation in improving legal processes, compliance management, and corporate governance in the Indian business environment.

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	BBA	Corporate Law & Governance
Delhi University	BBA	Business Law

<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
<b>Ethics, Values &amp; Corporate Social Responsibility</b>	<b>MCMC304</b>	4-0-0	4



<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b>			
<p>The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.</p> <p>This business ethics course offers an introduction into the concept of values, morality, as well as cultural beliefs and upbringing in all areas of business, from consumer rights to corporate social responsibility.</p> <p>This paper also aims at providing the students the understanding of ethical issues related to business and good governance necessary for long term survival of business.</p>			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	<b>Title:</b> Introduction to Ethics	<b>No. of hours:</b> 10	
<b>Content Summary:</b>			
<p>Introduction: Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers, Ethical Decision Making.</p> <p><b>Ethics:</b> Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business</p>			
<b>Unit Number:</b> 2	<b>Title:</b> Knowledge and Wisdom Stress Management	<b>No. of hours:</b> 12	
<b>Content Summary:</b>			
<p>Knowledge and Wisdom: Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management</p>			



and Wisdom management, Wisdom Based Management.

**Stress Management:** Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement. Concept of Dharma & Karma Yoga: Concept of Karama and Kinds of Karam Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work Life.

<b>Unit Number:</b> 3	<b>Title:</b> <b>Understanding Progress, and Success - Results &amp; Managing Transformation</b>  <b>Understanding Success</b>	<b>No. of hours: 10</b>
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**Content Summary:**

**Understanding Progress, and Success - Results & Managing Transformation:** Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.

**Understanding Success:** Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blue Print for Success. Successful Stories of Business Gurus.

<b>Unit Number:</b> 4	<b>Title:</b> Corporate Social Responsibility & Corporate Governance	<b>No. of hours: 8</b>
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**Content Summary:**

Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business

**\*Self-Learning Components:**

- Corporate Social Responsibility
- Codes of Ethics and Conduct
- Concept of Sustainability





**TEXT BOOK:**

1. Dr. Narindra Moha, Dr. Supreet Singh, Ashima Verma (2014), Values and Ethics in Management, Galgotia Publishing Company.

**Reference Books:**

1. Dr. F.C. Sharma, Business Values & Ethics – Shree Mahavir Book Depot, Nai Sarak, New Delhi.
2. Hartman, Laura and Chatterjee, Abha, (2006), Perspectives in Business Ethics, 3rd Edition, McGraw Hill Education.
3. C.B. Gupta (2011), " Human Resource Management" Sultan Chand & Son, Educational Publisher, New Delhi. NOTE \* Book Added by Course Teacher.

**Define Course Outcomes (CO)**

COs	Statements
CO1	To make the students aware about the importance of ethics and values in the business to encourage moral practices and sensitivity towards the ethical dimension of managerial problems.
CO2	Understand the Concept of Knowledge and wisdom management along with attached and detached Involvement which can realize students to go under deep self-introspection along with stress management.
CO3	Enhance critical and rational thinking along with a deep self- reflection skill through the understanding of success, progress and transformation in the context of management perspective.
CO4	Understand the concept of Corporate Governance and Corporate Social Responsibility (CSR) in the context of present-day management.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 91. Knowledge 92. Understand 93. Apply 94. Analyze 95. Evaluate 96. Create	Affective levels(A) 76. Receiving 77. Responding 78. Valuing 79. Organizing 80. Characterizing	Psychomotor levels(P) 76. Imitation 77. Manipulation 78. Precision 79. Articulation 80. Improving
CO1	-	-	-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	3	-	2	3	2	-	-	-	-	-
CO2	-	3	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	3	-	-	-	-	-
CO4	-	-	-	-	3	3	-	-	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped



**CO-PSO Mapping**

PO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	-
CO2	3	-	3	-
CO3	-	-	-	-
CO4	-	3	-	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

**Relevance of the “Ethics, Values and CSR” to various indicators**

<b>Unit I</b>	<b>Introduction and Ethics</b>
Local	-
Regional	-
National	Analyzing ethical practices and values at the national level, including national regulations, ethical frameworks, and corporate social responsibility initiatives within the country.
Global	Understanding ethical challenges and values in the global business arena, including ethical implications of global supply chains, international business practices, and ethical responsibilities of multinational corporations.
Employability	Enhancing employability skills related to ethics and values, including ethical decision-making, corporate social responsibility, and ethical leadership in the workplace.
Entrepreneurship	Exploring the integration of ethics, values, and corporate social responsibility in entrepreneurial ventures, including ethical business models, sustainable entrepreneurship, and social impact initiatives.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment &	-



Sustainability	
<b>Unit II</b>	<b>Knowledge and Wisdom and Stress Management</b>
Local	Exploring ethical considerations and values within a local business context, including ethical decision-making, corporate responsibility towards local communities, and ethical implications of business practices.
Regional	Examining ethical issues and values that arise within a specific regional business environment, such as cultural norms, ethical standards, and regional social responsibilities.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Developing skills to navigate ethical dilemmas, apply ethical frameworks, and effectively communicate ethical values and corporate social responsibility within organizations.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Understanding Progress, and Success - Results &amp; Managing Transformation and Understanding Success</b>
Local	Exploring ethical considerations and values within a local business context, including ethical decision-making, corporate responsibility towards local communities, and ethical implications of business practices.
Regional	-



