



K.R. MANGALAM UNIVERSITY



SCHOOL OF MANAGEMENT AND COMMERCE

Bachelor of Business Administration

With specialization in (Human Resource / Marketing / Finance / International Business / Travel & Tourism)

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.

The new curriculum of BBA offer courses in the areas of Management concepts, Financial Accounting, Organizational Behavior, Business Statistics, Research Methodology, Business Law, Strategic Management, Supply Chain Management, E-commerce, Entrepreneurial development. 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

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

A BBA degree opens up various career avenues across different sectors. Here are some common career paths that BBA graduates often pursue:

Business Administration: BBA graduates can work in various administrative roles within organizations. They may start as management trainees or entry-level executives and progress to



positions such as business development manager, operations manager, project manager, or general manager.

Marketing and Sales: Many BBA graduates choose to specialize in marketing and sales roles. They can work as marketing executives, brand managers, digital marketing specialists, sales representatives, or market researchers. They may be involved in developing marketing strategies, executing advertising campaigns, analyzing market trends, and managing customer relationships.

Finance and Banking: BBA graduates with a finance specialization can pursue careers in the financial industry. They can work as financial analysts, investment bankers, financial consultants, credit analysts, or risk managers. They may be involved in financial analysis, investment management, financial planning, or providing advisory services to clients.

Human Resources: BBA graduates with a focus on human resources can work in HR departments of organizations. They may hold positions such as HR coordinator, recruitment specialist, HR generalist, training and development officer, or compensation and benefits analyst. Their responsibilities may include recruitment, employee training, performance management, and employee relations.

Entrepreneurship: BBA graduates with an entrepreneurial mindset may choose to start their own businesses or join startups. They can develop business plans, secure funding, manage operations, and grow their ventures. This path requires strong business acumen, creativity, and the ability to take risks.

Consulting: BBA graduates can work in consulting firms, providing specialized advice and solutions to businesses. They may work in management consulting, strategy consulting, or niche consulting areas such as IT consulting or sustainability consulting. Consultants analyze business processes, identify areas for improvement, and offer recommendations to optimize performance.

International Business: With a BBA degree, graduates can pursue careers in international business. They may work for multinational corporations, import/export companies, or



international trade organizations. Their roles may involve managing global operations, analyzing international markets, developing international business strategies, and handling cross-border transactions.

These are just a few examples of the many career paths available to BBA graduates. The versatility of the degree allows individuals to explore various industries and sectors based on their interests, skills, and aspirations.

Prospective Companies

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

Duration

4 Years (Full-Time)

Eligibility Criteria

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



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Institution Vision & Mission

Vision

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

Mission

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

School Vision & Mission

Vision

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

Mission

SOMC is committed to

- Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology



- Instill notion of lifelong learning through stimulating research, Outcomes-based education and innovative thinking
- Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies
- Enhance leadership qualities among the youth having understanding of ethical values and environmental realities.

About School

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

Program Outcome (PO)

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

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

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

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

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



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

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

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

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

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

Program Educational Objectives (PEO)

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

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

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

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

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



Program Specific Outcomes (PSO)

PSO1: Fundamental Knowledge: To understand the knowledge in the business management at both fundamental and advanced levels.

PSO2: Critical Thinking: Demonstrate proficiency with the ability to engage in critical thinking by analyzing situations and apply their skills on decision making and forward planning on both business and personal life.

PSO3: Corporate Social Responsibility: To excel the ability to perform official and social responsibility in a way.

PSO4: Effective Leadership: To Demonstrate the knowledge of the fundamental principle of managing a project in a multi-disciplinary environment and apply the same in one's own work as a member and as a leader of a team.

Programme Highlights

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

**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	Minor	MCMC103	Business Application Of Economics	4	0	0	4
3	Major	MCMC105	Financial Reporting and Analysis	4	0	0	4
4	Major		Discipline Specific Elective I	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	VAC151	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		Discipline Specific Elective II	4	0	0	4
4	Minor		Minor II	4	0	0	4
5	Open Elective I		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	0	0	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		Discipline Specific Elective III	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	0	0	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		Discipline Specific Elective IV	4	0	0	4
3	Minor		Minor IV	4	0	0	4
4	Open Elective		Open Elective III	3	0	0	3
5	AEC	AEC022	Life Skills For Leaders II	3	0	0	3
6	SEC	SEC028	Business Intelligence Tools	2	0	0	2
7	VAC		Value Added Course	2	0	0	2
TOTAL				22	0	0	22

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		Discipline Specific Elective V	4	0	0	4
4	Minor		Minor V	4	0	0	4
5	AEC	AEC023	Life Skills For Leaders III	3	0	0	3
6	INT/PROJ	SIMC002	Summer Internship / Research Project	0	0	0	2
TOTAL				19	0	0	21

**Semester VI**

SN	Category	Course Code	Course Title	L	T	P	C
1	Major	MCMC302	Laws Governing Companies In India	4	0	0	4
2	Major	MCMC304	Ethics, Values & Corporate Social Responsibility	4	0	0	4
3	Major		Discipline Specific Elective VI	4	0	0	4
4	Major		Discipline Specific Elective VII	4	0	0	4
5	Minor		Minor VI	4	0	0	4
TOTAL				20	0	0	20

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		Discipline Specific Elective VIII	4	0	0	4
4	Minor		Minor VII	4	0	0	4
5	Minor		Minor VIII	4	0	0	4
TOTAL				19	0	0	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

SPECIALIZATION FOR BBA GENERAL - DISCIPLINE SPECIFIC ELECTIVES

Human Resource Electives			
S. No	Course Code	Course Title	Credit
Elective 1	MCSP101	Compensation Management	4
Elective 2	MCSP102	Emotional Intelligence	4
Elective 3	MCSP103	HR Analytics	4
Elective 4	MCSP104	Industrial Relationship	4
Elective 5	MCSP105	Leadership, Influence & Power	4
Elective 6	MCSP106	Performance Reward Management	4
Elective 7	MCSP107	Talent Management	4
Elective 8	MCSP108	Training and Development	4

Finance Electives			
S. No	Course Code	Course Title	Credit
Elective 1	MCSP111	Banking and Insurance Management	4
Elective 2	MCSP112	Behavioural Finance	4
Elective 3	MCSP113	Entrepreneurial Finance	4
Elective 4	MCSP114	Green Finance	4
Elective 5	MCSP115	International Financial Management	4



Elective 6	MCSP116	Investment Management	4
Elective 7	MCSP117	Management of Financial Institutions and Services	4
Elective 8	MCSP118	Rural Banking and Financial Inclusion	4

Marketing Electives			
S. No	Course Code	Course Title	Credit
Elective 1	MCSP121	Advertising & Brand Management	4
Elective 2	MCSP122	Consumer Behaviour	4
Elective 3	MCSP123	Digital Marketing	4
Elective 4	MCSP124	Marketing Research	4
Elective 5	MCSP125	Product Strategy & Management	4
Elective 6	MCSP126	Retail Management	4
Elective 7	MCSP127	Service Marketing	4
Elective 8	MCSP128	Social Marketing	4

International Business Electives			
S. No	Course Code	Course Title	Credit
Elective 1	MCSP131	Import Export Management	4
Elective 2	MCSP132	International Supply Chain & Logistics Management	4
Elective 3	MCSP133	International Banking & Business Laws	4
Elective 4	MCSP134	International Buyer Behaviour	4
Elective 5	MCSP135	International Marketing Logistics	4
Elective 6	MCSP136	International Trade Operations	4
Elective 7	MCSP137	Management of Technology & Innovation	4
Elective 8	MCSP138	Managing Export and Logistics	4

Travel and Tourism Electives			
S. No	Course Code	Course Title	Credit
Elective 1	MCSP141	Destination Management	4
Elective 2	MCSP142	Event Marketing	4
Elective 3	MCSP143	Event Production & Logistics	4
Elective 4	MCSP144	Fundamentals In Hotel Management	4
Elective 5	MCSP145	Fundamentals of Tourism	4
Elective 6	MCSP146	International Tourism	4
Elective 7	MCSP147	Tourism Industry	4
Elective 8	MCSP148	Travel Media And Communication	4



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

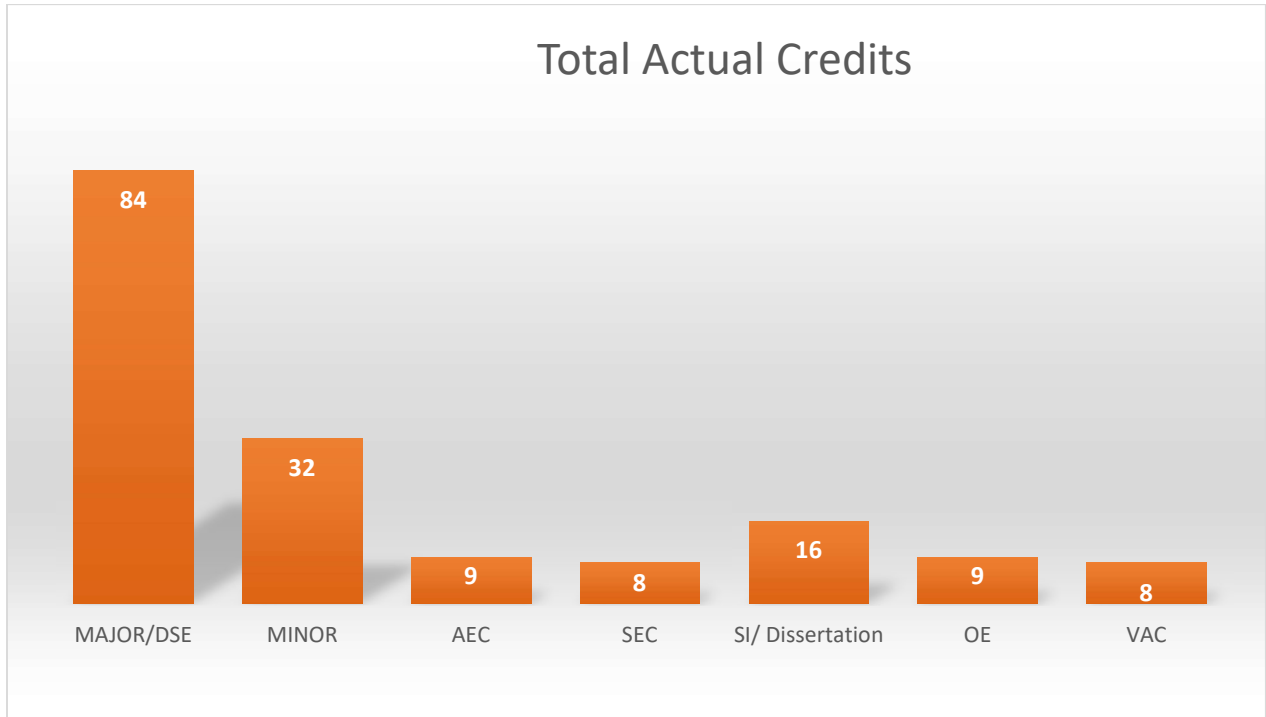
Minor Stream - Investment Management			
S. No	Course Code	Course Title	Credit
Elective 1	UIM101	Indian Banking Systems	4
Elective 2	UIM102	Rural Banking and Financial Institutions	4
Elective 3	UIM103	Introduction to Investment Management	4
Elective 4	UIM104	Financial Analysis and Valuation	4
Elective 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: 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.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction	No. of hours: 7	
Content Summary: 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.			
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
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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: Office Management & Secretarial Practice	Course Code	L-T-P	Credits
	SEC025	2-0-0	2
Type of Course:	SEC		
Pre-requisite(s), if any:			
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.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Office management- filing and indexing	No. of hours: 15	
Content Summary: Office Management: Meaning of office, Functions of office- Primary and administrative management functions, Importance, Duties, qualities, and qualifications of office manager.			



Filing and indexing-meaning, importance, essentials of good filing, methods of filing.		
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© 13. Knowledge 14. Understand 15. Apply 16. Analyze 17. Evaluate 18. Create	Affective levels(A) 11. Receiving 12. Responding 13. Valuing 14. Organizing 15. Characterizing	Psychomotor levels(P) 11. Imitation 12. Manipulation 13. Precision 14. Articulation 15. Improving
CO1	-	-	-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

***Please Note:**

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

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
----	-----	-----	-----	-----	-----	-----	-----	-----	-----	------



CO1	3								
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



Semester-II

Department:	School of Management & Commerce		
Course Name: Human Behaviour at work	Course Code	L-T-P	Credits
	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© 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	-	-	-
C02	-	A3	-



CO3	C5	-	-
CO4	C3	-	-

***Please Note:**

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

CO-PO Mapping

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

Please Note:

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

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

CO-PSO Mapping

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

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

Unit I	Foundation and background of OB
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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	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: Marketing For Contemporary Business	Course Code	L-T-P	Credits
	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© 25. Knowledge 26. Understand 27. Apply 28. Analyze 29. Evaluate 30. Create	Affective levels(A) 21. Receiving 22. Responding 23. Valuing 24. Organizing 25. Characterizing	Psychomotor levels(P) 21. Imitation 22. Manipulation 23. Precision 24. Articulation 25. Improving
CO1	-	-	-



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

***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 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
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
Charts: Chart elements: Titles, legend, data labels, creating a New Chart, Formatting the Chat, 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



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. 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	C2	-	-
CO2	-	C4	-
CO3	-	-	-
CO4	-	-	-

CO-PO Mapping

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

CO-PSO Mapping

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS



Unit I	
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	
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	
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 &	support environmental and sustainability efforts by presenting and



Sustainability	communicating sustainability metrics, environmental trends, and the impact of initiatives in a visually compelling manner.
Unit IV	
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:

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

3rd Semester

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Human Capital Management	MCMC201	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</p>			



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.

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© 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	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 & 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.
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
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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:			
<p>The Quantitative Aptitude course content is designed to equip the learner with the essential numerical problem-solving skills necessary for success in various academic and professional settings. This comprehensive course focuses on enhancing number sense, arithmetic proficiency, and mental math abilities through engaging exercises and real-world applications. Through this comprehensive course, the learners will develop a solid foundation in communication skills, enabling them to express themselves confidently, listen actively, and build strong relationships in personal and professional contexts.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Communication: An Introduction	No. of hours: 10	
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	
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	



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

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© 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

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	<p>Understanding the dynamics of leadership at the grassroots level.</p> <p>Community engagement and empowerment.</p> <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	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.



	<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	Number System
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	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	Title: Introduction to Critical Thinking	No. of hours: 7	
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	Title: Arguments and Fallacies	No. of hours: 8	
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	Title: Introduction of Design Thinking	No. of hours: 8
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	Title: Design team-Team formation	No. of hours: 7
Content Summary: Principles of prototyping, Prototyping technologies, Prototype using simple things, Wooden model, Clay model, 3D printing; Experimenting/testing.		
Self-Learning Components: <ul style="list-style-type: none">• 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: <ol style="list-style-type: none">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© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C4	-	-
CO2	-	-	-
CO3	-	-	-



CO4	-	-	-
CO5	-	-	-

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

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

CO-PSO Mapping

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

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



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



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



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

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
Amrita Vishwa Vidyapeetham	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© 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	-	-	-
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: Life Skills For Leaders II	Course Code	L-T-P	Credits
	AEC022	3-0-0	3
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
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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© 49. Knowledge 50. Understand 51. Apply 52. Analyze 53. Evaluate 54. Create	Affective levels(A) 41. Receiving 42. Responding 43. Valuing 44. Organizing 45. Characterizing	Psychomotor levels(P) 41. Imitation 42. Manipulation 43. Precision 44. Articulation 45. Improving
CO1	-		-
CO2	-	A3	-
CO3	C5	-	-
CO4	C3	-	-

***Please Note:**

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

CO-PO Mapping

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



CO-PSO Mapping:

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

Relevance of the Syllabus to various indicators

Unit I	Personality Improvement
Local	<p>Understanding the dynamics of leadership at the grassroots level.</p> <p>Community engagement and empowerment.</p> <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</p>



	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 & Sustainability	To excel the ability to perform official and social responsibility in a 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:	Course Code	L-T-P	Credits
Business Intelligence Tools	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: <ol style="list-style-type: none"> 1. "Data Visualization: Principles and Practice" by Alexandru C. Telea 2. "Tableau For Dummies" by Molly Monsey and Paul Sochan 3. "Power BI Cookbook: Creating Business Intelligence Solutions of Analytical Data Models, Reports, and Dashboards" by Brett Powell 		

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: Generate meaningful reports and recommendations based on data analysis.

COs Mapping with Levels of Bloom’s taxonomy

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

CO-PO Mapping

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



CO5										
1=lightly mapped 2=moderately mapped 3=strongly mapped										

CO-PSO Mapping

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	
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	
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	



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	
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:

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: Strategic Orientation for Business	Course Code MCMC301	L-T-P 4-0-0	Credits 4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus: <p>The purpose of this course is to enhance students' abilities to do the job of higher level which makes them responsible for strategic performance. Specifically, when managers have to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) with the organizational policy and strategy into a cohesive whole. The challenge is not only in identifying weaknesses and threats but to appreciate the strengths of the firm and anticipate opportunities in the external environment.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction Strategic Management Process	No. of hours: 10	
Content Summary: <p>Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course– Forecasting, Long-range planning, strategic planning and strategic management. Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.</p>			
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
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:		
<ul style="list-style-type: none"> • 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:		
1. C.B. Gupta; S. Chand; Strategic Management Publisher & Distributor 2. Jauch and Glueck; Business Policy and Strategic Management, McGraw-Hill 3. Kazmi, Azhar; Strategic Management, Tata McGraw-Hill, New Delhi		

Define Course Outcomes (CO)

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

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 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

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

Please Note:

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

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

CO-PSO Mapping

PO	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-
CO2	3	3	-	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:

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.

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.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction to managerial statistics Data Overview	No. of hours: 12
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
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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© 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	-	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



Delhi UNIVERSITY	BBA	Quantitative Techniques
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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:	AEC		
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:**

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

***Please Note:**

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

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	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	<p>Understanding the dynamics of leadership at the grassroots level.</p> <p>Community engagement and empowerment.</p> <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>



	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	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	<p>Essential skills for career readiness and success.</p> <p>Resume building and interview preparation.</p> <p>Adaptability in the ever-changing job market.</p> <p>Lifelong learning and continuous skill development.</p>
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

6th Semester

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Laws Governing Companies in India	MCMC302	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus:			
<p>Corporate world is the most complex, dynamic and ever-growing area of the whole economic system. The number of registered companies in India has grown from 30,000 in 1956 to nearly a million, as of date. Companies are mobilizing huge resources at a rapid pace and are entering into new range of activities. In view of increasing emphasis on adherence to norms of good corporate governance, Company Law assumes an added importance in the corporate legislative milieu, as it deals with structure, management, administration and conduct of affairs of Companies. A thorough</p>			



study of various provisions of the Companies Act is a must for becoming a competent and efficient in conducting business. In the light of this, the syllabus has been designed to impart thorough knowledge to the students preparing for the Company Law paper of the CS Executive Program. The study material is based on those sections of the Companies Act, 2013 and the rules made there under which have been notified by the Government of India and came into force w.e.f. April 01, 2014 (including Amendments/clarifications/circulars issued there under up to June, 2014). In respect of sections of The Companies Act, 2013 which have not been notified, applicable sections of Companies Act, 1956 have been dealt with in the course.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction	No. of hours: 8
Content Summary: Introduction to the concept of company, characteristics of a company; types of companies including one person company, small company and producer company; association not for profit; illegal association; lifting of corporate veil; formation of company –promoters, their legal position, pre-incorporation contract and provisional contracts; online registration of a company.		
Unit Number: 2	Title: Documents Share Capital	No. of hours: 8
Content Summary: Documents –Memorandum of Association, Articles of Association, doctrine of constructive notice and indoor management, shelf and red herring prospectus, mis-statement in prospectus; book building. Share Capital – Nature, types of shares, issue, allotment and forfeiture of share, transfer and transmission of shares, provisions regarding buyback, issue of bonus shares, debentures, and dividend provisions.		
Unit Number: 3	Title: Management	No. of hours: 7



Content Summary: Classification of directors, women directors, independent director, small shareholders’ director; disqualifications, director identity number (DIN); appointment; legal positions, powers and duties; removal of directors; key managerial personnel, managing director, manager, oppression and mismanagement.		
Unit Number: 4	Title: Meetings Winding up	No. of hours: 7
Content Summary: Meetings - Types of meetings, meetings of shareholders and the board; convening and conduct of meetings, postal ballot, meeting through video conferencing, e-voting. Winding up: concept and modes of winding up; national company law tribunal (NCLT).		
*Self-Learning Components: <ul style="list-style-type: none"> • Companies Act, 2013 • Government websites and Reports 		
TEXT BOOK: 1. Dr. G.K. Kapoor, Company Law and Practice, Taxmann’s		
Reference Books: 1. Hicks, Andrew & Goo S H, Cases and Material on Company Law, Oxford University Press 2. Kershaw, David, Company Law in Context, Oxford University Press, UK		

Define Course Outcomes (CO)

COs	Statements
CO1	Analyze the basic concepts in The Companies Act, 2013.
CO2	Understand the kind of documents involved in the process of formation and



	incorporation of a company.
CO3	Gain the clarity about management of a company.
CO4	Comprehend the concept of meetings of a company, its types and also the process of winding up of a company.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 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	-	3	-	3	3	-	-	-	-	-	-	-
CO2	-	3	-	3	3	-	-	-	-	-	-	-
CO3	-	3	-	3	3	-	-	-	-	-	-	-
CO4	-	3	-	3	3	-	-	-	-	-	-	-



Please Note:

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

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

CO-PSO Mapping

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

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

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

Unit I	Introduction
Local	Exploring the specific laws and regulations applicable to companies operating at the local level within India, including local business registration requirements, licensing, and compliance.
Regional	Understanding the regional laws and regulations that may impact companies operating within specific states or regions of India, such as regional investment incentives, labor laws, and taxation regulations.
National	-
Global	-
Employability	Developing an understanding of the legal requirements and obligations for companies in India to enhance employability in legal and corporate sectors.



Entrepreneurship	Exploring the legal framework and regulations relevant to starting and running a company in India, including company registration, intellectual property protection, contract laws, and investment regulations.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Documents and Share Capital
Local	-
Regional	-
National	Analyzing the national laws and regulations governing companies in India, including the Companies Act, 2013, taxation laws, intellectual property laws, employment laws, and corporate governance norms.
Global	Examining the impact of global laws and regulations on companies operating in India, including international trade agreements, cross-border transactions, and compliance with global standards such as anti-bribery and anti-money laundering regulations.
Employability	-
Entrepreneurship	-
Skill Development	Enhancing skills related to legal research, interpretation of company laws, compliance management, contract drafting, and corporate legal advisory in the Indian context.
Professional Ethics	Understanding the ethical considerations and professional standards for companies in India, including corporate social responsibility, transparency, and ethical business practices.
Gender	-



Human Values	-
Environment & Sustainability	-
Unit III	Management
Local	-
Regional	-
National	-
Global	-
Employability	Developing an understanding of the legal requirements and obligations for companies in India to enhance employability in legal and corporate sectors.
Entrepreneurship	Exploring the legal framework and regulations relevant to starting and running a company in India, including company registration, intellectual property protection, contract laws, and investment regulations.
Skill Development	-
Professional Ethics	Understanding the ethical considerations and professional standards for companies in India, including corporate social responsibility, transparency, and ethical business practices.
Gender	Considering the legal provisions and regulations related to gender equality, workplace harassment, and women's representation on company boards in India.
Human Values	Exploring the alignment of company laws with human values such as fairness, equality, and social justice, and the role of companies in promoting ethical and responsible business practices.
Environment & Sustainability	Examining the legal framework for environmental protection, sustainable business practices, and corporate social responsibility related to environmental sustainability in India.
Unit IV	Meetings and winding up



Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Enhancing skills related to legal research, interpretation of company laws, compliance management, contract drafting, and corporate legal advisory in the Indian context.
Professional Ethics	Understanding the ethical considerations and professional standards for companies in India, including corporate social responsibility, transparency, and ethical business practices.
Gender	Considering the legal provisions and regulations related to gender equality, workplace harassment, and women's representation on company boards in India.
Human Values	Exploring the alignment of company laws with human values such as fairness, equality, and social justice, and the role of companies in promoting ethical and responsible business practices.
Environment & Sustainability	Examining the legal framework for environmental protection, sustainable business practices, and corporate social responsibility related to environmental sustainability in India.
SDG	Responsible consumption and production, decent work and economic growth, and gender equality.
NEP 2020	Considering the impact of NEP 2020 on legal education and the inclusion of legal knowledge and skills relevant to company laws in the Indian education system.
POE/4th IR	Exploring the application of technology, digital platforms, and automation in improving legal processes, compliance management, and corporate governance in the Indian business environment.



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

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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Ethics, Values & Corporate Social Responsibility	MCMC304	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			
Brief Syllabus:			
<p>The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.</p> <p>This business ethics course offers an introduction into the concept of values, morality, as well as cultural beliefs and upbringing in all areas of business, from consumer rights to corporate social responsibility.</p> <p>This paper also aims at providing the students the understanding of ethical issues related to</p>			



business and good governance necessary for long term survival of business.

UNIT WISE DETAILS

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

Introduction: Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers, Ethical Decision Making.

Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business

Unit Number: 2	Title: Knowledge and Wisdom Stress Management	No. of hours: 12
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Content Summary:

Knowledge and Wisdom: Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management, Wisdom Based Management.

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

Unit Number:	Title:	No. of hours: 10
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3	Understanding Progress, and Success - Results & Managing Transformation Understanding Success	
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Content Summary:

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

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

Unit Number: 4	Title: Corporate Social Responsibility & Corporate Governance	No. of hours: 8
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Content Summary:

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

***Self-Learning Components:**

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

TEXT BOOK:

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

Reference Books:

1. Dr. F.C. Sharma, Business Values & Ethics – Shree Mahavir Book Depot, Nai Sarak, New Delhi.
2. Hartman, Laura and Chatterjee, Abha, (2006), Perspectives in Business Ethics, 3rd Edition, McGraw Hill Education.



3. C.B. Gupta (2011), " Human Resource Management" Sultan Chand & Son, Educational Publisher, New Delhi. NOTE * Book Added by Course Teacher.

Define Course Outcomes (CO)

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

COs Mapping with Levels of Bloom’s taxonomy

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



CO3	C5	-	-
CO4	C3	-	-

***Please Note:**

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

CO-PO Mapping

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

Please Note:

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

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

CO-PSO Mapping

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

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

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



Unit I	Introduction and Ethics
Local	-
Regional	-
National	Analyzing ethical practices and values at the national level, including national regulations, ethical frameworks, and corporate social responsibility initiatives within the country.
Global	Understanding ethical challenges and values in the global business arena, including ethical implications of global supply chains, international business practices, and ethical responsibilities of multinational corporations.
Employability	Enhancing employability skills related to ethics and values, including ethical decision-making, corporate social responsibility, and ethical leadership in the workplace.
Entrepreneurship	Exploring the integration of ethics, values, and corporate social responsibility in entrepreneurial ventures, including ethical business models, sustainable entrepreneurship, and social impact initiatives.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Knowledge and Wisdom and Stress Management
Local	Exploring ethical considerations and values within a local business context, including ethical decision-making, corporate responsibility towards local communities, and ethical implications of business practices.
Regional	Examining ethical issues and values that arise within a specific regional business environment, such as cultural norms, ethical standards, and regional social responsibilities.



