PRESIDENCY UNIVERSITY
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PROGRAMME REGULATIONS & CURRICULUM

2022-25

**PRESIDENCY
SCHOOL OF COMMERCE & ECONOMICS**

BACHELOR OF BUSINESS ADMINISTRATION

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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956

Approved by AICTE, New Delhi

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Program Regulations and Curriculum

2022-2025

BACHELOR OF BUSINESS ADMINISTRATION

based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

(As amended up to the 24thMeeting of the Academic Council held on 3rd August 2024. This document supersedes all previous guidelines)

Regulations No.: PU/AC-24.18/SOC&E05/BBA/2022-25

Resolution No.10 of the 24th Meeting of the Academic Council held on 03rd August 2024, and ratified by the Board of Management in its 24th Meeting held on 05th August, 2024.

AUGUST-2024

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PART A – PROGRAM REGULATIONS

1. **Vision & Mission of the University and the School / Department**

1.1 Vision of the University

To be a Value-driven Global University, excelling beyond peers and creating professionals of integrity and character, having concern and care for society.

1.2 Mission of the University

- Commit to be an innovative and inclusive institution by seeking excellence in teaching, research and knowledge-transfer.
- Pursue Research and Development and its dissemination to the community, at large.
- Create, sustain and apply learning in an interdisciplinary environment with consideration for ethical, ecological and economic aspects of nation building.
- Provide knowledge-based technological support and services to the industry in its growth and development.
- To impart globally-applicable skill-sets to students through flexible course offerings and support industry's requirement and inculcate a spirit of new-venture creation.

1.3. Vision Statement of Presidency School of Commerce and Economics

To become a value-based, business-based Commerce and Economics School dedicated to creating a positive impact on commerce, the economy and society.

1.4 Mission Statement of Presidency *School of Commerce and Economics*

- Equip students with the knowledge, skills, and abilities to succeed in the world of commerce.

- Empower students to make proactive decisions in the face of economic and business-related challenges.
- Sensitize students to embrace lifelong learning in a technology-enabled environment.
- Foster strategic alliances with industry and academia for research and its practical application.
- Instil entrepreneurial and leadership skills to address social, environmental and community needs.

2. Preamble to the Program Regulations and Curriculum

This is the subset of Academic Regulations, and it is to be followed as a requirement for the award of BBA degree.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Internship, Dissertation and Social Immersion project to enable the students to become eligible and fully equipped for employment in industries, choose higher studies or entrepreneurship.

In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act, Statutes and Academic Regulations of the University, the Academic Council hereby makes the following Regulations.

3. Short Title and Applicability

a. These Regulations shall be called the Bachelor of Business Administration Degree Program Regulations and Curriculum 2022-2025.
b. These Regulations are subject to, and pursuant to the Academic Regulations.
c. These Regulations shall be applicable to the ongoing Bachelor of Business Administration Degree Programs of the 2022-2025 batch, and to all other Bachelor of Business Administration Degree Programs which may be introduced in future.
d. These Regulations shall supersede all the earlier Bachelor of Business Administration Degree Program Regulations and Curriculum, along with all the amendments thereto.
e. These Regulations shall come into force from the Academic Year 2024-2025.

4. Definitions

In these Regulations, unless the context otherwise requires:

a. *"Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;*
b. *"Academic Council" means the Academic Council of the University;*
c. *"Academic Regulations" means the Academic Regulations, of the University;*
d. *"Academic Term" means a Semester or Summer Term;*
e. *"Act" means the Presidency University Act, 2013;*
f. *"AICTE" means All India Council for Technical Education;*
g. *"Basket" means a group of courses bundled together based on the nature/type of the course;*
h. *"BOE" means the Board of Examinations of the University;*
i. *"BOG" means the Board of Governors of the University;*
j. *"BOM" means the Board of Management of the University;*
k. *"BOS" means the Board of Studies of a particular Department/Program of Study of the*

University;

l. *"CGPA" means Cumulative Grade Point Average as defined in the Academic Regulations;*

m. *"Clause" means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;*

n. *"COE" means the Controller of Examinations of the University;*

o. *"Course In Charge" means the teacher/faculty member responsible for developing and organising the delivery of the Course;*

p. *"Course Instructor" means the teacher/faculty member responsible for teaching and evaluation of a Course;*

q. *"Course" means a specific subject usually identified by its Course-code and Course-title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific Academic Term;*

r. *"Curriculum Structure" means the Curriculum governing a specific Degree Program offered by the University, and, includes the set of Baskets of Courses along with minimum credit requirements to be earned under each basket for a degree/degree with specialization/minor/honours in addition to the relevant details of the Courses and Course catalogues (which describes the Course content and other important information about the Course). Any specific requirements for a particular program may be brought into the Curriculum structure of the specific program and relevant approvals should be taken from the BOS and Academic Council at that time.*

s. *"DAC" means the Departmental Academic Committee of a concerned Department/Program of Study of the University;*

t. *"Dean" means the Dean / Director of the concerned School;*

u. *"Degree Program" includes all Degree Programs;*

v. *"Department" means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;*

w. *"Discipline" means specialization or branch of BBA Degree Program;*

x. *"HOD" means the Head of the concerned Department;*

y. *"L-T-P-C" means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;*

z. *"MOOC" means Massive Open Online Courses;*

aa. *"MOU" means the Memorandum of Understanding;*

bb. *"NPTEL" means National Program on Technology Enhanced Learning;*

cc. *"Parent Department" means the department that offers the Degree Program that a student undergoes;*

dd. *"Program Head" means the administrative head of a particular Degree Program/s;*

ee. *"Program Regulations" means the Bachelor of Business Administration Degree Program Regulations and Curriculum, 2022-2025;*

ff. "Program" means the Bachelor of Business Administration (BBA.) Degree Program;

gg. "PSOC&E" means the Presidency School of Commerce and Economics;

hh. "Registrar" means the Registrar of the University;

ii. "School" means a constituent institution of the University established for monitoring, supervising and guiding, teaching, training and research activities in broadly related fields of studies;

jj. "Section" means the duly numbered Section, with Clauses included in that Section, of these Regulations;

kk. "SGPA" means the Semester Grade Point Average as defined in the Academic Regulations;

ll. "Statutes" means the Statutes of Presidency University;

mm. "Sub-Clause" means the duly numbered Sub-Clause of these Program Regulations;

nn. "Summer Term" means an additional Academic Term conducted during the summer break (typically in June-July) for a duration of about eight (08) calendar weeks, with a minimum of thirty (30) University teaching days;

oo. "SWAYAM" means Study Webs of Active Learning for Young Aspiring Minds.

pp. "UGC" means University Grants Commission;

qq. "University" means Presidency University, Bengaluru; and

rr. "Vice Chancellor" means the Vice Chancellor of the University.

5. Program Description

The Bachelor of Business Administration Program Regulations and Curriculum 2022-2025 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the ongoing Bachelor of Business Administration Degree Program, abbreviated as (BBA) of 2022-2025 offered by the Presidency School of Commerce and Economics (PSOC&E).

5.1 These Program Regulations shall be applicable to other similar programs, which may be introduced in future.

5.2 These Regulations may evolve and get amended or modified or changed through appropriate approvals from the Academic Council, from time to time, and shall be binding on all concerned.

5.3 The effect of periodic amendments or changes in the Program Regulations, on the students admitted in earlier years, shall be dealt with appropriately and carefully, so as to ensure that those students are not subjected to any unfair situation whatsoever, although they are required to conform to these revised Program Regulations, without any undue favour or considerations.

6. Minimum and Maximum Duration

6.1 Bachelor of Business Administration Degree Program is a Three-Year, Full-Time Semester based program. The minimum duration of the BBA. Program is three (03) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the BBA program is six (06) Semesters.

6.2 A student who for whatever reason is not able to complete the Program within the normal period or the minimum duration (number of years) prescribed for the Program, may be allowed a period of two years beyond the normal period to complete the mandatory minimum credits requirement as prescribed by the concerned Program Regulations and Curriculum. In general, the permissible maximum duration (number of years) for completion of Program is 'N' + 2 years, where 'N' stands for the normal or minimum duration (number of years) for completion of the concerned Program as prescribed by the concerned Program Regulations and Curriculum.

6.3 The time taken by the student to improve Grades/CGPA, and in case of temporary withdrawal/re-joining, shall be counted in the permissible maximum duration for completion of a Program.

6.4 In exceptional circumstances, such as temporary withdrawal for medical exigencies, where there is a prolonged hospitalization and/or treatment, as certified through hospital/medical records, female students requiring extended maternity break (certified by registered medical practitioner), and, outstanding sportspersons representing the University/State/India requiring extended time to participate in National/International sports events, a further extension of one (01) year may be granted on the approval of the Academic Council.

6.5 The enrolment of the student who fails to complete the mandatory requirements for the award of the concerned Degree, in the prescribed maximum duration (Sub-Clauses 18.1 and 18.2 of Academic Regulations), shall stand terminated and no Degree shall be awarded.

7 Programme Educational Objectives (PEO)

After three years of successful completion of the program, the graduates shall be:

PEO1. Demonstrate innovative skills, moral ethical values as successful business administrator.

PEO2. Engage in lifelong learning through higher studies and professional development.

PEO3. Serve the society as creative and effective entrepreneur.

8 Programme Outcomes (PO) and Programme Specific Outcomes (PSO)

8.1 Programme Outcomes (PO)

On successful completion of the Program, the students shall be able to:

PO1. Integrate functional knowledge and apply managerial skills in improving business environment.

PO2. Identify various management function problems in different management functions and solve through strategic planning, critical thinking and innovation.

PO3. Effectively communicate with different stakeholders.

PO4. Realize and follow professional and ethical principles.

PO5. Demonstrate commitment to continuous learning.

PO6. Function in multidisciplinary teams.

PO7. Desire to go for higher education in business administration.

8.2 Program Specific Outcomes (PSOs):

On successful completion of the Program, the students shall be able to:

PSO1. Apply a significant amount of knowledge in the domains like HR management, Marketing, Supply chain & Logistics management and Business Analytics.

PSO2. Support their family business.

PSO3. Start a new entrepreneurial journey

9 **Admission Criteria**

The University admissions shall be open to all persons irrespective of caste, class, creed, gender or nation. The admission criteria to the BBA Program is listed in the following Sub-Clauses:

9.1 An applicant who has successfully completed Pre-University course or Senior Secondary School course (+2) or equivalent such as (11+1), 'A' level in Senior School Leaving Certificate Course, with a minimum aggregate of 40% marks, from a recognized university of India or outside or from a Senior Secondary Board or equivalent, constituted or recognized by the Union or by the State Government of that Country, for the purpose of issue of qualifying certificate, on successful completion of the course, may apply for and be admitted into the Program.

9.2 Reservation for the SC / ST and other backward classes shall be made in accordance with the directives issued by the Government of Karnataka from time to time.

9.3 Admissions are offered to Foreign Nationals and Indians living abroad in accordance with the rules applicable for such admission, issued from time to time, by the Government of India.

9.4 Candidates must fulfil the medical standards required for admission as prescribed by the University.

9.5 If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation and any other falsification, the Registrar shall report the matter to the Board of Management (BOM), recommending revoking the admission of the candidate.

9.6 The decision of the BOM regarding the admissions is final and binding.

10. Transfer of student(s) from another recognized University to the 2nd year (3rd Semester) of the BBA Program of the University

A student who has completed the 1st Year (i.e., passed in all the Courses / Subjects prescribed for the 1st Year) of the BBA Three-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd Semester) of the BBA Program of the University as per the rules and guidelines prescribed in the following Sub-Clauses:

10.1   The student shall submit the Application for Transfer along with a non-refundable Application Fee (as prescribed by the University from time to time) to the University no later than July 10 of the concerned year for admission to the 2nd Year (3rd Semester) BBA Program commencing on August 1 on the year concerned.

10.2   The student shall submit copies of the respective Marks Cards / Grade Sheets / Certificates along with the Application for Transfer.

10.3   The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1st Year of the BBA Three Degree Program from the concerned University, are declared equivalent and acceptable by the Equivalence Committee constituted by the Vice Chancellor for this purpose. Further, the Equivalence Committee may also prescribe the Courses and Credits the concerned students shall have to mandatorily complete, if admitted to the 2nd Year of the BBA Program of the University.

10.4   The Program allotted to the student concerned shall be the decision of the University and binding on the student.

11. Change of Program

A student admitted to a particular Program of the BBA Program will normally continue studying in that Program till the completion of the program. However, the University reserves the right to provide the option for a change of Program, or not to provide the option for a change of Program at the end of 1st semester of the degree to eligible students in accordance with the rules framed by the University from time to time.

11.1   Normally, only those students, who have passed all the Courses prescribed for the 1st Semester of the degree Program and obtained a CGPA of not less than 6.00 at the end of the first Semester, shall be eligible for consideration of a change of program.

11.2   Change of Program, if provided, shall be made effective from the commencement of the 2nd Semester of the Degree Program. There shall be no provision for change of Program thereafter under any circumstances whatsoever.

11.3   The student(s) provided with the change of program shall fully adhere to and comply with the Program Regulations and Curriculum of the concerned Program, the Fee Policy pertaining to that Program, and, all other rules pertaining to the changed Program existing at the time.

11.4   Change of program once made shall be final and binding on the student. No student shall be permitted, under any circumstances, to refuse the change of program offered.

11.5   The eligible student may be allowed a change in Program, strictly in order of inter se merit, subject to the conditions given below:
11.5.1 The actual number of students in the second semester in any particular program to which the transfer is to be made, should not exceed the sanctioned strength by more than 5%, and,
11.5.2 The actual number of students in any program from which transfer is being sought does not fall below 75% of the total sanctioned intake.
11.5.3 The process of change of program shall be completed on the first five (5) days of the Registration for the 2nd Semester.

12 Specific Regulations regarding Assessment and Evaluation (including the Assessment Details of NTCC Courses, Weightages of Continuous Assessment and End Term Examination for various Course Categories)

12.1 The academic performance evaluation of a student in a Course shall be according to the University Letter Grading System based on the class performance distribution in the Course.

12.2 Academic performance evaluation of every registered student in every Course registered by the student is carried out through various components of Assessments spread across the Semester. The nature of components of Continuous Assessments and the weightage given to each component of Continuous Assessments (refer Clause 12.5 of Academic Regulations) shall be clearly defined in the Course Plan for every Course, and approved by the DAC.

12.3 Format of the End-Term examination shall be specified in the Course Plan.

12.4 Grading is the process of rewarding the students for their overall performance in each Course. The University follows the system of Relative Grading with statistical approach to classify the students based on the relative performance of the students registered in the concerned Course except in the following cases:

- Non-Teaching Credit Courses (NTCC)

- Courses with a class strength less than 30

Absolute grading method may be adopted, where necessary with prior approval of concerned DAC.

Grading shall be done at the end of the Academic Term by considering the aggregate performance of the student in all components of Assessments prescribed for the Course. Letter Grades (refer Clause **Error! Reference source not found.** of Academic Regulations) shall be awarded to a student based on her/his overall performance relative to the class performance distribution in the concerned Course. These Letter Grades not only indicate a qualitative assessment of the student's performance but also carry a quantitative (numeric) equivalent called the Grade Point.

12.5 Assessment Components and Weightage

Table 1: Assessment Components and Weightage for different category of Courses		
Nature of Course and Structure	**Evaluation Component**	**Weightage**
Lecture-based Course L component in the L-T-P Structure is predominant (more than 1) (Examples: 3-0-0; 3-0-2; 2-1-0; 2-0-2, 2-0-4 etc.)	Continuous Assessments	50%
	End Term Examination	50%
Lab-based Course P component in the L-T-P Structure is predominant (Examples: 0-0-4; 1-0-4; 1-0-2; etc.)	Continuous Assessments	75%
	End Term Examination (Lab Only)	25%
Practice based Course L component in the L-T-P Structure is 0 (Example: 0-0-2 etc.)	Continuous Assessments	100%
Skill based Courses like Internship, Dissertation / Social Engagement and such similar Non-Teaching Credit Courses, where the pedagogy does not lend itself to a typical L-T-P structure	Guidelines for the assessment components for the various types of Courses, with recommended weightages, shall be specified in the concerned Program Regulations and Curriculum / Course Plans, as applicable.	

The exact weightages of Evaluation Components shall be clearly specified in the concerned PRC and respective Course Plan.

Normally, for Practice/Skill based Courses, without a defined credit structure (L–T–P) [NTCC], but with assigned Credits (as defined in Clause **Error! Reference source not found.** of the Academic Regulations), the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment, shall be as decided and indicated in the Course Plan/PRC. The same shall be approved by the respective DAC.

12.6 Minimum Performance Criteria:

12.6.1 Theory only Course and Lab/Practice Embedded Theory Course

A student shall satisfy the following minimum performance criteria to be eligible to earn the credits towards the concerned Course:

a. A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.

b. The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of the components of Continuous Assessments, Mid Term Examinations and End Term Examinations in the concerned Course.

12.6.2 Lab/Practice only Course and Project Based Courses

The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of all assessment components in the concerned Course.

12.6.3 A student who fails to meet the minimum performance criteria listed above in a Course shall be declared as "Fail" and given "F" Grade in the concerned Course. For theory Courses, the student shall have to re-appear in the "Make-Up Examinations" as scheduled by the University in any subsequent semester, or, re-appear in the End Term Examinations of the same Course when it is scheduled at the end of the following Semester or Summer Term, if offered. The marks obtained in the Continuous Assessments (other than the End Term Examination) shall be carried forward and be included in computing the final grade, if the student secures the minimum requirements (as per Clause 12.6.1, 12.6.2 of Academic Regulations) in the "Make-Up Examinations" of the concerned Course. Further, the student has an option to re-register for the Course and clear the same in the summer term/ subsequent semester if he/she wishes to do so, provided the Course is offered.

13 Additional clarifications - Rules and Guidelines for Transfer of Credits from MOOC, etc. – Note: These are covered in Academic Regulations

The University allows students to acquire credits from other Indian or foreign institutions and/or Massive Open Online Course (MOOC) platforms, subject to prior approval. These credits may be transferred and counted toward fulfilling the minimum credit requirements for the award of a degree. The process of transfer of credits is governed by the following rules and guidelines:

13.1 The transfer of credits shall be examined and recommended by the Equivalence Committee (Refer **Error! Reference source not found.** of Academic Regulations) and approved by the Dean - Academics.

13.2 Students may earn credits from other Indian or foreign Universities/Institutions with which the University has an MOU, and that MOU shall have specific provisions, rules and guidelines for transfer of credits. These transferred credits shall be counted towards the minimum credit requirements for the award of the degree.

13.3 Students may earn credits by registering for Online Courses offered by *Study Web of Active Learning by Young and Aspiring Minds* (SWAYAM) and *National Program on Technology Enhanced Learning* (NPTEL), or other such recognized Bodies/ Universities/Institutions as approved by the concerned BOS and Academic Council from time to time. The concerned School/Parent Department shall publish/include the approved list of Courses and the rules and guidelines governing such transfer of credits of the concerned Program from time to time. The Rules and Guidelines for the transfer of credits specifically from the Online Courses conducted by SWAYAM/ NPTEL/ other approved MOOCs are as stated in the following Sub-Clauses:

13.3.1 A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause 13.3 of Academic Regulations and transfer equivalent credits to partially or fully complete the mandatory credit requirements of Discipline Elective Courses and/or the mandatory credit requirements of Open Elective Courses as prescribed in the concerned Curriculum Structure. However, it is the sole responsibility of the student to complete the mandatory credit requirements of the Discipline Elective Courses and the Open Elective Courses as prescribed by the Curriculum Structure of the concerned Program.

13.3.2 SWAYAM/NPTEL/ other approved MOOCs as mentioned in Clause 13.3 of Academic Regulations, shall be approved by the concerned Board of Studies.

13.3.3 Parent Departments may release a list of SWAYAM/NPTEL/other approved MOOCs for Pre-Registration as per schedule in the Academic Calendar or through University Notification to this effect.

13.3.4 Students may Pre-Register for the SWAYAM/NPTEL/other approved MOOCs in the respective Departments and register for the same Courses as per the schedule announced by respective Online Course Offering body/institute/ university.

13.3.5 A student shall request for transfer of credits only from such approved Courses as mentioned in Sub-Clause 13.3.2 above.

13.3.6 SWAYAM/NPTEL/other approved MOOCs Courses are considered for transfer of credits only if the concerned student has successfully completed the SWAYAM/NPTEL/other approved MOOCs and obtained a certificate of successful/satisfactory completion.

13.3.7 A student who has successfully completed the approved SWAYAM/NPTEL/ other approved MOOCs and wants to avail the provision of transfer of equivalent credits, must submit the original Certificate of Completion, or such similar authorized documents to the Dean/ Director/ HOD concerned, with a written request for the transfer of the equivalent credits. On verification of the Certificates/Documents and approval by the Dean/Director/HOD concerned, the Course(s) and equivalent Credits shall be forwarded to the COE for processing of results of the concerned Academic Term.

13.3.8 The credit equivalence of the SWAYAM/NPTEL/other approved MOOCs are based on Course durations and/or as recommended by the Course offering body/institute/university. The Credit Equivalence mapped to SWAYAM/ NPTEL approved Courses based on Course durations for transfer of credits is summarised in Table shown below. The Grade will be calculated from the marks received by the Absolute Grading Table **Error! Reference source not found.** of Academic Regulations.

Table 2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses		
Sl. No.	**Course Duration**	**Credit Equivalence**
1	4 Weeks	1 Credit
2	8 Weeks	2 Credits
3	12 Weeks	3 Credits

13.3.9 The maximum permissible number of credits that a student may request for credit transfer from MOOCs shall not exceed 20% of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree.

13.3.10 The University shall not reimburse any fees/expense; a student may incur for the SWAYAM/NPTEL/other approved MOOCs.

13.4 The maximum number of credits that can be transferred by a student shall be limited to forty percent (40%) of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree. However, the grades obtained in the Courses transferred from other Institutions/MOOCs, as mentioned in this Section (13.**Error! Reference source not found.**), shall not be included in the calculation of the CGPA.

14.   tructure / Component with Credit Requirements Course Baskets & Minimum Basket wise Credit Requirements

The BBA Program Structure (2022-2025) has a total of 124 credits. Table 3 summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

SL.No.	Table 3 Structure of BBA Program	Credits
1	SCHOOL CORE (SC)	36
2	PROGRAM CORE (PC)	45
3	DISCIPLINE ELECTIVE (DE)	38
4	OPEN ELECTIVE (OE)	5
	Total	**124**

15.   Minimum Total Credit Requirements of Award of Degree

A minimum of 124 credits is required to be eligible for the award of BBA degree.

16. Other Specific Requirements for Award of Degree, if any, as prescribed by the Statutory Bodies

16.1   The award of the Degree shall be recommended by the Board of Examinations and approved by the Academic Council and Board of Management of the University**.**

16.2   A student shall be declared to be eligible for the award of the concerned Degree if she/he:

a. Fulfilled the Minimum Credit Requirements and the Minimum Credits requirements under various baskets.

b. Secure a minimum CGPA of 4.50 in the concerned Program at the end of the Semester/Academic Term in which she/he completes all the requirements for the award of the Degree as specified in Sub-Clause a of Academic Regulations**;**

c. No dues to the University, Departments, Hostels, Library, and any other such Centres/ Departments of the University; and

d. No disciplinary action is pending against her/him.

Curriculum Structure – Basket Wise Course List

S.no	Course Name	L	T	P	C
**Table 3.1 : List of School Core Courses**					
1	Financial Accounting	4	0	0	4
2	Essentials of English	2	0	0	2
3	Communicative English	2	0	0	2
4	Fundamentals of Environmental Studies	2	0	0	2
5	Sarala Kannada / Savi Kannada	2	0	0	2
6	Stress Management & Well Being	0	0	4	2
7	Business English	2	0	0	2
8	Professional English	2	0	0	2
9	Seminars/ Conference Publication/Journal Publications	0	0	2	1
10	Introduction to Soft Skills	0	0	2	1
11	Introduction to Aptitude	0	0	2	1
12	Corporate Governance and Business Ethics	3	0	0	3
13	Employability for Young Professionals	0	0	2	1
14	Preparedness for Interview	0	0	2	1
15	Summer Internship	-	0	-	4
16	Dissertation	-	0	-	6
Total No. of Credits					**36**

S.no	Course Name	L	T	P	C
**Table 3.2 : List of Core Courses (CC)**					
1	Management and Behavioral Practices	4	0	0	4
2	Business Information Systems	4	0	0	4
3	Human Resources Management	4	0	0	4
4	Business Statistics	3	0	0	3
5	Financial Management	4	0	0	4
6	Marketing Management	4	0	0	4
7	Innovation and Creativity in Business	4	0	0	4
8	Managerial Economics	3	0	0	3
9	Cost and Management Accounting	4	0	0	4
10	Entrepreneurship Development	4	0	0	4
11	Service Management	4	0	0	4
12	Banking and Insurance	3	0	0	3
Total No. of Credits					**45**

Table 3.3 : Discipline Electives Courses/Specialization Tracks – Minimum of 38 credits is to be earned by the student in a particular basket / track.

S.No.	Course Name	L	T	P	C
1	Corporate Accounting	4	0	0	4
2	Cost Accounting	4	0	0	4
3	Strategic Management	4	0	0	4
4	Productions and Operations Management	4	0	0	4
5	Consumer Behaviour & Market Research	4	0	0	4
6	Leadership Management	4	0	0	4
7	Advanced Financial Accounting	4	0	0	4
8	Advanced Financial Accounting	4	0	0	4
9	Security Analysis and Portfolio Management	4	0	0	4
10	Global Business Finance	3	0	0	3
11	Business Valuation	3	0	0	3
12	Financial Econometrics	3	0	0	3
13	Management Control System	3	0	0	3
14	Mergers and Acquisitions	3	0	0	3
15	Financial Modelling	3	0	0	3
16	Advanced Financial Accounting	3	0	0	3
17	Financial Markets & Institutions	3	0	0	3
18	Project Finance and Appraisal	3	0	0	3
19	Financial Modelling	4	0	0	4
20	Industrial Relations Labour Laws	3	0	0	3
21	Compensation Management	4	0	0	4
22	International Human Resource Management	3	0	0	3
23	Human Resources Development	3	0	0	3
24	Organization Theory and Design	3	0	0	3
25	Knowledge Management	3	0	0	3
26	Organizational Change and Development	3	0	0	3
27	Strategic Human Resource Management	3	0	0	3
28	Performance Management	4	0	0	4
29	HR Analytics	4	0	0	4
30	Consumer Behaviour	3	0	0	3
31	Rural Marketing	3	0	0	3

32	Retail Management	4	0	0	4
33	Customer Relationship Management	3	0	0	3
34	Advertisement and Sales promotion	3	0	0	3
35	Integrated Marketing Communication	3	0	0	3
36	Sales & Distribution Management	4	0	0	4
37	Brand Management	3	0	0	3
38	International Marketing	3	0	0	3
39	Essentials of Business Analytics	4	0	0	4
40	Essential Statistic for Business Analytics	4	0	0	4
41	Application of Business Analytics	4	0	0	4
42	Machine Learning	4	0	0	4
43	Predictive Analytics	4	0	0	4
44	Data Visualization	4	0	0	4
45	Block chain Analytics	4	0	0	4
46	Application of Business Analytics	3	0	0	3
47	Data Visualisation	3	0	0	3
48	Artificial Intelligence for Managers	3	0	0	3
49	Machine Learning for Managers	3	0	0	3
50	Predictive Analytics	3	0	0	3
51	HR Analytics	3	0	0	3
52	Marketing Analytics	3	0	0	3
53	Block chain Analytics	3	0	0	3
54	Fundamentals of E Commerce	3	0	0	3
55	Introduction to Supply Chain Management	4	0	0	4
56	Purchasing and Inventory Management	4	0	0	4
57	Technology and Operations Management	4	0	0	4
58	Lean Supply Chain Management	3	0	0	3
59	Operations and Materials Management	3	0	0	3
60	Quality Management	4	0	0	4
61	E-Business Application	4	0	0	4
62	Supply Chain Modelling and Design	4	0	0	4
63	Supply Chain Risk Management	4	0	0	4
64	Legal Aspects of E Commerce	4	0	0	4

65	Accounting in Logistics and Supply Management	4	0	0	4
66	Global Supply Chain Management	4	0	0	4
67	Warehouse Management	4	0	0	4
68	E-Business Application	3	0	0	3
69	Supply Chain Modelling and Design	3	0	0	3
70	Supply Chain Risk Management	3	0	0	3
71	Legal Aspects of E Commerce	3	0	0	3
72	Emerging Technologies in Logistics and Supply Chain Management	3	0	0	3

Table 3.4 : Multidisciplinary Open Electives *– Minimum of 5 credits is to be earned by the student.						
Sl. No.	Course Code	Course Name	L	T	P	C
1	FRL1002	Basic French	2	0	0	2
3	CIV2004	Integrated Project Management	3	0	0	3

*Open Electives courses offered by other schools in a semester and as approved by the BOS will be added to the above list and will be made available for the students for Pre Registration.

17. Practical / Skill based Courses – Internships / Dissertation / Project Work

Practical / Skill based Courses like internship, dissertation, Social immersion project , and such similar courses, where the pedagogy does not lend itself to a typical L-T-P-C Structure as defined in Clause 5.1 of the Academic Regulations, are simply assigned the number of Credits based on the quantum of work / effort required to fulfil the learning objectives and outcomes prescribed for the concerned Courses. Such courses are referred to as Non-Teaching Credit Courses (NTCC). These Courses are designed to provide students with hands-on experience and skills essential for their professional development. These courses aim to equip students with abilities in problem identification, root cause analysis, problem-solving, innovation, and design thinking through industry exposure and project-based learning. The expected outcomes are first level proficiency in problem solving and design thinking skills to better equip BBA graduates for their professional careers. The method of evaluation and grading for the Practical / Skill based Courses shall be prescribed and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations). The same shall be prescribed in the Course Handout.

Internship

A student may undergo an internship for a period of 6 to 8 weeks in a company or organization during the Semester Break between 4th and 5th semester subject to the following conditions:

18.1.1 The Internship shall be in conducted in accordance with the Internship Policy prescribed by the School from time to time.

18.1.2 A student may opt for Internship in an Industry / Company/ Organization or academic / research institution of her / his choice, subject to the condition that the concerned student takes the responsibility to arrange the Internship on her / his own. Provided further, that the Industry / Company / Organization or academic / research institution offering such Internship confirms to the University that the Internship shall be conducted in accordance with the Program Regulations and Internship Policy of the School.

18.1.3 A student selected for an Internship in an industry / company or academic / research institution shall adhere to all the rules and guidelines prescribed in the Internship Policy of the School.

18.1.4 The various evaluation components and method of grading for the Internship Project in an Industry / Organization shall be prescribed and approved by the Departmental Academic Committee. The same shall be prescribed in the Internship Course Plan.

18.1.5 The Evaluation components for internship and the respective weightages are detailed in Table 5:

Table - 4	
Internship Evaluation Components and Weightage	
Evaluation Components	Weightage (of the total marks)
Internship Report	25%
Supervisor Evaluation and Feedback	40%
Viva-Voce	35%

18.2   Dissertation

Every student shall, carryout dissertation under the overall supervision of the supervisor(s) during the VI semester of the program.

18.2.1   The dissertation offers an opportunity to the student(s) to explore a topic in depth. The dissertation would entail an investigation, together with the written report and interpretation thereof. The dissertation could either be of an exploratory type or a prescriptive type with a focus on its applicability to management situations. It may be a case study, a study of a policy problem, a historical study, development of a new method, comparison of two or more methods, formulation and testing a hypothesis relevant to some areas of management. The dissertation can also be field/library-based study or both. Normally, only a faculty member of the school concerned shall be allowed to supervise a dissertation. If the topic of a dissertation warrants, at the most two faculty members of the same School may be allowed to supervise a dissertation/project work. Considering the interdisciplinary nature of the work involved a faculty from other School and/or from industry/corporate organization active in the area in which the work is being carried may be allowed, to be associated as a co-supervisor.

18.2.2   The Faculty Coordinator(s) shall, in consultation with the Dean concerned, finalize the topic for dissertation along with the name(s) of the supervisor(s) at the beginning of Semester VI. For this purpose, the Coordinator shall take into account the relevance of the topic on which the candidate proposes to work. However, the Coordinator may, ifhe considers it necessary or expedient, ask a student to carry out dissertation on a topic other than the topic proposed by the student and/or under a supervisor other than the one under whom the student proposed to carryout his/her dissertation.

18.2.3   Midcourse alteration/ modification in the scope of dissertation would need explicit approval from the Dean ofthe School. The Coordinator shall prepare a list comprising the names of the students, topic allotted to each ofthem along with the name of the supervisor(s) and submit it to the Dean.

18.2.4   A certificate in the prescribed format to the effect that the dissertation carried out by the student independentlyor in collaboration with other student(s) issued by the Supervisor(s) concerned and endorsed by the Faculty Coordinator concerned, shall form the part of the submission for evaluation.

18.2.5   Every student who spends a specified period of time in an industry/organization/institute for reasons of work related to his/her dissertation, with prior permission from the Faculty Coordinator concerned will explicitly acknowledge working in the relevant industry/organization/institute.

18.2.6   The dissertation should typically be between 30 to 50 pages. Students are required to submit their dissertation in the VI Semester within the specified timeframe. If a student fails to submit the dissertation by the deadline, they will be assigned a placeholder grade 'I' in cases of exceptional circumstances, such as medical emergencies or the death of an immediate family member. In all other cases, a grade of 'F' will be awarded. The student will be required to repeat the dissertation in the appropriate semester of the following academic session, provided that other regulations allow for the continuation of their studies at the University.

18.2.7   The student shall submit to Program Coordinator one printed soft bound copy of his/her dissertation.

18.2.8   An Assessment Committee constituted by the Dean / Director/ HOD of the School comprising internal and external membersshall conduct Viva-Voce on dissertation.

18.2.9   The Evaluation components for dissertation and the respective weightages are detailed in Table 5:

Table - 5 Dissertation Evaluation Components and Weightage	
Evaluation Components	Weightage (of the total marks)
Dissertation Report	50 %
Supervisor Evaluation and Feedback	20%
Viva-Voce	30 %

18.3 Social Immersion Project

The objective of a Social Immersion Project is to sensitize and inculcate commitment to social and environmental issues and make a contribution through service and experiential learning. The outcome is to produce graduates who are sensitized and committed to serving the social and environmental needs of society. The Social Immersion Project is a 1-credit course involving 15 hours of engagement, which may be completed either in one continuous session or through periodic intervals with one or more organizations. The student is required to complete this during the 6th Semester of the Program. The nature and details of the Social Immersion Project shall be approved by the concerned Departmental Academic Committee (DAC). As per the Academic Regulations, the 'S' grade is awarded for "satisfactory completion" of the Course and 'NC' grade is

awarded for "non-completion" of the Course. The student who receives the "NC" grade shall repeat the Social Immersion Project (it may be another type of Project as approved by the concerned DAC) until the concerned student secures the "S" grade in the Social Immersion Project. The "S" and "NC" grades is subject to fulfilling the requirements as stated in the course plan and do not carry grade points. Hence this is not included in the SGPA, CGPA computations.

18. List of MOOC (NPTEL) Courses

The MOOC Courses list will be announced by the school at the time of Pre-Registration for the respective Semester post approval from DAC and BOS.

19. Recommended Semester Wise Course Structure / Flow including the Programme / Discipline Elective Paths / Options

SEMESTER I									Credit Structure		
SL No	COURSE CODE	COURSE NAME	Course Type	L	T	P	C	Contact hours	Skill Development	Focus Areas
1	SOC2001	Financial Accounting	SC	4	0	0	4	4	EM, P	PE
2	BBA2008	Management and Behavioral Practices	PC	4	0	0	4	4	P	GE, HV, PE
3	BBA2002	Business Information Systems	PC	4	0	0	4	4	EM	ES
4	ENG1004	Essentials of English	SC	2	0	0	2	2	EM	
5	ENG1003	Communicative English	SC	2		0	2	2	P	
6	CHE1019	Fundamentals of Environmental Studies	SC	2	0	0	2	2	P	ES
7	KAN1002/ KAN2002	Sarala Kannada / Savi Kannada	SC	2	0	0	2	2	EM,P	HV
8	PPS1008	Stress Management & Well Being	SC	0	0	4	2	2	EM, E, P	HV, PE
		TOTAL					22	22		

SEMESTER II								Credit Structure		
SL No	COURSE CODE	COURSE NAME	Course Type	L		P	C	Contact hours	Skill Development	Focus Areas
1	COMXXX	Discipline Elective – I	DE	4		0	4	4	EM, P	PE
2	BBAXXX	Discipline Elective – II	DE	4		0	4	4	P	ES
3	BBA2003	Human Resources Management	PC	4		0	4	4	P	GE, HV, PE
4	SOC2003	Business Statistics	PC	3		0	3	3	EM	ES
5	ENG2002	Business English	SC	2		0	2	2	EM	
6	ENG2003	Professional English	SC	2		0	2	2	P	
7	SOC2004	Seminars/ Conference Publication/Journal Publications	SC	0		2	1	2	P	ES
8	PPS1001	Introduction to Soft Skills	SC	0		2	1	2		
		TOTAL					21	23		

SEMESTER III				Credit Structure						
SL No	COURSE CODE	COURSE NAME	Course Type	L	T	P	C	Contact hours	Skill Development	Focus Areas
1	BBA2030	Financial Management	PC	4	0	0	4	4	EM, P	PE
2	BBA2005	Marketing Management	PC	4	0	0	4	4	P	
3	BBA2007	Innovation and Creativity in Business	PC	4	0	0	4	4	EM	ES, HV
4	LAWXXX	Discipline Elective – III	DE	4	0	0	4	4	EM	PE
5	BSE2021	Managerial Economics	PC	3	0	0	3	3	P	ES
6	BBAXXX	Discipline Elective – IV	DE	4	0	0	4	4		ES, HV
7	PPS4002	Introduction to Aptitude	SC	0	0	2	1	2	EM	
		TOTAL					24	25		

SEMESTER IV								Credit Structure		
SL No	COURSE CODE	COURSE NAME	Course Type	L	T	P	C	Contact hours	Skill Development	Focus Areas
1	BBA2006	Cost and Management Accounting	PC	4	0	0	4	4	EM, P	ES
2	BBA2004	Entrepreneurship Development	PC	4	0	0	4	4	P	ES
3	SOC1001	Corporate Governance and Business Ethics	SC	3	0	0	3	3	EM	ES, PE
4	BBA2009	Service Management	PC	4	0	0	4	4	EM	ES
5	PPS1006	Employability for Young Professionals	SC	0	0	2	1	2	P	
6	XXxxxx	Open Elective -I	OE	2	0	0	2	2		
		TOTAL					18	19		

SEMESTER V								Credit Structure		
SL No	COURSE CODE	COURSE NAME	Course Type	L	T	P	C	Contact hours	Skill Development	Focus Areas
1.	SOC2002	Banking and Insurance	PC	3	0	0	3	3	EM	ES
2.	BBAXXXX	Discipline Elective – V	DE	4	0	0	4	4	EM	ES
3.	BBAXXXX	Discipline Elective – VI	DE	3	0	0	3	3	EM	ES
4.	BBAXXXX	Discipline Elective –VII	DE	3	0	0	3	3	EM	ES
5.	BBAXXXX	Discipline Elective – VIII	DE	3	0	0	3	3	P	ES
6.	XXXxxxx	Open Elective –II	OE	3	0	0	3	3		HV
7.	PPS3018	Preparedness for Interview	SC	0	0	2	1	2		
8	SOC3001	Summer Internship	SC	-	-	-	4	-	EM, E, P	ES
		TOTAL					24	21		

SEMESTER VI							Credit Structure		
SL No	COURSE CODE	COURSE NAME	Course Type	L	P	C	Contact hours	Skill Development	Focus Areas
1	BBAXXXX	Discipline Elective – IX	DE	3	0	3	3	EM	ES
2	BBAXXXX	Discipline Elective – X	DE	3	0	3	3	EM	ES
3	BBAXXXX	Discipline Elective – XI	DE	3	0	3	3	P	ES
4	SOC4001	Dissertation	SC	-	-	6	-		HV
		TOTAL				15	9		

20. **Course Catalogues**

Course Code: SOC2001	Course Title: Financial accounting Type of Course: Core, Theory Only Course **L- P- C**	4	0	4
Version No.	1.0			
Course Pre-requisites	- Basic Communication - General Knowledge in Accounts - Knowledge about Business World.			
Anti-requisites	NIL			
Course Description	This course is intended to provide basic knowledge about the principles and practices of accounting and equip the student with various concepts like book-keeping, subsidiary books, hire purchase and final accounts. The course enables the students to maintain the books of accounts in various forms of business firms leading to the preparation of financial statements.			
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Describe the basic principles of accounting. **[Knowledge]** CO 2: Explain the process of preparation of books of accounts. **[Comprehension]** CO 3: Discuss the different methods of recording transactions in the subsidiary books. **[Comprehension]** CO 4: Compute the cash price under the Hire Purchase System. **[Application]** CO 5: Prepare the final accounts of a sole trading concern. **[Application]**			
Course objective	The objective of the course is to familiarize the learners with the concepts of Financial Accounting and attain Skill Development through Problem Solving techniques.			
Course Content:				

Module 1	Introduction to Accounting	Case Study	E-Resource Review	08 Sessions

Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting information. Functions, advantages and limitations of accounting, Branches of accounting, Basis of Accounting; cash basis and accrual basis, Systems of accounting viz., single entry and double entry system. **The nature of financial accounting principles-** Basic concepts and conventions: entity, money measurement, going concern, cost, realization,

accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.