National	-
Global	Understanding ethical challenges and values in the global business arena, including ethical implications of global supply chains, international business practices, and ethical responsibilities of multinational corporations.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Examining ethical considerations specific to various professions and industries, including professional codes of conduct, ethical responsibilities towards stakeholders, and ethical challenges in the workplace.
Gender	Considering the role of gender in ethics, values, and corporate social responsibility, including gender equality in the workplace, diversity and inclusion, and addressing gender-based ethical issues.
Human Values	-
Environment & Sustainability	-
<b>Unit IV</b>	<b>Corporate Social Responsibility and Corporate Governance</b>
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-



Gender	-
Human Values	Exploring the importance of human values in business ethics and corporate social responsibility, such as integrity, respect, fairness, and accountability.
Environment & Sustainability	Understanding the ethical implications of business activities on the environment and the importance of incorporating sustainability practices, such as environmental stewardship, responsible resource management, and sustainable business models.
SDG	Promoting social welfare, reducing inequality, and fostering sustainable practices.
NEP 2020	Promoting ethics, values, and corporate social responsibility in business education.

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

Name of the University	Program referred for Syllabus contents	Subject referred
<b>AMITY UNIVERSITY</b>	<b>BBA</b>	<b>Business Ethics &amp; Governance</b>
<b>Delhi University</b>	<b>BBA</b>	<b>Value &amp; Ethics in Business</b>

<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name: Risk &amp; Fraud Analytics, Supply Chain</b>	<b>Course Code</b>	<b>L-T-P</b>	<b>Credits</b>
	MCSP157	4-0-0	4
<b>Type of Course:</b>	MAJOR		



<b>Pre-requisite(s), if any:</b>		
<b>Brief Syllabus:</b> Understanding fraud, anomalies vs fraud, types of fraud, the risk of fraud, Fraud detection, Recognizing Fraud, Fraud Data Analysis Process – Evaluation and analysis, obtain data file, Type of file formats, Data analysis preparation, arrange data, organize data. Concept of Supply Chain Analytics – Components of Supply Chain Analytics, Big Data in Supply Chain Analytics, Strategic goal		
<b>UNIT WISE DETAILS</b>		
<b>Unit Number:</b> 1	<b>Title:</b> Introduction	<b>No. of hours:</b> 10
<b>Content Summary:</b>  Define fraud, anomalies vs fraud, types of fraud, the risk of fraud, Fraud detection, Recognizing Fraud, Data analytical software, anomalies versus fraud within data, Fraud Data inclusions and deletions		
<b>Unit Number:</b> 2	<b>Title:</b>	<b>No. of hours:</b> 10
<b>Content Summary:</b> Fraud Data Analysis Process – Evaluation and analysis, obtain data file, Type of file formats, Data analysis preparation, arrange data, organize data Data Analysis Tests – Benford’s Law, Number duplication test, z-score, relative size factor test, same-same-same test, same-same-different test, even amounts, correlation, trend analysis.		
<b>Unit Number:</b> 3	<b>Title:</b> Introduction to Supply Chain Analytics	<b>No. of hours:</b> 10
<b>Content Summary:</b> Introduction to Supply Chain Analytics – Components of Supply Chain Analytics, Big Data in Supply Chain Analytics, Strategic goal, Demand Analytica, Forecasting, unbiased forecast, forecasting stable products, forecasting new replacement and non-replacement products, measure forecast accuracy		
<b>Unit Number:</b> 4	<b>Title:</b> Sales and Operation Analytics, Inventory and Supply Analytics, HR Analytics	<b>No. of hours:</b> 10
<b>Content Summary:</b> Sales and Operation Analytics – Introduction, newsvendor problem, analyzing demand variability, Supply and resource constraints, excess supply, Inventory and Supply Analytics – Introduction to inventory management problem, lot size restrictions, volume discount and joint replenishment, lead time variability, Dynamic Inventory control.		



HR Analytics – Importance of HR Analytics, changing world of man power, HR Analytics Framework, Workforce planning analytics, sourcing analytics, acquisition/hiring analytics, onboarding, culture fit, and engagement analytics, performance assessment analytics, employee lifetime value and cost modeling, Employee wellness and health analytics.