National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Developing skills to navigate ethical dilemmas, apply ethical frameworks, and effectively communicate ethical values and corporate social responsibility within organizations.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Understanding Progress, and Success - Results & Managing Transformation and Understanding Success
Local	Exploring ethical considerations and values within a local business context, including ethical decision-making, corporate responsibility towards local communities, and ethical implications of business practices.
Regional	-
National	-
Global	Understanding ethical challenges and values in the global business arena, including ethical implications of global supply chains, international business practices, and ethical responsibilities of multinational corporations.
Employability	-
Entrepreneurship	-
Skill Development	-



Professional Ethics	Examining ethical considerations specific to various professions and industries, including professional codes of conduct, ethical responsibilities towards stakeholders, and ethical challenges in the workplace.
Gender	Considering the role of gender in ethics, values, and corporate social responsibility, including gender equality in the workplace, diversity and inclusion, and addressing gender-based ethical issues.
Human Values	-
Environment & Sustainability	-
Unit IV	Corporate Social Responsibility and Corporate Governance
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	Exploring the importance of human values in business ethics and corporate social responsibility, such as integrity, respect, fairness, and accountability.
Environment & Sustainability	Understanding the ethical implications of business activities on the environment and the importance of incorporating sustainability practices, such as environmental stewardship, responsible resource management, and sustainable business models.
SDG	Promoting social welfare, reducing inequality, and fostering sustainable practices.



NEP 2020	Promoting ethics, values, and corporate social responsibility in business education.
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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
AMITY UNIVERSITY	BBA	Business Ethics & Governance
Delhi University	BBA	Value & Ethics in Business

7th Semester

Department:	School of Management & Commerce		
Course Name: Business Environment in India	Course Code	L-T-P	Credits
	MCMC401	4-0-0	4
Type of Course:	MAJOR		
Pre-requisite(s), if any:			



Brief Syllabus:

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.

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: 4	Title: Balance of payments scenario	No. of hours: 10



Content Summary:

foreign trade pattern and policy; globalization trends; factors influencing FDI in India; Foreign Exchange Management Act.

***Self-Learning Components:**

- 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:

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
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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	-	-	-	-	-	-	-	-	-	-	-
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.

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

Department:	School of Management and Commerce
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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:			
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			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction	No. of hours: 15	
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.			
Unit Number: 2	Title: Hypothesis Testing for Means:	No. of hours: 15	
T-tests: One sample test, Independent samples and paired samples t-test; Anova – One way analysis of variance with post hoc analysis, Two way analysis of variance.			
Unit Number: 3	Title: Testing for relationship between variables:	No. of hours: 15	
Parametric and Non-Parametric Chi-square analysis; Bivariate Correlation and simple scatter Plot; Linear Regression: Simple Linear Regression, Multiple regression analysis with matrix scatter plot; Binary Logistic Regression, Discriminant Analysis.			



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				3

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

**DISCIPLINE ELECTIVES (FINANCE)**

Department:	School of Management & Commerce		
Course Name: Management of Financial Institutions and Services	Course Code	L-T-P	Credits
	MCSP117	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus: <p>The subject familiarizes the students with components of Indian financial system and major institutions. It helps in acquiring the necessary skills to manage a financial firm, to describe and apply financial concepts, theories, and tools, and to evaluate the role of technology. Financial institutions including the Central bank, commercial banks, insurance companies, mutual funds, development agencies, primary market, secondary market, depository services, money market etc. need to be studied by the students of commerce and management to understand the financial system and take right decisions. The syllabus has been structured in a way which provides sufficient information about the roles of financial intermediaries and its regulating bodies in the country.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Financial System	No. of hours: 12	
Content Summary: <p>Components, features, financial system and economic development.</p>			
Unit Number: 2	Title: Financial Markets	No. of hours: 20	



Content Summary:

Money market – functions, organization and instruments, recent developments in Indian money market; Capital Markets: functions, organization and instruments, primary and secondary markets, recent developments in capital market.

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

Indian banking industry- RBI, commercial banking, features, instruments, recent developments; Development Financial institutions (DFIs): overview and role in Indian economy; Life and non-life insurance organizations in India; Mutual Funds; Non-banking financial companies (NBFCs).

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

Merchant banking, underwriting, Housing finance, leasing, venture capital, hire purchase, factoring.

***Self-Learning Components:**

- **Primary and Secondary Markets**
- **Reserve Bank of India**
- **Leasing**

TEXT BOOK:

1. Bhole, L.M. Financial Markets and Institutions. Tata McGraw-Hill Publishing Company.
2. Khan, M.Y. Indian Financial System – Theory and Practice. New Delhi: Vikas Publishing House.

Reference Books:

1. Avadhani, V.A., Indian Financial System, Bombay: Jaico Publishing Company.
2. Prasanna, Chandra. Financial Management: Theory and Practice. Tata McGraw-Hill Publishing Company Ltd., New Delhi.
3. Sharma, G.L. and Y.P. Singh. eds. Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi.



4. Singh, J.K. Venture Capital Financing in India. Dhanpat Rai and Company, New Delhi.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the structure and functions of financial institutions.
CO2	Analyze the management and operations of financial institutions.
CO3	Evaluate financial products and services offered by financial institutions.
CO4	Understand the impact of technology and innovation on financial institutions.

COs Mapping with Levels of Bloom’s taxonomy

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



***Please Note:**

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

CO-PO Mapping

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

Please Note:

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

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

CO-PSO Mapping

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

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

Relevance of the “Management of Financial Institutions and Services” to various indicators

Unit I	Financial System
Local	Understanding the structure and functioning of the financial system within a local or domestic market, including local



	banks, financial institutions, and regulatory frameworks.
Regional	Exploring the financial systems operating within a specific regional context, such as regional banking networks, cross-border transactions, and regional regulatory bodies.
National	Analyzing the components and operations of the national financial system, including central banks, commercial banks, stock exchanges, and regulatory authorities.
Global	Examining the interconnectedness and dynamics of the global financial system, including international banking, global capital markets, multinational financial institutions, and global regulatory frameworks.
Employability	Developing skills and knowledge relevant to the management of financial institutions and services to enhance employability in the financial sector.
Entrepreneurship	Exploring entrepreneurial opportunities and challenges in the financial sector, including starting new financial ventures, fintech innovations, and alternative financing models.
Skill Development	Enhancing skills necessary for effectively managing financial institutions and services, such as financial analysis, risk management, and customer relationship management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Financial Markets
Local	Understanding the structure, participants, and operations of financial markets at the local level, including stock exchanges, bond markets, and money markets.



Regional	Exploring regional financial markets and their integration, including regional stock exchanges, regional currency markets, and financial cooperation agreements.
National	Analyzing the functioning and regulation of national financial markets, including the role of central banks, regulatory bodies, and financial market infrastructure.
Global	Examining global financial markets and their interconnectedness, including international stock exchanges, forex markets, and global capital flows.
Employability	Developing skills and knowledge relevant to working in financial markets, including understanding market dynamics, financial instruments, and risk management.
Entrepreneurship	Exploring opportunities for entrepreneurship within financial markets, such as starting investment firms, brokerage services, or fintech ventures.
Skill Development	Enhancing skills necessary for financial market analysis, investment decision-making, portfolio management, and financial market research.
Professional Ethics	-
Gender	-
Human Values	Exploring how financial markets can align with human values such as transparency, fairness, and responsible investment practices.
Environment & Sustainability	-
Unit III	Financial Institutions
Local	Understanding the role, structure, and operations of local financial institutions within a specific geographic area.
Regional	Exploring regional financial institutions and their significance in promoting financial stability and economic development within a specific region.



National	Analyzing national financial institutions, such as central banks and commercial banks, and their roles in managing the country's financial system.
Global	Examining global financial institutions, including international banks, investment banks, and multilateral organizations, and their impact on the global financial landscape.
Employability	Developing the skills and knowledge required for employability in financial institutions, such as financial analysis, risk management, and regulatory compliance.
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations and professional standards in the financial industry, including transparency, integrity, and fiduciary responsibilities.
Gender	Examining the representation and role of gender in financial institutions, including diversity and inclusion initiatives, equal opportunities, and gender-specific financial services.
Human Values	Exploring the alignment of financial institutions with human values, such as responsible lending, financial inclusion, and social impact investing.
Environment & Sustainability	Considering the role of financial institutions in promoting environmental sustainability, green finance, and sustainable investment practices.
Unit IV	Financial Services
Local	Understanding the financial services offered within the local market, including banking services, insurance, investment products, and other financial intermediation services.
Regional	Exploring the regional financial services landscape, such as regional banks, financial markets, and regulatory frameworks specific to the region.



National	Analyzing the financial services provided at the national level, including the role of central banks, regulatory bodies, and national financial institutions.
Global	Examining global financial services, including international banking, cross-border transactions, global capital markets, and the role of multinational financial institutions.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations and professional standards in the financial services industry, including integrity, transparency, client confidentiality, and responsible lending practices.
Gender	Considering the role of gender in the financial services industry, including gender diversity in leadership, gender-specific financial services needs, and promoting gender equality in access to financial services.
Human Values	Exploring how financial services can align with human values, such as fairness, social responsibility, and promoting financial inclusion for underprivileged communities.
Environment & Sustainability	Examining the impact of financial services on the environment and sustainability, including sustainable finance practices, green investment, and socially responsible investing.
SDG	Poverty eradication, promoting economic growth, and reducing inequality.
NEP 2020	Education and training of professionals in the financial services sector.
POE/4th IR	Exploring the concepts and leveraging technologies in the financial services sector to improve productivity, organizational efficiency, and customer experience.

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 Institutions Services
AMITY UNIVERSITY	BBA	Management of Financial Institutions Services
SYMBIOSIS UNIVERSITY	BBA	Financial Institutions Services

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Banking and Insurance Management	MCSP111	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
<p>Recent years have witness the expansion of banking and insurance sector in terms of both volume of business and employee base. There is a growing demand for qualified manpower for the banking and insurance sector. Banking and Insurance industry require professionally qualified manpower endowed with banking and insurance knowledge and skills together with technology-familiarity, customer-orientation and hands-on application skills who can be assigned to various desks / jobs with minimal training intervention at the bank level.</p> <p>This course provides the students an insight into the various aspects of banking and insurance sector including technology-familiarity and customer-orientation. The students would be able to apply their knowledge for solving real life banking and insurance decision.</p>			



UNIT WISE DETAILS		
Unit Number: 1	Title: Evolution of Banking	No. of hours: 10
Content Summary: Evolution of banking; Systems of banking - Mixed, branch, unit, group, chain; Brief structure of banks; RBI-Organization, functions, methods of credit control; Commercial banking; Balance sheet of a bank; Credit creation. Functions of commercial banks & central banks, process of credit creation and its limitations.		
Unit Number: 2	Title: Sources and uses of funds	No. of hours: 20
Content Summary: Sources and uses of funds in banks; Value chain analysis in banking industry; Emerging trends in banking: Universal Banking, Venture Capital, Project Banking, E-Banking, Credit Cards, Banking Ombudsman Scheme		
Unit Number: 3	Title: Insurance	No. of hours: 20
Content Summary: Insurance - History and development, meaning, importance, nature; Main Principles - Principles of cooperation, probability, utmost good faith, proximate cause, insurable interest, indemnity, subrogation, warranty Life insurance: Main elements, importance, important life insurance policies, annuities, premium determination under life insurance.		
Unit Number: 4	Title: General Insurance	No. of hours: 10
Content Summary: Principles of general insurance, insurance documents; Marine insurance- Main elements, marine losses, types of marine insurance policies; Fire insurance- Elements, premium determination, types of policies.		



***Self-Learning Components:**

- **E-Banking**
- **History of Insurance**

TEXT BOOK:

Mohapatra S. R., & Acharya, D. (2012). Banking and Insurance. New Delhi : Pearson.

Reference Books:

1. Sundharam, K. P. M., & Varshney, P.N. (2004). Banking theory law & practice (1st ed.). New Delhi: Sultan Chand & Sons
2. Chaturvedi, D.D., & Mittal. A. (2012). Business economics-II. New Delhi: Brijwasi Book Distributors.
3. Arthur, C. & William Jr, C. (2001). Risk management and insurance. Noida, Uttar Pradesh: Tata Mcgraw Hill.
4. Principles of Insurance (2011) - Insurance Institute of India.
5. Varshney, P. N., & Malhotra, T. D. (2005). Principles of banking. New Delhi: Sultan Chand & Sons.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the fundamental principles and concepts of banking and insurance.
CO2	Analyze the operations and management of banks and insurance companies.
CO3	Evaluate financial products and services offered by banks and insurance companies.
CO4	Understand emerging trends and challenges in banking and insurance.

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

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

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

Relevance of the “Banking and Insurance Management” to various indicators

Unit I	Evolution of Banking
Local	Understanding the historical development and changes in the banking industry at the local level, including the emergence of local banking institutions and their role in the local economy.
Regional	Exploring the evolution of banking within a specific regional context, considering regional banking systems, regional financial integration, and the impact of regional economic developments on the banking sector.
National	Analyzing the evolution of banking at the national level, including the establishment of central banks, regulatory frameworks, financial reforms, and the role of national banks in economic growth and stability.
Global	-
Employability	Developing skills and knowledge relevant to the banking industry to enhance employability, such as financial analysis, risk management, customer service, and compliance with banking regulations.
Entrepreneurship	Exploring entrepreneurial opportunities and innovation in the banking sector, including fintech startups, digital banking solutions, and the role of banking entrepreneurship in driving financial inclusion and economic development.
Skill Development	Enhancing skills necessary for effective banking management, including financial literacy, credit assessment, investment analysis, customer relationship management, and digital



	banking technologies.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Considering the role of banks in promoting environmental sustainability, sustainable finance, green banking practices, and incorporating environmental risk assessment into banking operations.
Unit II	Sources and uses of funds
Local	Understanding the sources from which banks and insurance companies obtain funds locally and how they are utilized for various purposes within the local market.
Regional	Exploring the sources and uses of funds for banking and insurance operations within a specific regional market, considering regional financial systems and regulations.
National	Analyzing the sources and uses of funds in the national banking and insurance industry, including government policies, central bank operations, and national financial markets.
Global	Examining the sources and uses of funds for international banking and insurance activities, including cross-border capital flows, foreign investments, and global financial markets.
Employability	Developing skills and knowledge relevant to the banking and insurance industry to enhance employability, including understanding funding mechanisms and their impact on business operations.
Entrepreneurship	Exploring entrepreneurial opportunities in the banking and insurance sector related to funding strategies, capital management, and innovative financial solutions.
Skill Development	Enhancing skills necessary for analyzing and managing sources and uses of funds in the banking and insurance industry, including financial analysis, risk assessment, and investment



	management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Insurance
Local	-
Regional	-
National	-
Global	Examining global insurance markets, international insurance regulations, global insurance trends, and the impact of globalization on the insurance industry.
Employability	Developing skills and knowledge necessary for employability in the insurance sector, such as insurance product knowledge, risk assessment, underwriting, claims management, and customer service.
Entrepreneurship	Exploring entrepreneurial opportunities and innovation in the insurance industry, such as insurtech startups, product development, and market disruption.
Skill Development	Enhancing skills relevant to insurance management, including risk analysis, insurance marketing, customer relationship management, and insurance operations.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-



Unit IV	General Insurance
Local	Understanding the insurance industry and practices within the local market, including local regulations, insurance products, and consumer preferences.
Regional	Exploring insurance dynamics and trends within a specific regional context, such as regional insurance markets, cross-border insurance operations, and regional regulatory frameworks.
National	Analyzing the insurance sector at the national level, including national insurance policies, regulations, insurance market competition, and consumer protection.
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations and professional standards in the insurance industry, including fair practices, privacy and confidentiality, conflicts of interest, and compliance with insurance regulations.
Gender	Examining the role of gender in the insurance sector, such as gender-based pricing, gender diversity in the workforce, and addressing gender biases in insurance policies.
Human Values	Exploring how insurance practices align with human values, such as providing financial security, promoting social welfare, and ensuring fairness and transparency in insurance operations.
Environment & Sustainability	Understanding the insurance industry's role in environmental and sustainability issues, such as climate change risk assessment, green insurance products, and sustainable investment practices.
SDG	Poverty reduction, health and well-being, and sustainable cities and communities.



NEP 2020	Insurance education and professional development in the banking and insurance sector.
POE/4th IR	Exploring the application of technological advancements, automation, and digital transformation in the insurance industry to improve productivity, organizational efficiency, and customer experience.

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	Banking
AMITY UNIVERSITY	BBA	Banking and Insurance management
SYMBIOSIS UNIVERSITY	BBA	Banking

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Green Finance	MCSP114	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			



Brief Syllabus: The course on Green Finance explores the intersection of finance and sustainability, focusing on the integration of environmental considerations into financial decision-making. It provides students with an understanding of the emerging field of green finance, including sustainable investing, climate risk assessment, and the development of green financial products and markets. The course examines the role of finance in addressing environmental challenges and promoting sustainable development.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction to Green Finance	No. of hours: 15
Content Summary: Overview of green finance and its significance in addressing environmental challenges, Introduction to sustainable development and environmental, social, and governance (ESG) factors, The role of finance in promoting sustainable practices, Global initiatives and frameworks in green finance		
Unit Number: 2	Title: Sustainable Investing and ESG Integration	No. of hours: 15
Content Summary: Principles and practices of sustainable investing, ESG integration in investment decision-making, Impact investing and socially responsible investing (SRI), Green bonds and other sustainable financial products.		
Unit Number: 3	Title: Climate Risk and Resilience	No. of hours: 15
Content Summary: Understanding climate change risks and their impact on financial systems, Climate risk assessment and scenario analysis, Incorporating climate risk considerations into investment and lending decisions, Sustainable insurance and risk management in the context of climate change.		
Unit Number: 4	Title: Green Financial Markets and Regulation	No. of hours: 15



Content Summary:

Development of green financial markets and their functioning, Policy and regulatory frameworks for green finance, Green banking and sustainable lending practices, Green finance initiatives and case studies in India

***Self-Learning Components:**

- **Green Bonds**
- **Climate Risk Assessment**

TEXT BOOK:

Cheung, F. M., & Hong, Y. Y. (Eds.). (2020). *Green Finance, Sustainable Development and the Belt and Road Initiative*. Routledge.

Reference Books:

Thompson, S. (2021). *Green and sustainable finance: Principles and practice* (Vol. 6). Kogan Page Publishers.

Chakrabarti, G., & Sen, C. (2015). *Green Investing: The Case of India*. Springer India.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the principles and concepts of green finance.
CO2	Analyze and evaluate green financial products and services.
CO3	Apply green finance strategies in investment and project decision-making.
CO4	Understand the policy and regulatory landscape of green finance.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 103. Knowledge 104. Understand 105. Apply 106. Analyze 107. Evaluate 108. Create	Affective levels(A) 86. Receiving 87. Responding 88. Valuing 89. Organizing 90. Characterizing	Psychomotor levels(P) 86. Imitation 87. Manipulation 88. Precision 89. Articulation 90. 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	3	2	2	1	1	2	-	-	-	-	-
CO2	3	3	2	2	1	1	2	-	-	-	-	-
CO3	3	3	2	2	1	1	2	-	-	-	-	-
CO4	3	3	2	2	1	1	2	-	-	-	-	-

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

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

Relevance of the “Green Finance” to various indicators

Unit I	Introduction to Green Finance
Local	Exploring the role of finance in promoting environmentally sustainable practices at the local level, including green investments, green banking, and local green financing initiatives.
Regional	Examining regional approaches to green finance, such as regional development banks, green bonds, and collaborative efforts for sustainable finance within a specific geographic region.
National	Analyzing national-level policies, regulations, and financial instruments aimed at promoting green investments and sustainable economic development within a country.
Global	Understanding the global landscape of green finance, including international initiatives, climate funds, and sustainable investment trends on a global scale.
Employability	Enhancing employability skills relevant to green finance, including knowledge of sustainable finance principles, investment analysis, and understanding environmental, social, and governance (ESG) factors.
Entrepreneurship	Exploring entrepreneurial opportunities in the green finance sector, including sustainable start-ups, impact investing, and social entrepreneurship focused on environmental sustainability.



Skill Development	Developing skills required for green finance professionals, such as financial analysis of green projects, risk assessment in sustainable investments, and evaluating the impact of green finance initiatives.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Sustainable Investing and ESG Integration
Local	Understanding the role of green finance in promoting sustainable investing and ESG integration within a local context.
Regional	Exploring regional initiatives and practices in green finance to drive sustainable investing and ESG integration in specific geographic areas.
National	Analyzing the policies, regulations, and frameworks at the national level that support sustainable investing and ESG integration through green finance.
Global	Examining global trends and initiatives in green finance to mobilize capital for sustainable investing and foster ESG integration on a global scale.
Employability	Developing the skills and knowledge required for a career in green finance, including understanding sustainable investment strategies and ESG analysis.
Entrepreneurship	Exploring entrepreneurial opportunities and innovative business models in the field of green finance, such as green bonds, impact investing, and sustainable venture capital.
Skill Development	Enhancing skills in financial analysis, risk assessment, and valuation techniques specific to sustainable investing and ESG integration within the context of green finance.



Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Understanding the environmental aspects of green finance, including assessing the environmental impact of investments, promoting sustainable business practices, and aligning investments with climate change and other environmental goals.
Unit III	Climate Risk and Resilience
Local	-
Regional	-
National	Analyzing the climate risks and resilience strategies at the national level, including policy frameworks, adaptation measures, and the financial implications of climate-related events.
Global	Examining the interconnectedness of climate risks on a global scale, considering the implications for international finance, supply chains, and global economic stability.
Employability	Developing skills and knowledge relevant to green finance to enhance employability in the emerging field of sustainable finance, including understanding climate risks and resilience strategies.
Entrepreneurship	Exploring entrepreneurial opportunities and innovations in green finance, such as renewable energy financing, climate risk assessment services, and sustainable investment products.
Skill Development	Enhancing skills necessary for assessing and managing climate risks, incorporating sustainability factors into financial decision-making, and understanding the principles and practices of green finance.
Professional Ethics	Addressing ethical considerations and responsible practices in the field of green finance, including transparency, integrity, and the alignment of financial activities with climate goals and



	social well-being.
Gender	-
Human Values	-
Environment & Sustainability	Examining the importance of environmental sustainability in green finance, including promoting green investments, supporting sustainable projects, and aligning financial flows with climate and environmental goals.
Unit IV	Green Financial Markets and Regulation
Local	Exploring the development and functioning of green financial markets at the local level, including the role of local institutions, investors, and financial products in promoting sustainability.
Regional	Analyzing regional initiatives and frameworks that support green finance, such as regional green bond markets, sustainable investment funds, and collaborative approaches to financing environmental projects.
National	Understanding the national policies, regulations, and incentives that shape green finance within a specific country, including the establishment of green banks, tax incentives, and disclosure requirements for sustainable investments.
Global	-
Employability	-
Entrepreneurship	Exploring entrepreneurial opportunities in the green finance sector, such as launching green fintech startups, designing innovative green financial products, and creating sustainable investment platforms.
Skill Development	-
Professional Ethics	Addressing ethical considerations in green finance, including the promotion of transparency, integrity, and responsible investing practices to ensure positive environmental and social outcomes.



Gender	Examining the role of gender in green finance, including gender diversity in the sector, gender-responsive investment strategies, and empowering women in sustainable finance leadership roles.
Human Values	Considering the alignment of green finance with human values such as social equity, poverty alleviation, and intergenerational equity, to ensure sustainable development and well-being.
Environment & Sustainability	Focusing on the environmental considerations and sustainability objectives in green finance, including financing renewable energy projects, climate mitigation and adaptation efforts, and sustainable infrastructure development.
SDG	Climate action, clean energy, sustainable cities, and responsible consumption and production.
NEP 2020	Promoting education and research in the field of green finance, as well as fostering sustainable finance practices among future professionals.
POE/4th IR	Exploring how emerging technologies, digital platforms, and data analytics can enhance the efficiency and effectiveness of green finance operations and decision-making.

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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Entrepreneurial Finance	MCSP113	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			



Brief Syllabus:

Entrepreneurial Finance gives a detailed insight to the student about the various intricacies related to financial management and valuation of new ventures and young firms throughout business lifecycle. It addresses key questions which bothers all entrepreneurs: how much money can be raised; should be raised; when should it be raised and who is going to foot the bill; what is a reasonable valuation of the start up; and how should funding contracts and exit decisions be structured.

UNIT WISE DETAILS

Unit Number: 1	Title: Business Evaluation and Valuation	No. of hours: 10
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Content Summary:

Tools to evaluate early stage business opportunity, review the standard tools of valuation applied to start-up situations, venture capital method, the real options approach to valuation.

Unit Number: 2	Title: Financing	No. of hours: 20
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Content Summary: Ways to finance entrepreneurs , analyze the role of financial contracts in addressing information and incentive problems in uncertain environments.

Unit Number: 3	Title: Venture Capital Funds Exit	No. of hours: 20
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Content Summary:

Venture Capital Funds: structure of venture capital funds and their fund raising process, issues of corporate venture capital and private equity funds in emerging market economies.

Exit: how founders should exit. Should they sell to another company, take it public, or continue independently as a private company.

Unit Number: 4	Title: Employment Strategies	No. of hours: 10
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Content Summary:

Employment Strategies for attracting and compensating employees in start-ups.



***Self-Learning Components:**

- **Ways to Finance Entrepreneurs**
- **Private Equity Funds**

TEXT BOOK:

Levin, Jack S. Structuring Venture Capital, Private Equity, and Entrepreneurial Transactions. Aspen Publishers, 2009. ISBN: 9780735581609.

Reference Books:

1. Metrick, Andrew, and Ayako Yasuda. Venture Capital and the Finance of Innovation. Wiley, 2010. ISBN: 9780470454701.
2. Bhavesh, M Patel, Project Management, Vikas Publishing House, New Delhi.
3. Machiraju, H. R., Project Finance, Vikas Publishing House, New Delhi.
4. Rao, P.C.K., Project Management and Control , Sultan Chand & Sons, N.Delhi.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the key concepts and principles of entrepreneurial finance.
CO2	Analyze and evaluate financial opportunities and risks for entrepreneurial ventures.
CO3	Develop financial strategies and plans for entrepreneurial ventures.
CO4	Understand the funding ecosystem for startups and early-stage ventures.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 109. Knowledge 110. Understand 111. Apply 112. Analyze 113. Evaluate 114. Create	Affective levels(A) 91. Receiving 92. Responding 93. Valuing 94. Organizing 95. Characterizing	Psychomotor levels(P) 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	3	2	2	1	1	2	-	-	-	-	-
CO2	3	3	2	2	1	1	2	-	-	-	-	-
CO3	3	3	2	2	1	1	2	-	-	-	-	-
CO4	3	3	2	2	1	1	2	-	-	-	-	-

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

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

Relevance of the “Entrepreneurial Finance” to various indicators

Unit I	Business Evaluation and Valuation
Local	Understanding the process of evaluating and valuing local businesses in the entrepreneurial context, considering factors such as market conditions, financial performance, and industry benchmarks.
Regional	Exploring the specific considerations and challenges in evaluating and valuing businesses within a regional market, including regional economic trends, competitive landscape, and industry dynamics.
National	-
Global	-
Employability	Developing skills and knowledge in business evaluation and valuation to enhance employability in the field of entrepreneurial finance, including financial analysis, due diligence, and investment decision-making.
Entrepreneurship	Exploring the relationship between entrepreneurship and business valuation, understanding how entrepreneurial ventures are valued and the impact of valuation on investment decisions and entrepreneurial growth.
Skill Development	Enhancing skills related to business evaluation and valuation, including financial modeling, risk assessment, quantitative analysis, and interpreting financial statements.



