



K.R. MANGALAM UNIVERSITY



SCHOOL OF MANAGEMENT AND COMMERCE

Bachelor of Business Administration
With specialization in Logistics and Supply Chain Management

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

Bachelor's in Business Administration (BBA) (Hons. with Research) with specialization in Logistics and Supply Chain Management is designed by Seekho in association with Safexpress, India's leading supply chain management and Logistics Company to provide students with a strong foundation in the principles and practices of supply chain management. With a focus on both theoretical concepts and practical applications, this program equips students with the knowledge and skills necessary to succeed in this dynamic field.

BBA (Hons. with Research) with specialization in Logistics and Supply Chain Management is a four-year undergraduate degree program. The program comprises various core and elective modules, with each specialization module covering a specific area of supply chain management and logistics. In addition to the core modules, students will have the opportunity to specialize in a particular area of interest through elective courses.



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 Avenues

Graduates of the BBA in Logistics and Supply Chain Management program can pursue a wide range of career opportunities, including:

- Junior Executive, Supply Chain
- Supply Chain Executive
- Procurement Executive
- Logistics Executive
- Warehouse Executive
- EXIM Executive

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)

A BBA program offering specialization in Logistics and Supply Chain Management will help the students in the following aspects:



PSO1: Analytical Skills: Strong analytical skills to evaluate and analyse various aspects of logistics and supply chain management.

PSO2: Supply Chain Planning and Optimization: Proficiency in designing and implementing efficient supply chain planning and optimization strategies.

PSO3: Global Logistics Management: A comprehensive understanding of global logistics management practices.

PSO4: Technology Integration in Supply Chain: Equipped with the knowledge and skills to integrate and utilize technology effectively within the supply chain.

Programme Highlights

- Comprehensive curriculum covering all aspects of supply chain management.
- Curriculum designed by Seekho in association with Safexpress
- Experienced faculty with industry experience
- State-of-the-art infrastructure and facilities
- Hands-on training through industry visits and internships
- Career-oriented approach with emphasis on skill development and practical knowledge.

**Program Scheme****Semester I**

SN	Category	Course Code	Course Title	L	T	P	C
1	Major	MCMC101	Management Thought and Applications	4	0	0	4
2	Major	MCMC103	Business Application Of Economics	4	0	0	4
3	Major	MCMC105	Financial Reporting and Analysis	4	0	0	4
4	Major	MCSP161	Fundamentals of SCM and Logistics	4	0	0	4
5	Minor		Minor I	4	0	0	4
6	SEC	SEC025	Office Management & Secretarial Practice	2	0	0	2
7	VAC		Environmental Studies and Disaster Management	2	0	0	2
8	TOTAL			24	0	0	24

Semester II

SN	Category	Course Code	Course Title	L	T	P	C
1	Major	MCMC102	Human Behaviour At Work	4	0	0	4
2	Major	MCMC104	Marketing For Contemporary Business	4	0	0	4
3	Major	MCSP162	Forecasting and Inventory Management	4	0	0	4
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
TOTAL				23			23

Semester III

SN	Category	Course Code	Course Title	L	T	P	C
1	Major	MCMC201	Human Capital Management	4	0	0	4
2	Major	MCSP163	Freight Transportation and Warehouse Operations	4	0	0	4
3	Minor		Minor III	4	0	0	4
4	Open Elective		Open Elective II	3	0	0	3
5	AEC	AEC021	Life Skills For Leaders 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
TOTAL				22			24

Semester IV

SN	Category	Course Code	Course Title	L	T	P	C
1	Major	MCMC202	Research Methodology for Business	4	0	0	4
2	Major	MCSP164	Global Supply Chain and EXIM	4	0	0	4
3	Major	MCSP165	Technology-driven Supply Chain and Logistics	4	0	0	4
4	Minor		Minor IV	4	0	0	4



5	Open Elective		Open Elective III	3	0	0	3
6	AEC	AEC022	Life Skills For Leaders II	3	0	0	3
7	SEC	SEC028	Business Intelligence Tools	2	0	0	2
8	VAC		Value Added Course	2	0	0	2
TOTAL				26	0	0	26

Semester V

SN	Category	Course Code	Course Title	L	T	P	C
1	Major	MCMC301	Strategic Orientation for Business	4	0	0	4
2	Major	MCMC303	Business Statistics	4	0	0	4
3	Major	MCSP166	Fundamentals of Supply Chain Analytics and Big Data	4	0	0	4
4	Minor		Minor V	4	0	0	4
5	Minor		Minor VI	4	0	0	4
6	AEC	AEC023	Life Skills For Leaders III	3	0	0	3
7	INT/P ROJ	SIMC002	Summer Internship	0	0	0	2
TOTAL				23	0	0	25

Semester VI

SN	Category	Course Code	Course Title	L	T	P	C
1	INT/P ROJ	MCMC330	Major project	0	0	0	12
				0	0	0	12

**Semester VII**

SN	Category	Course Code	Course Title	L	T	P	C
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 Specialization VII	4	0	0	4
5	Minor		Minor Specialization VIII	4	0	0	4
TOTAL				19	0	2	20

Semester VIII

SN	Category	Course Code	Course Title	L	T	P	C
1	INT/PROJ	DIMC001	Dissertation / Industrial Project	0	0	0	12
TOTAL				0	0	0	12

Total Credits After 3 years:	134
Total Credits After 4 years:	166

**MINOR STREAMS FOR BBA GENERAL**

Minor Stream - Data Sciences			
S. No	Course Code	Course Title	Credit
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

Minor Stream - Psychology			
S. No	Course Code	Course Title	Credit
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

Minor Stream - Media Studies			
S. No	Course Code	Course Title	Credit
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
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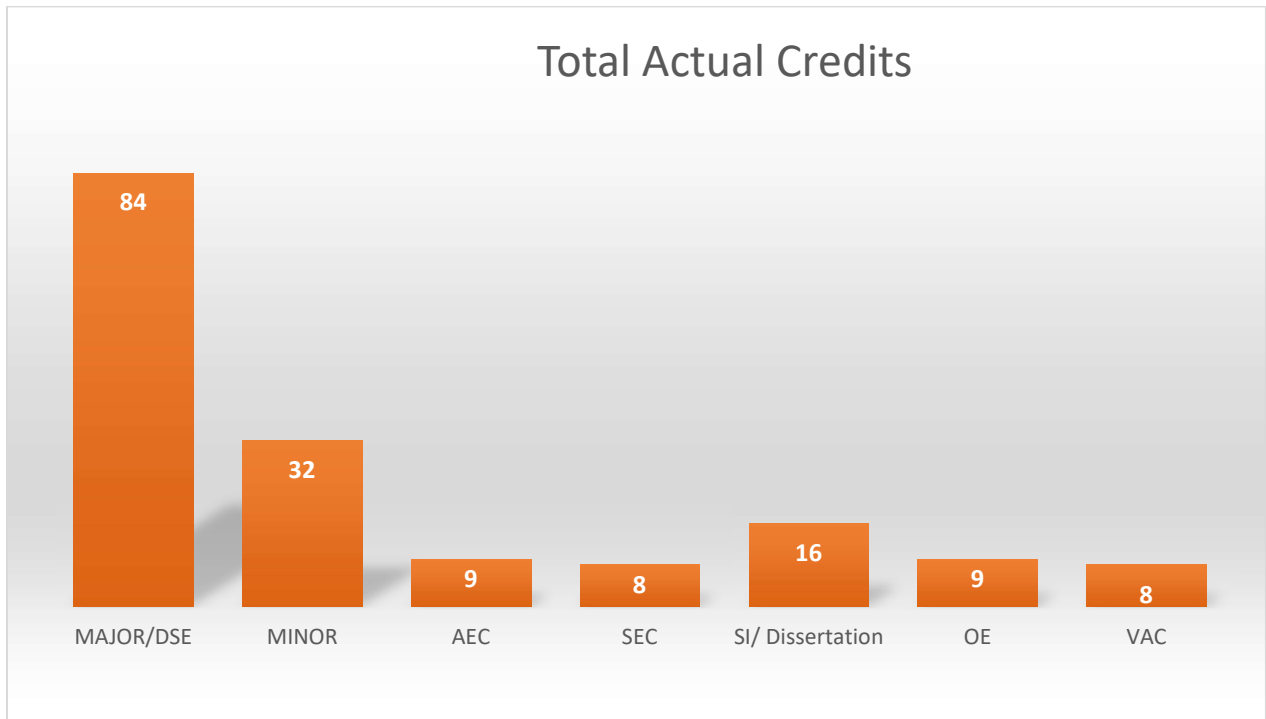
Minor Stream - Investment Management			
S. No	Course Code	Course Title	Credit
Elective 1	UIM101	Indian Banking Systems	4
Elective 2	UIM102	Rural Banking and Financial Institutions	4
Elective 3	UIM103	Introduction to Investment Management	4
Elective 4	UIM104	Financial Analysis and Valuation	4
Elective 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





DETAILED SYLLABUS CORE/MAJOR COURSES

Semester-I

Department:	School of Management & Commerce		
Course Name: MANAGEMENT THOUGHTS & APPLICATION	Course Code	L-T-P	Credits
	MCMC101	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus:			
<p>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.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction	No. of hours: 7	
Content Summary:			
<p>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.</p>			
Unit Number: 2	Title: Planning & Organizing	No. of hours: 8	



Content Summary:

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.

Unit Number: 3	Title: Staffing	No. of hours: 8
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Content Summary:

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.

Unit Number: 4	Title: Controlling	No. of hours: 8
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Content Summary

Nature and Scope of Control; Types of Control; Control Process; Control

Techniques - Traditional and Modern; Effective Control System.

***Self-Learning Components:**

- Enroll in online courses or Massive Open Online Courses (MOOCs) offered by reputable platforms like Coursera, edX, or Udemy.
- Study and analyze real-world case studies that showcase the application of management theories and concepts.
- Engage in online forums and discussion groups focused on management topics.
- Read business magazines and publications like Harvard Business Review, Forbes, or The Economist.
- Explore reputable management-related websites, such as the websites of management associations, business schools, or management consulting firms.



TEXT BOOK:

Koontz, Cannice, and Weihrich (2014). Management- A Global, Innovative and Entrepreneurial Perspective (14th Edition). New Delhi: Tata McGraw Hill Publishing Company.

Reference Books:

- Stoner, Freeman and Gilbert Jr. (2013). Management (6th Edition). New Delhi: Pearson Prentice Hall of India.
- 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	Practice the process of management's four functions: planning, organizing, leading, and controlling.
CO2	Identify 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	Evaluate leadership styles and motivation theory to anticipate the consequences of each leadership style and motivation theory.
CO4	Apply course concepts and theory in a practical context.



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	-	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	-
Unit III	Staffing
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	
Unit IV	Controlling
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 th 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	PRINCIPLES OF MANAGEMENT



AMITY UNIVERSITY	BBA	MANAGEMENT FOUNDATION
SYMBIOSIS UNIVERSITY	BBA	PRINCIPLES & PRACTICE OF MANAGEMENT

Department:	School of Management & Commerce		
Course Name: Business Application of Economics	Course Code	L-T-P	Credits
	MCMC103	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
<p>Brief Syllabus: 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.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction	No. of hours: 8	
Content Summary:			
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.		
Unit Number: 2	Consumer Behavior and Demand Analysis	No. of hours: 8
Content Summary: 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).		
Unit Number: 3	Title: Theory of Production	No. of hours: 6
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.		
Unit Number: 4	Title: Cost Analysis & Price Output Decisions	No. of hours: 8
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: <ul style="list-style-type: none">• 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 develops 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 new thinking and gears while delivering the course.
CO3	Microeconomics enables studying the causes, effects and solutions of general redundancy.
CO4	Structural market framework gives immense understanding 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	-	-	-	3
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	-
Unit III	Theory and Practice
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	-
Unit IV	Cost Analysis & Price Output Decisions



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 th 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	Micro Economics
AMITY UNIVERSITY	BBA	Introduction to Business Economic
Delhi University	BBA	Business Economics

Department:	School of Management & Commerce		
Course Name: Financial Reporting and Analysis	Course Code	L-T-P	Credits
	MCMC105	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: 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.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Meaning and scope of accounting Accounting principles and standards Ledger posting and trial balance		No. of hours: 8
Content Summary:			
Meaning and scope of accounting: 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.			
Accounting principles and standards: 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.			
Ledger posting and trial balance: ledger posting, relationship between journal and ledger, rules			



regarding posting, trial balance, final accounts of sole proprietorship.		
Unit Number: 2	Title: Capital and revenue	No. of hours: 12
Content Summary: 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.		
Unit Number: 3	Title: Inventory Valuation	No. of hours: 12
Content Summary: 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)		
Unit Number: 4	Title: Share and share capital Joint stock company Company final accounts	No. of hours: 8
Content Summary: Shares and Share Capital: 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. Joint Stock Company: Introduction, meaning and definition of a company, essential characteristics of a company, kinds of companies, private and public limited companies, formation of company. Company final accounts: 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 21st,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	Understand the concepts and measurements that underline financial statements and will be able to prepare Balance Sheet of Joint Stock Company.
CO2	Acquire knowledge on accounting standards and principles
CO3	Comprehend the knowledge about capital and revenue receipts and expenditures
CO4	Understand accounting treatment of Issue of shares and debentures.

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	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	PSO4
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	Meaning and scope of accounting, Accounting principles and standards, and Ledger posting and trial balance
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	-
Unit II	Capital and Revenue
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	-
Unit III	Inventory and Valuation
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	-
Unit IV	Share and share capital, Joint stock company, and Company final accounts
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 th 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

Department:	School of Management & Commerce		
Course Name: Fundamentals of SCM and Logistics	Course Code	L-T-P	Credits
	MCSP161	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The objective of this course is to provide students with fundamental skills and knowledge in supply chain management and logistics. By the end of this course, students will be equipped with the necessary tools and understanding to contribute effectively to achieving organizational goals and optimizing supply chain performance in various business contexts.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Supply Chain Management and Logistics	No. of hours: 10	
Content Summary: Fundamentals of SCM, Integrated Supply Chain, Introduction to Logistics Overview of Logistics Network, Competitive advantages of LM, Scope and Principles of Logistics Management			
Unit Number: 2	Title: Demand and Supply Planning in Supply Chain	No. of hours: 10	



<p>Content Summary: Planning Demand and Supply in a Supply Chain, Physical and Financial Supply Chains, Concept of Logistics Management, Objectives of Logistics Management, Principles of Logistics Management, Functions of Logistics Management</p>		
Unit Number: 3	Title: Purchasing and Supply Management and	No. of hours: 20
<p>Content Summary: Purchasing and Supply Management Introduction, Importance and Objectives of Purchasing, Purchasing Process and Types of Purchases, Purchasing and Integrated Logistics, Interfaces in Purchasing, Types of Purchasing Partnerships, Materials Sourcing Outsourcing in SCM, Outsourcing risks and constraints, Outsourcing process, SCM Outsourcing methods and benefits, Third-Party Logistics Providers (3PL), Fourth-Party Logistics Providers (4PL), Role of Logistics Providers</p>		
Unit Number: 4	Title: Performance Measurement in Supply Chain and Logistics Logistics Allied Concepts and Logistics Outsourcing	No. of hours: 20
<p>Content Summary: Performance Measurement in SCM, Advantages and Benefits of Performance Measures, Measuring SCM Performance, Supplier Performance Measurement, Supplier Selection Parameters Warehouse: Introduction to Warehousing, Transportation: Types of Transportation, Efficient Transportation Systems, Courier/Express: Meaning, Categorization of Shipments, Guidelines for Courier Services</p>		
<p>*Self-Learning Components:</p> <ul style="list-style-type: none"> • SCM • Outsourcing 		
<p>TEXT BOOK: Supply Chain Management: Strategy, Planning, and Operation by Sunil Chopra, Peter Meindl Designing and Managing the Supply Chain Paperback by David Simchi-Levi, Philip Kaminsky Essentials of Supply Chain Management by Michael H. Hugos Logistics Management, By S. K. Nandi, S. L. Ganapathi, Oxford University Press Integrated Supply Chain, and Logistics Management, By Rajat K. Baisya, SAGE Publications</p> <p>Reference Books:</p> <p>Supply Chain Management and Advanced Planning, H. Stadtler Basics of supply chain management, JK Bandyopadhyay International Logistics: The Management of International Trade Operations (4th Edition): Pierre A. David Business Logistics: Supply Chain Management (5th Edition) L Ronald H. Ballou</p> <p>Online Reference https://www.iimu.ac.in/blog/what-are-the-five-basic-components-of-a-supply-chain-management-system/</p>		



Define Course Outcomes (CO)

COs	Statements
CO1	Discuss the fundamental concepts and principles of supply chain management and logistics.
CO2	Analyze the integration of supply chain activities and the scope of logistics management.
CO3	Evaluate the risks and benefits of outsourcing in supply chain and logistics.
CO4	Apply performance measurement techniques to assess supply chain and logistics performance.