Accounting Standards: Introduction, Objectives of Accounting Standards, Procedure for Issuing Accounting Standards, Advantages of Accounting Standards, Accounting Standards in India, Introduction to IFRS.

Module 2	Accounting Process	Case Study	E-Resource Review	10 Sessions

Accounting Cycle; Journal; Rules of debit and credit; Compound journal entry; Opening entry; Relationships between Journal and Ledger; Rules regarding posting; Preparation of Ledger Accounts; Preparation of trial balance including adjustments.

Module 3	Subsidiary books	Experiential Learning	Field Observation	10 Sessions

Sales book, Sales return book, Purchases book, Purchase returns book, Cash Book- three column cash book, and journal proper.

Module 4	Hire Purchase Accounting	Assignment	E-Resource Review	10 Sessions

Meaning of Hire Purchase and Installment Purchase System- Hire Purchase v/s sale – differences between Hire Purchase and Installment system, meaning of Some important technical terms – Hire Purchase Agreement – Hire Purchase Price – Cash Price – Hire Purchase Charges – Net Hire Purchase Price – Net Cash Price – Calculation of Interest – Calculation of Cash Price – Journal Entries and Ledger Accounts in the books of Hire Purchaser and Hire Vendor (Asset Accrual Method only and excluding repossession).

Module 5	Final Accounts	Case Study	E-Resource Review	10 Sessions

Preparation of Trading and Profit and Loss Account and Balance Sheet of Sole Trading Concerns including all adjustments.

Targeted Application: Book-keeping & Tools that can be used: Microsoft PowerPoint Presentation

Delivery procedure (pedagogy):

Lecture: All Modules

Self-learning: Module 1: Objectives of Accounting standards.
Participative learning: Module 5: Group discussion on case studies in concepts or issues related to Final Accounts.

Reference:
Text Book:
T1. Jain & Narang, Financial *Accounting*. Mumbai: Kalyani.

E-Reading / Essential Reading:
R1. Maheswari S. N. & Maheswari S. K. *Advanced accountancy*. New Delhi: Vikas

R2. Shukla M. C.& Grewall T. S. *Advanced accountancy* (15 Ed.). New Delhi: S. Chand

R3. Horngren, Introduction to Financial Accounting, Pearson Education.

R4. Bansal.K.M - Financial Accounting – Taxman Publication

R5. Anthony, R.N. Hawkins, and Merchant, Accounting: Text and Cases. McGraw-Hill Education.

R6. Tulsian, P.C. Financial Accounting,S. Chand

Web based Resources:

W1. Module 1: Accounting standards:

https://www.icai.org/post/icai-publications-accounting-standards-board

W2. Module 2: Accounting cycle:

https://www.investopedia.com/terms/a/accounting-cycle.asp

W3. Module 3: Subsidiary books:

https://www.toppr.com/guides/fundamentals-of-accounting/books-of-prime-entry/what-are-subsidiary-books/

W4. Module 4: Hire purchase system:

https://static.careers360.mobi/media/uploads/froala_editor/files/Hire-Purchase-and-Instalment-Sale-Transactions.pdf

W5. Module 5: Final accounts:

https://www.wallstreetmojo.com/final-accounts/

PU E-RESOURCES LINK:

E1. Book-keeping system-Computerized:

Plugging into a great book-keeping system saves time TECHNOLOGY: [london edition]. (2000, Jul 11). *Financial Times* Retrieved from:

https://www.proquest.com/docview/248849130/5D680CD99E0F4714PQ/2?accountid=177896

NTPEL Video:

1. https://archive.nptel.ac.in/courses/110/101/110101131/

Case study references:

1. Financial statements preparation:

https://corporatefinanceinstitute.com/resources/knowledge/accounting/financial-statements-example-amazon-case-study/

Topics relevant to SKILL DEVELOPMENT: Concept of Accounting for **Skill Development through Problem Solving methodologies/.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Prof. Monica S Assistant Professor School of Commerce Prof Lokesh Y R Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2008	Course Title: Management and Behavioral Practices Type of Course: Core, Theory	L- P-C	4	0	4
Version No.	2.0				
Course Pre-requisites	• General Knowledge in Business world • Knowledge about different management processes				
Anti-requisites	**Nil**				
Course Description	This course provides a conceptual overview and fundamentals leading to functions of management. The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation. It enables the students to inculcate the management qualities like leadership and planning and organizing the activities which are assigned to them as a task. It also paves way to learn the basics of management and its functions in each and every organization from top level to lower-level management				

Course Out Comes	At the end of the course, the student shall be able to:
	CO 1: Describe the fundamentals of management **(Knowledge)**
	CO 2: Discuss the principles of planning and decision-making (**Comprehension**)
	CO 3: Explain the organizing process (**Comprehension**)
	CO 4: Identify the principles of Controlling and Directing (**Comprehension**)
	CO 5: Summarize behavior of organization in individuals and groups. **(Comprehension)**
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Management and Behavioural Practices and attain Skill Development through Participative Learning techniques.

Module 1	Introduction to Management	Case Study	Case study on Managerial Skills	10 Sessions

Definition -Nature-Process and Significance of Management; Henry Fayol's Principles of management; Role of managers; Managerial Skills ; Evolution of Management Thought: Classical Management Approaches, Behavioral Management Approaches, Quantitative Management Approach, Modern Management Approaches ; Management as a Science or Art - Management as a profession; Differentiate Administration and Management; Functions of Management.

Module 2	Planning and Decision Making	Group Discussion	Group Discussion on Planning and Decision Making	10 Sessions

Planning: Meaning and Nature and Importance of Planning; Types of Plans; Planning process; Management by Objective (MBO); Management by Exception (MBE).

Decision Making: Meaning, Definition and Nature; Types of decisions; Decision Making Process; Rational Perspectives and Behavioral Aspects of decision making.

Module 3	**Organizing**	**Case study**	Case study on types of Organization	10 Sessions

Organizing: Definition, Nature and purpose; Principles of Organization; Types of Organization; Organizational Structure and Design; Line, Staff and functional authority; Conflict between Line and Staff; Overcoming the Line-Staff Conflict; Departmentation; Span of control; Authority, Responsibility and Accountability; Delegation Vs Decentralization; Centralization Vs. Decentralization

Module 4	Directing & Controlling	Case study	Case study on Leadership	10 Sessions

Directing: Nature of Directing function; Principles; Importance of Effective Direction; Motivating people at work; motivational theories; Leadership and change; Effective Communication skills for directing; Barriers of communication.

Controlling: Concept- Nature and Importance; Essentials of Control; Requirements of an Effective Control System ; Behavioral Implications of Control ; Techniques of Managerial control.

Module 5	Introduction to Organizational Behavior	Case study	Case study on Challenges and Opportunities in organizational behavior	10 Sessions

Definition of Organizational Behavior, OB as systematic study, Contribution from other disciplines, Challenges and Opportunities in organizational behavior, OB Model/Framework- Individual, Group and Organisational Level.

Targeted Application & Tools that can be used: NPTEL Videos used to enhance the students understanding.

DELIVERY PROCEDURE (PEDAGOGY):

Self-learning: Management as a Science or Art - Management as a profession

Experiential Learning: Case Studies on Planning and Controlling

Participative learning: Group discussion and presentation on Planning and Decision Making

Web Based Resources:

W1: https://www.youtube.com/watch?v=CmC8UaCNQFc

W2: https://byjus.com/commerce/henri-fayol-14-principles-of-management/

W3: https://www.simplilearn.com/principles-of-management-by-henri-fayol-article

W4: https://www.youtube.com/watch?v=U4wuKKwV-eg

W5: https://www.youtube.com/watch?v=dEVulKf1wYs

PU E-Book Resources Links:

https://presiuniv.knimbus.com/user#/home

1. Lichtenthaler, U. (2016), "Six principles for shared management: a framework for the integrated economy", *Journal of Business Strategy*, Vol. 37 No. 4, pp. 3-11. https://doi.org/10.1108/JBS-03-2015-0029
   Link: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JBS-03-2015-0029/full/html

2. Kristiansen, A. and Schweizer, R. (2021), "Practice coordination by principles: a contemporary MNC approach to coordinating global practices", *Critical Perspectives on International Business*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/cpoib-04-2020-0027.
   Link: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/cpoib-04-2020-0027/full/html

NPTEL Videos:

1. https://www.digimat.in/nptel/courses/video/110107150/L01.html
2. http://digimat.in/nptel/courses/video/110105146/L01.html

Case Study Links:

1. https://www.citehr.com/296129-case-studies-principles-management-business-management.html
2. Chrome extension://efaidnbmnnnibpcajpcglclefindmkaj/http://punainternationalschool.com/assets/upload/ck-images/XII%20BST%20Case%20Studies-ch-2.pdf
3. https://studyresearch.in/2018/03/11/case-studies-principles-of-management/
4. https://cbsencertsolutions.com/case-study-chapter-2-principles-of-management/

Textbook
T1: Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India.

References

R1: Koontz, H. and Wihrich H, Management, Mc Graw Hill.

R2: Stoner, J etc., Management, Pearson Education.

R3: Sharma, Principles of Management, Kalyani Publishers, Hyderaba**d**

R4: Dinkar Pagare, Business Management

R5: Gupta C.B., Business Management

R6: Harold Koontz, Cyril O Donnel, Heinz Weihrich, Management

R7: James A.B. Stoner & Charles Wankel, Management

R8: Prasad L.M., Principles of Management

R9: Daft, R. L. (2009). Principles of Management (1st edition), Cengage Learning.

R10: Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers.

R11:Stephen P. Robbins, Timothy A. Judge and Neharika Vohra (2018),

18th Ed. *Organizational Behaviour.* Pearson Education Asia

Topics relevant to SKILL DEVELOPMENT: Different Managerial Practices for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr.Ch.Sahyaja Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2002	Course Title: Business Information System Type of Course: Core Theory	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	• Basic knowledge of business information systems • Awareness of the role of Information Technology in digital era • Soft Skills - Creativity, communication				

	Basic analytical ability
Anti-requisites	**Nil**
Course Description	The course provides the foundation to the business information system which describes the process and its management functions. Also overview the significance of business process re-engineering, evolution of ERP, e-enterprise and decision making helps to train the managers through the functions of business and technology effectible to achieve organization goal. Lastly, the recent technological advancements in several management domains delivers a value-added IT solution to the industry.
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Understand the basics concepts and working of information technology(Knowledge) CO2: Explain the role of information systems support that enables the business functions. (Knowledge) CO3: Discuss the concepts of BPR and E-enterprise (Knowledge) CO4: Outline how organizations effectively use information systems to achieve competitive advantage(Comprehension) CO5: Discuss the potential values emerging and disruptive technologies that brings organization success. (Comprehension)
Course objective	The objective of the course is to familiarize the learners with the concepts of Business Information System and attain Skill Development through Participative Learning techniques.
Course Content:	

Module 1	**Introduction to Business Information System**	**Discussion**	System view of business	**9 Sessions**

Topics: Business Organization -Business Work Area-Business Information-Levels of Information-Categories of Information- Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS. Introduction to Information Systems - Definition - Features - Steps in Implementation of MIS - Need for Information-Information System for Decision Making - MIS as Competitive Advantages – MIS Structures.

Module 2	Information and Managerial Effectiveness	Presentation and Case analysis	Presentation & Case analysis on Google Adwords	9 Sessions

Topics: Information and Managerial Effectiveness, Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas.

Module 3	E-Enterprise systems	Assignment	E-commerce, E-communication	8 Sessions

Topics: Introduction: Managing the E-enterprise, Organization of Business in an E-enterprise, E-business, E-commerce, E-communication, E-collaboration. Intelligent Systems and AI in an Enterprise.

Module 4	Managerial Decision Making	Group discussion	data management, file program design, contro security.	12 Sessions

Topics: Meaning of MDM, characteristics and components of Decision Support System, Approaches & Applications; Decision making process, Business Intelligence and Analy MDM, Applications of BI and Analytics in MDM; Leadership in Information System-choupal & Volkswagen of America: Managing IT Priorities cases

Module 5	Recent Developments in Information system in Business [Emerging Trends, Technologies & Applications]	Case analysis	Information Technology in Business areas	7 Sessions

Topics:
Artificial Intelligence- Definition, importance and application; 5G proliferation-importance; Quantum Computing – meaning and importance; Blockchain - Definition, importance and application; AR & VR – Metaverse; Growth of IoT; Cloud Migration

Targeted Application & Tools that can be used: **Google Analytics and Facebook Marketing**

Textbook

1. Ahuja, V. (2015). Business information systems. New Delhi: Oxford University Press.
2. **Deepak Bansal, A (2019). SEO The Ultimate Guide for Website Owners. BUUKS, India**

References :

1. Sousa, K. J., & Oz, E. (2014). *Management information systems*. Cengage Learning.
2. Laudon, K. C. (2007). *Management information systems: Managing the digital firm*. Pearson Education India.
3. Jaytilak Biswas. (2020) Management Information Systems. Sage publications

University E resources:

MIS

https://web.p.ebscohost.com/ehost/detail/detail?vid=2&sid=0d10b28d-cb19-4a50-8627-07002ca75b5

https://www-jstor-org-presiuniv.knimbus.com/journal/jmanainfosyst

https://www.ef.uns.ac.rs/mis/archive-pdf/2012%20-%20No4/MIS2012-4-4.pdf

Digital Business Strategy

https://puniversity.informaticsglobal.com:2054/stable/43825919?Search=yes&resultItemClick=true&searchText=Digital+Marketing&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3DDigital%2BMarketing%26so%3Drel&ab_segments=0%2Fbasic_search_gsv2%2Fcontrol&refreqid=fastly-default%3A4eca50b96f0405f26355235deeb172dc&seq=2#metadata_info_tab_contents

Websites:

https://analytics.google.com/analytics/academy/course

https://www.searchenginewatch.com/2017/10/17/google-adwords-the-beginners-guide/

https://www.tutorialspoint.com/

https://www.simplilearn.com/tutorials/digital-marketing-tutorial/

https://www.coursera.org/projects/google-ads-beginner

Topics relevant to SKILL DEVELOPMENT: : Implementation of Information Technology in the Business for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. D. Annette christinal Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code:	Course Title: Corporate accounting	L- P-C	4	0	4
COM 2008	**Type of Course:** Core, Theory Only Course				
Version No.	1.0				
Course Pre-requisites	• Basic Communication • General Knowledge in Accounts • Knowledge about Business World.				
Anti-requisites	NIL				
Course Description	This course on Corporate Accounting is offered as a compulsory paper in the second semester, and will allow learners to demonstrate technical proficiency. It is a branch of Financial Accounting that studies the accounting process of those operations that present specific unique features according to the legal status of the figure engaging in the business activity. This course is beneficial to assist in the intellectual, social and personal development of the student to a range of specialist and generalist business professions.				
Course Out Comes	At the end of the course, the student shall be able to: CO1. Explain the procedure for issue of shares and debentures CO 2. Discuss the Underwriter's liability of shares CO 3. Discuss the process involved in Profit prior to Incorporation CO 4. Explain the process of computation of Valuation of Shares CO 5. Summarize the process of preparation of Company's Final Accounts				

Course objective	The objective of the course is to familiarize the learners with the concepts of ==Corporate Accounting== and attain ==Employability== through ==Problem solving methodologies.==			
Course Content:				
Module 1	ISSUE OF SHARES AND DEBENTURES	Case Study	E-Resource Review	12 Sessions [Comprehension]
Meaning of share, Types of shares –Preference shares and Equity shares –Issue of Shares at Par, Premium and Discount, Pro-rata Allotment, Journal entries relating to issue of shares- Debentures – Meaning –Types of Debentures Journal entries relating to issue of Debentures.				
Module 2	UNDERWRITING OF SHARES	Case Study	E-Resource Review	10 Sessions [Comprehension]
Meaning – Terms used in underwriting – underwriter – marked application – unmarked application-Firm underwriting – Calculation of underwriter's liability– Complete underwriting – Partial Underwriting –Calculation of Underwriters Commission.				
Module 3	PROFIT PRIOR TO INCORPORATION	Case Study	E-Resource Review	12 Sessions [Comprehensio n]
Meaning – calculation of sales ratio – time ratio – weighted ratio – treatment of capital and revenue expenditure – Ascertainment of pre-incorporation and post-incorporation profits by preparing Profit and Loss Account and Balance Sheet.				
Module 4	VALUATION OF SHARES	Assignment	E-Resource Review	10 Sessions [Comprehensio n]
Meaning – Need for Valuation – Factors Affecting Valuation – Methods of Valuation: Intrinsic Value Method, Yield Method, Earning Capacity Method, Fair Value of shares. Rights Issue and types - Problems.				
Module 5	COMPANY FINAL ACCOUNTS	Case Study	E-Resource Review	18 Sessions [Comprehensio n]
Knowledge on requirements of Companies Act for presentation of Profit and Loss Account and Balance Sheet of a company – Preparation of profit and loss account and balance sheet of corporate entities, excluding Calculation of managerial remuneration and Disposal of company profits.				
Targeted Application: Financial Statements in Excel & Tools that can be used: Microsoft PowerPoint and Excel .				

Delivery procedure (pedagogy):

- Self-learning topics – Meaning and Types of Shares:
  https://www-emerald-com-
  presiuniv.knimbus.com/insight/content/doi/10.1108/03074350410768804/full
  /html

- Problem based learning – Problems on Valuation of Shares
- Participative learning – Profit & loss account and Balance sheet of corporate entities:
  https://www-emerald-com-
  presiuniv.knimbus.com/insight/content/doi/10.1108/CFRI-10-2021-
  0208/full/html.

Case Studies :
**https://www.businesstoday.in/markets/company-stock/story/adani-power-
shares-fall-hindenburg-report-368052-2023-01-30**

Youtube Materials:
https://www.youtube.com/watch?v=_F6a0ddbjtI
MOOCs:
**https://in.coursera.org/projects/create-financial-statement-using-microsoft-
excel**

Reference:
Text Book:
Text Books And Reference Books:

1. S. Anil Kumar, B. Mariyappa and V. Rajesh Kumar (2022) Corporate Accounting (1St Edition). Mumbai: Himalayan Publishing House.
2. S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.

Essential Reading / Recommended Reading

1. Ashok Sehgal, Fundamentals of Corporate Accounting. Taxman Publication, New Delhi.
2. V.K. Goyal and Ruchi Goyal,. Corporate Accounting. PHI Learning.
3. Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers, New Delhi.
4. Bhushan Kumar Goyal, Fundamentals of Corporate Accounting, International Book House
5. P. C. Tulsian and Bharat Tulsian, Corporate Accounting, S.Chand
6. Amitabha Mukherjee, Mohammed Hanif, Corporate Accounting, McGraw Hill Education

PU Resources:

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/CFRI-10-2021-0208/full/html.
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03074350410768804/full/html

Case study references:

1. Financial statements preparation:

https://corporatefinanceinstitute.com/resources/knowledge/accounting/financial-statements-example-amazon-case-study/

2.Adani Downfall and Hindenburg Report:

https://hindenburgresearch.com/adani/

Topics relevant to SKILL DEVELOPMENT: Partial Under writing for **Skill Development through Problem Solving methodologies.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Lokesh Y R Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2003	Course Title: Human Resource Management Type of Course: Program Core, Theory Only Course	L-P-C	4	0	4
Version No.	2.0				
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of compensation as a part of Human Resource Management				
Anti-requisites	Nil				

Course Description	Course will enable the students to understand the concepts of compensation and its relevance from business perspective. The course is conceptual in nature and will enhance students' knowledge about various traditional and modern practices of compensation methods in adherence to the government policies on compensation. Students will be able to have a better understanding about designing a compensation policy in line with skills sets of employees and marketed standards in various business operate.			
Course Out Comes	On successful completion of the course, the student shall be able to: CO 1: Outline the evolution of HRM and roles and responsibilities of a HR Manager. (Knowledge) CO 2: Describe the process of Human resources planning and Job design. (Comprehension) CO 3: Outline the factors affecting Recruitment and Selection Process. (Comprehension) CO 4: Recognize the importance of training and its process. (Comprehension) CO 5: Identify various methods of Performance Appraisal. (Comprehension)			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Human Resource Management and attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to HRM	Group discussion	Group discussion on promotion	**08** sessions
Topics: **Introduction to HRM:** Meaning- Definition – Evolution - Overview of the functions of HRM - Role of HR manager – Challenges and Opportunities of HRM - HR Structure Recent trends in HRM- Introduction to HR Analytics.				
Module 2	**Human Resources Planning and Job Analysis**	Case analysis		**08** sessions
Human Resources Planning and Job Analysis: Introduction and Characteristics – Importance – Process - Action plans in case of shortage or surplus of workforce. Forecasting future manpower planning. Job Analysis – Benefits of Job Analysis - Process- Job description - Job specification - Job Enrichment - Job Design Techniques.				
Module 3	Recruitment and selection	Case analysis & presentation		**12** sessions
Recruitment and Selection: Recruitment– Factors affecting Recruitment - Sources of Recruitment – Process of Recruitment - E-Recruitment. Selection – Significance – Process - Types of Tests and Interviews.				

Module 4	Training and development	Case analysis and presentation		**12** sessions

Training and Development:– Pre requisite for Training - Significance – Training Need Analysis - Process and Types of Training - On the job - Off the job – Training Aids – Training Evaluation.

Module 5	Performance appraisal	Case analysis and presentation		**09**

Performance Appraisal: Performance Appraisal Introduction - Purpose, Process, Trait, Behavioral and Result methods of Performance Appraisal – Overcoming the Flaws in Performance appraisal systems - Role of Technology in performance appraisal.

Targeted Application: developing customer data base, Market research
Tools that can be used: MS office, MS excel, HRIS

Text Book
T1. V S P Rao 3rd Edition: Human Resource Management: Text & Cases. Excel Books

References
R1. Robbins D A (2010): Fundamentals of Human Resource Management: New Delhi: Wiley.

R2. Aswathappa (2011) Human Resource Management: Text & Cases. New Delhi: Mc Graw Hill.

R3. Alan Price (2011), Human Resource Management: Cengage Learning.

Presidency University link
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=JSTOR1_REDO_1577

https://presiuniv.knimbus.com/openFullText.html?DP=https://directory.doabooks.org/handle/20.500.12854/63829

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTBOOK_LIBRARY01_06082022_94

Topics relevant to SKILL DEVELOPMENT: Human Resource Planning, Job Analysis, Job Description for **Skill Development through Participative Learning Techniques** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Janmitha KL Assistant Professor School of Commerce Dr. Hemanth Professor School of commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024

Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: SOC2003	Course Title: BUSINESS STATISTICS Type of Course: Core , Theory		L-P-C	3	0	3
Version No.	2.0					
Course Pre-requisites	• Basic Analytical skills. • Basic numeric skills.					
Anti-requisites						
Course Description	The course in business statistics intends to provide students the ability to understand the regular events in business sphere and enables students to associate them quantitatively in business reporting and decision-making activities. It also makes capable the students to collect, process, analyze and interpret business environment and various operations in a precise, systematic and scientific manner					
Course Outcomes	CO1. Recall the historic development of the subject statistics and methods of collecting, classifying and presenting statistical data CO2. Discuss the statistical data CO3. Recognize consistency of the statistical data CO4. Compute association and relationship between statistical data CO5. Practice constructing index numbers					
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Business Statistics and attain Skill Development through Problem solving methodologies.					
Course Content:						

Module 1	Introduction	Group discussion	Group discussion	10 Hrs.
Meaning, Definition and Scope of Statistics; Collection of data: Primary and Secondary; Methods of collecting primary data; Classification and tabulation; Presentation of data: Graphs and diagrams -Histograms and Ogives, Pie diagram and Bar diagrams.				
Module 2	Measures of Central Tendency	Group discussion	Group discussion	8 Hrs.
Measures of Central Tendency: Arithmetic Mean, Median, Mode, Geometric Mean, and Harmonic Mean; Quartiles.				
Module 3	Measures of Dispersion	Case study analysis	Case study analysis	08 Hrs.
Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation with coefficients, Coefficients of Variation. Skewness: Bowley's and Karl Pearson's method				

Module 4	Measures of Association and Regression	Case study analysis	Case study analysis	08 Hrs.

Correlation: Meaning, Karl Pearson's coefficient of correlation (raw data only), Spearman's Rank Correlation; Regression and Estimation

Module 5	Index Numbers	Case study analysis	Case study analysis	08 Hrs.

Index Numbers: Meaning, Uses, Steps involved in Computing Index Numbers; Methods: Simple, Weighted: Laspeyre's Index Number, Paasche's Index Number, Fisher's Ideal Index Number including Time Reversal Test (TRT) and Factor Reversal Test (FRT); Consumer Price Index under family budget method

DELIVERY PROCEDURE (PEDAGOGY):
Lecture and Solving Numerical Problems- All Modules 1,2,3,4 & 5
Participative learning: All Modules 1,2,3,4 & 5
Self-learning: Module-1
Assignment 1: Tabular and Graphical reporting of the primary data (Collected by primary survey on any topic – by student groups)
Assignment 2: Assignment 2: Write a report of the any Swayam & NPTEL Video Lecture Sessions watched (links given below)
Presentation 1: Descriptive statistical analysis of secondary data (secondary data collected from the report of any firm/industry/institution by each student)

Textbook
1. Gupta, S.C. and Gupta, I. (2013). Business Statistics. Mumbai: Himalaya Publishing House

Reference books
1. Kothari, C.R. (2014). Research methodology: Methods and techniques. New Age International Publishers: New Delhi
2. Gupta, B.N. (2019). Business statistics. Uttarpradesh: SBPD publications
3. Anderson, D.R., Sweeny, D.J. and Williams, T.A. (2014). Statistics for business and economics. Cengage Learning India Private Limited.
4. Beri, G. (2017). *Business statistics.* India: McGraw Hill Education.
5. Kazmier, L.K. (1984). Basic statistics for business and economics. United States: McGraw Hills Inc.
6. Siegal, A.F. (2016). Practical business statistics. United States: Academic press.
7. Chance, W.A. (1966). A note on the origins of index numbers. The review of economics and statistic, 48(1).

Web based Resources
1. https://online.stat.psu.edu/stat500/lesson/1/1.5/1.5.1
2. Stigler, S.M. (1990). The history of statistics: the measurements of uncertainty before 1900. United States: Harvard University Press.
3. Godin, B. (2009). The culture of numbers: the origins and development of statistics on science (The project on the history and sociology of STI statistics, working paper, 40), Retrieved on 2nd December 2020 form: http://www. csiic.ca/PDF/Godin_40.pdf
4. Ciesielska, M. and Jamielniak, D. (2018). Qualitative methodologies in organisational studies: Volume 1- Theories and new approaches. Palgrave MacMillan. https://doi.org/10.1007/978-3-319-65442-3_2
5.https://ucanapplym.s3.apsouth1.amazonaws.com/RGU/notifications/E_learning/0nline_study/BBA%20 2nd%20Sem_BBAHC-3.pdf

PU E-Library resources for articles:

1. 1.https://presiuniv.knimbus.com/user#/view
Detail?searchResultType=ECATALOGUE_BASED&unique_id=SPRINGER4_18

Topics relevant to SKILL DEVELOPMENT: Arithmetic Mean, Median, Mode, Harmonic Mean, Geometric Mean, Quartiles for **Skill Development through Problem Solving methodologies.** This is attained through assessment component mentioned in course handout.

CATALOGUE PREPARED BY	Dr. SAJI GEORGE **Assistant Professor** **School Of Commerce and Economics**

4th Board of Studies, 11th July, 2024

24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2030	Course Title: **Financial Management** **Type of Course: Core, Theory Only Course**	**L-P- C**	4	0	4
Version No.	1.0				
Course Pre-requisites	• Basic Communication • General Knowledge in Finance. • Knowledge about Business World.				
Anti-requisites	NIL				
Course Description	This course intends to provide the basis for understanding the financial concepts and theories that influence the decisions relating to the financial attributes of investors and business firms. It enables the student to study the role and responsibilities of finance manager, finance function, accounting and financial information to management for decision making and will cover management of capital, working capital management and dividend policy.				
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Outline the concept and nature of Finance, Financial Management and Financial Manager**. [Remember]** CO 2: Discuss the Theory of Time value of Money. **[Understand]** CO 3: Examine the Financing Decisions of an Organization. **[Apply]**				

	CO 4: Summarize the investment and dividend decisions of an organization **[Understand]** CO 5: Recognize the various working capital management models. **[Understand]**			
Course objective	The objective of the course is to familiarize the learners with the concepts of Financial Management and attain Skill development through Problem Solving Methodologies.			
Course Content:				
Module 1	**Introduction to financial management**	**Case Study**	**E-Resource Review**	**10 Sessions**
Introduction – Meaning of Finance – Business Finance – Finance Function – Aims of Finance Function – Organization structure of finance - Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager –Financial Planning – Steps in Financial Planning – Principles of a Sound Financial Planning.				
Module 2	**Time value of money**	**Assignment**	**E-Resource Review**	**10 Sessions**
Introduction – Meaning & Definition – Need – Future Value (Single Flow – Uneven Flow & Annuity) – Present Value (Single Flow – Uneven Flow & Annuity)– Doubling Period – Concept of Valuation				
Module 3	**Financing decisions**	**Experiential Learning**	**Field Observation**	**12 Sessions**
Capital Structure – Optimum Capital Structure – EBIT – EBT – EPS – Analysis – Leverages – Types of Leverages – Simple Problems.				
Module 4	**Investment and Dividend decisions**	**Case Study**	**E-Resource Review**	**12 Sessions**
Investment Decisions: Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process – Techniques – Payback Period – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index - Simple Problems. Dividend Decisions: Introduction – Meaning and Definition – Determinants of Dividend Policy – Types of Dividends (Theory Only)				
Module 5	**Working capital management and Receivables management**	**Case Study**	**E-Resource Review**	**10 Sessions**
Introduction – Concept of Working Capital – Significance of Adequate Working Capital– Evils of Excess or Inadequate Working Capital – Determinants of Working Capital – Sources of Working Capital – Inventory Management. Meaning of receivables				

management, purpose of receivables management - Cost of maintaining receivables - Factors affecting - Policies for managing receivables - Factoring services.

Targeted Application: Financial Planning & Tools that can be used: Microsoft PowerPoint Presentation

Delivery procedure (pedagogy):

Lecture: All Modules

Self-learning: Module 1: Role of Financial Manager
Participative learning: Module 5: Group discussion on case studies in concepts or issues related to policies for managing receivables

Reference:
Text Book:
  T1: Khan and Jain, Financial Management, Tata McGraw Hill

E-Reading / Essential Reading:
R1: R.M. Srivastava: Financial Management –Management and Policy, HimalayaPublishers.

R2: Dr. K.V. Venkataramana, Financial Management, SHB Publications.
Web based resources:

W1: Principles of sound financial planning:

https://www.cfo.com/accounting-tax/2019/07/the-12-key-principles-of-financial-planning-and-analysis/

W2: Case study on Time value of money:

https://www.allfinancejournal.com/article/view/5/1-1-5

W3: Case study on working capital management:

https://adalyajournal.com/gallery/26-oct-v1026.pdf

W4: Types of Leverages:

https://www.youtube.com/watch?v=6CirWwz9GW

W5: Receivables Management:

https://www.youtube.com/watch?v=_TfNfX5Q3rE

PU E-RESOURCES LINK:

E1. Time value of Money:
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JIABR-09-2018-0155/full/pdf?title=time-value-of-money-in-islamic-accounting-practice-a-critical-analysis-from-maqasid-al-shariah

E2. Financial decisions:

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/08876049510079862/full/html

NTPEL VIDEO:

Financing Decisions:

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=PRE_INDEXED&unique_id=RyA2Qk2AVB4

Case study references:

Evergrande crisis:

https://www.thehindu.com/business/explained-chinese-real-estate-firm-evergrande-crisis-a-lehman-moment/article36643709.ece

Topics relevant to SKILL DEVELOPMENT: Future and present value calculation for **Skill Development through Problem Solving Methodologies.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Monica S Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2005	Course Title: Marketing Management Type of Course: Program Core, Theory Only Course	L-P-C	4	0	4
Version No.	1.0				
Course Pre-requisites	• Knowledge of marketing as a function of Management • Understand the importance of marketing for a business				
Anti-requisites	Nil				
Course Description	The course is conceptual in nature and will help the students to gain insight about Marketing management practices from product and services perspective. After the completion of the course students will be able to understand products and services mix, its applicability in business.				

Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Describe the basic concept of Marketing and its application in business. **(Knowledge)** CO2: Infer the various internal and external factors which affects Marketing of a product in an organization. **(Comprehension)** CO3: Explain marketing mix to meet growing needs of the customer. **(Comprehension)** CO4: Identify the basis of segmentation, targeting and positioning for products and services. **(Comprehension)** CO5: Relate the factors influencing consumer behavior and its impact on consumer decision making process. **(Application)**			
Course objective	The objective of the course is to familiarize the learners with the concepts of Marketing Management and attain Skill Development through Participative Learning techniques			
Course Content:				
Module 1	Introduction to Marketing Management	Case study analysis		10 sessions
Meaning & Definition of Market, core concepts of marketing, Difference between Marketing & Selling-History of Marketing, Process of Marketing-Approaches to Marketing- Functions of Marketing. Contemporary Marketing Practices - E Marketing-, E- business, Green marketing, Green Marketing myopia, Social marketing, Societal marketing.				
Module 2	Marketing environment	Group discussion		10 Sessions
Type of Marketing Environment – Internal & External (Micro/Macro)- Internal Environment :5Ms- Micro Environment: Porters 5 force Model – BCG Matrix – Macro Environment – PESTEL. Value chain analysis,. Ansoff Matrix.				
Module 3	Marketing mix	Group discussion		10 Sessions
Introduction to 4 Ps of Marketing- History – Product-Concept – Classification of Products – Levels of products – PLC. Pricing- Factors affecting pricing, Types of Pricing, Cost based, Buyer based & Competition based. Place – introduction - Factors affecting Channel selection- Types of Marketing channel levels. Promotion – Promotional mix, Personal Selling, Direct Marketing, Sales Promotion, PR, Advertising, AIDA.				
Module 4	Segmentation, targeting , positioning	Case study	Case study on industrial disputes	10 Sessions

Mass marketing Vs Segmentation. Need for Segmentation, Types of segmentation, Market segmentation process, Requirement of effective segmentation, Market Targeting: Target market, types of target market. Differentiation & Positioning: Positioning, Types of positioning, Brand positioning errors, Positioning Maps.

Module 5	Consumer behavior and CRM			10 Sessions

Understanding Consumer Behaviour in Indian and Global context: Factors influencing buyer behaviour – Cultural, Social, Individual and Psychological Influences.– Understand the concept of customer loyalty and lifetime value. Relationship Marketing and CRM- Role of CRM, Pareto Principle

Targeted Application: HR manual
Tools that can be used: MS office, MS excel

Text Book
R1- Appanniah, H.R., Ramanath, H.R. and Bhaskar, H.R (2020) *Marketing Management.* HPH

References
T1 - Kotler, P and Keller, k. (2015). *Marketing Management: A south Asian perspective.* Person Publisher.

Presidency University link
L1 : Lane, E. (2012). Green Marketing Goes Negative: The Advent of Reverse Greenwashing. European Journal of Risk Regulation, 3(4), 582-588. doi:10.1017/S1867299X00002506

https://www.cambridge.org/core/journals/european-journal-of-risk-regulation/article/abs/green-marketing-goes-negative-the-advent-of-reverse-greenwashing/B413E8406151C8340665CB2FA50991EB

L2: J. Haverila, M. (2013), "Market segmentation in the cell phone market among adolescents and young adults", Asia Pacific Journal of Marketing and Logistics, Vol. 25 No. 3, pp. 346-368. https://doi.org/10.1108/APJML-07-2012-0064

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/APJML-07-2012-0064/full/html

Topics relevant to SKILL DEVELOPMENT: 7 P's of marketing for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Chaitra Assistant Professor School of Commerce

Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2007	Course Title: Innovation and Creativity in Business Type of Course: Core, Theory Only Course	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	• Basic Communication • General Knowledge in Business world				
Anti-requisites	--				
Course Description	Students shall learn the application of innovation and creativity concepts, techniques and principles in new ventures and within existing organizations also solving problems using various techniques of creativity, innovation processes.				
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Outline Creativity Techniques in Business [**Knowledge**] CO 2: Recognize the role of leaders in enhancing creativity.[**Comprehension**] CO 3: Discuss types of innovation and its application in product. process and service.[**Knowledge**] CO 4: Discuss the sources of new knowledge and ideas.[**Knowledge**] CO 5: Analyse the factors influencing commercialization of innovative ideas..[**Comprehension**]				
Course objective	The objective of the course is to familiarize the learners with the concepts of Innovation and Creativity in Business and attain Skill Development through Participative Learning techniques				
Course Content:					
Module 1	**Creativity**	Lecture and **Participative** learning	Creative activities and puzzles	**10 Sessions**	

Creativity - Significance of Creativity – Elements of Creativity –Factors influencing creativity— Myths about creativity -Methods and techniques of enhancing creativity –– Brainstorming, attributes listing.

Module 2	**Creative mind and groups in Organization**	Lecture and self-learning	Enriching the physical workplace Role of Leaders in promoting creativity and innovation	**10 Sessions**

The creative mind - components of individual creativity - Characteristics of creative groups - Organizational enrichment - Enriching the physical workplace for enhancing creativity- Handling conflicts in groups - **Role of Leaders in creating ambidextrous organization** and application of portfolio thinking in creativity.

Module 3	**Introduction to the process of innovation**	Case study	Radical and incremental innovation	**10 Sessions**

Innovation- types- Radical and Incremental Innovation-difference between radical and incremental-Innovation in product, processes and service innovations-The S curve-lessons-where do you stand on the S- curve? Limitations of S Curve.

Module 4	**Process of Innovation-I**	Audio-visuals	Open market innovation	**14 Sessions**

Idea generation- meaning and definition- process of idea generation -New Knowledge-importance of new knowledge in innovation -Tapping the ideas of customers-learning from the lead users -Empathetic design -Invention factories and Skunkworks-Open market innovation - the role of mental preparation- encouraging idea generation process at organization - idea generating techniques.

Module 5	**Process of Innovation-II**	**Group Discussion**	Role of innovation in organization	**14 Sessions**

Recognizing opportunities and Moving innovation to market- A method for opportunity recognition, Rough -cut business evaluation. The idea funnel, Stage-gate systems, a caution on funnels and stage-gate systems -Concept development and concept commercialization- gaps financial issues- Extending innovation through platforms.

Targeted Application & Tools that can be used: **Craig Stewart-** Craig Stewart is a writer, SEO strategist and content marketer, and is a former editor of Creative Bloq.

DELIVERY PROCEDURE (PEDAGOGY):

Lecture- All Modules 1,2,3,4 & 5

Participative learning: Module-1 Creative activities and puzzles

Self-learning: Module- 2 Enriching the physical workplace Role of Leaders in promoting creativity and innovation

Case study- Module-3 Radical and incremental innovation- S Curve

Group Discussion- Module-5 Role of innovation in organization

Audio- visuals- Module- 4 Open market innovation- https://www.viima.com/blog/open-innovation-challenges

Presentaions-Module 5

Text Book:

T1. P. Rizwan Ahmed (2015). Creative & Innovation Management, Margham Publications.

T2.R. Keith Sawyer (2014). Explaining Creativity: The Science of Human Innovation, Oxford University Press.

Essential Reading/ Recommended Reading:

E1. Richard Luecke (2003). Guide to Managing Creativity and Innovation, Harvard Business Press.