Professional Ethics	Addressing ethical considerations and professional standards in the context of business evaluation and valuation, including transparency, fair practices, and compliance with regulatory requirements.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Financing
Local	Understanding the sources of financing available to entrepreneurs at the local level, such as local banks, angel investors, and crowdfunding platforms.
Regional	Exploring regional funding options for entrepreneurs, including regional development funds, venture capital firms operating within the region, and regional entrepreneurship support programs.
National	Analyzing national-level financing sources and programs that support entrepreneurial ventures, such as government grants, small business loans, and national venture capital networks.
Global	-
Employability	Enhancing the financial literacy and skills necessary for entrepreneurs to effectively manage their finances and attract funding for their ventures.
Entrepreneurship	Understanding the financial aspects of entrepreneurship, including topics such as startup valuation, financial projections, funding strategies, and exit strategies.
Skill Development	Developing financial management skills specific to entrepreneurial ventures, such as financial modeling, cash flow management, and investment analysis.
Professional Ethics	-
Gender	-



Human Values	-
Environment & Sustainability	
Unit III	Venture Capital Funds and Exit
Local	-
Regional	-
National	Analyzing national-level venture capital funds and their significance in fostering entrepreneurship and innovation on a larger scale.
Global	Examining global venture capital funds and their role in financing and supporting high-growth startups with international expansion plans.
Employability	-
Entrepreneurship	Exploring the relationship between entrepreneurship and venture capital, including the role of venture capital in funding and supporting entrepreneurial ventures.
Skill Development	Enhancing skills in financial analysis, valuation, due diligence, deal structuring, and exit strategies specific to entrepreneurial finance and venture capital.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Considering the role of venture capital in funding and supporting environmentally sustainable and socially responsible startups and initiatives.
Unit IV	Employment Strategies
Local	-
Regional	-



National	Examining finance-driven strategies for enhancing employment opportunities at the national level, such as government policies, tax incentives, access to capital, and entrepreneurship support programs.
Global	Considering finance strategies that address employment challenges in the global context, such as international investment flows, global talent acquisition, and fostering entrepreneurship in emerging markets.
Employability	Enhancing financial skills and knowledge relevant to entrepreneurial finance to improve employability in the field of finance, venture capital, and entrepreneurship.
Entrepreneurship	Exploring how entrepreneurial finance can facilitate job creation, business growth, and economic development, including topics such as startup funding, venture capital, and financial planning for entrepreneurial ventures.
Skill Development	-
Professional Ethics	Addressing ethical considerations and responsible finance practices in the entrepreneurial finance domain, such as transparency, accountability, and fair treatment of stakeholders.
Gender	Examining the role of gender in entrepreneurial finance and employment strategies, including addressing gender disparities in access to finance, promoting gender diversity in entrepreneurship, and empowering women entrepreneurs.
Human Values	Exploring how entrepreneurial finance and employment strategies can align with human values, including social responsibility, equitable opportunities, and ethical business practices.
Environment & Sustainability	Considering the integration of environmental and sustainability considerations into entrepreneurial finance and employment strategies, such as impact investing, sustainable business models, and green job creation.
SDG	Decent work and economic growth.



NEP 2020	Support the development of skills and knowledge in entrepreneurial finance and employment strategies.
POE/4th IR	Considering how the advancements can be leveraged in entrepreneurial finance and employment strategies, including areas such as digital finance, automation, and innovation-driven job creation.

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	Entrepreneurial Finance

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Rural Banking and Financial Inclusion	MCSP118	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			



Brief Syllabus:

The objective of this course is to provide students with a comprehensive understanding of rural banking and financial institutions, including their role, challenges, and opportunities in promoting financial inclusion and rural development. By the end of the course, students should be able to analyze the functioning of rural banks and financial institutions, evaluate their products and services, and develop strategies for serving rural communities effectively.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction	No. of hours: 20
Content Summary: Introduction to Rural Banking and Financial Institutions, Overview of rural banking: Importance, objectives, and challenges, Role of financial institutions in rural development., Government initiatives for promoting financial inclusion in rural areas.		
Unit Number: 2	Title: Rural Banks and Cooperative Banks, Structure and functions of rural banks in India., Cooperative banks	No. of hours: 12
Content Summary: Types, functions, and role in agricultural credit., Financial support to rural cooperative credit institutions.		
Unit Number: 3	Title: Microfinance Institutions, Introduction to microfinance: Concept, principles, and scope., Microfinance institutions	No. of hours: 8
Content Summary: Types, models, and operations., Microfinance products and services for rural communities.		
Unit Number: 4	Title: Empowering Rural Economies: A Comprehensive Regulatory Framework and Financial Solutions	No. of hours: 20
Content Summary: Regulatory Framework for Rural Banking and Financial Institutions, Regulatory framework for rural banks and cooperative banks, Role of the National Bank for Agriculture and Rural		



Development (NABARD), Regulatory framework for microfinance institutions, Financial Products and Services for Rural Areas, Agricultural loans and financing for rural development., Microinsurance and risk management products for rural communities, Financial inclusion initiatives and programs for rural areas, Technology and Digital Solutions for Rural Banking

***Self-Learning Components:**

- Rural Areas
- Microfinance

TEXT BOOK:

Rural Banking and Agricultural Finance in India by K. S. Shandilya

Reference Books:

1. Rural Credit and Self-Help Groups in India by K. Nagaraj and S. L. Shetty
2. Microfinance India: State of the Sector Report by N. Srinivasan and R. S. Deshpande
3. Financial Inclusion in Rural India: The Role of Microfinance by Satish K. Jain and Anuradha Kalhan
4. Rural Banking and Overdues Management by K. V. Ravishankar

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the role and importance of rural banking in promoting financial inclusion.
CO2	Analyze and evaluate the needs and characteristics of rural customers.
CO3	Develop strategies to enhance rural banking and financial inclusion.
CO4	Understand the regulatory and policy framework for rural banking and financial inclusion.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 115. Knowledge 116. Understand 117. Apply 118. Analyze 119. Evaluate 120. Create	Affective levels(A) 96. Receiving 97. Responding 98. Valuing 99. Organizing 100. Characterizing	Psychomotor levels(P) 96. Imitation 97. Manipulation 98. Precision 99. Articulation 100. 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	3	2	2	1	1	2	-	-	-	-	-
CO2	3	3	2	2	1	1	2	-	-	-	-	-
CO3	3	3	2	2	1	1	2	-	-	-	-	-
CO4	3	3	2	2	1	1	2	-	-	-	-	-

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

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

Relevance of the “Rural Banking and Financial Inclusion” to various indicators

Unit I	Introduction
Local	Understanding the unique challenges and opportunities of rural banking at the local level, including the needs of rural communities, agricultural finance.
Regional	Exploring regional variations and considerations in rural banking, such as the specific economic characteristics.
National	-
Global	-
Employability	Developing skills and knowledge relevant to rural banking and financial inclusion to enhance employability in the field of rural finance and banking services.
Entrepreneurship	Exploring entrepreneurial opportunities in rural banking, including innovative financial service delivery models, rural enterprise development.
Skill Development	Enhancing skills necessary for effective rural banking and financial inclusion, such as financial analysis, credit assessment, risk management.
Professional Ethics	-
Gender	-



Human Values	-
Environment & Sustainability	-
Unit II	Rural Banks and Cooperative Banks, Structure and functions of rural banks in India, Cooperative banks
Local	-
Regional	-
National	Examining global perspectives and practices in rural banking, including international models of rural finance, rural microfinance.
Global	Developing skills and knowledge relevant to rural banking and financial inclusion to enhance employability in the field of rural finance and banking services.
Employability	Exploring entrepreneurial opportunities in rural banking, including promoting entrepreneurship in rural areas.
Entrepreneurship	Enhancing skills necessary for effective rural banking and financial inclusion, such as customer relationship management in rural contexts.
Skill Development	Addressing ethical considerations in rural banking, including ethical behavior in financial decision-making.
Professional Ethics	Considering the gender dimensions of rural banking and financial inclusion, including promoting gender equality in financial services.
Gender	Exploring how rural banking and financial inclusion align with human values, such as inclusive development.
Human Values	Examining the role of rural banking and financial inclusion in promoting environmentally sustainable practices, supporting green initiatives, and fostering sustainable rural livelihoods.
Environment & Sustainability	-
Unit III	Microfinance Institutions, Introduction to microfinance:



	Concept, principles, and scope., Microfinance institutions
Local	-
Regional	-
National	Analyzing the policies, regulations, and initiatives related to rural banking at the national level, including financial inclusion strategies.
Global	Examining global perspectives and practices in rural banking, including lessons learned from successful global initiatives.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in rural banking, including fair and responsible lending practices, transparency, customer protection.
Gender	Considering the gender dimensions of rural banking and financial inclusion, including empowering women in rural areas through access to finance, gender-sensitive financial products.
Human Values	Exploring how rural banking and financial inclusion align with human values, such as social justice, equity.
Environment & Sustainability	Examining the role of rural banking and financial inclusion in promoting environmentally sustainable practices, supporting green initiatives.
Unit IV	Empowering Rural Economies: A Comprehensive Regulatory Framework and Financial Solutions
Local	Understanding the unique challenges and opportunities of rural banking at the local level, including the needs of rural communities, agricultural finance, and rural credit delivery.
Regional	Exploring regional variations and considerations in rural banking, such as the specific economic characteristics and



	financial services required in different rural regions.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in rural banking, including ethical behavior in financial decision-making.
Gender	Considering the gender dimensions of rural banking and financial inclusion, including promoting gender equality in financial services.
Human Values	Exploring how rural banking and financial inclusion align with human values, such as inclusive development.
Environment & Sustainability	Examining the role of rural banking and financial inclusion in promoting environmentally sustainable practices, supporting green initiatives, and fostering sustainable rural livelihoods.
SDG	Poverty alleviation, reducing inequality, and promoting inclusive economic growth.
NEP 2020	Influence the teaching and learning of rural banking and financial inclusion.
POE/4th IR	Improve rural banking and financial inclusion through technological advancements, digital finance, and inclusive financial technology solutions.

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

Department:	School of Management & Commerce
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Course Name: Investment Management	Course Code MCSP116	L-T-P 4-0-0	Credits 4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus: <p>Analyzing security before committing funds into it is the most important and primitive step one starts with. The analysis of various financial instruments traded in the market is security analysis which determines the real worth of the security. We see its application in normal life routines as well, like we make sure the price what we pay for any item we purchase is worth it or not. It may be overpriced and sometimes it could be underpriced as well if compared with the benefits it possesses and a rational buyer would undoubtedly go for the one which is under-priced. The stock is analyzed in all the contexts possible and the overall net worth is thus accurately arrived at. It's important to reduce the cost line to enhance the bottom line and same goes with the investment. The stock which is bought should be assessed in light of all past, present and hidden information's. The investor puts his investments in group of assets to make sure the portfolio he makes gives the maximum return and carries less risk. The portfolio construction which in other words is diversification is built optimally and managed from time to time and revised if the need arises.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Investment	No. of hours: 10	
Content Summary: Meaning, nature and process; Investment alternatives, concept and Measurement of Investment risk and return, Identification of Investment Opportunity			
Unit Number: 2	Title: Trading of Securities	No. of hours: 10	
Content Summary: Stock Exchange; Functions, trading system, Regulation and listing of securities.			



Unit Number: 3	Title: Valuation of Securities	No. of hours: 20
Content Summary: Equity, bonds and convertible securities.		
Unit Number: 4	Title: Investment Analysis	No. of hours: 20
Content Summary: Fundamental analysis; company analysis; industry analysis and economy analysis; Technical, Fundamental analysis; Implications for investment decision-making; Technical analysis; Dow theory, Charting techniques, Volume indicators; Efficient market hypothesis.		
*Self-Learning Components: <ul style="list-style-type: none">• Basic Concepts of Equity and Debentures• Stock Exchange		
TEXT BOOK: 1. Pandian, P. (2013). Security analysis and portfolio management (2nd edition). New Delhi: Vikas publication.		
Reference Books: 1. Chandra, Prasanna. Investment analysis and portfolio management. Tata McGraw Hill. 2. Kevin, S. Security analysis and portfolio management. Prentice Hall of India. 3. Khatri, Investment management and security analysis. Macmillan. 4. Ranganatham, M. Investment analysis and portfolio management. Pearson Education. 5. Jones, C.P. Investments analysis management. Wiley		

Define Course Outcomes (CO)

COs	Statements
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CO1	Understand the principles and theories of investment management.
CO2	Analyze and evaluate investment opportunities and risks.
CO3	Design and manage investment portfolios.
CO4	Understand ethical and professional considerations in investment management.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	121. Knowledge	101. Receiving	101. Imitation
	122. Understanding	102. Responding	102. Manipulation
	123. Apply	103. Valuing	103. Precision
	124. Analyze	104. Organizing	104. Articulation
	125. Evaluate	105. Characterizing	105. Improving
	126. 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	3	3	2	2	1	1	2	-	-	-	-	-
CO2	3	3	2	2	1	1	2	-	-	-	-	-
CO3	3	3	2	2	1	1	2	-	-	-	-	-
CO4	3	3	2	2	1	1	2	-	-	-	-	-



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

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

Relevance of the “Investment Management” to various indicators

Unit I	Investment
Local	Exploring investment opportunities and strategies within the local market, including analyzing local industries, economic conditions, and investment regulations.
Regional	Examining investment dynamics and opportunities within a specific regional market, considering regional economic integration, market trends, and investment challenges.
National	Analyzing investment strategies and considerations at the national level, including understanding the national economy, government policies, and investment incentives.
Global	Understanding the complexities of global investment, including global market trends, foreign direct investment, international diversification, and managing risks in global investment portfolios.



Employability	Developing the skills and knowledge required for a successful career in investment management, such as financial analysis, portfolio management, risk assessment.
Entrepreneurship	Exploring the role of investment management in entrepreneurial endeavors, including evaluating investment opportunities for new ventures.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Trading of Securities
Local	
Regional	Examining investment dynamics and opportunities within a specific regional market, considering regional economic integration, market trends, and investment challenges.
National	Analyzing investment strategies and considerations at the national level, including understanding the national economy, government policies, and investment incentives.
Global	Understanding the complexities of global investment, including global market trends, foreign direct investment, international diversification, and managing risks in global investment portfolios.
Employability	-
Entrepreneurship	-
Skill Development	Enhancing skills necessary for investment management, such as financial modeling, valuation techniques, investment research, and data analysis.



Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Valuation of Securities
Local	Exploring investment opportunities and strategies within the local market, including analyzing local industries, economic conditions, and investment regulations.
Regional	Examining investment dynamics and opportunities within a specific regional market, considering regional economic integration, market trends, and investment challenges.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations and responsibilities in investment management, including fiduciary duty, conflicts of interest, insider trading.
Gender	Considering the role of gender diversity and inclusion in investment management, including understanding the impact of gender on investment decision-making.
Human Values	Exploring how investment management aligns with human values, such as ethical considerations in investment decision-making.
Environment & Sustainability	Examining the role of investment management in promoting environmental and sustainability goals, including considering environmental factors in investment decisions.



Unit IV	Investment Analysis
Local	-
Regional	-
National	-
Global	-
Employability	Developing the skills and knowledge required for a successful career in investment management, such investment decision-making.
Entrepreneurship	Exploring the role of investment management in entrepreneurial endeavors, including venture capital, start-up financing.
Skill Development	-
Professional Ethics	Addressing ethical considerations and responsibilities in investment management, including ethical investment practices.
Gender	Considering the role of gender diversity and inclusion in investment management, including addressing gender disparities, promoting gender equality.
Human Values	Exploring how investment management aligns with human values, such as social responsibility, sustainable investing.
Environment & Sustainability	Examining the role of investment management in promoting environmental and sustainability goals, including sustainable investing, impact investing, and considering environmental factors in investment decisions.
SDG	Supporting sustainable economic growth, reducing inequality, and promoting responsible investment practices.
NEP 2020	Considering the implications on investment management education, including the integration of practical skills, experiential learning, and interdisciplinary approaches.
POE/4th IR	Exploring how investment management can leverage technological advancements and data-driven approaches to improve productivity, organizational efficiency, and decision-



making.

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	Investment Management
AMITY UNIVERSITY	BBA	Investment Management

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
International Financial Management	MCSP115	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
<p>This unique and exciting course in ‘Financial Strategy For Global Business’ would encourage the action-oriented and value adding potential business learners who are passionate and excited with the thought of working in International behemoths and soon-to-be-Indian behemoths of today,-as SBI is one of them- it could be in IT, print & media, FMCGs and the like. Also, then they need to be abreast of exciting world of international finance with global finance jargons & frameworks to conceptualize finance strategies.</p> <p>Also, our business students need to have an edge in our VUCA times and as chaos and disruption is order of the day, the finance professionals need to be abreast of new financial tools & techniques in the global context as forewarned is forearmed. They need to be aware of financial engineering</p>			



and exciting hedging tools and financial jargon.

To make this course student-friendly, the learning would be anecdotal, personal examples from the eyes of the instructor and including amazing CFOs and it will highlight their new roles in ever-growing and changing financial ecosystem in this digital world & sensitizing them of Corporate Governance issues.

UNIT WISE DETAILS

Unit Number: 1	Title: Overview	No. of hours: 12
Content Summary: An overview of multinational financial management - International monetary and financial systems, IBRD and development banks, finance function in multinational firms, international flow of funds.		
Unit Number: 2	Title: International working capital management	No. of hours: 20
Content Summary: International cash management, international receivable management, managing short term assets and liabilities, international capital money markets, euro dollar and currency market; Financial market instruments – GDRs, ADRs, Euro issues, CP and ECB.		
Unit Number: 3	Title: Capital Budgeting and Cost of Capital	No. of hours: 20
Content Summary: Multinational capital budgeting, cost of capital and capital structure decisions, dividend policy of multinational firm.		
Unit Number: 4	Title: Foreign Exchange Markets	No. of hours: 8
Content Summary: Developments in foreign exchange markets, exchange rate determination, measuring and managing various risks and exposure, country risk analysis, taxation in multinational firms.		



***Self-Learning Components:**

- **Financial Market Instruments**
- **International Monetary and Financial Systems**

TEXT BOOK:

1. Apte, P.G. (2011). International financial management (6th ed.). Noida, Uttar Pradesh: Tata McGraw Hill.

Reference Books:

1. Shapiro, A. (2002). Multinational financial management (7th ed.). New Jersey, United States: John Wiley & Sons.

2. Levi, M. D. (2009). International finance (5th ed.). Abingdon, United Kingdom: Routledge.

3. Jeff, M. (2015). International financial management (12th ed.). New Delhi: Cengage Learning.

4. Sharan, V. (2012). International financial management (6th ed.). New Delhi: PHI.

5. Eiteman, D. K., Stonehill, A. I., & Moffett, M. H. (2016). Multinational business finance (14th ed.). Noida, Uttar Pradesh: Pearson Education.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the principles and theories of international financial management.
CO2	Analyze and evaluate international investment and financing decisions.
CO3	Develop strategies for managing foreign exchange exposure and international financial risks.
CO4	Understand the implications of international financial markets and regulations.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	127. Knowledge 128. Understand 129. Apply 130. Analyze 131. Evaluate 132. Create	106. Receiving 107. Respondin g 108. Valuing 109. Organizing 110. Characteriz ing	106. Imitation 107. Manipulatio n 108. Precision 109. Articulation 110. 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	3	2	2	1	1	2	-	-	-	-	-
CO2	3	3	2	2	1	1	2	-	-	-	-	-
CO3	3	3	2	2	1	1	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
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- 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	1	2	-
CO2	3	1	2	-
CO3	3	1	2	-
CO4	-	-	-	-

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

Relevance of the “International Financial Management” to various indicators

Unit I	Overview
Local	Understanding financial management practices within a local business context, including financial analysis, budgeting, and investment decisions.
Regional	Exploring financial management considerations specific to a regional market, such as regional economic integration, currency fluctuations, and regional investment opportunities.
National	Analyzing financial management practices at the national level, including financial regulations, monetary policies, and the impact of national economic factors on financial decision-making.
Global	Examining financial management in the global business environment, including international capital markets, exchange rates, multinational corporations' financial strategies, and global investment opportunities.
Employability	Developing skills and knowledge relevant to international financial management to enhance employability in roles such as financial analysts, international finance managers, or risk management specialists.
Entrepreneurship	Exploring financial management aspects related to entrepreneurial ventures in the international marketplace, such as securing funding, managing international financial risks, and evaluating investment opportunities.



Skill Development	Enhancing skills necessary for effective international financial management, including financial analysis, risk assessment, financial modeling, and financial decision-making in a global context.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Examining the role of financial management in promoting environmental sustainability, including sustainable investment practices, green finance, and the integration of environmental factors into financial decision-making.
Unit II	International working capital management
Local	Understanding the management of working capital within a local business context, including the components of working capital, cash flow management, and liquidity considerations.
Regional	Exploring the unique challenges and opportunities in managing working capital within a specific regional market, such as regional economic trends, currency fluctuations, and trade policies.
National	Analyzing the factors affecting working capital management at the national level, including interest rates, inflation, government regulations, and banking systems.
Global	Examining the complexities of working capital management in the global marketplace, considering issues such as foreign exchange risk, cross-border transactions, and multinational cash flow management.
Employability	Developing skills and knowledge relevant to international working capital management to enhance employability in finance and international business roles.
Entrepreneurship	Exploring the role of working capital management in entrepreneurial ventures, including start-up financing, capital allocation, and cash flow forecasting.



Skill Development	Enhancing skills necessary to effectively manage working capital in an international setting, such as financial analysis, risk management, and working capital optimization techniques.
Professional Ethics	-
Gender	-
Human Values	Exploring how working capital management aligns with human values, such as financial sustainability, social responsibility, and ethical business practices.
Environment & Sustainability	-
Unit III	Capital Budgeting and Cost of Capital
Local	Understanding the process of evaluating and selecting investment projects within a local market, considering factors such as cash flow analysis, risk assessment, and investment appraisal techniques.
Regional	Exploring capital budgeting practices and considerations specific to a regional market, including regional economic conditions, industry trends, and government regulations.
National	-
Global	Examining capital budgeting in the context of global business operations, considering cross-border investments, exchange rate risks, international taxation, and global market trends.
Employability	-
Entrepreneurship	-
Skill Development	Enhancing skills necessary for effective capital budgeting and cost of capital analysis, including financial modeling, risk assessment, and interpreting investment metrics.
Professional Ethics	Considering ethical considerations in capital budgeting and cost of capital decisions, such as transparency, integrity, and responsible financial management practices.



Gender	-
Human Values	-
Environment & Sustainability	Considering the impact of capital budgeting and cost of capital decisions on the environment and sustainability, including environmentally friendly investments, green finance, and sustainability reporting.
Unit IV	Foreign Exchange Markets
Local	Understanding the structure and operations of foreign exchange markets at the local level, including currency exchange rates, market participants, and the role of local financial institutions.
Regional	-
National	-
Global	-
Employability	Developing skills and knowledge relevant to international financial management and foreign exchange markets to enhance employability in roles such as currency traders, analysts, or risk managers.
Entrepreneurship	-
Skill Development	Enhancing skills necessary for effective foreign exchange market analysis, including understanding currency movements, conducting technical and fundamental analysis, and managing foreign exchange risk.
Professional Ethics	Addressing ethical considerations and professional standards in foreign exchange markets, including fair trading practices, transparency, and avoiding conflicts of interest.
Gender	Examining the role of gender diversity and inclusion in the foreign exchange industry, promoting equal opportunities and addressing gender biases within the profession.
Human Values	Exploring how ethical and moral values can guide decision-making in foreign exchange markets, including considerations of social responsibility, integrity, and sustainability.



Environment & Sustainability	Considering the environmental impact of foreign exchange market activities, such as carbon footprint from currency trading operations, and exploring sustainable financial practices in the foreign exchange industry.
SDG	Promoting financial inclusion, reducing poverty, and fostering sustainable economic growth.
NEP 2020	Shape the teaching and learning of international financial management, including foreign exchange markets.
POE/4th IR	Exploring how technological advancements, automation, and digital transformation can enhance the productivity, organization, and efficiency of foreign exchange market operations.

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	International FM

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Behavioural Finance	MCSP112	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			



Brief Syllabus:

Behavioral finance borrows concept from behavioral psychology and applies the concept to the financial decisions to assess how people react and behave while taking an investment decision. This is a somewhat new discipline yet growing and making its presence felt among all researchers and financial analysts. It helps us fathom why even rational investors at time end up making irrational decisions. The decisions are sometimes taken in isolation and investors anchor on just one readily and conveniently available information. The other information's which could be vital and relevant are easily ignored and thereby making the investors takes the wrong investment decisions. Investors get over confident and feel themselves to be smarter than actually they are and hence set up unrealistic goals. The over confidence also give birth to something which is known as confirmation bias and people make wrong calculations in contact to the success of the stock, this could be other way round as well resulting in a missing the right stock for investment consideration.

Behavioral finance is majorly based on herding which technically called as snowball effect. People just replicate what other people do and when most of the people get into same behavior it causes major fluctuations in the market.

UNIT WISE DETAILS

Unit Number: 1	Title: Conventional finance and challenges	No. of hours: 12
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Content Summary:

Market efficiency, Building Blocks of Behavioural Finance – Cognitive Psychology and the Limits to Arbitrage, Psychology of investors behaviour, Neurophysiology of risk-taking, Personality traits and risk attitude.

Unit Number: 2	Title: Brief History of Rational Thought	No. of hours: 8
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Content Summary:

Pascal-Fermat to Friedman-Savage, Prerequisites for Rational Choice and Quasi-Rational Choice

Unit Number: 3	Title: Decision making and Prospect theory	No. of hours: 20
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Content Summary:

Decision-making- Risk and uncertainty, Expected Utility Theory, Decision-making in historical prospective , Allais and Elsberg's paradoxes, Errors in Decision-Making

Prospect theory, Loss aversion theory, and Mental Accounting



Unit Number: 4	Title: Heuristics, Biases and Group Behaviour	No. of hours: 20
Content Summary:		
<p>Heuristics and biases, overconfidence and emotion, financial decision-making stemming from heuristics and biases, overconfidence and emotion</p> <p>Group Behaviour-Conformism, herding, fatal attractions.</p>		
*Self-Learning Components:		
<ul style="list-style-type: none"> • Market Efficiency • Psychology of investors behaviour 		
TEXT BOOK:		
H. Kent Baker, John R. Nofsinger : Behavioural Finance: Investors, Corporations, and Markets, John Wiley and Sons		
Reference Books:		
<ol style="list-style-type: none"> 1. William Forbes : Behavioural Finance, John Wiley and Sons 2. Lucy Ackert, Richard Deaves : Behavioral Finance: Psychology, Decision- Making, and Markets. Cengage Learning. 		

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the foundational principles and theories of behavioral finance.
CO2	Analyze and interpret behavioral biases in financial decision-making.
CO3	Apply behavioral finance concepts to investment strategies and portfolio management.
CO4	Understand the implications of behavioral finance for market efficiency and financial regulation.



COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	133. Knowledge 134. Understand 135. Apply 136. Analyze 137. Evaluate 138. Create	111. Receiving 112. Respondin g 113. Valuing 114. Organizing 115. Characteriz ing	111. Imitation 112. Manipulatio n 113. Precision 114. Articulation 115. 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	2	2	1	1	2	-	-	-	-	-
CO2	3	3	2	2	1	1	2	-	-	-	-	-
CO3	3	3	2	2	1	1	2	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Relevance of the “Behavioural Finance” to various indicators

Unit I	Conventional finance and challenges
Local	Factors such as investor sentiment, cultural biases, local economic indicators, and regional market dynamics can shape influences at the local level.
Regional	Regional economic integration or shocks can impact investor sentiment and decision-making within a specific region.
National	National stock markets may exhibit behavioral biases like loss aversion or the disposition effect.
Global	-
Employability	Behavioral factors can impact employability, such as individuals' risk tolerance, biases in assessing job opportunities, or overconfidence in their skills. Understanding these biases provides insights into career choices and employability prospects.
Entrepreneurship	Cognitive processes and biases exhibited by entrepreneurs in financial decision-making can be understood through concepts in behavioral finance, like prospect theory or heuristics.
Skill Development	Skills such as financial literacy, critical thinking, and analytical abilities can help individuals overcome behavioral biases, make better investment choices, and effectively manage their personal finances. Developing skills in financial analysis, risk



	assessment, and decision-making complements the understanding of behavioral finance concepts and improves financial outcomes.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Brief History of Rational Thought
Local	Examining the historical development of rational thought in the context of local financial markets and decision-making processes.
Regional	Exploring the regional influences and variations in rational thought and its impact on financial decision-making within a specific geographic region.
National	Analyzing the evolution of rational thought and its influence on financial decision-making at the national level, considering economic policies, cultural factors, and historical events.
Global	Understanding the global perspectives on rational thought in finance and its implications for decision-making in international financial markets.
Employability	Developing skills and knowledge related to behavioral finance and understanding the limitations of rational thought in financial decision-making to enhance employability in the finance industry.
Entrepreneurship	Exploring the role of behavioral finance in entrepreneurial ventures, including the understanding of biases and heuristics that can impact financial decision-making for startups and small businesses.
Skill Development	Enhancing skills necessary to analyze behavioral biases, understand investor psychology, and make informed financial decisions considering behavioral factors.



Professional Ethics	-
Gender	-
Human Values	Considering how human values can influence financial decision-making, including the impact of values such as trust, fairness, and transparency on investment behavior.
Environment & Sustainability	-
Unit III	Decision making and Prospect theory
Local	Exploring the behavioral aspects of decision making in local financial markets, including biases, heuristics, and cognitive processes that influence investment choices.
Regional	Analyzing the regional factors and cultural influences that affect decision making in financial markets within a specific region.
National	Examining the behavioral patterns and biases in decision making prevalent in the national financial markets, including investor sentiment and herding behavior.
Global	-
Employability	Developing skills and knowledge related to behavioral finance to enhance employability in finance-related roles, such as investment management or financial advising.
Entrepreneurship	Exploring the application of behavioral finance principles in entrepreneurial ventures, including understanding consumer behavior and market dynamics.
Skill Development	Enhancing skills necessary for analyzing and interpreting behavioral biases and heuristics in financial decision making, such as risk assessment and portfolio management.
Professional Ethics	-
Gender	-
Human Values	-



Environment & Sustainability	-
Unit IV	Heuristics, Biases, and Group Behaviour
Local	Examining the application of heuristics (mental shortcuts) and biases in investment decision-making at the local level, considering cultural and market-specific influences.
Regional	Exploring how heuristics and biases affect investment behavior within a specific regional market, taking into account regional economic factors and investor sentiment.
National	-
Global	-
Employability	Exploring the implications of heuristics, biases, and group behavior for entrepreneurial ventures in the finance sector, including identifying investment opportunities and managing investor psychology.
Entrepreneurship	Exploring the implications of heuristics, biases, and group behavior for entrepreneurial ventures in the finance sector, including identifying investment opportunities and managing investor psychology.
Skill Development	Enhancing skills necessary for analyzing and mitigating heuristics, biases, and group behavior in investment decision-making, such as behavioral data analysis and developing strategies to overcome biases.
Professional Ethics	-
Gender	Investigating potential gender differences in heuristics, biases, and group behavior in investment decision-making, and exploring the implications for gender diversity and equality in the finance industry.
Human Values	-
Environment & Sustainability	-
SDG	(SDG 4.4), (SDG 4.a)



NEP 2020	Technology Use & Integration (23.1- 23.13)
POE/4th IR	-Skill Development, Hands-on Experience

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

DISCIPLINE ELECTIVES(HRM)

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Leadership, Influence & Power	MCSP105	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
<p>This course focuses on the development of leadership potential to meet the challenges and opportunities of today’s dynamic work environment. Students learn about values alignment, knowledge and skills that foster positive relationships and promote organizational commitment. During the course we will look at the theory regarding topics such as management, leadership, power and influence, and trust as well as discussing how the theories actually play out in today’s work place.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Leadership	No. of hours: 10	
Content Summary:			



Leadership: Introduction to Leaders, Leadership, characteristics of leaders, planning for leadership, functions of leaders. Basics of Leadership development, Theories of Leadership, delegating successfully, Leadership in a team, Managing relationships		
Unit Number: 2	Title: Social Network Perspective	No. of hours: 20
Content Summary: Social Network perspective to Leadership development, Women Leadership, Measuring Leadership –Tools and Techniques, The Moral Challenges of Leadership – Ethical Leadership, Leadership across cultures, leading across generations, Leadership and decision making.		
Unit Number: 3	Title: Develop a conceptual framework for understanding power and influence	No. of hours: 20
Content Summary: Develop a conceptual framework for understanding power and influence: Define power and influence, importance of power and influence, practice diagnostic skills to understand perspectives and power bases, and learn to predict and influence their actions. Power and Influence: Interpersonal Relationship relations in organization and society.		
Unit Number: 4	Title: Power and Negotiation	No. of hours: 10
Content Summary: Assess power bases and influence style and consider strategies for expanding them. Begin to build a repertoire of influence tactics that will enable you to be effective in a variety of contexts and situations. Understand strategies for building and exercising power and influence ethically and responsibly. Influence: Persuasion and Negotiation, speaking credibly, negotiation in more depth, interests vs. positions, stages of negotiation. Interest, rights and power, applying the IRP Model.		
*Self-Learning Components: <ul style="list-style-type: none">• Leadership Theories• Leadership Styles		
TEXT BOOK: 1. Pfeffer, Jeffrey (1992). Managing with Power. Cambridge, MA: Harvard University Press.		



2. Kellerman, B. (2010), Leadership: Essential Selections of Power, Authority and Influence. McGraw-Hill

Reference Books:

1. George, B. with Sims, P. True North: Discover Your Authentic Leadership
2. George, B.; McLean, A. and Craig, N. Finding Your True North: A Personal Guide
3. Kotter, J. P. (1985). Power and Influence; Beyond Formal Authority. Free Press, New York, NY.
4. Cialdini, Harnessing the Science of Persuasion

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the key theories and concepts of leadership, influence, and power.
CO2	Analyze and evaluate leadership behaviors and their impact on individuals and organizations.
CO3	Develop and demonstrate effective leadership skills and influence strategies.
CO4	Understand the role of power and its ethical implications in leadership.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	139. Knowledge 140. Understand 141. Apply 142. Analyze 143. Evaluate 144. Create	116. Receiving 117. Responding 118. Valuing 119. Organizing 120. Characterizing	116. Imitation 117. Manipulation 118. Precision 119. Articulation 120. 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	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

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

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

Relevance of the “Leadership, Influence & Power” to various indicators

Unit I	Leadership
Local	Understanding leadership dynamics and practices within a local organizational or community context.
Regional	Exploring leadership styles and strategies within a specific regional setting, considering cultural, social, and economic factors.
National	-
Global	-
Employability	Developing leadership skills and competencies to enhance employability and career advancement opportunities.
Entrepreneurship	Exploring the role of leadership in entrepreneurship, including entrepreneurial mindset, vision, and strategic leadership in starting and managing businesses.
Skill Development	Enhancing essential leadership skills such as communication, decision-making, conflict resolution, and team management.
Professional Ethics	-
Gender	-



Human Values	-
Environment & Sustainability	-
Unit II	Social Network Perspective
Local	Understanding society dynamics and practices within a local organizational or community context.
Regional	Exploring social network perspectives within a specific regional setting, considering cultural, social, and economic factors.
National	Analyzing society challenges and opportunities at the national level, including political leadership, organizational leadership, and leadership in public service.
Global	Examining social network in a global context, focusing on cross-cultural social network, global teamwork, and leading in diverse and complex global organizations.
Employability	Developing skills and competencies to enhance employability and career advancement opportunities.
Entrepreneurship	Exploring the role of society in entrepreneurship, including entrepreneurial mindset, vision, and strategic leadership in starting and managing businesses.
Skill Development	Enhancing essential societal skills such as communication, decision-making, conflict resolution, and team management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Develop a conceptual framework for understanding power and influence
Local	-



Regional	-
National	Analyzing leadership challenges and opportunities at the national level, including political leadership, organizational leadership, and leadership in public service.
Global	Examining leadership in a global context, focusing on cross-cultural leadership, global teamwork, and leading in diverse and complex global organizations.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Examining ethical considerations and responsible leadership practices, including ethical decision-making, integrity, and social responsibility.
Gender	Understanding the impact of gender on leadership dynamics, exploring gender biases, leadership representation, and strategies for promoting gender equality in leadership positions.
Human Values	Exploring the alignment of leadership practices with human values, including empathy, inclusivity, fairness, and respect for diversity.
Environment & Sustainability	Considering the role of leadership in addressing environmental challenges, promoting sustainable practices, and leading organizations towards environmental stewardship.
Unit IV	Power and Negotiation
Local	Understanding power dynamics and practices within a local organizational or community context.
Regional	Exploring power perspectives within a specific regional setting, considering cultural, social, and economic factors.
National	Analyzing negotiation challenges and opportunities at the



	national level, including political leadership, organizational leadership, and leadership in public service.
Global	Examining social network in a global context, focusing on cross-cultural social network, global teamwork, and leading in diverse and complex global organizations.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Examining ethical considerations and responsible leadership practices, including ethical decision-making, integrity, and social responsibility.
Gender	Understanding the impact of gender on leadership dynamics, exploring gender biases, leadership representation, and strategies for promoting gender equality in leadership positions.
Human Values	Exploring the alignment of leadership practices with human values, including empathy, inclusivity, fairness, and respect for diversity.
Environment & Sustainability	Considering the role of leadership in addressing environmental challenges, promoting sustainable practices, and leading organizations towards environmental stewardship.
SDG	Understanding how leadership and influence can contribute to achieving the United Nations' Sustainable Development Goals, addressing social, economic, and environmental issues.
NEP 2020	Exploring the implications on leadership development in the education system, fostering leadership skills among students.
POE/4th IR	Integrating leadership principles and strategies with the opportunities and challenges of the 4th Industrial Revolution, leveraging technology and innovation for



effective leadership.

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

Department:	School of Management & Commerce		
Course Name: Emotional Intelligence	Course Code	L-T-P	Credits
	MCSP102	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
<p>This course on emotional Intelligence is a skill which gives the learner an insight in to understanding self & others better. Like any other skill, the learner can get better at it with training and practice. It allows reading the personality style of individuals and adjusting their communications accordingly without being controlled by their underlying emotions.</p> <p>This course will focus on the five core competencies of emotional Intelligence: self-management, self-awareness, self-regulation, self-motivation and empathy, and it also include a review of learner's interpersonal skills.</p> <p>The students will learn to develop and implement these competencies to enhance their relationships in work and life by increasing their understanding of social and emotional behaviors, and learning how to adapt and manage their responses to particular situations. This course will teach the students about building stronger relationships, to better empathize with others, managing their stress levels, overcoming challenging situations, to diffuse personal conflicts and much more.</p>			
UNIT WISE DETAILS			



Unit Number: 1	Title: Introduction to Emotional Intelligence (EI)	No. of hours: 12
Content Summary: Emotional Intelligence and various EI models, the EQ competencies of self-awareness, self-regulation, motivation, empathy, and interpersonal skills. Understand EQ and its importance in life and the workplace.		
Unit Number: 2	Title: Know your emotions	No. of hours: 12
Content Summary: Understanding emotions; the different levels of emotional awareness; increase your emotional knowledge of yourself; recognise 'negative' and 'positive' emotions.		
Unit Number: 3	Title: Manage your Emotions	No. of hours: 20
Content Summary: The relationship between emotions, thought and behaviour; Discover the importance of values; the impact of not managing and processing 'negative' emotions ; techniques to manage your emotions in challenging situations.		
Unit Number: 4	Title: Recognise emotions in others	No. of hours: 16
Content Summary: The universality of emotional expression; learn tools to enhance your ability to recognise and appropriately respond to others' emotions; perceiving emotions accurately in others to build empathy.		
*Self-Learning Components: <ul style="list-style-type: none">• Empathy• Motivation• Social Skills		



TEXT BOOK:

1. Patrick M. Lencioni, Travis Bradberry, Jean Greaves, Emotional Intelligence, 2009

Reference Books:

1. The Brain and Emotional Intelligence: New Insights, Book by Daniel Goleman
2. HBR’s 10 Must Reads on Emotional Intelligence, Book by Annie McKee, Daniel Goleman, Richard E. Boyatzis, and Sydney Finkelstei
3. Emotional Intelligence at Work Book by Hendrie Weisinger
4. The Little Book of Emotional Intelligence: How to Flourish in a Crazy World Book by Amy Bradley and Andrew Cope

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the key concepts and theories of emotional intelligence.
CO2	Develop self-awareness and self-regulation skills.
CO3	Enhance empathy and interpersonal skills.
CO4	Apply emotional intelligence in personal and professional contexts

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	145. Knowledge	121. Receiving	121. Imitation
	146. Understanding	122. Responding	122. Manipulation
	147. Apply	123. Valuing	123. Precision
	148. Analyze	124. Organizing	124. Articulation
	149. Evaluate	125. Characterizing	125. Improving
	150. 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

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

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

Relevance of the “Emotional Intelligence” to various indicators

Unit I	Introduction to Emotional Intelligence (EI)
Local	Understanding and developing emotional intelligence skills within a local context, including self-awareness, self-management, empathy, and relationship management.
Regional	Exploring the cultural influences on emotional intelligence within a specific regional context, such as cultural norms, communication styles, and emotional expression.
National	Analyzing the role of emotional intelligence in national settings, considering factors such as cultural diversity, leadership styles, and workplace dynamics.
Global	Examining the importance of emotional intelligence in a globalized world, including cross-cultural interactions, global teamwork, and effective communication across borders.
Employability	Developing emotional intelligence skills to enhance employability in various professional settings, such as effective teamwork, conflict resolution, and leadership development.
Entrepreneurship	Exploring how emotional intelligence contributes to entrepreneurial success, including skills like decision-making, resilience, and building positive relationships with stakeholders.



Skill Development	Enhancing emotional intelligence skills, such as self-awareness, self-regulation, social awareness, and relationship management, to improve personal and professional effectiveness.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Know your emotions
Local	Understanding and developing emotional intelligence skills within a local context, including self-awareness, self-management, empathy, and relationship management.
Regional	Exploring the cultural influences on emotional intelligence within a specific regional context, such as cultural norms, communication styles, and emotional expression.
National	-
Global	-
Employability	Developing emotional intelligence skills to enhance employability in various professional settings, such as effective teamwork, conflict resolution, and leadership development.
Entrepreneurship	Exploring how emotional intelligence contributes to entrepreneurial success, including skills like decision-making, resilience, and building positive relationships with stakeholders.
Skill Development	Enhancing emotional intelligence skills, such as self-awareness, self-regulation, social awareness, and relationship management, to improve personal and professional effectiveness.
Professional Ethics	-



Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Manage your Emotions
Local	-
Regional	Exploring the cultural influences on emotional intelligence within a specific regional context, such as cultural norms, communication styles, and emotional expression.
National	Analyzing the role of emotional intelligence in national settings, considering factors such as cultural diversity, leadership styles, and workplace dynamics.
Global	Examining the importance of emotional intelligence in a globalized world, including cross-cultural interactions, global teamwork, and effective communication across borders.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Considering the ethical dimensions of emotional intelligence, including using emotional intelligence responsibly, respecting others' emotions, and promoting a positive and inclusive work environment.
Gender	-
Human Values	Exploring how emotional intelligence aligns with human values such as empathy, respect, fairness, and compassion.
Environment & Sustainability	Understanding the relationship between emotional intelligence and environmental sustainability, including fostering emotional connections with nature, promoting sustainable behaviors, and addressing environmental



	challenges through emotional intelligence.
Unit IV	Recognise emotions in others
Local	-
Regional	-
National	-
Global	-
Employability	Developing emotional intelligence skills to enhance employability in various professional settings, such as effective teamwork, conflict resolution, and leadership development.
Entrepreneurship	Exploring how emotional intelligence contributes to entrepreneurial success, including skills like decision-making, resilience, and building positive relationships with stakeholders.
Skill Development	Enhancing emotional intelligence skills, such as self-awareness, self-regulation, social awareness, and relationship management, to improve personal and professional effectiveness.
Professional Ethics	-
Gender	Examining the role of gender in emotional intelligence, including gender differences in emotional expression, empathy, and leadership styles.
Human Values	Exploring how emotional intelligence aligns with human values such as empathy, respect, fairness, and compassion.
Environment & Sustainability	Understanding the relationship between emotional intelligence and environmental sustainability, including fostering emotional connections with nature, promoting sustainable behaviors, and addressing environmental challenges through emotional intelligence.
SDG	Exploring how emotional intelligence contributes to achieving the SDGs, such as fostering empathy and



	collaboration for sustainable development.
NEP 2020	Understanding the relevance of emotional intelligence in the context of the educational reforms outlined in NEP 2020 and its integration into the curriculum.
POE/4th IR	Exploring the role of emotional intelligence in enhancing productivity, managing change, and fostering positive work environments in the era of the Fourth Industrial Revolution.

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

Department:	School of Management & Commerce		
Course Name: Training and Development	Course Code	L-T-P	Credits
	MCSP108	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
<p>Training and development is based on the premise that people are the most valuable asset of an organization which helps an employee to improve his/her performance. One of the mandates of the human resources department is to develop and administer policies, practices, and procedures to provide for the effective training and development of employees. This ensures the organization achieves its goals and objectives, and employees fulfill their career potential. This course provides students with an understanding of the skills required to assess employee training needs, design and administer employee training and development programs, and evaluate both the efficiency and effectiveness of such programs. This course deals with the process of training and developing people in organizations. It covers a variety of approaches to instruction and learning and contrasts</p>			



these with their practical application. It also includes the study of core functions of human resource development and the development of an understanding of workplace competency standards. Student will learn to design and conduct needs analyses and to plan, implement and evaluate training programs. Student will also learn training techniques and the skills required to deliver a training program.

UNIT WISE DETAILS

Unit Number: 1	Title: Training	No. of hours: 8
Content Summary: Concept and Rationale; Training process; Role of Stakeholders in Training Programme; Organization and Management of Training Function; Training Needs Assessment – Organizational Analysis, Operational Analysis, Person Analysis; Competency Mapping		
Unit Number: 2	Title: Designing the Training Programme	No. of hours: 10
Content Summary: Process of Learning in Training Programme – Attributes and Factors Influencing; Learning Process; Learning Styles; Training Climate and Pedagogy; Developing Training Modules; Training Aids		
Unit Number: 3	Title: Training Methods and Techniques	No. of hours: 12
Content Summary: Role Playing, Business Games, In Basket Exercises, Laboratory Training, Incidents and Cases, Seminars, Syndicates and Group Discussion, Lecture, Programmed Instructions; Inspirational Techniques – Brainstorming, Mind Mapping, Creative Problem Solving.		
Unit Number: 4	Title: Evaluation of Training	No. of hours: 10



Content Summary:

Need for Evaluation, Principles of Evaluation, Criteria and Approaches; Return on Investment in Training; Process of Calculating ROI In Training; Emerging Trends In Training and Development; New Perspectives on Training – Cross Cultural Training, E-Learning, Knowledge Management.

***Self-Learning Components:**

- **Training Evaluation**
- **Training Techniques and Tools**
- **Technology in Training**

TEXT BOOK:

1. Blanchard, P Nick, James W. and V Ananad Ram (2014). Effective Training – Systems, Strategies, and Practices (4e). New Delhi: Pearson Education.
2. Sahu, R.K. (2010). Training for Development. New Delhi: Excel Book.

Reference Books:

1. Agochia, Devendra (2009). Every Trainer’s Handbook. New Delhi; Sage Publications.
2. De Simone, R.L. and Harris, D.M. (2012). Human Resource Development. Bombay: Thomson Learning.
3. Goldstein (1993). Training in Organization. Bombay: Thomson Learning.
4. McGrath (1997). Training for Life and Leadership in Industry. New Delhi: Prentice Hall of India.
5. Dinesh Kumar, Dr. Mansoor Ali (2011). Fundamentals of Training and Development. Delhi: Vrinda Publication Ltd.
6. Raymond A Noe, Amitabh deo Kodwani (2015). Employee Training and Development (5e). New Delhi:Mc Graw Hill Education.



Define Course Outcomes (CO)

COs	Statements
CO1	Understand the principles and theories of training and development.
CO2	Design and develop effective training programs.
CO3	Apply training and development techniques in organizational settings.
CO4	Evaluate and measure the effectiveness of training and development programs.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©		Affective levels(A)		Psychomotor levels(P)	
	151. Knowledge	152. Understan d	126. Receiving	127. Responding	126. Imitation	127. Manipulatio n
	153. Apply	154. Analyze	128. Valuing	129. Organizing	128. Precision	129. Articulation
	155. Evaluate	156. Create	130. Characterizing		130. 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	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

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

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

Relevance of the “Training and Development” to various indicators

Unit I	Training
Local	Examining the specific operational issues and opportunities confronting local businesses or organisations in the community.
Regional	Regional operations management is the study of regional supply chains, logistics, and distribution networks to



	improve training.
National	Assessment of national sustainability frameworks and targets that impact training.
Global	Training at global level
Employability	Identifying the critical abilities needed for effective training operations.
Entrepreneurship	Investigating the intersections between entrepreneurship with training employees.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Designing the Training Programme
Local	-
Regional	-
National	Analyzing national-level training and development approaches, considering government policies, national skill development initiatives, and the role of training in national economic growth
Global	Examining global trends and practices in training and development, including multinational training programs, cross-cultural training, and global talent development strategies.
Employability	Enhancing employability skills through training and development programs, focusing on skills such as communication, problem-solving, teamwork, and adaptability in a global work environment.



Entrepreneurship	Exploring the role of training and development in fostering entrepreneurial skills, such as innovation, risk-taking, and business acumen, to support entrepreneurial ventures.
Skill Development	Developing skills related to training design, delivery, and evaluation, as well as understanding individual and organizational learning needs and developing appropriate training interventions.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Training Methods and Techniques
Local	Understanding the importance of training and development initiatives at the local level, considering the specific needs and challenges of organizations within a local market.
Regional	Exploring regional perspectives on training and development practices, including regional workforce dynamics, cultural factors, and regional training strategies.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Creating ways to improve one's employability in the field of training and development.
Professional Ethics	Addressing ethical considerations in training and development, such as maintaining confidentiality, ensuring fairness in training practices, and promoting ethical behavior in learning environments.
Gender	Considering the role of gender in training and



	development, including gender disparities in access to training opportunities, gender-specific training needs, and promoting gender equality in learning and development.
Human Values	Exploring how training and development can align with human values, such as respect, integrity, and inclusivity, and contribute to personal and organizational growth.
Environment & Sustainability	Examining the integration of environmental and sustainability considerations in training and development programs, such as promoting eco-friendly practices and sustainability-oriented leadership development.
Unit IV	Evaluation of Training
Local	Understanding the importance of training and development initiatives at the local level, considering the specific needs and challenges of organizations within a local market.
Regional	Exploring regional perspectives on training and development practices, including regional workforce dynamics, cultural factors, and regional training strategies.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in training and development, such as maintaining confidentiality, ensuring fairness in training practices, and promoting ethical behavior in learning environments.
Gender	Considering the role of gender in training and development, including gender disparities in access to training opportunities, gender-specific training needs, and promoting gender equality in learning and development.



Human Values	Exploring how training and development can align with human values, such as respect, integrity, and inclusivity, and contribute to personal and organizational growth.
Environment & Sustainability	Examining the integration of environmental and sustainability considerations in training and development programs, such as promoting eco-friendly practices and sustainability-oriented leadership development.
SDG	Skills for Decent Work (SDG 4.4)
NEP 2020	Professional Education (17.1-17.5)

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	Training and Development
AMITY UNIVERSITY	BBA	Fundamentals of Training and Development
SYMBIOSIS UNIVERSITY	BBA	Training and Development

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Talent Management	MCSP107	4-0-0	4



Type of Course:	Discipline Specific Elective	
Pre-requisite(s), if any:		
Brief Syllabus: <p>Improving Managerial Talent and Creativity, as the name itself suggests is managing the ability, competency and power of employees within an organization. The concept is not restricted to recruiting the right candidate at the right time but it extends to exploring the hidden and unusual qualities of your employees and developing and nurturing them to get the desired results. Hiring the best talent from the industry may be a big concern for the organizations today but retaining them and most importantly, transitioning them according to the culture of the organization and getting the best out of them is a much bigger concern. Talent Management in organizations is not just limited to attracting the best people from the industry but it is a continuous process that involves sourcing, hiring, developing, retaining and promoting them while meeting the organization’s requirements simultaneously. It can be said that talent management is a full-fledged process that not only controls the entry of an employee but also his or her exit. To understand the talent and creativity, concepts associated with continuous improvement in individual and group processes will be discussed.</p>		
UNIT WISE DETAILS		
Unit Number: 1	Title: Introduction	No. of hours: 12
Content Summary: <p>Concept of talent management, scope and need of talent, Talent Management requirements, process of talent management, consequences of failure in managing talent, tools for managing talent.</p>		
Unit Number: 2	Title: Talent Procurement and Deployment	No. of hours: 20
Content Summary: <p>Identifying talent needs, Talent Acquisition, developing talent, deployment of talent, establishing talent management system, talent multiplication</p>		



Unit Number: 3			Title: Talent Engagement & Retention	No. of hours: 20
Content Summary: Introduction, talent Engagement Approach and Objectives, Talent Retention Strategies, improving Employee Retention, Role of HR in Talent Management				
Unit Number: 4			Title: Compensation and Reward Strategies, Talent Management in India	No. of hours: 8
Content Summary: Contemporary issues, challenges and best practices.				
*Self-Learning Components: <ul style="list-style-type: none">• Diversity and Inclusion• Emerging Trends in Talent Management• Employee Development and Training				
TEXT BOOK: 1. Cheese, Peter, Robert J Thomas and Elizabeth Craig (2007). “The Talent Powered Organization” Kogan Page Ltd.				
Reference Books: 1. Stringer, Hank & Rusty Rueff, Talent Force: A New Manifesto for the Human Side of Business, Pearson Education, Prentice Hall Upper Saddle River, New Jersey 2. Sears David, Successful Talent Strategies, American Management Association, AMACOM, Press, New York 3. Lawyer III, Edward E, Talent: Making People your Competitive Advantage, Dave Ulrich, Jossey-Bass, A Wiley Imprint 4. Phillips, Jack J, Lisa Edwards, Managing Talent Retention, An ROI Approach, Pfeiffer, A				



Wiley Imprint

5. David, Tony, Maggie Cutt, Neil Flynn, Peter Mowl and Simon Orme, Talent Assessment, Gower Publishing Ltd., Hampshire Ltd.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the principles and concepts of talent management.
CO2	Analyze and evaluate talent management strategies and practices.
CO3	Develop skills in talent acquisition and talent development.
CO4	Understand the impact of talent management on organizational success.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	157. Knowledge	131. Receiving	131. Imitation
	158. Understand	132. Responding	132. Manipulation
	159. Apply	133. Valuing	133. Precision
	160. Analyze	134. Organizing	134. Articulation
	161. Evaluate	135. Characterizing	135. Improving
	162. 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

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

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

Relevance of the “Talent Management” to various indicators



Unit I	Introduction
Local	Examining the specific operational issues and opportunities confronting local businesses or organisations in the community.
Regional	Regional operations management is the study of regional supply chains, logistics, and distribution networks to improve productivity and efficiency.
National	Assessment of national sustainability frameworks and targets that lead operations management practises towards environmental and social responsibility.
Global	Global supply chain management is the study of global supply chain networks and logistics to improve operations and productivity on a worldwide scale.
Employability	Identifying the critical abilities needed for effective operations management, such as problem-solving, decision-making, and project management.
Entrepreneurship	Investigating the intersections between entrepreneurship with operations management, encompassing subjects such as lean startup principles, supply chain management, and production planning.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Talent Procurement and Deployment
Local	Identifying the local job market and employment prospects in operations management roles within the community.
Regional	Regional skill development entails identifying regional



	training programmes and educational opportunities for developing skills related to regional operations management.
National	National operations management methods entail researching national-level rules, regulations, and best practises for increasing productivity in a variety of industries through effective operations management.
Global	Global supply chain management is the study of global supply chain networks and logistics to improve operations and productivity on a worldwide scale.
Employability	Identifying the critical abilities needed for effective operations management, such as problem-solving, decision-making, and project management.
Entrepreneurship	Investigating the intersections between entrepreneurship with operations management, encompassing subjects such as lean startup principles, supply chain management, and production planning.
Skill Development	Creating ways to improve one's employability in the field of operations management.
Professional Ethics	Examining ethical challenges and considerations in operations management, such as workplace safety, fair labour practises, and responsible sourcing.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Talent Engagement and Retention
Local	Exploring local entrepreneurial initiatives and startups focusing on enhancing productivity through excellent operations management practises.
Regional	Assessment of regional resources, incubators, and support networks available to stimulate entrepreneurship in the



	field of operations management.
National	Analysing national-level skill development programmes and certifications to improve the overall competency of operations management professionals.
Global	Global talent pool and employability: Investigating worldwide job prospects and talent mobility in operations management across borders.
Employability	Identifying the critical abilities needed for effective operations management, such as problem-solving, decision-making, and project management.
Entrepreneurship	Investigating the intersections between entrepreneurship with operations management, encompassing subjects such as lean startup principles, supply chain management, and production planning.
Skill Development	Creating ways to improve one's employability in the field of operations management.
Professional Ethics	Examining ethical challenges and considerations in operations management, such as workplace safety, fair labour practises, and responsible sourcing.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Compensation and Reward Strategies, Talent Management in India
Local	Investigating local activities connected to sustainable operations management, such as waste reduction programmes or the use of renewable energy.
Regional	Regional collaborations on sustainability: Investigating regional partnerships and collaborations for applying sustainable practises in operations management across various industries.