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	2	2	2	3	2	2	3			
CO2	3	2	3	3	2	2	2			
CO3	3	3	2	3	3	2	3			
CO4	2	2	3	2	2	3	2			

CO-PSO Mapping:

CO	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	
CO2	3	2	2	
CO3	2	2	3	
CO4	2	3	2	

Relevance of the Syllabus to various indicators

Unit I	Introduction to Supply Chain Management and Logistics
Local	Understanding the basics of supply chain and logistics can contribute to local businesses' operational efficiency and management.
Regional	Grasping integrated supply chain concepts can enhance the effectiveness of regional distribution networks and trade.
National	Knowledge of logistics principles can contribute to the effectiveness of national distribution and transportation systems.
Global	Understanding supply chain integration is vital in the global movement of goods, contributing to international trade and efficient supply chains.
Employability	The knowledge of supply chain and logistics fundamentals enhances employability in various industries involving operations, inventory management, and distribution.
Entrepreneurship	Understanding logistics can aid entrepreneurs in setting up efficient supply chains for their businesses, minimizing costs, and optimizing operations.
Skill Development	Learning about logistics network design and principles cultivates skills in managing operations and resources effectively.
Professional Ethics	Knowledge of logistics and supply chain management includes



	understanding ethical considerations in sourcing, distribution, and environmental impact.
Gender	Addressing gender-related considerations in supply chain management, such as equitable employment opportunities and safe working environments.
Human Values	Applying human values in logistics can involve fair treatment of workers, ethical sourcing practices, and promoting responsible working conditions.
Environment & Sustainability	Learning about logistics can include understanding sustainable practices, reducing carbon footprints, and optimizing transportation routes for minimal environmental impact.
Unit II	Demand and Supply Planning in Supply Chain
Local	Efficient demand and supply planning can contribute to the availability of products and services in the local market.
Regional	Understanding supply chain planning can enhance regional distribution networks and the availability of goods across neighboring areas.
National	Effective demand and supply planning contribute to the stability of national supply chains, ensuring products are available across the country.
Global	Understanding supply chain planning is crucial for global trade, ensuring products are efficiently distributed on a worldwide scale.
Employability	Knowledge of demand and supply planning enhances employability in roles related to inventory management, operations, and supply chain coordination.
Entrepreneurship	Understanding supply chain planning is essential for entrepreneurs to manage their inventory efficiently, control costs, and meet customer demands.
Skill Development	Learning about demand and supply planning cultivates skills in data analysis, forecasting, and optimization.
Professional Ethics	Supply chain planning involves ethical considerations such as fair allocation of resources, transparent distribution, and accurate reporting.
Gender	Addressing gender-related considerations in supply chain planning can involve ensuring equal opportunities for involvement and leadership in planning roles.



Human Values	Applying human values in supply chain planning includes fair treatment of workers, responsible sourcing practices, and ethical decision-making.
Environment & Sustainability	Supply chain planning can incorporate sustainability by optimizing routes, minimizing waste, and choosing environmentally friendly suppliers.
Unit III	Purchasing and Supply Management
Local	Effective purchasing and supply management contribute to the availability of goods and materials within the local market, ensuring timely access to products.
Regional	Understanding purchasing processes enhances regional supply chains, facilitating the movement of goods across nearby areas.
National	Efficient purchasing and supply management contribute to the stability and reliability of national supply chains, preventing shortages.
Global	Knowledge of purchasing and supply management is important for participating in global trade networks, ensuring a smooth flow of goods across borders.
Employability	Skills in purchasing and supply management enhance employability in roles related to procurement, supplier management, and materials coordination.
Entrepreneurship	Understanding purchasing processes is crucial for entrepreneurs to source materials efficiently, manage costs, and maintain quality.
Skill Development	Learning about purchasing and supply management develops skills in negotiation, supplier evaluation, and cost management.
Professional Ethics	Purchasing and supply management involves ethical considerations like fair supplier relationships, transparent procurement practices, and responsible sourcing.
Gender	Addressing gender-related considerations in purchasing and supply management involves ensuring equal opportunities for participation and leadership.
Human Values	Applying human values in purchasing and supply management includes fair treatment of suppliers, responsible sourcing, and ethical decision-making.
Environment &	Purchasing and supply management can contribute to sustainability by selecting environmentally responsible suppliers, reducing waste, and



Sustainability	optimizing transportation.
Unit IV	Outsourcing in Supply Chain and Logistics
Local	Understanding outsourcing in supply chain and logistics can impact local businesses by providing insights into optimizing resource allocation and cost management.
Regional	Grasping outsourcing concepts can enhance regional supply chains, enabling efficient use of resources across neighboring areas.
National	Knowledge of outsourcing in supply chain and logistics can contribute to national supply chain optimization, fostering efficient distribution across the country.
Global	Understanding outsourcing is important for participating in global supply chains, optimizing processes across international borders.
Employability	Skills in outsourcing and logistics management enhance employability in roles related to procurement, supply chain coordination, and partnership management.
Entrepreneurship	Knowledge of outsourcing and logistics management helps entrepreneurs make informed decisions about sourcing, manufacturing, and distribution.
Skill Development	Learning about outsourcing and logistics management cultivates skills in risk assessment, partner selection, and contract negotiation.
Professional Ethics	Outsourcing involves ethical considerations like fair treatment of partners, transparent agreements, and responsible business practices.
Gender	Addressing gender-related considerations in outsourcing can involve ensuring diverse participation in decision-making and partnerships.
Human Values	Applying human values in outsourcing includes ethical treatment of partners, considering the impact on workers, and adhering to responsible business practices.
Environment & Sustainability	Outsourcing decisions can impact environmental sustainability by considering partners' environmental practices and transportation efficiency.
Unit V	Measurement in Supply Chain and Logistics
Local	Understanding performance measurement in supply chain and logistics can improve local businesses' operational efficiency, leading to improved



	product availability and quality.
Regional	Grasping performance measurement concepts can enhance regional supply chains, optimizing processes across nearby areas.
National	Knowledge of performance measurement contributes to the stability of national supply chains, ensuring products are consistently available and of high quality.
Global	Understanding performance measurement is essential for participating in global trade, meeting international quality standards, and maintaining reliable supply chains.
Employability	Skills in performance measurement and logistics enhance employability in roles related to supply chain analysis, quality assurance, and process improvement.
Entrepreneurship	Knowledge of performance measurement assists entrepreneurs in monitoring and enhancing the quality and efficiency of their supply chains.
Skill Development	Learning about performance measurement cultivates skills in data analysis, key performance indicator (KPI) identification, and process optimization.
Professional Ethics	Performance measurement involves ethical considerations such as transparent reporting, accurate measurement, and fair assessment.
Gender	Addressing gender-related considerations in performance measurement can involve ensuring diverse representation in decision-making and performance evaluation.
Human Values	Applying human values in performance measurement includes fair evaluation, ethical data handling, and responsible use of performance metrics.
Environment & Sustainability	Performance measurement can include sustainability indicators, such as carbon emissions or resource efficiency, contributing to environmentally responsible practices.
Unit VI	Logistics Allied Concepts and Logistics Outsourcing
Local	Understanding warehouse management and efficient transportation systems can improve local logistics operations, ensuring timely delivery of goods and services.



Regional	Grasping transportation concepts can enhance regional logistics networks, facilitating the movement of goods across neighboring areas.
National	Knowledge of warehouse management and transportation contributes to national logistics optimization, ensuring goods are efficiently stored and distributed.
Global	Understanding efficient transportation systems is crucial for participating in global trade, ensuring goods are transported swiftly and reliably.
Employability	Skills in warehouse management, transportation planning, and courier services enhance employability in roles related to logistics and supply chain coordination.
Entrepreneurship	Knowledge of logistics allied concepts assists entrepreneurs in setting up efficient storage and distribution systems, optimizing costs and delivery times.
Skill Development	Learning about warehousing, transportation, and e-commerce services develops skills in inventory management, route optimization, and customer service.
Professional Ethics	Logistics operations involve ethical considerations such as fair treatment of workers, transparent shipping practices, and responsible handling of goods.
Gender	Addressing gender-related considerations in logistics includes promoting equal opportunities for employment and advancement in logistics roles.
Human Values	Applying human values in logistics includes ethical treatment of workers, safe working environments, and responsible supply chain practices.
Environment & Sustainability	Efficient transportation systems and responsible warehousing practices contribute to environmental sustainability by reducing energy consumption and waste.
SDG	SDG 9, SDG 12
NEP 2020	<p>Skill Development: The course emphasizes practical skills in supply chain management, aligning with NEP 2020's focus on skill-based education.</p> <p>Holistic Learning: The multidisciplinary nature of supply chain management aligns with NEP 2020's approach to holistic education.</p> <p>Outcome-Based Learning: Understanding supply chain principles</p>



	supports the outcome-based learning approach of NEP 2020.
POE/4 th IR	<p>Technology Integration: Learning about logistics aligns with the 4th IR's focus on integrating digital technologies into traditional industries.</p> <p>Data-Driven Insights: Understanding logistics and supply chain fundamentals involves utilizing data for insights and informed decision-making.</p> <p>Automation and Efficiency: Incorporating technological solutions for logistics processes aligns with the 4th IR's emphasis on automation and efficiency.</p>

Department:	School of Management & Commerce		
Course Name: Office Management & Secretarial Practice	Course Code	L-T-P	Credits
	SEC025	2-0-0	2
Type of Course:	SEC		
Pre-requisite(s), if any:			
<p>Brief Syllabus: 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.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Office management- filing and indexing	No. of hours: 15	
<p>Content Summary: Office Management: Meaning of office, Functions of office- Primary and administrative management functions, Importance, Duties, qualities, and qualifications of office manager.</p>			



Filing and indexing-meaning, importance, essentials of good filing, methods of filing.		
Unit Number: 2	Title: Mail and mailing procedure	No. of hours: 15
Content Summary: 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.		
Unit Number: 3	Title: Modern and office equipment	No. of hours: 15
Content Summary: Introduction, meaning, and importance of office automation, objectives of office mechanization, advantages and disadvantages of factors determining office mechanization, Kinds of office machine.		
Unit Number: 4	Title: Banking facilities and mode of payments	No. of hours: 15
Content Summary 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.		
*Self-Learning Components: <ul style="list-style-type: none">• Event and Meeting Management• Records Management		
TEXT BOOK: <ol style="list-style-type: none">1. Office Management and Administration: A Practical Approach by Mary Anne MacLeod2. Office Procedures: A Contemporary Approach by Judy Pearson and Paul Nelson		
Reference Books: <ol style="list-style-type: none">1. Office organization and Management- By S.P. Arora.2. Office Management- By P.K. Ghosh3. Office Management – By Kathiresan &Dr. Radha4. Modern Office Management - By Little Field CL and Peterson RL		



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	PSO4	PSO5
CO1		3			
CO2	2	3			
CO3	2	2			
CO4		2		3	

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	-
Unit II	Mail and Mailing Procedure
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	-



Unit III	Modern and Office Equipments
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	Banking facilities and mode of payments
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 th IR	-

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

Name of the University	Program referred for Syllabus contents	Subject referred



AMITY UNIVERSITY	BBA	Office Management with MS Word and MS Excel
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Semester-II

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Human Behaviour at work	MCMC102	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus:			
<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 & politics and conflict & 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>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Foundation and background of OB		No. of hours: 10



Content Summary: Contemporary challenges -workforce diversity, cross-cultural dynamics, changing nature of managerial work, ethical issues at work, emotional intelligence in contemporary business		
Unit Number: 2	Title: Individual behaviour and processes	No. of hours: 10
Content Summary: 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		
Unit Number: 3	Title: Interpersonal and team processes	No. of hours: 10
Content Summary: 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		
Unit Number: 4	Title: Organizational processes and structure	No. of hours: 10
Content Summary: Organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development.		
*Self-Learning Components: <ul style="list-style-type: none">• Leadership and Management• Workforce Motivation• Work-life Balance and Wellbeing• Ethics		



TEXT BOOK:

1. Robbins, S.P., Organisational Behaviour , Prentice Hall of India, New Delhi

Reference Books:

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	-	-	-
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	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	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	Individual Behaviour and Process



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	-
Unit III	Interpersonal and Team Process
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	Organizational processes and structure
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 &	Considering the impact of human behavior at work on the environment and sustainability, including sustainable work practices, corporate



Sustainability	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	Individual Behaviour and Process
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	-
Unit III	Interpersonal and Team Process
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	Organizational processes and structure
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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Marketing For Contemporary Business	MCMC104	4-0-0	4



Type of Course:	MAJOR	
Pre-requisite(s), if any:		
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		
Unit Number: 1	Title: Introduction	No. of hours: 10
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.		
Unit Number: 2	Title: Product Price	No. of hours: 10
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.		
Unit Number: 3	Title: Promotion Channels of Distribution	No. of hours: 10



Content Summary:

Promotion: Significance; introduction of elements of promotion mix, factors affecting promotion mix decisions.

Channels of distribution: Concept, importance & functions; levels of distribution channels; factors affecting choice of distribution channel.

Unit Number: 4	Title: Consumer Behaviour Introduction to new trends in marketing	No. of hours: 10
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Content Summary:

Consumer Behavior: Concept & significance; consumer buying process and factors influencing consumer buying decisions.

Introduction to new trends in marketing: Green marketing; e-marketing; international marketing; rural marketing; retail marketing and digital marketing.

***Self-Learning Components:**

- **Market Research**
- **Marketing Strategy**
- **Marketing Communication**
- **Social Responsibility and Ethical Marketing**

TEXT BOOK:

Reference Books:

1. Kotler, P., Keller, K., Koshy, L., &Jha, M. (2016).*Marketing management* (16thed.). New Delhi: Pearson.
2. Kurtz, D. L., & Boone, L. E.(2013), *Principles of contemporary marketing* (16th ed.). New Delhi: Cengage Learning India.
3. Etzel, M. J., Bruce, J., W., Stanton, W. J., &Pandit, A. (2010). *Marketing* (14thed.). New Delhi: Tata McGraw-Hill.
4. Kumar, A., &Meenakshi, N.(2011). *Marketing management* (2nded.). New Delhi: Vikas



Publishing House.