**\*Self-Learning Components:**

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**TEXT BOOK:**

1. Fraud Analytics: Strategies and Methods for Detection and Prevention - Delena D. Spann

**Reference Books:**

1. Bank Fraud: Using Technology to Combat Losses - Revathi Subramanian
2. Big Data Analytics in Supply Chain Management - Iman Rahimi, Amir H. Gandomi, Simon James Fong, M. Ali Ülkü
3. The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions - Rachael Johnson-Murray, Lindsay McFarlane, Valerie Streets, Shonna Waters

**Define Course Outcomes (CO)**

Cos	Statements
CO1	The basic concepts of fraud analytics, Process of fraud analytics
CO2	Understanding Fraud analytics test and Fraud analytics for billing scheme, payroll fraud, employee reimbursement fraud
CO3	The concepts of Supply chain Analytics and understand the concepts of Demand Analytics, Sales and Operation Analytics, Inventory and Supply Analytics





CO4	The concepts of Human Resource Analytics
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COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	-	-	-
CO2	C2	-	-
CO3	C2	-	-
CO4	-	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**

**CO-PO Mapping**

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	3	-	-	-	-	-	-	-
CO3	-	-	-	3	-	-	-	-	-	-	-	-
CO4	-	3	-	-	-	-	-	-	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1



Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

**CO-PSO Mapping**

PO	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-
CO2	-	-	-	-
CO3	3	-	-	-
CO4	-	-	-	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred**

**Relevance of the various indicators**

Unit I	Introduction
Local	In a local context, fraud data inclusions and deletions refer to the addition or removal of specific cases or instances of fraud within a limited geographic area, such as a city or town.
Regional	Regionally, the focus shifts to a broader area encompassing multiple cities or provinces. Data inclusions and deletions at this level involve fraud cases that impact a larger geographical region.
National	At the national level, fraud data inclusions and deletions concern the incorporation or removal of fraud cases on a countrywide scale, affecting the entire nation.
Global	Globally, the scope expands to include fraud data from various countries worldwide. Inclusions and deletions at this level involve cases with international implications.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-



Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	
Local	Data analytical software, in a local context, refers to specialized tools and platforms designed to process, analyze, and visualize data within the specific geographic area.
Regional	Data analytical software, in a regional context, refers to specialized tools and platforms designed to process, analyze, and visualize data within a broader geographical area. These tools are used to identify patterns, trends, and anomalies in datasets covering multiple cities or provinces.
National	Data analytical software, in a national context, refers to specialized tools and platforms designed to process, analyze, and visualize data on a countrywide scale.
Global	Data analytical software, in a global context, refers to specialized tools and platforms designed to process, analyze, and visualize data on an international scale, involving fraud data from various countries worldwide.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	



Local	In a local context, Supply Chain Analytics refers to the application of analytical methods and tools to optimize the flow of goods, services, and information within a specific geographic area, such as a city or town.
Regional	In a regional context, Supply Chain Analytics involves the use of analytical techniques to optimize the flow of goods, services, and information within a broader area encompassing multiple cities or provinces.
National	At the national level, Supply Chain Analytics refers to the application of analytical methods and tools to optimize the flow of goods, services, and information on a countrywide scale
Global	In a global context, Supply Chain Analytics involves the use of analytical techniques to optimize the flow of goods, services, and information on an international scale, encompassing various countries worldwide.
Employability	Employability in Supply Chain Analytics refers to the ability of individuals to secure and maintain employment in roles related to optimizing the flow of goods, services, and information within the supply chain using analytical methods and tools.
Entrepreneurship	Entrepreneurship in Supply Chain Analytics involves the creation and management of ventures that leverage analytical methods and tools to optimize the flow of goods, services, and information within the supply chain.
Skill Development	Skill development in Supply Chain Analytics focuses on acquiring or enhancing specific abilities, knowledge, and expertise related to using analytical methods and tools to optimize the flow of goods, services, and information within the supply chain.
Professional Ethics	Professional ethics in Supply Chain Analytics encompass the moral principles and values that guide the conduct and behavior of individuals and organizations involved in optimizing the flow of goods, services, and information within the supply chain using analytical methods and tools.
Gender	-



Human Values	-
Environment & Sustainability	Environment & Sustainability in Supply Chain Analytics pertains to the responsible and sustainable use of natural resources in the process of optimizing the flow of goods, services, and information within the supply chain using analytical methods and tools.
<b>Unit IV</b>	
Local	In a local context, Sales and Operation Analytics refers to the application of analytical methods and tools to optimize sales processes and operational activities within a specific geographic area, such as a city or town.
Regional	In a regional context, Sales and Operation Analytics involves the use of analytical techniques to optimize sales processes and operational activities within a broader area encompassing multiple cities or provinces.
National	At the national level, HR Analytics involves the application of analytical methods and tools to gain insights into human resources management on a countrywide scale.
Global	In a global context, HR Analytics utilizes analytical techniques to gain insights into human resources management on an international scale, encompassing various countries worldwide.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	



NEP 2020	
POE/4th IR	



# **SEMESTER VII**



<b>Department:</b>	<b>School of Management &amp; Commerce</b>		
<b>Course Name:</b> <b>Business Environment Of India</b>	<b>Course Code</b> <b>MCMC401</b>	<b>L-T-P</b> 4-0-0	<b>Credits</b> 4
<b>Type of Course:</b>	MAJOR		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b> <p>This course helps to understand the theoretical framework of Business Environment – its concept, significance and changing dimensions. The purpose of Business Environment is to analyse macro environmental factors such as economic, political, legal, socio-cultural, technological and international. The study of economic environment includes economic systems, economic planning, government policies, role of public sector banks and development banks, economic reforms like Liberalisation, Privatisation, Globalisation and their impact on business entity.</p>			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	<b>Title: Business Environment</b>	<b>No. of hours: 10</b>	
<b>Content Summary:</b> Nature, structure and components of business environment; country risk; political risk and corporate adjustment; international impact on business environment; nature of Indian economy.			
<b>Unit Number:</b> 2	<b>Title: Economic Reforms</b>	<b>No. of hours: 10</b>	
<b>Content Summary:</b> Current monetary and fiscal policy environment; competitive environment and the Competition			