National	Analysing national-level skill development programmes and certifications to improve the overall competency of operations management professionals.
Global	Standards and certifications for global sustainability: Understanding worldwide sustainability standards and certifications as they apply to operations management, as well as supporting global environmental and social sustainability
Employability	Creating ways to improve one's employability in the field of operations management.
Entrepreneurship	Investigating the intersections between entrepreneurship with operations management, encompassing subjects such as lean startup principles, supply chain management, and production planning.
Skill Development	Identifying the critical abilities needed for effective operations management, such as problem-solving, decision-making, and project management.
Professional Ethics	Examining ethical challenges and considerations in operations management, such as workplace safety, fair labour practises, and responsible sourcing.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	Skills for Decent Work (SDG 4.4)
NEP 2020	Professional Education (17.1-17.5)
POE/4 th IR	Global Education Knowledge

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

Name of the University	Program referred for Syllabus	Subject referred
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	contents	
Christ University	BBA	Talent Acquisition Skills
AMITY UNIVERSITY	BBA	Talent Management
SYMBIOSIS UNIVERSITY	BBA	Talent Management

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Compensation Management	MCSP101	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
<p>The course on Compensation Management explores the principles, theories, and practices of designing and managing compensation systems in organizations. It provides students with an understanding of the strategic importance of compensation in attracting, motivating, and retaining employees. The course covers various components of compensation, including base pay, incentives, benefits, and equity considerations.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction	No. of hours: 15	
Content Summary:			
Introduction to Compensation Management, Overview of compensation management principles			



and practices, Strategic role of compensation in organizations, Legal and ethical considerations in compensation, Compensation theories and models.

Unit Number: 2	Title: Compensation Management	No. of hours: 15
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Content Summary:

Compensation Design and Structure, Job analysis and job evaluation methods, Pay structure design and pay equity considerations, Variable pay systems (incentives, bonuses, commissions), Executive compensation and equity-based compensation.

Unit Number: 3	Title: Performance Management	No. of hours: 15
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Content Summary:

Compensation Administration and Performance Management, Compensation planning and budgeting, Performance-based pay and merit pay systems, Employee benefits and non-monetary rewards, Pay-for-performance and performance appraisal systems

Unit Number: 4	Title: Compensation Challenges and Trends	No. of hours: 15
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Content Summary:

Compensation Challenges and Emerging Trends, Global compensation management considerations, Pay and reward strategies for talent retention, Pay fairness, gender pay gap, and diversity considerations, Future trends in compensation management

***Self-Learning Components:**

- **Expectancy Theory**
- **Equity Theory**
- **Goal Setting Theory**

TEXT BOOK:

Milkovich, G. T., Newman, J. M., & Gerhart, B. (2019). Compensation (13th ed.).
Henderson, R. I. (2020). Compensation Management in a Knowledge-Based World.

Reference Books:



Biswas, S. (2020). Compensation Management: A Strategic Approach.
 Singh, P. (2018). Compensation Management and Performance Evaluation.
 Bhatia, P. (2020). Strategic Compensation Management: Concepts, Analysis, and Practices.
 Aggarwal, P. (2020). Compensation Management.
 Mamoria, C. B., & Gankar, S. V. (2021). Compensation Management.
 Panda, D. K., & Mishra, P. K. (2020). Compensation Management: A Practical Approach.
 Srivastava, D. K. (2021). Compensation Management: Principles and Practices.
 Gupta, S. K. (2019). Compensation Management: Text and Cases.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the principles and theories of compensation management.
CO2	Analyze and evaluate compensation strategies and practices.
CO3	Develop skills in designing and administering compensation programs.
CO4	Understand the role of compensation in attracting, motivating, and retaining employees.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©		Affective levels(A)		Psychomotor levels(P)	
	163.	Knowledge	136.	Receiving	136.	Imitation
164.	Understand	137.	Responding	137.	Manipulation	
165.	Apply	138.	Valuing	138.	Precision	
166.	Analyze	139.	Organizing	139.	Articulation	
167.	Evaluate	140.	Characterizing	140.	Improving	
168.	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	3	3		2	3	2					
CO2		3										
CO3							3					
CO4					3	3						

Please Note:

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

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

CO-PSO Mapping

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

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

Relevance of the “Compensation Management” to various indicators



Unit I	Introduction
Local	Understanding the principles and practices of compensation management within a local organizational context, including local labor laws, market trends.
Regional	Exploring the challenges and strategies involved in managing compensation across different regions, considering regional variations in cost of living, labor markets.
National	-
Global	-
Employability	Developing the skills and knowledge necessary for effective compensation management, including job evaluation, salary benchmarking, and designing compensation structures, to enhance employability in HR and related fields.
Entrepreneurship	Understanding how compensation management can impact the success of entrepreneurial ventures, including designing incentive schemes, and managing compensation budgets.
Skill Development	Enhancing skills related to compensation management, including communication, and strategic decision-making.
Professional Ethics	-
Gender	-
Human Values	Exploring how compensation management aligns with human values, such as fairness, equity, dignity.
Environment & Sustainability	-
Unit II	Compensation Management
Local	Understanding the principles and practices of compensation management within a local organizational context, including employee benefits.



Regional	Exploring the challenges and strategies involved in managing compensation across different regions, considering regional variations in cultural norms.
National	-
Global	-
Employability	Developing the skills and knowledge necessary for effective compensation management, including job evaluation, salary benchmarking, and designing compensation structures, to enhance employability in HR and related fields.
Entrepreneurship	Understanding how compensation management can impact the success of entrepreneurial ventures, including attracting and retaining talent.
Skill Development	Enhancing skills related to compensation management, including data analysis, negotiation.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Performance Management
Local	-
Regional	-
National	Analyzing the factors influencing compensation management at the national level, such as national labor laws, wage regulations.
Global	Examining the complexities of managing compensation in a globalized business environment, including issues related to international mobility, expatriate compensation.
Employability	-



Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in compensation management, such as pay equity, fairness, transparency, and compliance with labor laws and regulations.
Gender	Considering the role of gender in compensation management, including gender pay gaps, equal pay policies, and strategies for promoting gender equity in compensation.
Human Values	-
Environment & Sustainability	Examining the integration of environmental and sustainability considerations in compensation management, such as promoting eco-friendly workplace practices, recognizing contributions to sustainability, and aligning compensation with sustainable business goals.
Unit IV	Compensation Challenges and Trends
Local	-
Regional	-
National	Analyzing the factors influencing compensation management at the national level, such as industry standards.
Global	Examining the complexities of managing compensation in a globalized business environment, including issues related to global talent management.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in compensation management, such as pay equity, fairness, transparency,



	and compliance with labor laws and regulations.
Gender	Considering the role of gender in compensation management, including gender pay gaps, equal pay policies, and strategies for promoting gender equity in compensation.
Human Values	Exploring how compensation management aligns with human values, such as fairness, equity, dignity, and respect for employees' well-being.
Environment & Sustainability	Examining the integration of environmental and sustainability considerations in compensation management, such as promoting eco-friendly workplace practices, recognizing contributions to sustainability, and aligning compensation with sustainable business goals.
SDG	Goal 8 on decent work and economic growth.
NEP 2020	The development of skills relevant to the field.
POE/4th IR	Exploring the application to leverage technological advancements, digital tools, and analytics for optimizing compensation practices and employee performance.

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	Compensation Management
AMITY UNIVERSITY	BBA	Compensation Management
SYMBIOSIS UNIVERSITY	BBA	Compensation Management



Department:		School of Management & Commerce		
Course Name:		Course Code	L-T-P	Credits
Performance Management	Reward	MCSP106	4-0-0	4
Type of Course:		Discipline Specific Elective		
Pre-requisite(s), if any:				
Brief Syllabus:				
<p>This course aims at providing key concepts concerned with the formulation and implementation of strategies and policies in order to reward people fairly, equitably and consistently in accordance with their value to the organization. It deals with the development of reward strategies and the design, implementation and maintenance of reward systems (reward processes, practices and procedures) which aim to meet the needs of both the organization and its stakeholders. Reward can be regarded as the fundamental expression of the employment relationship.</p>				
UNIT WISE DETAILS				
Unit Number: 1	Title: Basics of Performance Management		No. of hours: 12	
Content Summary:				
Concept, essence, scope, need for performance management as a system, principles, PM vs. PA, performance management process, performance management and strategic planning linkages, performance and potential management				
Unit Number: 2	Title: Measuring Performance		No. of hours: 8	
Content Summary:				
Managing for results, managing behaviour, managing competencies, conducting performance				



reviews		
Unit Number: 3	Title: Compensation	No. of hours: 20
Content Summary: Economic and Behavioral Theories related to Compensation; Strategic Perspectives of Compensation; Compensation as Motivational Tool; Compensation Policy; Internal and External Equities in Compensation System; Compensation Differentials; Determining the Worth of Jobs; Retirement Plans; Pay for Performance Plans.		
Unit Number: 4	Title: Different Components of Compensation Package	No. of hours: 20
Content Summary: Basic Components, Fringe Benefits, Incentives; Designing Pay Structure; Compensation of Special Group: Corporate Directors, Chief Executives, Knowledge Workers, Sales Compensation Plan, International Compensation.		
*Self-Learning Components: <ul style="list-style-type: none">• Behavioral Theories• Economic Theories• Masclow Hierarchy Theory		
TEXT BOOK: 1. Armstrong, Michael, Performance Management – Key strategies and Practical Guidelines, Kogan Page 2. Milkovich, G. T., Newman J.M., & Venkata, C.S. (2010). Compensation (9th ed.). New Delhi: Tata McGraw-Hill Education.		



Reference Books:

1. Bhattacharyya, D. K. (2014). Compensation management (2nd ed.). New Delhi: Oxford University press.
2. Martocchio, J.J. (2015). Strategic compensation: A human resource management approach (8th ed.). New Delhi: Pearson Education.
3. Singh, B.D. (2007). Compensation reward management (1st ed.). New Delhi: Excel Books.
4. Cokins, Gary, Performance Management, Finding the Missing Pieces, John Wiley and Sons
5. Shields, John, Managing Employees Performance and Reward, Cambridge University, NOIDA
6. Aguinis, Herman, Performance Management, Pearson Education

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the principles and theories of performance reward management.
CO2	Analyze and evaluate performance reward strategies and practices.
CO3	Develop skills in designing and implementing performance reward programs.
CO4	Understand the impact of performance reward management on employee motivation and organizational performance.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	169. Knowledge	141. Receiving	141. Imitation
	170. Understan	142. Responding	142. Manipulatio
	171. Apply	143. Valuing	143. Precision
	172. Analyze	144. Organizing	144. Articulation
	173. Evaluate	145. Characterizing	145. Improving
	174. Create		



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

Please Note:

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

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

CO-PSO Mapping

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



CO4		3		
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Benchmarking Universities (at least 4-5 standard university contents must be referred):

Relevance of the “Performance Reward Management” to various indicators

Unit I	Basics of Performance Management
Local	-
Regional	-
National	Analyzing the national-level policies, laws, and regulations that influence reward management practices and performance incentives.
Global	Examining the challenges and opportunities in designing and implementing global reward management systems across diverse international contexts.
Employability	Developing skills and knowledge related to reward management to enhance employability in the field of performance reward.
Entrepreneurship	Understanding how reward management can impact entrepreneurial ventures, including attracting and retaining talent, motivating employees.
Skill Development	Enhancing skills necessary for designing and administering reward systems, including incentive program development.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Measuring Performance
Local	Understanding the practices and strategies used in local organizations to manage and reward employee performance.



Regional	Exploring the regional variations and considerations in designing and implementing reward management systems for employee performance.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Enhancing skills necessary for designing and administering reward systems, including performance measurement, compensation analysis.
Professional Ethics	Addressing ethical considerations and responsible practices in reward management, including fairness, transparency, and alignment with organizational values.
Gender	Considering the role of gender in reward management practices, including gender pay gaps, equal opportunities, and strategies for promoting gender equality in compensation.
Human Values	Exploring how reward management aligns with human values, such as equity, respect, and recognition of individual contributions.
Environment & Sustainability	Considering the impact of reward management on environmental sustainability, including incentives for eco-friendly behaviors.
Unit III	Compensation
Local	Understanding the practices and strategies used in local organizations to manage and reward employee performance.
Regional	Exploring the regional variations and considerations in designing and implementing reward management systems for employee performance.



National	Analyzing the national-level policies, laws, and regulations that influence reward management practices and performance incentives.
Global	Examining the challenges and opportunities in designing and implementing global reward management systems across diverse international contexts.
Employability	Developing skills and knowledge related to reward management to enhance employability in the field of human resource management and organizational performance.
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Different Components of Compensation Package
Local	-
Regional	-
National	-
Global	-
Employability	Developing skills and knowledge related to reward management to enhance employability in the field of organizational performance.
Entrepreneurship	Understanding how reward management can impact entrepreneurial ventures, including fostering a performance-oriented culture.



Skill Development	-
Professional Ethics	Addressing ethical considerations and responsible practices in reward management, including fairness, transparency, and alignment with organizational values.
Gender	Considering the role of gender in reward management practices, including gender pay gaps, equal opportunities, and strategies for promoting gender equality in compensation.
Human Values	Exploring how reward management aligns with human values, such as equity, respect, and recognition of individual contributions.
Environment & Sustainability	Considering the impact of reward management on environmental sustainability, including sustainable performance goals.
SDG	Understanding how reward management practices can contribute to the achievement of specific SDGs, such as decent work and economic growth, reduced inequalities, and responsible consumption and production.
NEP 2020	Fostering a performance-oriented educational 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	Performance Management
AMITY UNIVERSITY	BBA	Performance Reward Management
SYMBIOSIS UNIVERSITY	BBA	Performance Reward Management



Department:	School of Management & Commerce		
Course Name: HR Analytics	Course Code	L-T-P	Credits
	MCSP103	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus: <p>The course on HR Analytics explores the application of data analysis and statistical techniques to human resources management. It provides students with the knowledge and skills to use data-driven approaches in making informed HR decisions and solving organizational challenges. The course covers various aspects of HR analytics, including data collection, analysis, interpretation, and the use of analytics for strategic HR planning.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction	No. of hours: 15	
Content Summary: <p>Introduction to HR Analytics, Overview of HR analytics and its significance in organizations, Introduction to data-driven decision-making in HR, Role of HR analytics in strategic HR planning, Ethical considerations in HR data analytics</p>			
Unit Number: 2	Title: HR Metrics	No. of hours: 15	
Content Summary: <p>HR Metrics and Data Collection, Key HR metrics and their relevance in organizational performance, Data collection methods and sources for HR analytics, Data governance and quality in HR analytics, Privacy and security considerations in HR data analytics</p>			



Unit Number: 3	Title: HR Data Analytics	No. of hours: 15
Content Summary: Data Analysis and Interpretation in HR, Exploratory data analysis techniques for HR data, Statistical analysis methods for HR analytics, Predictive and prescriptive analytics in HR, Data visualization and reporting in HR analytics.		
Unit Number: 4	Title: Unleashing the Power of HR Analytics: Transforming Talent Acquisition, Performance Management, and Workforce Planning	No. of hours: 15
Content Summary: Applying HR Analytics in Practice, Talent acquisition and retention analytics Performance management and employee engagement analytics, Workforce planning and succession analytics, HR analytics for diversity and inclusion.		
*Self-Learning Components: <ul style="list-style-type: none"> • Ethical Considerations • Data Governance • Workforce Planning 		
TEXT BOOK: Edwards, M. R., & Edwards, K. (2019). <i>Predictive HR analytics: Mastering the HR metric</i> . Kogan Page Publishers.		
Reference Books: Fitz-Enz, J. (2010). <i>The new HR analytics</i> . American Management Association. Smith, T. (2013). <i>HR Analytics: The what, why and how</i> . Numerical Insights LLC.		

Define Course Outcomes (CO)

COs	Statements
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CO1	Understand the principles and concepts of HR analytics.
CO2	Apply statistical and analytical techniques to HR data.
CO3	Develop skills in HR data visualization and reporting.
CO4	Understand the strategic implications of HR analytics for organizational performance.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
		175. Knowledge 176. Understand 177. Apply 178. Analyze 179. Evaluate 180. Create	146. Receiving 147. Responding 148. Valuing 149. Organizing 150. Characterizing
CO1			-
CO2		A3	-
CO3	C5		-
CO4	C3		-

***Please Note:**

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

CO-PO Mapping

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



CO3							3					
CO4					3	3						

Please Note:

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

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

CO-PSO Mapping

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

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

Relevance of the “HR Analytics” to various indicators

Unit I	Introduction
Local	-
Regional	-
National	-
Global	-
Employability	HR measurement is critical in analysing and improving employability. Organisations can align their HR practises to match the demands of the job market by assessing key HR metrics and analysing employee skills. The curriculum teaches students how to assess and enhance employability



	criteria.
Entrepreneurship	-
Skill Development	HR measurement gives organisations insights about their employees' abilities and competences, allowing them to design effective skill development programmes. The curriculum involves measuring skill gaps, training needs, and evaluating skill development activities.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	HR Metrics
Local	-
Regional	-
National	The curriculum delves into the use of HRIS (Human Resource Information System) for HR analytics in a variety of contexts, including local, regional, national, and worldwide views. It teaches students how to use HRIS to collect, store, and analyse HR data at various organisational levels.
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	By facilitating the measurement and analysis of gender-related HR variables, HRIS can contribute to gender



	equality. The curriculum introduces students to the use of HRIS for gender diversity programmes, as well as how HR analytics can be used to discover gender discrepancies inside organisations.
Human Values	-
Environment & Sustainability	While it is not expressly stated in the syllabus, HRIS can aid in environmental and sustainability efforts by automating HR operations, reducing paper usage, and promoting remote work arrangements.
Unit III	HR Data Analytics
Local	-
Regional	-
National	The curriculum delves into the use of analytics in HR systems in a variety of situations, including local, regional, national, and worldwide views. It teaches students how to use HR analytics to improve HR decision-making and boost organisational performance.
Global	-
Employability	-
Entrepreneurship	-
Skill Development	HR analytics can be used to identify skill gaps, evaluate training programmes, and assess the effectiveness of skill development projects. The curriculum delves into the use of analytics to evaluate the efficacy of skill development activities and connect them with organisational goals.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-



Unit IV	Unleashing the Power of HR Analytics: Transforming Talent Acquisition, Performance Management, and Workforce Planning
Local	The syllabus investigates trends and future issues in human resource management in a variety of contexts, including local, regional, national, and worldwide perspectives. It assists students in comprehending the changing nature of HR practises as well as the issues that organisations face in a fast-changing corporate environment.
Regional	-
National	-
Global	-
Employability	Developing the skills and knowledge related to HR analytics to enhance employability in HR roles and organizations that value data-driven decision-making.
Entrepreneurship	Exploring how HR analytics can be leveraged in entrepreneurial ventures to optimize talent acquisition, performance management, and workforce planning.
Skill Development	-
Professional Ethics	-
Gender	Considering the role of HR analytics in addressing gender-related challenges and promoting gender equality in talent acquisition, performance management, and workforce planning.
Human Values	Exploring how HR analytics align with human values such as fairness, diversity, inclusion, and employee well-being.
Environment & Sustainability	Examining the impact of HR analytics on sustainable talent acquisition, performance management, and workforce planning practices, considering environmental, social, and governance (ESG) factors.
SDG	Economic growth, gender equality, and reduced



	inequalities.
NEP 2020	Considering the relevance in promoting data literacy and analytical skills in HR education and practice.
POE/4th IR	Exploring the use of HR analytics to enhance productivity, organizational effectiveness, and efficiency.

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	HR Analytics

DISCIPLINE ELECTIVE (MARKETING)

Department:	School of Management & Commerce		
Course Name: Marketing Research	Course Code	L-T-P	Credits
	MCSP124	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
The course on Marketing Research provides students with a comprehensive understanding of the principles and techniques involved in conducting market research. It covers various aspects of the research process, including problem formulation, research design, data collection, analysis, and reporting. The course aims to equip students with the knowledge and skills necessary to make			



informed marketing decisions based on research insights.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction to Marketing Research	No. of hours: 15
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Content Summary:
Overview of marketing research and its importance in decision-making
Types and scope of marketing research studies
Ethical considerations in marketing research
Problem formulation and research objectives

Unit Number: 2	Title: Research Design and Data Collection	No. of hours: 15
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Content Summary:
Research design and sampling techniques
Questionnaire design and survey methods
Experimental research and test marketing
Data collection methods, including primary and secondary data

Unit Number: 3	Title: Data Analysis and Interpretation	No. of hours: 15
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Content Summary:
Data preparation and cleaning
Descriptive and inferential statistics
Hypothesis testing and significance analysis
Data visualization and interpretation techniques

Unit Number: 4	Title: Reporting and Application of Research Findings	No. of hours: 15
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Content Summary:
Research report writing and presentation
Communicating research findings to stakeholders
Application of research insights in marketing decision-making
Continuous monitoring and feedback in marketing research



***Self-Learning Components:**

- **Research Principles**
- **Ethical Considerations**

TEXT BOOK:

Malhotra, L.K. & Dash, S. (2019). Marketing Research. Pearson Education

Reference Books:

McDaniel Jr, C., & Gates, R. (2018). *Marketing research*. John Wiley & Sons.

Malhotra, N., Nunan, D., & Birks, D. (2017). *Marketing research: An applied approach*. Pearson.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the fundamental principles and concepts of marketing research.
CO2	Apply appropriate research methodologies to collect and analyze marketing data.
CO3	Evaluate and interpret marketing research findings to generate actionable insights.
CO4	Communicate research findings and recommendations effectively.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	181. Knowledge	151. Receiving	151. Imitation
	182. Understanding	152. Responding	152. Manipulation
	183. Apply	153. Valuing	153. Precision
	184. Analyze	154. Organizing	154. Articulation
	185. Evaluate	155. Characterizing	155. Improving
	186. Create		



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

Please Note:

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

Justification for mapping must be relevant

1=weakly mapped

2= moderately mapped

3=strongly mapped

CO-PSO Mapping

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



CO4		3		
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Benchmarking Universities (at least 4-5 standard university contents must be referred):

Relevance of the “Marketing Research” to various indicators

Unit I	Introduction to Marketing Research
Local	Local marketing research and analytics assist organisations understand the tastes, behaviours, and needs of their target market.
Regional	Examining the problems and opportunities in regional market management
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	Examining the gender role in marketing.
Human Values	Human values integration with management practises
Environment & Sustainability	-
Unit II	Research Design and Data Collection
Local	Local marketing research and analytics assist organisations understand the tastes, behaviours, and needs of their target market.
Regional	-
National	-



Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	Businesses can design gender-specific marketing tactics that resonate with different genders by analysing gender-specific data.
Human Values	Incorporating human values into marketing research and analytics guarantees ethical practises and consumer rights are respected.
Environment & Sustainability	-
Unit III	Data Analysis and Interpretation
Local	-
Regional	-
National	National market analysis helps organisations split the national market, target specific client segments, and create national marketing strategies.
Global	-
Employability	Marketing research and analytics abilities enable you to work in market research organisations, consulting firms, advertising agency, and corporate marketing departments.
Entrepreneurship	-
Skill Development	Allows them to make well-informed judgements and create effective marketing strategies.
Professional Ethics	-



Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Reporting and Application of Research Findings
Local	It enables companies to make educated decisions about product creation, pricing, distribution, and promotional activities.
Regional	-
National	-
Global	It aids in the formulation of strategic decisions about worldwide expansion, product localisation, and global brand management.
Employability	Professionals that can analyse marketing data and make strategic recommendations are in high demand.
Entrepreneurship	-
Skill Development	Entrepreneurs may make informed decisions about product creation, pricing, distribution methods, and marketing campaigns by conducting market research and utilising analytics.
Professional Ethics	-
Gender	It enables companies to establish gender-sensitive ads and a positive brand image.
Human Values	-
Environment & Sustainability	-
SDG	SDG 3
NEP 2020	Understanding the implications of the NEP on marketing research.



POE/4th IR	-
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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	Marketing Research
SHIV NADAR UNIVERSITY	BMS	Marketing Research
SYMBIOSIS UNIVERSITY	BBA	Marketing Research

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Consumer Behaviour	MCSP122	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
<p>This course introduces the theory of consumer behavior and relates it to the practice of marketing. It will present relevant material drawn from psychology, anthropology, social and behavioral sciences within the framework of the consumer decision process and its main influencing factors. Understanding how and why consumers behave in a given way enables marketers to design and implement better marketing strategies. Consumer Behavior focuses upon understanding consumer decision-making processes and the various factors that influence these processes. Collaborative</p>			



work processes, inquiry and communication skills within marketing contexts are focused upon for student attribute development.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction	No. of hours: 12
Content Summary: Significance and Underlying Principles of Consumer Behavior; The Basic Consumer Decision Process; Methods of Studying Consumer Behavior; Using Consumer Analysis to Build Consumer Relationships and Loyalty.		
Unit Number: 2	Title: Factors and Process of Consumer Behaviour	No. of hours: 20
Content Summary: Pre-Purchases Processes; Consumer Resources and Purchase Decision Process; Post-Purchase Behavior; Consumer Demographics and Psychographics; Personality Factors in Consumer Behavior; Consumer Motivation and its Challenges; Managing Consumer Knowledge; Consumer Behavior towards New and Innovative Products.		
Unit Number: 3	Title: Culture	No. of hours: 8
Content Summary: Impact of Culture; Ethnicity and Social Classification on Consumer Behavior; Family Influences; Household Consumer Behavior; Group Influences; Influence through Dyadic Exchanges.		