Web Based Resources-

W1. https://www.ideou.com/pages/innovation-resources

W2..https://jpl-nasa.libguides.com/subject-guides/creativity-innovation/ebooks

W3- Building an Innovation Factory by Andrew Hargadon and Robert I. Sutton- https://hbr.org/search?term=andrew%20hargadon

Swayam & NPTEL Video Lecture Sessions

1. NOC:Innovation, Business Models and Entrepreneurship (Video)

2. NOC:Innovation by Design (Video)

PU E-Library resources for articles and case references

https://presiuniv.knimbus.com/user#/home

Module-1 Creativity- Enhancing creativity in organizations: the role of the need for cognition- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/MD-04-2019-0516/full/html

Module-2 Creative mind and groups in Organization - Leadership development: the key to unlocking individual creativity in organizations- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01437731011039343/full/html

Module-3 Introduction to the process of innovation- Aligning Knowledge Development between Innovation-Driven Context and Knowledge Organization Systems- https://dl.acm.org/doi/10.1145/2494188.2494212

Module-4 Process of Innovation-I - Self-organization of social systems—a new challenge for organization sciences and systems design - https://dl.acm.org/doi/10.1145/236410.236415

Module-5 Process of Innovation-II - Successful IS innovation: Digital innovation and regulatory policy: why does development of digital technology not lead to innovation?- https://dl.acm.org/doi/10.1145/3209281.3209400

Topics relevant to SKILL DEVELOPMENT: Factors influencing creativity for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Nethravathi N
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: LAW9006	Course Title: Corporate Law Type of Course: Program core, Theory		L- P- C	4	0	4
Version No.	1.0					
Course Pre-requisites	• Knowledge of general management					
Anti-requisites	Nil					
Course Description	This course provides an overview of various aspects of The Companies Act, 2013 relating to incorporation of companies, documentation, management, winding up procedure and other latest amendments of the Act.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Identify the contents of main documents of a Corporate (Knowledge) CO 2: Summarize the duties and procedure of removal of a Director (Comprehension) CO 3: Discuss the prevention of oppression and mismanagement (Comprehension) CO 4: Summarize the modes of winding up of a company (Comprehension) CO 5: Discuss Corporate governance models (Comprehension)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Corporate Law and attain Skill Development through Participative Learning techniques.					
Course Content:						

Module 1	Introduction	C a s e s t u d y analysis	Case study on corporate incorporation	10 sessions

Topics: Meaning of Corporate Law; emergence of Corporate Law in India, Corporate Incorporation: Certificate of incorporation, Memorandum of Association; Articles of Association; Doctrine of Ultra vires; Doctrine of Indoor Management, Doctrine of corporate Veil.

Module 2	Constitution of corporations	Group discussion	Group discussion on prevention of oppression and mismanagement	10 sessions

Topics: Director; appointment, removal, position, powers, duties and responsibilities; auditor committee and its role; company secretary- qualification, appointment and duties; Independent directors; Liability of independent directors

Module 3	Oppressions, mismanagement and investigations	Type of class activity	Specifically mention the class activity	10 sessions

Topics: Section 397-408, Section 235-251 of Companies Act, 2013. Rule Foss V. Harbottle. Prevention of oppression, prevention of mismanagement; role and powers of Company Law Board; Rules and Powers of Central Government; Company Investigation				
Module 4	**Company liquidation**	**Group discussion**	Group Discussion	**10 sessions**
Topics : Corporate Liquidation: Winding up of the Company, Mode of Winding up: Voluntary, Orders of the Tribunal (Compulsory Winding Up), Payment of Liabilities. Settlement of Contributories.				
Module 5	**Corporate governance and corporate social responsibility**	**Group discussion**	**Group Discussion**	**10 sessions**
Topics : Corporate Governance; Importance; Models of Corporate Governance; Impact of legal traditions and rule of law on corporate governance. Corporate Social Responsibility; CSR and environmental protection; legal reforms in Corporate Law: committee reports. Emerging trends in corporate law: censorship ads, surrogacy ads; misleading ads;				

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Reference
Text book
3. T1 Kapoor, N.D. (2015). Company Law & Secretarial Practice (13th ed.). New Delhi: Sultan Chand & Sons

Reference
1. R1 MC Kuchhal.(2013) Modern Indian Company Law. Delhi: Shri Mahavir Book Depot (Publishers)
2. R2 GK Kapoor and Sanjay Dhamija. (2014) Company Law. Delhi. Bharat Law House
3. R3 Avtar Singh.(2014) Introduction to Company Law. Eastern Book Company

PU library link

E resources:

NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.

Topics relevant to SKILL DEVELOPMENT: Corporate Social Responsibility for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Sakshi Assistant Professor School of Law

Course Code: BSE2021	Course Title: Managerial Economics Type of Course: Theory	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	- Basic understanding of economics - Basic numeric skills - Familiarity with graphs and charts - General Knowledge in Business world				
Anti-requisites	Nil				
Course Description	**COURSE DESCRIPTION:** This course deals with the application aspects of Microeconomics and Macroeconomics to decision-making science. This helps the student to develop not only the analytical capabilities but applications skills too also. This is needed in the changing global economic and management scenario.				
Course Out Comes	On successful completion of the course, the students shall be able to: CO 1: Outline the concept of Managerial Economics (**Knowledge**). CO 2: Identify the determinants of demand and supply for various goods and recognize the exceptions (**Knowledge**). CO 3: Explain the Diminishing Marginal Utility and Consumer's equilibrium (**Knowledge).** CO 4: Summarize the various Production functions and cost concepts relevant to decision making **(Application).** CO 5: Recognize price determination in different market structures **(Application)**				

Course Objective	The objective of the course is to familiarize the learners with the concepts of Managerial Economics and attain Skill Development through Participative Learning techniques			
Course Content:				
Module 1	**Nature and Scope of Managerial Economics**	**Group Discussion**	Role of Managerial Economist	**06 Sessions**
Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist – Economic Principles relevant to Managerial Decisions. Concept of scarcity and opportunity cost, Production Possibility curve.				
Module 2	**Theory of Demand and Supply**	**Participative Learning**	Demand estimation and forecasting	**08 Sessions**
Demand-law of demand, demand curve, determinants of demand derivation of individual and market demand schedules, exceptions to Law of demand. Elasticity of demand (Applications) Price Elasticity, Income Elasticity & Cross Elasticity - Changes in Demand and Changes in Quantity Demanded. Supply-law of supply, supply curve and determinants of supply - Market Determination of Price and Quantity. Elasticity of supply (Applications), Equilibrium of demand and supply.				
Module 3	**Theory of Consumer Behavior**	**Group Discussion**	Consumer equilibrium	**08 Sessions**
Historical Development of the Theory: cardinal and ordinal utility approach, Diminishing marginal utility, Indifference curve and its properties. Price-consumption curve, Income-consumption curve; Price, Income and substitution effects, Revealed Preference Hypothesis. Consumer's equilibrium, Consumer surplus.				
Module 4	**Theory of Production, Cost and Revenue**	**Experimental Learning projects**	Production and cost analysis	**08 Sessions**
Production function, Factors of production. Law of variable proportion, returns to scale, Isoquant- meaning and properties. Theory of Cost: classification of cost, short-run and long-run cost curves and its calculations, Internal Economies and External Economies. Revenue curves: total revenue, average revenue and marginal revenue and their relationships.				
Module 5	**Forms of Market Structure**	**Case study**	Market structures	**08 Sessions**
Perfect and Imperfect competition, Pure competition, Equilibrium of the firm and industry under perfect competition, supply curve under perfect competition, Equilibrium of the firm under monopoly, Discriminating monopoly, Conditions of equilibrium under price discrimination, Degree of monopoly power; Monopolistic				

competition and its features. Oligopoly: Features - Price and Output Determination - Cournot Model - Edgeworth Model - Chamberlin Model - Kinked Demand Curve Model

DELIVERY PROCEDURE (PEDAGOGY):

Lecture- All Modules 1,2,3,4 & 5

Participative learning: All Modules 1,2,3,4 & 5

Self-learning: Module-1 Role of Managerial Economist

Case study- https://mitsloan.mit.edu/teaching-resources-library/case-studies

Group Discussion- Role of Managerial Economist.
Managerial Economics Case Studies | Business Economics Case Study (etcases.com)
Experimental Learning project: Production and cost analysis
https://www.mhi.org/downloads/learning/cicmhe/resources/cs_shortCase_proble ms.pdf

Textbook
1. Koutsoyiannis A. Modern Microeconomics, Macmillan, London

References

- Dominick Salvatore, (2012) "Managerial Economics: Principles and Worldwide Applications", 7th Edition, Oxford University Press,
- A.R. Aryasri, (2012) "Managerial Economics and Financial Analysis", 4th Edition, TMH Publication, 2012.
- R.L.Varshney & K.L Maheswari, (2018) "Managerial Economics", 19 th Edition, S.Chand Publishers.
- Pindyck, R. S., & Rubinfeld, D. L. (2013). Micro Economics (8th Ed.). Pearson Education, USA.
- N. Gregory Mankiw (2012), Principles of Microeconomics, 4th Edition, Cengage Learning India.
- Ahuja H.L Advanced Economic Theory, S. Chand and Company, New Delhi.
- Dominick Salvatore, Theory and Problems of Microeconomic Theory, Schaum's Outline Series, McGraw-Hill Book Company, Singapore.
- Dwivedi D N (2015). Managerial Economics (8th Ed.). New Delhi: Vikas Publishing House Pvt Ltd.

Web Based Resources

- https://www.researchgate.net/publication/358923308_Managerial_E conomics_Theory_and_Practice
- https://www.pdfdrive.com/managerial-economics-d53313267.html
- https://www.youtube.com/watch?v=WccttEFtdKk

- https://www.youtube.com/playlist?list=PLUl4u3cNGP62oJSoqb4Rf-vZMGUBe59G-

Swayam & NPTEL Video Lecture Sessions on Brand Management:

- https://onlinecourses.swayam2.ac.in/cec22_hs23/preview
- https://onlinecourses.swayam2.ac.in/imb22_mg38/preview

PU E-Library resources for articles and case references

- https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=JSTOR1_2208
- https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=BOOKYARDS_1_14631
- https://presiuniv.knimbus.com/user#/searchresult?searchId=managerial%20economics&_t=1660165538652
- https://presiuniv.knimbus.com/user#/searchresult?searchId=pricing%20strategies&_t=1660165669465
- https://presiuniv.knimbus.com/user#/searchresult?searchId=firm%20heterogeneity&_t=1660165699219
- https://presiuniv.knimbus.com/user#/searchresult?searchId=market%20structure&_t=1660165729056
- https://presiuniv.knimbus.com/user#/searchresult?searchId=theories%20of%20firm&_t=1660165759307

Topics relevant to SKILL DEVELOPMENT: Law of Demand for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Vishal Sharma Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2016	Course Title: LEADERSHIP MANAGEMENT Type of Course: Program Core, Theory Only Course	L-P-C	4	0	4

Version No.	1.0
Course Pre-requisites	- Basic knowledge of Leadership management - Understand the role of Leaders in a company - Knowledge about concept of leadership
Anti-requisites	Nil
Course Description	This course examines the current leadership literature and traces the development of leadership theory. It stresses the strategic nature of leadership and its role in contemporary organizations. Students conduct self-assessments of their personal leadership skills and participate in many activities designed to develop leadership and skills in team building.
Course Out Comes	CO1: Distinguish the concept of leadership from the concept of management and form well- founded opinions on different theoretical approaches on leadership. (**Knowledge)** CO2: Describe Situational leadership style and its significance in the business. (**Comprehension)** CO3: Identify organizational problems related to leadership issues and to evaluate suitable Solutions. (**Comprehension)** CO4: Analyze the decision-making process and change management; (**Comprehension)** CO5: Assess the skills necessary to exert power and influence in a non-authoritative leadership role; and evaluate the qualities necessary to effectively manage or lead in a team/group environment. (**Application)**
Course Objective	The objective of the course is to familiarize the learners with the concepts of Leadership Management and attain Employability through Participative Learning techniques.
Course Content	

	Introduction to Leadership & Management	E-Resource	Quiz	10 Sessions
Module 1				

Topics:

Introduction to Leadership - Roles, functions and characteristics of a leader. Competencies and Skills of Leaders. Nature, Scope and Significance of Management;

Management vs Leadership; Future of management, difference between a leader and a manager. Great Leaders

Module 2	Leadership Theories, Styles and Challenges	E-Resource	Role play	8 Sessions

Topics:

Leadership Theories and Challenges -Trait Theory, Behavioral theories, Situational Leadership, Skill-Based Leadership, Transformational Leadership, Lewin's leadership styles. Behavioral, charismatic, traditional and Situational leadership styles.

Module 3	Change Management & Emotional Intelligence in Leadership	Case study	Group Discussion	10 Sessions

Topics:

Leadership Strategies for Change, Six Leadership Styles for Change, Types of Organizational Change, Business Process Re-Engineering, Incremental Change, Technological Change, Inside and Outside Forces for Organizational Change, How Emotion and Mood Influence Behavior, Emotions in the Workplace. Organizational Implications,

Module 4	Organizational culture, Ethics and Leadership	Case analysis	Presentation	6 Sessions

Topics:

Organizational culture and ethics, The role of a leader to build organizational culture, Ethical leadership, Influence of ethical theories on organizational leadership. Women Leadership. Global Leaders.

Module 5	Team Leadership & Sources of power	Case analysis	Simulation Game	10 Sessions

Topics:

Team Leadership- Leadership and Small Group Communication, Decision-Making in Groups, The 3 Levels of High-Performance Leadership Communication, Virtual Teams: Benefits and Challenges. Power in Organisation, Six Sources of Power, Legitimate Power,
 Referent Power, Expert Power, Reward Power, Coercive Power, Informational Power, Power Tactics.

Text Book:

- Peter G. Northouse, "Leadership", 2010, Sage. Lussir, "Effective Leadership", 2009, Cengage.
- Hughes, Ginnett, Curphy (2010) - Leadership, Enhancing The Lessons of Experience (Tata Mc Graw Hill, 5th Ed.)
- Halder U (2010) - Leadership and Team Building (Oxford university Press, 2nd Ed.)

References:
- Hughes, Ginnett, Curphy (2010) - Leadership, Enhancing The Lessons of Experience (Tata Mc Graw Hill, 5th Ed.)
- Halder U (2010) - Leadership and Team Building (Oxford university Press, 2nd Ed.)
- Adair, J. (1988). *Effective leadership*. London. Pan Books
- Alimo-Metcalfe, B.; Alban-Metcalfe, J. (2005). Leadership: Time for a New Direction
- *Leadership*, 1 (1), 51-71 Bass, B.M. (1985). *Leadership and performance beyond expectations*. New York: Free Press

Swayam & NPTEL Video Lecture Sessions on Brand Management:

https://www.youtube.com/watch?v=oeJbTVnZCvc

https://www.digimat.in/nptel/courses/video/110107159/L40.html

https://www.digimat.in/nptel/courses/video/110107159/L52.html

Web Based Resources:

https://www.youtube.com/watch?v=SFvg4f7KYPw

https://www.youtube.com/watch?v=UZTyvbmW92M

PU-List of e-Resources:

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/ws.2003.07952bae.003/full/html

https://presiuniv.knimbus.com/user#/searchresult?searchId=LEADERSHIP%20MANAGEMENT%20&_t=1661497827558
https://www.iqac.puchd.ac.in/docs/2014/20141005100850-10-pu-ssr-vi.pdf

Topics relevant to EMPLOYABILITY: Decisions Making for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Anouja Mohanty Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2006	**Course Title: Cost and Management Accounting** **Type of Course: Core, Theory**	**L-P-C**	**4**	**0**	**4**
Version No.	1.0				
Course Pre-requisites	Basic Knowledge of Costing Elementary Knowledge of Accounting				
Anti-requisites	Nil				
Course Description	The course offers balanced coverage of concepts, methods, and uses of cost and management accounting with an increasingly strong emphasis on management decision-making. The students will understand various cost methods adopted in manufacturing company. A special attention is paid to cost sheet, cost control, financial statement analysis, budgetary control, cash flow analysis and management reporting.				
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the elements of Cost and preparation of cost sheet. CO2: Compute methods of cost control via material, labour and overhead costs. CO3: Apply various techniques of analyzing the financial statements CO4: Prepare different types of budgets CO5: Interpret the Cash flows from operating, investing and financing activities of business concerns.				
Course objective	The objective of the course is to familiarize the learners with the concepts of Cost and Management Accounting and attain Skill Development through Problem Solving methodologies.				
Course Content:					
Module 1	Introduction to Cost and Management Accounting	Group discussion	Recent practices of management accounting	10 sessions	

Topics: Objectives and scope of cost and Management Accounting- The users of cost and management accounting information-functions of management accounting-relationship of cost accounting, financial accounting, management accounting and financial management. Cost Concepts-Cost classification – Elements of cost - preparation of cost sheets-Items Excluded from Cost-Price Quotations or Tenders and Estimated Cost Sheet				
Module 2	Cost Control	Case study Analysis	Case study analysis on ABC analysis	10 sessions
Topics: Material Cost: direct and indirect material cost, Inventory control techniques-stock levels, EOQ, ABC analysis. Issue of materials to production- pricing methods-FIFO, LIFO and Average methods. Labour cost: direct and indirect labour cost- methods of payment of wages including incentive plans -Halsey and Rowan plans, Tailors Piece Rate method. Overheads: features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions (Repeated & step ladder method only).				
Module 3	Financial Statement Analysis	Company financial statement analysis	Public sector organization	10 sessions
Topics: Comparative Income Statements and Balance Sheets, Common size Income Statements and Balance Sheet analysis (Simple Problems.) Ratio Analysis – Introduction, Classification & Interpretation of Ratios, Liquidity Ratios (Current and Quick Ratio), Capital Structure Ratios(Debt Equity Ratio, Proprietary Ratio, Solvency Ratio, Interest Coverage Ratio only), Profitability Ratios based on turnover only, Problems on ratio analysis.				
Module 4	Budgetary Control	Case study analysis	Case study on types of budget	10 sessions
Budgets - Meaning and importance - Budgetary Control-Meaning and Importance-Types of Budgets, practical problems - Flexible Budget and cash Budget.				
Module 5	Cash Flow Analysis	Case study analysis	Case study on cash flow statement	10 sessions
Topics: Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement –Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Reference Text book Arora,M.N (2016).Cost and Management Accounting, New Delhi: Himalaya Publishing House.				
Reference				

Jawahar Lal & Seema Srivastva (2018). Cost Accounting. Mcgraw Hill Education
Arora, M.N. (2013). Cost and Management Accounting. New Delhi:Vikas Publications
Lal, J. (2013). Cost Accounting. New Delhi: Mcgraw Hill Education
M Y Khan, P K Jain, Management Accounting, New Delhi: Mcgraw Hill Education
Ronald W. Hilton, David E. Platt(2017) Managerial Accounting , New Delhi: Mcgraw Hill Education
PU library link
https://www.emerald.com/insight/content/doi/10.1108/JFM-01-2021-0002/full/html
PU Link 2: https://www.emerald.com/insight/content/doi/10.1108/IJPPM-06-2017-0153/full/html

Topics relevant to SKILL DEVELOPMENT: Cost Control and Material Cost Control for **Skill Development through Problem Solving methodologies.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Ajay Singh Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2004	Course Title: ENTREPRENEURSHIP DEVELOPMENT Type of Course: Program Core		L- P- C	4	0	4
Version No.	1.0					
Course Pre-requisites	Basic Communication General Knowledge in Business Environment Knowledge about different organizational structures Knowledge of a Managerial activities					
Anti-requisites	Nil					
Course Description	This course provides an overview of basic concepts of entrepreneurship and MSME. It also enables the students to understand and prepare a business plan and also the formalities in launching a business by availing various financial and non-financial assistance offered for MSME.					
Course Outcomes	On successful completion of the course the students shall be able to: CO 1: Discuss the theories of entrepreneurship. (Knowledge) CO 2: Identify the qualitative aspects of entrepreneur.(Comprehension,) CO3:Recognize the role of entrepreneurs in economic development.(Comprehension,) CO 4: Explain the process of formation of a new venture.(Comprehension,) CO 5: Identify various problems and measures to overcome the problems of MSME.(Analysis)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Entrepreneurship and Development and attain Skill Development through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to Entrepreneurship	Lecture & Flipped Learning	Lecture & Flipped Learning Theories of Entrepreneurship	8 Sessions		
Topics: Concept and Definitions, Entrepreneurship Mindset, Entrepreneurship process; Factors impacting emergence of entrepreneurship; Theories of entrepreneurship- Theory of McClelland, Theory of profit by knight, Innovation theory by Schumpeter						
Module 2	Qualitative aspects of entrepreneur	Lecture & Group discussion	Group discussion on Risk taking and decision making aspects of Entrepreneurship	10 Sessions		
Topics Managerial versus entrepreneurial Decision Making; Entrepreneurs versus inventors; Entrepreneurial attributes and characteristics; Traits/Qualities of						

Entrepreneurs, Entrepreneurial Culture, Entrepreneur leadership; Risk taking; Decision-making.

Module 3	Types and Role of an Entrepreneurs	Lecture & Case study	Case study on challenges faced by entrepreneurs	10 Sessions

Topics: Types of entrepreneur-Women Entrepreneurs; Social Entrepreneurship, Serial entrepreneur Corporate Entrepreneurs, Green entrepreneur Role of an entrepreneur in economic growth as an innovator; generation of employment opportunities; complimenting and supplementing economic growth; bringing about social stability and balanced regional development of industries, Challenges faced by an entrepreneur.

Module 4	Formation of New Venture	Lecture & Class presentation	Class group presentation on External Environmental analysis	10 Sessions

Generating Business idea - Sources of Innovation, generating ideas, Creativity and Entrepreneurship; Entrepreneurial strategy, Business planning process; Drawing business plan; Business plan failures. Promotion of a Venture: External environmental analysis- economic, social and technological, Competitive factors: Legal requirements for establishment of new unit and raising of funds, venture capital sources and documentation required.

Targeted Application & Tools that can be used: - PPT, Videos and board & Chalk Method

Text books and Reference books:
1. Dr. Vasant Desai: Entrepreneur development program & Management of SSI
 2. Anil Kumar: Management and entrepreneurship, I.K International Publishers.
3. Dr. Venkataramana, Entrepreneurial Development, SHB publications

E-Reading / Recommended Reading:
R1: https://link.springer.com/book/10.1007/978-3-030-44248-4
R2 https://library.oapen.org/bitstream/20.500.12657/51891/1/9781000442038.pdf
R3:https://directory.doabooks.org/handle/20.500.12854/46537
PU RESOURCES:

Topics relevant to SKILL DEVELOPMENT: Business Plan for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof Umme Jahanara
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: SOC1001	Course Title: CORPORATE GOVERNANCE AND BUSINESS ETHICS Type of Course: School Core	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	• Basic Communication • General Knowledge in Business world				
Anti-requisites	**Nil**				
Course Description	The aim of course to give overall knowledge of auditing principles and concepts. The course is practices as it designed to provide in-depth study of auditing principles, concepts, and applies mainly to business and investors. Further, it will provide the student with a working knowledge of auditing procedures and techniques, standards as well as audit of various entity.				
Course Out Comes	On successful completion of the course the student will be able to : CO1 : Discuss the fundamental principles of Corporate Governance CO2 : Outline the various codes and systems of Corporate Governance CO3 : Identify the benefits of managing ethics in workplace CO4 : Explain various theories of business ethics CO 5 : Identify ethics in all the aspects of business				

Course objective	The objective of the course is to familiarize the learners with the concepts of <mark>Corporate Governance and Business Ethics</mark> and attain <mark>Skill Development</mark> through <mark>Participative Learning techniques.</mark>			
Course Content:				
Module 1	**Introduction to Corporate Governance**	Type of class activity	Specifically mention the class activity	**8 Sessions**
Corporate governance: meaning, definition, scope, objectives; need for corporate governance; fundamental principles; Factors affecting the quality of corporate governance; Benefits to society of good governance to corporation; Issues in Corporate Governance; Benefits of good corporate governance. Case studies				
Module 2	**Codes and systems of Corporate Governance**	Type of class activity	Specifically mention the class activity	**12 Sessions**
Development of Corporate governance codes; Framework of OECD Principles; 4 Ps' of Corporate governance; Elements of corporate governance to manage Strategic Risk, Corporate governance Systems:- Indian Model of Governance: The Anglo-American Model, German Model, Japanese Model; Obligations to society.				
Module 3	**Introduction to Business Ethics**	Type of class activity	GD	**10 Sessions**
Business Ethics: meaning, definition, importance, need, evolution; Relation between Business ethics and Corporate Governance; Relationship between Ethics and Law .Code of conduct and ethics for managers; Benefits of managing ethics in workplace; recognizing ethical organizations. Key difference between Ethics and Values. Ethics and Morality, Kohlberg's six stages of moral development, Importance of Business Ethics. Factors impacting Business Ethics.				
Module 4	**Theories of Business Ethics**	Type of class activity	Problem solving	**10 Sessions**
Consequentialist and non-consequentialist Normative and Applied theories: Egoism, Utilitarianism, Deontological/Kantian theories. Normative theories: Stockholder theory, Stakeholder theory, Social contract theory and criticism. Indian Ethical traditions: Gandhian Principles, Righteousness as the way in Gita, Business and Islam, teachings of the Church				
Module 5	**Business and Ethics**	Type of class activity		**10 Sessions**

Ethics of consumer protection; Environmental ethics; Marketing ethics; ethical issues and HRM; Financial Management ethics; Ethical dilemma, Ethics and Corporate Governance during Covid-19 pandemic; New trends in Business ethics and Corporate governance globally. Common Misconduct in Organizations

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Reference
Text book
Text Books and Reference Books:
1. A C Fernando (2011). Business Ethics and Corporate Governance: Principles, Policies & Practices, Pearson Education.

Essential Reading/ Recommended Reading:

1. Balachandran V, & Chandrashekharan V, (2011). Corporate Governance, Ethics and social responsibility, PHI
2. Subhash Chandra Das (2013). Corporate Governance: Codes, Systems, Standards and Practices, PHI
3. P K Ghosh (2014). Corporate Governance, CBS Publishers & Distributors.
4. S.K.Bhatia (2013). Business Ethics and Corporate Governance, Deep & Deep Publication Pvt.Ltd. New Delhi.

Web Recourses-

https://www.emerald.com/insight/content/doi/10.1108/S2043-052320140000006010/full/html

Topics relevant to SKILL DEVELOPMENT: Internal Governance Structure for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Janmitha Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA 2009	Course Title: Services Management Type of Course: Program Core Theory Only Course	L-P-C	4	0	4
Version No.	1.1				
Course Pre-requisites	o Basic knowledge of Marketing functions o Awareness of service industries in the global scenario o Soft Skills - Creativity, communication o Basic analytical ability				
Anti-requisites	Nil				
Course Description	Services today account for an increasing share of the gross domestic product and the employment base in most developed and developing economies. While the service sector is going through a revolution, marketing and other strategic decisions are still based on antiquated product-centric business models. Strategic thinking is being driven by outdated assumptions of what makes firms succeed in markets. This course is designed to focus on the unique marketing and management problems faced by service firms or the service arms of manufacturing firms, and develop an understanding of the strategic initiatives necessary to build world-class service organizations.				
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Describe the factors responsible for growth of service sector (Understand) CO2: Examine the consumer behaviour in services (Apply) CO3: Identify the role of non-monetary cost in services (Analyze) CO4: Infer the stages in service innovation (Analyze) CO5: Relate the role of services in diverse sectors (Analyze)				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Service Management and attain Skill development through Participative Learning techniques.				
Course Content:					
Module 1	Introduction to Services	Group Discussion	Group discussion in the class regarding current trends in Services	08 Hours	
Topics: Meaning of Services, differences between goods and services, characteristics of Services, Service marketing mix, challenges in services pricing, classification of Services, significance of services marketing, growth of service sector, factors responsible for growth of service sector in India.					

Module 2	**Consumer Behavior in Services**	Assignment & Case analysis	Case study on Ola Cabs and Consumer Behaviour in services topic for group discussion	11 Hours

Topics: Service Expectations, Types of expectations, Zone of tolerance, Factors influencing customer expectations of service, Issues involved, Customer Perceptions, Customer satisfaction, Service quality and E-service quality, GAPS Model, Service encounters- importance and types, Service Life cycle.

Module 3	**People and Price Element in Services**	Case study	Case study on Beyond booking	12 Hours

Topics: Employees' Roles in Service Delivery- Strategies for Delivering Service Quality through People- SERVQUAL model-Boundary-Spanning Roles-Service scape, Customer-oriented service delivery.
Role of non-monetary costs, price as an indicator of service quality, approaches of pricing services: cost based and competition-based pricing, pricing and service tiering.

Module 4	**Process & Physical Evidence Elements in Service**	Case study	Case study analysis of Make my trip.com	12 Hours

Topics: **Process**-Service Blueprinting: components of blueprint; Impact of service failure and recovery; Service Recovery Strategies, Challenges of Service Innovation & Design, types of service innovation, stages in service innovation and development.
Physical evidence-types of Servicescapes, strategic roles of Servicescape, Role of information technology in improving service quality post COVID.

Module 5	**Service Management across diverse sectors**	Case study	Case study analysis of Quantas Airlines	12 Hours

Topics: Introduction to Banking and Insurance Services, Hospital and Educational Service and Tourism Service Marketing strategies in service sectors post COVID - Financial services, hospitality, IT & ITES, healthcare, telecom, tourism, retail, NGOs and public utility services.

Targeted Application & Tools that can be used: Service manager, retail manager & MS office

Text Book
    T1: Services Marketing: Integrating Customer Focus across the Firm, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, Ajay Pandit, 5th Edition, Tata McGraw Hill, International Edition.

References

R1: Services Marketing: The Indian Context, R Srinivasan, 4th Edition, Prentice Hall of India.

R2: Services Marketing: Text & Cases, Harsh V Varma, Pearson Education.

R3: Services Marketing: Text and Cases – Dr. Rajendra Nargundkar, 3rd Edition, Tata McGraw Hill, International Edition.

R4: Lovelock,C., Wirtz, j. Chaterjee, J.(2011). Services Marketing. Pearson Prentice Hall.

R5: S.M. Jha: Services Marketing HPH

E-Library resources Presidency university

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSM-04-2022-0121/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSM-02-2020-0067/full/html

E-Resources:

https://ebooks.lpude.in/management/mba/term_4/DMGT510_SERVICES_MARKETING.pdf

https://www.drnishikantjha.com/booksCollection/Service%20Sector%20Marketing%20TYBMS%202016-17.pdf

Topics relevant to SKILL DEVELOPMENT: : Types of service innovation for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr Mounica Vallabhaneni, Assistant Professor, School of Commerce
Recommended by the Board of Studies on	2nd BoS on 23rd May 2023
Date of Approval by the Academic Council	21st Academic council on 6th September 2023

Course Code: BBA3012	Course Title: Compensation Management Type of Course: Discipline Elective		L-P-C	4	0	4
Version No.	2.0					
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of compensation as a part of Human Resource Management					
Anti-requisites	Nil					
Course Description	Course will enable the students to understand the concepts of compensation and its relevance from business perspective. The course is conceptual in nature and will enhance students' knowledge about various traditional and modern practices of compensation methods in adherence to the government policies on compensation. Students will be able to have a better understanding about designing a compensation policy in line with skills sets of employees and marketed standards in various business operate.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Explain the basic concepts of compensation management **(Understand)** CO2: Examine the difference between the traditional and modern methods of compensation management **(Apply)** CO3: Prepare the framework of compensation decisions **(Apply)** CO4: Predict the trends in employee compensation **(Apply)** CO5: Interpret the provisions of wage policy in India **(Apply)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of Compensation Management and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to compensation management	**Self-Learning**	Perceptions of Fair pay		12 Sessions	
Topics: Compensation meaning, nature of compensation, types of compensations, features of effective compensation policy, compensation approaches, compensation-base to pay, individual Vs team rewards, Perceptions of pay Fairness, theories of wage determination, recent trends in compensation management.						
Module 2	Techniques of compensation management	Case analysis	Aligning Compensation Strategy with HR Strategy and Business Strategy		10 sessions	

Topics: Bases for Traditional Pay System and Modern Pay System – Establishing Pay Plans – Aligning Compensation Strategy with HR Strategy and Business Strategy – Seniority and Longevity Pay – Linking Merit Pay with Competitive Strategy – Incentive Pay – Person Focus to Pay – Team Based Pay.

Module 3	Framework for compensation management	Case analysis & presentation	Preparation of Salary Slip	10 sessions

Topics: Variable Pay and Executive Compensation: Strategic reasons for Incentive plans, administering incentive plans, Individual incentive plans-Piecework, Standard hour plan, Bonus, Merit Pay, Group incentive plans- Team compensation, Gain sharing incentive Plans.

Module 4	Trends in compensation management	Case analysis and presentation	Designing and planning benefit program	12 sessions

Topics: Trends in compensation management: Employee Benefits Management: Components – Legally Required Benefits – Benefits Administration – Employee Benefits and Employee Services – Funding Benefits Through VEBA – Costing the Benefits – Components of Discretionary Core Fringe Compensation – Designing and Planning Benefit Program – ESOP, Totally Integrated Employee Benefit Program.

Module 5	Wage Policy in India	Case analysis	Wage policy in India	10 sessions

Topics: Wage policy in India, objectives of wage policy, Provisions of Payments of Wages Act, 1936; the Minimum Wages Act, 1948; the Payment of Bonus Act, 1965 and the Equal Remuneration Act, 1976.

Targeted Application: Preparation of pay slip, salary structure
Tools that can be used: MS office, MS excel

Text Book
Compensation & Reward Management, BD Singh, Excel Books
Compensation, Milkovich & Newman, TMH

References
Compensation Management in Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education.
Compensation Management, ErSoniShyam Singh, Excel Books.
Shipley, C.J. and Kleiner, B.H. (2005), "Compensation management of commissioned sales employees", *Management Research News*, Vol. 28 No. 2/3, pp. 2-10. https://doi.org/10.1108/01409170510785048
Sethi, S.P. and Namiki, N. (1987), "TOP MANAGEMENT COMPENSATION AND CORPORATE PERFORMANCE", *Journal of Business Strategy*, Vol. 7 No. 4, pp. 37-43. https://doi.org/10.1108/eb039174
PU E- Resources Link:

Topics relevant to EMPLOYABILITY: : Preparation of Salary Slip **for Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr Mounica Vallabhaneni, Assistant Professor, School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3014	Course Title: Human Resource Development	L- P- C	3	0	3
	Type of Course: Discipline Elective				
Version No.	1.0				
Course Pre-requisites	• Basic Communication • General Knowledge in Business world • Knowledge of human resource management				
Anti-requisites	--				
Course Description	The course will focus on the role of HRD in designing and implementing appropriate strategies in line with the business goals of their organization. The course will include topics related to design, development, implementation and evaluation of HRD programs.				
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Identify the need of Human Resource Development in fulfilling organizational objectives. CO 2: Explain the Fundamentals of Adult learning CO 3: Describe important methods of employee training at various levels. CO 4: Examine the effectiveness of investment in employee training and development.				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Human Resource Development and attain Employability through Participative Learning techniques.				
Course Content:					

Module 1	The Role of Learning, Training and Development in Organizations	Participative learning	The role of HRD in organizational change	12 Sessions
Introduction to Human Resource Development, Strategy and Training and Development, The role of HRD in organizational change, The Learning Organization, National Economic Development and Human Resource, The Identification of Organizational and Individual Training and Development Needs. Technology & HRD. Ethics & HRD. Future HRD.				
Module 2	The Planning and Designing of Learning,	Participative learning	Workplace Diversity and Training	10 Sessions

Fundamentals of Adult Learning, Styles of adult learning, The Adult Learner: Theory into Practice, Workplace Diversity and Training, Delivering Learning.

Module 3	**Training and Development Participative learning**	**G-B Training**

10 Sessions

Training and Development, Design and Use of Group-based Training Methods, The Selection, Design and Use of Individualized Training Methods, Multilingual and Multicultural HRD, Management Training and Development: Problems, Paradoxes and Perspectives

Module 4	**Assessment and Evaluation and management of Learning, Training and Development**	**Participative learning**	**Total Quality Training and Human Resource Development**	**08 Sessions**

Evaluation and Assessment, Total Quality Training and Human Resource Development, Accounting for the Human Resource Development Function, Managing the Human Resource Development Function, Marketing Human Resource Development, Supporting Learning in the Third Millennium

Targeted Application & Tools that can be used: Microsoft Office Tools

Text Book:
   T1-Jon M Werner,Randy L DeSimone : Human Resource development (Thomson/Cengage),2019
   T2-Raymond A Noe: Employee Trainee Development (Tata McGraw Hill), 2019

Reference:
R1-Tripathi P.C: Human Resource Development (Sultan Chand & Sons), 2021

R2-Uday Kumar Haldar: Human Resource Development (Oxford Publications), 2020

E Book:

John P. Wilson Human Resource Development (Kogan Page Business Books), 2022

PU-List of e-Resources:

- https://presiuniv.knimbus.com/user#/searchresult?searchId=human%20resource%20development%20&_t=1693909810804

• https://presiuniv.knimbus.com/Speaking right: HRDs role in mediating good boardroom conversations | Emerald Insight (knimbus.com)

Topics relevant to EMPLOYABILITY: Workplace diversity and Training for **Employability** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. D. Vijaya Sree
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3016	Course Title: Knowledge Management Type of Course: Discipline Elective	L-P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	• Basic knowledge of Knowledge management • Updated Knowledge in Business world				
Anti-requisites	Nil				
Course Description	This course focuses on how knowledge is created, captured, represented, stored and reused so as to fully leverage the intellectual assets of a firm. The tools and techniques for knowledge acquisition, assessment, evaluation, management, organization and dissemination are applied to business situations. Topics include knowledge generation, knowledge coordination and codification, knowledge transfer and reuse, technologies and knowledge management and knowledge management strategies. The goal is to enable students to learn about this practice in the context of managing the design, development and operation of information technologies that can facilitate Knowledge Management for Industry 4.O and in near future Industry 5.O. revolution.				
Course Out Comes	**On successful completion of the course the students shall be able to:** CO1: Recognize the importance of types of knowledge and features of knowledge transfer – (Remember) CO2: Apply knowledge management mechanisms and map the knowledge management matrix (Apply)				

	CO3: Analyze social knowledge in changing scenarios and overcoming knowledge sharing barriers at various levels (Analyze)			
	CO4: Discuss the knowledge management concepts through knowledge audit and knowledge analysis (Understand)			
Course Objective	The objective of the course is to familiarize the learners with the concepts of ==Knowledge Management== and attain ==Employability== through ==Participative Learning techniques.==			
Course Content				
Module 1	**Introduction to Knowledge Management**	**E-Resource**	Quiz	**7 Sessions**
Topics: Introduction to KM, History of KM, Importance of KM, Knowledge Activities and Knowledge transfer, Barriers and features of Knowledge transfer, Dimensions of Knowledge Management				
Module 2	**Knowledge Management in Business**	**E-Resource**	Role play	**8 Sessions**
Topics: Mechanics of Knowledge Management–Tools and Technologies, Communities of Practice and Knowledge conversion, The knowledge Management Matrix				
Module 3	**Application of Knowledge Management System**	**Case study**	Group Discussion	**12 Sessions**
Topics: Knowledge management system, Components of Knowledge management system, Application of KMS in Organization. Tools and techniques, Advantages of KMS and it's impact on productivity. Knowledge Application – Individual level, Group level & Organization Level.				
Module 4	**Strategic Knowledge Management and** Best	**Case analysis**	Presentation	**14 Sessions**

	Practices in Actualizing Effective Knowledge Management:			

Topics:

 KM Strategy, Knowledge audit, GAP Analysis, Road Map, KM Metrics, Balance Score Card., Knowledge Acquisition & Application tools. KM Team–Roles & Responsibilities, , Ethics in KM, Best practices in actualizing Knowledge Management ,Monetary and non-monetary incentives. Role of leaders and Roger's theory of diffusion of innovations and it's applications.

Text Book:
1. Probst, G.; Raub, S.; Romhardt, K. (2000): Managing Knowledge. Building Blocks for Success. Chichester u.a.: Wiley.
2. Krogh, G.v.; Ichijo, K.; Nonaka, I. (2000): Enabling Knowledge Creation: How to Unlock the Mystery of Tacit Knowledge an Release the Power of Innovation. Oxford: Oxford University Press.
3. Davenport, T.; Probst, G. (2002): Knowledge Management Case Book: Siemens Best Practice's. 2nd Ed. Munich: Publicist
4. Ian Watson (2003) Applying Knowledge Management: Techniques for Building Corporate Memories (The Morgan Kaufmann Series in Artificial Intelligence) 1st Edition, Kindle Edition.

References:
- Kimiz Dalkir (2011), Knowledge Management in Theory and Practice - 2nd edition by The MIT Press.
- Hislop, D., Bosua, R., & Helms, R. (2018). Knowledge management in organizations: A critical introduction. (4th edition) Oxford: Oxford University Press.