5. Ramaswamy, V. S., & Namakumari, S. (2013). *Marketing management: Global perspective Indian context* (5thed.). 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

Unit I	Introduction
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	-
Unit II	Product and Price
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	-
Unit III	Promotion and Channels and Distribution
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	-
Unit IV	Consumer Behaviour and Introduction to new trends in marketing
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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Forecasting and Inventory Management	MCSP162	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			



Brief Syllabus:

The objective of this course is to prepare the students for managing inventory efficiently to control costs.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction to Forecasting	No. of hours: 10
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Content Summary:

Forecasting: meaning, need for forecasts, types of forecasts, time frame.

Demand Forecasting: types, survey methods, statistical methods.

Importance of demand forecasting.

Demand planning vs. forecasting.

Sources of demand.

Supply chain dynamics.

Key roles and responsibilities.

Recent trends and advancements in demand forecasting.

Unit Number: 2	Title: Inventory Management in the Supply Chain Inventory Analysis and Classification	No. of hours: 20
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Content Summary:

Purpose of Inventory.

Types of Inventory.



Finished Goods Inventories.

General Management of Inventory.

Basics of Multi-Echelon Inventory Systems.

Use of Information Systems in Inventory Management.

Inventory management challenges and emerging technologies.

ABC analysis: Procedure for conducting analysis.

HML-FSN-VED analysis.

Classification of materials.

Codification of materials.

Standardization and variety reduction.

Use of IT in inventory management.

Emerging trends in inventory analysis and classification.

Unit Number: 3	Title: Economic Order Quantity (EOQ) and Safety Stock Forecasting Methods and Techniques	No. of hours: 20
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Content Summary:

Economic Order Quantity (EOQ): Calculation, assumptions, limitations.

Safety stock: Minimum and maximum inventory levels.

Reorder point.

'P' System: Fixed order interval system.

'Q' System: Fixed order quantity system.

Advanced techniques for determining EOQ and safety stock.

Recent developments in EOQ and safety stock management.



Time series forecasting methods: Moving average, exponential smoothing, ARIMA.

Causal forecasting methods: Regression analysis, econometric models.

Qualitative forecasting methods: Delphi method, market research, expert opinion.

Selection and application of appropriate forecasting methods.

Integration of forecasting techniques with inventory management.

Emerging trends in forecasting methods and techniques.

Unit Number: 4	Title: Demand Planning and Collaboration	No. of hours: 10
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Content Summary:

Demand planning process: Forecasting, demand aggregation, collaboration.

Collaborative forecasting and planning.

Demand-driven supply chain management.

Role of technology and data analytics in demand planning.

Case studies and best practices in demand planning and collaboration.

***Self-Learning Components:**

- **SCM**
- **Delphi Method**

TEXT BOOK:

Reference Books:

Essentials of Inventory Management by Max Muller
 Procurement, Principles & Management (11th edition) By Peter Bailey, David Farmer, Barry Crocker, David Jesson, and David Jones
 Upendra Kachru, Exploring the Supply Chain – Theory and Practice, Excel Books, New Delhi
 Inventory Planning with Forecasting Expenditure, By Sanjay Sharma, Taylor & Francis Group
 Optimal Inventory Control and Management Techniques, Mandeep Mittal, Nita H. Shah, IGI Global
<https://www.researchgate.net/publication/258631054> Forecasting for Inventory Planning-Wiley ORMS-



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Define Course Outcomes (CO)

COs	Statements
CO1:	Explain various forecasting methods used in supply chain management
CO2:	Discuss the purpose of inventory in the supply chain
CO3:	Perform inventory management employing various inventory management methods
CO4:	Calculate the EOQ and safety stock to manage optimal inventory levels.

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	3	3	2	2	2	-	-	-	-	-
CO2	3	2	2	2	2	3	3	-	-	-	-	-
CO3	3	2	3	3	2	2	3	-	-	-	-	-
CO4	3	3	2	2	3	3	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	2	2	3	-
CO2	3	3	2	-
CO3	2	3	3	-
CO4	3	2	2	-

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

Unit I	Introduction to Forecasting
Local	Understanding local demand patterns aids in optimizing inventory levels for nearby markets.
Regional	Analyzing regional demand trends helps in adapting inventory strategies



	for different geographical areas.
National	Identifying national demand fluctuations contributes to maintaining consistent inventory across the country.
Global	Knowledge of global demand patterns supports efficient inventory management in international markets.
Employability	Learning forecasting methods enhances skills for roles related to demand analysis and inventory management.
Entrepreneurship	Understanding demand forecasting assists entrepreneurs in managing inventory efficiently for their ventures.
Skill Development	Learning various forecasting techniques cultivates analytical and statistical skills.
Professional Ethics	Ethical considerations include accurate reporting of forecasts to avoid mismanagement.
Gender	Addressing gender considerations in supply chain roles contributes to diverse perspectives in demand forecasting.
Human Values	Applying human values involves responsible forecasting that avoids overproduction and waste.
Environment & Sustainability	Accurate forecasting contributes to sustainability by reducing unnecessary production and resource use.
Unit II	Inventory Management in the Supply Chain
Local	Efficient inventory management supports local availability of goods and reduces shortages.
Regional	Managing inventory across regions ensures uniform supply and reduces transportation costs.
National	Effective inventory practices contribute to stable national supply chains.
Global	Global inventory management optimizes distribution and minimizes supply chain disruptions.
Employability	Inventory management skills are crucial for supply chain coordination and logistics roles.
Entrepreneurship	Knowledge of inventory management aids entrepreneurs in controlling costs and ensuring stock availability.



Skill Development	Learning inventory management techniques cultivates organizational and planning skills.
Professional Ethics	Ethical inventory management includes fair treatment of suppliers and responsible stocking.
Gender	Addressing gender inclusivity involves providing equal opportunities in inventory management roles.
Human Values	Applying human values includes ethical stock management that respects suppliers and consumers.
Environment & Sustainability	Efficient inventory practices contribute to reducing waste and resource consumption.
Unit III	Inventory Analysis and Classification
Local	Analyzing local demand patterns helps in efficient classification and management of inventory.
Regional	Regional demand analysis assists in optimizing inventory distribution across different areas.
National	National inventory analysis contributes to streamlined stock management across the country.
Global	Global inventory classification optimizes inventory placement for international markets.
Employability	Skills in inventory analysis are valuable for roles involving supply chain optimization.
Entrepreneurship	Understanding inventory analysis aids entrepreneurs in managing stock efficiently.
Skill Development	Learning inventory analysis techniques develops data analysis skills.
Professional Ethics	Ethical inventory analysis involves fair categorization and reporting.
Gender	Ensuring gender inclusivity in inventory roles contributes to diversity.
Human Values	Ethical inventory analysis aligns with responsible resource utilization.
Environment & Sustainability	Sustainable inventory practices involve responsible analysis that minimizes waste.
Unit IV	Economic Order Quantity (EOQ) and Safety Stock



Local	EOQ and safety stock calculations help optimize local inventory levels.
Regional	Applying EOQ and safety stock principles enhances regional supply chain efficiency.
National	EOQ and safety stock contribute to consistent inventory levels across the nation.
Global	Global EOQ and safety stock practices minimize supply chain disruptions.
Employability	EOQ and safety stock knowledge is crucial for supply chain and logistics roles.
Entrepreneurship	Understanding EOQ and safety stock aids entrepreneurs in efficient inventory management.
Skill Development	Learning EOQ calculation develops mathematical and analytical skills.
Professional Ethics	Ethical EOQ and safety stock management involves accurate calculations and stock control.
Gender	Ensuring gender-inclusive participation in inventory management roles.
Human Values	Responsible EOQ and safety stock align with ethical business practices.
Environment & Sustainability	EOQ and safety stock contribute to resource efficiency and waste reduction.
Unit V	Forecasting Methods and Techniques
Local	Applying forecasting techniques locally optimizes inventory levels for specific markets.
Regional	Regional forecasting supports efficient supply chain planning across different areas.
National	National forecasting aids in maintaining consistent inventory distribution.
Global	Global forecasting techniques minimize supply chain disruptions and optimize distribution.
Employability	Forecasting skills are crucial for roles involving demand analysis and inventory planning.
Entrepreneurship	Understanding forecasting supports entrepreneurs in managing stock efficiently.



Skill Development	Learning forecasting methods cultivates data analysis and prediction skills.
Professional Ethics	Ethical forecasting includes accurate reporting and transparent data use.
Gender	Ensuring gender diversity in forecasting roles contributes to a balanced perspective.
Human Values	Ethical forecasting aligns with responsible resource allocation and production.
Environment & Sustainability	Accurate forecasting minimizes waste and resource use, promoting sustainability.
Unit VI	Demand Planning and Collaboration
Local	Local demand planning optimizes inventory for specific market demands.
Regional	Regional demand planning supports efficient supply chain coordination across regions.
National	National demand planning ensures consistent inventory distribution.
Global	Global demand planning minimizes supply chain disruptions and optimizes distribution.
Employability	Demand planning skills are valuable for roles involving supply chain coordination.
Entrepreneurship	Understanding demand planning supports entrepreneurs in stock management.
Skill Development	Learning demand planning techniques develops forecasting and planning skills.
Professional Ethics	Ethical demand planning involves fair allocation of resources and responsible forecasting.
Gender	Ensuring gender-inclusive participation in demand planning roles.
Human Values	Responsible demand planning aligns with ethical resource utilization.
Environment & Sustainability	Sustainable demand planning minimizes waste and promotes efficient resource use.
SDG	SDG 8, SDG 9, SDG 12
NEP 2020	Skill Development: The course fosters practical skills in demand



	<p>forecasting and inventory optimization, in line with NEP 2020's skill-based approach.</p> <p>Holistic Learning: The multidisciplinary content of the course aligns with NEP 2020's emphasis on holistic education.</p> <p>Outcome-Based Learning: Understanding forecasting techniques supports NEP 2020's focus on outcome-based education.</p>
POE/4 th IR	<p>Technology Integration: The use of data analytics, AI, and information systems for inventory management aligns with 4th IR's integration of technology into industries.</p> <p>Automation and Efficiency: Learning about inventory management challenges and emerging technologies resonates with 4th IR's emphasis on automation and efficiency.</p> <p>Data-Driven Insights: Understanding forecasting techniques involves using data for insights and informed decision-making.</p>

Department:	School of Management and Commerce		
Course Name: MS Excel for Business	Course Code	L-T-P	Credits
	SEC026	2-0-0	2
Type of Course:	SEC		
Pre-requisite(s), if any:			
Brief Syllabus: Features of MS Excel, Worksheets and Workbooks, Chart elements: Titles, legend, data labels, Filtering Data.			
UNIT WISE DETAILS			
Unit Number: 1	Basics of MS Excel	No. of hours: 8	
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.

Unit Number: 2	Data Representation using MS Excel	No. of hours: 7
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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.

Unit Number: 3	Data Visualization through MS Excel	No. of hours: 8
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Charts: Chart elements: Titles, legend, data labels, creating a New Chart, Formatting the Chart, Types of charts, Using Chart Templates.

PivotTables: Creating a PivotTable, Filtering and Sorting a PivotTable, Using Slicers to manipulate PivotTables, Creating a PivotChart

Unit Number: 4	Data Analysis	No. of hours: 7
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Filtering Data: Creating a Custom AutoFilter, Using an Advanced Filter. Data Sorting, Data Outline: Group, Ungroup and Subtotals.

***Self-Learning Components:**

- Explore various online platforms that offer tutorials and courses specifically designed for learning MS Excel for business.
- Microsoft's official Excel documentation, including its support website, provides detailed explanations, guides, and step-by-step instructions on various Excel features and functions.
- Utilize pre-designed Excel templates and sample spreadsheets available online.
- Engage in hands-on practice by working on Excel exercises and problems.

Reference Books:

1. MS Office: Sanjay Saxena, Vikas Publishing House
2. Financial Modeling in Excel For Dummies by Danielle Stein Fairhurst

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the basic features and functions of MS Excel, including navigation, data entry, formatting, and formula creation.
CO2	Learn how to effectively manage and organize data in Excel, including sorting, filtering, and using tables and databases.



CO3	Learn how to create visually appealing and informative charts and graphs to present data in a meaningful way.
CO4	Learn how to collaborate with others on Excel workbooks, including sharing, protecting, and tracking changes to ensure data integrity and security.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understanding 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2	-	-
CO2	-	-	-
CO3	C6	-	-
CO4	-	-	-

CO-PO Mapping

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

CO-PSO Mapping

CO	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2
CO2	2	3	3	3
CO3	2	3	2	
CO4	1	3	3	3

Relevance of the Syllabus to various indicators

Unit I	Basics of MS Excel
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Local	Utilize MS Excel to manage their finances, track sales and expenses, and create basic financial reports.
Regional	Rely on MS Excel for more advanced financial analysis, data management, and reporting purposes.
National	-
Global	Financial modeling, and other critical financial tasks in organizations worldwide.
Employability	Proficiency in MS Excel is highly sought after in the job market across industries and sectors.
Entrepreneurship	Analyze market data, track business performance, and make informed decisions.
Skill Development	Promotes critical thinking, logical reasoning, and problem-solving abilities.
Professional Ethics	Maintaining confidentiality, and using Excel for legitimate business purposes.
Gender	Promoting gender equality in Excel proficiency ensures equal opportunities for both men and women in the business world.
Human Values	MS Excel can be used to analyze and manage data related to environmental sustainability initiatives.
Environment Sustainability	& Identify opportunities for improvement and make data-driven decisions to promote environmental sustainability.
Unit II	Data Representation using MS Excel
Local	To analyze local demographic data, budget allocations, and program outcomes.
Regional	Perform regional sales analysis, and monitor regional performance.
National	Represent and analyze large-scale national surveys and research data.
Global	Excel's ability to handle large datasets and perform advanced data analysis makes it valuable for global research and policy analysis.
Employability	Knowledge of data representation in Excel is particularly relevant for positions involving data analysis, financial modeling, and business reporting
Entrepreneurship	Represent and analyze financial data, track business performance, and create business models
Skill Development	Promotes critical thinking, problem-solving, and logical reasoning abilities
Professional Ethics	Ensuring accuracy, integrity, and confidentiality of data, as well as appropriately using and presenting data for legitimate purposes.
Gender	Contribute to gender equality by providing equal opportunities for men and women to work with and analyze data.
Human Values	Aligns with human values such as accuracy, fairness, and inclusivity.
Environment Sustainability	& Enabling organizations to track and monitor environmental metrics
Unit III	Data Visualization through MS Excel
Local	-
Regional	-
National	-
Global	-



Employability	Effectively present data visually, as it aids in decision-making and communication.
Entrepreneurship	Entrepreneurs can leverage Excel's data visualization features to create visually appealing business reports, pitches, and presentations.
Skill Development	Promotes critical thinking and the ability to present complex information in a clear and concise manner.
Professional Ethics	Adhering to professional ethics in data visualization using Excel involves accurately representing data, avoiding misrepresentation or manipulation, and providing clear and transparent visualizations.
Gender	Contribute to gender equality by providing equal opportunities for men and women to present and analyze data visually.
Human Values	Aligns with human values such as transparency, clarity, and accessibility, making information more understandable and inclusive.
Environment Sustainability	& Support environmental and sustainability efforts by presenting and communicating sustainability metrics, environmental trends, and the impact of initiatives in a visually compelling manner.
Unit IV	Data Analysis
Local	-
Regional	-
National	-
Global	-
Employability	Support employability by enabling individuals to contribute to evidence-based decision-making, problem-solving, and performance improvement
Entrepreneurship	Supports skill development in data-driven decision-making.
Skill Development	Promotes critical thinking, problem-solving, and logical reasoning skills.
Professional Ethics	Upholding professional ethics involves using accurate and reliable data, applying appropriate statistical techniques.
Gender	Contributes to gender equality by providing equal opportunities for men and women to work with data and make informed decisions
Human Values	Aligns with human values such as transparency, integrity, and fairness.
Environment Sustainability	& Identifying trends, measuring environmental impact, and informing sustainable practices and policies.
SDG	4
NEP 2020	MS Excel can be utilized for educational data management, analysis, and reporting in alignment with NEP 2020.
POE/4th IR	Excel's capabilities for data manipulation, modeling, and visualization are relevant for extracting insights and making informed decisions in the context of the 4IR.