Act 2002; consumer and investor’s protection; corporate governance.		
<b>Unit Number:</b> 3	<b>Title:</b> Introduction to background of Industrial Policy and Industrial policy of 1991	<b>No. of hours:</b> 10
<b>Content Summary:</b> public sector reforms; public private partnership; SMEs – threats and challenges; industrial sickness; industrial financial institutions – IDBI, IFCI and ICICI.		
<b>Unit Number:</b> 4	<b>Title:</b> Balance of payments scenario	<b>No. of hours:</b> 10
<b>Content Summary:</b> foreign trade pattern and policy; globalization trends; factors influencing FDI in India; Foreign Exchange Management Act.		
<b>*Self-Learning Components:</b> <ul style="list-style-type: none"><li>• Environmental Sustainability Challenges</li><li>• Ethical and Social Responsibility Challenges</li></ul>		
<b>TEXT BOOK:</b> Cherulimum, F.(2015). Business environment - Text & cases (24th ed.). New Delhi: Himalayas Publishing House.		
<b>Reference Books:</b> <ol style="list-style-type: none"><li>1. Mishra, S. K., &amp;Puri, V. K. (2016). Economic environment of business (With case studies).(9th ed.). New Delhi: Himalaya Publishing House.</li><li>2. Shukla, M. B. (2012). Business environment - Text and cases. New Delhi: Taxman.</li><li>3. Cherulimum, F.(2015). International business environment (2th ed.). New Delhi: Himalayas Publishing House.</li><li>4. Saleem, S. (2015). Business environment (3rd ed.). Noida: Pearson India Education.</li><li>5. Ashwathapa, K. (2016). Essentials of business environment (13th ed.). New Delhi: Himalayas Publishing House.</li><li>6. Datt, G., &amp;Sundaram, K. P. M.(2016). Indian economy (72nd ed.). New Delhi: S. Chand.</li><li>7. Ministry of Finance. Economic Survey (2015-16). New Delhi: Govt. of India.</li></ol> Bedi, S.(2012). Business environment. New Delhi: Excel Books.		



**Define Course Outcomes (CO)**

COs	Statements
CO1	To understand the concept of BE its contemporary challenges
CO2	To understand economic reforms
CO3	Learning about Industrial Policy and Financial Institution
CO4	Analyzing BOP, Foreign Trade

**COs Mapping with Levels of Bloom’s taxonomy**

CO	Cognitive levels© 97. Knowledge 98. Understand 99. Apply 100. Analyze 101. Evaluate 102. Create	Affective levels(A) 81. Receiving 82. Responding 83. Valuing 84. Organizing 85. Characterizing	Psychomotor levels(P) 81. Imitation 82. Manipulation 83. Precision 84. Articulation 85. Improving
CO1	-	-	-
C02	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

**\*Please Note:**

**Map only 1 or 2 Levels in each category. If a higher level is given, no need to mention lower level**



### CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	3	-	-	-	-	-	-	-
CO3	-	-	-	3	-	-	-	-	-	-	-	-
CO4	-	3			-	-	-	-	-	-	-	-

Please Note:

- Refer to POs while mapping each CO.
- Mark “ – “ if not applicable
- If attainment of a CO is strongly mapped with a PO , Mark 3
- If attainment of a CO is moderately mapped with a PO , Mark 2
- If attainment of a CO is weakly mapped with a PO , Mark 1

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

### CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-
CO2	-	-	-	-
CO3	3	-	-	-
CO4	-	-	-	-

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**

**Relevance of the “Challenges of Business Environment” to various indicators**

Unit I	Introduction
Local	-
Regional	-
National	Understanding the challenges businesses confront at the national level, including government policies, taxation, labor regulations, infrastructure, economic stability, and political stability.
Global	-



Employability	-
Entrepreneurship	Addressing the challenges entrepreneurs encounter in establishing and managing businesses, including accessing capital, market uncertainties, competition, innovation, and adapting to changing business environments.
Skill Development	Identifying the challenges associated with developing the necessary skills for success in the business environment, such as technological advancements, evolving job roles, and the need for continuous learning and upskilling.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit II</b>	<b>Economic Reforms</b>
Local	Exploring the challenges businesses face within a local market, such as competition, market dynamics, regulatory frameworks, and consumer preferences.
Regional	Analyzing the challenges businesses encounter within a specific regional market, including regional economic integration, cultural differences, trade barriers, and regional political and legal systems.
National	-
Global	-
Employability	-
Entrepreneurship	Addressing the challenges entrepreneurs encounter in establishing and managing businesses, including accessing capital, market uncertainties, competition, innovation, and adapting to changing business environments.
Skill Development	-



Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
<b>Unit III</b>	<b>Introduction to background of Industrial Policy and Industrial policy of 1991</b>
Local	-
Regional	-
National	-
Global	Examining the challenges businesses face in the global marketplace, such as international trade barriers, geopolitical risks, cultural diversity, global economic trends, and technological advancements.
Employability	Exploring the challenges individuals face in the business environment in terms of acquiring and developing the skills, knowledge, and competencies required for employment and career advancement.
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	Addressing the challenges of aligning business practices with human values, such as social justice, equality, respect for human rights, and ethical decision-making.
Environment & Sustainability	Analyzing the challenges businesses encounter in relation to environmental sustainability, including climate change, resource depletion, pollution, waste management, and adopting sustainable business practices.
<b>Unit IV</b>	<b>BOP Scenario</b>



Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Examining the ethical challenges businesses face, including issues related to corporate governance, corruption, social responsibility, sustainability, and maintaining ethical standards in business practices.
Gender	Exploring the challenges related to gender equality and diversity in the business environment, including biases, glass ceilings, workplace discrimination, and the underrepresentation of women in leadership positions.
Human Values	-
Environment & Sustainability	-
SDG	Addressing the challenges of the business environment and incorporating sustainable practices into their operations.
NEP 2020	Exploring how the education policy reforms outlined in NEP 2020 can address the challenges of the business environment by promoting entrepreneurship, skill development, and ethical business practices.
POE/4th IR	Considering the challenges and opportunities presented by the Fourth Industrial Revolution in terms of enhancing productivity, organizational efficiency, and leveraging technological advancements to overcome challenges in the business environment.

**Benchmarking Universities (at least 4-5 standard university contents must be referred):**



<b>Name of the University</b>	<b>Program referred for Syllabus contents</b>	<b>Subject referred</b>
<b>Christ University</b>	<b>BBA</b>	<b>Challenges of Business Environment</b>
<b>AMITY UNIVERSITY</b>	<b>BBA</b>	<b>Business Environment</b>
<b>SYMBIOSIS UNIVERSITY</b>	<b>BBA</b>	<b>Business Environment</b>

<b>Department:</b>	<b>School of Management and Commerce</b>		
<b>Course Name: Statistical Software Lab</b>	<b>Course Code: MCMC403</b>	<b>L-T-P</b>	<b>Credits</b>
		4-0-0	4
<b>Type of Course:</b>	Programme Core		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b> Introduction: Data Entry, Storing and Retrieving Files, Generating New Variables; Managing Data- Listing cases, replacing missing values, computing new variables, recoding variables, selecting cases, T-tests: One sample test, Independent samples and paired sample, Parametric and Non-Parametric Chi-square analysis; Bivariate Correlation and simple scatter Plot, Cluster analysis: Hierarchical Cluster analysis, K-Means Cluster Analysis; Factor analysis / Principal Components Analysis			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> <b>1</b>	<b>Title: Introduction</b>	<b>No. of hours: 15</b>	
<b>Getting started with the software:</b> Introduction: Data Entry, Storing and Retrieving Files, Generating New Variables; Managing Data- Listing cases, replacing missing values, computing new variables, recoding variables, selecting cases, sorting cases, merging files, Graphs- Creating and editing graphs and charts; Descriptive Statistics Procedures: Frequencies, Descriptive, Explore, Cross Tabulation.			



<b>Unit Number:</b> 2	<b>Title:</b> Hypothesis Testing for Means:	<b>No. of hours:</b> 15
T-tests: One sample test, Independent samples and paired samples t-test; Anova – One way analysis of variance with post hoc analysis, Two way analysis of variance.		
<b>Unit Number:</b> 3	<b>Title:</b> Testing for relationship between variables:	<b>No. of hours:</b> 15
Parametric and Non-Parametric Chi-square analysis; Bivariate Correlation and simple scatter Plot; Linear Regression: Simple Linear Regression, Multiple regression analysis with matrix scatter plot; Binary Logistic Regression, Discriminant Analysis.		
<b>Unit Number:</b> 4	<b>Title:</b> Analysis of Structure	<b>No. of hours:</b> 15
Cluster analysis: Hierarchical Cluster analysis, K-Means Cluster Analysis; Factor analysis / Principal Components Analysis		
<b>Self-Learning Components:</b> <ul style="list-style-type: none"><li>• Enroll in online courses or Massive Open Online Courses (MOOCs) offered by reputable platforms like Coursera, edX, or Udemy.</li><li>• Study and analyze real-world case studies that showcase the application of management theories and concepts.</li><li>• Engage in online forums and discussion groups focused on management topics.</li><li>• Read business magazines and publications like Harvard Business Review, Forbes, or The Economist.</li><li>• Explore reputable management-related websites, such as the websites of management associations, business schools, or management consulting firms.</li></ul>		
<b>Reference Books:</b> <p>Performing Data Analysis using IBM SPSS, Lawrence S. Meyers, Glenn C. Gamst, A. J. Guarino, Wiley Publication (Chapters 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 13, 14 and 16)</p> <p>Fundamentals of Applied Statistics, V.K.Kapoor &amp; S.C.Gupta, S. Chand &amp; Sons, New Delhi.</p> <p>Theory and Problems of Statistics, M.R. Theory, McGraw-Hill Book, London.</p>		