PU E-Resources::

https://presiuniv.knimbus.com/user#/searchresult?searchId=knowldge%20management&curPage=0&layout=list&sortFieldId=none&topresult=false&content=*knowledge%20management*

Swayam & NPTEL Video Lecture Sessions on Knowledge Management:

https://nptel.ac.in/courses/110/105/110105076/

https://www.tutorialspoint.com/knowledge_management/knowledge_management_tutorial.pdf

Web Based Resources:

1. https://hbr.org/2007/07/the-knowledge-creating-company

2. https://elearningindustry.com/knowledge-management-processes-techniques-tools

Topics relevant to EMPLOYABILITY SKILLS : Best practices in actualizing knowledge Management for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Saswati Roy Chel Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3019	Course Title: Performance Management Type of Course: Discipline Elective		4	0	4
Version No.	1.0				
Course Pre-requisites	Basic knowledge of Human resource management Understand the role of HR manager in a company Knowledge of performance management as a sub function of Human resource management				
Anti-requisites	Nil				
Course Description	Performance management course will help the students in understanding its relevance as a sub system of Human resource function. Course is conceptual in nature and provides an insight about methods adopted to evaluate performance of employees at work and provide counselling to channelize the efforts of manpower towards attainment of organization goal. It will help the students in understanding the prerequisites for imbibing the performance management culture in an organization in adherence to ethical standard.				
Course Out Comes	CO 1: Describe the importance of managing employee performance at work and its impact on organization. CO 2: Identify performance management techniques, rewards and sanctions to improve performance CO 3: Discuss the relevance of performance monitoring as a part of performance management. CO 4: Explain the significance of change to imbibe an ethical performance culture in an organization CO 5: Demonstrate the operationalizing change through performance management				
Course objective	The objective of the course is to familiarize the learners with the concepts of Performance Management and attain Employability through Participative Learning techniques.				
Course Content:					
Module 1	Introduction to Performance management	Case study	performance management system in Bharti electronics.		13 Session
Characteristics, Objectives and Principles of Performance Management, Performance Appraisal to Performance Management, Challenges to Performance Management. Performance Management System: Objectives, Functions, Characteristics of effective PMS, Competency based PMS, Electronic Performance Management					
Module 2	Performance Planning	Group Discussion	Potential appraisal		10 Session

Characteristics, Objectives, Importance & Methodologies, Process & Barriers to Performance Planning, Competency Mapping, Methods of Competency Mapping. Performance Appraisal: Process, Approaches, Methods & Common Rating Errors, Potential appraisal.				
Module 3	Performance Monitoring	Case study-	Performance Monitoring	10 Session
Characteristics, Objectives, Importance and Process of Performance Monitoring. Ongoing Mentoring and Protege Development. Performance Counselling: Principles of Performance Counselling, Performance Counselling Skills & Performance Counselling for higher job performance.				
Module 4	Performance Management Implementation	Group Discussion	Organizational Culture and Performance Management.	7 Session
Bottlenecks, Strategies & Factors affecting PM implementation, Operationalizing Change through Performance Management, Building & Leading high-performance team, Organizational Culture and Performance Management. Future role of HR Professionals in Performance Management . Ethics in Performance Management: Principles, Ethical Issues & Dilemmas, Developing Code of Ethics .				
Module 5	Organizational change and performance management:	Case study	Organizational change	16 Session
Creating a High-Performance Learning Environment, Building and Leading High Performance Teams, Organizational Culture and Performance Management.				

Text Book

T1: TV Rao, Raju , Gopal Mahapatra Nandini, *Performance Appraisal & 360 Degree Feedback*, 2.2nd Edition, Excel Books/Oxford IBH

References

R1: B.D Singh (2012), *Performance Management System a Holistic Approach*, Excel books
Presidency University library web links
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17410400410533917/full/html

NPTEL Video Lecture Sessions:
https://onlinecourses.nptel.ac.in/noc20_hs17/preview
https://nptel.ac.in/courses/110/105/110105137/
https://nptel.ac.in/courses/109/105/109105127/
https://nptel.ac.in/courses/110/105/110105069/
Journals

Schleicher, Deidra J; Baumann, Heidi M; Sullivan, David W; Levy, Paul E; Hargrove, Darel C; et al.(2018) *Putting the System Into Performance Management Systems: A Review and Agenda for*
Performance Management Research **Journal of Management;**

Topics relevant to EMPLOYABILITY: : Performance Planning for **Employability** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Anouja Mohanty
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3017	Course Title: Organization change and development Type of Course: Discipline Elective	L-P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of Organization development as a part of Human Resource Management				
Anti-requisites	Nil				
Course Description	This course introduces the student to the discipline of Organizational Development (OD); it provides an overview of how an Organizational Development specialist plans and implements interventions to create interpersonal, group, intergroup, or organization-wide change. This course presents theoretical and historical foundations of the field and explains the practical interventions involved in an OD process; in addition, values, ethics and the role of the Organizational Development professional/change agent will be studied.				
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Recognize the basic concepts of organization change **(Remember)** CO2: Apply the traditional and modern methods of change management (**Apply**) CO3: Explain the elements of Organization development **(Understand)** CO4: Analyze the diagnosis practices of change management in linkage with an organization strategy **(Analyze)**				
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Organization Change and development** and attain Employability through Participative Learning techniques.				
Course Content:					
Module 1	Organization change	Group discussion	Group discussion on promotion	10 sessions	
Organizational change- Introduction, nature of change, Factors of organizational change-Internal & External changes, Models of change- Lewis's Force field-Three step model, Systems Model, Action research model, organizational vision and strategic planning.					
Module 2	Resistance to change	Case analysis		08 sessions	
Topics: **Resistance to change-** reasons for the resistance, source of resistance to change, overcoming resistance for the change, systematic approach to making change-factors for effective change, skills of leaders in change management, change management-steps involved					
Module 3	Organization development	Case analysis & presentation		10 sessions	

Organization Development-Introduction, history, evolution of OD, Process of Organization Development -Steps involve in Development process. OD interventions: Characteristics, structural intervention and types- Socio Technical Systems (STS), Self-managed Teams, Work Redesign, Management by Objectives (MBO), Quality Circles and Total Quality Management (TQM).

Module 4	Diagnosing Organizations	Case analysis and presentation		13 sessions

Diagnosing Organizations- Need for diagnostic models, organization, group, individual level diagnosis, Process of organizational diagnosis, root cause analysis, evaluation and successful change, Designing Interventions-an overview, strategic OD intervention, Evaluating Interventions-sensitivity training, survey feedback, team building

Targeted Application: developing training program for organization development
Tools that can be used: MS office, MS excel

Text Book
Dr. Mrs. Anjali Ghanekar, Essentials of Organisation Development, Everest Publishing House

References
Harvey, D.F. and Brown, D.R., An Experimental Approach to Organization Development, PrenticeHall, Englewood Cliffs,N.J.,1990
Cummings, T. G. & Worley, C. G. (2009).Organization Development and Change (9th edition). Canada: South-Western Cengage Learning
Zaptin, J. (2004), "Learning to Change: A Guide for Organization Change Agents", *Journal of Managerial Psychology*, Vol. 19 No. 4, pp. 455-459. https://doi.org/10.1108/02683940410537981
Bergenhenegouwen, G.J. (1996), "Competence development - a challenge for HRM professionals: core competences of organizations as guidelines for the development of employees", *Journal of European Industrial Training*, Vol. 20 No. 9, pp. 29-35. https://doi.org/10.1108/03090599610150282
PU E- Resources Link:
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02683940410537981/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090599610150282/full/html

Topics relevant to EMPLOYABILITY SKILLS : Self Managed Teams for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Anurag Mishra Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024

| Date of Approval by the Academic Council | 24th Academic Council meeting held on 3rd August 2024 |

Course Code: BBA3018	Course Title: **Strategic Human Resource Management**	L- P- C	3	0	3
Version No.	2.0				
Course Pre-requisites	Human Resource Management course				
Anti-requisites	NIL				
Course Description	This course utilizes an experiential learning approach for gaining enhanced knowledge about the HR process and how to align as per the organizational goals and strategies. The course utilizes an experiential learning approach to know about the foundation of strategic human resource management. It will help to understand strategic human resource management from global context as well as from change context. It includes topic related to strategic human resource development, talent management, employee engagement, new forms of strategic management.				
Course Outcomes	On completion of this course, the student will be able to: Describe the importance of strategic human resource management for competitive advantage (**Knowledge**) Discuss the HR processes like talent management, human resource development from the perspective of strategic human resource management. **[Comprehension]** **Explain** how HR strategies are used to achieve organization goals [**Comprehension**] Discuss memorable strategies used in HR processes. [**Comprehension**]				
Course Objective:	The objective of the course is to familiarize the learners with the concepts of **Strategic Human Resource Management and** attain <mark>Employability</mark> through <mark>Participative Learning techniques.</mark>				
Module 1	Introduction to strategic human resource management			11 Sessions	
Topics: Meaning of strategic human resource management. Different approaches of strategic human resource management. Development of strategic human resource management. Significance of strategic HR policies.					
Module 2	Human resource strategy			10 Sessions	
Topics: Meaning of human resource strategy. Human resource strategy: content issues , Human resource strategy: process issues. Implementing issues related to HR strategy. The power and politics in organization, Challenges of the HR professional.					

Module 3	SHRM and competitive advantage			10 Sessions

Strategy, strategic management and competitive advantage. The classical versus alternative perspectives on strategy, Linking HRM to organisational strategy, Approaches to strategic alignment
Strategic options and HR decisions – Downsizing and restructuring - Domestic and International labour market - Mergers and Acquisitions - Outsourcing and off shoring

Module 4	Global SHRM			10 Sessions

Strategic Responses of Organisations to Changing Environment – Portfolio process and structure related strategic responses, Strategic HR, Globalisation. The drivers of globalisation. Globalisation and SHRM. Changing character of the workforce. Changing nature of the work. Workplace flexibility. Change in management practices.

Targeted Application & Tools that can be used:
Research Paper, Case Study, Data Analysis,

Project work/Assignment:

Project/ Assignment:

Assignment: 1]   Refer to the research paper assigned from the PU library and analyse the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)
Assignment: 2] Review HBR Article bringing out and analysing the core principles around which the article revolves. Respond to the questions cited at the end of case study.
Experiential Learning Activity: Demonstrate learning by holding a live event focused on giving experiences to people.

Text Book
T1**.   Catherine Bailey, David Mankin, Clare Kelliher, and Thomas Garavan** (2018).Strategic Human Resource Management. Oxford University Press

References
Books:
R1 **Catherine Truss, David Mankin, Clare Kelliher (2012**). *Strategic Human Resource Management*
R2. **Michael Armstrong(2008)**. Strategic Human Resource Management : A guide to action. Kogan Page
R3. **Gary Rees and Paul Smith(2017**). Strategic Human Resource Management: An International perspective. Sage

PU Library References

https://presiuniv.knimbus.com/user#/home

Yingying Zhang, Simon Dolan, Tony Lingham, and Yochanan Altman (2015), "International Strategic Human Resource Management: A Comparative Case Analysis of Spanish Firms in China", Management and organisation Review. Vol5 No. 2 pp 195-222 Link: https://www.cambridge.org/core/journals/management-and-organization-review/article/abs/international-strategic-human-resource-management-a-comparative-case-analysis-of-spanish-firms-in-china/A689AE07A038CBC4A6FCD1B2F3A8F547

Kim, S and Wright, P.M (2015). "Putting strategic human resource management in context: A contextualized model of high commitment work systems and its implications in China" Management and organisation Review. Vol7 No. 1pp. 153-174 Link: https://www.cambridge.org/core/journals/management-and-organization-review/article/abs/putting-strategic-human-resource-management-in-context-a-contextualized-model-of-high-commitment-work-systems-and-its-implications-in-china/8106F86CC82C3878F8EF2C636BD3821E

HBR Digital Articles:

Much,G.(2022). How can you make visibility into a hybrid workforce, Harvard Business Review.

-Link: https://hbr.org/2022/06/how-can-you-build-visibility-into-a-hybrid-workplace

Moss, J (2022). Pandemic changed us. Now company has to change to. Harvard Business Review

Link: https://hbr.org/2022/07/the-pandemic-changed-us-now-companies-have-to-change-too

Videos
Mariot Hotel
https://www.youtube.com/watch?v=a9ZaY1m_kFw

Topics relevant to EMPLOAILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Netravati
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3020	Course Title: **HR analytics** **Type of Course: Discipline Elective, Theory**	L-P-C	4	0	4
Version No.	1.0				
Course Pre-requisites	Basic knowledge of Business Analytics Understanding about foundation concepts of Human resources Knowledge about MS excel Subjective knowledge of HR analytics				
Anti-requisites	**Nil**				
Course Description	This course provides an insight towards having an analytical perspective knowledge, skills, and competencies to address human capital. It introduces the central concepts of people orientated analytics and via hands-on exercises, builds skills and competencies around the management, analysis and representation of data. The subject explores how analytics helps managers to address both tactical and strategic level human capital issues.				
Course Out Comes	CO1: Discuss the foundations of analytics and their applications with special reference to HR analytics (Comprehension) CO2: Construct metrics for various HR functions (Application) CO3: Demonstrate HR analytics and visualization using MS excel (Application) CO4: Interpret the data to draw inferences for decision making in Human resources (Analyze) CO5: Prepare prescriptive and advanced HR modelling *Application)				
Course objective	The objective of the course is to familiarize the learners with the concepts of HR Analytics and attain Employability through Experiential Learning techniques.				
Course Content:					

Module 1	**Introduction to business analytics**	Assignment & Case analysis	Group discussion in the class regarding current trends in business and HR analytics	**06 Classes**

Topics: Business analytics, Meaning and scope, understanding business analytics, History and growth of business analytics, advantages and challenges, Application of analytics in different domains of management, levels of Business analytics.HR analytics – evolution, scope, application and challenges, future of HR analytics.

Module 2	**HR Metrics**	Assignment & Case analysis	Computation of HR metrics using excel	**10 Classes**

Topics: HR metrics – types, application and exercises – HR planning, Training and development, Staffing, Payroll, Performance Appraisal etc.

Module 3	**Descriptive analytics in HR**	Case analysis & Activity	Key excel functions, HR dashboard and visualization	**10 Classes**

100

Topics: Key excel functions – VLOOKUP, INDEX, SUMIF, AVERAGEIF, COUNTIF, etc. Creation of HR dashboards, story boarding. Pivot table, charts and tables, slicers. HR data visualization – Data mapping, Scatter chart, bar charts, data merging and blending, use of Big data in data visualization

Module 4	Predictive and prescriptive analytics in HR	Case analysis and assignment	Correlation, Regression and Multiple regression using statistical software	10 Classes

Topics: Correlation analysis, regression analysis, Multiple regression analysis, etc

Module 5	Advanced HR analytics	Case analysis & Activity	Statistical test and drawing inferences through HR reports	10 Classes

Topics: Paired T- test, Factor analysis, HR modelling, decision tree, learning curve, sensitivity analysis, Cluster analysis

Text Book

Banerjee P., Pandey J., Gupta M. (2019) *Practical application of HR analytics*, SAGE

Camm J.,Cochran J., Fry M., Ohlmann J., Anderson D., Sweeney D., Williams T., (2015) *Essentials of Business Analytics* Cengage Learning

References
   Online Resources

   1. https://www.linkedin.com/learning/people-analytics

   2. https://www.udemy.com/course/complete-human-resource-management-setup-workflow-toolkit/

   3. https://www.coursera.org/learn/wharton-people-analytics

Topics relevant to EMPLOYABILITY SKILLS : HR Metrics, dashboard and big data for **Employability Skills through Experiential Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Chaitra Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3011	Course Title: Industrial Relation and Labor Laws	L-T-P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of Industrial relation as a function of HRM					
Anti-requisites	Nil					
Course Description	The course will enable the students to understand the provisions and practices of Industrial relations in line with significance of industrial relations from an organization perspective. Course is conceptual in nature and will give an overview of various industrial relations laws, importance of adherence to these laws and benefits of practicing the same for better industrial relations. Students can gain knowledge about various policies introduced by the government for improved industrial relations and various amendments in the act in light of changing trends in the industry					
Course Out Comes	On successful completion of the course, the student shall be able to: CO 1: Recognize the importance of Industrial Relation. (Knowledge) CO 2: Explain the provisions of payment of wage and bonus. (Comprehension) CO 3: Discuss the social security aspect of Industrial workers. (Comprehension) CO 4: Identify the provisions that are a part of Industrial Relations code. (Application)					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Industrial Relations and Labor Laws and** attain **Employability** through **Participative Learning techniques.**					
Course Content:						
Module 1	Industrial Relation			11 Sessions		
Topics : Meaning, Objectives, Characteristics of a good Industrial Relations System/Principles of a good IR/Essentials of good IR, Scope, Significance/Need and Importance of IR, Major Stakeholders of IR, Issues and Challenges of industrial relations in India, key terms in Industrial Relations						
Module 2	Wage code			10 Sessions		

Topics: The Factories Act 1948, Trade Unions Act, 1926, Industrial Disputes Act 1947- Meaning of Industrial Dispute, Causes, Forms/Types, Consequences/Effects, Methods of Settling Industrial Disputes (Arbitration, Joint Consultations, Works Committee, Conciliation, Adjudication etc), Concepts Related to Industrial Disputes (Relevant Examples): Strike, Layoff, Lockout, Retrenchment, Meaning of Grievances, Causes of Grievances, Guidelines for Grievance Handling, Grievance Redressal Procedure in India., trends in industrial code.

Module 3	Code on social security			10 Sessions

Topics: Payment of Wages Act, 1936, Minimum Wages Act, 1948, , Payment of Bonus Act, 1965, Methods of wage calculation, recent trends in wage system

Module 4	Industrial relation code			10 Sessions

Topics
Employees' Provident Funds and Miscellaneous Provisions Act, 1952, Employees' State Insurance Act, 1948, Maternity benefit act 1961, , Paternity benefit act, Payment of gratuity 1972, provisions for gig workers, latest trends in social security code

Targeted Application: HR manual
Tools that can be used: MS office, MS excel

Project work/Assignment:
Prepare report on collective bargaining – refer E resources
Experiential learning: Present based on interaction with a corporate employee about industrial relation practices in the company

Text Book
R1 Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.
Website: - https://labour.gov.in/industrial-relations
Carby-Hall, J.R. (1989), "Recent and Future Developments in Labour Law", *Managerial Law*, Vol. 31 No. 4, pp. 1-20. https://doi.org/10.1108/eb022439
Joshi, R.J. (1988), "LABOUR LAW AND FEMALE EMPLOYMENT", *Equal Opportunities International*, Vol. 7 No. 4/5, pp. 36-53. https://doi.org/10.1108/eb010493

References
T1 Industrial Relation and Labour Laws A M Sharma Himalaya Publishing House
PU E- Resources Link:
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb022439/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb010493/full/html
Online Resources
https://onlinecourses.nptel.ac.in/noc22_lw05/preview
https://onlinecourses.nptel.ac.in/noc22_mg52/preview

Topics relevant to EMPLOAILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Chaitra Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3013	Course Title: International Human Resource Management	L- -T-P- C	3	0		0	3
Version No.	2.0						
Course Pre-requisites	Basic Communication General Knowledge in Business world Knowledge about international business Knowledge of human resource management						
Anti-requisites	--						
Course Description	This course discusses HRM in international context. It equips student to conquer challenges which influence the international assignment and employment in turn the success of an organization. By focusing on policies, programs, and practices characteristic of organizational efforts to manage human assets worldwide.						
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Distinguish between domestic HRM and IHRM **(Knowledge)** CO 2: Analyze the cross-cultural impact on IHRM **(Comprehension)** CO 3: Summarize the approaches to Staffing in International Operations. **(Comprehension)** CO 4: Outline the Recruiting and Selecting aspects of Staff for International Assignments. **(Comprehension)** CO 5: Summarize the concepts relating to international training and compensation. **(Comprehension)**						
Course objective	The objective of the course is to familiarize the learners with the concepts of International Human Resource Management **and** attain **Employability** through **Participative Learning techniques.**						

Course Content:				
Module 1	**Introduction to IHRM**			**9 Sessions**
IHRM – concepts - Moderating variables between domestic HRM and IHRM- potential challenges of current IHRM- trends and emerging challenges in the global work environment.				
Module 2	**Culture and Organizational Context**			**8 Sessions**
Cultural Concepts – Elements of cross culture - Cross-cultural implications for IHRM- Control and coordination mechanisms – strategies for organizational culture- Cross cultural training and evaluation of effectiveness.				
Module 3	**Staffing International Operations for Sustained Global Growth**			**8 Sessions**
Approaches to staffing foreign operations - Determinants of Staffing Choices -Types of International Assignments-Differences Between Traditional & Short-term Assignments.				
Module 4	**Recruiting, Selecting staff for International Assignments**			**8 Sessions**
Selection criteria and procedures for international assignments -Strengths and weakness of workforce diversity -Reasons for expatriate failure -factors moderating intent to stay or leave the international assignment - Gender and family issues for international assignments- Supporting Dual-career couples and work life balance.				
Module 5	**International training and compensation**			**8 Sessions**
The role of training in supporting expatriate adjustment- Relocation assistance-assignment performance- Components of effective pre-departure training programs – cultural simulation-preliminary visits and language skills. Factors affecting international compensation- the key components of international compensation- approaches to international compensation and the advantages and disadvantages of each approach- ROI indicators for calculating international assignment.				
Targeted Application & Tools that can be used: **https://hrone.cloud/simplifyhr/?utm_source=softwaresuggest&utm_medium=ppc**				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this c **Assignment 1**: **Team Presentation of HR in one country-** China, Japan, Germany, Brazil, emerging market country Each team will be responsible for a 45 minute 'presentation' via Adobe Connect, on HR in These country groups are pre-formed, and are listed in the weekly schedule assignment. F				

how is HR handled in China by local firms, and the extent to which you discern difference
MNCs view HRM. Key cross-cultural differences and some business practices can be highl
the THRUX of this assignment is to present HRM differences in a PPT (using Adobe Conn
use YouTube or other visual prompts to illustrate your country's HR practices. Team assig
listed in the calendar of assignments, and are due on the day assigned. Refer PU library li
assignment

Experiential learning : Public discussion forum on emerging topics of IHRM.

Text Book:

T1. Peter J. Dowling, Marion Festing, Allen D. Engle (1 January 2017) International
Human   Resource Management Cengage Learning India
Private Limited

T2. P.Subba Rao. International Human Resource Management (The second edition.)
Himalayan Publishing House Pvt. Ltd

Reference:

E-Reading / Essential Reading:

R1. Cindy Zacker , Frank Faller, Katja Holderbach, Corinna Plodeck , (14 June 2004)
IHRM - The Process of Foreign Assignments GRIN Verlag (Publishers)

R2. Christopher Brewster (Author), Dr Elizabeth Houldsworth (Author), Paul Sparrow.
(2016) International Human Resource Management CIPD - Kogan Page

R3. Daniel Wintersberger (1st) International Human Resource Management: A Case
Study Approach Kogan Page.

R4.E-Book-https://www.cambridge.org/highereducation/books/international-
human-resource-management/6793B047158A3E362F68EAD14E12E7E7#overview

Scroggins, W.A. and Benson, P.G. (2010), "International human resource management:
diversity, issues and challenges", *Personnel Review*, Vol. 39 No. 4, pp. 409-
413. https://doi.org/10.1108/00483481011045380

Torrington, D. and Holden, N. (1992), "Human Resource Management and the
International Challenge of Change", *Personnel Review*, Vol. 21 No. 2, pp. 19-
30. https://doi.org/10.1108/00483489210012035

Referral syllabi -**Florida International University**

http://cpbucket.fiu.edu/man6626xs1131_mshrmol/syllabus.html

PU library

https://www-emerald-com-
presiuniv.knimbus.com/insight/content/doi/10.1108/00483481011045380/full/html

https://www-emerald-com-
presiuniv.knimbus.com/insight/content/doi/10.1108/00483489210012035/full/html

Topics relevant to EMPLOAILITY : XXXXXX for **Employability through
Participative Learning Techniques.** This is attained through assessment component
mentioned in course handout.

Catalogue prepared by	Dr. Anouja Mohanty
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024

Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

MARKETING SPECIALIZATION

Course Code: BBA3023	Course Title: Retail Management Type of Course: Discipline Elective		4	0	4	
Version No.	1.0					
Course Pre-requisites	Basic knowledge of Marketing Management Soft Skills - Creativity, communication Basic analytical ability					
Anti-requisites	**Nil**					
Course Description	This course provides an overview of concepts relating to Retail Management. It covers various theories of retailing and managing merchandise and the retail store. This course also includes concepts of E-tailing and retail analytics. Students shall get an in-depth understanding of the store and non-store retailing to meet the changing expectations of the millennials.					
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Summarize the nature and importance of retailing (Understand) CO 2: Explain the role of strategic planning in retail (Understand) CO 3: Demonstrate the importance of merchandise management (Apply) CO 4: Illustrate the role of a store manager(Apply) CO 5: Examine the strategic aspects of retail pricing and promotion-Apply					
Course objective	The objective of the course is to familiarize the learners with the concepts of Retail Management and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to Retailing	Group Discussion	FDI in multi-brand retail- boon or bane?			13 Session
Retailing- concept, social and economic significance of retailing-role of retailing- Wheel of Retailing, and Retailer's Characteristics- The Indian retail scape- the evolution of Indian retailing- types of retailing-ownership, retail mix, and merchandise- multi-channel retailing-electronic retailing-non store and non-traditional retailing						
Module 2	Retail Strategy	Case Study	Are Smaller and Faster Better?			10 Session
Strategic retail planning process- building competitive advantage-retail location decisions and store portfolio management- trading area analysis-computerized trading						

area models- analog- regression and Huff Gravity model- types of location				
Module 3	Merchandise Management	Case study-	Buyer of sports equipment	**10 Session**
Merchandising category- category management merchandise management performance – merchandise planning process- sales forecasting-developing assortment plan- determining inventory level and product assortment – buying merchandise- Branding Strategies, Sourcing Decisions, and Vendor Management				
Module 4	Store Management	Discussion	Roles of a store manager	**7 Session**
Responsibility of store manager- store maintenance- reducing inventory shrinkage- store design element- space management- visual merchandising-store atmospherics				
Module 5	Retail pricing and promotion	Case study	Enhancing the In store experience using facial recognition software	**16 Session**
Retail pricing strategies, demand-oriented strategy, cost-oriented strategy, competition-oriented strategy, factors affecting retail pricing strategy, variable pricing, price discrimination, odd pricing, leader pricing, price lining, legal and ethical pricing issues, Markdowns, Retail Promotion mix- elements, Recent trends in retailing				
Targeted Application – Trading Area Analysis Tools used: Excel				

Text Book

T1: Micheal Levy, Barton Weitz & Ajay Pandit (2016), *Retailing Management*, New Delhi: Mc Graw Hill Education Private Limited

References

R1:Barry Berman, Joel R Evans, Patrali Chatterjee, Ritu Srivastava (2022*), Retail Management*, Noida, Pearson Education

R2: Look D & Walters D. (2004) *Retail Marketing – Theory and Practice* (2nd Ed). New Delhi, Prentice Hall of India.

R3: Ron Hasty & James Reardon. (2003) *Retail Management,* New Delhi, Tata McGraw Hill.

R4: Mc Godrick, P.J. (2003) *Retail Marketing*, New Delhi, Tata McGraw Hill, 2003.

R5: Gibson. 2012 Retail Management (4th Ed.) New Delhi: Pashupati Printers

R6: David Gilbert. 2013. *Retail Marketing* (2nd Ed.). New Delhi: Sage Publications Ltd.

Presidency University library web links

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09590559610107076/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09600030210415298/full/html

NPTEL Video Lecture Sessions:

Retail Management
https://onlinecourses.nptel.ac.in/noc22_mg51/preview

Journals

1. Journal of Retailing: Elsevier Publications

2. International Journal of Retail & Distribution Management: Emerald Publication

Topics relevant to EMPLOYABILITY: : Recent trends in retailing for **Employability** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Sreya R
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3025	**Course Title:** **Advertisement and Sales Promotion** **Type of Course: Discipline Elective Theory**	**L-P-C**	**3**	**0**	**3**
Version No.	2.0				
Course Pre-requisites	Knowledge of Management Knowledge of Marketing Management				
Anti-requisites	**Nil**				
Course Description	The course is conceptual in nature and will help the students to get an overview of advertising, advertising practices and process involved in effective implementation. After the completion of the course students will be able to have an understanding about choice of advertisement depending on the nature of the product.				

Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concept of advertisement CO2: Explain the objectives of advertisement and methods of advertising CO3: Apply the practices of advertising in Rural Market CO4 : Describe the practices of Sales Promotion			
Course objective	The objective of the course is to familiarize the learners with the concepts of Advertisement and Sales Promotion and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to advertising	Understand Level	Assignment	11 Sessions
Overview of Advertising Management: Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency				
Module 2	Setting advertising objective and Methods of advertising	Understand Level	Case Discussion	07 Sessions
Customer Insight and use of Research; Setting Advertising objectives; The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; Creative process and methods; Message design: message theme, models, considerations. Message strategies: cognitive, affective, conative, and brand strategies. Advertising appeals: rational, emotional, sex and other ad appeals.				
Module 3	Effective Advertising Media	Apply Level	Video creation and Presentations	13 Sessions
Big Idea; Media planning, Media Terms; Media Plan & Media Buying; Effectiveness of Media and ROI. Trends in Media & Media Choices – Self-learning (CCD Video)				
Module 4	Sales Promotion	Apply Level	Sales campaign	10 Sessions
Sales Promotion: Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales Promotion; Difference between Sales Promotion and Advertising; Tools and Techniques of Consumer Sales Promotion; Trade Promotions; Organising Sales Promotion Campaigns				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Reference • R1 Philip R Cateora and John L Graham, International Marketing, Irwin McGraw Hill 1999.				

- R2 The Spin Selling Field book: Practical Tools, Methods, Exercises and Resources by 10TNeil Rackham
- R3 E Schultz- Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by 10 TD.

Text book
- T1 Kruti Shah – Advertising and Integrated Marketing Communications, First Edition – 2017

Reference
- J. C. F. Chan, Z. Jiang and B. C. Y. Tan, "Understanding Online Interruption-Based Advertising: Impacts of Exposure Timing, Advertising Intent, and Brand Image," in *IEEE Transactions on Engineering Management*, vol. 57, no. 3, pp. 365-379, Aug. 2010, doi: 10.1109/TEM.2009.2034255.
- Y. -T. Huang and F. -F. Cheng, "The Effect of Online Sales Promotion Strategies on Consumers' Perceived Quality and Purchase Intention: A Moderating Effect of Brand Awareness," *2013 Fifth International Conference on Service Science and Innovation*, Kaohsiung, Taiwan, 2013, pp. 91-95, doi: 10.1109/ICSSI.2013.27.

PU library link

L1 https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/5710864

L2 https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/8478819

L3https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JCM-04-2014-0937/full/html

E resources:

https://onlinecourses.swayam2.ac.in/cec20_ge07/preview

https://onlinecourses.swayam2.ac.in/cec20_ge02/preview

Topics relevant to EMPLOYABILITY: Role of Advertising in Marketing Mix for **Employability** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	IC name: Dr. P.S. Joan Kingsly Designation: School of Commerce School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3027	Course Title: Sales and distribution management Type of Course: Discipline Elective	L- P-C	4	0	4

Version No.	1.0
Course Pre-requisites	• Knowledge of Marketing Management • Basic knowledge of sales and distribution as a part of marketing
Anti-requisites	**Nil**
Course Description	**COURSE DESCRIPTION:** this course is conceptual in natures and will the students in having an overview of sales and distribution management. This course will help the students in understanding various aspects of sales from methods, process to recent trends in sales management followed by distribution channels its types and suitability based on the nature of business.
Course Out Comes	On successful completion of the course the students shall be able to: CO1 : Describe the concepts of Sales management **(UNDERSTAND)** CO2: Discuss types of selling techniques **(UNDERSTAND)** CO3: Explain the practices of **Sales force motivation and compensation (UNDERSTAND)** **CO4 : Examine International sales management and its strategy (Understand)** **CO5: Discuss the types of marketing channels (Apply)**
Course objective	The objective of the course is to familiarize the learners with the concepts of Sales and Distribution Management and attain Employability through Participative Learning techniques.
Course Content:	

Module 1	Introduction to sales management	Understanding Level	Self-Learning	11Session

Meaning, Evolution, Importance, Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations.

Module 2	Selling skills & selling strategies	Understanding Level	Projective Technique & Case analysis	12 Session

Selling and buying Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.

Module 3	Sales force motivation and compensation	Application Level	Participative Learning & Case Analysis	11Session

Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process.

Module 4	International Sales Management	Application Level	Participative Learning & Case Analysis	11 Session

Sales management: Standard sales management process-International sales management -International market selection- Market survey approach or strategy.

Module 5	Marketing Channels	Application Level	Discussion & Presentation	10 Session

Overview of Marketing Channels, their Structure, Functions and Relationship; Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organisational Patterns in Marketing Channels; Managing Marketing Channels.

Targeted Application: Develop sales management strategies.
Tools that can be used: MS office, MS excel.

Text Book
1. Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford University Press
2. Sales & Distribution Management – Text & Cases (2nd Edition), Krishna K. Havaldar, Vasant M. Cavale, Tata McGraw-Hill

References
1. Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition
2. Sales Management: Concepts Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw- Hill, Latest Edition
3. Selling & Sales Management, David Jobber, Geoffrey Lancaster, Pearson Education, Latest Edition
4. Sales Management, Tanner, Honeycutt, Erffmeyer, Pearson Education, Latest Edition
5. Sales Force Management, Mark W. Johnston, Greg W. Marshall, Tata McGraw-Hill, Latest Edition

Presidency University link
https://presiuniv.knimbus.com/user#/searchresult?searchId=Sales%20and%20distribution%20management&_t=1675656454473

Topics relevant to EMPLOYABILITY SKILLS : Selling Process for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. A. SUHASHINI Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by	24th Academic Council meeting held on 3rd August 2024

the Academic Council	

Course Code: BBA3028	Course Title: Brand Management Type of Course: Discipline Elective Theory	L- P-C	3	0	3
Version No.	2.0				
Course Pre-requisites	• Basic Communication • BBA2005 Marketing Management course • General Knowledge of brands • Awareness about digital branding • Understand the market disruption during a pandemic				
Anti-requisites	**Nil**				
Course Description	**COURSE DESCRIPTION:** Brands are well connected to the customers in the present world. This course is conceptual and provides the fundamental concepts of brand management in the digital world which emphasizes the brand equity, new opportunities, and challenges able to connect with consumers. By completing this course students would be able to understand the importance of brand equity (how to build, measure and manage)				
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Identify the key elements of brand management **(Remember)** CO 2: Describe the process of brand marketing **(Understand)** CO 3: Explain the concepts of brand and measure to solve the brand-related problems **(Understand)** CO 4: Examine the concepts of brand performance **(Apply)**				
Course objective	The objective of the course is to familiarize the learners with the concepts of Brand Management and attain Skill development through Participative Learning techniques.				
Course Content:					
Module 1	**Brand Management**	Self-Learning	Introduction to brands	**12 Session**	
Brands Vs Products- Brand Management - Brand Components & Attributes- Significance Of Branding To Consumers & Firms - Selecting Brand Names- Brand Identity – Kepferer Brand Identity Prizm Model - Branding Challenges & Opportunities					
Module 2	**Brand Planning**	Projective Technique & Case analysis	Aakers Brand Equity Model	**8 Session**	

Types of Brands - Strategic Brand Management Process – Brand Attribute Management & Architecture – Brand Portfolio Strategy – Brand Extension and Stretching – Creating Strong Brand -Sources Of Brand Equity-The 4 Steps Of Strong Brand Building- Aakers Brand Equity Model – Customer Based Brand Equity – Brand Leveraging, Brand Loyalty.

Module 3	Brand Marketing Process	Case Analysis	Branding in Digital era	11 Session

Brand Elements, brand rationality - legal issues; Marketing Programs – new perspectives -direct and indirect channels- private labels; Integrated Marketing Communication-changes- major marketing communications - criteria and challenges- Branding in Digital era- marketing changes- digital communications- role of e-mail & website, AI; Leverage Secondary brands

Module 4	Managing Brands	Discussion & Presentation	global brands	10 Session

Managing Brands – importance; Brand reinforcement- importance; Brand revitalization- meaning, options- strategies; Brand Crisis; Geographic boundaries – marketing strategy- global brands

Targeted Application & Tools that can be used: Projective techniques and case analysis helps the understand the brand management in digital era

Textbook
1. Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*. Harlow: Pearson.

References

1. Gupte, R., &Limaye, A. (2021). *Brand Wars: Combat Strategies for Indian Brands*. SAGE Publishing India.

PU online library link

- https://presiuniv.knimbus.com/user#/searchresult?searchId=brand%20management&curPage=0&layout=grid&sortFieldId=none&topresult=false&publisher_source=Emerald

Web Based Resources

W1.https://blog.adobe.com/en/topics/cmo-by-adobe
W2.https://www.adweek.com/
W3.https://www.marketingprofs.com/
W4.https://www.ama.org/
W5.https://interbrand.com/thinking/
W6.https://www.brandforward.com/
W7.https://brandkeys.com/customer-loyalty-engagement-index/

Swayam & NPTEL Video Lecture Sessions on Brand Management:

1. https://onlinecourses.swayam2.ac.in/imb19_mg04/preview
2. https://onlinecourses.nptel.ac.in/noc22_mg05/preview

Topics relevant to EMPLOYABILITY: Significance of Branding for **Employability** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr.Raksha Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3022	Course Title: RURAL MARKETING	L-P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	Basic knowledge of marketing management Soft Skills - Creativity, communication Basic analytical ability				
Anti-requisites	**Nil**				
Course Description	Rural Marketing course is offered as marketing elective. This course is designed to help students to gain insights on rural and agricultural marketing in Indian context. The students will also get insights on rural consumption and rural consumer behavior. By the end of the course students shall be able to develop rural marketing strategies to tap the bottom of the pyramid market.				
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe rural and agricultural market in India **(Knowledge)** CO2: Describe consumer behavior in the context of rural environment.**(Knowledge)** CO3: Discuss the concept of Rural consumer behavior **(Comprehension)** CO4: Explain the Marketing Mix in Rural Environment **(Comprehension)**				
Course objective	The objective of the course is to familiarize the learners with the concepts of **Rural Marketing and** attain **Employability** through **Participative Learning techniques.**				

Course Content:				
Module 1	**Introduction to Rural Marketing**			**10 Sessions**
Topics: Definition and Scope of Rural Marketing, Components of Rural Markets, Classification of Rural Markets, Rural vs. Urban Markets. Population, Occupation Pattern, Income Generation, Location of Rural Population, Expenditure Pattern, Literacy Level, Land Distribution, Land Use Pattern, Irrigation, Rural Development Programs, Infrastructure Facilities, Rural Credit Institutions, Rural Retail Outlets.				
Module 2	**Agricultural Marketing**			**10 Sessions**
Topics: Nature and Scope, Objectives of Agriculture Marketing, classification of agricultural products and markets- Agricultural marketing Vs rural marketing- Challenges in Agricultural Marketing, Channels of Distribution for agricultural products – Co-operative societies.				
Module 3	**Rural Consumer Behavior**			**10 Sessions**
. Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in the FMCG industry, Rural Marketing of FMCG's, Issues related to consumer durables in the rural market, Rural Marketing of Consumer durables, Marketing objectives and approaches, Evolution of rural banking after independence, Challenges in marketing for banking services in rural, opportunities for banking in rural areas, marketing strategies for banking services – Case study.				
Module 4	**Marketing Mix in Rural Environment**			**10 Sessions**
Reasons for increased interest of corporate sector in agribusiness, opportunities, in the agri-business, benefits of corporate driven agri-business system involvement of corporate sector in agri-business. Digitalizing the Indian rural markets-e-rural marketing – Case study				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: Case study analysis Course project on demand for FMCG products in Rural Market				
Reference **Text book** Kashyap, P. (2016). *Rural Marketing*. 3rd Ed. Pearson Education. Prahalad, C .K (2004). *The Fortune at the Bottom of the Pyramid*. 5th Ed. Pearson Education. Badi, R.V. & Badi, N.V. (2010). Rural *Marketing*; Himalaya Publishing House.				
Reference Krishnamacharyulu C.G & Ramakrishna L. (2012). *Rural Marketing*. 2nd Ed. Pearson Education. Dogra, B. & Ghuman, K. (2008). *Rural Marketing*. McGraw Hill .				

C. Guo and H. Wang, "A Study on the Application of Virtual Reality in the Marketing of Rural Cultural Tourism in Hubei Province," *2021 International Conference on Culture-oriented Science & Technology (ICCST)*, Beijing, China, 2021, pp. 562-566, doi: 10.1109/ICCST53801.2021.00122.

Ray, S. (2019), "Challenges and changes in Indian rural credit market: a review", *Agricultural Finance Review*, Vol. 79 No. 3, pp. 338-352. https://doi.org/10.1108/AFR-07-2018-0054

PU library link

https://ieeexplore.ieee.org/document/9637614

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/AFR-07-2018-0054/full/html

E resources:

https://martglobal.net/

http://www.oppapers.com/.../rural-marketing-review-of-literature-page

https://www.financialexpress.com/archive/The...of-rural-marketing/407101/

Topics relevant to EMPLOYAILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. A. Ameer Hussain Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3070	Course Title: International Marketing	L-P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	Knowledge of Management Knowledge of Marketing				
Anti-requisites	**Nil**				
Course Description	The course is conceptual in nature and will provide an overview to students about marketing practices in an international market. After completion of the course the students will be benefited by understanding applicability of specific marketing techniques in international scenario and its impact on business.				
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concept of international marketing CO2: Discuss product and Pricing strategies in International Market CO3: Explain the tasks involved in managing international distribution and promotion CO4: Apply branding techniques in International Market				

	CO5 : Discuss the emerging trends in International Market			
Course objective	The objective of the course is to familiarize the learners with the concepts of **International Marketing** **and** attain <mark>**Employability**</mark> through <mark>**Participative Learning techniques.**</mark>			
Course Content:				
Module 1	**Introduction to International Marketing**			**10 Sessions**
International Marketing: International Marketing Management Process – International Marketing Environment – Screening and Selection of Markets – International Market Entry Strategies – Exporting, Licensing, Contract Manufacturing, Joint Venture M & A – Strategic Alliances.				
Module 2	**International Product and pricing strategies**			**10 Sessions**
International Product and Pricing Strategies: Product Designing – Product Standardization Vs. Adaptation – Managing Product Line – New Product Development – Pricing for International Markets – Factors Affecting International Price Determination.				
Module 3	**Managing International distribution and promotion**			**10 Sessions**
Managing International Distribution and Promotion: Distribution Channel Strategy – Their Roles and Functions – Selection and Management of Overseas Agents – International Distribution Logistics – Planning for Trade Fairs and Exhibitions – International Promotion Mix – Advertising and other Modes of Communication.				
Module 4	**Branding in International market**			**10 Sessions**
Branding, Branding concepts, Branding in International Marketing, Packaging concepts, Packaging in International Marketing, Packaging Symbols, Promotions in International Marketing				
Module 5	**Emerging trends in International Market**			**10 Sessions**
Emerging Trends in International Marketing: Regionalism v/s Multilaterism – Trade Blocks –Important Grouping in the World – Legal Dimensions in International Marketing (Role of WTO) – Marketing Research for Identifying Opportunities in International Markets.				