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	Computer Application in Business
Delhi University	BBA	Computer Application I



Amity University	BBA	Computer Application in Business
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3rd Semester

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Human Capital Management	MCMC 201	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus:			
<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>			
UNIT WISE DETAILS			



Unit Number: 1	Title: Introduction to HRM	No. of hours: 8
Content Summary: 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.		
Unit Number: 2	Title: Acquisition to Human Resources	No. of hours: 8
Content Summary: HR Planning; Job Analysis – Job Description and Job Specification; Recruitment; Selection Process, Placement, Induction, Socialization.		
Unit Number: 3	Title: Developing human resources	No. of hours: 7
Content Summary: Training and Development; Executive Development – Process and Techniques; Career Planning and Development; HRD.		
Unit Number: 4	Title: Managing Performance & Compensation	No. of hours: 7
Content Summary: Performance and Potential Appraisal; wage and salary administration; Incentive compensation, significance; Employee Welfare; Health and Safety, Social Security.		
*Self-Learning Components: <ul style="list-style-type: none">• Human Resource Management• Performance Management		
TEXT BOOK: 1. Dessler, Gary, (2011) Human Resource Management, Pearson Education, (2nd Edition),		
Reference Books: 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© 43. Knowledge 44. Understand 45. Apply 46. Analyze 47. Evaluate 48. Create	Affective levels(A) 36. Receiving 37. Responding 38. Valuing 39. Organizing 40. Characterizing	Psychomotor levels(P) 36. Imitation 37. Manipulation 38. Precision 39. Articulation 40. 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	-	-	-	-	-	-	-	-	-	-
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 “”to 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	-
Unit II	Acquisition to Human Resources
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	-
Unit III	Developing Human Resources
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.
Unit IV	Managing Performance & Compensation
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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Freight Transportation and Warehouse Operations	MCSP163	4-0-0	4



Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: The objective of this course is to provide students with a comprehensive understanding of freight transportation management. Students will explore the role of warehousing in the supply chain, prepare for warehouse receiving and dispatch operations, perform quality check functions, and understand warehouse safety rules and procedures.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Basics of Freight Transportation Transportation Demand Forecasting	No. of hours: 20	
Content Summary: Meaning, importance, and functions of freight transportation Types of cargo transportation and selection of transportation mode Role of containers in modern transportation Impact of transportation demand forecasting in logistics Interrelation between logistics and supply chain management Performance measurements in transportation Position of transportation in logistics and supply chain management			
Unit Number: 2	Title: Cargo Handling and Operations	No. of hours: 10	
Content Summary: Introduction, Documents, Air Waybill (AWB), Moving Goods by Air, Export Packaging, Delivery, Role of IATA, Shipping Dangerous Goods by Air, Methods and techniques of cargo handling in air freight			



transportation, Various cargo operations methods used in road and rail freight transportation		
Unit Number: 3	Title: Warehouse Operations and Role in Supply Chain Receiving and Dispatch Operations	No. of hours: 20
Content Summary: Introduction to warehousing and its role in the supply chain Evolution, types, and functions of warehouses Overview of warehouse layouts and equipment used in a warehouse Stages and procedures involved in receiving goods in a warehouse Arranging goods on dock, counting, and visual inspection Recording and generating goods receipt notes Put away of goods into storage locations		
Unit Number: 4	Title: Quality Check and Warehouse Safety	No. of hours: 10
Content Summary: Activities and importance of quality check in warehouse operations Development of packing lists Safety rules and procedures in a warehouse Handling hazardous cargo and personal protective equipment		
*Self-Learning Components: <ul style="list-style-type: none">• Demand Forecasting• Delphi Method		



TEXT BOOK:

Reference Books:

Khanna K K - Physical Distribution Management: Logistical Approach (Himalaya)
 Philippe-Pierre Dornier, Panos Kouvelis, Michel Fender, Global Operations and Logistics: Text and Cases, Wiley, John & Sons
 Krishnaveni Muthiah- Logistics Management and World Seaborne Trade (Himalaya)
 Design of Warehouse Operations, Debjit Roy, Indian Institute of Management, Ahmedabad
 Warehouse Management and Inventory Control, By J. P. Saxena, Vikas Publishing House
 Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operation, Integration, Control and Improvement, and Network Design (1st Edition): Paul A. Myerson
 The Definitive Guide to Warehousing: Managing the Storage and Handling of Materials and Products in the Supply Chain (3e) By Council of Supply Chain Management Professionals, Scott Keller, Brian Keller
<https://assets.ctfassets.net/hfb264dqso7g/4ieoxqNmjvWwOOBbL2e6rk/3f3518336e7766dd720e5c>

Define Course Outcomes (CO)

COs	Statements
CO1:	Discuss the fundamental concepts and importance of freight transportation in the supply chain.
CO2:	Analyze various cargo operations methods used in air, road, rail, and intermodal transportation.
CO3:	Prepare for and execute warehousing receiving and dispatch operations efficiently.
CO4:	Identify and implement warehouse safety rules and procedures to ensure a safe working environment.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	49. Knowledge 50. Understand 51. Apply 52. Analyze 53. Evaluate 54. Create	41. Receiving 42. Responding 43. Valuing 44. Organizing 45. Characterizing	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

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

Relevance of the Syllabus to various indicators

Unit I	Basics of Freight Transportation
Local	Understanding local transportation modes supports efficient delivery within a region.
Regional	Analyzing regional transportation needs assists in selecting appropriate transportation methods.
National	Efficient freight transportation contributes to stable national supply chains.
Global	Knowledge of modern transportation modes is crucial for global trade.
Employability	Learning transportation fundamentals is valuable for logistics and supply chain roles.
Entrepreneurship	Understanding transportation options helps entrepreneurs make informed logistics decisions.
Skill Development	Learning about transportation modes cultivates knowledge in logistics management.
Professional Ethics	Ethical transportation practices involve proper cargo handling and adherence to safety regulations.
Gender	Ensuring gender-inclusive participation in transportation roles.
Human Values	Ethical transportation practices respect cargo, workers, and safety considerations.
Environment & Sustainability	Sustainable transportation choices minimize carbon footprints and promote efficient resource use.
Unit II	Transportation Demand Forecasting
Local	Accurate transportation demand forecasting supports local logistics efficiency.



Regional	Regional demand forecasting aids in optimizing transportation networks across different areas.
National	National transportation demand analysis contributes to consistent logistics planning.
Global	Global transportation demand analysis minimizes supply chain disruptions.
Employability	Skills in transportation demand forecasting are valuable for logistics coordination roles.
Entrepreneurship	Understanding demand forecasting assists entrepreneurs in logistics planning.
Skill Development	Learning demand forecasting techniques develops analytical skills.
Professional Ethics	Ethical transportation planning involves responsible resource allocation.
Gender	Ensuring gender diversity in transportation and logistics roles.
Human Values	Responsible transportation planning aligns with ethical resource utilization.
Environment & Sustainability	Sustainable transportation planning minimizes energy consumption and promotes eco-friendly practices.
Unit III	Cargo Handling and Operations
Local	Efficient cargo handling ensures timely delivery within a local market.
Regional	Standardized cargo handling methods facilitate smooth operations across regions.
National	Uniform cargo handling practices contribute to reliable national supply chains.
Global	Consistent cargo handling practices minimize disruptions in global trade.
Employability	Cargo handling skills are crucial for roles in logistics and transportation.
Entrepreneurship	Understanding cargo handling supports entrepreneurs in managing their supply chains.
Skill Development	Learning cargo handling techniques cultivates operational skills.
Professional Ethics	Ethical cargo handling involves careful treatment of goods and adherence to safety guidelines.



Gender	Ensuring gender-inclusive participation in cargo handling roles.
Human Values	Responsible cargo handling aligns with ethical treatment of goods and safety standards.
Environment & Sustainability	Eco-friendly cargo handling practices reduce waste and promote sustainability.
Unit IV	Warehouse Operations and Role in Supply Chain
Local	Efficient warehousing supports local supply chain operations.
Regional	Regional warehousing strategies optimize distribution across different areas.
National	Effective warehouse management contributes to stable national supply chains.
Global	Strategic warehousing enhances global distribution networks.
Employability	Warehouse management skills are valuable for logistics coordination roles.
Entrepreneurship	Understanding warehouse operations helps entrepreneurs manage inventory effectively.
Skill Development	Learning about warehouse layouts and equipment develops organizational skills.
Professional Ethics	Ethical warehouse management involves accurate inventory tracking and fair treatment of goods.
Gender	Ensuring gender diversity in warehouse management roles.
Human Values	Responsible warehouse management respects ethical treatment of goods and responsible resource utilization.
Environment & Sustainability	Sustainable warehouse practices promote resource efficiency and minimize waste.
Unit V	Receiving and Dispatch Operations
Local	Efficient receiving and dispatch operations support local supply chain flows.
Regional	Standardized receiving and dispatch processes facilitate smooth operations across regions.



National	Uniform operations contribute to consistent supply chain distribution across the country.
Global	Consistent operations minimize disruptions in global supply chain movements.
Employability	Receiving and dispatch skills are crucial for logistics coordination roles.
Entrepreneurship	Understanding operations supports entrepreneurs in managing inventory flows.
Skill Development	Learning about receiving and dispatch processes develops operational skills.
Professional Ethics	Ethical operations involve accurate record-keeping and transparent transactions.
Gender	Ensuring gender-inclusive participation in receiving and dispatch roles.
Human Values	Responsible operations align with ethical handling of goods and transparent procedures.
Environment & Sustainability	Eco-friendly operations reduce waste and promote sustainability.
Unit VI	Quality Check and Warehouse Safety
Local	Implementing quality check and safety measures ensures safe local operations.
Regional	Standardized quality check and safety procedures facilitate safe operations across regions.
National	Uniform practices contribute to consistent safety standards in the supply chain.
Global	Consistent quality check and safety practices minimize risks in global operations.
Employability	Quality check and safety skills are crucial for roles in logistics and warehouse management.
Entrepreneurship	Understanding quality check and safety practices supports entrepreneurs in ensuring product integrity.
Skill Development	Learning about quality check and safety develops risk management skills.
Professional Ethics	Ethical quality check involves thorough inspection and adherence to



	safety guidelines.
Gender	Ensuring gender-inclusive safety measures and practices.
Human Values	Responsible quality check and safety align with ethical product handling and worker safety.
Environment & Sustainability	Eco-friendly quality check practices promote sustainable resource utilization.
SDG	SDG 8, SDG 9, SDG 11, SDG 12
NEP 2020	<p>Skill Development: The practical nature of freight transportation and warehouse management aligns with NEP 2020's focus on skill-based education.</p> <p>Holistic Learning: The multidisciplinary content of the course resonates with NEP 2020's emphasis on holistic education.</p> <p>Outcome-Based Learning: Understanding transportation and warehouse practices supports NEP 2020's outcome-based learning approach.</p>
POE/4 th IR	<p>Technology Integration: The use of technology in transportation optimization and warehouse management aligns with the 4th IR's focus on technological integration.</p> <p>Automation and Efficiency: Learning about technology-driven warehouse processes aligns with 4th IR's emphasis on automation and efficiency.</p> <p>Data-Driven Insights: Utilizing data analytics for transportation demand forecasting and inventory management resonates with the 4th IR's emphasis on data-driven insights.</p>

Department:	School of Management & Commerce		
Course Name: Life Skills For Leaders I	Course Code	L-T-P	Credits
	AEC021	3-0-0	3
Type of Course:	AEC		
Pre-requisite(s), if any:			



Brief Syllabus:

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.

UNIT WISE DETAILS

Unit Number: 1	Title: Communication: An Introduction	No. of hours: 10
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Content Summary:
Definition, Nature and Scope of Communication, Importance and Purpose of Communication, Process of Communication, Types of Communication, Barriers to Communication, Essentials of Effective Communication.

Unit Number: 2	Title: Non-Verbal Communication	No. of hours: 10
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Content Summary: Personal Appearance, Gestures, Postures, Facial Expression, Eye Contacts, Body Language (Kinesics) Time language, Tips for Improving Non-Verbal Communication

Unit Number: 3	Title: Number System	No. of hours: 20
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Content Summary:
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

Unit Number: 4	Title: Time Management	No. of hours: 8
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Content Summary:
Time management strategies, Setting goals, organizing, and planning ahead, Making the most of your time Deal with distractions, Procrastination and Avoiding distractions



***Self-Learning Components:**

- Time management
- Procrastination
- Scope of communication

TEXT BOOK:

Aggarwal, R. S. (2014). Quantitative aptitude (Revised edition).

Gladwell, M. (2021). Talking to strangers.

Scott, S. (2004). Fierce conversations.

Reference Books:

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© 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	-	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	PSO4
CO1	-	-	2	-
CO2	-	-	-	-
CO3	-	-	-	-
CO4	-	-	-	-

Relevance of the Syllabus to various indicators



Unit I	Communication: An Introduction
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	Non-Verbal Communication
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 &	To excel the ability to perform official and social responsibility in a



Sustainability	way.
Unit III	Number System
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	Time Management



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 th IR	Technology Integration, Innovation and Adaptation

Department:	Department of Commerce		
Course Name: Critical and Design Thinking	Course Code	L-T-P	Credits
	SEC027	2-0-0	2
Type of Course:	SEC		
Pre-requisite(s), if any:			



Brief Syllabus:
 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.

UNIT WISE DETAILS

Unit Number: 1	Introduction to Critical Thinking	No. of hours: 7
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Content Summary:
 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

Unit Number: 2	Arguments and Fallacies	No. of hours: 8
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Content Summary:
 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

Unit Number: 3	Introduction of Design Thinking	No. of hours: 8
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Content Summary:
 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

Unit Number: 4	Design team-Team formation	No. of hours: 7
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Content Summary:
 Principles of prototyping, Prototyping technologies, Prototype using simple things, Wooden model, Clay model, 3D printing; Experimenting/testing.

- Self-Learning Components:**
- Online platforms like Coursera, edX, and Udemy offer courses specifically focused on critical and design thinking.
 - 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.
 - Explore interactive websites and tools that promote critical and design thinking skills.
 - Websites like MindMeister and Canva provide templates and tools for brainstorming, mind mapping, and visual design.
 - These platforms can help you practice and apply critical and design thinking techniques in a hands-on manner.