### Define Course Outcomes (CO)

COs	Statements
CO1	Introduce students to various modeling techniques, including linear and logistic regression, decision trees, and clustering methods.
CO2	To Enable students to explore data visually and statistically to gain insights, detect patterns, and identify outliers.
CO3	To Help students understand how to design experiments and studies that can yield meaningful and statistically valid results.
CO4	To train students to interpret the results of statistical analyses and make meaningful conclusions based on data.

### COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	-	-	-
CO2	-	-	-
CO3	C2	-	-
CO4	-	-	-

### CO-PO Mapping



CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3					2				
CO2		3			2					
CO3			2	2						
CO4							3			

**CO-PSO Mapping**

CO	PSO1	PSO2	PSO3	PSO4
CO1	3			
CO2			<b>3</b>	
CO3		<b>3</b>	3	
CO4				

**RELEVANCE OF THE COURSE TO VARIOUS INDICATORS**

<b>Unit I</b>	Introduction
<b>Local</b>	Learning to input local data and manage it efficiently is crucial for community-based projects and local decision-making.
<b>Regional</b>	Preparing visual representations of data to support regional planning and development initiatives.
<b>National</b>	Covering widely used national statistical software to equip students for national research and data analysis.
<b>Global</b>	Preparing students for global research and collaboration by introducing software used on the international stage.
<b>Employability</b>	Proficiency in statistical software is a valuable employable skill at all levels, enhancing job prospects in local, regional, national, and global settings.
<b>Entrepreneurship</b>	Understanding data analysis tools and techniques can be an asset for entrepreneurs in various sectors, especially in data-driven business models.
<b>Skill</b>	The course fosters skills essential for data analysts, statisticians, and



<b>Development</b>	researchers across different sectors and geographic levels.
<b>Professional Ethics</b>	Instilling a strong sense of ethical data handling and reporting is crucial for maintaining trust at all levels.
<b>Gender</b>	-
<b>Human Values</b>	Encouraging ethical and humane considerations in data analysis and research, fostering social responsibility.
<b>Environment &amp; Sustainability</b>	Showing students how to incorporate environmental data into analyses and decision-making, supporting sustainability goals.
<b>Unit II</b>	
<b>Local</b>	-
<b>Regional</b>	Proficiency in these statistical tests is important for regional research institutions and regional businesses that operate across a larger geographical area.
<b>National</b>	T-tests and ANOVA are employed for larger-scale studies and national-level policy research.
<b>Global</b>	T-tests and ANOVA can be used in global research and cross-country comparisons, such as international public health studies.
<b>Employability</b>	International organizations and multinational corporations often require professionals skilled in global data analysis.
<b>Entrepreneurship</b>	Entrepreneurs in global markets can leverage these tools for market analysis and product development.
<b>Skill Development</b>	-
<b>Professional Ethics</b>	-
<b>Gender</b>	-
<b>Human Values</b>	-
<b>Environment &amp; Sustainability</b>	On a global scale, T-tests and ANOVA can be applied to assess the impact of global environmental policies and sustainability initiatives.



<b>Unit III</b>	
<b>Local</b>	Researchers can use these methods to understand relationships between variables specific to their community or region.
<b>Regional</b>	These techniques help researchers understand regional patterns and relationships.
<b>National</b>	Valuable for predicting national outcomes, especially in policy and social research.
<b>Global</b>	
<b>Employability</b>	International organizations and multinational corporations often require professionals skilled in these techniques.
<b>Entrepreneurship</b>	Entrepreneurs in global markets can leverage these tools for market analysis and decision-making.
<b>Skill Development</b>	-
<b>Professional Ethics</b>	-
<b>Gender</b>	-
<b>Human Values</b>	-
<b>Environment &amp; Sustainability</b>	On a global scale, these techniques can be applied to assess the impact of global environmental policies and sustainability initiatives.
<b>Unit IV</b>	
<b>Local</b>	
<b>Regional</b>	At the regional level, these techniques can be used to group similar regions or communities based on shared characteristics, helping regional planners and policymakers identify common trends and challenges.
<b>National</b>	Applied at the national level to identify clusters of regions or communities with similar characteristics, aiding national policy formulation and resource allocation.
<b>Global</b>	Used at the global level to understand global factors that influence various



	aspects of society, economy, and environment.
<b>Employability</b>	International organizations and multinational corporations often seek professionals skilled in global data analysis techniques.
<b>Entrepreneurship</b>	-
<b>Skill Development</b>	-
<b>Professional Ethics</b>	-
<b>Gender</b>	-
<b>Human Values</b>	
<b>Environment &amp; Sustainability</b>	On a global scale, these techniques can be applied to assess global environmental challenges, contributing to sustainability efforts.
<b>SDG</b>	17
<b>NEP 2020</b>	Aligns with the focus on Statistical Software Lab.
<b>POE/4<sup>th</sup> IR</b>	Aligns with the demand industries, professionals, and leaders.