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: Class presentation on standardization and adaptive strategies in International Market   Case study analysis
Reference   **Text book**   Cateroa, R, Phillip, International Marketing, Tata McGraw Hill,2006   Vern Terpestra, International Marketing, Cengage Learning,2010
Reference   RC Varshney and B.Bhattacharya, International Marketing- Indian Perspective, Sultan chand& Sons New Delhi,2006   Fayerweather, J, International Marketing Management, Sage Publication,2006   Chung, H.F.L. (2009), "Structure of marketing decision making and international marketing standardisation strategies", *European Journal of Marketing*, Vol. 43 No. 5/6, pp. 794-825. https://doi.org/10.1108/03090560910947052   Singh, S. and Duque, L.C. (2020), "Familiarity and format: cause-related marketing promotions in international markets", *International Marketing Review*, Vol. 37 No. 5, pp. 901-921. https://doi.org/10.1108/IMR-10-2018-0307   **PU library link**   https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090560910947052/full/html   https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IMR-10-2018-0307/full/html   **E resources:**   https://onlinecourses.nptel.ac.in/noc22_mg50/preview
Topics relevant to EMPLOAILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Abdul Kareem Shaply
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: **BBA3026**	**Course Title: Integrated Marketing Communication**	**L-P-C**	**3**	**0**	**3**
Version No.	1.0				
Course Pre-requisites	Knowledge of Management Knowledge of Marketing Management				

Anti-requisites	Nil
Course Description	The course is conceptual in nature and will help the students to get an overview of techniques of communication significance of proper choice of communication techniques for promoting a brand. After the completion of the course students will be able to have an understanding about choice of advertisement depending on the nature of the product.
Course Out Comes	On successful completion of the course the students shall be able to: CO1 : Describe the practice of Integrated Marketing Communication CO2 : Classify the elements of integrated Marketing Communication CO3 : Summarize the practices of Public Relations and Direct marketing as a part of IMC CO4 : Recognize the importance of ethics in IMC
Course objective	The objective of the course is to familiarize the learners with the concepts of **Integrated Marketing Communication and** attain <mark>Employability</mark> through <mark>Participative Learning techniques.</mark>
Course Content:	

Module 1	Introduction to Integrated Marketing Communication			10 Sessions

• Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.

Module 2	Elements of IMC – I			10 Sessions

Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. • Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.

Module 3	3 Elements of IMC – II			10 Sessions

Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling

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Module 4	Evaluation & Ethics in Marketing Communication			10 Sessions

Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulationtests • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:
Project on advertising and promotion plan for a product
Project on Rural advertising

Reference
Advertising & Promotion- An Integrated Marketing Communications Perspective, George Belch, Michael Belch & Keyoor Purani, TATA McGraw Hill

Text book
- 1. Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press
- 2. Advertising & Promotions: An IMC perspective, Kruti Shah and Alan D'Souza, Tata McGraw Hill
- 3. Advertising Management, Aakar, Batra and Myers, Prentice
- 4. Advertising & Promotions, S H Kazmi and Satish K Batra, Excel
- 5. Advertising; Principles and Practice, Wells, Moriarty and Burnett, Pearson 6. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning

Topics relevant to EMPLOAILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout

Catalogue prepared by	Dr. Hemanth Kumar
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3007	Course Title: FINANCIAL MODELLING Type of Course: Discipline Elective	L- P- C	3	0	3
Version No.	2.0				
Course Pre-requisites	• Basic Communication • Basic knowledge in MS-Excel • Familiarity with graphs and charts • General Knowledge in business projects and stock market.				
Anti-requisites	Nil				
Course Description	**COURSE DESCRIPTION:** This course is intended to provide a nuanced understanding of Excel's capabilities and the theories shaping financial models, this course offers profound insights into corporate decision-making, project selections by business firms, and the investment choices made by individuals.				

Course Out Comes	CO1: Describe financial modelling concepts, characteristics, and goals for creating effective models. (Understand)
	CO2: Interpret financial statements, recognizing the importance of financial statements in evaluating a company's financial well-being. (Apply)
	CO3: Examine businesses via ratios, reports, and valuation, showcasing financial analysis in decisions. (Analyse)
	CO4: Apply Excel for modelling, using formatting, formulas, and advanced techniques to make practical financial models from theory. (Apply)
Course objective	The objective of the course is to familiarize the learners with the concepts of Financial Modelling and attain Employability through Problem Solving techniques.
Course Content:	

Module 1	Introduction to Financial Modelling:	Case Study Analysis	Engage students in analyzing real-world case studies showcasing how financial modelling is applied in decision-making scenarios across industries	09 Session

Introduction, Basics of Financial Modelling, Meaning & Definition, Characteristics, Objectives, Functions, Nature of Financial Modelling, Reasons for Financial Modelling, Applications of Financial Modelling, Who Builds Financial Modelling, how to build Financial Modelling, Uses of Financial Models, Financial Modelling and Strategic Analysts, Skills required to do Financial Modelling to Business.

Module 2	Financial Statement Analysis	Problem-Solving Sessions:	Conduct problem-solving sessions where students work in pairs to decipher complex balance sheets and cash flow statements, encouraging active	10 Session

			engagement and mutual learning.	

Accounting Cycle: Introduction to Financial Statement Analysis, Financial Reporting Mechanics, Understanding Income Statement, Balance Sheet, Cash Flow Statement, Financial Analysis Techniques, Inventories, Long Lived Assets, Non-Current Liabilities, Financial Statement Application.				
Module 3	**Modelling Techniques**	Case-Based Analysis:	Present industry-specific ratios and DuPont analysis case studies, having students work individually to interpret financial performance and identify areas of improvement	**12 Session**
Ratio analysis of industries, Du point Analysis, Peer to peer analysis, Preparation of Financial Analysis report on an industry, Valuation- Discounted Cash Flow Method (DCF), Valuation – Relative Valuation (Football Field Chart),				
Module 4	**Excel For Financial Analysis**	Hands-On Practice:	guiding students through advanced Excel functions and formulas for practical financial modelling tasks	**11 Sessions**
Formatting of Excel Sheets, Use of Excel Formula Function, Advanced Modeling Techniques-Extrapolation, Histogram, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building, Lookups: VLOOKUP Match & offset, pivot tables.				

Textbook
2. Financial Modeling Using Excel and VBA (Wiley Finance) by Chandan Sengupta (Author)

Reference

1. Mary Jackson, Mike Staunton., Advanced Modelling using Excel and VBA, John Wiley and Sons Limited, 2007.

2. Simon Benninga., Financial Modeling, The MIT Press Cambridge, Massachusetts, 2008.

3. Soubeiga, Eric., Mastering Financial Modeling: A Professional's Guide to Building Financial Model in Excel, McGraw-Hill Professional, 2013.

4. Sengupta Chandan., Financial Analysis and Modelling using Excel and VBA, Wiley, 2011.

5. Bodhanwala, Rujbeh., Understanding and Analysing Balance Sheet Using Excel Worksheets, Prentice Hall International, 2010.

6. Gottlieb Isaac., Next Generation Excel: Modeling in Excel for Analysts and MBAs, John Wiley and Sons Limited, 2009.

PU Resources Link:

PU E-Resources:

1.https://www.cambridge.org/core/books/abs/capital-asset-pricing-model-in-the-21st-century/capital-asset-pricing-model/F3087AB0D77C44EABCCCFBED64C92472

2.   https://www.emerald.com/insight/content/doi/10.1108/JPIF-05-2014-0033/full/html

2.   https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb013354/full/html

3. https://dl.acm.org/doi/10.1145/3510858.3511404

4.https://web.s.ebscohost.com/ehost/detail/detail?vid=2&sid=76e4bbd1-d062-4b7f-943b-
f13bd58509f3%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=121328066&db=iih

5.https://presiuniv.knimbus.com/openFullText.html?DP=https://www.cambridge.org/core/journals/journal-of-financial-and-quantitative-analysis/article/flotation-costs-and-the-weighted-average-cost-of-capital/7987FCD970EBCE60366AFE46C697FAB4

E-Materials :

3. https://www.kau.edu.sa/Files/0016435/Subjects/Financial%20Modeling%20Using%20Excel%20and%20VBA(1).pdf
4. http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/FINANCE%20Advanced%20modelling%20in%20finance%20using%20Excel%20and%20VBA%200471499226.pdf

Topics relevant to EMPLOYABILITY: Balance Sheet and Cash Flow Statement for **Employability** through **Problem Solving Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof Umme Jahanara
	Assistant Professor

	School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: COM3056	Course Title: Mergers & Acquisitions Type of Course: Discipline Elective	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	Basic Knowledge about Organizational structure, basic concepts of Accounting and Finance, General Knowledge in Business world.				
Anti-requisites	**Nil**				
Course Description	The primary objective of the course is to develop a comprehensive understanding of mergers and acquisitions from the perspective of the corporate executive. This course will cover all major elements of the acquisition process including corporate strategy, valuation, due diligence, financing decisions, transaction structures and takeover defense. This will enable students to use real-world applications to develop skills necessary to prepare and evaluate the rationale for a proposed transaction.				
Course Outcomes	**On successful completion of the course the students shall be able to:** 1. Distinguish between the types of mergers. **(Understand)** 2. Explain the Merger process. **(Understand)** 3. Calculate the value of a Merger & Acquisition transaction. **(Apply)** 4. Examine the various takeover approaches of a business organization. **(Apply)** 5. Identify the legal Provisions regarding Merger and Acquisition **(Analyze)**				

Course objective	The objective of the course is to familiarize the learners with the concepts of ==Service Management== and attain ==Employability== through ==Problem Solving techniques.==			
Course Content:				
Module 1	**Introduction to mergers & acquisitions**	**Flipped Learning**	on Types of Merger	**9 Sessions**
Topics: Introduction – Forms of corporate restructuring, M&A, Joint ventures, Sell-off and Spin-off, divestitures, LBO, MBO, MLP, ESOP – Types of Merger – Internal and external change forces contributing towards M&A activities – Impact of M&A on stakeholders.				
Module 2	**Merger process**	**Group discussion**	on Organizational and Human aspects of M&A	**9 Sessions**
Topics: Identification of Target – Negotiation – Closing the deal – Due diligence – M&A integration – Organizational and Human aspects – Managerial aspects of M&A.				
Module 3	**Merger valuation and cross border M&A**	**Case study**	on culture & cross border mergers & acquisitions	**9 Sessions**
Topics: Factors affecting valuation – Valuation Basics – Asset Based Valuation, Income Based Valuation – Market Based Valuation. Cross border Mergers & Acquisitions: Reasons, Strategies and Performance.				
Module 4	**Takeovers and Approaches**	**Class presentation**	on takeover approaches	**9 Sessions**
Meaning of Takeover – Types of Takeover – Hostile takeover approaches – Takeover approaches – Anti-takeover amendments – SEBI takeover code.				
Module 5	**Legal aspects of M&A**	**Class presentation**	on Legal Provisions	**9 Sessions**
Provision of M&A under Companies Act, 2013 – SEBI Guidelines – Provisions of Income tax – Competition act for M&A.				
Targeted Application & Tools that can be used: - PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: Assignment 1: Written assignment on recent mergers and acquisitions in India.				

Assignment 2: Experiential Learning: Preparation of Merger Valuation report of select Business organization.

Text books and Reference books:

T1. Rajesh, K.B. (2010). Mergers and Acquisitions. Text and Cases. New Delhi: Tata Mcgraw Hill

E-Reading/Recommended Reading:

R1: Pandey, I.M. Financial Management. New Delhi: Vikas Publishing house.

R2: MY Khan & PK Jain (2018), Financial Management. McGraw Hill Education.

R3: Rabi Narayan Kar Minakshi, Mergers Acquisitions & Corporate Restructuring – 3rd Edition. Taxmann's Publication.

R4: Sudarsanam, S. Creating Value through Mergers and Acquisitions. New Delhi: Pearsons Education

R5: Godbole, P. (2016). Mergers Acquisitions and Corporate Restructuring. Noida: Vikas Publishing House.

R6:https://www.academia.edu/34069922/MBA_IV_MERGERS_ACQUISITIONS_and _CORPORATE_RESTRUCTURING_14MBAFM407_NOTES

R7.http://www.igidr.ac.in/conf/oldmoney/MERGERS%20AND%20ACQUISITIONS %20IN%20INDIA.pdf

R8. **Introduction to Mergers & Acquisitions -** https://www.youtube.com/watch?v=BAFmgPXvlJ8

PU RESOURCES:

1. Mergers and acquisitions basics for the industrial electronics and communications industry-
https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410

2. Culture & Cross-border Mergers and acquisitions-

https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410

3. Identifying, retaining and re-engaging key talent during mergers and acquisitions: a best practices framework- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/hrmid.2013.04421baa.004/full/ html

Topics relevant to EMPLOYABILITY: : Types of Merger for **Employability** through **Problem Solving Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof Muhammed Junais KT

Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024	
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024	

Course Code: BBA3008	Course Title: Advanced Financial Accounting Type of Course: Discipline Elective	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	• Basic Communication • General Knowledge in Business world				
Anti-requisites	--				
Course Description	This course is intended to provide advance knowledge about the financial accounting equip the student with specific concepts like Financial Statements of Banking Companies, Double Account System (Including Accounts of Electricity Concern), Investment Accounts and Emerging Trends in Accounting (Digital Transformation of Accounting-Big Data Analytics in Accounting-Cloud Computing in accounting- - Green Accounting-Human Resource Accounting, Inflation Accounting, Database Accounting). The course enables the students to learn and understand the intricacies of accounting from a very fundamental level to the most advance level in logical sequence.				
Course Out Comes	At the end of the course, the student shall be able to: CO1: Discuss the functions of Bank, Important provisions of Banking Regulation Act, 1949 with regard to Minimum Capital and Reserves, Statutory Reserve, Cash Reserve, Statutory Liquidity Ratio etc. Special Features of Bank Accounting. (Understand) CO2: Sketch the Double Account System and Recording Transactions in the books of Electricity Companies. (Apply) CO3: Demonstrate the process of Investment Accounts (Apply) CO4: Explain the Emerging Trends in Accounting-Digital Transformation of Accounting Data, Green Accounting. (Understand)				
Course objective	The objective of the course is to familiarize the learners with the concepts of Advanced Financial Accounting and attain Employability through Problem Solving techniques.				
Course Content:					

Module 1	Financial Statements of Banking Companies	Participative Learning	Presentation on: Important provisions of Banking Regulation Act, 1949 with regard to Minimum Capital and Reserves, Statutory Reserve, Cash Reserve, Statutory Liquidity Ratio	12 Sessions

Introduction. Functions of a bank. Important provisions of Banking Regulation Act, 1949 with regard to Minimum Capital and Reserves, Statutory Reserve, Cash Reserve, Statutory Liquidity Ratio etc. Special Features of Bank Accounting. Final Accounts of Banking Companies – components and formats. Accounting treatment for Rebate on Bills Discounted, Acceptance, Endorsement and Other Obligations. Problems on preparation of bank final accounts.

Module 2	Double Account System (Including Accounts of Electricity Concern)	Case Study	Revenue Account – Net Revenue Account	8 Sessions

Nature – Features of Double Account System – Receipts and Expenditure on Capital Accounts – General Balance Sheet – Revenue Account – Net Revenue Account – Difference between single Account System and Double Account System – Replacement of an Asset – Accounts of Electricity Companies.

Module 3	Investment Accounts	Assignment	Disposal of Investments and income from investments	12 Sessions

Meaning of Investments -Types or Classification of Investments. Valuation of Investments, Cost of Investments, Accounting treatment for Re-classification of Investments, Disposal of Investments and income from investments. Problems.

Module 4	Emerging Trends in Accounting	Assignment	Inflation Accounting	9 Sessions

Digital Transformation of Accounting-Big Data Analytics in Accounting-Cloud Computing in accounting- - Green Accounting-Human Resource Accounting, Inflation Accounting, Database Accounting. (Theory Only).

Teaching Pedagogy:

The course uses a variety of sessions and work methods so that students can acquire the knowledge outlined in the program. The sessions are divided into lecture and discussion methods. Classroom discussion on all the topics will be primarily through academic writing and problem solving. Practical Problems solving and class participation will make lectures more interactive. Course objectives and the evaluation process also motivates the methodology adopted. Students are expected to read the circulated material and cases before the topic is discussed in the classroom.

Teaching and Learning Methods: Lecture, Discussion, Practical Problems (Numerical), Demonstration, and Self Learning.

Evaluation Methods: Open Book Tests, Assignments, Peer Evaluation, Closed Book Examination.

Targeted Application and Tools:

Text Book:

1. Arulanandam, Dr. M.A.; Raman, Dr. K.S. (2019). Advance Accountancy, Himalaya Publishing House.

Reference:

E-Reading / Essential Reading:

T1. Jain & Narang, *Advanced Financial Accounting*. Mumbai: Kalyani.

T2. Anthony, R.N. Hawkins, and Merchant, Accounting: Text and Cases. McGraw-Hill Education.

T3. Tulsian, P.C. Financial Accounting, S. Chand

PU online library resource

1. **https://presiuniv.knimbus.com/openFullText.html?DP=https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb013375/full/html**

Books:

1. https://www.emerald.com/insight/content/doi/10.1108/S1474-787120140000023001/full/html

Magazine/ Articles:

1. **https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/1267007**

NPTEL Relevant Course: https://archive.nptel.ac.in/courses/110/104/110104164/

Catalogue prepared by	Dr. Ajay Singh
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: **BBA 3002**	**Course Title: GLOBAL BUSINESS FINANCE** **Type of Course: Discipline Core Theory**	**L- P- C**	**3**	**0**	**3**
Version No.	1.0				
Course Pre-requisites	• Basic Communication • Basic numeric skills • Familiarity with graphs and charts • General Knowledge in Business world.				
Anti-requisites	-Nil-				
Course Description	This course intends to provide the basics for understanding Global Business Finance concepts and theories that influence the decisions of corporates, business firms and individuals.				
Course Outcome	At the end of the course, the student shall be able to: CO 1: Outline the structure of Global Business Financial System.**[Knowledge]** CO 2: Explain the role of Global Financial markets in economic development.**[Comprehension]** CO 3: Paraphrase the roles and responsibilities of International financial institutions.**[Comprehension]** CO 4: Summarize the intricacies involved in availing international loans and grants and discuss the recent trends in global finance with suitable references.**[Comprehension]**				
Course Objective	This course is designed to improve the learner's EMPLOYABILITY by using PROBLEM SOLVING methodologies.				
Course Content:					

Module 1	GLOBAL FINANCIAL SYSTEM	Group discussion	Need for Bretton woods conference	06 Sessions

Introduction to Global Business Finance –Global Financial System – Evolution –Economic Globalization – US Federal Reserve System –Bretton Woods Conference – need and results-- Flexible Exchange Rate arrangements--Fixed versus Flexible Exchange rate regimes-Pegging of currency.

Module 2	GLOBAL FINANCIAL MARKETS	Case Analysis	Foreign Exchange Market	08 Sessions

Topics: Introduction - Global Currencies - The Foreign Exchange Market - Comparison of Domestic and International Money and Capital Markets - Global Derivatives Market - The mechanism of Foreign Exchange Transfers - Foreign Exchange Markets -- Management of Economic, Transaction & Translation exposure.

Module 3	GLOBAL FINANCIAL INSTITUTIONS	Group discussion	Trade Blocks	10 Sessions

Topics: Functions and role of IMF, IBRD, IDA, UNDO - International Finance corporation - Asian development bank- European Payment union. Inter - American development USAID - Trade Blocks

Module 4	GLOBAL BUSINESS FINANCE & its TRENDS	Case Analysis	International Loans	12 Sessions

Topics: Corporate Finance – International Loans – Grants – Subsidized Functions and structure of forex market-- Balance of payments and its components-- GDRs, ADRs, IDRs– International Payments system – Global Financial predictions–Recent technologies in Finance using AI.

DELIVERY PROCEDURE (PEDAGOGY):

Self-learning: Daily updating with the trends and current affairs on financial aspects using print media and e-media.
Participative learning: Group discussion on case studies in concepts or issues related to Global Finance
Assignment/Project Work:
Article Review, Group Discussion, Case Analysis, Participative Learning and Self Learning

REFERENCE MATERIALS:

[T2] Meric, Ilhan, "Global Financial Markets at the Turn of the Century", Science &Technology Books.

[T3]Dr. S. Gurusamy, Financial Markets and Institutions, Tata McGraw Hill, New Delhi

[T4] Maxwell, Charles E.; Bruckner (edition 2020), "Financial Markets and Institutions: The Global View", West Publishing Company.

Text Books
[T1]. Rajwade V A 'Foreign Exchange: International Finance and Risk Management, Academy of Business Studies, New Delhi, 2019.

E-Materials :

https://iare.ac.in/sites/default/files/LECTURE%20NOTES-IFM.pdf
http://mis.kp.ac.rw/admin/admin_panel/kp_lms/files/digital/SelectiveBooks/Finance/Internation%20Business%20Finance.%5BConnolly,%20Michael.%5D.pdf
https://pqc.icai.org/assets/announcement_files/1550139967.pdf

References
https://www.wirc-icai.org/images/material/Case-Study-Opportunity-FA.pdf
Ravinder Kumar, Virendra . *Auditing. Principles and Practice , PHI*

PU e-Resources:
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17439130610657331/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/978-1-80117-326-120211002/full/html

Topics relevant to EMPLOYABILITY SKILLS : Global currencies **Employability Skills through Problem Solving methodologies.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Sandhya R Assistant Professor School of Commerce Prof Sushma V Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3009	Course Title: Financial Markets and Institutions Type of Course: Discipline Elective		L- P-C	3	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • General Knowledge of Accounts • Knowledge about Business World.					
Anti-requisites	NIL					
Course Description	This course is intended to provide basic knowledge about the principles and practices of accounting and equip the student with various concepts like Overview of Indian Financial Markets and Institutions, Capital Market, Money market and Debt Market. The course enables the students to maintain the books of accounts in various forms of business firms leading to the preparation of financial statements.					
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Describe the Structure of Indian Financial System and Regulatory Institutions in India. **[** Remember**]** CO 2: Explain the Introduction to Financial Markets in India . **[Understand]** CO 3: Examine an overview of Capital Market in India. **[Apply]** CO 4: Classify Money Markets in India.**[Apply]**					
Course objective						
Course Content :						

Module 1	Indian Financial System and major Institutions	Case Study	E-Resource Review	11 Sessions
Structure of Indian Financial System**:** An overview of the Indian financial system, major reforms in the last decade: Payment banks, GST, monetary policy, Insolvency and Bankruptcy code; issues in financial reforms and restructuring; future agenda of reforms. Regulatory Institutions in India**:** RBI, SEBI, IRDA, PFRDA, Corporate Governance and SEBI Role of central bank and commercial banks, Commercial Banking: Role of Banks.				
Module 2	Financial Markets in India	Case Study	E-Resource Review	11 Sessions

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Introduction to Financial Markets in India: Introduction to Financial Markets in India**:** Role and Importance of Financial Markets, Types of Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Mutual Fund: types of Mutual Funds and different types of schemes. FDI and FII.

Module 3	Capital Market in India	Experiential Learning	Field Observation	11 sessions

Introduction to Stock Markets: Introduction to Stock Markets**:** Regional and Modern Stock Exchanges, International Stock Exchanges, Comparison between NSE and BSE, Primary and Secondary market, Major Instruments traded in stock markets: Equity Shares, Debentures, Myths attached to Investing in Stock Markets.

Module 4	Money Markets in India	Assignment	E-Resource Review	12 sessions

Introduction to Money Market: Introduction to Money Market**:** Meaning, role, and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit.

Targeted Application: Book-keeping & Tools that can be used: Microsoft PowerPoint Presentation

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
Assignment 1: Writing a note on Regulatory Institutions in India.
Assignment 2: Experiential Learning: Comparison between NSE and BSE .

Delivery procedure (pedagogy):

Lecture: All Modules

Self-learning: Module 1: Types of Financial Markets: Money Market; Capital Market.
Participative learning: Module 5: Group discussion on Opening of DEMAT Account.

Reference:
Text Book:
T1. Pathak, B. Indian Financial System, Pearson Publication.
T2. Saunders, A. & Cornett, M.M. on Financial Markets and Institutions, Tata McGraw Hill

E-Reading / Essential Reading:

R1. Pathak, B. Indian Financial System, Pearson Publication.

R2. Khan, M.Y. Financial Services, McGraw Hill Education

R3. Saunders, A. & Cornett, M. M. Financial Markets and Institutions, Tata McGraw Hill.

R4. Jeff Madura, Financial Institutions and Markets, Cengage Learning EMEA

R5. Fabozzi, Frank J. and Modigliani, Franco, Capital Markets: Institutions and Markets, Prentice Hall of India, New Delhi

Web based Resources:

W1. Module 1: Indian Financial System and major Institutions:

http://www.gstcouncil.gov.in/about-gst

http://www.mca.gov.in/Ministry/pdf/TheInsolvencyandBankruptcyofIndia.pdf

W2. Module 2: Financial Markets in India:

https://www.fisdom.com/financial-markets-and-institutions

W3. Module 3: Capital Market in India:

https://www.tutorialspoint.com/capital-market-in-india

https://www.bseindia.com/static/markets/equity/EQReports/tra_Settlement.aspx

https://www.nseindia.com/content/assist/asst_Margins_faq.pdf

W4. Module 4: Money Markets in India:

https://unacademy.com/content/upsc/study-material/commerce/an-overview-of-money-markets/

W5. Module 5: Debt Markets in India:

https://www.wintwealth.com/blog/an-overview-of-the-indian-debt-market/

PU E-RESOURCES LINK:

E1.: Financial Institutions and The Stock Market

Richard J. Briston, Richard Dobbins-Managerial Finance

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb013440/full/html

NTPEL Video:

1. https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-mg14/

Case study references:

1. Financial statements preparation:

Catalogue prepared by	Dr. Ankita Mulasi Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3010	Course Title: **Project Finance and Appraisal**	**L- P- C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Concepts of Accounting and Financial Management					
Anti-requisites	**Nil**					
Course Description	This course aims at providing the requisite knowledge related to management of working capital, arranging for the required amount of funds from different sources of finance and deciding the optimum capital structure.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Understand the principles and advanced concepts used in financial management CO2: Ability to find out the best course of action among several financial options CO3: Apply financial concepts and principles in overall management of an enterprise CO4: Manage short-term resources of a business firm CO5: Analyze the financial management decisions taken in the Public Sector Undertakings					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Project Appraisal and Financial Analysis** and attain **Employability** through **Problem Solving Methodologies.**					
Course Content:						
Module 1	Introduction to project appraisal			**11 Sessions**		
EProject appraisal and evaluation, Project cycle, Project cycle management, Private and Public sector Projects; Identification of investment opportunities –						

industry analysis review of project profiles, feasibility study, Project identification and formulation, Basic Principles of Project Analysis to conglomerate diversification - interface between strategic planning and capital budgeting

Module 2	Generation and screening of project ideas			10 Sessions	

Generation of ideas – monitoring the environment - regulatory framework for projects - corporate appraisal -preliminary screening - project rating index - sources of positive NPV -qualities of a successful entrepreneur - the porter model for estimation of profit potential of industries. Market and demand analysis: Situational analysis and specification of objectives - collection of secondary information - conduct of market survey. Characterization of the market - demand forecasting - market planning. Technical analysis: Study of material inputs and utilities – manufacturing process and technology - product mixes - plant capacity - location and site -machinery and equipment - structures and civil works - project charts and layouts - work schedule

Module 3	Financial Analysis & Social Cost Benefit Analysis(SCBA).			10 Sessions	

Estimation of cost of project and means of financing -estimates of sales and production - cost of production - working capital requirement and its financing - estimates of working result – breakeven points - projected cash flow statement – projected Balance sheet .Project cash flows: Basic principles of measurement of cash flows -components of the cash flow stream - viewing a project from different points of view - definition of cash flows by financial institutions and planning commission - biases in cash flow estimation. Appraisal criteria Net Present Value - benefit cost ratio - internal rate of returns urgency - payback period accounting rate of returns – investment appraisal in practice. Analysis of Risk. Rationale for SCBA – UNIDO approach to SCBA - Little and Mirle approach to SCBA..

Module 4	Recent Developments in Project financing			10 Sessions	

Means of finance - norms and policies of financial institutions - SEBI guidelines - Sample financing plans Structure of financial institutions in India - schemes of assistance - term loans procedures - project appraisal by financial institutions

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
   1.Project Work
   2.Case Based Assignment

Reference

Text book
4. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi, 2020.
5. Pandey, I. M.: Financial Management; Vikas Publishing House, New Delhi, 2020.

Reference
1. Vanhorne, James C: Financial Management and Policy; Prentice Hall of India, New Delhi, 2002

PU library link

Paste the link of reference articles from KNIMBUS as per the course content. (Two links mandatory)

E resources:

https://onlinecourses.nptel.ac.in/noc20_mg31/preview

https://www.careers360.com/university/indian-institute-of-technology-kharagpur/corporate-finance-certification-course

Topics relevant to EMPLOABILITY : XXXXXX for **EMPLOABILITY through Problem Solving methodologies** . This is attained through assessment component mentioned in course handout

Catalogue prepared by	Dr. Amit Saha
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3003	Course Title: **Business Valuation** Type of Course: **Discipline Elective**	**L-P-C**	3	0	3
Version No.	1.0				
Course Pre-requisites	Studying business valuation typically requires a foundational understanding of various disciplines related to finance, accounting, economics, and business**.**				
Anti-requisites	Capital Budgeting Techniques				

Course Description	This course is intended to familiarize the students with business valuation concepts. A business valuation provides the management of business with numerous facts and figures pertaining to the actual worth or value of the company in terms of market competition, asset values and income values. The key benefits of business valuation are: Better Knowledge of Company Assets; Understanding of Company Resale Value; Assistance during Merger & Acquisitions; Obtain a True Company Value and Access to More Investors. With the surge in business activities, valuations have occupied the centre stage. Whether it is a start-up or a big corporate house, valuations is pervasive. Right from the setting up of the business entity, during its merger and acquisitions, for obtaining long-term finance from banks / financial institutions, winding-up and for various other business purposes, valuation is an integral component. The subject provides the students with knowledge of numerous facts and figures pertaining to the actual worth or value of the company in terms of market competition, asset values and income values. The key benefits of business valuation are: Better Knowledge of Company Assets; understanding of Company Resale Value; Assistance during Merger & Acquisitions; obtain a True Company Value and Access to More Investors.	
Course Out Comes	**On successful completion of the course, the student shall be able to**	
	1. **Explain situations where valuation is crucial, such as mergers, acquisitions, financial reporting, and investment decisions**	
	2. **Describe M&A transactions, including due diligence, valuation, and integration strategies.**	
	3. **Apply the knowledge of relative valuation to benchmark and assess a business's value in relation to peers.**	
	4. **Describe market valuation methods.**	
	5. **Examine the results and understanding the implications of various valuation approaches on the overall assessment**	
Course Objective:	This course is designed to develop a reservoir of knowledge on valuation which can assist the student in undertaking valuation assignments under Companies Act, 2013 including for mergers and Acquisitions based on valuation model understanding.	

Course Content:				
Module 1	**Overview of Business Valuation**	Case let of Equity Interest value		**9 Sessions**
Genesis of Valuation; Need for Valuation; Hindrances/ Bottlenecks in Valuation; Business Valuation Approaches; Principles of Valuation (Cost, Price and Value).				
Module 2	**Purpose of Valuation**	Case Analysis on Sun Pharmaceutical acquires Ranbaxy	Case Study on CMC merges with TCS	**8 Sessions**
M&A, Sale of Business, Fund Raising, Voluntary Assessment; Taxation; Finance; Accounting; Industry perspective; Statutory Dimension.				
Module 3	**Business Valuation Methods**	Case Study on Business Valuation Methods		**8 Sessions**
Business Valuation Methods: Discounted Cash Flow Analysis (DCF); Comparable transactions method; Comparable Market Multiples method;				
Module 4	**Market Valuation**	Case Study on Market Valuation Methods	**8 Sessions**	
Introduction, Concept, Need & Importance: Economic Value-Added Approach; Free Cash Flow to Equity; Dividend Discount Model; Net Asset Valuation; Relative Valuation; Overview of Option Pricing Valuations.				
Module 5	**Factors for the computation of Business Worth**	Case Study : Corporate Valuation and Indian Politics – Privatisation of **BALCO**		**8 Sessions**
Planning and Data Collection; Data Analysis and Valuation including review and analysis of Financial Statements; Industry Analysis; Selecting the Business Valuation Methods; Applying the selected Valuation Methods; Reaching the Business Value Conclusion.				
Targeted Application & Tools that can be used: Case Study of SBI with its associates (Mergers and acquisitions).				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course				
Review of Articles on developments in Business Valuation, Risk and return. Group Discussion. Presentations. Case Study Analysis.				

Text Book: T1: Pitabas Mohanty : Business Valuation ; Text and Cases : Taxmann Delhi.
References R1: "Business Valuation Management", The Institute of Cost and Works Accountants of India.   **http://icmai.in/upload/Students/Syllabus-2008/StudyMaterialFinal/P-18.pdf** Business Valuation by P.K. bandgar : Himalaya Publishing House R2: "The Challenges with Mergers & Acquisitions", https://blog.impraise.com/360 Kane, Marcus and Mohanty: Investments: Tata McGraw Hill, New Delhi. R3: Study Material of Business Valuations and modelling (ICSI).. **https://www.icsi.edu/media/webmodules/FINAL_VALUATION_BOOK_27.06.2019.pdf** Mergers & Acquisitions and Corporate Valuation- An Excel Based Approach by Dr.Manu Sharma, published by Dreamtech press
Topics relevant to EMPLOAYBILITY: Business Valuation methods and Factors for Computation of Business Worth are related to employability**; this** is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Sushma V Assistant Professor, SOC
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3005	Course Title: Management Control system	L-P- C	3 0	3

Version No.	1.0
Course Pre-requisites	• Basic Communication • General Knowledge of accounting. • Knowledge about the Business World.
Anti-requisites	NIL
Course Description	Every organization is meant to achieve pre-set goals and objectives. Well-thought-out strategies are being implemented for this purpose. Execution of these strategies assumes as much importance as formulation itself. Management control systems are designed to implement these strategies successfully. The process of implementation of the strategies and the dilemma faced by managers are the main focus of this course. It envisages strategic planning, budgeting, resource allocation, performance measurement, evaluation, and reward/ responsibility center allocation. Thus, the main objective of this course is to equip the students with the skills for effective implementation of strategies and resolving attendant problems.
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe the concepts of Management Control (Remember) CO2: Explain the practices of Strategic Planning and Management Control (Understand) CO3: Examine the Management Control process (Apply) CO4: Illustrate the variations in Management control (Apply)
Course objective	The objective of the course is to familiarize the learners with the concepts of Management Control System and attain Employability through Problem solving methodologies.
Course Content:	

Module 1	Fundamentals of Management Control	Group Discussion	Importance of Management control systems	11 Sessions

Topics: Nature of Management Control Systems – Basic concepts – Boundaries of Management Control – Impact of the Internet on Management Control – Management control environment- Goal congruence – Informal factors that influence goal congruence – Formal control systems- types of organizations – Functions of the controller – Performance measurement – Difficulties in implementing performance measurement systems – interactive control.

Module 2	Strategic Planning and Management Control	**Case Study**	Cost centers	**10 Sessions**

Topics: Responsibility centers – Revenue centers – Expenses centers- Administrative and support centers – Research and Development centers – Marketing centers- Profit centers- General considerations- - Business units as profit centers – Other profit centers- Measuring profitability – Transfer pricing – Objectives of transfer prices – Transfer pricing methods Pricing corporate services – Administration of transfer prices

Module 3	Management control process:	**Case study analysis**	Case study on qualitative techniques of Management control	**10 Sessions**

Topics: Strategic planning – Nature of strategic planning – Analyzing proposed new programs Analyzing ongoing programs – strategic planning process – Understanding strategies – Concept of strategies – Corporate level strategies – Business unit strategies. Budget preparation – Nature of a budget- Other budgets – Budget preparation process – Behavioral aspects- Quantitative techniques- Calculating variances – Variations in practice- Limitations on variance analysis

Module 4	Variations in Management control	**Group discussion**	**Significance of Control in Service based organizations**	**10 Sessions**

Topics: Controls for differentiated strategies – Top management style- Service organizations – Service organizations in general, professional service organizations, Financial service organizations, Health care organizations, Non-profit organizations, Multinational organizations – Cultural differences

Targeted Application: PPT, Videos

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
Assignment 1: Experiential Learning: Case study analysis difficulties in implementing performance measurement systems

Assignment 2: Group discussion on Cultural differences in Multinational organizations

Delivery procedure (pedagogy):

  Lecture: All Modules

  Self-learning: Module 1: Impact of the Internet on Management Control
  Participative learning: Module 4: Group discussion on Variations in Management control

Reference Textbook

Robert N Anthony and Vijay Govindarajan, Management Control Systems, The McGraw-Hill, New Delhi, 12th edition, 201

Reference
1. Maciariello, J A and Kirby C J. Management Control System. Prentice Hall of India, New Delhi.
2. Sharma Subhash, Management Control System, Tata Mc Graw Hill Publishing Co., New Delhi
3. Hummel, K., Pfaff, D. and Bisig, B. (2019), "Can the integration of a tax-compliant transfer pricing system into the management control system be successful? Yes, it can!", *Journal of Accounting & Organizational Change*, Vol. 15 No. 2, pp. 198-230. https://doi.org/10.1108/JAOC-09-2017-0077

Topics relevant to EMPLOYABILITY SKILLS : PERT for **Employability Skills through Problem Solving methodologies.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Ankita Mulasi
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA 3042	Course Title: LEAN SUPPLY CHAIN MANAGEMENT Type of Course: Theory Only Course	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	1. Should have studied Introduction to Supply Chain Management. 2. Should possess knowledge on contemporary business issues. 3. Should have thorough knowledge on industrial manufacturing process.				
Anti-requisites	Nil				
Course Description	The Lean Supply Chain Management course is designed to provide students with a comprehensive understanding of the principles, strategies, and techniques involved in optimizing supply chain operations through lean methodologies. In today's dynamic and competitive business landscape, organizations are increasingly focusing on streamlining their supply chain processes to enhance efficiency, reduce waste, and deliver superior value to customers. This course delves into the concepts of lean thinking and their application within the context of supply chain management.				
Course Out Comes	On successful completion of the course the students shall be able to: **CO 1:** Outline the introduction of lean supply chain management. **(Remember)** **CO2:** Describe the lean supply chain strategy tactics and operational plans **(Understand)** **CO3:** Explain e-commerce interaction with lean supply chain management. **(Understand)** **CO 4:** Illustrate the importance of outsourcing in lean supply chain management. **(Apply)** **CO 5:** Employ the models for implementing s sustainable lean supply chain practices in an organization. **(Apply)**				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Lean Supply Chain Management and attain Employability through Participative Learning techniques.				
Course Content:					

Module 1	Introduction to Lean Supply Chain Management	Class Activity	SIPOC Principle	10 Sessions

Topics : Lean – Origin of Lean Principles – Lean Principles- Terminologies – Value Added & Non-Value Added – Lean Approaches and Methodology – Toyota Production System (TPS) – Pillars of TPS –Eight supply chain wastes –SIPOC Principle- Process Mapping and Value Stream Mapping – Creating Process Flow - Lean Supply Chain Management Principles – Lean and Supply Chain Nexus Conflicts.

Module 2	Lean Supply Chain Strategy Tactics and Operational Plans	Case Study	Lean Leadership	10 Sessions

Topics: Lean Supply Chain Leadership – Leadership advice from Lean Consultant – Strategic Customer value focus in Lean Supply Chain Management – Lean Supply Chain Alignment of Strategies, Tactics and Operational Plans – Significance of Lead time – benefits of lead time reductions, techniques to reduce lead times, 5sLittle Law, OEE, Six Sigma & MSA.