Unit Number: 4	Title: Approaches	No. of hours: 20
Content Summary: Approaches to Attracting Consumer Attention; Managing Consumer Exposure; Process of Customer Opinion Formation; Approaches to Changing Consumer Opinion; Improving Consumer Memory through Cognitive Learning and Retrieval; Brand Recognition and Recall Measures.		
*Self-Learning Components: <ul style="list-style-type: none"> • Principles of Consumer behaviour • Personality Factors 		
TEXT BOOK: Schiffman L. G., Wisenblit J., & Kumar, S.R. (2015). Consumer behavior (11th ed.). New Delhi: Pearson Publication. 2. Blackwell, R. D., Engel, J. F., & Miniard, P. W. (2006). Consumer behavior (10th ed.). New Delhi: Thomson, South-Western. Reference Books: 1. Hawkins. (2012). Consumer behavior: Building marketing strategy (12th ed.). New Delhi: McGraw Hill Education. 2. Kumar, S. R. (2009). Consumer behavior and branding: Concepts, readings and cases-The Indian context, (1st ed.). New Delhi: Pearson Education.		

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the key theories and concepts that explain consumer behavior.
CO2	Analyze and interpret consumer behavior data to gain insights into consumer preferences and trends.



CO3	Evaluate the impact of internal and external factors on consumer behavior.
CO4	Apply consumer behavior principles to develop effective marketing strategies.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	187. Knowledge	156. Receiving	156. Imitation
	188. Understand	157. Responding	157. Manipulation
	189. Apply	158. Valuing	158. Precision
	190. Analyze	159. Organizing	159. Articulation
	191. Evaluate	160. Characterizing	160. Improving
	192. 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	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	3	1	2	
CO2	3	1	2	
CO3	3	1	2	
CO4	3	1	2	

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

Relevance of the “Consumer Behaviour” to various indicators

Unit I	Introduction
Local	Understanding the behavior of consumers within a local market, including their buying preferences, decision-making processes, and cultural influences.
Regional	Exploring the factors that shape consumer behavior within a specific regional market, such as regional culture, economic conditions, and consumer trends.
National	-
Global	-
Employability	Developing skills and knowledge relevant to consumer behavior to enhance employability in marketing, market research, and consumer insights roles.
Entrepreneurship	Understanding how consumer behavior influences entrepreneurial endeavors, including identifying market



	opportunities, understanding consumer needs and preferences, and developing effective marketing strategies.
Skill Development	Enhancing skills necessary to analyze consumer behavior data, conduct market research.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Factors and Process of Consumer Behaviour
Local	-
Regional	-
National	Analyzing consumer behavior at the national level, including consumer attitudes, purchasing patterns, and the impact of national culture and policies on consumer decision-making.
Global	Examining consumer behavior in the global marketplace, considering cross-cultural influences, international marketing strategies, and consumer perceptions of global brands.
Employability	-
Entrepreneurship	Understanding how consumer behavior influences entrepreneurial endeavors, including identifying market opportunities, understanding consumer needs and preferences, and developing effective marketing strategies.
Skill Development	Apply consumer insights to marketing strategies.
Professional Ethics	-
Gender	-
Human Values	-



Environment & Sustainability	-
Unit III	Culture
Local	Understanding the behavior of consumers within a local market, including their buying preferences, decision-making processes, and cultural influences.
Regional	Exploring the factors that shape consumer behavior within a specific regional market, such as regional culture, economic conditions, and consumer trends.
National	-
Global	-
Employability	-
Entrepreneurship	Understanding how consumer behavior influences entrepreneurial endeavors, including identifying market opportunities, understanding consumer needs and preferences, and developing effective marketing strategies.
Skill Development	-
Professional Ethics	-
Gender	Gender-specific marketing strategies.
Human Values	-
Environment & Sustainability	Sustainable consumption patterns, and green marketing strategies.
Unit IV	Approaches
Local	-
Regional	-
National	-
Global	-
Employability	-



Entrepreneurship	-
Skill Development	-
Professional Ethics	Considering ethical considerations in consumer behavior research and marketing practices, including issues such as consumer privacy, transparency, and responsible advertising.
Gender	Examining the role of gender in consumer behavior, including gender-based preferences, purchasing power
Human Values	Exploring how consumer behavior aligns with human values, such as social responsibility, sustainability, and ethical consumption.
Environment & Sustainability	Understanding the impact of consumer behavior on the environment and sustainability, including eco-friendly purchasing trends
SDG	responsible consumption and production, poverty alleviation, and gender equality.
NEP 2020	influence the teaching and learning of consumer behavior.
POE/4 th IR	improve consumer behavior analysis and marketing strategies through technological advancements and data analytics.

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	Consumer Behaviour
SHIV NADAR UNIVERSITY	BMS	Consumer Behaviour
DELHI UNIVERSITY	BBA	Consumer Behaviour



Department:	School of Management & Commerce		
Course Name: Service Marketing	Course Code	L-T-P	Credits
	MCSP127	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus: From the past decades, growth in the service sector across all developed economies has far exceeded growth of expenditures on tangible goods. This trend is expected to continue in the future. Service jobs still account for around 80% of all employment within most developed economies. Alongside the figures relating to employment growth, the services sector contributes around 53% of the Gross Domestic Product of India, 2018. Projections for the five fastest growing jobs in the year 2018 are all in service industries: physician’s assistants, physical therapists, manicurists and pedicurists, environmental science technicians, and gaming and sports book writers and runners. This course will focus on the role of marketing in managing services. However, it is expected to address human resource, information management, operational, and financial overlaps with marketing. The strategic application of marketing requires cross-functional integration; this is particularly true when one speaks about the marketing of services.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Foundation of Service Marketing	No. of hours: 8	
Content Summary: Definition and Concept of Service Marketing; Distinctive Characteristics and Classification of Services; Growth in Service; Service Marketing Mix; Emergence of Services in Economy.			
Unit Number: 2	Title: Customer Focus	No. of hours: 20	



Content Summary: Understanding Customer Needs and Expectations; Building Customer Relationship; Fundamental of Customer Satisfaction; Monitoring and Measuring Customer Satisfaction; Understanding Customer Service; Customer Loyalty; Service Encounters; Handling Complaints; Service Failure and Recovery.		
Unit Number: 3	Title: Designing and Delivery Services	No. of hours: 20
Content Summary: Positioning a Service in the Market; Value Addition to Service Product; Planning and Branding Service Product; New Service Development; Pricing the Service Product; Advertising, Personnel Selling and Other Communication in Services Industry; Challenges in Distribution of Services; Role of Employees; Customers and Intermediaries in Service Industry.		
Unit Number: 4	Title: Understanding Specific Service Industries	No. of hours: 12
Content Summary: e-services, online consumer behaviour, self- service technologies, Financial Industry; Hospitality Industry; Health Industry; Retail Industry; Travel and Tourism Industry; Transport Industry; Educational Industry; IT Industry; Insurance Industry.		
*Self-Learning Components: <ul style="list-style-type: none">• E-services• Branding• Services Marketing Mix		
TEXT BOOK: 1. Lovelock, Christopher, Wirtz, Jocken and Chatterjee, Jayanta (2011). Service Marketing – People, Technology, Strategy (6e). New Delhi: Pearson Education. 2. Zeithmal, Bitner, Gremler, Pandit (2015). Service Marketing- Integrating Customer Focus across the Firm (Sixth Edition). New Delhi: Mc Graw Hill Education.		
Reference Books:		



1. Verma, Harsh (2012). Services Marketing – Text and Cases. New Delhi: Pearson Education.
2. K Rama Mohan Rao (2013). Service Marketing. New Delhi: Pearson Education.
3. S.M. Jha (2011). Service Marketing. Mumbai: Himalaya Publishing House.
4. Vasant Venugopal, Raghav V.N. (2012). Services Marketing. Mumbai: Himalaya Publishing House.
5. Apte, Govind (2004). Services Marketing. New Delhi: Oxford University Press.
6. Jauhari Vinnie and Kirti Dutta (2012). Services: Marketing, Operations and Management. New Delhi:Oxford University Press.
7. M.K. Rampal, S.L. Gupta (2012). Service Marketing- Concepts, Applications and Cases. New Delhi: Galgotia Publication Company.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the unique characteristics and challenges of service marketing.
CO2	Analyze customer expectations and perceptions in service encounters.
CO3	Develop effective service marketing strategies and tactics.
CO4	Evaluate and manage service quality and customer satisfaction.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	193. Knowledge	161. Receiving	161. Imitation
	194. Understan	162. Responding	162. Manipulation
	195. Apply	163. Valuing	163. Precision
	196. Analyze	164. Organizing	164. Articulation
		165. Characterizing	165. Improving



	197. 198.	Evaluate 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

Please Note:

- Refer to POs while mapping each CO.
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- If attainment of a CO is strongly mapped with a PO , Mark 3
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- 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	1	2	
CO2	3	1	2	
CO3	3	1	2	
CO4	3	1	2	

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

Relevance of the “Service Marketing” to various indicators

Unit I	Foundation of Service Marketing
Local	-
Regional	-
National	Analyzing the marketing strategies employed by service providers at the national level, including branding, customer relationship management, and national service policies.
Global	Examining the complexities of marketing services in the global marketplace, considering factors such as cultural adaptation, global service standards, and international service expansion.
Employability	Developing skills and knowledge relevant to services marketing to enhance employability in the service industry, including customer relationship management, service quality management, and customer-centric marketing approaches.
Entrepreneurship	Exploring entrepreneurial opportunities in the services sector, such as identifying service gaps, developing innovative service offerings, and creating effective service marketing strategies.
Skill Development	Enhancing skills necessary for effective services marketing, including customer communication, service design, service delivery management, and service recovery.
Professional Ethics	-
Gender	-



Human Values	-
Environment & Sustainability	-
Unit II	Customer Focus
Local	Understanding the unique aspects and challenges of marketing services within a local market, including service design, customer experience, and local consumer behavior.
Regional	Exploring the regional factors that impact services marketing, such as cultural preferences, regional service providers, and regional market dynamics.
National	-
Global	Examining the complexities of marketing services in the global marketplace, considering factors such as cultural adaptation, global service standards, and international service expansion.
Employability	Developing skills and knowledge relevant to services marketing to enhance employability in the service industry, including customer relationship management, service quality management, and customer-centric marketing approaches.
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Responsible service consumption.
Unit III	Designing and Delivery Services
Local	Understanding the unique aspects and challenges of marketing services within a local market, including service design, customer experience, and local consumer behavior.



Regional	-
National	-
Global	-
Employability	Developing skills and knowledge relevant to services marketing to enhance employability in the service industry, including customer relationship management, service quality management, and customer-centric marketing approaches.
Entrepreneurship	Exploring entrepreneurial opportunities in the services sector, such as identifying service gaps, developing innovative service offerings, and creating effective service marketing strategies.
Skill Development	-
Professional Ethics	ethical advertising practices.
Gender	-
Human Values	customer well-being
Environment & Sustainability	sustainable service practices, green service innovations,
Unit IV	Understanding Specific Service Industries
Local	-
Regional	-
National	-
Global	Examining the complexities of marketing services in the global marketplace, considering factors such as cultural adaptation, global service standards, and international service expansion.
Employability	-
Entrepreneurship	-



Skill Development	-
Professional Ethics	Addressing ethical considerations in services marketing, such as transparency in service pricing, customer privacy.
Gender	Considering the role of gender in services marketing, including gender-based preferences in service consumption, gender diversity in service delivery, and gender-responsive service marketing strategies.
Human Values	Exploring how services marketing aligns with human values, such as empathy, fairness.
Environment & Sustainability	Sustainable service practices, green service innovations,
SDG	Decent work and economic growth, sustainable cities and communities, and responsible consumption and production.
NEP 2020	Influence the teaching and learning of services marketing and its alignment with industry needs.
POE/4th IR	Exploring the application of the POE framework in services marketing to leverage technological advancements and digital transformation for improved service delivery, customer experience, and operational efficiency.

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	Service Marketing
AMITY UNIVERSITY	BBA	Service Marketing
SHIV NADAR UNIVERSITY	BMS	Service Marketing



Department:	School of Management & Commerce		
Course Name: Retail Management	Course Code MCSP126	L-T-P 4-0-0	Credits 4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus: Demonstrate an understanding of the key concepts and issues pertaining to the retail environment of the firm and their retail marketing strategies including store composition, location, and image, target customer, merchandise management and pricing, human resource and logistic needs, and distribution channel. Examine these concepts and issues in a global, ethical, and social framework of retailing as they pertain to facets of strategic planning, consumer buying behavior, customer relationship, and demand analysis etc. Conduct analyses of the retail environment of firm and identify potential problems or opportunities for their operational retail program using trading area analysis, site selection procedures, merchandise management, planning, and market research techniques. Develop alternative strategies for integrated retail marketing plans and explain suggestions for implementing such ideas in the future.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Retail	No. of hours: 10	
Content Summary: Retail in India; retail models and theories of retail development; understanding the retail consumers; ethical issues in retailing.			
Unit Number:	Title: Retail Marketing Strategy	No. of hours: 10	



2		
Content Summary: Retail franchising; retail store location and site selection; retail store design and visual merchandising; customer relationship management in retailing		
Unit Number: 3	Title: Basics of Retail Merchandising	No. of hours: 20
Content Summary: The process of retail merchandising; the method of merchandise procurement; retail pricing and evaluating merchandise performance; retail communication mix		
Unit Number: 4	Title: Retail Store Operations	No. of hours: 20
Content Summary: Servicing the retail customers; retail human resource management; financial aspects of retail management; retail information system; supply chain management in retailing		
*Self-Learning Components: <ul style="list-style-type: none">• Ethical Issues in Retailing• Servicing the retail customers• Retail information system		
TEXT BOOK: Pradhan, Swapna (2008). “Retailing Management; Texts & Cases” New Delhi ;Tata McGraw Hill.		
Reference Books: <ol style="list-style-type: none">1. Newman, Andrew J. & Cullen, Peter (2011). “Retailing –Environment and Operations” New Delhi; Cengage Learning Pvt. Ltd.2. Arif Sheikh, Kanneej Fatima (2012). “Retailing Management” Mumbai; Himalaya Publishing House.3. Roger Cox, Paul Brittain (2011). “Retailing: An Introduction” 5e, New Delhi; Pearson Edu. Inc.4. Jay Diamond, Gerald Pintel (2008). “Retail Buying” 8e, New Delhi; Pearson Edu. Inc.5. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi (2011). “Retail Management” New Delhi;		



Oxford University Press.

Berman, Barry & Evans, Joel R (2010). “Retail Management –A Strategic Approach” New Delhi; Pearson Edu. Inc.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the fundamentals of retail management and its role in the business ecosystem.
CO2	Analyze and apply retail marketing strategies to attract and retain customers.
CO3	Manage retail operations and optimize retail performance.
CO4	Understand emerging trends and technologies in retail management.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©		Affective levels(A)		Psychomotor levels(P)	
	199.	Knowledge	166.	Receiving	166.	Imitation
	200.	Understand	167.	Responding	167.	Manipulation
	201.	Apply	168.	Valuing	168.	Precision
	202.	Analyze	169.	Organizing	169.	Articulation
	203.	Evaluate	170.	Characterizing	170.	Improving
	204.	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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

Please Note:

- Refer to POs while mapping each CO.
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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	1	2	
CO2	3	1	2	
CO3	3	1	2	
CO4	3	1	2	

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

Relevance of the “Retail Management” to various indicators

Unit I	Introduction to Retail
Local	Understanding the principles and practices of managing retail operations at the local level, including store layout, merchandising, customer service, and local consumer



	behavior.
Regional	-
National	-
Global	-
Employability	Developing skills and knowledge that enhance employability in the retail industry, including customer service skills, sales techniques, retail analytics, and understanding market trends.
Entrepreneurship	Exploring the entrepreneurial aspects of retail management, such as starting and managing a retail business, identifying niche markets, developing unique value propositions, and adapting to changing consumer demands.
Skill Development	Enhancing skills necessary for effective retail management, including inventory management, visual merchandising, sales forecasting, data analysis, and customer relationship management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Retail Marketing Strategy
Local	-
Regional	Exploring the unique challenges and strategies involved in managing retail operations in a specific regional market, considering factors such as regional preferences, cultural influences, and competition.
National	Analyzing the key aspects of managing retail operations at the national level, including retail marketing strategies, supply chain management, retail pricing, and national retail



	regulations.
Global	-
Employability	-
Entrepreneurship	Exploring the entrepreneurial aspects of retail management, such as starting and managing a retail business, identifying niche markets, developing unique value propositions, and adapting to changing consumer demands.
Skill Development	Enhancing skills necessary for effective retail management, including inventory management, visual merchandising, sales forecasting, data analysis, and customer relationship management.
Professional Ethics	-
Gender	-
Human Values	Exploring how retail management practices align with human values, such as customer satisfaction, fairness, transparency, and social responsibility.
Environment & Sustainability	energy efficiency, and promoting eco-friendly consumer behavior.
Unit III	Basics of Retail Merchandising
Local	-
Regional	-
National	-
Global	Examining the complexities of managing retail operations in the global marketplace, considering factors such as global supply chains, international expansion strategies, global consumer behavior, and adapting to cultural differences.
Employability	-
Entrepreneurship	-



Skill Development	-
Professional Ethics	Addressing ethical considerations in retail management such as responsible advertising, and ensuring product quality and safety.
Gender	Considering the role of gender in the retail industry, including gender diversity in retail leadership, gender-specific marketing strategies, and addressing gender biases in the workplace.
Human Values	-
Environment & Sustainability	-
Unit IV	Retail Store Operations
Local	Understanding the principles and practices of managing retail operations at the local level, including store layout, merchandising, customer service, and local consumer behavior.
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in retail management, such as fair-trade practices, customer privacy.
Gender	Considering the role of gender in the retail industry, including gender diversity in retail leadership, gender-specific marketing strategies, and addressing gender biases in the workplace.
Human Values	Exploring how retail management practices align with



	human values, such as customer satisfaction, fairness, transparency, and social responsibility.
Environment & Sustainability	Examining the impact of retail operations on the environment and sustainability, including sustainable sourcing, waste management
SDG	Responsible consumption and production, decent work and economic growth, and reducing inequality.
NEP 2020	Skill-based education, industry-academia collaboration, and fostering entrepreneurship in the retail sector.
POE/4th IR	Optimize retail management processes, adopt digital technologies, and enhance customer experiences in the retail industry.

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	Retail Management
AMITY UNIVERSITY	BBA	Retail Management
SYMBIOSIS UNIVERSITY	BBA	Retail Management

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Advertising & Brand Management	MCSP121	4-0-0	4



Type of Course:	Discipline Specific Elective	
Pre-requisite(s), if any:		
Brief Syllabus:		
<p>The practice of increasing a products perceived value to the customer - known as brand management - has grown out of all proportion to its original foundations, leading some to use the term "obsessive branding disorder" in recent years. Most introductions to brand management concentrate on how marketing managers can "do" branding. To be of value to firms, branding must operate in the "real" world, not a theoretical one, unlocking latent commercial potential and delivering tangible business results. The imperative is to change as you go, making simple branding changes that deliver a commercial difference. Therefore, the goal of competitive strategy for a brand is to find a position in the industry where the brand can:</p> <ol style="list-style-type: none">1) Articulate a compelling value proposition,2) Defend itself against competitive forces and influence them in its favor and3) Leverage communication resources to sell the brand message and build brand equity <p>Author of Brand Management like “Blackston” extends his theory on consumer brand relationships introduced in the 90s. He introduces a new construct called "brands attitude", which complements the idea of brand image and introduces a typology of consumer relationships that is richer and more varied than the familiar concept of brand love. This construct describes more fully the two-way street that exists between consumers and brands and fills a crucial gap in traditional branding literature in explaining consumers’ brand purchasing and usage behavior.</p>		
UNIT WISE DETAILS		
Unit Number: 1	Title: Role of Integrated Marketing Communication	No. of hours: 20
Content Summary:		
<p>Process of Marketing Communication; Definition and Scope of Advertising Management; Determination of Target Audience, Advertising and Consumer Behavior; Setting Advertising Objectives, DAGMAR; Determining Advertising Budgets; Advertising Strategy and Planning, Creative Strategy Development and Implementation.</p>		
Unit Number: 2	Title: Media Planning	No. of hours: 12



Content Summary: Setting Media Objectives; Developing Media Strategies, Evaluation of Different Media and Media Selection; Media Buying; Measuring Advertising Effectiveness; The Organization for Advertising; Social, Ethical and Legal Aspect of Advertising.		
Unit Number: 3	Title: Brand-concept	No. of hours: 20
Content Summary: Nature and Importance of Brand; Types of brands , Strategic Brand Management Process; Brand Identity perspectives , Brand identity prism, Identity levels, Concepts and Measures of Brand Equity, Brand Assets and liabilities, Aaker Model of Brand Equity, Designing marketing programs to build brand Equity, customer based brand equity, Brand Loyalty, Measures of Loyalty; Branding strategies – product, line, range and umbrella branding, Brand Personality: Definition, Measures and, Formulation of Brand Personality; Brand Image dimensions, Stages of Concept Management for functional, symbolic and experiential brands.		
Unit Number: 4	Title: Brand Positioning	No. of hours: 8
Content Summary: Concepts and Definitions, 3 Cs of positioning, Brand positioning and differentiation strategies, Repositioning, Celebrity Endorsements, Brand Extension; Managing brands over time, Brand reinforcement , brand revitalization, managing global brands ,Branding in different sectors.		
*Self-Learning Components: <ul style="list-style-type: none">• Concept of Brand• Marketing Communication• Advertising• Types of Brand		
TEXT BOOK: 1. Wells W., Burnet J. and Moriarty S. (2005). Advertising: Principles & Practice, (7th Edition). Pearson Education.		



2. Keller K. L., (2013). Strategic Brand Management, (4th Edition). Pearson Education.

Reference Books:

1. O’Guinn, T. & Allen, C., (2015). Advertising Management with Integrated Brand Promotion, (7th Edition). Cengage Learning, New Delhi.
2. Gupta R. (2012). Advertising: Principle and Practice (1st Edition). Delhi S Chand.
3. Belch, G. E. & Belch, M. A. (2005). Advertising and Promotion (6th Edition). Tata McGraw Hill.
4. Semnik A.(2012). Advertising and Promotion (6th Edition). Delhi, Cengage.
5. Chunawala S A, (2011). Foundations of Advertising (7th Edition). Mumbai Himalaya.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the principles and theories of advertising and brand management.
CO2	Develop effective advertising and brand strategies.
CO3	Apply advertising and branding techniques across different media channels.
CO4	Evaluate advertising and brand performance and make data-driven decisions.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	205. Knowledge	171. Receiving	171. Imitation
	206. Understand	172. Responding	172. Manipulation
	207. Apply	173. Valuing	173. Precision
	208. Analyze	174. Organizing	174. Articulation
	209. Evaluate	175. Characterizing	175. Improving
	210. 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	3										
CO2		2	3									
CO3					2	2	3					
CO4			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	-	-
CO2	-	-	2	-
CO3	-	-	-	-
CO4	2	-	-	-

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

Relevance of the “Advertising & Brand Management” to various indicators

Unit I	Role of Integrated Marketing Communication
Local	-
Regional	-
National	Analyzing national advertising campaigns, media planning on a national scale, and understanding national consumer behavior and market trends.
Global	Examining global advertising strategies, international branding, and the challenges and opportunities of advertising in diverse global markets.
Employability	Developing skills and knowledge in advertising and brand management to enhance employability in the advertising industry.
Entrepreneurship	Exploring the role of advertising and brand management in entrepreneurial ventures, including creating brand identities, developing marketing strategies, and building brand equity.
Skill Development	Enhancing skills such as market research, creative thinking, copywriting, media planning, and campaign management in the context of advertising and brand management.
Professional Ethics	-
Gender	-



Human Values	-
Environment & Sustainability	-
Unit II	Media Planning
Local	Understanding advertising strategies and campaigns targeted at local markets, considering cultural nuances, consumer preferences, and local media channels.
Regional	Exploring advertising approaches specific to regional markets, including regional branding, localized messaging, and regional media planning.
National	-
Global	-
Employability	Developing skills and knowledge in advertising and brand management to enhance employability in the advertising industry.
Entrepreneurship	Exploring the role of advertising and brand management in entrepreneurial ventures, including creating brand identities, developing marketing strategies.
Skill Development	Enhancing skills such as market research, creative thinking, copywriting, media planning.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Brand-concept
Local	Understanding advertising strategies and campaigns targeted at local markets, considering cultural nuances, consumer preferences, and local media channels.
Regional	Exploring advertising approaches specific to regional markets, including regional branding, localized messaging,



	and regional media planning.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations and responsible practices in advertising and brand management, including issues such as truthfulness, transparency.
Gender	Examining the role of gender in advertising and brand management, including gender-based marketing strategies, gender stereotypes
Human Values	Exploring how advertising and brand management align with human values, such as promoting inclusivity, social responsibility
Environment & Sustainability	Considering the role of advertising and brand management in promoting environmental sustainability, green marketing practices.
Unit IV	Brand Positioning
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Enhancing skills such as campaign management in the context of advertising and brand management.



Professional Ethics	Addressing ethical considerations and responsible practices in advertising and brand management, including issues such as avoiding misleading advertising practices.
Gender	Examining the role of gender in advertising and brand management, including promoting gender equality in advertising.
Human Values	Exploring how advertising and brand management align with human values, such as promoting cultural sensitivity.
Environment & Sustainability	socially responsible advertising campaigns.
SDG	Promoting responsible consumption, gender equality, and sustainable business practices.
NEP 2020	Advertising and brand management, including the emphasis on skill development, interdisciplinary approaches, and entrepreneurship.
POE/4th IR	Exploring the application, such as data analytics, AI, and digital platforms, in advertising and brand management for improved productivity and effectiveness.