**Benchmarking Universities:**

<b>Name of the University</b>	<b>Program referred for Syllabus contents</b>	<b>Subject referred</b>
University of Delhi	BMS	Statistical Software Package
Amity University	B.Com	STATISTICAL METHODS IN RESEARCH-II
Guru Gobind Singh Indraprastha University	B.Com	Statistical Software lab



<b>Department:</b>	<b>School of Management and Commerce</b>		
<b>Course Name: Cross Culture &amp; Global Management</b>	<b>Course Code: MCMC405</b>	<b>L-T-P</b>	<b>Credits</b>
		4-0-0	4
<b>Type of Course:</b>	Major		
<b>Pre-requisite(s), if any:</b>			
<b>Brief Syllabus:</b> Determinants of Culture, Facets of culture, Levels of Culture, National Cultural dimensions in the business context, Value orientations and Dimensions, Reconciling cultural dilemmas, Culture and Styles of Management: Management tasks and cultural value, Culture and corporate structures, Culture and Leadership, Culture and Strategy, Cultural change in Organizations, Working with International teams, Global Human Resource Management: Staffing, Training for Global Operations			
<b>UNIT WISE DETAILS</b>			
<b>Unit Number:</b> 1	<b>Title: Introduction</b>	<b>No. of hours: 15</b>	
Determinants of Culture, Facets of culture, Levels of Culture, National Cultural dimensions in the business context, The influence of National Culture on business culture. Business Cultures: East and West.			
<b>Unit Number:</b> 2	<b>Title: Cultural Dimensions and Dilemmas</b>	<b>No. of hours: 15</b>	
Value orientations and Dimensions, Reconciling cultural dilemmas, Culture and Styles of Management: Management tasks and cultural values. Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase			



<b>Unit Number:</b> 3	<b>Title: Culture and Organization</b>	<b>No. of hours: 15</b>
Culture and corporate structures, Culture and Leadership, Culture and Strategy, Cultural change in Organizations, Culture and marketing, Cultural Diversity, Business communication across cultures, Barriers to intercultural communication, Negotiating Internationally		
<b>Unit Number:</b> 4	<b>Title: Cross Cultural Team Management</b>	<b>No. of hours: 15</b>
Working with International teams, Global Human Resource Management: Staffing, Training for Global Operations, Groups processes during international encounters, Conflicts and cultural difference, Understanding and dealing with conflicts, Developing Intercultural relationships.		
<b>Self-Learning Components:</b> <ul style="list-style-type: none"><li>• Enroll in online courses or Massive Open Online Courses (MOOCs) offered by reputable platforms like Coursera, edX, or Udemy.</li><li>• Study and analyze real-world case studies that showcase cross cultural management theories and concepts.</li><li>• Engage in online forums and discussion groups focused on cross cultural and global management topics.</li><li>• Read business magazines and publications like Harvard Business Review, Forbes, or The Economist.</li><li>• Explore reputable management-related websites, such as the websites of management associations, business schools, or management consulting firms.</li></ul>		
<b>Reference Books:</b> <p>Cashby Franklin, Revitalize Your Corporate Culture: PHI, Delhi</p> <p>2. Deresky Helen, International Management: Managing Across Borders And Cultures, PHI, Delhi</p> <p>3. Esenn Drlarry, Rchildress John, The Secret Of A Winning Culture: PHI, Delhi</p> <p>1.</p>		

**Define Course Outcomes (CO)**



<b>COs</b>	<b>Statements</b>
<b>CO1</b>	To help students understand the cultural differences and similarities that exist in the global business world, and how these impact management practices.
<b>CO2</b>	To equip students with the skills and knowledge necessary to lead diverse, multicultural teams and organizations effectively.
<b>CO3</b>	To provide insights into the dynamics of the global economy, including trade policies, international regulations, and geopolitical factors affecting international business.
<b>CO4</b>	To understand the challenges and best practices in managing a global workforce, including recruitment, retention, and talent development.

**COs Mapping with Levels of Bloom’s taxonomy**

<b>CO</b>	<b>Cognitive levels©</b>	<b>Affective levels(A)</b>	<b>Psychomotor levels(P)</b>
	103. Knowledge 104. Understand 105. Apply 106. Analyze 107. Evaluate 108. Create	86. Receiving 87. Responding 88. Valuing 89. Organizing 90. Characterizing	86. Imitation 87. Manipulation 88. Precision 89. Articulation 90. Improving
CO1	C2	-	-
CO2	C1	-	-
CO3	-	-	-
CO4	C2	-	-

**CO-PO Mapping**

<b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3					2				





<b>CO2</b>		3			2					
<b>CO3</b>			2	2						
<b>CO4</b>							3			

**CO-PSO Mapping**

<b>CO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	3			
<b>CO2</b>				
<b>CO3</b>		3	2	
<b>CO4</b>		1		