Module 3	Lean Supply Chain E-Commerce	Class Activity	E-Commerce interaction with Supply Chain Management	08 Sessions

Topics: E-Commerce and Supply Chain Management – E-Commerce interaction with Su Chain Management – E-Business Software supports Lean Supply Chain Principles – Integrating Supply Chain Management in E-Commerce Environments – Maximizing B2C Supply Chains – O2O

Module 4	Lean Supply Chain Outsourcing	Case Study	Outsourcing balancing for In-house production.	06 Sessions

Topics: Benefits of Outsourcing for Lean Supply Chain – Moving Suppliers to be Lean with an outsourcing strategy – Balancing In-house and Outsourcing production – Trends in Outsourcing Sourcing and Procurement and Distribution Management – Lean Paradoxes.

Module 5	Sustainable Lean Supply Chains	Class Activity	Lean Supply Chain benefits to companies.	06 Sessions

Topics: Implementing a Sustainable Lean Program – Model for Sustainability – Green Supply Chain Strategy – Strategies for Building a Sustainable Lean Program – Measuring Sustainability – Agile and Flexible Supply Chains – Agile Lean Supply Chains – Agility and Global Business

Targeted Application & Tools that can be used: Nil

Case study analysis as per the requirement of modules prescribed above.

1. Lean Supply Chain Management in the Soft Drinks Industry
2. Case Study on Lean Leadership Transformation in Manufacturing Company .

Text Book

    T1. Mare. J. Schniederjans, Dara G. Schniederjans, Ray Qing Cao, Vicky Ching Gu – Topics in Lean Supply Chain Management, 2nd Edition, World

      Scientific Publishing Co, 2018.

Reference

    R1. Paul Myerson – Lean Supply Chain & Logistics Management, Tata McGraw Hill Publishers, 2012.

    R2. Barry Evans, Robert Mason – The Lean Supply Chain, Kogan Page – 2019.

    R3. Francisco Campuzano and Josefa Mula – Supply Chain Simulation: A System Dynamics Approach for Improving Performance, 2nd Edition,

      Springer, 2011

    R4. Hamed Fazlollahtabar – Supply Chain Management Models, 1st Edition, CRC Press Publishers, 2018.

    R5 Jeremy. F. Shapiro – Modelling the Supply Chain, 2nd Edition, Springer, 2006.

    R6 Michael Watson, Peter Cacioppi, Sara Lewis – Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain,

      Google Books,.2012,

    R7 Sunil Chopra, Peter Meindl, Dharam Vir Kalra – Supply Chain Management, Sixth Edition, Pearson Publishing House,2018.

Reference Articles:

PU-List of e-Resources: **https://presiuniv.knimbus.com/user#/home**

   1. **Knimbus - Your Library. Anywhere, Anytime.**

   2. **Knimbus - Your Library. Anywhere, Anytime.**

NPTEL Web Sources:

   1. **https://www.globaltranz.com/lean-supply-chain/**

   2. **https://www.industryweek.com/supply-chain/planning-forecasting/article/21946754/the-goal-of-the-lean-supply-chain**

Topics relevant to EMPLOYABILITY: : Lean Supply Chain Principles for **Employability** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Vijayakumar N C
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3044	Course Title: Operations and Materials Management Type of Course: Discipline Elective Theory	L-P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	• Elementary Knowledge of Management • Elementary Knowledge of SCM				
Anti-requisites	Nil				

Course Description	The course is conceptual in nature and will the students to gain insight about operations management, its aspects, tools techniques and significance of material management in an organization set up. After completion of the course the students will be able to lean the optimized way of doing operations and handling materials in the organization premises.			
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the significance of operations management (Remember) CO2: Explain the practice of production planning and control (Understand) CO3: Review the key elements of materials management (Remember) CO4: Illustrate the practice of industrial purchasing and inventory control (Apply)			
Course objective	The objective of the course is to familiarize the learners with the concepts of Operations and Materials Management and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to Operations Management	Class presentation	Responsibility and role of Production	10 sessions
Topics: Operations Management – meaning, Scope and Importance of Operations Management; Responsibility and role of Production/Operations Managers in Modern business environment.				
Module 2	Operations/Production Planning and Control (OPC/PPC)	Class presentation	Production Planning	10 sessions
Topics: Production Planning – Meaning, objectives, Planning procedure, routing, scheduling and dispatching, Production control – Meaning, objective and Importance, Production control techniques, Mass and Batch production. Follow up – Meaning, objectives and Importance.				
Module 3	Introduction to Materials Management	Class discussion	Materials Planning	10 sessions
Topics: Materials Management – Definition, Scope and Importance.; Integrated Materials Management – Concept, Need and Advantages; Classification of Materials; Materials Planning – Definition, need, factors affecting materials planning.				
Module 4	Industrial Purchasing and inventory control	Class discussion	Centralised V/S. Decentralised purchasing	10 sessions

Topics: Meaning, Importance and ethics, Principles of Right purchasing, Organisation and functions of Purchase department, Centralised V/S. Decentralised purchasing, Buying methods, Vendor Selection, Purchase Procedure. Inventory Control: Meaning, objectives, functions and importance; Procurement and carrying cost; Stock level-Maximum, Minimum, Recorder Point, Safety stock and stock out; EOQ- ABC Analysis.	

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Reference
Text book

6. Chary S.N., Production and Operations Management, Tata McGraw Hill Publishing Co., Ltd., New Delhi

Reference

1. Buffa E.S., Modern Production Management, Wiley Eastern Pvt., Ltd., New Delhi

2. Hines, P. (1993), "Integrated Materials Management: The Value Chain Redefined", The International Journal of Logistics Management, Vol. 4 No. 1, pp. 13-22. https://doi.org/10.1108/09574099310804920

PU library link

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09574099310804920/full/html

Topics relevant to EMPLOYABILITY SKILLS : Production planning for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. A. Suhasini Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA 2014	Course Title: Introduction to Supply Chain Management Type of Course: Discipline Elective	L- P- C	4	0	0
Version No.	1.0				
Course Pre-requisites	• Basic Understanding on Organizations' Production Function • Fundamental Computer Knowledge. • Familiarity with graphs and charts				
Anti-requisites	Nil				
Course Description	This course intends to provide the basic understanding by providing the introduction to supply chain management concepts. This course also provides comprehensive insights on to reasons for Bull-Whip effects and suggests the measures to mitigate supply chain disruptions. By completing this course, the student must understand the fundamental concepts of supply chain management.				
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Outline the introduction and drivers of supply chain management. (Knowledge) CO 2: Identify the material management flow and network operations planning process in supply chain management. (Comprehension) CO 3: Explain demand forecasting and framework for IT adaptation performed in supply Chain management. (Comprehension) CO 4: Discuss supply chain co-ordination and architecture. (Comprehension) CO 5: Explain the process of managing cross functional drivers in supply chain and certain methodologies for handling supply chain disruptions. (Comprehension)				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to Supply Chain Management and attain Employability through Participative Learning techniques.				
Course Content:					

Module 1	Introduction to Supply Chain Management	Case study	Case Study: Subhiksha Store Operations Management.	10 Sessions
Topics: Supply Chain Management and Key Phases – Objectives – Importance of Supply Chain Decisions – Process views of Supply Chain – Competitive and Supply Chain Strategies – Impellers of Supply Chain – Order Delivery Lead Times – Supply Chain Responsiveness - Drivers of Supply Chain Performance - Just-in-time Concept - Enhancing Supply Chain Performance.				
Module 2	Material Management Flow in Supply Chains	Assignment	Case Study: Walmart Retail Store, Mumbai Dabbawalas.	10 Sessions
Topics: Inventory Management – Types of Inventory: Cycle Inventory, Safety Stock, Decoupling Stocks, Anticipation Inventory, Pipeline and Dead Stock – Transportation Management in Supply Chain Management – Drivers of Transportation Decisions – Devising a Strategy for Transportation – Network Operations Planning – Strategic role of Units in the Network.				
Module 3	Managing Information Flow in Supply Chains	Group Discussion	How demand forecasting is carried out and to analyze the strategic framework for IT adaptation in Supply chain.	12 Sessions
Topics: Demand Forecasting: Qualitative and Quantitative Methods – Time Series Forecasting – Enabling Supply Chains through IT – Strategic Management Framework for IT adaptation in Supply Chain Management.				
Module 4	Co-Ordination in Supply Chains	Assignment	How co-ordination is achieved in supply chain and to study certain obstacles in supply chain.	10 Sessions
Topics: Bullwhip Effect – Obstacles to Co-ordination in Supply Chain - Supply integration – Building Partnership and trust in a Supply Chain – Restructuring the Supply Architecture – Supply Chain Contracts -				
Module 5	Managing Cross-Functional Drivers in a Supply Chain	Group discussion	Identify the role of sourcing in supply chain and importance of supplier selection and how to manage reverse supply chain.	13 Sessions
Topics: Role of Sourcing in Supply Chain – Supplier Selection: Auctions and Negotiations – Third Party Suppliers – Making Sourcing Decisions – Pricing and				

Revenue management in a Supply Chain – Role of Sustainability in Supply Chains – Agile Supply Chains – Methodologies for handling disruptions - – Green Supply Chain Management – Reverse Supply Chain Management - Future of Supply Chains. Case Study: Suguna Poultry Farming, Kurlon Matress Products.
Targeted Application & Tools that can be used: Nil
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course
Case study analysis as per the requirement of modules prescribed above.   - Subhiksha Store Operations Management   - Walmart Retail Store, Mumbai Dabbawalas   - Hindustan Unilever.   - Suguna Poultry Farming, Kurlon Matress Products.
Text Book T1 :Sunil Chopra, Peter Meindl, Dharam Vir Kalra – Supply Chain Management, Pearson, Sixth Edition – 2018.
Reference R1 :Michael H. Hugos – Essentials of Supply Chain Management, Wiley Publishing House – 2018. R2 :Martin Christopher – Logistics and Supply Chain Management, Pearson Publishing, Fifth Edition – 2016. R3 :Amit Sinha, Herber Kotzab – Supply Chain Management, Tata McGraw Hill Publishers – 2012. R4 :Sunil Chopra – Supply Chain Management, Pearson Education Publishers – 2019. R5 :Chandrasekaran – Supply Chain Management Process, Function and System Supply Chain Management, Oxford University Press – 2018. R6 :Shoshanah Cohen, Joseph Roussel – Strategic Supply Chain Management – McGraw Hill Education – 2013. **PU-List of e-Resources:** https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/SCM-02-2020-0073/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09574090410700284/full/html **Web Sources:**   **https://www.scmglobe.com/online-guide/case-studies/**   **https://www.icmrindia.org/casestudies/Management.asp?area=Supply%20Chain%20Management**   **https://www.bsr.org/en/topics/case-studies/Supply-Chain**   **NPTEL Video Lecture Sessions On Supply Chain Modelling:** <ol start="5"> - https://nptel.ac.in/courses/110/106/110106045/   - https://nptel.ac.in/courses/110/108/110108056/   - https://nptel.ac.in/courses/110/105/110105141/

Topics relevant to EMPLOYABILITY SKILLS : Principles of SCM for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Chaitra VH Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3001	**Course Title: E – Business Applications**	**L-P- C**	3	0	3
Version No.	1.0				
Course Pre-requisites	- Basic Communication - General Knowledge in Finance. - Knowledge about Business World.				
Anti-requisites	NIL				
Course Description	The course intends to provide the basis of electronic business applications. This course will help the students understand the dynamics of E – Business and demonstrate the ability to identify, describe and apply the essential current practices in the contemporary scenario.				
Course Out Comes	At the end of the course, the student shall be able to: C01: Describe the fundamentals of E – Business (Remember) C02: Discuss the various E – Business models (Understand) C03: Identify how to manage E – Business (Understand)				

	C04: Summarize the formulation and evaluation of E – Business strategy (Understand)			
Course objective	The objective of the course is to familiarize the learners with the concepts of E Business Application and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	**Introduction to Electronic Business**			**11 Sessions**
Electronic Business: Overview, Definitions, Advantages & Disadvantages of E - Business, History of Electronic Business, Threats of E – Business, Types of E – Business, E – Business Technology: Different Types of Networking for E-Business, Internet, Intranet, EDI Systems				
Module 2	**E-business Markets and Models**			**10 Sessions**
E-business Markets and Models: Introduction, E-business Environment, E – Marketplaces, Types of E – Business Models: Model based on Transaction Type, Model based on Transaction Party – B2B, B2C, C2B, C2C, E-commerce Sales Life Cycle (ESLC) Model, E – Marketing: Key Issues, Introduction, The Scope of E – Marketing, Internet Marketing Techniques, The Marketing Mix, Branding, Online Advertising, Targeting Online Customers, One-to-One Marketing, E – Governance				
Module 3	**The Management of E – Business**			**10 Sessions**
Managing Knowledge, Managing Applications Systems for E – Business, Management Skills for E – Business, Comparison between Conventional Design and E – Organization, Supply Chain Management (SCM), Customer Relationship Management, E – Payment Mechanism: Payment through Card System, E – Cheque, E – Cash, E – Payment Threats & Protections				
Module 4	**E –Business Strategy Formulation**			**10 Sessions**
E –Business Strategy Formulation: Issues and Challenges, Strategic Management and Objective Setting, The Strategic Management Process in E – Business, Internal Analysis, External Analysis, Competitive Strategies for E – Business, Organizational Learning, Organizational Culture and E – Business, Organizational Structure and E – Business, Organizational Control and Evaluation				
Targeted Application & Tools that can be used: **Microsoft PowerPoint Presentation**				

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

Assignment 1: Participative learning: E-Business Market Research and Competitive Analysis**:** Research on a specific e-commerce market segment, analyzing competitors, trends, and identifying potential opportunities.

Assignment 2: Experiential learning: Students will do research on a specific e-commerce market segment and analyze the trends and challenges. Followed by a group discussion.

Delivery procedure (pedagogy):

   Lecture: All Modules
Participative learning: Module 2: Affiliate marketing through Blogging or Content Creation

Experiential learning: Module 3**:** Survey: Research on a specific e-commerce market segment and analyze the trends and challenges. Followed by a group discussion.

Text Book:
T1: Textbook-Colin Combe, Introduction to E-business Management and Strategy, Elsevier Ltd

Reference(s):

R1: Tokuro Matsuo and Ricardo Colomo-Palacios (2015), Electronic Business and Marketing: NewTrends on its Process and Applications, Springer

R2: Joseph, P.T. (2019). E-COMMERCE AN INDIAN PERSPECTIVE (2e), New Delhi Prentice-Hall of India

Online Resources (e-books, notes, ppts, video lectures etc.):

1. Knimbus Open Case Studies, Production and Operations Management , Reference no. 15-163,
   'We Are Market Basket' - The Case Centre
2. An empirical framework developed for selecting B2B e-business models: the case of Australian agribusiness firms, An empirical framework developed for selecting B2B e-business models: the case of Australian agribusiness firms
   An empirical framework developed for selecting B2B e-business models: the case of Australian agribusiness firms | Emerald Insight (knimbus.com)
3. E-book on Rethinking the Business Models of Business Schools
   Rethinking the Business Models of Business Schools | Emerald Insight (knimbus.com)
4. E-Book on Business-to-Business Marketing Management: Strategies, Cases, and Solutions, Volume 18
   Business-to-Business Marketing Management: Strategies, Cases, and Solutions: Vol. 18 | Emerald Insight (knimbus.com)

E-content:

1. M. S. Raisinghani, L. Meade and L. L. Schkade, "Strategic e-Business Decision Analysis Using the Analytic Network Process," in IEEE Transactions on Engineering Management, vol. 54, no. 4, pp. 673-686, Nov. 2007, doi: 10.1109/TEM.2007.906857.
   Strategic e-Business Decision Analysis Using the Analytic Network Process | IEEE Journals & Magazine | IEEE Xplore (knimbus.com)

2. B. G. Muchardie, A. Gunawan and B. Aditya, "E-Commerce Market Segmentation Based On The Antecedents Of Customer Satisfaction and Customer Retention," *2019 International Conference on Information Management and Technology (ICIMTech)*, Jakarta/Bali, Indonesia, 2019, pp. 103-108, doi: 10.1109/ICIMTech.2019.8843792
   E-Commerce Market SegmentationBased On The Antecedents Of Customer Satisfaction and Customer Retention | IEEE Conference Publication | IEEE Xplore

3. B. G. Muchardie, A. Gunawan and B. Aditya, "E-Commerce Market Segmentation Based On The Antecedents Of Customer Satisfaction and Customer Retention," *2019 International Conference on Information Management and Technology (ICIMTech),* Jakarta/Bali, Indonesia, 2019, pp. 103-108, doi: 10.1109/ICIMTech.2019.8843792
   Techniques used by E-commerce industries for Customer analysis | IEEE Conference Publication | IEEE Xplore

Swayam & NPTEL Video Lecture Sessions:

1. https://www.digimat.in/nptel/courses/video/110105083/L01.html
2. https://www.digimat.in/nptel/courses/video/110105083/L60.html
3. http://www.digimat.in/nptel/courses/video/110105083/L22.html

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Topics relevant to development of "EMPLOYABILITY SKILL": Students shall be able to acquire employability skills through the practical awareness in E-Commerce and SCM Industry.

Catalogue prepared by	Dr. Upendra Rao
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3002	Course Title: **Supply Chain Modelling and Design**	L-T-P-C	3	0	0	3

Version No.	1.0					
Course Pre-requisites	MGT 131 – Introduction to E-Commerce and Supply Chain Management Basic Understanding on Organizations' Production Function Fundamental Computer Knowledge					
Anti-requisites	**Nil**					
Course Description	This course intends to provide the basic understanding of supply chain modelling concepts. It provides comprehensive insights into the reasons and benefits for implementing supply chain software in an organization for an effective supplier selection and other supply chain processes. On completion of the course, the student can be able to devise a supply chain model for the various supply chain process in an organization.					
Course Out Comes	At the end of the course, the student shall be able to: **CO 1:** Explain the process of Supply chain modeling. **(Understand)** **CO 2:** Discuss the application of supply chain software for automating the supply chain processes in an organization**. (Understand)** **CO 3:** Sketch the various models involved in inventory management and risk pooling that automate the supply chain. **(Apply)** **CO 4:** Apply the process of Supply Chain production planning for an organization**. (Apply)**					
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Supply Chain Modelling and Design **and** attain ==Employability== through ==Participative Learning techniques.==					

Course Content:

Module 1	INTRODUCTION TO SUPPLY CHAIN MODELLING			11 Sessions
Modelling Supply Chain Dynamics; Supply Chain Modelling – Importance –– Main Activities in SCM-SCOR Model; Forecasting Techniques-Moving Average-Exponential Smoothing-Other Forecasting Techniques-Measuring the Error in the Estimations; Decision Support System (DSS) – Modelling a Customer's Decision to Buy – Modelling a Customer perception of a Product – Modelling Competition: Value provided and Perceived – Modelling Market share, Revenue, Gross and Net Operating System – Respond to Market Driven demand -Product recovery and recycling – Life Cycle Analysis				
Module 2	AUTOMATING THE SUPPLY CHAIN			10 Sessions

Investing in Supply Chain Software - Selecting best supply chain management software for business- Cloud computing in Supply Chain – E2open (Front-end Information) – SAP SCM (Front-end Information) – Logility (Front-end Information) - Oracle SCM (Front-end Information)– Global Supply Chain – Agile Supply Chain – Benefits of Agile systems to enterprise – SCOR Model – Real Life Case Analysis on Supply Chain Models and Systems. (Beer Game, Simulation Games).

Module 3	**INVENTORY MANAGEMENT AND RISK POOLING**			**10 Sessions**

Deterministic Inventory models: EOQ and Power-of-two policies – Stochastic Inventory models: base-stock policies and Q, R policies, forecasting- MAD, MSE and MAPE(Errors), Machine Learning , Neural Networks and Forecasting, -lead times, defining and measuring service levels in inventory systems – Multi-location inventory models: Risk- Advanced Risk-*Force Majeur* or Blow of Fate-Risk Pooling-Quantification Measure for Supply Chain Risk-Downside Risk -Inventory sharing and transshipment, heuristics for multi-echelon inventory control – Bull-Whip Effect.

Module 4	**SUPPLY CHAIN PRODUCTION PLANNING IN VUCA WORLD**			**10 Sessions**

Volatility, Uncertainty, Complexity and Ambiguity(VUCA) World and Black Swan Events- Addressing VUCA)-Black Swan Events-Global Supply Chain- Disruptions-Geopolitical instability-Cyber Attacks-Transportation Failure ;Mitigating Through Insourcing and Back-shoring-Supplier Management: Assessing Supply Chain Risk in VUCA World– Partnering with External Trading Partners - Distribution Resource Planning (DRP) Systems – Demand Management: Challenges of Collaboration with customers and management levers to improve coordination

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
Participative Learning-Presentation based on an *Article Review on Force Majeur/ Blow of Fate-and Presentation by Students*
Experiential Learning-*Role Play of Black Swan Event-*Solution to be devised impromptu based on concepts of Module 4 &5

Text Book
1 -   B S Sahay, A K Gupta -Supply Chain Modelling and Solutions, Macmillan India Ltd –
      2007.

Reference

1 - Francisco Campuzano and Josefa Mula – Supply Chain Simulation: A System
      Dynamics Approach for Improving Performance, 2nd Edition, Springer, 2011.
2 - Hamed Fazlollahtabar – Supply Chain Management Models, 1st Edition, CRC Press
      Publishers, 2018.
Reference Articles:
PU-List   of   e-Resources: Link->
https://puniversity.informaticsglobal.com/login
Synchronization in Supply Chains: Implications for Design and Management
Optimizing the supply chain configuration for new products
Supply chains and their impact on the environment
NPTEL Video Lecture Sessions on Supply Chain Modelling:
https://nptel.ac.in/courses/110/105/110105141/
https://nptel.ac.in/courses/110/106/110106045/
Other Web Sources:
https://www.riverlogic.com/blog/supply-chain-modeling-heres-what-you-need-to-know
https://www.scmglobe.com/online-guide/supply-chain-modeling-simulation-logic/

Topics relevant to EMPLOAILITY :   XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handou

Catalogue prepared by	Prof. Bhakta
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code BBE3003	Course Title: **Supply Chain Risk Management**	L- T- P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	A fundamental knowledge of marketing and market awareness is a basic prerequisite.					
Anti-requisites	**Nil**					
Course Description	This course intends to provide the basic **employability skill to students on managing the key risk** of supply chain management in a complex global environment, chalk out strategies to counter potential unexpected disruptions, implementing new strategies to create resilience required to handle disruptions. It supports practical concepts and processes that helps to bring awareness and **make the students employable**					

Course Out Comes	On successful completion of the course the students shall be able to: CO 1. Define risk environment impacts supply chain in an organization **(Knowledge)** CO 2. Explain the risk and opportunities in supply chain **(Comprehension)** CO3. Discuss risk response options available for implementation and activation **(Comprehension)** CO 4. Illustrate risk mitigation models using tools and techniques. **(Application)** CO 5. Discuss the implication of Big Data tools for supply chain risk management **(Comprehension)**			
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Supply Chain Risk Management** **and** attain <mark>Employability</mark> through <mark>Participative Learning techniques.</mark>			
Course Content:				
Module 1	Understanding Risk in SCM			9 Sessions
Introduction to Risk-Risk Analysis; Identification and Assessment; Risk Management, Mitigation and appetite; Types of Risk-Strategic, Operational, Financial, Compliance, Environment, Reputational; Sources of Risk-Internal & External; Severity of Treat- risk within dynamic environment- Benefit of supply chain risk management				
Module 2	Risk and Management			8 Sessions
Risk in the Supply Chain, Features of Risk, Decisions & Risk, Structure of Decisions; Decisions with uncertainty, Risk, ignorance, Managing Risk Structure of a Supply Chain, Increasing Risk; Trends in Supply Chain Management. Integration of supply Chains, Cost Reduction, Agile logistics, E – Business, Globalization, Outsourcing, Changing practices in Logistics. Approaches to Risk Management.				
Module 3	Identifying Risks			8 Sessions
Types of Risks, Tools for analysing past events, Operations, Problems with Risk Identification, Measuring Risk, Consequences of Risk, Responding to Risk – Alternative responses, Defining Options, Choosing the best response, Implementation & Activation, A Network view of Risk – Shared Risks, Achieving an Integrated approach, Analysing & responding to risk				
Module 4	Evaluating Supply Chain Risk			8 Sessions
Scoping Supply Chain Risks- Internal And External Risks: SIPOC Model, Value Chain Analysis, Work Breakdown Structure; Compare the 4Ts and SCAAM Models of the risk management practices, ISO 31000 and COSO in supply chain context.				
Module 5	Big Data and Analytics for Supply Chain Risk			8 Sessions

Data Science & Digital Supply Networks; Importance Of Predicative Analytics, Internet of Things and their impact of SCRM; Nature and benefits of AI in Supply chain; NLP, Machine Learning and block chain applications in SCM and SCRM; Cybersecurity-Formidable Source Of Risk; Supply Chain Resilience –Case Study

Targeted Application & Tools that can be used
Agile logistics, E – Business
ISO 31000 and COSO in supply chain context

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
1)Review of digital/e-resource from Presidency University-link given in CHO

Text Book
1. Gregory L. Schlegel , Robert J. Trent Supply Chain Risk Management: An Emerging Discipline (Resource Management) Hardcover – Import, 3 Nov 2014.
 2. Donald Waters – Supply Chain Risk Management, Published by the Chartered Institute of Logistics & Transport, U.K
3. Jeremy F.Shapiro, Modelling the Supply Chain, Duxbury

Reference
1.Managing Supply Chain Risk- Sime Curkovic, Thomas Scannell, Bret Wagner, Routledge CRC Press, ISBN 9781498707107
Presidency University Links   https://presiuniv.knimbus.com/user#/home
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JMTM-10-2017-0218/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/13598541111171165/full/html

Topics relevant to EMPLOAILITY :   XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handou

Catalogue prepared by	Prof. Bhakta
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3049	Course Title: Legal Aspects of E-Commerce Type of Course: Discipline Elective	3	0	3
Version No.	1.0			
Course Pre-requisites	Awareness of business world and the legal aspects relating to the field of E-Commerce			
Anti-requisites	Nil			

Course Description	This conceptual course provides theoretical knowledge on identifying the factors that impact the business. This course equips students with in-depth knowledge on evaluating and analyzing the relationships between Government and business and understand the political, economic, legal and social policies of the country.				
Course Out Comes	At the end of the course, the student shall be able to: C.O.1. Describe the concepts of Electronic Commerce C.O.2. Explain the contractual and security aspects related to E-commerce C.O.3. Examine the interface of Law and E-Commerce C.O.4. Illustrate the jurisdiction issues in E-Commerce C.O.5. Demonstrate the recent trends in E-Commerce				
Course objective	The objective of the course is to familiarize the learners with the concepts of E-Commerce and its interface with the Laws and attain Employability through Participative Learning techniques.				
Course Content:					
Module 1	**INTRODUCTION TO ELECTRONIC COMMERCE**				**9 Sessions**
Electronic Commerce: Historical evolution of E-Commerce, Definitions, Features, Types of E-Commerce, Advantages & Disadvantages of E Commerce, Threats of E-Commerce, Model of E-Commerce, UNCITRAL Model on E-Commerce, Legal Issues of e-commerce, E-Governance – Meaning, Definitions, Advantages, Principles, Challenges.					
Module 2	**CONTRACT & SECURITY ASPECTS IN E-COMMERCE**				**8 Sessions**
Electronic Contracts: Meaning, Definition, Essentials of an e-contracts, Various types of e-contracts, legal validity of e-contracts Breach of Contract, Laws relating to E-contracts in India, cases on validity of E-Contracts. **Digital Signatures:** Meaning, Definition, Legal architecture for the validity of digital signature, Security advantages of digital signatures, electronic and digital signature – Functional and procedural Issues, Characteristics of Digital Signatures, Digital signature vs. Electronic signatures **Electronic Signatures:** Meaning, Definition, Provisions under IT Act, Certifying authorities, Issuing authorities, Public Key Infrastructure, Electronic Signature Certificate, Grant, Revocation and withdrawal of ESC.					

Module 3	INTERSECTION OF LAWS AND E-COMMERCE			8 Sessions

Information Technology Act, 2000: Introduction, Objectives of IT Act, Salient Features of IT Act, Offences, Penalties

Intellectual Property Law: Digital copyright, linking, caching, Digital rights management, DMCA, Patents, Trademarks and domain names, Brand identities, search engines and secondary market, ICANN, Database Right – Digital Copyrights, Open Source, Software Patents, Right to forgetting

Banking Laws: Salient Features, offences and penalties

Taxation Laws: Problem of taxation in virtual world, OECD guidelines on taxation, Tax structure on e- commerce in India (Direct, Indirect, and VAT), EU, US practice on taxation on electronic commerce

Criminal Laws: Salient Features, offences and penalties

Data Protection Laws: Salient Features, offences and penalties

Consumer Protection Law: Concept of the rights of consumer, Problems of protection of consumers in virtual world, Consumer Protection Act, 1986, EC Directive on distance selling, E-commerce Directives and consumer protection

Module 4	JURISDICTION ISSUES IN E-COMMERCE			8 Sessions

Jurisdiction: Theoretical framework to address multiple jurisdictions, Application of the principles of Private International law, Hague Convention, EC Regulations (Brussels & Rome), Minimum contact test, Effect test, Zippo Test

Module 5	E- COMMERCE AND COMPETITION ISSUES			8 Sessions

Impacts of e- commerce in traditional market, Recent trends in E-Commerce

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Presentation and Research paper writing on

1. An innovative idea in the field of E-Commerce
2. Article on any topic of intersection between Law and E-Commerce

Text Book

T1: E-Commerce: Legal Compliance by Pratima Narayan

References

R1: E-Commerce Law by Ammu Charles

Presidency University library web links

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09590559610107076/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09600030210415298/full/html

Topics relevant to EMPLOYABILITY SKILLS: Knowledge on Electronic contracts, IPR Laws, IT Laws for Employability Development through Participative Learning Techniques. This is attained through the Presentation as mentioned in the assessment component

Catalogue prepared by	Dr. Nasa Dhanraj
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB3003	Course Title: Essential Statistics for Business Analytics Type of Course: Discipline Elective, theory		L- P-C	4	0	4
Version No.	1.0					
Course Pre-requisites	• Basic knowledge of mathematical calculation					
Anti-requisites	**Nil**					
Course Description	**COURSE DESCRIPTION:** The course will enable the students to learn the use of statistics in business decision making. It provides the student with an understanding of basic statistical tools, and their application in management problems and analysis. The students can develop the critical thinking and analytical skills. This course will help the student in data collection, presentation, analyses and drawing inferences about various statistical hypotheses. The course is both conceptual and analytical in nature and needs fair knowledge of mathematical calculation, data representation, and descriptive statistics.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the applications of statistics in different fields, types of variables and data (Remember) CO 2: Summarize the data using tables, diagrams, and graphs (Understand) CO 3: Demonstrate sampling methods and approaches to hypothesis testing (Apply) CO 4: Examine the concepts of Central Tendency and Dispersion in business decision (Apply) CO 5: Employ the tools of Correlation and Regression analysis in business decision (Apply)					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Essential Statistics for Business Analytics and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Introduction To Statistics	Characteristics, Functions, Scope and Limitations	Self-Learning		10 Session	

Origin and Growth of Statistics, Characteristics, Functions, Scope and Limitations, Big Data- Application of big data, Challenges with big data, Variable and Types of Data, Measurement Scales-Nominal, Ordinal, Interval and Ratio; Qualitative and Quantitative Data, Individual, Discrete and Continuous Data - Cross Section, Time Series and Pooled Data – Sources of Data - Population and Samples - Descriptive Statistics and Inferential Statistics.

Module 2	Classification And Tabulation of Data, Diagrammatic and Graphical Representation of Data	Types of classification of Data using tables and graphs	Discussion & Presentation	8 Session

Types of classification of Data, Tabulation, Types of Tables, Components of a Table, Frequency Distribution- Discrete Frequency Distribution, Continuous Frequency Distribution, Cumulative Frequency Distribution, Contingency Table, Stem and Leaf Plot.

Meaning and Significance of Diagrams and Graphs, Rules for Constructing Diagrams, Types of Diagrams- Simple Bar Diagram, Pareto Diagram, Multiple Bar Diagram, Percentage Bar Diagram, Pie Diagram, Pictogram. Types of Graphs- Histogram, Frequency curve, Ogive, and Box plots.

Module 3	Sampling methods and Hypothesis testing	Application Level	Discussion & Presentation	14 Session

Meaning of Sampling, Types of Sampling: Probability Sampling versus Non-Probability Sampling; Simple Random Sampling and its selection, Systematic Sampling, Multi-stage Sampling, Quota Sampling; Error: Sampling and Non-sampling.
Hypothesis Testing: Approaches to Hypothesis Testing - Confidence Interval Approach -Test of

Significance Approach and P-Value Approach- Formulation of Hypothesis - Null and Alternative -

Level of Significance - One Sided and Two-Sided Hypothesis - Type-I and Type-II Error - Test

Statistic- Critical Value - Parametric and Non-Parametric Tests.

Module 4	Measures Of Central Tendency and Measures of Dispersion	Methods of sampling	Discussion & Case Presentation	12 Session

Measures of Central Tendency - Arithmetic Mean, Geometric Mean, Median, Mode, Characteristics of a good statistical average Partition Measures-Quartiles, Percentiles. Measures of Dispersion - range, quartile deviation, standard Deviation, Mean deviation, Combined Mean and Combined Standard Deviation, Relative Measures- coefficient of range, coefficient of quartile deviation and Coefficient of Variation.				
Module 5	**Correlation And Regression Analysis**	**Regression analysis**	Discussion	**12 Session**

Correlation- Meaning of Correlation, Types of correlation, Scatter Diagram, Karl Pearson's Correlation Coefficient.

Regression Analysis- Meaning of regression – types of regression – simple and multiple linear and non-linear regressions, Regression diagnostic.

Targeted Application & Tools that can be used: statistical software techniques and case analysis helps the understand and analysis of data and interpretations.

Textbook

T1: S P Gupta: Statistical Methods- Sultan Chand, Delhi

References

R1: Damodar N Gujarati and D C Porter (2009), Basic Econometrics, McGraw Hill Publication, 5th edition.

R2: Kothari, C. (2017). Research methodology methods and techniques by CR Kothari. Published by New Age International (P) Ltd, Publishers, 91.

R3: Jefferey D. Camm (2015). Essential of Business Analytics. Cengage Learning India Private Limited.

R4: Forecasting and Predictive Analytics Certificate; AICPA

R5: S. Christian Albright and Wayne L. Winston (2015). Business Analytics: Data Analysis and Decision Making, Fifth Edition. Cengage Learning India Private Limited.

R6: Vohra, N. D. (2017) Business Statistics. Chennai, India: McGraw Hill Education (India) Private Limited.

R7: Tulsian, P.C. and Jhunjhnuwala, B (2016). Business Statistics. A Self-Study Text-Book. New Delhi, India: S. Chand & Company Pvt. Ltd.

R8: Jefferey D. Camm (2015). Essential of Business Analytics. Cengage Learning India Private Limited.

R9: Gupta, S.C. (2018). Fundamentals of Statistics. Delhi: Sultan Chand & Sons.

R10: Anderson, Sweeney, Williams, Camm, Cochran-Statistics for Business and economics, Cengage learning.

E1-Understanding Statistics: An Introduction

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=DOAB_1_9807 (PU Library- Direct Link).

E2-Business Statistics: Workbook Using Excel

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=EBSCO106_REDO_1748 (PU Library- Direct Link)
Descriptive Statistics- Graphical Approaches
http://192.168.1.57/video5/Management/NOCIntroduction%20to%20Data%20Analytics(Course%20sponsored%20by%20Aricent)//lec01.flv (PU Library- Direct Link)

• Descriptive Statistics- Measures of Dispersion

http://192.168.1.57/video5/Management/NOCIntroduction%20to%20Data%20Analytics(Course%20sponsored%20by%20Aricent)//lec05.flv (PU Library- Direct Link)
• Descriptive Statistics- Measures of Central Tendency
http://192.168.1.57/video5/Management/NOCIntroduction%20to%20Data%20Analytics(Course%20sponsored%20by%20Aricent)//lec04.flv (PU Library- Direct Link)

SWYAM or MOOC Courses

- https://onlinecourses.nptel.ac.in/noc21_ma74/preview

- https://nptel.ac.in/courses/111105090

- https://onlinecourses.nptel.ac.in/noc22_mg31/preview

- https://onlinecourses.nptel.ac.in/noc20_mg23/preview

- https://onlinecourses.nptel.ac.in/noc20_ma22/preview

E-Reading/Essential Reading

- https://www.indiastat.com/data/

- https://www.niti.gov.in/annual-reports

- https://dea.gov.in/data-statistics

- https://sites.google.com/site/econometricsacademy/

Web Based Resources

- **https://www.census2011.co.in/census/state**

- **http://www.dcmsme.gov.in/publications/FinalReport010711.pdf**

- **https://www1.nseindia.com/products/content/equities/indices/**

- **https://www.moneycontrol.com/india/stockpricequote/**

  https://www.indiainfoline.com/markets/nse-bse/index-stock/performance-analysis/

Topics relevant to EMPLOYABILITY SKILLS: Descriptive statistics for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Revati
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3030	Course Title: Application of Business Analytics		3	0	3
	Type of Course: Discipline Elective	L- P- C			
Version No.	1.0				
Course Pre-requisites	Knowledge on Business Analytics Knowledge on Basics on R-Programming				
Anti-requisites	--				
Course Description	This course is Analytical in nature and Business Analytics is the science of analyzing data to find out patterns that will be helpful in developing strategies. The course is designed in such a way that it provides the candidates with holistic training to understand, study, extract, analyze, manipulate, and comprehend data to make conclusions and achieve specified data goals with the help of different software or specialized systems. The course emphasizes that business analytics is not a theoretical discipline: these techniques are only interesting and important to the extent that they can be used to provide real insights and improve the speed, reliability, and quality of decisions. The concepts learned in this class should help students identify opportunities in which business analytics can be used to improve performance and support important decisions.				
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Describe the Fundamentals of Business Analytics(**Understand**) CO 2: Compute various data visualization methods used in business practices. **(Apply)** CO 3: Predict business trends based on predictive analytics used in business decision making.**(Appy)** CO 4: Prescribe the business stakeholders to optimize and achieve business objectives**(Apply)** CO 5: Construct the methodology for data processing, results generation, interpretation and presentation. **(Apply)**				
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Application of Business Analytics – I and attain Employability through Participative Learning techniques.				
Course Content					
Module 1	Introduction to Business Analytics	Case study	Case Study on Role of Data Scientist in	9 Sessions	

			Business & Society.	

Concept of analytics, Types of Analytics, Application fields - Marketing Analytics, Finance Analytics, HR Analytics, Operation Analytics, organization and source of data, importance of data quality, dealing with missing or incomplete data, Role of Data Scientist in Business & Society.

Module 2	**Visualization of Data**	Hands on	Hands on Practice on Plots	**12 Sessions**

Introduction, Data summarization methods; Tables, Graphs, Charts, Histograms, Frequency distributions, Relative Frequency Measures of Central Tendency and Dispersion; Box Plot; Basic probability concepts, conditional probability, Probability distributions, Continuous and discrete distributions, sequential decision making.

Module 3	**Predictive Analysis**	**Case study**	Case study on heteroscedasticity	**10 Sessions**

Simple linear regression: coefficient of determination, significance tests, residual analysis, confidence, and prediction intervals. Multiple linear regression: coefficient of multiple coefficients of determination, interpretation of regression coefficients, categorical variables, heteroscedasticity, multi-collinearity, outliers, autoregression and transformation of variables

Module 4	**PRESCRIPTIVE ANALYTICS**	**Hands on**	Practical on Portfolio Analytics.	**10 Sessions**

Testing – Retail Analytics; Simulating the future – Stock Pricing; Optimizing Complex Decisions – Salesforce analytics; Optimizing with multiple objectives – Portfolio Analytics.

Targeted Application & Tools that can be used:

Module 1: Introduction to Business Analytics

PPT: Use PowerPoint to present concepts, types, and applications of analytics.

Videos: Share videos demonstrating the role of a Data Scientist in various industries.

Board & Chalk: Sketch models or concepts to explain the importance of data quality and analytics in business.

Module 2: Visualization of Data

PPT: Create slides with graphs, charts, and histograms to illustrate data summarization methods.

Videos: Use video tutorials for hands-on practice on data plotting.

Board & Chalk: Teach probability concepts and decision making by drawing and solving problems on the board.

Module 3: Predictive Analysis

PPT: Explain linear regression and other predictive models through slides.

Videos: Show case studies or real-world examples of heteroscedasticity, multi-collinearity, etc.

Board & Chalk: Work through mathematical examples and interpretations.

Module 4: Prescriptive Analytics

PPT: Use PowerPoint for teaching complex topics like Retail Analytics, Portfolio Analytics, etc.

Videos: Include practical simulations and industry examples.

Board & Chalk: Explain concepts such as optimization, stock pricing, and salesforce analytics through diagrams and equations.

Module 5: Results Generation and Presentation

PPT: Guide students in choosing appropriate tools and techniques through visually appealing slides.

Videos: Provide practical insights into Decision Support Systems from concept to deployment.

Board & Chalk: Facilitate hands-on training sessions by drawing or writing on the board.

Targeted Application

Module 1: Introduction to Business Analytics

Excel: For basics in data analysis, handling missing data, and data quality checks.