Reference Books:

1. Design Thinking: A Guide to Creative Problem Solving for Everyone by K.V. Venkataraman (Published by SAGE Publications India Pvt Ltd, 2020)
2. Design Thinking: An Indian Perspective by Shilpa Das and Utpal Sharma



(Published by Springer, 2020)

3. Design Thinking for Education: Conceptions and Applications in Teaching and Learning by Raghava K and Ramanujam G (Published by Springer, 2018)
4. Design Thinking: An Indian Approach by Sanjay Gupta and Mahim Sagar (Published by Ane Books, 2012)
5. Critical and Creative Thinking: A New Approach to Indian Education by C.G. Venkatesha 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©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C4	-	-
CO2	-	-	-
CO3	-	-	-
CO4	-	-	-



CO5	-	-	-
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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	B. Tech. in Mechanical Engineering	Design Thinking



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

4TH SEM

Department:	School of Management & Commerce		
Course Name: Research Methodology for Business	Course Code	L-T-P	Credits
	MCMC202	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
<p>Brief Syllabus: “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>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction	No. of hours:	
Content Summary: 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.		
Unit Number: 2	Title: Data Collection Methods	No. of hours:
Content Summary: 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.		
Unit Number: 3	Title: Sampling	No. of hours:
Content Summary: 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.		
Unit Number: 4	Title: Testing of Hypothesis & Report Writing	No. of hours: 8
Content Summary: 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.		
*Self-Learning Components: <ul style="list-style-type: none">• Primary and secondary data sources• Product research		
TEXT BOOK: Zikmund, Babin, et. al. <i>Business Research Methods</i> , 8 th edition, Cengage Learning.		



Kothari C R, Research Methodology (Methods and Techniques) 2nd edition, New age international (P) ltd

Reference Books:

1. Chawla Deepak, *Research Methodology*, 2nd edition, Vikas Publications.
2. Dash Priaranjan, *Research Methodology*, 3rd edition, Vrinda Publication.

Define Course Outcomes (CO)

COs	Statements
CO1	Understanding 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	Understanding 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© 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	-	-	-



C02	-	-	-
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	-	-	-	2
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.
Unit II	Sampling
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	-
Unit III	Data Collection Methods
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.
Unit IV	Testing of Hypothesis & Report Writing
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.
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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	Research Methodology
AMITY UNIVERSITY	BBA	Research Methodology
SHIV NADAR UNIVERSITY	BBA	Research Methodology

Department:	School of Management & Commerce		
Course Name: Global Supply Chain and EXIM	Course Code	L-T-P	Credits
	MCSP164	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			



Brief Syllabus: The objective of this course is to prepare students for international trade operations and freight forwarding by providing them with a comprehensive understanding of export and import procedures, freight forwarding operations, and documentation requirements.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction to International Trade and Freight Forwarding Multimodal Transportation and Documentations	No. of hours: 20
Content Summary: Basics of international trade and freight forwarding, Types of custom clearances and their importance, Overview of domestic and international freight forwarding networks, Introduction to EXIM procedures		
Unit Number: 2	Title: Freight Forwarding Operations and Procedures Cargo Handling and INCO Terms	No. of hours: 20
Content Summary: Overview of operational procedures in freight forwarding, Pre-operating checks and operational checks for shipments, Shipping bill and airway bill procedures, Freight forwarding process as per customer requirements Introduction to cargo handling and INCO terms, Types of cargoes for transportation and their packaging requirements, Inspection procedures for cargo unloading, Regulations and handling guidelines for air, sea, and land transport		
Unit Number: 3	Title: Export and Import Procedures and Documentation	No. of hours: 10
Content Summary: Basics of export and import procedures, Export and import documentation framework and contracts, Payments and finance in international trade, Quality control and clearance of cargo		
Unit Number: 4	Title: Packaging, Insurance, and Risk Management	No. of hours: 10
Content Summary: Export packaging and preparation of pre-shipment documentation, Insurance policies and coverage for		



cargo, Overview of major laws governing export contracts, Risk assessment and risk management in international trade

***Self-Learning Components:**

- **EXIM**
- **Export and Import**

TEXT BOOK:

Cherunilam, F - International Trade and Export Management (Himalaya)

Krishnaveni Muthiah- Logistics Management and World Seaborne Trade (Himalaya)

Reference Books:

International Freight Forwarding a Complete Handbook Paperback – 1 January 2021 by Samir J Shah

Export/Import Procedures and Documentation Hardcover by Thomas E. Johnson

<https://fresatechnologies.com/wp-content/uploads/2020/01/Introduction-to-Freight-Forwarding.pdf>

https://www.mlsu.ac.in/econtents/1198_e-book%20on%20export%20import%20procedure.pdf

Define Course Outcomes (CO)

COs	Statements
CO1	Discuss the basics of international trade, EXIM, and freight forwarding.
CO2	Explain the functions of multimodal transportation and its importance in freight forwarding.
CO3	Apply the operational procedures involved in freight forwarding and customs clearance.
CO4	Manage cargo handling processes and ensure proper handling and documentation.

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	-	-	-
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	2	3	2	3	3	3	2	3	-	-
CO2	2	3	3	2	3	3	2	3	3	3	-	-
CO3	3	3	3	3	3	1	3	2	2	2	-	-
CO4	3	3	3	3	2	3	2	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	2	2	2	-
CO2	1	3	2	-
CO3	3	1	2	-
CO4	3	3	3	-

Relevance of the Syllabus to various indicators

Unit I	Introduction to International Trade and Freight Forwarding
Local	Understanding international trade basics supports local businesses in expanding their market reach.
Regional	Knowledge of international trade facilitates regional economic integration and trade agreements.
National	Understanding EXIM procedures contributes to balanced international trade for the nation.
Global	Mastery of international trade concepts is vital for successful global trading relationships.
Employability	Learning about international trade enhances employability in roles involving global business.
Entrepreneurship	Understanding EXIM processes aids entrepreneurs in exploring global business opportunities.
Skill Development	Learning about freight forwarding develops skills in logistics and international trade.
Professional Ethics	Ethical trade practices involve transparent and compliant customs clearance.
Gender	Ensuring gender diversity in international trade roles.
Human Values	Ethical trade practices involve fair treatment of partners and adherence to regulations.
Environment & Sustainability	Sustainable trade practices consider environmental impact and resource use.



Unit II	Multimodal Transportation and Documentations
Local	Efficient multimodal transportation facilitates smooth local and regional supply chains.
Regional	Multimodal transportation networks promote regional connectivity and trade.
National	Efficient transportation procedures support stable national supply chains.
Global	Mastery of multimodal transportation ensures seamless global logistics.
Employability	Knowledge of multimodal transportation enhances employability in logistics roles.
Entrepreneurship	Understanding multimodal logistics supports entrepreneurs in efficient supply chain design.
Skill Development	Learning documentation procedures cultivates organizational and record-keeping skills.
Professional Ethics	Ethical logistics practices involve accurate documentation and transparent customs procedures.
Gender	Ensuring gender-inclusive participation in logistics and transportation roles.
Human Values	Ethical logistics practices involve responsible documentation and transparent communication.
Environment & Sustainability	Sustainable logistics practices consider environmental impact and resource use.
Unit III	Freight Forwarding Operations and Procedures
Local	Efficient freight forwarding enhances local and regional supply chain operations.
Regional	Effective freight forwarding practices promote smooth regional trade networks.
National	Mastery of freight forwarding contributes to stable national supply chains.
Global	Understanding freight forwarding is crucial for seamless global trade.
Employability	Freight forwarding skills enhance employability in logistics coordination and EXIM roles.



Entrepreneurship	Understanding freight forwarding supports entrepreneurs in efficient logistics management.
Skill Development	Learning freight forwarding procedures cultivates organizational and problem-solving skills.
Professional Ethics	Ethical freight forwarding involves transparent and compliant shipment procedures.
Gender	Ensuring gender-inclusive participation in logistics and freight forwarding roles.
Human Values	Ethical freight forwarding practices involve fair treatment of partners and adherence to regulations.
Environment & Sustainability	Sustainable freight forwarding practices consider environmental impact and resource use.
Unit IV	Cargo Handling and INCO Terms
Local	Proper cargo handling ensures safe and timely deliveries within local markets.
Regional	Standardized cargo handling practices promote smooth regional logistics.
National	Uniform cargo handling procedures contribute to consistent national supply chains.
Global	Mastery of cargo handling is vital for smooth global logistics.
Employability	Cargo handling skills enhance employability in logistics coordination and EXIM roles.
Entrepreneurship	Understanding cargo handling supports entrepreneurs in managing their logistics efficiently.
Skill Development	Learning cargo handling techniques cultivates operational and safety skills.
Professional Ethics	Ethical cargo handling involves responsible treatment of goods and adherence to safety guidelines.
Gender	Ensuring gender-inclusive participation in cargo handling roles.
Human Values	Ethical cargo handling practices involve responsible resource utilization and worker safety.
Environment &	Eco-friendly cargo handling practices promote sustainable logistics and



Sustainability	reduced waste.
Unit V	Export and Import Procedures and Documentation
Local	Mastering export and import procedures supports local businesses in global trade.
Regional	Efficient export and import processes facilitate regional trade and connectivity.
National	Expertise in export and import procedures contributes to balanced national trade.
Global	Understanding EXIM documentation is essential for successful global trade.
Employability	Knowledge of export and import procedures enhances employability in logistics and EXIM roles.
Entrepreneurship	Understanding EXIM procedures aids entrepreneurs in navigating global trade regulations.
Skill Development	Learning export and import documentation cultivates organizational and regulatory compliance skills.
Professional Ethics	Ethical EXIM practices involve accurate documentation and transparent trade agreements.
Gender	Ensuring gender-inclusive participation in logistics and EXIM roles.
Human Values	Ethical EXIM practices involve transparent communication, fair treatment, and adherence to regulations.
Environment & Sustainability	Sustainable trade practices consider environmental impact and promote responsible production and transportation.
Unit VI	Packaging, Insurance, and Risk Management
Local	Effective packaging ensures safe local and regional transportation.
Regional	Standardized packaging practices facilitate smooth regional supply chains.
National	Uniform packaging procedures contribute to consistent national logistics.
Global	Mastery of packaging techniques is crucial for secure global transportation.



Employability	Packaging and risk management skills enhance employability in logistics and EXIM roles.
Entrepreneurship	Understanding packaging and risk management supports entrepreneurs in ensuring product integrity.
Skill Development	Learning about packaging and risk assessment cultivates safety and quality control skills.
Professional Ethics	Ethical packaging involves adhering to safety standards and ensuring accurate labeling.
Gender	Ensuring gender-inclusive participation in packaging and risk management roles.
Human Values	Ethical packaging practices involve responsible resource utilization and product safety.
Environment & Sustainability	Sustainable packaging practices consider environmental impact and promote responsible production and transportation.
SDG	SDG 8, SDG 9, SDG 11, SDG 12
NEP 2020	<p>Skill Development: The practical nature of global supply chain and EXIM aligns with NEP 2020's skill-based approach.</p> <p>Holistic Learning: The multidisciplinary content of the course resonates with NEP 2020's emphasis on holistic education.</p> <p>Outcome-Based Learning: Learning about international trade and logistics supports NEP 2020's outcome-based learning approach.</p>
POE/4 th IR	<p>Technology Integration: The use of technology in freight forwarding and documentation aligns with the 4th IR's emphasis on technological integration.</p> <p>Automation and Efficiency: Learning about technology-driven logistics processes resonates with 4th IR's focus on automation and efficiency.</p> <p>Data-Driven Insights: Utilizing data analytics for transportation demand forecasting and risk management aligns with the 4th IR's emphasis on data-driven insights.</p>



Department:	School of Management & Commerce		
Course Name: Technology-driven Supply Chain and Logistics	Course Code MCSP165	L-T-P 4-0-0	Credits 4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: <p>This course aims to provide students with an understanding of how technology is transforming supply chain and logistics operations and equip them with the necessary knowledge and skills to effectively leverage technology for improved efficiency and competitiveness.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Technology-driven Supply Chain and Logistics Technology-enabled Inventory Management	No. of hours: 20	
Content Summary: <p>Overview of technology-driven supply chain and logistics, Digital transformation in supply chain management, Role of technology in enhancing visibility and collaboration, Industry 4.0 and its implications for supply chain and logistics.</p> <p>Inventory optimization using technology, RFID and barcode technologies, IoT applications in inventory tracking, Warehouse automation and robotics, Real-time inventory monitoring and control systems.</p>			
Unit Number: 2	Title: Transportation and Logistics Technology Technology-enabled Supply Chain Visibility	No. of hours: 20	



Content Summary:

Transportation management systems (TMS), Route optimization and vehicle tracking technologies, Last-mile delivery solutions, Fleet management and telematics, E-commerce logistics and fulfillment technologies.

Introduction to supply chain visibility, Role of technology in enhancing supply chain visibility, Real-time tracking and tracing technologies, Sensor technologies in supply chain visibility, Supply chain event management systems, Integration of visibility data across the supply chain.

Unit Number: 3	Title: Emerging Technologies in Supply Chain and Logistics - I	No. of hours: 10
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Content Summary:

Blockchain and its applications in supply chain, Artificial intelligence and machine learning in logistics, Robotic process automation (RPA), Drones and autonomous vehicles in logistics, Augmented reality (AR) and virtual reality (VR) in supply chain operations..

Unit Number: 4	Title: Emerging Technologies in Supply Chain and Logistics - II	No. of hours: 10
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Content Summary:

Internet of Things (IoT) in logistics, Cloud computing in supply chain management, Collaborative platforms and digital marketplaces, Gamification and incentivization in supply chain operations.

***Self-Learning Components:**

- Logistics
- Supply Chain

TEXT BOOK:

Digital Supply Networks: Transform Your Supply Chain and Gain Competitive Advantage with Disruptive Technology and Reimagined Processes by Amit Sinha, Ednilson Bernardes, Rafael Calderon, Thorsten Wuest

Reference Books:

1. Artificial Intelligence Pertinence in Supply Chain and Logistics Management by Maria Tresita Paul V
2. Digital Supply Chain and Logistics with IoT Practical Guide, Methods, Tools and Use Cases for Industry by Andreas Holtschulte
3. Utilizing Blockchain Technologies in Manufacturing and Logistics Management by Mangesh M. Ghonge, Nijalingappa Pradeep, Piyush Kumar Shukla, Renjith V. Ravi, S. B. Goyal



Define Course Outcomes (CO)

COs	Statements
CO1	Explain the role of technology in supply chain and logistics management and its impact on overall business performance.
CO2	Analyze and evaluate different technologies and their applications in supply chain and logistics operations.
CO3	Apply technology-driven solutions to optimize supply chain processes and enhance operational efficiency.
CO4	Identify and mitigate the challenges and risks associated with implementing technology-driven supply chain and logistics systems.

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	3	2	2	2	3	2	3	2	3	-	-
CO2	2	2	2	2	3	2	2	2	2	2	-	-
CO3	2	2	2	2	2	2	2	2	2	2	-	-
CO4	3	3	2	2	3	2	2	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
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CO-PSO Mapping

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

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

Relevance of the Syllabus to various indicators

Unit I	Introduction to Technology-driven Supply Chain and Logistics
Local	Introduction to Technology-driven Supply Chain and Logistics**
Regional	Understanding technology-driven supply chain benefits local businesses in adopting modern practices.
National	Technology in supply chain enhances regional trade and connectivity.
Global	Technology-driven logistics contributes to the nation's modernization and efficient trade.