**RELEVANCE OF THE COURSE TO VARIOUS INDICATORS**

<b>Unit I</b>	<b>Introduction</b>
<b>Local</b>	Involves tailoring cross cultural management strategies to suit the local market, collaborating with local stakeholders, and adapting to regional dynamics.
<b>Regional</b>	Focuses on understanding the specific cultural, social, economic, and regulatory factors
<b>National</b>	Significance of cross cultural Management
<b>Global</b>	-
<b>Employability</b>	Fundamental knowledge and exposure to the concepts, theories and practices in the field of cross cultural and global management
<b>Entrepreneurship</b>	Effective cross cultural and global management management skills are essential for entrepreneurs to navigate various challenges, such as business planning, resource allocation, financial management, marketing, and team building.
<b>Skill Development</b>	Observe and evaluate the influence of historical forces on the current practice of cross cultural and global management management
<b>Professional Ethics</b>	Ensures fairness, transparency, and accountability in business practices



<b>Gender</b>	Promoting gender diversity in leadership positions and creating inclusive work environments
<b>Human Values</b>	Prioritize human values foster trust, loyalty, and employee engagement, resulting in increased productivity and organizational success.
<b>Environment &amp; Sustainability</b>	Implementing sustainable practices, minimizing environmental impacts, embracing renewable resources, and adopting environmentally friendly technologies.
<b>Unit II</b>	
<b>Local</b>	Local market conditions, regional regulations, national policies, and global trends to develop effective business plans and organizational as per cross cultural and global management
<b>Regional</b>	Managers must understand the unique cultural, economic, legal, and social factors at each level.
<b>National</b>	Principles of an Organization
<b>Global</b>	Formal and Informal Organization
<b>Employability</b>	Understand the concept of Managerial function in cross cultural and global management
<b>Entrepreneurship</b>	Planning Process; Business Forecasting
<b>Skill Development</b>	-
<b>Professional Ethics</b>	-
<b>Gender</b>	Create inclusive plans and organizational structures that provide equal opportunities for both genders in cross cultural and global management
<b>Human Values</b>	Fostering a work culture that values integrity, respect, fairness, empathy, and collaboration
<b>Environment &amp; Sustainability</b>	-
<b>Unit III</b>	<b>Staffing</b>
<b>Local</b>	Consider the local talent pool, labor market conditions, cultural factors, and legal regulations when recruiting and selecting employees



<b>Regional</b>	Staffing at the regional, national, and global levels involves understanding the diverse talent landscape, labor laws, and market trends to ensure cross cultural and global management
<b>National</b>	-
<b>Global</b>	-
<b>Employability</b>	-
<b>Entrepreneurship</b>	Fostering entrepreneurship within in cross cultural and global management organization.
<b>Skill Development</b>	Evaluate leadership styles and motivation theory to anticipate the consequences of each leadership style in cross cultural and global management.
<b>Professional Ethics</b>	Motivating and Leading, guide decisions related to candidate evaluation, hiring decisions, and the treatment of all individuals involved in the staffing process.
<b>Gender</b>	Gender-inclusive language, diverse interview panels, and training on unconscious bias can contribute to a more equitable and gender-balanced staffing process.
<b>Human Values</b>	Aligning staffing practices with human values
<b>Environment &amp; Sustainability</b>	Integrate environmental considerations into their recruitment strategies by promoting remote work options, green commuting, or adopting eco-friendly practices during the selection process.
<b>Unit IV</b>	
<b>Local</b>	Consider the local market conditions
<b>Regional</b>	Regional regulations
<b>National</b>	-
<b>Global</b>	Global trends to ensure effective performance measurement and evaluation.
<b>Employability</b>	Effective controlling practices provide feedback and development opportunities to enhance employees' skills
<b>Entrepreneurship</b>	Controlling allows entrepreneurs to identify deviations, adjust strategies, and make informed decisions to achieve desired entrepreneurial outcomes in cross cultural and global management.
<b>Skill Development</b>	Apply course concepts and theory in a practical context



<b>Professional Ethics</b>	Involves assessing not only the achievement of financial targets but also the adherence to ethical standards and practices
<b>Gender</b>	Enable organizations to evaluate and reward employees based on merit and competence, regardless of gender.
<b>Human Values</b>	Well-being, job satisfaction, and work-life balance to uphold human values in the cross cultural and global management organization.
<b>Environment &amp; Sustainability</b>	Assessing the organization's compliance with environmental regulations, measuring environmental impacts, and tracking progress towards sustainability goals.
<b>SDG</b>	17
<b>NEP 2020</b>	Aligns with the focus on Cross-Cultural management.
<b>POE/4<sup>th</sup> IR</b>	Aligns with the demand industries, professionals, and leaders.

**Benchmarking Universities:**

<b>Name of the University</b>	<b>Program referred for Syllabus contents</b>	<b>Subject referred</b>
Amrita Vishwa Vidyapeetham	MBA	Cross-Cultural Management
UPES	MBA	Cross Culture Management
Pondicherry University	MBA	Cross Cultural Business Management