R or Python: Introducing programming for analytics, using R or Python for data manipulation and analysis.

Module 2: Visualization of Data

Tableau: For hands-on practice in creating interactive data visualizations, charts, and dashboards.

Power BI: Microsoft's business analytics tool that provides interactive visualizations.

Module 3: Predictive Analysis

SPSS: For regression analysis, including simple and multiple linear regression.

R or Python (Scikit-Learn package): For advanced predictive analytics techniques.

Module 4: Prescriptive Analytics

Solver in Excel: For optimization problems in retail, stock pricing, etc.

AnyLogic: For simulating the future scenarios such as stock pricing.

Module 5: Results Generation and Presentation

Jupyter Notebooks: For code sharing, results generation, and interpretation in Python.

SAS Enterprise Guide: For data processing, results generation, and decision support systems.

DELIVERY PROCEDURE (PEDAGOGY):

- **Self-learning:**. Role of Data Scientist in Business & Society.
- **Participative learning:** Data summarization methods
- **Experiential/Project Based Learning: –** Portfolio Analytics

Text Book:

 T1. Camm, J. D., Cochran, J. J., Fry, M. J., & Ohlmann, J. W. (2020). Business analytics. Cengage Learning.

References:

E-Reading / Essential Reading:

R1. Evans, J. R. (2013). Business Analytics: Pearson New International Edition. Pearson Higher Ed.

R2. Albright, S. C., & Winston, W. L. (2014). Business analytics: Data analysis & decision making. Nelson Education.

R3. Pochiraju, B., & Seshadri, S. (Eds.). (2019). Essentials of Business Analytics: An Introduction to the Methodology and Its Applications (Vol. 264). Springer.

R4. Turban E., Sharda R. & Delen D. (2018). Business Intelligence and Analytics. Pearson.

PU Links:

1. **Analytical Studies by Honoré de Balzac:**
   Link: https://www.gutenberg.org/ebooks/16206
2. **Living with Stories: Telling, Re-telling, and Remembering:**
   https://muse.jhu.edu/book/9853/

Case study Links:

1. Customer Analytics at Bigbasket - Product Recommendations
   Link: https://hbsp.harvard.edu/product/IMB573-PDF-ENG?Ntt=business%20analytics
2. Tech Talk: Creating a Social Media Strategy
   https://hbsp.harvard.edu/product/W17432-PDF-ENG?Ntt=business%20analytics

NPTEL Videos

1. https://www.digimat.in/nptel/courses/video/110105089/L01.html
2. https://www.digimat.in/nptel/courses/video/110107129/L01.html

Web-Resources Links:

W1: https://www.proschoolonline.com/blog/applications-of-business-analytics

W2: https://www.techtarget.com/searchbusinessanalytics/definition/business-analytics-BA

W3: https://clickuniv.com/how-to-become-a-business-analyst-data-analyst/

W4:https://www.youtube.com/watch?v=EQEhgQddbZw

W5:https://www.youtube.com/watch?v=Gmv9GxlvTMA

W6: https://www.youtube.com/watch?v=FinSLrNdVm8

Topics relevant to EMPLOYABILITY SKILLS : Exploratory data analysis in business **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Nassir
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB3023	Course Title: DATA VISULIZATION Type of Course: Discipline Elective Theory	L- P-C	3	0	3
Version No.	2.0				
Course Pre-requisites	• Knowledge proficiency in excel to develop graphs • Understanding the basic concepts of descriptive statistics • Awareness on about story telling through data				
Anti-requisites	**Nil**				
Course Description	**COURSE DESCRIPTION:** Tableau is the one-stop solution for many companies for decision-making. Further, the course is conceptual and practical in nature provide the fundamental concepts in data science through visualization. By completing this course students can understand the data sets and analyse data to create				

	dashboards that provide data-driven outcomes to the specific problems.		
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Identify the real time open-source data able to gain data literacy knowledge **(Remember)** CO 2: Describe the importance of data visualizations effectively impacts on data driven decision (**Understand**) CO 3: Interpret the various reports by using visual analytics to bring novel outcome **(Apply)** CO 4: Illustrate charts to churn the data that helps the marketers to bring strategic outcome (**Apply)**		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Data Visualization and attain Employability through Participative Learning techniques.		
Course Content:			
Module 1	**Introduction to Data Visualization**	Self-Learning	Data Visualization	**11 Sessions**
Data Visualization- Definitions – Importance – applications; Tableau is a BI tool - visualization and analysis; Tableau flavors- Tableau Reader- Tableau Public -Tableau Server (on premise) - Tableau Online (tableau cloud solution)-Tableau desktop; Main advantages: Supports connecting to 20+ data sources- Lesser learning curve - visualization and analytics			
Module 2	Exploring basic Tableau	Participative Learning & Article Review	Tableau -hands on experience	**10 Sessions**
Creating Workbook- Playing around with tableau - Connecting to an existing Excel workbook. Check the excel tabs- Connecting to various data sources in Tableau; Live vs extract; Concept of joins (Same data source v/s different data source)- Create Tabular report-Explore the concept of Dashboards & Story telling			
Module 3	**Creating basic reports**	Participative Learning	Reports	**10 Sessions**
Connect to data sources - Ex. MS Excel; Live / Extracts data - Drag and drop some data- Tabular v/graphs-Marks' section; Changing metadata (rename columns, create Hierarchy, create folders, change aggregation, calculated columns etc.); Tableau Extracts- Publishing your extracts- Create a new report- by connecting to a published data source			

Module 4	Distribution Charts and Blending Data	Discussion & Presentation	Charts and blending data	10 Sessions

Connecting to Excel/ SQL Server-data sources and connections (Left join, right join, Full Join etc.); Basic Tabular reports and graphs-Basic Calculations; Building Distributions - multiple geo chart ; Visual Design - colour-labels; Blending data – Unions; Data interpreter basics- massage data-split data

Targeted Application & Tools that can be used: Data visualization tools and dashboards help students to understand the data driven decisions for firms

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
Project: Develop the dashboard of Marketing and HR related data and narrate the story telling to create a case let
Assignment: 1. Review the article using PU link :

https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?eid=2-s2.0-85165208883&origin=resultslist&sort=plf-f&src=s&sid=050fc4ab7ca7c32deff2c4625409c08d&sot=b&sdt=b&s=ALL%28Descriptive+analytics+and+data+visualization+in+e-commerce%29&sl=56&sessionSearchId=050fc4ab7ca7c32deff2c4625409c08d

Lecture & Practical session: All Modules

Self-learning: Module 1: Data visualisation concepts

Presentation: Module 2 & 4: Article Review and creating dasboards

Textbook
3. **T1:** Ryan, L. (2018). *Visual Data Storytelling with Tableau: Story Points, Telling Compelling Data Narratives*. Addison-Wesley Professional.
4. **T2:** Banerjee, P., Pandey, J., & Gupta, M. (2019). *Practical Applications of HR Analytics: A Step-by-step Guide*. SAGE. (Module 2)

Essential Reading/ Recommended Reading:

Books:

1. **R1:** D'Ignazio, C. (2017). Creative data literacy: Bridging the gap between the data-haves and data-have nots. *Information Design Journal*, 23(1), 6-18
2. **R2:** Marchese, C. (2018). The Truthful Art: Data, Charts, and Maps for Communication, by Alberto Cairo.

PU E-library resources

1. E1 - Varsha, P. S., & Karan, A. (2023). Descriptive analytics and data visualization in e-commerce. *Handbook of Big Data Research Methods: 0*, 86.

https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?eid=2-s2.0-85165208883&origin=resultslist&sort=plf-f&src=s&sid=050fc4ab7ca7c32deff2c4625409c08d&sot=b&sdt=b&s=ALL%28Descriptive+analytics+and+data+visualization+in+e-commerce%29&sl=56&sessionSearchId=050fc4ab7ca7c32deff2c4625409c08d

2. E2: Varsha, P. S., & Shree, S. N. (2023). Embracing Data-Driven Analytics (DDA) in human resource management to measure the organization performance. *Handbook of Big Data Research Methods: 0*, 195.

https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?eid=2-s2.0-85165194260&origin=resultslist&sort=plf-f&src=s&sid=7b82b9ba817f50292ce4deade819af6e&sot=b&sdt=b&s=AUTHOR-NAME%28Varsha+P+S%29&sl=113&sessionSearchId=7b82b9ba817f50292ce4deade819af6e

Web Based Resources

W1. https://www.salesforce.com/products/analytics/overview/

W2. https://intellipaat.com/blog/what-is-tableau/

Professional Membership : Analytics Society of India (ASI), DCAL – IIMB

Swayam & NPTEL Video Lecture Sessions on Predictive Analytics

8. https://onlinecourses.nptel.ac.in/noc19_ge20/preview

Topics relevant to EMPLOYABILITY SKILLS : Story telling for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Nandita Barua
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB3024	Course Title: Artificial Intelligence for Managers Type of Course: Discipline Elective Theory		L- P- C	3	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Knowledge in Computer Applications • General Knowledge in Business Management • Knowledge of Managerial Activities • Basic Knowledge about different AI Models					
Anti-requisites	Nil					
Course Description	This course offers a comprehensive exploration of AI concepts, its business applications, and strategic implementation. Gain insights into leveraging AI to drive innovation, optimize processes, and make informed decisions, equipping students with the skills to navigate the AI landscape and lead the organization towards sustainable success.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Describe the various functions of Intelligent agents (Remember) CO 2: Recognize the different technologies in AI (Understand) CO 3: Practice the AI process. (Apply) CO 4: Design the different visualization tools (Apply)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Artificial Intelligence for Managers and attain Employability through Participative Learning techniques.					
Course Content:						

Module 1	Introduction to AI	Lecture	Lecture & Class Room Presentation	10 Sessions

MODULE 1: Introduction to AI   10   Sessions
[Remember]

Definition - brief history of AI - AI applications in real - life scenarios - Types of AI, including Narrow or Weak AI, General or Strong AI, and Super AI - AI Ethics and social implications - Robotics and autonomous systems - Future of AI: including emerging trends and challenges.

Module 2	AI Technology	Lecture	Lecture & Technical Presentation	10 Sessions

Topics: Machine learning: supervised, unsupervised, and reinforcement learning - Deep learning and neural networks - Natural language processing (NLP) - Computer vision and image recognition – Robotics – Cloud Computing – Internet of Things (IoT)

Module 3	AI Process	Lecture	Lecture & Seminar	10 Sessions

Topics: Data collection - Data preparation - Model selection - Model training - Model evaluation - Model deployment - Model monitoring – AI Reports: Descriptive reports - Diagnostic reports - Predictive reports - Prescriptive reports - Interactive reports - Natural language generation (NLG) reports

Module 4	Data Visualization	Lecture	Lecture & Management Games	10 Sessions

Topics: Data Visualization Process – Data Visualization Models: Scatter plot - Bar chart - Line chart - Heat map - Network graph - Bubble chart - Choropleth map – Types of Data Visualization Tools: Tableau – PowerBI – MSExcel

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Reference
Text book

7. The AI Advantage: How to Put the Artificial Intelligence Revolution to Work, Thomas H. Davenport (MIT Press, 2018)
8. "AI for Business: A Roadmap for Digital Transformation", Rajendra Prasad, Aman Agarwal and Manish Kumar (Springer, 2021)
9. "Artificial Intelligence for Managers (English Edition) - 2021", Malay A. Upadhyay, (BPB Publications)
10. "Learning Tableau 2019" - Third Edition, By Joshua N. Milligan, Packt Publishing
11. "Microsoft Power BI Complete Reference" 2018, Devin Knight, Packt Publishing
12. Data Visualization in Excel: A Guide for Beginners, Intermediates, and Wonks (AK Peters Visualization Series) 1st Edition, by Jonathan Schwabish, Kindle Edition.

Reference
1. R1: https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence
2. R2: https://noteslearning.com/artificial_intelligence/
3. R3: https://www.toptal.com/designers/data-visualization/data-visualization-tools

PU library link

https://www-sciencedirect-com-presiuniv.knimbus.com/journal/artificial-intelligence

https://ieeexplore.ieee.org/document/9855548

E resources:

Topics relevant to EMPLOYABILITY SKILLS : NLP for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	IC name: Dr. B. Upendra Rao Designation: Asst. Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB3024	Course Title: Artificial Intelligence for Managers Type of Course: Discipline Elective Theory	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	• Basic Knowledge in Computer Applications • General Knowledge in Business Management • Knowledge of Managerial Activities • Basic Knowledge about different AI Models				
Anti-requisites	**Nil**				
Course Description	This course offers a comprehensive exploration of AI concepts, its business applications, and strategic implementation. Gain insights into leveraging AI to drive innovation, optimize processes, and make informed decisions, equipping students with the skills to navigate the AI landscape and lead the organization towards sustainable success.				
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Describe the various functions of Intelligent agents (Remember) CO 2: Recognize the different technologies in AI (Understand) CO 3: Practice the AI process. (Apply) CO 4: Design the different visualization tools (Apply)				
Course objective	The objective of the course is to familiarize the learners with the concepts of Artificial Intelligence for Managers and attain Employability through Participative Learning techniques.				
Course Content:					

Module 1	Introduction to AI	Lecture	Lecture & Class Room Presentation	11 Sessions

MODULE 1: Introduction to AI   10   Sessions
[Remember]

Definition - brief history of AI - AI applications in real - life scenarios - Types of AI, including Narrow or Weak AI, General or Strong AI, and Super AI - AI Ethics and social implications - Robotics and autonomous systems - Future of AI: including emerging trends and challenges.

Module 2	AI Technology	Lecture	Lecture & Technical Presentation	10 Sessions

Topics: Machine learning: supervised, unsupervised, and reinforcement learning - Deep learning and neural networks - Natural language processing (NLP) - Computer vision and image recognition – Robotics – Cloud Computing – Internet of Things (IoT)

Module 3	AI Process	Lecture	Lecture & Seminar	10 Sessions

Topics: Data collection - Data preparation - Model selection - Model training - Model evaluation - Model deployment - Model monitoring – AI Reports: Descriptive reports - Diagnostic reports - Predictive reports - Prescriptive reports - Interactive reports - Natural language generation (NLG) reports

Module 4	Data Visualization	Lecture	Lecture & Management Games	10 Sessions

Topics: Data Visualization Process – Data Visualization Models: Scatter plot - Bar chart - Line chart - Heat map - Network graph - Bubble chart - Choropleth map – Types of Data Visualization Tools: Tableau – PowerBI – MSExcel

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
1. Assignment 1: Written assignment should be submitted where the students will have to identify the different AI applications. (Experiential Learning)
2. Assignment 2: The students will be divided into groups and prepare a project report on Data Visualization models (Participative Learning)

Reference
Text book
13. The AI Advantage: How to Put the Artificial Intelligence Revolution to Work, Thomas H. Davenport (MIT Press, 2018)
14. "AI for Business: A Roadmap for Digital Transformation", Rajendra Prasad, Aman Agarwal and Manish Kumar (Springer, 2021)
15. "Artificial Intelligence for Managers (English Edition) - 2021", Malay A. Upadhyay, (BPB Publications)
16. "Learning Tableau 2019" - Third Edition, By Joshua N. Milligan, Packt Publishing

17. "Microsoft Power BI Complete Reference" 2018, Devin Knight, Packt Publishing
18. Data Visualization in Excel: A Guide for Beginners, Intermediates, and Wonks (AK Peters Visualization Series) 1st Edition, by Jonathan Schwabish, Kindle Edition.

Reference

4. R1:   https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence
5. R2: https://noteslearning.com/artificial_intelligence/
6. R3:   https://www.toptal.com/designers/data-visualization/data-visualization-tools

PU library link

https://www-sciencedirect-com-presiuniv.knimbus.com/journal/artificial-intelligence

https://ieeexplore.ieee.org/document/9855548

E resources:

Topics relevant to EMPLOYABILITY SKILLS :   NLP for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	IC name: Dr. B. Upendra Rao Designation: Asst. Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3001	Course Title: Security Analysis and Portfolio Management		4	0	4
	Type of Course: Discipline Elective	L- P- C			
Version No.	1.0				
Course Pre-requisites	• Basic Communication • Basic numeric skills • Familiarity with graphs and charts • General Knowledge in Business world				
Anti-requisites	Nil				
Course Description	This course is designed to teach the fundamentals of investments along with the analysis and performance evaluation to become successful investor. It starts from the investment introduction to the performance Evaluation of securities and portfolio. To Comprehension deeper how market works, students will be taught the stock market fundamentals. It discusses the risk return trade-offs of an investor. It also persists how investment in securities market is evaluated based on Fundamental and Technical analysis. This course will also emphasize students to learn forces that affect security market.				
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the basics of securities market and investment alternatives. (Remember) CO2: Compute the value of securities through models and theories. (Understand) CO3: Use the fundamental and technical analysis in selection of securities. (Apply) CO4: Identify the different components of portfolio management. (Analyze) CO5: Assess the portfolio for optimum performance and revision. (Evaluate)				
Course objective	The objective of the course is to familiarize the learners with the concepts of security analysis and portfolio management and attain employability through problem solving methodologies.				
Course Content:					
Module 1	INTRODUCTION TO SECURITY ANALYSIS	Assignment	Data Collection related to market movements.	10 classes	

The Investment Environment - investment alternatives; securities markets; securities market institutions; investment process, Financial Instruments, Markets for investments and Trading. Risk and Return calculation, efficient markets: concepts and forms of market efficiency.

Module 2	**SECURITY VALUATION**	Case Study	Collection of data regarding stock prices.	**10 classes**

Equity Analysis and valuations, Equity valuation models, Relative Valuation Techniques: Price-earnings ratio, EPS, Price-book value ratio, Price-sales ratio, Debt to Equity Ratio, bond pricing and yield, returns on bonds, bond pricing theories

Module 3	**FUNDAMENTAL AND TECHNICAL ANALYSIS**	Case Study	Data Collection of Equity Market.	**16 classes**

Fundamental Analysis - Economic Analysis, Industry Analysis, Company Analysis. Technical analysis- meaning, difference between technical and fundamental analysis, Price indicators- Dow theory, advances and declines. Charts: line chart, bar chart, candle chart, point & figure chart, Patterns: head & shoulders, triangle, rectangle, flag, cup & saucer, double topped, double bottomed, Indicators: moving averages.

Module 4	**PORTFOLIO MANAGEMENT AND ANALYSIS**	Assignment	Data Collection of Equity Market.	**10 Classes**

Introduction to Portfolio Management, Markowitz portfolio theory, Capital Asset Pricing Model. Systematic and Unsystematic Risk, Alpha and Beta of a Portfolio, Arbitrage Pricing Theory (simple problems), Capital Market Line – Security Market Line

Module 5	**PORTFOLIO PERFORMANCE EVALUATION**	Case Study	Data Collection on portfolio performance.	**10 Classes**

Portfolio performance evaluation- Forecasting portfolio performance, Sharpe ratio, Treynor and Jensen's and Fama Net Selectivity, Application of Portfolio Performance Measures index.

Targeted Application & Tools that can be used: Projective techniques and hands-on interface of real-world security analysis.

Text book
S. Kevin (2017), "Portfolio Management", PHI Learning Private Limited, 2nd Edition.
Reference

R1: Chandra, Prasanna (2018), "Investment Analysis and Portfolio Management", Tata McGraw Hill Publishing Limited, 3rd Edition.

R2: Pandian, Punithavathy (2017); "Security Analysis and Portfolio Management", Vikas Publishing House Private Limited, Fifth Reprint Edition.

PU library link

https://presiuniv.knimbus.com/openFullText.html?DP=https://www.businessperspectives.org/journals/investment-management-and-financial-innovations?category_id=30

Paste the link of reference articles from KNIMBUS as per the course content. (Two links mandatory)

E resources:

9. https://onlinecourses.nptel.ac.in/noc21_mg99/preview

10. https://www.udemy.com/course/securityanalysisportfoliomanagement/

Topics relevant to EMPLOYABILITY SKILLS : Capital Asset Pricing model for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Amit Saha Assistant Professor School of Commerce Mention name of a subject expert from the same domain and department Designation School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB3025	**Course Title: Machine Learning for Managers**	**L- P- C**	**3**	0	3

	Type of Course: Discipline Elective				
Version No.	1.0				
Course Pre-requisites	• Basic Skills • General Knowledge of Machine Learning • Knowledge about different Programming Languages like R • Basic Knowledge of Python				
Anti-requisites	**Nil**				
Course Description	**COURSE DESCRIPTION:** This course is a combination of conceptual and Analytical in nature. The Objective of this course is to enable student with understanding of the concepts of Supervised and Unsupervised learning approaches in R Programming with critical evaluations. This course would pave way for the career of Data analyst and Data scientist in future for the students.				
Course Out Comes	At the end of the course, the student shall be able to: **CO1:** Describe the fundamentals of Machine Learning **CO 2**: Discuss the Python Ecosystem CO 3: Explain the Visualization of data in Machine Learning CO4: Review the data preparation in Machine Learning CO 5: Illustrate the Machine Learning Algorithms				
Course objective	The objective of the course is to familiarize the learners with the concepts of <mark>Machine Learning for Managers</mark> and attain <mark>Employability</mark> through <mark>Participative Learning techniques.</mark>				
Course Content:					
Module 1	**Introduction to Machine Learning**	**Case study analysis**	Applications of Machine Learning	**10 sessions**	
Machine Learning-Definition and Meaning; Need for Machine Learning, Why & When to Make Machines Learn; Machine Learning Model; Challenges in Machine Learning; Applications of Machine Learning					
Module 2	**Python Ecosystem**	**Case study**	Programmes and Methods for Machine Learning	**10 Sessions**	
Python Programming - Strengths and Weaknesses of Python-Installing Python-Why Python for Data Science-Components of Python ML Ecosystem-Jupyter Notebook-Python Basics – Vectors, Matrix, Arrays; File Management – Data Management – Working with Multiple Data Sources in Python					

Module 3	Data Management in Machine Learning	Case study	Programmes on Data Analysis and Interpretation	11 Session

Data Analysis - Pre-processing-Data Pre-processing Techniques-Normalization-Types of Normalization- Binarization- Standardization- Data Labelling-Principal Component Analysis (PCA).

Module 4	Data Visualization in Python	Case study	Programmes using Python	12 Sessions

Data Visualization - Basic Plotting – Line, Scatter Plots, Bar and Pie Charts - Histogram-Box Plots, Density Plots-Box and Whisker Plots; Correlation Matrix Plot- Scatter Matrix Plot, Heat Map

Module 5	Machine Learning Algorithms	Case study	Hands on Learning on Algorithms	12 Sessions

ML Classification Algorithms: Logistic Regression- Support Vector Machine (SVM)-Decision Tree- Naïve Bayes- Random Forest ML Regression Algorithms: Linear Regression- Multiple Linear Regression (MLR) ML Clustering Algorithms: K-means Algorithm- Mean Shift Algorithm- Hierarchical Clustering

Targeted Application & Tools that can be used: Python tools are used

DELIVERY PROCEDURE (PEDAGOGY):

- **Self-learning:** Challenges in Machines Learning; Applications of Machines Learning
- **Participative learning:** Case study in R using Pokémon Dataset
- **Experiential/Project Based Learning:** Kaggle Competition

PU-Links:

1. Lantz, B. (2021), "Overview of Machine Learning Tools", Einhorn, M., Löffler, M., de Bellis, E., Herrmann, A. and Burghartz, P. (Ed.) The Machine Age of Customer Insight, Emerald Publishing Limited, Bingley, pp. 79-90
   Link: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/978-1-83909-694-520211008/full/html
2. Acosta, S.M. and Oliveira Sant'Anna, A.M. (2022), "Machine learning-based control charts for monitoring fraction nonconforming product in smart manufacturing", International Journal of Quality & Reliability Management, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJQRM-07-2021-0210.

Link: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJQRM-07-2021-0210/full/html

Case Studies Links:

1. Case study in Python using Jupyter Notebook (Keggel Data Sets)

E-Resources:

1. https://www.greenteapress.com/thinkstats/ (EB1)
2. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://riptutorial.com/Download/machine-learning.pdf (EB2)
3. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/http://web4.cs.ucl.ac.uk/staff/D.Barber/textbook/091117.pdf(EB3)

Web based Resources:

1. https://www.analyticsvidhya.com/blog/2021/08/effective-data-visualization-techniques-in-data-science-using-python/

2. https://youtube.com/playlist?list=PLJ5C_6qdAvBFfF7qtFi8Pv_RK8x55jsUQ

3. https://youtube.com/playlist?list=PLWPirh4EWFpEvN4ktS8LE0cvLCSfhD55t

4. https://youtube.com/playlist?list=PLeo1K3hjS3uvCeTYTeyfe0-rN5r8zn9rw

5. https://youtube.com/playlist?list=PLEiEAq2VkUULYYgj13YHUWmRePqiu8Ddy

6. https://youtu.be/RnFGwxJwx-0

7. https://youtu.be/GwIo3gDZCVQ

NPTEL Videos:

1. https://www.digimat.in/nptel/courses/video/106105152/L01.html
2. https://www.youtube.com/watch?v=fC7V8QsPBec

Textbook

T1- Andriy Burkov- The Hundred-Page Machine Learning Book
T2- Drew Conway and John Myles White-. Machine Learning for Hackers: Case Studies and Algorithms to Get you Started
T3 - Tom M. Mitchell-Machine Learning
T4-Shai Shalev-Shwartz and Shai Ben-David-Understanding Machine Learning
T5-Oliver Theobald-Machine Learning for Absolute Beginners: A Plain English Introduction
T6-John Paul Mueller and Luca Massaron-Machine Learning for Dummies

T7-John D. Kelleher, Brian Mac Namee, and Aoife D'Arcy- Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples, and Case Studies	

References

R1: Ian H. Witten, Eibe Frank, and Mark A. Hall-Data Mining: Practical Machine Learning Tools and Techniques.

R2: Aurélien Géron-Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow: Concepts, Tools, and Techniques to Build Intelligent Systems

R3: John D. Kelleher, Brian Mac Namee, and Aoife D'Arcy- Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples, and Case Studies

R4: "Python Programming: An Introduction to Computer Science" by John Zelle; Publisher: Franklin, Beedle & Associates Inc.

R5: "Python File Handling" by Venkatesh Gopalaswamy; Publisher: BPB Publications; ISBN-13: 978-9389328972

R6: "Python for Data Analysis" by Wes McKinney; Publisher: O'Reilly Media; ISBN-13: 978-1491957660; ISBN-13: 978-1887902991

R7: "Python Data Visualization Handbook" by Jake VanderPlas; Publisher: O'Reilly Media; ISBN-13: 978-1492036548

R8: "Hands-On Machine Learning for Algorithmic Trading" by Stefan Jansen; Publisher: O'Reilly Media; ISBN-13: 978-1492055723

Topics relevant to EMPLOYABILITY SKILLS : Challenges in Machine learning for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Upendra Rao
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3001	Course Title: E – Business Applications Type of Course: Core, Theory Only Course		L-P- C	3	0	3
Version No.	1.0					
Course Pre-requisites	• Basic Communication • General Knowledge in Finance. • Knowledge about Business World.					
Anti-requisites	NIL					
Course Description	The course intends to provide the basis of electronic business applications. This course will help the students understand the dynamics of E – Business and demonstrate the ability to identify, describe and apply the essential current practices in the contemporary scenario.					
Course Out Comes	At the end of the course, the student shall be able to: C01: Describe the fundamentals of E – Business (Remember) C02: Discuss the various E – Business models (Understand) C03: Identify how to manage E – Business (Understand) C04: Summarize the formulation and evaluation of E – Business strategy (Understand)					
Course objective	The objective of the course is to familiarize the learners with the concepts of E Business Application and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to Electronic Business	Case Study	E-Resource Review		10 Sessions	
Electronic Business: Overview, Definitions, Advantages & Disadvantages of E - Business, History of Electronic Business, Threats of E – Business, Types of E – Business, E – Business Technology: Different Types of Networking for E-Business, Internet, Intranet, EDI Systems						
Module 2	E-business Markets and Models	Assignment	E-Resource Review		10 Sessions	
E-business Markets and Models: Introduction, E-business Environment, E – Marketplaces, Types of E – Business Models: Model based on Transaction Type, Model						

based on Transaction Party – B2B, B2C, C2B, C2C, E-commerce Sales Life Cycle (ESLC) Model, E – Marketing: Key Issues, Introduction, The Scope of E – Marketing, Internet Marketing Techniques, The Marketing Mix, Branding, Online Advertising, Targeting Online Customers, One-to-One Marketing, E – Governance

Module 3	The Management of E – Business	Experiential Learning	Field Observation	10Sessions

Managing Knowledge, Managing Applications Systems for E – Business, Management Skills for E – Business, Comparison between Conventional Design and E – Organization, Supply Chain Management (SCM), Customer Relationship Management, E – Payment Mechanism: Payment through Card System, E – Cheque, E – Cash, E – Payment Threats & Protections

Module 4	E –Business Strategy Formulation	Case Study	E-Resource Review	11Sessions

E –Business Strategy Formulation: Issues and Challenges, Strategic Management and Objective Setting, The Strategic Management Process in E – Business, Internal Analysis, External Analysis, Competitive Strategies for E – Business, Organizational Learning, Organizational Culture and E – Business, Organizational Structure and E – Business, Organizational Control and Evaluation

Targeted Application & Tools that can be used: Microsoft PowerPoint Presentation

Delivery procedure (pedagogy):

  Lecture: All Modules
Participative learning: Module 2: Affiliate marketing through Blogging or Content Creation

Experiential learning: Module 3**:** Survey: Research on a specific e-commerce market segment and analyze the trends and challenges. Followed by a group discussion.

Text Book:
T1: Textbook-Colin Combe, Introduction to E-business Management and Strategy, Elsevier Ltd

Reference(s):

R1: Tokuro Matsuo and Ricardo Colomo-Palacios (2015), Electronic Business and Marketing: NewTrends on its Process and Applications, Springer

R2: Joseph, P.T. (2019). E-COMMERCE AN INDIAN PERSPECTIVE (2e), New Delhi Prentice-Hall of India

Online Resources (e-books, notes, ppts, video lectures etc.):

5. Knimbus Open Case Studies, Production and Operations Management , Reference no. 15-163,
   'We Are Market Basket' - The Case Centre
6. An empirical framework developed for selecting B2B e-business models: the case of Australian agribusiness firms, An empirical framework developed for selecting B2B e-business models: the case of Australian agribusiness firms
   An empirical framework developed for selecting B2B e-business models: the case of Australian agribusiness firms | Emerald Insight (knimbus.com)
7. E-book on Rethinking the Business Models of Business Schools
   Rethinking the Business Models of Business Schools | Emerald Insight (knimbus.com)
8. E-Book on Business-to-Business Marketing Management: Strategies, Cases, and Solutions, Volume 18
   Business-to-Business Marketing Management: Strategies, Cases, and Solutions: Vol. 18 | Emerald Insight (knimbus.com)

E-content:

4. M. S. Raisinghani, L. Meade and L. L. Schkade, "Strategic e-Business Decision Analysis Using the Analytic Network Process," in IEEE Transactions on Engineering Management, vol. 54, no. 4, pp. 673-686, Nov. 2007, doi: 10.1109/TEM.2007.906857.
   Strategic e-Business Decision Analysis Using the Analytic Network Process | IEEE Journals & Magazine | IEEE Xplore (knimbus.com)
5. B. G. Muchardie, A. Gunawan and B. Aditya, "E-Commerce Market Segmentation Based On The Antecedents Of Customer Satisfaction and Customer Retention," *2019 International Conference on Information Management and Technology (ICIMTech)*, Jakarta/Bali, Indonesia, 2019, pp. 103-108, doi: 10.1109/ICIMTech.2019.8843792
   E-Commerce Market SegmentationBased On The Antecedents Of Customer Satisfaction and Customer Retention | IEEE Conference Publication | IEEE Xplore
6. B. G. Muchardie, A. Gunawan and B. Aditya, "E-Commerce Market Segmentation Based On The Antecedents Of Customer Satisfaction and Customer Retention," *2019 International Conference on Information Management and Technology (ICIMTech),* Jakarta/Bali, Indonesia, 2019, pp. 103-108, doi: 10.1109/ICIMTech.2019.8843792
   Techniques used by E-commerce industries for Customer analysis | IEEE Conference Publication | IEEE Xplore

Swayam & NPTEL Video Lecture Sessions:

4. https://www.digimat.in/nptel/courses/video/110105083/L01.html
5. https://www.digimat.in/nptel/courses/video/110105083/L60.html
6. http://www.digimat.in/nptel/courses/video/110105083/L22.html

Topics relevant to **EMPLOYABILITY SKILLS :** E Business Model for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Prof. R Rezin Grand Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB3026	**Course Title: Predictive Analytics** **Type of Course: Core**	**L- P- C**	3	0	3
Version No.	3.0				
Course Pre- requisites	• Basic Communication • Understand the concept of descriptive analytics • Knowledge of excel worksheet/ spread sheet use for data analysis				
Anti-requisites	**Nil**				
Course Description	**COURSE DESCRIPTION:** Predictive analytics is practical in nature to achieve competitive strategy across industries. The students will be benefited in this course to know about modern data analytic concepts and develop the skills for analysing and synthesizing data sets for decision making in the firm				

| Course Out Comes | On successful completion of the course the students shall be able to:

CO 1: Define the nature and concepts of analytics and predictive analytics with its applications **(Remember)**

CO2: Describe the process of framing business objectives through data collection, preparation and process able to create models for a various business application **(Understand)**

CO 3: Illustrate the relevance of predictive analytics and its tools used to analyse real time problems **(Apply)**

CO 4: Apply the data analysis in business scenarios using regressions using the software tools such as Excel/ R/ SPSS/ to achieve competitive advantage **(Apply)**

CO 5: Demonstrate the data driven decisions using business forecasting analysis through Excel/ R/ SPSS **(Apply)** |
|---|---|
| **Course objective** | The objective of the course is to familiarize the learners with the concepts of ==Predictive Analytics== and attain ==Skill Development== through ==Experiential Learning techniques.== |
| **Course Content:** | |

Module 1	**Introduction to Predictive Analytics**	Self-Learning	Applications of analytics	**12 Sessions**

Analytics- Definition, importance, decision making, applications, challenges, experts perception on analytics; Popularity in Analytics; Predictive Analytics- Definition, Importance & applications; Predictive Analytics – Marketing, Health care & other industries; Skills and roles in Predictive Analytics.

Module 2:	**Data Understanding**	Participative Learning	Data Synthesis	**10 Sessions**

Reading data from various sources; Data visualization, Distributions and summary statistics; Relationships among variables - Extent of Missing Data; Segmentation, Outlier detection, Automated Data Preparation, Combining data files, Aggregate Data, Duplicate Removal; Sampling Data, Data Caching, Partitioning data, Missing Values

Module 3	**Cases & Data Analysis**	Participative Learning & Case Analysis	Predictive Analytics	**10 Sessions**

Predictive analytics – case studies; Software Demo - R/Excel/SPSS; Regression – Introduction; Predictive Model development; Model validation

Module 4	Regression (MLR & Logistic)	Participative Learning & Case Analysis	Logistic and MLR	11 Session
Multiple Linear Regression – parameter analysis, model diagnostics, variables, multi-collinearity, model development using Excel/ SPSS / R Logistic Regression – Discrete choice models, parameters; Model-interpretation, diagnostics, deployment using Excel/ SPSS / R			
Module 5	Forecasting & Time Series Analysis	Discussion & Presentation	Business Forecasting	13 Sessions
Business Forecasting – Time series analysis, Models (additive & multiplicative), exponential smoothing techniques, forecasting, auto regressive and moving average			
Targeted Application & Tools that can be used: Statistical tools, case analysis and short research paper help students to understand the data driven decisions for firms			

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

Project: By developing the questionnaire for specific objective of the brands, primary data collection and do the sales forecasting by using predictive analysis using SPSS software and develop short research on data storytelling from the data analysis.

   Assignment: 1. Review the article on using PU link https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?eid=2-s2.0-85165208883&origin=resultslist&sort=plf-f&src=s&sid=050fc4ab7ca7c32deff2c4625409c08d&sot=b&sdt=b&s=ALL%28Descriptive+analytics+and+data+visualization+in+e-commerce%29&sl=56&sessionSearchId=050fc4ab7ca7c32deff2c4625409c08d

Lecture: All Modules

Case study: Module 2: Introduction to Predictive analytics, Predictive analytics in HR

Discussion: Module 2: Industry case, Predictive Analytics employee attrition case

Self-learning: Module 1: Applications of analytics

Presentation: Module 2 & 4: Article Review and Short research paper

Textbook
   5. **T1:** Predictive Analytics Delen, D. (2020). Predictive Analytics: Data Mining, Machine Learning and Data Science for Practitioners. Upper Saddle River, NJ, USA: FT Press. (Pearson Publication)

Essential Reading/ Recommended Reading:

Books:

3. **R1:** Dinesh Kumar, U. (2021). Business Analytics: The Science of data-Driven Decision Making.

4. **R2:** Business Analytics - Data Analysis & Decision Making", S. Christian Albright and Wayne L. Winston, Cengage Publication, 5th Edition, 2012

PU E-library resources

1. E1 - Varsha, P. S., & Karan, A. (2023). Descriptive analytics and data visualization in e-commerce. *Handbook of Big Data Research Methods: 0*, 86. https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?eid=2-s2.0-85165208883&origin=resultslist&sort=plf-f&src=s&sid=050fc4ab7ca7c32deff2c4625409c08d&sot=b&sdt=b&s=ALL%28Descriptive+analytics+and+data+visualization+in+e-commerce%29&sl=56&sessionSearchId=050fc4ab7ca7c32deff2c4625409c08d

2. E2: Varsha, P. S., & Shree, S. N. (2023). Embracing Data-Driven Analytics (DDA) in human resource management to measure the organization performance. *Handbook of Big Data Research Methods: 0*, 195. https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?eid=2-s2.0-85165194260&origin=resultslist&sort=plf-f&src=s&sid=7b82b9ba817f50292ce4deade819af6e&sot=b&sdt=b&s=AUTHOR-NAME%28Varsha+P+S%29&sl=113&sessionSearchId=7b82b9ba817f50292ce4deade819af6e

Web Based Resources

W1.https://www.sas.com/en_in/insights/analytics/predictive-analytics.html

W2. https://www.techtarget.com/searchbusinessanalytics/definition/predictive-analytics

W3. https://www.cio.com/article/228901/what-is-predictive-analytics-transforming-data-into-future-insights.html

W4. https://www.simplilearn.com/what-is-predictive-analytics-article

W5. https://www.northeastern.edu/graduate/blog/predictive-analytics/

W6.https://www.marketingevolution.com/knowledge-center/the-role-of-predictive-analytics-in-data-driven-marketing

Swayam & NPTEL Video Lecture Sessions on Predictive Analytics

11. https://onlinecourses.swayam2.ac.in/imb20_mg19/preview
12. https://onlinecourses.nptel.ac.in/noc19_mg42/preview

Case References

1. C1: Predictive Analytics Industry Use cases.CO2
https://www.aihr.com/blog/predictive-analytics-human-

resources/#:~:text=Predictive%20analytics%20involves%20a%20set,predict%20 outcomes%20in%20the%20future.

2. <u>C2: Predictive Analytics Industry Use cases.CO2</u> <u>https://www.philips.com/a-w/about/news/archive/features/20200604-predictive-analytics-in-healthcare-three-real-world-examples.html</u>

3. <u>C3:</u>   Predictive   Analytics   Industry   Use   cases.CO2 <u>https://www.itransition.com/predictive-analytics/marketing</u>

Swayam & NPTEL Video Lecture Sessions on Predictive Analytics

1. <u>https://onlinecourses.swayam2.ac.in/imb20_mg19/preview</u>
2. <u>https://onlinecourses.nptel.ac.in/noc19_mg42/preview</u>

Topics relevant to SKILL DEVELOPMENT: : Predictive analytics for **Skill Development** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Sreya R Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB 3028	Course Title: HR ANALYTICS Type of Course: Discipline Elective Theory	L- P- C	3	0	3
Version No.	**2.0**				
Course Pre-requisites	• Understanding about foundation concepts of Human resources • Knowledge about MS excel				
Anti-requisites	**-Nil-**				
Course Description	This course provides an insight towards having an analytical perspective knowledge, skills, and competencies to address human capital. It introduces the central concepts of people orientated analytics and via hands-on exercises, builds skills and competencies around the management, analysis and representation of data. The				

	subject explores how analytics helps managers to address both tactical and strategic level human capital issues.			
Course Outcome	At the end of the course, the student shall be able to: CO1: Discuss the foundations of analytics and their applications with special reference to HR analytics CO2: Construct metrics for various HR functions CO3: Demonstrate HR analytics and visualization using MS excel CO4: Interpret and predict the data to draw inferences for decision making in Human resources			
Course objective	The objective of the course is to familiarize the learners with the concepts of HR Analytics and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	**Introduction to Business Analytics**	**Case study**	Case study on levels of Business Analytics	**12 Sessions**
Topics: Business analytics – Meaning and scope – understanding business analytics – History and growth of business analytics – Advantages and Challenges – Application of analytics in different domains of management – levels of Business analytics – HR analytics – evolution, scope, application and challenges – Future of HR analytics.				
Module 2	**HR Metrics**	Numerical	HR metrics	**10 Sessions**
Topics: HR metrics – types – application – HR planning – Training and development – Staffing – Payroll – Performance Appraisal etc.				
Module 3	**Descriptive Analytics in HR**	**Excel functions**	Excel Functions	**8 Sessions**
Topics: Key excel functions – VLOOKUP, INDEX, SUMIF, AVERAGEIF, COUNTIF, etc. – Creation of HR dashboards – story boarding – Pivot table – Charts and Tables – slicers – HR data visualization – Data mapping – Scatter chart – bar charts – data merging and blending – use of Big data in data visualization				
Module 4	**Advanced HR Analytics**	**Problem solving**	Correlation using SPSS	**10 Sessions**
Topics: Correlation analysis – Regression Analysis – Multiple regression analysis, etc. Paired T- test – Factor analysis – HR modelling – Decision tree – learning curve – sensitivity analysis – Cluster analysis				
Targeted Application (Business, Managerial and General communication & Tools that can be used:				
Business, Managerial and Analytics				

Teaching and learning aides: students should have access to the following resources

Necessary - Laptop with MS excel, Statistical Software

Additional Resources – IBM SPSS, Tableau, VoS Viewer.