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

Name of the University	Program referred for Syllabus contents	Subject referred
SHIV NADAR UNIVERSITY	BMS	Brand Management
AMITY UNIVERSITY	BBA	Advertising & Brand Management
SYMBIOSIS UNIVERSITY	BBA	Advertising & Brand Management



Department:	School of Management & Commerce		
Course Name: Digital Marketing	Course Code MCSP123	L-T-P 4-0-0	Credits 4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus: <p>It's a paradigm shift in the corporate culture with IT revolution. Again the evolution of the social media like Twitter, Facebook, Instagram etc. has created new warfare among the firms to get strategic advantage in the industry. With the up gradation of the technology, and recently the key campaign launched by the Government of India - Digital India and the decision of Demonetization has acted like catalyst in boosting the Digital Marketing as Paytm went from 125 million wallet customers before demonetization to 185 million three months later, and kept on growing in continuity with hitting 280 million users by November 2017.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Principles and Drivers of New Marketing Environment – Web 2.0- Digital Media	No. of hours: 15	
Content Summary: <p>Industry - Reaching Audience through Digital Channels- Traditional and Digital Marketing - Introduction to Online Marketing Environment - Dotcom Evolution - Internet Relationships - Business in Modern Economy - Integrating E-Business to an Existing Business Model – Online Marketing Mix – SoLoMo (Social-Local-Mobile)- Social Media Sites & Monetization- Careers in Social Media Marketing, Online content development & key word optimization.</p>			
Unit Number: 2	Title: Purchase Behaviour and Marketing Segments	No. of hours: 15	
Content Summary: <p>Purchase Behavior of Consumers in Digital Marketing Format - Online Customer Expectations - Online B2C Buying Process - Online B2B Buying Behavior –Social Media Marketing Segments-</p>			



Forms of Search Engines – Working of Search Engines - Revenue Models in Search Engine Positioning – Overview of SEO Techniques, Display Advertising – Trends, Web Analytics.		
Unit Number: 3	Title: Product, Pricing and Distribution	No. of hours: 15
Content Summary: Product Attributes and Web Marketing Implications - Augmented Product Concept - Customizing the Offering - Dimensions of Branding Online - Internet Pricing Influences - Price and Customer Value - Online Pricing Strategies and Tactics – Time-based Online Pricing -Personalized Pricing - Bundle Pricing- Internet Enabled Retailing - Turning Experience Goods into Search Goods, Personalization through Mass Customization - Choice Assistance –Personalized Messaging - Selling through Online Intermediaries -Direct to Customer Interaction		
Unit Number: 4	Title: Promotion	No. of hours: 15
Content Summary: Online Advertising – Email Marketing - Viral Marketing - Affiliate Marketing - Role of Social Media- Social Community (Facebook, LinkedIn, Twitter etc.)- Social Publishing (Blog, Tumblr, Instagram, Pinterest, Wikipedia, Stumble Upon etc.)- Social Entertainment (YouTube, Flickr etc.)- Social Commerce (Trip Advisor, 4 Squares, Banjo etc.) Social Media Measurement & Metrics- Data Mining and Social Media- Role of Social Media in Marketing Research- Big Data and Social Media- Crowd Sourcing- Legal and Ethical aspects related to Digital Marketing.		
*Self-Learning Components: <ul style="list-style-type: none">• Four P’s of Marketing• Types of Pricing techniques• Product Attributes		
TEXT BOOK: 1. Smith P R Chaffey Dave, E-Marketing Excellence: The Heart of E-Business, Butterworth Heinemann, USA		
Reference Books:		



1. Strauss Judy, E-Marketing, Prentice Hall, India

2. Easley D. Kleinberg J., “Networks, Crowds, and Markets – Reasoning about a Highly Connected World”, Cambridge University Press.

3. Matthew A. Russell, “Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn and other social media sites”, O’Reilly Media

4. Gavin Bell (Author), “Building Social Web Applications: Establishing Community at the Heart of Your Site”, O’Reilly Media

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the key concepts and strategies of digital marketing.
CO2	Develop and execute effective digital marketing campaigns.
CO3	Utilize digital marketing tools and technologies.
CO4	Analyze and interpret digital marketing data to optimize performance.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	211. Knowledge	176. Receiving	176. Imitation
	212. Understanding	177. Responding	177. Manipulation
	213. Apply	178. Valuing	178. Precision
	214. Analyze	179. Organizing	179. Articulation
	215. Evaluate	180. Characterizing	180. Improving
	216. Create		
	-		-



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

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	1	2	
CO2	3	1	2	
CO3	3	1	2	



CO4	3	1	2	
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Benchmarking Universities (at least 4-5 standard university contents must be referred):

Relevance of the “Digital Marketing” to various indicators

Unit I	Principles and Drivers of New Marketing Environment – Web 2.0- Digital Media
Local	-
Regional	-
National	-
Global	Understanding the practices which will help to increase global presence
Employability	Individuals who learn search engine optimisation (SEO), social media marketing, content development, email marketing, and data analytics become important assets to businesses looking to enhance their online presence.
Entrepreneurship	Recognising the digital landscape, Increasing brand visibility and awareness
Skill Development	Search engine optimisation (SEO), social media marketing, content marketing, email marketing, pay-per-click (PPC) advertising, and analytics are all aspects of digital marketing.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Purchase Behaviour and Marketing Segments
Local	Focus on local platforms
Regional	Understand cultural nuances
National	Understanding the national digital landscape



Global	-
Employability	-
Entrepreneurship	Understanding the digital landscape, Building brand presence and awareness
Skill Development	Various aspects of digital marketing, such as search engine optimization (SEO), social media marketing, content marketing, email marketing, pay-per-click (PPC) advertising, analytics
Professional Ethics	Ethical practices and responsible digital marketing
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Product, Pricing and Distribution
Local	
Regional	
National	Recognising the national digital landscape
Global	Understanding the practises that will assist in increasing worldwide presence
Employability	By acquiring skills in areas such as search engine optimization (SEO), social media marketing, content creation, email marketing, and data analytics, individuals become valuable assets to companies seeking to expand their online presence
Entrepreneurship	Understanding the digital landscape, Building brand presence and awareness
Skill Development	Various aspects of digital marketing, such as search engine optimization (SEO), social media marketing, content marketing, email marketing, pay-per-click (PPC) advertising, analytics



Professional Ethics	Digital marketing ethics and responsibility
Gender	-
Human Values	-
Environment & Sustainability	Energy Efficiency and Paperless Promotion
Unit IV	Promotion
Local	-
Regional	-
National	-
Global	-
Employability	Individuals who learn search engine optimisation (SEO), social media marketing, content development, email marketing, and data analytics become important assets to businesses looking to enhance their online presence.
Entrepreneurship	-
Skill Development	Various aspects of digital marketing, such as search engine optimization (SEO), social media marketing, content marketing, email marketing, pay-per-click (PPC) advertising, analytics
Professional Ethics	Ethical practices and responsible digital marketing
Gender	-
Human Values	-
Environment & Sustainability	Paperless Promotion, Energy Efficiency
SDG	Skills for Decent Work (SDG 4.4)
NEP 2020	Professional Education (17.1-17.5)
POE/4 th IR	Global Education Knowledge / Skill Development



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	Digital Marketing
AMITY UNIVERSITY	BBA	Digital Marketing
SYMBIOSIS UNIVERSITY	BBA	Digital Marketing

Department:	School of Management & Commerce		
Course Name: Product Strategy & Management	Course Code	L-T-P	Credits
	MCSP125	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus: <p>“If Finance is lifeblood for a firm, then the Product is Hemoglobin for the blood - the only source of finance”. There would be no marketing without a product. Only having a product line doesn’t guarantee for the success of the firm, rather success is backed by a well-planned, organized, implemented and controlled product strategy. A Good product strategy is first step towards success. The most crucial step in marketing is Product management – starting from New Product Development upto product elimination, entire life cycle is significant. “If marketing is a circle, Product is the center for the circle.”</p>			



UNIT WISE DETAILS		
Unit Number: 1	Title: Theoretical foundations	No. of hours: 20
Content Summary: The product, product & services, new service innovation; process of innovation, competitive edge and product strategy; models of buyer behavior; product life cycle, managerial applications and criticisms of PLC; concept of product portfolio, BCG growth share matrix, Shell's directional policy matrix; case study.		
Unit Number: 2	Title: New Product Development	No. of hours: 20
Content Summary: Product innovation strategy- need and components; new product development process, factors affecting success & failure of NPD; objectives and sources of new product ideas; screening new product ideas - meaning & screening process; concept development and testing; business analysis; product testing; case study.		
Unit Number: 3	Title: Product Management	No. of hours: 10
Content Summary: Commercialization: test marketing and launching the new product; managing growth- resistance to change and sustaining differentiation; managing the mature product- nature & causes of maturity, offensive strategies and managing relationship; case study.		
Unit Number: 4	Title: Controlling of Product	No. of hours: 10
Content Summary: Product deletion- reason, significance and trigger for product deletion; process for deletion of a product; implementing the deletion decision; case study.		



***Self-Learning Components:**

- **Process of New Product Development**
- **Models of buying Behaviour**
- **Product Life Cycle**

TEXT BOOK:

1. Baker, M. J. & Hart, S. J.,(2007).Product strategy and management.(2nd ed.). FT Prentice Hall.
2. Urban, G. L. & Hauser, J. R., Design and marketing of new products.(2nd ed.).Prentice hall India.

Reference Books:

1. Busuttill, J.,(2015).The practitioner's guide to product management (top 5 things learn/hard way).US: Grand central publishing.
2. Trott, P., (2017).Innovation management and new product development.(6th ed.).Pearsons.
3. Lawley, B. & Schure, P.,(2017).Product management for dummies, John Wiley & sons.
4. Avlonitis, G. J. & Papastathopoulou, P.,(2006).product and services management, Sage publication.
5. Tidd, J.,(2006).From knowledge management to strategic competence: measuring technological, market and organizational innovation.(3rd ed.). Imperial College Press. 6. Cantamessa, M. & Montagna, F., Management of Innovation and Product Development: Integrating Business and Technological Perspectives, Springer.
7. Stark, J.,(2015).Product lifecycle management (volume 2).(3rd ed.), Springer.
8. Doole, I. & Lowe, R.,(2005).Strategic marketing decisions in global markets. Thomson learning.
9. Baker, H.K. & Filbeck, G.,(2013).Portfolio theory and management. New York: Oxford university press.

Define Course Outcomes (CO)



COs	Statements
CO1	Understand the principles and frameworks of product strategy and management.
CO2	Develop effective product strategies and roadmaps.
CO3	Apply product management techniques to drive product development and launch.
CO4	Evaluate product performance and make data-driven decisions.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	217. Knowledge	181. Receiving	181. Imitation
	218. Understand	182. Responding	182. Manipulation
	219. Apply	183. Valuing	183. Precision
	220. Analyze	184. Organizing	184. Articulation
	221. Evaluate	185. Characterizing	185. Improving
	222. 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

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

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

Relevance of the “Product Strategy & Management” to various indicators

Unit I	Theoretical foundations
Local	-
Regional	-
National	Creating product strategies that align with national market dynamics, including market size, consumer demographics.
Global	Designing product strategies for global markets, considering factors such as standardization versus localization, global branding, and adapting products for different cultures and



	regions.
Employability	Enhancing skills and knowledge related to product strategy and management to improve employability in product-oriented roles within organizations.
Entrepreneurship	Exploring product strategy and management in the context of entrepreneurship, including identifying market opportunities, developing innovative product concepts
Skill Development	Developing skills necessary for effective product strategy and management, such as new product development.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Integrating environmental considerations and sustainable practices into product strategy and management, including eco-friendly product design.
Unit II	New Product Development
Local	Developing product strategies tailored to local markets, considering factors such as consumer preferences, cultural nuances, and local competition.
Regional	Formulating product strategies that cater to specific regional markets, considering regional customer needs, economic conditions, and market trends.
National	-
Global	-
Employability	Enhancing skills and knowledge related to product strategy and management to improve employability in product-oriented roles within organizations.
Entrepreneurship	Exploring product strategy and management in the context of entrepreneurship, including creating a competitive advantage.



Skill Development	Developing skills necessary for effective product strategy and management, such as market research, product positioning, pricing strategies.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Product Management
Local	Developing product strategies tailored to local markets, considering factors such as consumer preferences, cultural nuances, and local competition.
Regional	Formulating product strategies that cater to specific regional markets, considering regional customer needs, economic conditions, and market trends.
National	Creating product strategies that align with national market dynamics, including regulatory requirements.
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in product strategy and management, including issues related to product safety, transparency in marketing and communication, and responsible product innovation.
Gender	Considering the influence of gender in product strategy and management, including gender-specific product preferences, gender-based marketing strategies, and promoting gender equality in product development and marketing.



Human Values	Exploring how product strategy and management align with human values, such as social responsibility, inclusivity, and promoting products that contribute to the well-being of individuals and society.
Environment & Sustainability	Integrating environmental considerations and sustainable practices into product strategy and management, including eco-friendly product design, sustainable sourcing, and green marketing.
Unit IV	Controlling of Product
Local	-
Regional	-
National	-
Global	Designing product strategies for global markets, considering factors such as standardization versus localization, global branding
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in product strategy and management, including issues related to product safety, transparency in marketing and communication, and responsible product innovation.
Gender	Considering the influence of gender in product strategy and management, including gender-specific product preferences, gender-based marketing strategies, and promoting gender equality in product development and marketing.
Human Values	Exploring how product strategy and management align with human values, such as social responsibility, inclusivity, and promoting products that contribute to the well-being of individuals and society.



Environment & Sustainability	Integrating environmental considerations and sustainable practices into product strategy and management, including green marketing.
SDG	Understanding the role of product strategy and management in contributing to the achievement of the United Nations' Sustainable Development Goals, such as sustainable consumption and production, responsible innovation, and poverty alleviation.
NEP 2020	Considering the implications of NEP 2020 on the teaching and learning of product strategy and management, including the promotion of interdisciplinary approaches, entrepreneurial mindset, and practical skills development.
POE/4th IR	Exploring how the POE framework and the technological advancements of the 4th IR can enhance product strategy and management, including data-driven decision making, automation, and digital transformation.

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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Social Marketing	MCSP128	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			



Brief Syllabus:

The course on Social Marketing explores the principles and practices of using marketing techniques to bring about positive social change. It focuses on understanding social issues, identifying target audiences, developing effective strategies, and implementing behavior change interventions. The course aims to equip students with the knowledge and skills necessary to address social problems through the application of marketing concepts and tools.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction to Social Marketing	No. of hours: 15
Content Summary: Overview of social marketing and its role in addressing social issues Key concepts and principles of social marketing Ethical considerations in social marketing Social marketing vs. commercial marketing		
Unit Number: 2	Title: Understanding Social Issues and Target Audiences	No. of hours: 15
Content Summary: Analyzing social issues and identifying target audiences Social determinants of behavior change Segmentation and targeting in social marketing Consumer behavior theories in social marketing		
Unit Number: 3	Title: Developing and Implementing Social Marketing Strategies	No. of hours: 15
Content Summary: Formative research and needs assessment Setting objectives and designing behavior change interventions Marketing mix elements in social marketing (product, price, place, promotion) Communication strategies and message development		



Unit Number: 4	Title: Evaluation and Sustainability in Social Marketing	No. of hours: 15
Content Summary: Evaluating the effectiveness of social marketing campaigns Monitoring and feedback in social marketing Sustainability and long-term impact of social marketing interventions Social marketing for policy change and advocacy		
*Self-Learning Components: <ul style="list-style-type: none"> • Marketing Mix • Communication Strategies and Marketing 		
TEXT BOOK: French, J. (Ed.). (2010). <i>Social marketing and public health: Theory and practice</i> . Oxford University Press, USA. Reference Books: Cheng, H., Kotler, P., & Lee, N. (Eds.). (2011). <i>Social marketing for public health: global trends and success stories</i> . Jones & Bartlett Learning. Donovan, R. J., & Henley, N. (2003). <i>Social marketing: Principles and practice</i> . Melbourne: IP communications.		

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the principles and concepts of social marketing.



CO2	Apply social marketing strategies to address social issues and promote positive behavior change.
CO3	Evaluate the effectiveness of social marketing campaigns and interventions.
CO4	Understand the role of partnerships and collaboration in social marketing.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	223. Knowledge	186. Receiving	186. Imitation
	224. Understand	187. Responding	187. Manipulation
	225. Apply	188. Valuing	188. Precision
	226. Analyze	189. Organizing	189. Articulation
	227. Evaluate	190. Characterizing	190. Improving
	228. 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

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

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

Relevance of the “Social Marketing” to various indicators

Unit I	Introduction to Social Marketing
Local	Applying social marketing principles and strategies to address social issues at the local community level.
Regional	Exploring social marketing initiatives and campaigns that target specific regions or areas with shared characteristics or challenges.
National	Analyzing social marketing efforts and campaigns implemented at the national level to promote positive social change and behavior.
Global	Examining social marketing campaigns and strategies on a global scale to address global issues and promote sustainable development.



Employability	-
Entrepreneurship	-
Skill Development	Enhancing skills in social marketing, including campaign planning, behavior change techniques.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Understanding Social Issues and Target Audiences
Local	-
Regional	-
National	Analyzing social marketing efforts and campaigns implemented at the national level to promote positive social change and behavior.
Global	-
Employability	Developing skills and knowledge in social marketing to enhance employability in social marketing roles and organizations.
Entrepreneurship	Exploring the role of social marketing in social entrepreneurship ventures and initiatives aimed at addressing social problems and creating positive impact.
Skill Development	Enhancing skills in social marketing, including audience analysis, and evaluation methods.
Professional Ethics	-
Gender	-
Human Values	-



Environment & Sustainability	Integrating environmental considerations and sustainability principles into social marketing initiatives to promote sustainable behaviors.
Unit III	Developing and Implementing Social Marketing Strategies
Local	Applying social marketing principles and strategies to address social issues at the local community level.
Regional	Exploring social marketing initiatives and campaigns that target specific regions or areas with shared characteristics or challenges.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Enhancing skills in social marketing, including campaign planning, behavior change techniques, audience analysis, and evaluation methods.
Professional Ethics	Addressing ethical considerations and responsible practices in social marketing, such as ensuring transparency.
Gender	Examining the role of gender in social marketing campaigns and strategies, considering gender-specific issues.
Human Values	Aligning social marketing efforts with human values, such as empathy, compassion, social justice, and inclusivity.
Environment & Sustainability	Integrating environmental considerations and sustainability principles into social marketing initiatives to promote sustainable behaviors.
Unit IV	Evaluation and Sustainability in Social Marketing
Local	-
Regional	-
National	-



Global	-
Employability	Developing skills and knowledge in social marketing to enhance employability in social marketing roles and organizations.
Entrepreneurship	Exploring the role of social marketing in social entrepreneurship ventures and initiatives aimed at addressing social problems and creating positive impact.
Skill Development	-
Professional Ethics	Addressing ethical considerations and responsible practices in social marketing, such as respecting cultural diversity.
Gender	Examining the role of gender in social marketing campaigns and strategies, considering promoting gender equality through social marketing efforts.
Human Values	Aligning social marketing efforts with human values, such as empathy, compassion, social justice, and inclusivity.
Environment & Sustainability	Integrating environmental considerations and sustainability principles into social marketing initiatives to protect the environment.
SDG	Social, economic, and environmental challenges.
NEP 2020	Its role in promoting social awareness and responsibility among students.
POE/4th IR	Leverage technology and digital tools for effective and efficient social marketing campaigns.

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



DISCIPLINE ELECTIVES (INTERNATIONAL BUSINESS)

Department:	School of Management & Commerce		
Course Name: International Trade Operations	Course Code MCSP136	L-T-P 4-0-0	Credits 4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus: This course will facilitate students with an excellent understanding of how to analyse the difficulties and opportunities of international trade.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Foundation	No. of hours: 12	
Content Summary: Meaning, nature, advantages and disadvantages of international trade, terms of trade; Difference between internal and international trade; balances of trade and Balance of Payment: Concept, causes of disequilibria and measures for correction; Global trade and its growth, India’s relative position in the world trade over a period time; role of WTO in international trade.			
Unit Number: 2	Title: Theories of International Trade	No. of hours: 20	
Content Summary: Classical or Country-Based Trade Theories - Mercantilism, Absolute Advantage, Comparative Advantage, Heckscher-Ohlin Model , Gravity Model AND Model of Specific Factors; Modern firm based Trade Theories - Country Similarity Theory, Product Life Cycle Theory, Global Strategic Rivalry Theory, Porter’s National Competitive Advantage Theory.			



Unit Number: 3	Title: International Trade Policy	No. of hours: 8
Content Summary: International trade policy and its impacts on trading subjects; barriers to international trade, promotion of exports; importance and position of international trade institutions; bilateral and multilateral tools of international trade.		
Unit Number: 4	Title: Aspects of foreign-trade operations:	No. of hours: 20
Content Summary: Introduction to the international private and public law; international trade law; contractual relations in international trade; financial, insurance and logistic operations in international trade; customs operation and common commercial policy of the EC		
*Self-Learning Components: <ul style="list-style-type: none">● Product Life Cycle● Export● Import● Role of World Trade Organisation		
TEXT BOOK: 1. Swami, K.D. : International Trade. 2. Griffin, R W. & Pustay, M W.(1998).International business : A Managerial Perspective Reading. Addison Wesley.		
Reference Books: 1. Trade Singhai : International Trade 2. Krugman, P R. & Obstfeld, M.(2009).International economics : theory and policy. Boston: Pearson Addison-Wesley 3. Kenneth D. Weiss,(2008).Building an import/export business(4th ed.). Wiley. 4. Annual Report (Recent Years) Ministry of Commerce, Government of India		



SMCM613A INTERNATIONAL TRADE OPERATIONS L T P C 4 - - 4

5. India Balance of Payments, RBI Bombay
6. Economic Survey Ministry of Finance Government of India.
7. Carl Nelson.(2009).Import export: how to take your business across borders(4th ed.).McGraw-Hill.
8. Oliva, M. & Rivera Batiz, L.(2004).International trade. Oxford OUP.
9. Branch, A.(1997).Export practice and management. London: Thomson.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the fundamental principles and concepts of international trade.
CO2	Analyze and evaluate the process of international trade operations.
CO3	Develop skills in managing international trade transactions.
CO4	Understand the implications of international trade on global business and economic development.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©		Affective levels(A)		Psychomotor levels(P)	
	Code	Level	Code	Level	Code	Level
	229.	Knowledge	191.	Receiving	191.	Imitation
	230.	Understanding	192.	Responding	192.	Manipulation
	231.	Apply	193.	Valuing	193.	Precision
	232.	Analyze	194.	Organizing	194.	Articulation
	233.	Evaluate	195.	Characterizing	195.	Improving
	234.	Create				
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	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

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

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



Relevance of the “International Trade Operations” to various indicators

Unit I	Foundation
Local	-
Regional	-
National	Trade policies, Tarrifs
Global	Global Trade trends; Global supply chain, Role of Multinational corporations in global trade
Employability	Cross-cultural communication, negotiation skills
Entrepreneurship	-
Skill Development	Acquiring and enhancing the specific skills required to succeed in the field. This can include skills such as market research, international marketing
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Theories of International Trade
Local	-
Regional	-
National	Trade deficits/surpluses, and trade promotion strategies
Global	International trade agreements (e.g., WTO), global trade trends,
Employability	-
Entrepreneurship	Identifying international business opportunities, developing a business plan



Skill Development	-
Professional Ethics	Fair trade practices, corruption
Gender	-
Human Values	-
Environment & Sustainability	Sustainable trade practices, green supply chains
Unit III	Aspects of foreign-trade operations
Local	Dynamics of local supply and demand; distribution channel
Regional	Regional trade agreements, customs unions
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Understanding international trade documentation.
Professional Ethics	-
Gender	The role of women in international trade, and the importance of promoting gender equality and empowering women in international trade.
Human Values	Labor standards, social justice, and promoting inclusive and sustainable development through trade.
Environment & Sustainability	-
Unit IV	Aspects of foreign-trade operations
Local	-
Regional	-



National	-
Global	-
Employability	Understanding international trade regulations.
Entrepreneurship	Understanding the role of entrepreneurship in economic development.
Skill Development	Apply course concepts and theory in a practical context
Professional Ethics	Sustainability, and corporate social responsibility in international trade.
Gender	-
Human Values	Promoting inclusive and sustainable development through trade.
Environment & Sustainability	Relationship between trade and climate change.
SDG	Sustainable practices in international trade.
NEP 2020	Skill development, entrepreneurship, and a multidisciplinary approach,
POE/4 th IR	Integration of digital technologies, automation, artificial intelligence, and data analytics,

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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
International Buyer Behaviour	MCSP134	4-0-0	4



Type of Course:	Discipline Specific Elective	
Pre-requisite(s), if any:		
Brief Syllabus: The course seeks to explain the application of consumer behavior in devising effective marketing strategies for global markets. It lays down the emphasis on the importance of management of cross-cultural differences among the diverse consumer groups.		
UNIT WISE DETAILS		
Unit Number: 1	Title: Introduction Consumer Motivation Consumer Involvement	No. of hours: 20
Content Summary: Introduction: Introduction to consumer behavior; personnel consumer vs. organizational consumers; consumer behavior and marketing strategy. Consumer Motivation: Meaning, needs, goals and significance; Maslow’s hierarchy of human needs and Herzberg’s two factor theory; motivational research. Consumer involvement: Concept; learning theories; cognitive learning theories; brand loyalty; concept and significance of perception, dynamics of perception; consumer attitudes and attitude change; attitudes formation.		
Unit Number: 2	Title: Consumer group dynamics and psychographics	No. of hours: 10
Content Summary: Meaning, significance and applications; types of group - consumer relevant groups, reference groups; concept of psychographics and life styles; applications of psychographic analysis in market segmentation and promotional campaigns.		
Unit Number:	Title: Consumer’s personality and consumer	No. of hours: 10



3	decision making	
Content Summary: Meaning and nature of personality; theories of personality; concept of decision making and its process; levels of consumer decision making; four views of consumer decision making; model of consumer decision making.		
Unit Number: 4	Title: Industrial and cross-cultural buying behavior	No. of hours: 20
Content Summary: Concept organizational buying behavior vs. consumer buying behavior, model of organizational buying behavior; cross-cultural buyer behavior in international perspectives and cross-cultural consumer analysis; comparison of consumer behavior in India and a few selected foreign countries; consumer behavior audit.		
*Self-Learning Components: <ul style="list-style-type: none">• Levels of Consumer Decision Making• Concept of Decision Making and its Process• Brand Loyalty• Masclow Hierarchy Theory		
TEXT BOOK: 1. Jagdish N. Seth, Banwari Mittal & Bruce I. Newman: Customer Behavior – Consumer Behavior & Beyond. 2. Leon G. Schiffman & Daslic Lazar Kanuk : Consumer Behavior. Reference Books: 1. Thomas S. Robertson, John Zielinski & Scott Ward : Consumer Behavior. 2. James F. Engle, David T. Kollat & Roger D.B. Blackwell : Cases in Consumer Behavior. 3. Peter D. Bannett and Harold H. Kassajar : Consumer Behavior. 4. J. Paul Peter & Jerry C.Olson : Consumer Behavior : Marketing Strategy Behavior.		



- 5. D.R. Sainy : Marketing - A Behavioral Approach.
- 6. John C. Mowen : Consumer Behavior

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the factors influencing international buyer behavior.
CO2	Analyze and evaluate international consumer behavior patterns.
CO3	Develop skills in developing international marketing strategies.
CO4	Understand the ethical and social responsibility considerations in international buyer behavior.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	235. Knowledge	196. Receiving	196. Imitation
	236. Understand	197. Responding	197. Manipulation
	237. Apply	198. Valuing	198. Precision
	238. Analyze	199. Organizing	199. Articulation
	239. Evaluate	200. Characterizing	200. Improving
	240. Create		
CO1	-		-
CO2	-	A3	-
CO3	C5	-	-



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

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

CO-PO Mapping

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

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

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3=strongly mapped

CO-PSO Mapping

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

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

Relevance of the “International Buyer Behaviour” to various indicators

Unit I	Consumer Motivation and Consumer Involvement
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Local	-
Regional	-
National	Consumer attitudes, purchasing patterns
Global	Cross-cultural influences, international marketing strategies,
Employability	-
Entrepreneurship	Entrepreneurial ventures, including identifying market opportunities
Skill Development	Enhancing skills necessary to analyze and interpret buyer behavior data, conduct market research
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Consumer group dynamics and psychographics
Local	Preferences, motivations in local market
Regional	Cultural differences, economic conditions within regional market
National	-
Global	-
Employability	-
Entrepreneurship	Developing effective marketing strategies.
Skill Development	-



Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Eco-friendly purchasing trends, sustainable supply chains
Unit III	Consumer's personality and consumer decision making
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Make informed decisions in international buyer behavior contexts.
Professional Ethics	-
Gender	Gender-based preferences, purchasing power
Human Values	Social responsibility, sustainability
Environment & Sustainability	Green marketing strategies
Unit IV	Industrial and cross-cultural buying behavior
Local	Decision-making processes.
Regional	-
National	The impact of national culture and policies.
Global	-
Employability	-
Entrepreneurship	-



Skill Development	-
Professional Ethics	-
Gender	Gender-specific marketing strategies.
Human Values	Ethical consumption.
Environment & Sustainability	-
SDG	Achieving responsible consumption and production.
NEP 2020	Influence the teaching and learning of international buyer behavior.
POE/4th IR	Operations through technological advancements and digital transformation.