Employability	Mastery of technology in supply chain aligns with global logistics advancements.
Entrepreneurship	Knowledge of technology-driven supply chain enhances employability in logistics roles.
Skill Development	Understanding technology integration supports entrepreneurs in logistics startups.
Professional Ethics	Learning about technology-driven logistics cultivates skills in modern supply chain practices.
Gender	Ethical supply chain practices involve transparent technology adoption and data management.
Human Values	Ensuring gender-inclusive participation in technology-driven logistics roles.
Environment & Sustainability	Ethical technology adoption respects data privacy and responsible usage.
Unit II	Technology-enabled Inventory Management
Local	Efficient inventory management supports local production and distribution.
Regional	Standardized inventory practices enhance regional supply chains.
National	Optimal inventory management contributes to consistent national supply chains.
Global	Mastery of inventory technology aligns with efficient global supply chains.
Employability	Inventory management skills are valuable for roles in logistics and operations.
Entrepreneurship	Understanding inventory technology assists entrepreneurs in resource management.
Skill Development	Learning inventory optimization develops analytical skills.
Professional Ethics	Ethical inventory management involves responsible resource use and accurate data handling.
Gender	Ensuring gender-inclusive participation in inventory management roles.
Human Values	Responsible inventory management respects data privacy and transparent



	practices.
Environment & Sustainability	Efficient inventory practices minimize waste and promote sustainability.
Unit III	Transportation and Logistics Technology
Local	Efficient transportation practices support local market connectivity.
Regional	Technology in transportation enhances regional trade and connectivity.
National	Technology-enabled logistics contribute to stable national supply chains.
Global	Mastery of transportation technology aligns with seamless global logistics.
Employability	Transportation technology skills are valuable for logistics coordination roles.
Entrepreneurship	Understanding transportation technology supports entrepreneurs in efficient supply chain management.
Skill Development	Learning about transportation technologies cultivates operational and coordination skills.
Professional Ethics	Ethical transportation practices involve accurate tracking and transparent processes.
Gender	Ensuring gender-inclusive participation in transportation and logistics roles.
Human Values	Ethical transportation practices involve safe and responsible logistics management.
Environment & Sustainability	Eco-friendly transportation practices reduce emissions and promote sustainability.
Unit IV	Technology-enabled Supply Chain Visibility
Local	Enhanced supply chain visibility supports local market planning and coordination.
Regional	Technology-driven visibility enhances regional supply chain collaboration.
National	Improved supply chain visibility contributes to stable national trade.
Global	Mastery of visibility technology aligns with efficient global supply chain



	operations.
Employability	Supply chain visibility skills are valuable for logistics coordination roles.
Entrepreneurship	Understanding visibility technology supports entrepreneurs in real-time decision-making.
Skill Development	Learning visibility technology cultivates analytical skills.
Professional Ethics	Ethical visibility practices involve responsible data handling and transparent reporting.
Gender	Ensuring gender-inclusive participation in supply chain visibility roles.
Human Values	Ethical visibility practices involve transparent data sharing and responsible usage.
Environment & Sustainability	Improved visibility can optimize resource use and reduce waste.
Unit V	Emerging Technologies in Supply Chain and Logistics - I
Local	Knowledge of emerging tech benefits local businesses in adopting modern logistics practices.
Regional	Mastery of emerging tech enhances regional supply chain innovation.
National	Understanding emerging tech contributes to the nation's technological advancement in logistics.
Global	Mastery of emerging tech aligns with global logistics innovation.
Employability	Understanding emerging tech enhances employability in modern logistics roles.
Entrepreneurship	Mastery of emerging tech supports entrepreneurs in logistics innovation.
Skill Development	Learning about emerging tech cultivates skills in modern supply chain practices.
Professional Ethics	Ethical tech adoption involves responsible use of emerging technologies.
Gender	Ensuring gender-inclusive participation in technology-driven logistics roles.
Human Values	Ethical tech adoption respects data privacy and responsible tech use.
Environment &	Emerging technologies can optimize logistics efficiency and reduce



Sustainability	environmental impact.
Unit VI	Emerging Technologies in Supply Chain and Logistics - II
Local	Understanding IoT and cloud tech benefits local businesses in modernizing logistics.
Regional	Mastery of collaborative platforms enhances regional supply chain connectivity.
National	Adoption of digital marketplaces contributes to national logistics innovation.
Global	Mastery of IoT and cloud tech aligns with global logistics advancements.
Employability	Understanding IoT and cloud tech enhances employability in modern logistics roles.
Entrepreneurship	Mastery of collaborative platforms supports entrepreneurs in logistics innovation.
Skill Development	Learning about IoT and cloud tech cultivates skills in modern supply chain practices.
Professional Ethics	Ethical adoption of tech involves responsible use of collaborative platforms.
Gender	Ensuring gender-inclusive participation in tech-driven logistics roles.
Human Values	Ethical tech adoption respects data privacy and responsible tech use.
Environment & Sustainability	IoT and cloud tech can optimize resource use and reduce environmental impact.
SDG	SDG 8, SDG 9, SDG 11, SDG 12
NEP 2020	<p>Skill Development: The practical focus on technology-driven supply chain aligns with NEP 2020's emphasis on skill-based education.</p> <p>Holistic Learning: The multidisciplinary content of the course resonates with NEP 2020's holistic education approach.</p> <p>Outcome-Based Learning: Learning about technology's role in logistics supports NEP 2020's outcome-based learning philosophy.</p>
POE/4 th IR	Technology Integration: The course's focus on technology integration in supply chain resonates with the 4 th IR's emphasis on technological advancement.



	<p>Automation and Efficiency: Learning about automation, robotics, and IoT aligns with 4th IR's focus on automation and efficiency.</p> <p>Data-Driven Insights: Understanding technology-driven supply chain supports the 4th IR's emphasis on data-driven decision-making.</p>
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Department:	School of Management & Commerce		
Course Name: Life Skills For Leaders II	Course Code	L-T-P	Credits
	AEC022	2-0-0	2
Type of Course:	AEC		
Pre-requisite(s), if any:			
Brief Syllabus:			
<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>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Personality Improvement	No. of hours:	
Content Summary:			
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			
Unit Number: 2	Title: Ratio & its application	No. of hours:	
Content Summary:			
Time & Work, Time & Distance, Train, Boat & Stream, Permutation & combination, Probability			
Unit Number: 3	Title: BODMAS and mensuration Presentation Skills	No. of hours:	



Content Summary: Presentation Skills, Telephone etiquettes, LinkedIn Profile and professional networking, Video resumes & Mock interview sessions. Inequalities, Log, progression, Mensuration		
Unit Number: 4	Title: Leadership skills	No. of hours: 8
Content Summary: Nurturing future leaders, Increasing productivity of the workforce, Imparting Self-leadership, Executive leadership		
*Self-Learning Components: <ul style="list-style-type: none"> • Regression • Productivity 		
TEXT BOOK: Aggarwal, R. S. (2014). Quantitative aptitude (Revised edition). Reference Books: 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© 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

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	PSO4
CO1	-	2	-	-
CO2	-	-	-	-
CO3	-	-	-	-
CO4	-	-	-	-

Relevance of the Syllabus to various indicators



Unit I	Personality Improvement
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	Ratio and its Application
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 &	To excel the ability to perform official and social responsibility in a



Sustainability	way.
Unit III	BODMAS and mensuration Presentation and Skills
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	Leadership 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 th IR	Technology Integration, Innovation and Adaptation

Department:	School of Management and Commerce		
Course Name: Business Intelligence Tools	Course Code	L-T-P	Credits
	SEC028	2-0-0	2



Type of Course:	SEC	
Pre-requisite(s), if any:		
Brief Syllabus: Definition and importance of business intelligence, Exploratory data analysis techniques, Data extraction, transformation, and loading (ETL) processes , Creating interactive dashboards and reports.		
UNIT WISE DETAILS		
Unit Number: 1	Introduction to Business Intelligence	No. of hours: 8
Definition and importance of business intelligence, Overview of business intelligence tools and technologies, Data collection, integration, and data quality management		
Unit Number: 2	Data Analysis and Visualization	No. of hours: 8
Exploratory data analysis techniques, Data mining and statistical analysis methods, Visualization principles and best practices		
Unit Number: 3	Business Intelligence Tools	No. of hours: 7
Overview of popular business intelligence tools, Hands-on training on tool functionalities and features , Data extraction, transformation, and loading (ETL) processes		
Unit Number: 4	Business Intelligence Applications	No. of hours: 7
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		
*Self-Learning Components: <ul style="list-style-type: none"> • 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. • Access the official documentation and user guides provided by the tool vendors. • Seek out practice datasets or participate in projects that require the use of business analytical tools. • Join online forums and discussion boards related to the specific business analytical tool you are learning. 		
Reference Books: <ul style="list-style-type: none"> • "Data Visualization: Principles and Practice" by Alexandru C. Telea • "Tableau For Dummies" by Molly Monsey and Paul Sochan • "Power BI Cookbook: Creating Business Intelligence Solutions of Analytical Data 		



Models, Reports, and Dashboards" by Brett Powell

Define 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.
CO3	Technical Skills: perform data analysis, applying appropriate data mining and statistical techniques.
CO4	Application and Decision Making: Create meaningful reports and recommendations based on data analysis.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowled ge 2. Understa nd 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C1, C2	-	-
CO2	-	-	-
CO3	-	-	-
CO4	C6	-	-

CO-PO Mapping

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



CO4	2	1	3	1	2	2	2	3	3	3
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CO-PSO Mapping

CO	PSO1	PSO2	PSO3	PSO4
CO1	3			
CO2		3		2
CO3	2		3	
CO4				3

Relevance of the Syllabus to various indicators

Unit I	Introduction to Business Intelligence
Local	Local businesses can use BI to analyze sales data, customer demographics, and geographic patterns to make informed decisions
Regional	BI helps organizations streamline operations, standardize processes, and make data-driven decisions at a regional level.
National	Utilize BI to analyze economic indicators, track key performance metrics, and make informed decisions for national economic development.
Global	Analyze data from various global locations, standardize reporting processes, and gain insights into global market trends, consumer behavior, and competitive landscapes
Employability	Enhance employability by making individuals more competitive for data-driven roles in organizations.
Entrepreneurship	Help entrepreneurs track key performance indicators, optimize operations, and identify growth opportunities.
Skill Development	Developing proficiency in these skills through BI training enhances overall skill development.
Professional Ethics	Essential in maintaining trust and credibility in the use of business intelligence.
Gender	Promotes inclusivity and diversity by providing equal opportunities for individuals regardless of gender.
Human Values	Enabling data-driven insights, BI can support initiatives focused on gender equality and human values in the workplace.
Environment Sustainability	& Enables organizations to measure, analyze, and monitor their environmental impact by tracking energy consumption, waste generation, carbon emissions, and other sustainability metrics.
Unit II	Data Analysis and Visualization
Local	Visualizing local data can also help engage community members, promote transparency, and facilitate effective communication of information.
Regional	Allows stakeholders to understand complex patterns and make informed decisions to foster regional development and collaboration.
National	Helps communicate insights to policymakers, researchers, and citizens, facilitating transparency, accountability, and evidence-based decision-making.
Global	Facilitates data sharing and collaboration across countries, and supports evidence-based decision-making at the global level.



Employability	Enhance their employability and increase their chances of securing roles in data-driven organizations.
Entrepreneurship	Optimize business strategies, while visualization aids in communicating insights effectively to stakeholders and investors.
Skill Development	Acquiring these skills through training and practice helps individuals improve their overall skill set and remain adaptable in an increasingly data-driven world.
Professional Ethics	Understanding ethical principles in data analysis and visualization promotes responsible and transparent practices in the use of data.
Gender	Contribute to promoting gender equality and human values.
Human Values	Helps in effectively communicating these disparities and raising awareness about social issues, fostering inclusivity, and promoting diversity.
Environment & Sustainability	Crucial for understanding and addressing environmental challenges.
Unit III	Business Intelligence Tools
Local	Gain insights into their customer base, optimize operations, and make data-driven decisions to improve their products, services, and marketing strategies.
Regional	BI tools to assess the overall regional performance, identify growth sectors, and make informed policy decisions to drive economic development.
National	Gain insights into social and economic challenges, formulate effective policies, and monitor their impact for the betterment of the nation.
Global	Monitor international market trends, consumer preferences, and competitor strategies.
Employability	Enhances employability by demonstrating the ability to work with complex data sets, extract valuable insights, and present findings in a meaningful way.
Entrepreneurship	Enables them to identify opportunities, optimize operations, and create targeted marketing strategies to drive business growth and success.
Skill Development	Helps individuals develop skills such as data analysis, data visualization, data interpretation, and critical thinking.
Professional Ethics	Seeking appropriate permissions for data usage, and maintaining the integrity
Gender	Promote gender equality and human values by enabling data-driven decision-making that is objective, fair, and unbiased.
Human Values	Improvement and take proactive measures to address inequalities and promote a more inclusive workplace culture.
Environment & Sustainability	Gaining insights into their environmental impact, organizations can make informed decisions to reduce their ecological footprint and adopt sustainable practices.
Unit IV	Business Intelligence Applications
Local	Local businesses can analyze customer data, market trends, and local demographics to understand consumer preferences.
Regional	Enable organizations to analyze data from multiple localities within a region.
National	National governments can use BI to analyze economic indicators, monitor key sectors, track employment trends, and inform macroeconomic



	policies.
Global	Ensure compliance with international regulations, mitigate risks, and maintain ethical business practices across borders.
Employability	Proficiency in BI applications enhances employability by equipping individuals with valuable data analysis and decision-making skills.
Entrepreneurship	Provide entrepreneurs with valuable insights into market trends, customer behavior, and competitive landscapes.
Skill Development	Improve their analytical, problem-solving, and decision-making abilities.
Professional Ethics	Professionals using BI tools should adhere to ethical guidelines, ensure the protection of personal information, and handle data in a lawful and ethical manner.
Gender	Contribute to gender equality, diversity, and inclusion initiatives within organizations.
Human Values	Promotes equal opportunities, fair treatment, and inclusive practices.
Environment & Sustainability	BI applications can aid in monitoring and managing environmental and sustainability metrics.
SDG	9
NEP 2020	NEP emphasizes skill development and employability by promoting a holistic and multidisciplinary approach to education.
POE/4th IR	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 (at least 4-5 standard university contents must be referred):

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

5th Semester

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Strategic Orientation for Business	MCMC301	4-0-0	4



Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: 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.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction Strategic Management Process	No. of hours: 10	
Content Summary: 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.			
Unit Number: 2	Title: Environmental Analysis	No. of hours: 8	
Content Summary: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.			
Unit Number: 3	Title: Analysis of Internal Resources	No. of hours: 10	



Content Summary:

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.

Unit Number: 4	Title: Formulation of Strategy	No. of hours: 12
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Content Summary:

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.

***Self-Learning Components:**

- Strategic Management Fundamentals
- Strategic Decision Making
- Strategic Innovation

TEXT BOOK:

1. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi.