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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
International Banking & Business Laws	MCSP133	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus: The course is intended to expose the students to the various facets of international banking operations and business laws.			
UNIT WISE DETAILS			



Unit Number: 1	Title: International Banking Asset Liability Management	No. of hours: 20
Content Summary: International Banking: Meaning, purpose and functions; universal banking; TQM in banking; relationship banking; role of commercial banks in international banking; forms of international banking; operation of foreign branches of Indian banks. Asset liability management: Whole sale and retail banking; international financial centres; risks in international banking. exposure management. Forex risk management by banks.		
Unit Number: 2	Title: Borrowing Function	No. of hours: 10
Content Summary: General principles of lending with special reference to MNCs; lending process; assessment of risks (particularly credit risk), syndicated loans; project loans; concept of asset classification and management of NPAs in Indian Context; purpose of security in international banking, Negative Pledge, General Lien. Law regulator in international banking and jurisdiction of courts.		
Unit Number: 3	Title: International Business Law The Contract for the International Sale of Goods	No. of hours: 20
Content Summary: International business law: Meaning; public law and private law; sovereignty; introduction to countervailing duty; antidumping law and anti-trust law. representation abroad: forms; legal aspects; essential clauses in agency agreements. The contract for the international sale of goods: Concept; formation of the contract-offer, acceptance form of sales agreement; obligations of seller, obligations of the buyer; seller's remedies for breach of contract; rejection of the goods; non-performance by the seller.		



Unit Number: 4	Title: Commercial arbitration for settlement of international disputes	No. of hours: 10
Content Summary: Concept and role; arbitration vs. litigation; arbitration vs. conciliation and mediation; salient features of UNICITRAL - model law, jurisdiction, choice of applicable law/proper law of contract; appointment of arbitrators; courts, assistance and control over arbitration proceedings; venue of arbitration; enforcement of arbitral awards.		
*Self-Learning Components: <ul style="list-style-type: none">• Total Quality management• Retail Banking		
TEXT BOOK: 1. Indian Institute of Bankers : International Banking – Legal and Regulation Aspects 2. Wood P. : Law & Practices of International Finance		
Reference Books: 1. Indian Institute of Bankers: International Banking Operations. 2. Indian Institute of Bankers: International Corporate Finance. 3. Srivastava, R.M.: Management of Financial Institutions. 4. Maurice D. Levi: International Finance. 5. Alan C. Shapiro: Foundations of Multinational Financial Mgmt. 6. Faud A. Abdullah: Financial Mgmt. for the Multinational Firms. 7. Dennis J.D. Connor & Alberto T. Buero: International Dimensions of Financial Management.		



Define Course Outcomes (CO)

COs	Statements
CO1	Understand the key principles and concepts of international banking and business laws.
CO2	Analyze and evaluate the legal implications of international banking and business transactions.
CO3	Develop skills in applying international banking and business laws in practical scenarios.
CO4	Understand the ethical considerations and corporate governance principles in international banking and business.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	241. Knowledge	201. Receiving	201. Imitation
	242. Understand	202. Responding	202. Manipulation
	243. Apply	203. Valuing	203. Precision
	244. Analyze	204. Organizing	204. Articulation
	245. Evaluate	205. Characterizing	205. Improving
	246. 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

Please Note:

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

Justification for mapping must be relevant

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2= moderately mapped

3=strongly mapped

CO-PSO Mapping

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

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

Relevance of the “International Banking & Business Laws” to various indicators

Unit I	International Banking and Asset Liability Management
Local	-
Regional	Economic blocs or monetary unions.



National	-
Global	Basel Accords
Employability	Understanding banking laws, compliance
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Green financing and integrating environmental considerations into lending decisions.
Unit II	Borrowing Function
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	Disruptive banking models.
Skill Development	Financial analysis, contract negotiation
Professional Ethics	-
Gender	-
Human Values	Fairness, integrity, and social responsibility.



Environment & Sustainability	-
Unit III	International Business Law and The Contract for the International Sale of Goods
Local	-
Regional	-
National	-
Global	Anti-money laundering measures.
Employability	-
Entrepreneurship	Fintech innovations
Skill Development	-
Professional Ethics	-
Gender	Gender disparities in access to banking services
Human Values	-
Environment & Sustainability	-
Unit IV	Commercial arbitration for settlement of international disputes
Local	-
Regional	-
National	-
Global	-
Employability	Risk management
Entrepreneurship	-
Skill Development	Legal compliance.



Professional Ethics	Codes of conduct in the banking profession, including transparency, confidentiality, and responsible lending practices
Gender	Women's representation in leadership positions.
Human Values	-
Environment & Sustainability	-
SDG	Supporting inclusive finance, reducing poverty, and promoting sustainable economic growth
NEP 2020	Impact banking education and curriculum, aligning it with industry needs and global standards.
POE/4th IR	Leveraging technology, automation, and digital transformation

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	International Banking & Business Laws
AMITY UNIVERSITY	BBA	International Banking & Business Laws
SHIV NADAR UNIVERSITY	BMS	Business Laws

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits



International Supply Chain & Logistics Management	MCSP132	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus: The purpose of the paper is to expose the students to the practical aspects of international trade and the domestic and international institutional and regulatory arrangements for this part of international business.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Supply Chain Management	No. of hours: 15	
Content Summary: Concepts, Issues in Supply Chain Management; Demand Volatility and information distortion, Managing networks and relationships; Sourcing Internationally, Subcontracting within an International Dimension, The Architecture of Physical distribution network in a Global Operation Approach, International Distribution Management: Types of Intermediaries, Channel Objectives and Constraints, Channel Selection and Management, Global Retailing, International Channel Innovation.			
Unit Number: 2	Title: Logistics Framework	No. of hours: 15	
Content Summary: Concept, Objective and Scope; Transportation, Warehousing, Inventory Management; Packing and Unitization; Control and Communication, Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics.			



Unit Number: 3	Title: Logistics Network Design for Global Operations	No. of hours: 15
Content Summary: Global Logistics Network Configuration, Orienting International Facilities: Considerations and Framework, Trade-offs Associated with each Approach, Mapping the different Approaches, Capacity Expansion Issues; Information Management for Global Logistics: The Global LIS/LITS: Capabilities and Limitations, Characteristics of Logistics Information and Telecommunications Systems.		
Unit Number: 4	Title: Performance Measurement and Evaluation in Global Logistics	No. of hours: 15
Content Summary: Operations and Logistics Control: Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectoral Integration; Organizational Structure for Global Logistics Excellence; The Organizational Implications of Sectoral Logistics Cooperation, The International Factor in Global Organizations.		
*Self-Learning Components: <ul style="list-style-type: none">• Types of Intermediaries• Issues in Supply chain management		
TEXT BOOK: 1. Rushton, A., Croucher, P. and Peter Baker, Handbook of Logistics and Distribution Management, Kogan Page Pub.		
Reference Books: 1. Chopra Sunil and Peter Meindl, Supply Chain Management, 4th Edition, Pearson Education. 2. Ballou, R. H. , Business Logistic Management, Prentice Hall, New Delhi. 3. Bowersox, D. J., David, J & Cooper, Supply Chain Logistics Management, McGraw Hill. 4. Alan Harrison, Remko Van Hook, Logistics Management & Strategy-Competing Through the Supply Chain, Pearson Education.		



5. Christopher Martin, Logistics & Supply Chain Management Creating Value-adding Networks, Pearson Education.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the key principles and concepts of international supply chain management and logistics.
CO2	Analyze and evaluate international supply chain and logistics systems.
CO3	Develop skills in managing international supply chain and logistics operations.
CO4	Understand the role of technology and sustainability in international supply chain and logistics management.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	247. Knowledge	206. Receiving	206. Imitation
	248. Understand	207. Responding	207. Manipulation
	249. Apply	208. Valuing	208. Precision
	250. Analyze	209. Organizing	209. Articulation
	251. Evaluate	210. Characterizing	210. Improving
	252. 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

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

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

Relevance of the “International Supply Chain & Logistics Management” to various indicators

Unit I	Supply Chain Management
Local	Local sourcing, distribution, and logistics.
Regional	Regional trade agreements, transportation networks



National	-
Global	-
Employability	-
Entrepreneurship	Innovations in logistics technology, supply chain optimization.
Skill Development	Inventory management, demand forecasting, procurement.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Logistics Framework
Local	-
Regional	Regional logistics hubs.
National	Coordination of sourcing, production, distribution, and logistics
Global	-
Employability	-
Entrepreneurship	Strategic partnerships.
Skill Development	Transportation, warehousing
Professional Ethics	Fair trade, labor standards
Gender	-
Human Values	Fair treatment of workers, ethical sourcing



Environment & Sustainability	-
Unit III	Logistics Network Design for Global Operations
Local	-
Regional	-
National	Motivating and Leading
Global	Global sourcing, international transportation, cross-border customs and regulations
Employability	-
Entrepreneurship	-
Skill Development	Risk management.
Professional Ethics	Responsible sourcing, sustainability in logistics operations
Gender	Women's empowerment in the logistics sector, gender-sensitive supply chain practices.
Human Values	-
Environment & Sustainability	-
Unit IV	Performance Measurement and Evaluation in Global Logistics
Local	-
Regional	-
National	-
Global	Global logistics networks.
Employability	-
Entrepreneurship	-
Skill Development	Apply course concepts and theory in a practical context



Professional Ethics	-
Gender	-
Human Values	Responsible disposal of waste, social responsibility in logistics operations.
Environment & Sustainability	Sustainable sourcing, green transportation, carbon footprint reduction, and circular supply chain practices.
SDG	Responsible consumption and production, climate action, and sustainable economic growth
NEP 2020	Teaching and learning of international supply chain and logistics management.
POE/4th IR	Automation, Internet of Things (IoT), and data analytics.

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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Import Export Management	MCSP131	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
The course on Import Export Management provides students with a comprehensive understanding of the principles, practices, and regulations involved in international trade. It covers various aspects of import and export operations, including documentation, logistics, risk management, and legal requirements. The course aims to equip students with the knowledge and skills necessary to			



navigate the global trade landscape and effectively manage import and export processes.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction	No. of hours: 15
Content Summary: Introduction to Import Export Management, Overview of international trade and its significance in the global economy, Role of import-export in business growth and competitiveness, Understanding trade policies, agreements, and regulatory frameworks, Global market analysis and identification of trade opportunities.		
Unit Number: 2	Title: Export	No. of hours: 15
Content Summary: Export Procedures and Documentation, Export process, documentation, and compliance requirements, Export pricing and payment methods, Incoterms and their implications in international trade, Export promotion schemes and incentives.		
Unit Number: 3	Title: Import	No. of hours: 15
Content Summary: Import Procedures and Logistics, Import procedures, customs clearance, and documentation Import licensing and regulations, Transportation modes and logistics considerations in import operations, Import duties, taxes, and trade barriers.		
Unit Number: 4	Title: Risk Management and Dispute Mechanism	No. of hours: 15



Content Summary:

Risk Management and Legal Aspects of Import Export, Risk assessment and mitigation in international trade, Insurance and financial instruments in import-export transaction, Intellectual property rights and legal aspects of import-export, Dispute resolution mechanisms in international trade

***Self-Learning Components:**

- **Transportation Modes**
- **Import-Export in Business Growth**

TEXT BOOK:

Cook, T., Alston, R., & Raia, K. (2012). *Mastering Import and export management*. Amacom.

Reference Books:

Kumar, A. (2005). *Export and import management*. Excel Books India.

Rai, U. K. (2010). *Export-Import and Logistics Management*. PHI Learning Pvt. Ltd.

Define Course Outcomes (CO)

COs	Statements
CO1	Demonstrate knowledge of import and export management principles and practices.
CO2	Analyze trade policies, agreements, and regulatory frameworks.
CO3	Identify and evaluate trade opportunities in the global market.
CO4	Manage export procedures, documentation, and compliance requirements.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	253. Knowledge	211. Receiving	211. Imitation
	254. Understanding	212. Responding	212. Manipulation
	255. Apply	213. Valuing	213. Precision
	256. Analyze	214. Organizing	214. Articulation
	257. Evaluate	215. Characterizing	215. Improving
	258. 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

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

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

Relevance of the “Import Export Management” to various indicators

Unit I	Introduction
Local	-
Regional	-
National	Trade policies, customs procedures, tariffs
Global	Examining import and export activities on a global scale, understanding global trade trends, international trade agreements (e.g., WTO)
Employability	Understanding international trade regulations, logistics management.
Entrepreneurship	-
Skill Development	Negotiation skills, supply chain management, market research,
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Export



Local	Logistics, documentation
Regional	Trade blocs or economic integration agreements,
National	-
Global	-
Employability	Cross-cultural communication
Entrepreneurship	Identifying international business opportunities, market research
Skill Development	-
Professional Ethics	Professional standards in import-export management, including fair trade practices, ethical sourcing
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Import
Local	Local trade regulations
Regional	Understanding regional trade policies and opportunities.
National	-
Global	Challenges and opportunities of conducting business in the global marketplace.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Compliance with international trade regulations, and responsible business conduct.



Gender	Gender disparities in international trade participation, women in international business
Human Values	Respect for human rights, labor standards
Environment & Sustainability	-
Unit IV	Risk Management and Dispute Mechanism
Local	
Regional	-
National	Role of government in facilitating international trade.
Global	-
Employability	-
Entrepreneurship	International marketing strategies and managing risks in international trade.
Skill Development	Financial management, understanding trade documentation.
Professional Ethics	-
Gender	Promoting gender equality in the field.
Human Values	Promoting inclusive and sustainable development through trade.
Environment & Sustainability	Green supply chains, sustainable packaging, compliance with environmental regulations, and promoting sustainable trade practices.
SDG	Poverty reduction, sustainable economic growth, and responsible consumption and production.
NEP 2020	Influence the teaching and learning of import-export management.
POE/4th IR	Leveraging technological advancements, automation, and digital transformation to improve productivity and



efficiency in international trade operations.

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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Management of Technology & Innovation	MCSP137	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
This course is designed to help students to understand the importance of managing technology, innovation and change at the firm's level and also at the national level.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Technology Management	No. of hours: 20	
Content Summary:			
Understanding Technology and its Relationship with Wealth of Nations and Firms Specific Knowledge; Technology Life Cycles, Technology Acquisition and Absorption; Technology Exports / Joint venture Abroad. Technological Forecasting and Perspective Planning in Business Enterprises. Global Trends in Technology Management.			
Unit Number: 2	Title: Nature and Types	No. of hours: 8	



Content Summary: Understanding the Nature, Importance, Forces, Types of Change; Diagnosing Organizational Capability to Change-strategy, Structure, Systems and Society.		
Unit Number: 3	Title: Innovation	No. of hours: 20
Content Summary: Innovations Management: Invention vs. Innovation; Innovation Strategies, Models; Concurrent Engineering; Process Innovation. Economics of Innovation. Innovation Management.		
Unit Number: 4	Title: Thinking Management	No. of hours: 12
Content Summary: Creative and Lateral Thinking Management: Creative Thinking, Problem Solving, Managing Lateral Thinking.		
*Self-Learning Components: <ul style="list-style-type: none">• Problem Solving• Innovation Management• Forecasting		
TEXT BOOK: <ol style="list-style-type: none">1. Azad, R. R. Technology Transfer & Joint Ventures Abroad. Deep & Deep Publications, India.2. Tushman, M.L. & Lawrence, P.R Managing Strategic Innovation & Change. Oxford University Press, USA, New York.3. Jones T. Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability. Butterwork Heinemann, U. K.		
Reference Books:		



1. "Technology Information Forecasting & Assessment Council" (TIFAC) Telecommunication: Technology Vision 2020, TIFAC, New Delhi, India.
2. Richard, C. D. Technology, Human and Society: Towards a Sustainable World. Academic Press, USA.
3. Carnall, C. Change Management Tool Kit. Thomson Learning Press, Singapore.
4. Amidon, D. M. Innovation Strategy for the Knowledge Economy: The Kan Awakening. Butterworth-Heinemann, New Delhi, India.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the principles and theories of technology and innovation management.
CO2	Analyze and evaluate technology and innovation strategies.
CO3	Develop skills in managing technology and innovation projects.
CO4	Understand the organizational and cultural factors that facilitate or hinder technology and innovation management.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	259. Knowledge	216. Receiving	216. Imitation
	260. Understanding	217. Responding	217. Manipulation
	261. Apply	218. Valuing	218. Precision
	262. Analyze	219. Organizing	219. Articulation
	263. Evaluate	220. Characterizing	220. Improving
	264. Create		
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	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

Please Note:

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

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



Relevance of the “Management of Technology & Innovation” to various indicators

Unit I	Technology Management
Local	-
Regional	-
National	National innovation strategies, technology policies
Global	Technology Transfer
Employability	Technology startups, innovation-driven business models
Entrepreneurship	-
Skill Development	Technology scouting, innovation strategy development,
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Nature and Types
Local	-
Regional	-
National	-
Global	Global innovation networks, Global innovation trends.
Employability	-
Entrepreneurship	Managing innovation in startups
Skill Development	Project management, and intellectual property management.



Professional Ethics	-
Gender	Gender diversity in innovation teams, gender biases in technology development
Human Values	-
Environment & Sustainability	-
Unit III	Innovation
Local	Local innovation ecosystems, technology adoption, and fostering local innovation.
Regional	Regional innovation clusters, collaboration networks, and regional innovation policies.
National	The role of government in fostering innovation.
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Intellectual property rights.
Professional Ethics	-
Gender	Promoting gender equality in innovation.
Human Values	-
Environment & Sustainability	-
Unit IV	Thinking Management
Local	-
Regional	-
National	-
Global	-



Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Responsible innovation practices, ethical considerations in emerging technologies
Gender	-
Human Values	Social responsibility, ethical decision-making, and inclusivity.
Environment & Sustainability	Sustainable technology development, eco-innovation, and green business practices.
SDG	Clean energy, industry innovation, and sustainable cities.
NEP 2020	Teaching and learning of technology and innovation management.
POE/4th IR	Digital transformation, automation, and leveraging emerging technologies.

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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
Managing Export and Logistics	MCSP138	4-0-0	4
Type of Course:	Discipline Specific Elective		



Pre-requisite(s), if any:		
Brief Syllabus: The course equips the about the critical aspects of export-import procedures, documentation and logistics.		
UNIT WISE DETAILS		
Unit Number: 1	Title: Foundation Export Finance	No. of hours: 20
Content Summary: Foundation: Export documentation framework; Incoterms 2000 and terms of payment in international trade. Export Finance: Pre and post shipment finance; Foreign exchange risk management.		
Unit Number: 2	Title: FEMA Procedures	No. of hours: 20
Content Summary: FEMA: Concept, it's rationale and implications Procedures: For clearance of excisable goods for exports, for custom's clearance and for availing different export incentives; export documentation and role of clearing and forwarding agents.		
Unit Number: 3	Title: Marketing Logistics System	No. of hours: 10
Content Summary: Concept and it's relevance in international marketing; trends and structure of world shipping; ports and overseas marketing logistics.		
Unit Number:	Title: Developments in international transport	No. of hours: 10



4	system	
Content Summary:		
Various modes of transport, their comparison and technological developments; concept and Role of MIS in logistics; logistics information system as a subsystem of MIS.		
*Self-Learning Components:		
<ul style="list-style-type: none"> • Marketing • Balance of Payments 		
TEXT BOOK:		
<ol style="list-style-type: none"> 1. Phillip R. Cateore & John M. Hess : International Marketing Management. 2. Van Buytenen P.M. : Business Logistics. 		
Reference Books:		
<ol style="list-style-type: none"> 1. Gorden E. Miracle & Gerald S. Albaum : International Marketing Management 2. Felix R.L. Wentworth : Physical Distribution Management 3. Damodar Pande : Cargo Handling in Major Ports in India 4. H.B.R. Reprint Series on “Manufacturing Management - Logistics, Materials Inventory “ (Ref. No. 8531/Series No. 18081). 5. John F. Magee : The Logistics of Distribution (HBR July- August, 1960) 6. Mc Garth R.E. : Logistics for International Manufacturing (HBR Vol. 44 No. 2, March-April, 1966). 		

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the key principles and concepts of export management and logistics.



CO2	Analyze and evaluate export and logistics strategies and operations.
CO3	Develop skills in managing export and logistics operations.
CO4	Understand the legal, cultural, and ethical considerations in managing export and logistics.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©		Affective levels(A)		Psychomotor levels(P)	
	265. Knowledge	266. Understan d	221. Receiving	222. Responding	223. Valuing	224. Organizing
	267. Apply	268. Analyze	225. Characterizing		225. Improving	
	269. Evaluate	270. 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

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

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

Relevance of the “Managing Export and Logistics” to various indicators

Unit I	Foundation and Export Finance
Local	-
Regional	-
National	Export policies, documentation requirements
Global	The role of logistics service providers in facilitating global trade
Employability	Fundamental knowledge and exposure to the concepts
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	FEMA and Procedures
Local	Local trade regulations, transportation networks
Regional	Regional trade agreements, supply chain networks
National	-
Global	-
Employability	Identifying new markets, establishing distribution channels
Entrepreneurship	Documentation compliance, risk assessment.
Skill Development	-
Professional Ethics	Fair trade
Gender	-
Human Values	-
Environment & Sustainability	Reducing carbon emissions in global trade.
Unit III	Marketing Logistics System
Local	Customs procedures.
Regional	Transportation infrastructure.
National	-
Global	-
Employability	Managing international logistics operations.



Entrepreneurship	Supply chain optimization, inventory management
Skill Development	-
Professional Ethics	Compliance with international regulations, and ethical sourcing.
Gender	-
Human Values	Integrity, transparency, and social responsibility, including considerations for fair labor practices
Environment & Sustainability	-
Unit IV	Developments in international transport system
Local	-
Regional	-
National	Coordination between various stakeholders involved in the export process.
Global	International trade regulations, global supply chain management
Employability	-
Entrepreneurship	-
Skill Development	Apply course concepts and theory in a practical context
Professional Ethics	-
Gender	Women's empowerment in trade, and gender considerations in supply chain management.
Human Values	Human rights in supply chains.
Environment & Sustainability	Sustainable transportation practices, green supply chain management
SDG	Sustainable economic growth, responsible consumption and production, and climate action.



NEP 2020	Learning of exports
POE/4th IR	Leveraging digital technologies, automation, and data analytics to improve productivity and efficiency in global supply chains.

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

Department:	School of Management & Commerce		
Course Name:	Course Code	L-T-P	Credits
International Marketing Logistics	MCSP135	4-0-0	4
Type of Course:	Discipline Specific Elective		
Pre-requisite(s), if any:			
Brief Syllabus:			
The course on International Marketing Logistics explores the concepts and practices involved in managing logistics operations in the context of international marketing. It covers the essential components of international supply chains, including transportation, warehousing, inventory management, and distribution. The course aims to provide students with an understanding of the challenges and strategies related to logistics in the global marketplace.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction	No. of hours: 15	
Content Summary:			
Introduction to International Marketing Logistics, Overview of international marketing and its impact on logistics, Key concepts and principles of international logistics management, Role of logistics in supporting international market expansion, Cultural, legal, and regulatory considerations in global logistics.			



Unit Number: 2	Title: Transportation and Distribution	No. of hours: 15
Content Summary: Transportation and Distribution in International Logistics, Modes of transportation in international trade (air, sea, road, rail), Freight forwarding and documentation in global logistics, Third-party logistics (3PL) and supply chain partnerships, Distribution network design and optimization in international markets.		
Unit Number: 3	Title: Inventory Management	No. of hours: 15
Content Summary: Inventory Management and Warehousing in International Logistics, Inventory control and optimization in global supply chains, Cross-border warehousing and storage considerations, Order fulfilment and customer service in international logistics, Technology and digital solutions for inventory management.		
Unit Number: 4	Title: Risk Management and Green Logistics	No. of hours: 15
Content Summary: Risk Management and Sustainability in International Logistics, Risk assessment and mitigation in global logistics operations, Security and compliance in international transportation, Environmental sustainability and green logistics practices, Performance measurement and continuous improvement in international logistics.		
*Self-Learning Components: <ul style="list-style-type: none">• Supply Chain Management• Warehousing and Distribution		
TEXT BOOK: Ferne, J., & Sparks, L. (Eds.). (2018). <i>Logistics and retail management: emerging issues and new challenges in the retail supply chain</i> . Kogan page publishers.		
Reference Books: Branch, A. E. (2008). <i>Global supply chain management and international logistics</i> . Routledge. Pfohl, H. C. (2010). <i>Logistics systems</i> . Berlin: Springer.		



Define Course Outcomes (CO)

COs	Statements
CO1	Demonstrate knowledge of international marketing logistics principles and practices.
CO2	Analyze the impact of international marketing on logistics strategies and operations.
CO3	Select and apply appropriate transportation modes in global supply chains.
CO4	Implement inventory management and warehousing techniques in international logistics

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	271. Knowledge	226. Receiving	226. Imitation
	272. Understan d	227. Responding	227. Manipulatio n
	273. Apply	228. Valuing	228. Precision
	274. Analyze	229. Organizing	229. Articulation
	275. Evaluate	230. Characterizing	230. Improving
	276. 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	3	3	2	2	1	1	2					
CO2	3	3	2	2	1	1	2					
CO3	3	3	2	2	1	1	2					
CO4	3	3	2	2	1	1	2					

Please Note:

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Justification for mapping must be relevant

1=weakly mapped

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3=strongly mapped

CO-PSO Mapping

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

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

Relevance of the “International Marketing Logistics” to various indicators

Unit I	Introduction
Local	Transportation, warehousing
Regional	-



National	National distribution networks, transportation regulations
Global	International transportation modes, customs and trade compliance, global supply chain management
Employability	-
Entrepreneurship	-
Skill Development	Logistics planning, inventory management, transportation optimization, risk management
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Transportation and Distribution
Local	-
Regional	Coordinating transportation networks, managing cross-border logistics
National	Coordination of logistics activities
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Technology-enabled logistics solutions
Professional Ethics	-
Gender	Gender diversity in logistics professions, gender-specific challenges and opportunities



Human Values	-
Environment & Sustainability	Sustainable transportation options, green supply chain practices, waste reduction
Unit III	Inventory Management
Local	Inventory management, and distribution within a local market.
Regional	-
National	-
Global	Coordination of logistics across multiple countries and regions.
Employability	-
Entrepreneurship	Identifying international market opportunities, designing efficient logistics systems
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	Respecting human rights in the supply chain.
Environment & Sustainability	-
Unit IV	Risk Management and Green Logistics
Local	-
Regional	Optimizing regional supply chains.
National	-
Global	-
Employability	-
Entrepreneurship	Managing logistics for small and medium-sized



	enterprises (SMEs) in the global market.
Skill Development	-
Professional Ethics	-
Gender	Promoting gender equality in logistics operations.
Human Values	Ethical sourcing, fair labor practices
Environment & Sustainability	Carbon footprint management.
SDG	sustainable cities and communities, responsible consumption and production, and climate action.
NEP 2020	International marketing logistics and promote skill
POE/4th IR	Efficiency, productivity, and competitiveness

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