Reference Books:

4. C.B. Gupta; S. Chand; Strategic Management Publisher & Distributor
5. Jauch and Glueck; Business Policy and Strategic Management, McGraw-Hill
6. Kazmi, Azhar; Strategic Management, Tata McGraw-Hill, New Delhi

Define Course Outcomes (CO)

COs	Statements
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© 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	-	-	-
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	-	-	-	-	-
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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	3	-	-	-
CO2	3	3	-	1
CO3	3	3	-	1
CO4	3	-	-	1

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	-
Unit II	Environmental Analysis
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	-



Unit III	Formulation of Strategy
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	-
Unit IV	Analysis of Internal Resources
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):

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	BBA	Strategic Management
AMITY UNIVERSITY	BBA	Business Policy & Strategic Management
DELHI UNIVERSITY	BBA	Business Policy & Strategy



Department:		School of Management & Commerce		
Course Name:		Course Code	L-T-P	Credits
Business Statistics		MCMC303	4-0-0	4
Type of Course:		MAJOR		
Pre-requisite(s), if any: Knowledge of Statistics				
Brief Syllabus:				
<p>Statistics, quite simply, is about learning from sample data. You face a group of individuals – perhaps people, but maybe cans of tomatoes, or automobiles, or fish in a lake, or even something as nebulous as calendar weeks. This group is the population of interest to you. There is something you would like to know about this population: How likely are the people to try a new product you are thinking of bringing to the market? Are the cans properly sealed? What determines the cost of keeping the cars in working condition? How many fish are there? What will demand for your product be in the weeks to come? The answer to your question will guide you in making a decision. If you could simply collect data from all the members of your population, you would know what you need to know. However, there can be many reasons why this might not be possible. It might be too expensive: If the potential purchasers of your product are all the adult consumers in the United States, the sheer size of the population makes contacting every individual prohibitively costly. It may be that collecting data does direct damage: If you open all the cans of tomatoes to test the contents, you have nothing left to sell. More subtly, the population is often somewhat ill-defined. If you manage a fleet of automobiles, you might consider the population of interest to be cars actually in your fleet in recent months, together with cars potentially in your fleet in the near future. In this case, some members of the population are not directly accessible to you.</p> <p>For any of these reasons, you might find yourself unable to examine all members of the population directly. So, you content yourself with collecting data from a sample of individuals drawn from the population. Your hope is that the sample is representative of the population as a whole, and therefore anything learned from the sample will give you information concerning the entire population, and will consequently help you make your decisions.</p>				
UNIT WISE DETAILS				
Unit Number:	Title:		No. of hours:	
1	Introduction to managerial statistics		12	



	Data Overview	
Content Summary: Introduction to managerial statistics: Concept; applications in different fields of management i.e. marketing, HR, Finance and quality etc.; critical analysis of Duckworth Lewis method; distrust and limitations. Data overview: Collection & presentation methods.		
Unit Number: 2	Title: Representative measures Dispersion measures	No. of hours: 10
Content Summary: Representative measures: Mean, median, mode, partition values. Dispersion measures: Absolute & relative measures- range, quartile deviation, average deviation, standard deviation, skewness, case lets		
Unit Number: 3	Title: Linear regression Models Test of association between variables	No. of hours: 12
Content Summary: Linear regression models: Generating solutions; applications in marketing. Test of association between variables: Types of correlations; Measures: Karl Pearson and Spearman; Case lets.		
Unit Number: 4	Title: Probability distribution Sampling	No. of hours: 12



Content Summary:

Probability distribution: Introduction; types of events; theorems: Bayes’ Theorem and applications; introduction to probability distribution – discrete (Binomial & Poisson) & continuous (normal);

Sampling: Meaning; types; sampling distributions; application of sampling in field of Marketing, HR, Finance.

***Self-Learning Components:**

- **Data Collection and Sampling**
- **Descriptive Statistics**

TEXT BOOK:

Gupta, S. P. & Gupta, M. P. (2014). *Business statistics*, New Delhi: S. Chand Publication.

Reference Books:

1. Levin, R. & Rubin, D. S,(1998). *Statistics for management*(7th ed.). United States: Pearson Education.
2. Black, K., (2017). *Business statistics: for contemporary decision making*(9th ed.).Singapore: John Wiley & Sons (Asia) Pvt. Ltd.
3. Business Statistics – by J. K Sharma, Pearson education.
4. Complete Business Statistics Amir D Aczel&Jayavel Sounder pandyan.
5. Introductory Statistics by Weiss. Seventh edition, Pearson education.
6. Statistics for Business and Economics – by Anderson, Sweeney and Williams – Cengage publishing.
7. Business Statistics with CD-ROM by Naval Bajpai, Pearson Publication.
8. Statistics for management – by Gerald Keller, Cengage Learning.
9. Statistics for management - by T N Srivastava and ShailajaRego, The McGraw-Hill companies.
10. Introduction to Business Statistics- by Ronald M.Weiers; Duxbury Thomson Learning.
11. Statistical techniques in Business and Economics – by Lind, Marchal and Wathen, The McGraw-Hill companies.

Define Course Outcomes (CO)

COs	Statements
CO1	Understanding the fundamentals of statistics and its application in different fields of management i.e marketing, HR, Finance, cricket and data collection & presentation methods.



CO2	Critical understanding of central tendency and dispersion measures in field of management of business decision making.
CO3	Impart hands on practices with respect to the statistical tools like, regression and correlation methods in job, business and life.
CO4	Establishment of understanding about probability concepts and sampling methods with its application in fields of marketing HR and Finance and off course life decision making.

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	-	-	2	-	3	-	-	-	-	-	-
CO2	-	2	-	2	-	-	-	-	-	-	-	-
CO3	2	-	3	-	2	-	-	-	-	-	-	-
CO4	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	-	-	-	-
CO2	-	-	-	-
CO3	-	-	-	-
CO4	-	-	-	-

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

Relevance of the “”to various indicators

Unit I	Introduction and Data Overview
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	-
Unit II	Representative measures and Dispersion measures
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	-
Unit III	Probability Distribution and sampling
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	-
Unit IV	Linear regression Models and Test of association between variables
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.

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	Business Statistics
AMITY UNIVERSITY	BBA	Business Statistics
SYMBIOSIS UNIVERSITY	BBA	Business Statistics

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Fundamentals of Supply Chain Analytics and Big Data	MCSP166	4-0-0	4



Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: This course aims to equip students with the fundamental knowledge and skills in supply chain analytics and big data to effectively analyze and leverage large-scale data sets for informed decision-making in supply chain management.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Business Statistics Fundamentals	No. of hours: 10	
Content Summary: Introduction to Statistics and its role in Supply Chain Analytics, Data Types, Frequency Distributions and Data Visualization, Measures of Central Tendency and Dispersion, Probability and Probability Distributions, Sampling and Sampling Distributions, Estimation and Hypothesis Testing, Statistical process control and quality management in supply chain			
Unit Number: 2	Title: Analytics Tools and Techniques Key Metrics in Supply Chain	No. of hours: 20	
Content Summary: Data Management and Data Cleaning, Data Visualization Techniques, Exploratory Data Analysis, Regression Analysis, Time Series Analysis, Predictive Modeling, Data mining and pattern recognition in supply chain analytics. Understanding Key Performance Indicators (KPIs) in Supply Chain, Inventory Turnover and Days of Supply, Order Fulfillment and Perfect Order Metrics, Supply Chain Response Time and Lead Time, Cost Metrics in Supply Chain, Sustainability Metrics in Supply Chain, Customer satisfaction and loyalty metrics			
Unit Number: 3	Title: Business Forecasting with Excel	No. of hours: 10	



Content Summary:

Introduction to Business Forecasting, Time Series Forecasting, Regression-Based Forecasting, Forecasting Accuracy and Error Measures, Creating Forecasts with Excel, Incorporating External Factors into Forecasts, Demand forecasting models for new product introductions, Forecast accuracy improvement methods

Unit Number: 4	Title: Advanced Analytics with Excel Big Data Analytics in Supply Chain	No. of hours: 20
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Content Summary:

Introduction to Optimization Modeling, Linear Programming, Network Optimization, Integer Programming, Simulation Modeling, Decision Analysis and Decision Trees, Advanced optimization techniques in supply chain management

Introduction to Big Data Analytics, Characteristics and Challenges of Big Data in Supply Chain, Big Data Technologies and Tools, Data Collection and Preprocessing for Big Data Analytics, Data Mining and Machine Learning Algorithms for Big Data Analysis, Predictive Analytics with Big Data, Real-time Analytics and Streaming Data, Big Data Visualization and Reporting, Ethical and Privacy Considerations in Big Data Analytics.

***Self-Learning Components:**

- Supply Chain
- Decision Tree

TEXT BOOK:

Supply Chain Analytics by T A S Vijayaraghavan, Wiley India

Supply Chain Analytics: Using Data to Optimise Supply Chain Processes (Mastering Business Analytics) Paperback by Peter W. Robertson

Supply Chain Analytics by: Rabindranath Bhattacharya

Analytics In Operations Supply Chain Management by M Mathirajan and C Rajendran and S Sadagopan and A Ravindran and P Balasubramanian, I K International Publishing House Pvt Ltd

Reference Books:

Big Data Analytics in Supply Chain Management Theory and Applications by Amir H. Gandomi, Iman Rahimi, M. Ali Ülkü, Simon James Fong

Big Data Driven Supply Chain Management A Framework for Implementing Analytics and Turning Information Into Intelligence by Nada R. Sanders

Supply Chain Analytics and Modelling Quantitative Tools and Applications by Nicoleta Tipi

Supply Chain Analytics Using Data to Optimise Supply Chain Processes by Peter W. Robertson



Define Course Outcomes (CO)

COs	Statements
CO1	Apply statistical concepts, methods, and big data analytics techniques to solve business problems in the context of supply chain management.
CO2	Utilize a variety of tools and techniques for data analysis, including statistical analysis and big data processing, to make data-driven decisions in supply chain management.
CO3	Identify and apply critical metrics for measuring and evaluating supply chain performance, leveraging both traditional data sources and big data.
CO4	Utilize Excel and relevant software tools to perform business forecasting and demand planning, incorporating big data analytics for improved accuracy and insights.

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	-	-	-
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	2	2	2	2	2	2	2	3	-	-
CO2	2	2	1	2	2	2	3	2	3	2	-	-
CO3	3	2	2	3	2	3	2	2	2	2	-	-
CO4	2	2	2	2	1	2	2	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	2	2	2	-
CO2	3	2	1	-
CO3	2	2	2	-
CO4	2	3	2	-

Relevance of the Syllabus to various indicators

Unit I	Business Statistics Fundamentals
Local	Understanding statistics supports local businesses in making informed supply chain decisions.
Regional	Applying statistical tools enhances regional supply chain efficiency and decision-making.
National	Mastery of statistics contributes to data-driven national supply chain optimization.



Global	Proficiency in statistics aligns with global best practices in supply chain analytics.
Employability	Statistical skills are valuable for roles involving data analysis in supply chain.
Entrepreneurship	Understanding statistics aids entrepreneurs in data-driven supply chain management.
Skill Development	Learning statistical methods cultivates data analysis and decision-making skills.
Professional Ethics	Ethical supply chain management involves accurate data analysis and transparent reporting.
Gender	Ensuring gender-inclusive participation in data analysis roles.
Human Values	Ethical data analysis respects data privacy and responsible use of statistics.
Environment & Sustainability	Data-driven decisions can optimize resource use and reduce waste.
Unit II	Analytics Tools and Techniques
Local	Mastering analytics tools supports local businesses in adopting data-driven practices.
Regional	Proficiency in analytics enhances regional supply chain efficiency and innovation.
National	Understanding analytics contributes to data-driven national supply chain optimization.
Global	Mastery of analytics aligns with global best practices in supply chain management.
Employability	Analytics skills are valuable for roles involving data-driven decision-making.
Entrepreneurship	Understanding analytics supports entrepreneurs in effective supply chain management.
Skill Development	Learning analytics methods cultivates data analysis and prediction skills.
Professional Ethics	Ethical analytics involves responsible data handling and transparent practices.



Gender	Ensuring gender-inclusive participation in data analytics roles.
Human Values	Ethical data analytics respects data privacy and responsible use of technology.
Environment & Sustainability	Data-driven decisions can optimize resource use and reduce waste.
Unit III	Key Metrics in Supply Chain
Local	Understanding key metrics supports local businesses in tracking supply chain performance.
Regional	Efficient use of key metrics enhances regional supply chain connectivity and collaboration.
National	Mastery of key metrics contributes to stable national supply chain performance.
Global	Proficiency in key metrics aligns with global best practices in supply chain management.
Employability	Knowledge of key metrics enhances employability in supply chain coordination roles.
Entrepreneurship	Understanding key metrics supports entrepreneurs in efficient supply chain management.
Skill Development	Learning about key metrics cultivates analytical and performance evaluation skills.
Professional Ethics	Ethical supply chain management involves accurate tracking and transparent reporting of metrics.
Gender	Ensuring gender-inclusive participation in metrics tracking and analysis roles.
Human Values	Ethical metrics tracking involves transparent reporting and responsible use of data.
Environment & Sustainability	Metrics tracking can promote sustainability and reduced environmental impact.
Unit IV	Business Forecasting with Excel
Local	Effective business forecasting supports local businesses in managing demand and resources.



Regional	Proficiency in forecasting enhances regional supply chain demand planning.
National	Understanding forecasting contributes to stable national supply chain demand management.
Global	Mastery of forecasting aligns with global best practices in supply chain demand prediction.
Employability	Forecasting skills are valuable for roles involving demand planning and resource allocation.
Entrepreneurship	Understanding forecasting supports entrepreneurs in resource management.
Skill Development	Learning forecasting methods cultivates analytical and prediction skills.
Professional Ethics	Ethical forecasting involves accurate prediction and transparent reporting.
Gender	Ensuring gender-inclusive participation in forecasting and analysis roles.
Human Values	Ethical forecasting respects data privacy and responsible use of predictions.
Environment & Sustainability	Accurate forecasting can optimize resource use and reduce waste.
Unit V	Advanced Analytics with Excel
Local	Proficiency in advanced analytics benefits local businesses in optimizing supply chain operations.
Regional	Mastery of advanced analytics enhances regional supply chain efficiency and optimization.
National	Understanding advanced analytics contributes to national supply chain innovation.
Global	Proficiency in advanced analytics aligns with global best practices in supply chain optimization.
Employability	Advanced analytics skills are valuable for roles involving complex supply chain optimization.
Entrepreneurship	Understanding advanced analytics supports entrepreneurs in data-driven decision-making.



Skill Development	Learning advanced analytics methods cultivates complex problem-solving skills.
Professional Ethics	Ethical analytics involves responsible data handling and transparent reporting.
Gender	Ensuring gender-inclusive participation in advanced analytics roles.
Human Values	Ethical advanced analytics respects data privacy and responsible use of technology.
Environment & Sustainability	Data-driven decisions can optimize resource use and promote sustainability.
Unit VI	Big Data Analytics in Supply Chain
Local	Proficiency in big data analytics supports local businesses in optimizing supply chain operations.
Regional	Mastery of big data analytics enhances regional supply chain efficiency and innovation.
National	Understanding big data analytics contributes to national supply chain modernization.
Global	Proficiency in big data analytics aligns with global best practices in supply chain innovation.
Employability	Big data analytics skills are valuable for roles involving complex data analysis.
Entrepreneurship	Understanding big data analytics supports entrepreneurs in data-driven decision-making.
Skill Development	Learning big data analytics cultivates complex data analysis and prediction skills.
Professional Ethics	Ethical big data analytics involves responsible data handling and transparent practices.
Gender	Ensuring gender-inclusive participation in big data analytics roles.
Human Values	Ethical big data analytics respects data privacy and responsible use of technology.
Environment & Sustainability	Data-driven decisions can optimize resource use and promote sustainable practices.



SDG	SDG 8, SDG 9, SDG 12, SDG 17
NEP 2020	<p>Skill Development: The practical nature of supply chain analytics aligns with NEP 2020's skill-based education approach.</p> <p>Holistic Learning: The multidisciplinary content of the course resonates with NEP 2020's holistic education philosophy.</p> <p>Outcome-Based Learning: Learning about analytics and big data supports NEP 2020's outcome-based learning approach.</p>
POE/4 th IR	<p>Technology Integration: The course's focus on analytics and big data resonates with the 4th IR's emphasis on technology-driven solutions.</p> <p>Automation and Efficiency: Learning analytics and big data methods align with 4th IR's focus on automation and operational efficiency.</p> <p>Data-Driven Insights: Embracing data analytics and big data supports the 4th IR's emphasis on data-driven decision-making and insights.</p>

Department:	School of Management & Commerce		
Course Name: Life Skills For Leaders III	Course Code	L-T-P	Credits
	AEC023	3-0-0	3
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus:			
<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>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Data interpretation	No. of hours: 8	
Content Summary:			
Table chart, Line graph, Bar graph, Pie chart			



Unit Number: 2			Title: Logical Reasoning			No. of hours: 12		
Content Summary: Coding & Decoding, Sitting arrangement, Calendar, Clock, Direction Sense, Blood relation, Syllogism.								
Unit Number: 3			Title: Logical & Non-verbal reasoning and Understanding Stress			No. of hours: 12		
Content Summary: 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								
Unit Number: 4			Title: Employability skills			No. of hours: 8		
Content Summary: 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								
*Self-Learning Components: <ul style="list-style-type: none">• Group discussion• Stress								
TEXT BOOK: Aggarwal, R. S. (2014). Quantitative aptitude (Revised edition).								
Reference Books: 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©	Affective levels(A)	Psychomotor levels(P)
	103. Knowledge	86. Receiving	86. Imitation
	104. Understand	87. Responding	87. Manipulation
	105. Apply	88. Valuing	88. Precision
	106. Analyze	89. Organizing	89. Articulation
	107. Evaluate	90. Characterizing	90. Improving
	108. Create		
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.



	<p>Local problem-solving and decision-making.</p> <p>Building trust and relationships within the local community.</p>
Regional	<p>Navigating leadership challenges within a specific geographic region.</p> <p>Regional economic development and cooperation.</p> <p>Addressing regional disparities and opportunities.</p> <p>Promoting unity and collaboration in a regional context.</p>
National	<p>Leadership roles and responsibilities on a national scale.</p> <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	<p>The Management Programme aims to develop students into leaders ready to tackle the challenges of today's complex global business environment.</p>
Employability	<p>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.</p>
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	-
Unit II	Logical Reasoning
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> <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>Logical & Non-verbal reasoning</p> <p>Understanding stress</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> <p>Leadership challenges and opportunities for women.</p> <p>Inclusive and diverse leadership practices.</p>
Human Values	<p>Integrating human values into leadership.</p> <p>Compassion, empathy, and ethical conduct.</p> <p>Creating a values-driven organizational culture.</p> <p>Balancing personal values with leadership responsibilities.</p>
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 th IR	Technology Integration, Innovation and Adaptation

7th Semester

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Business Environment in India	MCMC401	4-0-0	4
Type of Course:	MAJOR		



Pre-requisite(s), if any:		
Brief Syllabus: <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>		
UNIT WISE DETAILS		
Unit Number: 1	Title: Business Environment	No. of hours: 10
Content Summary: Nature, structure and components of business environment; country risk; political risk and corporate adjustment; international impact on business environment; nature of Indian economy.		
Unit Number: 2	Title: Economic Reforms	No. of hours: 10
Content Summary: Current monetary and fiscal policy environment; competitive environment and the Competition Act 2002; consumer and investor’s protection; corporate governance.		
Unit Number: 3	Title: Introduction to background of Industrial Policy and Industrial policy of 1991	No. of hours: 10
Content Summary: public sector reforms; public private partnership; SMEs – threats and challenges; industrial sickness; industrial financial institutions – IDBI, IFCI and ICICI.		
Unit Number:	Title: Balance of payments scenario	No. of hours: 10



4	
Content Summary:	
foreign trade pattern and policy; globalization trends; factors influencing FDI in India; Foreign Exchange Management Act.	
*Self-Learning Components:	
<ul style="list-style-type: none"> • Environmental Sustainability Challenges • Ethical and Social Responsibility Challenges 	
TEXT BOOK:	
Cherulimum, F.(2015). Business environment - Text & cases (24th ed.). New Delhi: Himalayas Publishing House.	
Reference Books:	
<ol style="list-style-type: none"> 1. Mishra, S. K., &Puri, V. K. (2016). Economic environment of business (With case studies).(9th ed.). New Delhi: Himalaya Publishing House. 2. Shukla, M. B. (2012). Business environment - Text and cases. New Delhi: Taxman. 3. Cherulimum, F.(2015). International business environment (2th ed.). New Delhi: Himalayas Publishing House. 4. Saleem, S. (2015). Business environment (3rd ed.). Noida: Pearson India Education. 5. Ashwatthapa, K. (2016). Essentials of business environment (13th ed.). New Delhi: Himalayas Publishing House. 6. Datt, G., &Sundaram, K. P. M.(2016). Indian economy (72nd ed.). New Delhi: S. Chand. 7. Ministry of Finance. Economic Survey (2015-16). New Delhi: Govt. of India. 	
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©	Affective levels(A)	Psychomotor levels(P)
	109. Knowledge 110. Understand 111. Apply 112. Analyze 113. Evaluate 114. Create	91. Receiving 92. Responding 93. Valuing 94. Organizing 95. Characterizing	91. Imitation 92. Manipulation 93. Precision 94. Articulation 95. 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	-	-	-	-	-	-	-	-	-	-	-
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	-
Unit II	Economic Reforms
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	-
Unit III	Introduction to background of Industrial Policy and Industrial policy of 1991
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.
Unit IV	BOP Scenario
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):

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



UNIVERSITY	Environment
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Department:	School of Management and Commerce		
Course Name: Statistical Software Lab	Course Code: MCMC403	L-T-P	Credits
		4-0-0	4
Type of Course:	Programme Core		
Pre-requisite(s), if any:			
<p>Brief Syllabus: 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</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction	No. of hours: 15	
<p>Getting started with the software: 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.</p>			
Unit Number: 2	Title: Hypothesis Testing for Means:	No. of hours: 15	
<p>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.</p>			
Unit Number:	Title: Testing for relationship between variables:	No. of hours: 15	



3		
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.		
Unit Number: 4	Title: Analysis of Structure	No. of hours: 15
Cluster analysis: Hierarchical Cluster analysis, K-Means Cluster Analysis; Factor analysis / Principal Components Analysis		
Self-Learning Components:		
<ul style="list-style-type: none"> • Enroll in online courses or Massive Open Online Courses (MOOCs) offered by reputable platforms like Coursera, edX, or Udemy. • Study and analyze real-world case studies that showcase the application of management theories and concepts. • Engage in online forums and discussion groups focused on management topics. • Read business magazines and publications like Harvard Business Review, Forbes, or The Economist. • Explore reputable management-related websites, such as the websites of management associations, business schools, or management consulting firms. 		
Reference Books:		
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)		
Fundamentals of Applied Statistics, V.K.Kapoor & S.C.Gupta, S. Chand & Sons, New Delhi.		
Theory and Problems of Statistics, M.R. Theory, McGraw-Hill Book, London.		

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			3	
CO3		3	3	
CO4				

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Introduction
Local	Learning to input local data and manage it efficiently is crucial for community-based projects and local decision-making.
Regional	Preparing visual representations of data to support regional planning and development initiatives.
National	Covering widely used national statistical software to equip students for national research and data analysis.
Global	Preparing students for global research and collaboration by introducing software used on the international stage.
Employability	Proficiency in statistical software is a valuable employable skill at all levels, enhancing job prospects in local, regional, national, and global settings.
Entrepreneurship	Understanding data analysis tools and techniques can be an asset for entrepreneurs in various sectors, especially in data-driven business models.
Skill Development	The course fosters skills essential for data analysts, statisticians, and researchers across different sectors and geographic levels.
Professional Ethics	Instilling a strong sense of ethical data handling and reporting is crucial for maintaining trust at all levels.
Gender	-
Human Values	Encouraging ethical and humane considerations in data analysis and research, fostering social responsibility.



Environment & Sustainability	Showing students how to incorporate environmental data into analyses and decision-making, supporting sustainability goals.
Unit II	
Local	-
Regional	Proficiency in these statistical tests is important for regional research institutions and regional businesses that operate across a larger geographical area.
National	T-tests and ANOVA are employed for larger-scale studies and national-level policy research.
Global	T-tests and ANOVA can be used in global research and cross-country comparisons, such as international public health studies.
Employability	International organizations and multinational corporations often require professionals skilled in global data analysis.
Entrepreneurship	Entrepreneurs in global markets can leverage these tools for market analysis and product development.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	On a global scale, T-tests and ANOVA can be applied to assess the impact of global environmental policies and sustainability initiatives.
Unit III	
Local	Researchers can use these methods to understand relationships between variables specific to their community or region.
Regional	These techniques help researchers understand regional patterns and relationships.
National	Valuable for predicting national outcomes, especially in policy and social



	research.
Global	
Employability	International organizations and multinational corporations often require professionals skilled in these techniques.
Entrepreneurship	Entrepreneurs in global markets can leverage these tools for market analysis and decision-making.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	On a global scale, these techniques can be applied to assess the impact of global environmental policies and sustainability initiatives.
Unit IV	
Local	
Regional	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.
National	Applied at the national level to identify clusters of regions or communities with similar characteristics, aiding national policy formulation and resource allocation.
Global	Used at the global level to understand global factors that influence various aspects of society, economy, and environment.
Employability	International organizations and multinational corporations often seek professionals skilled in global data analysis techniques.
Entrepreneurship	-
Skill Development	-



Professional Ethics	-
Gender	-
Human Values	
Environment & Sustainability	On a global scale, these techniques can be applied to assess global environmental challenges, contributing to sustainability efforts.
SDG	17
NEP 2020	Aligns with the focus on Statistical Software Lab.
POE/4th IR	Aligns with the demand industries, professionals, and leaders.

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
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

Department:	School of Management and Commerce		
Course Name: Cross Culture & Global Management	Course Code: MCMC405	L-T-P	Credits
		4-0-0	4
Type of Course:	Major		



Pre-requisite(s), if any:		
Brief Syllabus: 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		
UNIT WISE DETAILS		
Unit Number: 1	Title: Introduction	No. of hours: 15
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.		
Unit Number: 2	Title: Cultural Dimensions and Dilemmas	No. of hours: 15
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		
Unit Number: 3	Title: Culture and Organization	No. of hours: 15
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		
Unit Number:	Title: Cross Cultural Team Management	No. of hours: 15



4		
<p>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.</p>		
<p>Self-Learning Components:</p> <ul style="list-style-type: none"> • Enroll in online courses or Massive Open Online Courses (MOOCs) offered by reputable platforms like Coursera, edX, or Udemy. • Study and analyze real-world case studies that showcase cross cultural management theories and concepts. • Engage in online forums and discussion groups focused on cross cultural and global management topics. • Read business magazines and publications like Harvard Business Review, Forbes, or The Economist. • Explore reputable management-related websites, such as the websites of management associations, business schools, or management consulting firms. 		
<p>Reference Books:</p> <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)

COs	Statements
CO1	To help students understand the cultural differences and similarities that exist in the global business world, and how these impact management practices.
CO2	To equip students with the skills and knowledge necessary to lead diverse, multicultural teams and organizations effectively.
CO3	To provide insights into the dynamics of the global economy, including trade policies,



	international regulations, and geopolitical factors affecting international business.
CO4	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

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	115. Knowledge 116. Understand 117. Apply 118. Analyze 119. Evaluate 120. Create	96. Receiving 97. Responding 98. Valuing 99. Organizing 100. Characterizing	96. Imitation 97. Manipulation 98. Precision 99. Articulation 100. Improving
CO1	C2	-	-
CO2	C1	-	-
CO3	-	-	-
CO4	C2	-	-

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
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CO1	3			
CO2				
CO3		3	2	
CO4		1		

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Introduction
Local	Involves tailoring cross cultural management strategies to suit the local market, collaborating with local stakeholders, and adapting to regional dynamics.
Regional	Focuses on understanding the specific cultural, social, economic, and regulatory factors
National	Significance of cross cultural Management
Global	-
Employability	Fundamental knowledge and exposure to the concepts, theories and practices in the field of cross cultural and global management
Entrepreneurship	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.
Skill Development	Observe and evaluate the influence of historical forces on the current practice of cross cultural and global management management
Professional Ethics	Ensures fairness, transparency, and accountability in business practices
Gender	Promoting gender diversity in leadership positions and creating inclusive work environments
Human Values	Prioritize human values foster trust, loyalty, and employee engagement, resulting in increased productivity and organizational success.
Environment & Sustainability	Implementing sustainable practices, minimizing environmental impacts, embracing renewable resources, and adopting environmentally friendly technologies.
Unit II	



Local	Local market conditions, regional regulations, national policies, and global trends to develop effective business plans and organizational as per cross cultural and global management
Regional	Managers must understand the unique cultural, economic, legal, and social factors at each level.
National	Principles of an Organization
Global	Formal and Informal Organization
Employability	Understand the concept of Managerial function in cross cultural and global management
Entrepreneurship	Planning Process; Business Forecasting
Skill Development	-
Professional Ethics	-
Gender	Create inclusive plans and organizational structures that provide equal opportunities for both genders in cross cultural and global management
Human Values	Fostering a work culture that values integrity, respect, fairness, empathy, and collaboration
Environment & Sustainability	-
Unit III	Staffing
Local	Consider the local talent pool, labor market conditions, cultural factors, and legal regulations when recruiting and selecting employees
Regional	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
National	-
Global	-
Employability	-
Entrepreneurship	Fostering entrepreneurship within in cross cultural and global management



	organization.
Skill Development	Evaluate leadership styles and motivation theory to anticipate the consequences of each leadership style in cross cultural and global management.
Professional Ethics	Motivating and Leading, guide decisions related to candidate evaluation, hiring decisions, and the treatment of all individuals involved in the staffing process.
Gender	Gender-inclusive language, diverse interview panels, and training on unconscious bias can contribute to a more equitable and gender-balanced staffing process.
Human Values	Aligning staffing practices with human values
Environment & Sustainability	Integrate environmental considerations into their recruitment strategies by promoting remote work options, green commuting, or adopting eco-friendly practices during the selection process.
Unit IV	
Local	Consider the local market conditions
Regional	Regional regulations
National	-
Global	Global trends to ensure effective performance measurement and evaluation.
Employability	Effective controlling practices provide feedback and development opportunities to enhance employees' skills
Entrepreneurship	Controlling allows entrepreneurs to identify deviations, adjust strategies, and make informed decisions to achieve desired entrepreneurial outcomes in cross cultural and global management.
Skill Development	Apply course concepts and theory in a practical context
Professional Ethics	Involves assessing not only the achievement of financial targets but also the adherence to ethical standards and practices
Gender	Enable organizations to evaluate and reward employees based on merit and competence, regardless of gender.
Human Values	Well-being, job satisfaction, and work-life balance to uphold human values in the cross cultural and global management organization.
Environment &	Assessing the organization's compliance with environmental regulations, measuring



Sustainability	environmental impacts, and tracking progress towards sustainability goals.
SDG	17
NEP 2020	Aligns with the focus on Cross-Cultural management.
POE/4th IR	Aligns with the demand industries, professionals, and leaders.

Benchmarking Universities:

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