Teaching and Learning Methods: Lecture, Discussion, Focus Groups, Socratic, Inquiry Based, Cooperative, Demonstration, Hands on Training Sessions, Laboratory Practicals and Self Learning.

Evaluation Methods: Open Book Tests, Assignments, Peer Evaluation, Closed Book Examination

Assignment/Project Work:
Group Discussion, Case Analysis, Participative Learning, Self-Learning and Practicals

Text Book
1. Banerjee P., Pandey J., Gupta M. (2019) *Practical application of HR analytics,* SAGE

Other Reading
1. Camm J.,Cochran J., Fry M., Ohlmann J., Anderson D., Sweeney D., Williams T., (2015) Cengage Learning

References / Cases

1. https://youtu.be/dPxWZfAEofM (HR dashboard using powerbi)
2. https://youtu.be/pwmDsUTmeV0 (Key HR metrics)
3. https://www.youtube.com/watch?v=VBJ6WDVr4Q8 (5 HR analytics case study)
4. https://www.youtube.com/watch?v=HehLlx_Gklw (HR data analysis using excel)
5. https://www.youtube.com/watch?v=XH3WVzR1iN8 (Excel for HR analytics)
6. The Geeks Arrive in HR: People Analytics is Here by Josh Bersin
   This is a great article by HR guru Josh Bersin, discussing what changed in the HR function and why People Analytics is becoming huge
7. The Top 10 Disruptions in HR Technology: Ignore Them at Your Peril by Josh Bersin
   Another one by Josh Bersin, giving a great overview of HR Technology
8. What People Analytics Can't Capture by Daniel Goleman
   Not everyone agrees that people analytics is a panacea and the answer to all people-related questions (neither do we, of course!). In this short article, one of the most prominent experts on emotional intelligence, Daniel Goleman, explains the limits of people analytics.
9. Changing HR Operating Models (a collection by CIPD)

Enjoy this reading on how HR is evolving by several thought leaders in the field, but make sure you read another Josh Bersin's piece which explains in more detail the four phases of HR evolution which we mention in the lectures.

10. [Applying Advanced Analytics to HR Management Decisions: Methods for Selection, Developing Incentives, and Improving Collaboration](#) by James Sesil (Optional) We highly recommend this book, which serves as a great overview of analytical techniques which can be used in HR and people management

11. [Putting the "Performance" Back in Performance Management](#) by Rose Mueller-Hanson and Elaine Poulakos
    A very good overview of traditional and new performance management systems

12. [Reinventing Performance Management](#) by Marcus Buckingham and Ashley Goodall
    Case study on how Deloitte used analytics to reinvent performance management

13. https://hbr.org/2013/05/six-components-of-culture

14. https://hbswk.hbs.edu/item/6818.html

15. https://www.slideshare.net/reed2001/culture-1798664

16. https://onlinelibrary.wiley.com/doi/abs/10.1002/ert.21396

17. https://www.mercer.com/our-thinking/is-performance-rating-a-thing-of-the-past.html

18. https://www.payscale.com/content/PayScale_How_to_Perform_Compensation_Benchmarking.pdf

19. https://hub.jhu.edu/magazine/2014/fall/science-of-mental-choking/

20. [How to Really Calculate the Cost of Employee Turnover](#) by Greg Willard A great article on calculating replacement costs with a step-by-step guide.

21. [Selection Assessment Tools](#) by Elaine Poulakos This is a very detailed overview of various candidate evaluation tools with examples, their strengths and weaknesses, and a comparion table on predictive power and adversity (discrimination) effects.

22. [The Validity and Utility of Selection Methods in Personnel Psychology: Practical and Theoretical Implications of 85 Years of Research Findings](#) by Frank Shmidt and John Hunter The original, highly cited work of Shmidt and Hunter on validity of various selection methods. The article explains how they arrived to their conclusion in very technical terms. A great read for anyone with some background in statistics.

23. [Recruiting is Marketing: The Recruiting Funnel Defined](#) by JobVite Jobvite provides a very nice infographic to explain how recruiting funnel is similar to marketing

24. [A brief article giving an example of a large consulting company altering their selection tools based on analytics](#)

25. [Kirkpatrick's Four-Level Training Evaluation Model](#) A short explanation how a four-level T&D programs evaluation work

26. [Designing and implementing training programs](#) A great piece on designing training programs for (in this case) health professionals. Very well structured. It is really applicable in any industry.

PU-List of e-resources:

E-Library: The following resources can be accessed with the following link

https://presiuniv.knimbus.com/user#/home

1. Fermin Diez, Mark Bussin, Venessa Lee. (2019). Fundamentals of HR Analytics: A Manual on Becoming HR Analytical. Emerald Publishing Limited. Accessed January 27, 2022.
2. Ramesh Soundararajan, & Kuldeep Singh. (2016). *Winning on HR Analytics: Leveraging Data for Competitive Advantage.* Sage Publications Pvt. Ltd.
3. Holwerda, J. A. (2021). *Big data? Big deal: Searching for big data's performance effects in HR. Business Horizons,* 64(4), 391–399. *https://puniversity.informaticsglobal.com:2068/10.1016/j.bushor.2021.02.006*

Books:

4. Fermin Diez, Mark Bussin, Venessa Lee. (2019). Fundamentals of HR Analytics: A Manual on Becoming HR Analytical. Emerald Publishing Limited. Accessed January 27, 2022.
5. Ramesh Soundararajan, & Kuldeep Singh. (2016). *Winning on HR Analytics: Leveraging Data for Competitive Advantage.* Sage Publications Pvt. Ltd.
6. Holwerda, J. A. (2021). *Big data? Big deal: Searching for big data's performance effects in HR. Business Horizons,* 64(4), 391–399. *https://puniversity.informaticsglobal.com:2068/10.1016/j.bushor.2021.02.006*

Topics relevant to EMPLOYABILITY SKILLS : Levels of Business Analytics / HR analytics **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr.D.Vijaya Sree
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB3029	Course Title: Marketing Analytics Type of Course: Discipline Elective Theory	L- P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	• Basic Communication • General Knowledge of Descriptive Analytics • Basics of Excel				
Anti-requisites	**Nil**				
Course Description	The course provides a conceptual understanding of how marketing decisions are aided by analytics. The students shall comprehend the various touchpoints involved and trace the role of analytics in customer relationship management				
Course Out Comes	Upon successful completion of the course the students shall be able to: CO 1: Describe the basics of marketing analytics for decision making CO 2: Explain product positioning and its importance CO 3: Discuss price elasticity modeling CO 4: Illustrate market mix modeling and the variables involved CO 5: Apply analytics in the customer journey process				
Course objective	The objective of the course is to familiarize the learners with the concepts of Marketing Analytics and attain Employability through Participative Learning techniques.				
Course Content:					

	Introduction to Marketing Analytics	Case analysis	Case analysis	9 Session
Module 1				

Marketing analytics-data for marketing analytics-Exploratory data analysis-descriptive analysis-predictive analytics-prescriptive analytics-Customer analytics-benefits-Segmentation analytics-applications of cluster analysis

Module 2	**Product Analytics**	Case analysis	Case analysis	**9 Session**
Product analytics- product positioning-perceptual mapping-types- analyzing digital products-analyzing non-digital products-product attributes-product levels-Conjoint analysis for product development-Bass diffusion model- Applications of diffusion model in marketing				
Module 3	**Pricing Analytics**	Case analysis	Case analysis	**9 Session**
Pricing-goals-bundling-types-skimming-analytics with price skimming-revenue management-types of price promotions and discounts-Price elasticity modeling				
Module 4	**Market Mix Modeling**	Case analysis	Case analysis	**9 Session**
Market Mix Modeling-factors-base variables-incremental variables-technique of market mix modeling- regression analysis-evaluation metrics in regression				
Module 5	**Customer Journey Mapping**	Case analysis Case analysis Discussion & Presentation	Discussion & Presentation	**9 Session**
Customer relationship management- Touchpoints- Use of analytics in customer journey mapping-Key Performance Indicators- building customer persona-Customer Lifetime Value- computation- Churn Analytics				

Targeted Application & Tools that can be used: Case analysis helps the understand the application of analytics by various companies

Textbook

6. Gupta, Seema. (2021). *Marketing Analytics.* 1st Ed. Wiley.
7. Winston, Wayne (2014). Marketing Analytics: Data –driven techniques with Microsoft Excel, 1st ed.Wiley
8. Grigsby, Mike. (2022). *Marketing analytics: A practical guide to improving consumer insights using data techniques*. Kogan Page

References

R1 : T1: Gupta, Seema. (2021). Marketing Analytics. 1st Ed. Wiley.

Reference Books

R1. Winston, Wayne (2014). Marketing Analytics: Data –driven techniques with Microsoft Excel,Wiley

R2. Grigsby, Mike. (2022). Marketing analytics: A practical guide to improving consumer insights using data techniques. Kogan Page

PU-List of e-Resources:

PU1:

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17505930710734125/full/htm

PU2:

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JCM-02-2019-3080/full/pdf?title=the-internet-of-everything-implications-of-marketing-analytics-from-a-consumer-policy-

PU3:

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17505930710734125/full/pdf?title=marketing-analytics-the-evolution-of-marketing-research-in-the-twentyfirst-century

Web Based Resources:

W1. https://hbr.org/2018/05/why-marketing-analytics-hasnt-lived-up-to-its-promise

W2. https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Deloitte-

Analytics/dttl-analytics-us-da-pricinganalytics3minguide.pdf

W3. https://hbr.org/2010/11/using-customer-journey-maps-to improve customer satisfaction.

W4. https://www.zoho.com/subscriptions/guides/what-is-customer-lifetime-val

W5. https://www.mediassociates.com/wp-content/uploads/2018/12/Mediassociates-whitepaper-Predictive-Analytics_2018.pdf

PU-List of e-Resources

1. Enhancing customer-linking marketing capabilities using marketing analytics- https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/JBIM-09-2019-0407/full/html
2. The marketing organization's journey to become data-driven - https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/JRIM-12-2018-0157/full/html

Topics relevant to EMPLOYABILITY: : Marketing Mix modelling for **Employability** through **Experiential Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Chaitra VH
	Assistant Professor

	School of Commerce and Economics			
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024			
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024			

Course Code: BBB3020	**Course Title: Block Chain Analytics** **Type of Course: Theory, Discipline Elective**	**L- P- C**	4	0	4
Version No.	1.0				
Course Pre-requisites	• Knowledge of Statistics • Knowledge of MS EXCEL				
Anti-requisites	NIL				
Course Description	The course will enable the students to gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making. Students will become familiar with the processes needed to develop, report, and analyze business data. Students will learn how to use and apply Excel and Excel add-ins to solve business problems.				
Course Out Comes	On successful completion of the course, the student shall be able to: CO 1: Recognize the importance of Block Chain. **(Knowledge)** CO 2: Explain the provisions of techniques and tools. **(Comprehension)** CO 3: Discuss the AI/ML solutions for various business problems. **(Comprehension)** CO 4: Identify the provisions that are a part of Data Analysis. **(Comprehension)** CO5**:** Identify the ethics of working. **(Comprehension)**				
Course objective	The objective of the course is to familiarize the learners with the concepts of Block Chain Analytics and attain Employability through Participative Learning techniques.				
Course Content:					
Module 1	**Introduction to Blockchain**	**Lecture**	Presentation	**10**	
Topics: Backstory of Block Chain, What is Block Chain, Centralized vs. Decentralized systems, Layers of Block Chain: Application Layer, Execution Layer, Semantic Layer, Propagation Layer, Consensus Layer, Why is Block Chain Important, Limitations of Block Chain.					

Module 2	How Block Chain works	Case Study	Case Study on block chain uses	10

Topics: Lying the block Chain foundation, Cryptography, Game Theory, Block Chain Applications, Scaling Block Chain.

Module 3	Block Chain for Business	Group discussion	Real world processes while aligning blockchain data	15

Topics: Block Chain Beliefs, Enterprise Block chain, The trailblazers: Founders, Scope, Motivation, Governance, Block Chain for Good: Reducing Foodborne illnesses, Eliminating Big data breaches, Preventing Counterfeiting, How block chain apply to my industry and business objectives, How does block chain drive top-line growth and competitive advantage for my business.

Module 4	Implementing Blockchain Analytics in Business	Practical	Aligning analytics in own system by downloading app	15

Topics: Aligning Analytics with Business Goals, monetizing data, Exchanging and integrating data effectively, Installing the Blockchain Client, Installing the Test Blockchain.

Module 5	Professional and Ethical Principles in Block Chain	Role Play	Role play of an employee in organization as an accountant	10

Topics: Classifying individuals, Identifying criminals, Classifying entities , Predicting behavior,   Defining the desired outcome,   Examining common privacy laws, Understanding and Satisfying Regulatory Requirements.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method, MS Office

Text book
T1 Beginning Block Chain Bikramaditya Singhal Apress

Reference
R1 Block Chain for Business Nitin Gaur Pearson
R2 A Practical Guide to Block Chain and its Applications Parikshit Jain Bloomsbury
PU library link

https://web.p.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=4&sid=e923f687-b3d3-4193-b116-9234ac295adc%40redis

https://web.p.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=6&sid=e923f687-b3d3-4193-b116-9234ac295adc%40redis

Catalogue prepared by	Dr. Nidhi Shankar Singh Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2016	Course Title: LEADERSHIP MANAGEMENT Type of Course: Program Core, Theory Only Course	L-P-C	4	0	4
Version No.	1.0				
Course Pre-requisites	• Basic knowledge of Leadership management • Understand the role of Leaders in a company • Knowledge about concept of leadership				
Anti-requisites	Nil				
Course Description	This course examines the current leadership literature and traces the development of leadership theory. It stresses the strategic nature of leadership and its role in contemporary organizations. Students conduct self-assessments of their personal leadership skills and participate in many activities designed to develop leadership and skills in team building.				
Course Out Comes	CO1: Distinguish the concept of leadership from the concept of management and form well- founded opinions on different theoretical approaches on leadership. (**Knowledge)** CO2: Describe Situational leadership style and its significance in the business. (**Comprehension)** CO3: Identify organizational problems related to leadership issues and to evaluate suitable Solutions. (**Comprehension)**				

	CO4: Analyze the decision-making process and change management; (**Comprehension**) CO5: Assess the skills necessary to exert power and influence in a non-authoritative leadership role; and evaluate the qualities necessary to effectively manage or lead in a team/group environment. (**Application**)			
Course Objective	This course is designed to improve the learner's SKILL DEVELOPMENT by using PARTICIPATIVE LEARNING Techniques.			
Course Content				
Module 1	**Introduction to Leadership & Management**	**E-Resource**	Quiz	**10 Sessions**

Topics:

Introduction to Leadership - Roles, functions and characteristics of a leader. Competencies and Skills of Leaders. Nature, Scope and Significance of Management; Management vs Leadership; Future of management, difference between a leader and a manager. Great Leaders

Module 2	**Leadership Theories, Styles and Challenges**	**E-Resource**	Role play	**8 Sessions**

Topics:

Leadership Theories and Challenges -Trait Theory, Behavioral theories, Situational Leadership, Skill-Based Leadership, Transformational Leadership, Lewin's leadership styles. Behavioral, charismatic, traditional and Situational leadership styles.

Module 3	**Change Management & Emotional Intelligence in Leadership**	**Case study**	Group Discussion	**10 Sessions**

Topics:

Leadership Strategies for Change, Six Leadership Styles for Change, Types of Organizational Change, Business Process Re-Engineering, Incremental Change, Technological Change, Inside and Outside Forces for Organizational Change, How Emotion and Mood Influence Behavior, Emotions in the Workplace. Organizational Implications,

Module 4	Organizational culture, Ethics and Leadership	Case analysis	Presentation	6 Sessions

Topics:

Organizational culture and ethics, The role of a leader to build organizational culture, Ethical leadership, Influence of ethical theories on organizational leadership. Women Leadership. Global Leaders.

Module 5	Team Leadership & Sources of power	Case analysis	Simulation Game	10 Sessions

Topics:

Team Leadership- Leadership and Small Group Communication, Decision-Making in Groups, The 3 Levels of High-Performance Leadership Communication, Virtual Teams: Benefits and Challenges. Power in Organisation, Six Sources of Power, Legitimate Power,

Referent Power, Expert Power, Reward Power, Coercive Power, Informational Power, Power Tactics.

Targeted Application: Nil

Project work/Assignment:

Presentation on
Great Leaders

Text Book:
- Peter G. Northouse, "Leadership", 2010, Sage. Lussir, "Effective Leadership", 2009, Cengage.
- Hughes, Ginnett, Curphy (2010) - Leadership, Enhancing The Lessons of Experience (Tata Mc Graw Hill, 5th Ed.)
- Halder U (2010) - Leadership and Team Building (Oxford university Press, 2nd Ed.)

References:
- Hughes, Ginnett, Curphy (2010) - Leadership, Enhancing The Lessons of Experience (Tata Mc Graw Hill, 5th Ed.)
- Halder U (2010) - Leadership and Team Building (Oxford university Press, 2nd Ed.)
- Adair, J. (1988). *Effective leadership*. London. Pan Books
- Alimo-Metcalfe, B.; Alban-Metcalfe, J. (2005). Leadership: Time for a New Direction

- *Leadership*, 1 (1), 51-71 Bass, B.M. (1985). *Leadership and performance beyond expectations*. New York: Free Press

Swayam & NPTEL Video Lecture Sessions on Brand Management:

https://www.youtube.com/watch?v=oeJbTVnZCvc

https://www.digimat.in/nptel/courses/video/110107159/L40.html

https://www.digimat.in/nptel/courses/video/110107159/L52.html

Web Based Resources:

https://www.youtube.com/watch?v=SFvg4f7KYPw

https://www.youtube.com/watch?v=UZTyvbmW92M

PU-List of e-Resources:

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/ws.2003.07952bae.003/full/html

https://presiuniv.knimbus.com/user#/searchresult?searchId=LEADERSHIP%20MANAGEMENT%20&_t=1661497827558
https://www.iqac.puchd.ac.in/docs/2014/20141005100850-10-pu-ssr-vi.pdf

Topics relevant to SKILL DEVELOPMENT: for **Skill Development** through **Problem Solving methodologies/Participative Learning Techniques/ Experiential Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	- Dr. Anouja Mohanty Assistant Professor School of Commerce - Dr. Chaitra Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by	24th Academic Council meeting held on 3rd August 2024

the Academic Council		

Course Code: BBA2012	Course Title: Productions and Operations Management Type of Course: Theory	L- T-P- C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	Basic Understanding of Management concepts Basic Understanding of Production process Elementary knowledge of Statistics.					
Anti-requisites	Nil					
Course Description	COURSE DESCRIPTION: This paper exposes students to theoretical as well as empirical issues relating to Decision making in Planning, Control of production and operations. After completing the given course students will be able to understand Management functions in both manufacturing and services, impact of Information Technology and technological advancement for up gradation of facilities and Productivity Improvement in operations.					
Course Outcomes	After the successful completion, the students should be able: CO1. Understand the theoretical issues relating to Planning in production and operations management. CO2. Evaluate and interpret the management functions in Plant location and layout in Production process. CO3. Identify the actions of Inventory control, and identify various productivity index and production planning control. CO4. Analyse production market issues through the application of statistical data and theories.					
Course Objective	This course is designed to improve the learner's participatory learning by understanding the production and operation management in industry and also problem-solving skills by solving numerical from each module.					
Course Content:						
Module 1	Introduction to POM	Understanding Level	Self-Learning		8 Session	
Introduction, Historical Evolution of Production and Operations Management, Concept of Production, Production System- Classification of Production System, Production Management-Objective of Production Management, Concept of Operations- Objective of Operations Management, Managing Global Operations, Scope of Production and Operation Management						
Module 2	Plant Location and Layout	Understanding Level	Discussion & Problem Solving		10 Session	
Plant Location and Layout- Introduction and Meaning, Factors influencing Plant Location, Location Models- Factor rating method, Weighted factor rating method, Load-distance method, Centre of gravity method, Break even analysis. Plant Layout- Meaning and Objectives, Classification of Layout, Design of Product Layout, Line Balancing, Service Layout.						

Module 3	Inventory Control, Quality Control and Productivity	Understanding Level	Discussion & Problem Solving	10 Session

Meaning, Objectives and benefits of Inventory Control, Meaning, Objectives and Benefits of Quality Control, Organization and Productivity, Various kinds of Productivity Index, Production Planning and Control- Meaning and Need, Objectives, Phases of Production Planning and Control

Module 4	Forecasting	Understanding Level & Application Level	Discussion & Problem Solving	10 Session

Forecasting: Need and types, Methods — Extrapolative or Time Series Methods- Naïve Forecast, Simple Moving Average, Weighted Moving Average, Exponential Smoothing, Adjusted Exponential Smoothing. Casual and explanatory methods- Correlation and Regression.

DELIVERY PROCEDURE (PEDAGOGY):
Lecture: All Modules
Self-Learning:
Module 1: Introduction to POM
Discussion and Problem solving:
Assignment 1: Numerical based on measures of productivity index(T1)
Quiz 1: Quiz based on all modules 1, 2, 3, and 4

Textbook
K Aswathappa & K ShridharaBhat(2015), Production And Operations Management

References
Upendra Kachru (2007), Production and Operations Management, Excel Books, New Delhi
Pannerselvam (2012), Production and Operations Management, 3rd edition, Prentice Hall India Learning Private Limited
https://presiuniv.knimbus.com/openFullText.html?DP=http://ieeexplore-ieee-org-presiuniv.knimbus.com/document/6966942/
Web Based Resources
W1. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
W2. https://nicoletcollege.pressbooks.pub/operationalmanagement/chapter/production-and-operations-management-an-overview/
W3. https://www.vedantu.com/commerce/difference-between-production-and-operation-management
W4. https://ddceutkal.ac.in/Syllabus/MBA-BOOK/Production-Operation-Management.pdf

Swayam & NPTEL Video Lecture Sessions on Labour Economics:
https://nptel.ac.in/courses/110107141
PU-List of e-Resources:

E1:
https://presiuniv.knimbus.com/openFullText.html?DP=http://ieeexplore-ieee-org-presiuniv.knimbus.com/document/6966942/
E2:

Catalogue prepared by	Dr. Kumar Gaurav Assistant Professor School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: MGT2007	Course Title: Digital Entrepreneurship Type of Course: Open Elective			L	P	C
				3	0	3
Version No.	2.0					
Course Pre-requisites	Students are expected to know: Understand why digital technologies are at the forefront of entrepreneurship. The internet impacts entrepreneurial competition including network effects and platform technologies					
Anti-requisites	NIL					
Course Description	The course aims to strengthen the capabilities of participants to use disruptive digital technologies to design innovative and viable business models, processes, services, products and strategies. This course specifically focused on learning lean startup principles, how to identify potential new venture ideas that boost market growth, state customer value propositions and economic value. The course deals with the competencies needed to become an innovative, opportunity-driven, market-ready and entrepreneurial manager. This course examines successful strategies, business models, frameworks, funding process, barriers and risks for introducing break-through products and services. Topics include business model innovation, strategic leadership, human centered and design-driven innovation, creativity and change management.					
Course Outcomes	On successful completion of the course the students shall be able to:					
	CO1	Explain Outline the rise and development of the concept of digital entrepreneurship		Bloom-1-Remember		
	CO2	Comprehend Explain various the development of unique digital business models		Bloom-2-Understand		
	CO3	Apply their knowledge in problem solving and building the understand and interpret the digital business venturing.		Bloom-3- Apply		
Course Objective	This course is designed to improve the learner's skill development by using Experiential Learning Techniques. There are projects works and practical assignments.					
Module 1	Introduction to Digital Entrepreneurship	Assignment	Case study (Participative Learning		06 Hours	
Topics: Background of Entrepreneurship, Moving towards Digital business, Digital entrepreneurship(DE), Who is an Entrepreneur, Definition, 5 Ds of Entrepreneurship, Zest 2 Zoom, Zen Thinking, Creativity to Entrepreneurship, Drivers and Enablers of business, Value creation, Gap analysis, Impact of ICT on Business, Cornerstones of Entrepreneurship, Market analysis, Customer and financial analysis, Lifecycle Model of DE, MAP features.						
Module 2	Digital Technologies, Value and Design Thinking	Assignment (Participative Learning)	Case Study		06 Hours	

Topics: Digital Platform, Emerging Technologies and Entrepreneurial Opportunities, Sustainable Development Goals, Opportunity vs Clarity, Disruptive Technologies, Innovation, Types of innovation, Importance of creativity, 5 steps of Entrepreneurial Innovation Process, Value, domestic vs industrial products, Goal of Business, Value Engineering, Value creation, Design Thinking, Tools and templates, Design Process, Design Principle, Phases of Design, Prerequisites of Financial Support.

Module 3	Business Model and Business Plan Formulation	Assignment (Participative Learning)	Case Study	14 Hours

Topics: Traits, Competences and Drivers of DE Success, Leadership skills for DE, Characteristics of Digital business, 7 layers of Digital business platforms, DE process, Foundation of Profit, Skills of Digital Enterprise Management Business Model, Who Business model, Market potentiality analysis, Business opportunity, Execution strategy, Constituents of Business model, Revenue management strategy, Business Model Canvass, The 9 Blocks, Critical Success factor, Preparation of Business plan, Business Plan Presentation

Module 4	Market size, Prospects & Risks of proposed business venture.	Assignment (Participative Learning)	Case Study	10 Hours

Topics: Essential abilities of Entrepreneurship, Key questions of Entrepreneurship, 5 Steps of prospect estimation, Decoding   customer pains, market size and prospect, market structure, target fixation, size of target market, Business development strategy matrix, Expected EBITDA, Problem solving.

Targeted Application & Tools that can be used:
Students would be encouraged to take up live projects and through experiential learning activities in the classroom.

Project work/Assignment:
    Assignment 1: quiz.
     Assignment 2: Preparation of Business Plan & Presentations
     Assignment 3 : Review of digital/e-resource from PU link given in references section [Mandatory   to submit screen shot accessing digital resource, otherwise it will not be evaluated]

Text Books:
Rogers. D., Digital Transformation Playbook – Rethink Your Business for the Digital Age, Columbia Business School Publishing, 2016.

References:
 1.Mayer, M. H., New Venture Creation: An Innovator's Guide to Entrepreneurship, 2nd Edition, Sage Publication, 2013.
 2. Kuratko, D. F., & Rao, T. V., Entrepreneurship: A South Asian Perspective, Cengage Learning IndiaPvt. Ltd, Delhi, 2016.
 3. Osterwalder, A. and Pigneur, Y., Business Model Generation: A Handbook for Visionaries, Game

4: New Venture Creation- Allen Kathleen R, Cengage Learning, ISBN: 9788131521021, 9788131521021, 6th Edition.

5: Crane, Andrew & Matten Dirk (2010) Business Ethics, Oxford Publications

Online Resources:

Digital Entrepreneurship and Creative Industries in Tourism: A Research Agenda - Publicly Available Content Database - ProQuest

Digital Sustainable Entrepreneurship: A Digital Capability Perspective through Digital Innovation Orientation for Social and Environmental Value Creation - Publicly Available Content Database - ProQuest

Transition to Digital Entrepreneurship with a Quest of Sustainability: Development of a New Conceptual Framework - Publicly Available Content Database - ProQuest

Articles:

   Art 1 : Digital Entrepreneurship and Creative Industries in Tourism: A Research Agenda

   Art 2: Digital Sustainable Entrepreneurship: A Digital Capability Perspective through Digital Innovation Orientation for Social and Environmental Value Creation

   Art 3 : Transition to Digital Entrepreneurship with a Quest of Sustainability: Development of a New Conceptual Framework

   Art 4 : Digital Transformation and Competitive Advantage in the Service Sector: A Moderated-Mediation Model

Case Studies:

https://www.sciencedirect.com/science/article/abs/pii/S2210670721003978
https://www.elgaronline.com/edcollbook/book/9781802203868/9781802203868.xml
https://www.taylorfrancis.com/chapters/edit/10.4324/9780429293207-5/digital-entrepreneurs-sharing-economy-birgit-leick-mehtap-aldogan-eklund-bj%C3%B8rnar-karlsen-kivedal

Catalogue prepared by	Dr. Maksud
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: MGT 2015	Course Title: Engineering Economics				
		L- P- C	3	0	3
Course Pre-requisites	Students are expected to meet the core participation requirements for the course outlines. Should possess knowledge on contemporary issues of real world				

	economic environment and be willing to understand the cost benefit analysis and a minimum of numerical orientation.
Anti-requisites	NIL
Course Description	The course introduces the student to the discipline of economics and its application in the field of engineering through market and cost structures. The course examines the concept of time value of money and how engineers can apply it for making economic decisions. It also explains how interest rates and different compounding periods influence the value of various capital expenditures. The course also deals with the effect of depreciation, taxes and inflation on capital expenditure decisions.
Course Outcomes	On completion of the course the students are able to : CO1 : Apply the appropriate engineering economics analysis methods for problem solving CO2 : Evaluate the cost effectiveness of individual engineering projects CO3 : Compare the life cycle cost of multiple projects and make a quantitative decision between alternative projects CO4 : Perform ratio analysis and calculate time value of money to prepare and understand engineering project development and report generation. CO5 : Compute the depreciation of an asset using standard depreciation techniques to assess its impact.
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Engineering Economics and attain Entrepreneurship through Participative Learning techniques.

Module 1	Introduction to Engineering Economy and Engg Economic Decisions	Assignment	Assignment	9 Sessions

Topics: Introduction, Origins and Principles of engineering economy, engineering economy and design process. Rational decision making and economic decisions, types of strategic engg economic decisions. Circular flow of income, difference between micro and macroeconomics, Production possibility curve.

Module 2	Theory of Demand and Supply	Assignment	Assignment	8 Sessions

Topics: Demand-law of demand, demand curve, determinants of demand, exceptions to Law of demand. Elasticity of demand-Price elasticity and income elasticity. Calculation of Price and income elasticity of demand. Supply-law of supply, supply curve and determinants of supply. Elasticity of supply-its type. Equilibrium of demand and supply.

Module 3	Theory of Production and Cost	Assignment	Assignment	8 Sessions

Topics: Production function, Factors of Production, Law of Variable Proportion and Returns to Scale, Cost and its classification, short and long run cost curves, cost behavior, cost concepts and decision making, breakeven analysis. Calculation of costs and Break even point.

Module 4	Time Value of Money and Depreciation	Assignment	Assignment	8 Sessions

Topics: Cost of money, Interest formulas, Present, Future Values, Internal Return method. Payback period method, rate of return method, Internal rate of return methods.   Concept of Depreciation, factors and methods of depreciation

Module 5	Economy – Macro, Monetary and Fiscal	Assignment	Assignment	8 Sessions

Topics: Basic introduction to macroeconomics and key terms.   National   income measures – GDP, GNP, etc. Monetary and fiscal measures

Targeted Application & Tools that can be used:

Evaluation of cost effectiveness of individual engineering projects. Economic analysis can be used for problem solving.

Text Book

Engineering Economics, R. Pannerselvan. Reference Books:

Pindyck, R.S., Rubinfeld, D.L. and Mehta, P.L., Micro Economics, Pearson Education

Samuelson, P.A. and Nordhaus, W.D., Economics, McGraw Hill

Browning,E.K.and Browning ,J.M, Microeconomic theory and applications, Kalyani Publishers.

References
https://presiuniv.knimbus.com/user#/home
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=EBSCO106_REDO_560
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=SPRINGER4_1406
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=JSTOR1_128

HBR Digital Articles:
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=JSTOR1_129

Videos
Economics –
Link: https://www.youtube.com/watch?v=CR3y2QdbIlY

Accenture's Top Strategy for Managing and   Retaining to economics   - Link: https://www.youtube.com/watch?v=mj7q7H7ioME

Enhancing   An   Effective   economics   management -   Link: https://www.youtube.com/watch?v=d806M_U-XSA

Setting out the process of development economics management and succession - Link: https://www.youtube.com/watch?v=heWMVSbsyYc

Topics relevant to development of "ENTREPRENEURSHIP":   law of supply for **Entrepreneurship through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Mohammed Ali
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: MGT2020	Course Title: Marketing Fundamentals for Engineers Type of Course: Open Elective	L- T - P- C	3	0	0	3
Version No.	1.0					

Course Pre-requisites	• Basic communication skills • MS Office
Anti-requisites	Nil
Course Description	This course examines the role and importance of marketing activities in the organization. This is a descriptive course which helps students to understand and analyze the marketing activities within the firm. The course develops the critical thinking on management challenge of designing and implementing the best combination of marketing actions to carry out a firm's strategy in its target markets.
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the basic concepts of Marketing and Marketing Mix. CO2: Apply the concepts of Product Mix Strategies in marketing decision making. CO3: Identify the appropriate Pricing and Distribution strategy for a given Marketing situation. CO4: Apply the appropriate Promotional Strategies to communicate effectively to the target customers.
Course objective	The objective of the course is to familiarize the learners with the concepts of **Marketing Fundamentals for Engineers** and attain **Entrepreneurship** through **PARTICIPATIVE LEARNING TECHNIQUES.**
Course Content:	

Module 1	Introduction to Marketing			10 Sessions

Topics: Concept of Marketing, Needs, Wants and Demand, Nature & Importance of Marketing, Marketing Management Philosophies, Marketing Mix, 4Ps of Marketing, Marketing Environment – Macro and Micro Environment, Factors influencing Consumer Behaviour, Consumer Buying Decision Process, Market Segments, Basis of Segmentation, Targeting Strategies, Concept of Positioning.

Module 2	Product			8 Sessions

Topics: Product – Meaning, Levels of Product, Consumer Goods Classification, Product Brand, Benefits of Branding, Brand Equity, Brand Management, Product Mix – Product Line, Length and Depth, Product Line Analysis & Decisions, Product Life Cycle (PLC) – PLC Strategies, Fifth 'P' - Packaging and Labelling.

Module 3	Price & Place			10 Sessions

Topics: Pricing – Importance of Pricing, Setting the Price, Pricing Objectives, and Steps in Pricing, Types of Pricing, New Product Pricing – Skimming and Penetration pricing Strategies. Place - Marketing Channels and their roles, Levels, Channel Design decisions, Channel Conflict: Reasons and resolution. Overview of Sales Management, Managing the Sales force, A Primer to Organized Retailing, Introduction to E-Commerce

Module 4	Promotion			

Topics: Promotion Mix Elements and Integrated Marketing Communications (IMC), Pros and Cons of Promotional Mix elements, Steps in Promotional Planning, Role of Advertising, Sales Promotion, Events & Experiences, Direct Marketing and Public Relations & Publicity, Digital Marketing & Social Media Marketing

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Reference

Text book

1. Kotler, P., Keller, K.L., Koshy, A., & Jha, M. Marketing Management: A South Asian Perspective. Pearson Education, 2009, 13th ed.

2. Panda, T., Marketing Management Text and Cases, Excel Books, New Delhi, 2007, 2nd ed.

Reference

1. Ramaswamy,V.S., & Namakumari. Marketing Management: Global Perspective Indian Context. Macmillan Publishers India.

2. Etzel, M., Walker, B., Stanton, W., & Pandit, A. Marketing Management. Tata McGraw- Hill.

PU library link

https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/8478819

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JCM-04-2014-0937/full/html

E resources:

NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.

Topics relevant to ENTREPRENEURSHIP : Integrated Marketing Communication for **Entrepreneurship** through **participative learning** techniques. This is attained through assessment component as mentioned in the course handout.

Catalogue prepared by	Dr. Balamoorthy
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: MGT2021	Course Title: **Finance for Engineers** Type of Course: **Core and Theory Only Course**	L-C	P-	3	0	3
Version No.	1.1					
Course Pre-requisites	Students are expected to have numerical ability and understanding of basic Accounting terms					
Anti-requisites	NIL					
Course Description	Strategic decisions in business on capital projects are decentralized, from corporate to divisions, divisions to operations, from operations to departments. Engineers at various levels within the organization who make a capital proposal are contributing to the strategic success of the organization. This course will assist engineers to contribute strategically to the organization, so that they can contribute to the success of their company and can make a success of their careers. The purpose of this course is to provide engineers with a working knowledge of finance.					
Course Objective	The students develop the context to the techniques, methods and concepts of the economic assessment of engineering decisions. The course develops the skill in understand the basics of decision making of financial management					

Course Out Comes	On successful completion of the course the students shall be able to:		
	1. Describe the Financial Statements (Knowledge)		
	2. Summarize the Corporate Financial Decisions (Comprehension)		
	3. Evaluate capital projects with the help of different finance tools (Application)		
	4. To Evaluate the concept of working capital		
Course Content			
Module 1	Introduction to financial management and financial Statements	Experiential Learning	Ability to explain the financial statements	9 classes
Definition and Scope of Finance, Role of finance in Business- Nature & objectives of Financial Statements- Income Statement, Balance Sheet and Cash flow statement			
Module 2	Financial Evaluation of Capital project	Experiential Learning	Evaluate Capital projects	12 classes
Time Value of money-Process of capital budgeting-kinds of capital budgeting decisions- Cash flow for investment analysis- Evaluation Techniques - Pay Back Period, Accounting rate of return, Net Present Value, Internal Rate of Return.			
Module 3	Funding of projects	Participative Learning	Ability to analyze sources of funds	12 classes
Bonds/Debentures, Preference shares and Equity shares. Cost of Capital – Meaning, Significance, Weighted Average Cost of Capital (WACC)			
Module 4	Working Capital Finance for Projects	Participative Learning	Ability to analyze sources of funds for working capital	12 classes
Concepts, Kinds of working capital, Sources of Financing Commercial paper, Letter of Credit, Bill Discounting, Factoring Factors determining working capital, Operating Cycle. Working capital policies – Conservative, Moderate, Aggressive. Working Capital Estimation			
Targeted Application & Tools that can be used: Targeted Application: Financial evaluation and Funding of projects Tools: Capital Budgeting tools			
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course			

1. Student Group Activity – Analysis and interpretation of Financial Statement of a company – Participative Learning 2. Assignment – Capital Budgeting Techniques 3. Presentation – Sources of funds						

Text Book
T1: I M Pandey, Financial Management, Pearson

Reference books

1. Richard A. Brealey, Stewart C. Myers, Franklin Allen, and Pitabas Mohanty, Principles of Corporate Finance, McGraw-Hill Publishing.

2. F.K. Crundwell, Finance for Engineers, Springer

3. Damodaran Aswath, Corporate Finance: Theory and Practice, John Wiley & Sons

4. Chandra P., "Financial Management: Theory and Practice" McGraw Hill Education.

Web Links and Case Study Links

1. https://hcommons.org/app/uploads/sites/1000618/2019/04/Mini-Case-1-Capital-Budgeting-Analysis.pdf

2. https://www.hbs.edu/faculty/Pages/item.aspx?num=5668

Catalogue prepared by	Dr. Amit Saha
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: MGT2023	Course Title: People Management Type of Course: Open Elective	L-P-C	3	0		3
Version No.	1.0					
Course Pre-requisites	Elementary Knowledge of Management					
Anti-requisites	Nil					

Course Description	The course is conceptual in nature and will help the students to gain an insight about people management, its functions and significant of people management to an organization. Students will be able to have an understanding about performing basic functions of people management.
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the significance of people management in an organization CO2: Explain the methods of employee development initiatives CO3: Discuss Employee welfare schemes
Course objective	The objective of the course is to familiarize the learners with the concepts of People Management and attain Entrepreneurship through Participative Learning techniques.
Course Content:	

Module 1	Introduction to People Management	Group discussion	Impact of technology on Human Resource Management	10 Sessions

Topics: People Management - Introduction, Functions, Scope, Policies & Roles, Recent developments in People Management. Job Analysis- Job Description, Job Specification, Human Resource Planning, Recruitment, Selection, Induction, Placement.

Module 2	Employee development	Case study analysis	Case study on performance appraisal	10 sessions

Topics: Human Resource Development-Training, Executive Development, Internal Mobility, Career & Succession Planning, Separation, HRD Interventions, Job Evaluation, Performance & Potential Appraisal, Compensation Administration, Incentives & Employee Benefits.

Module 3	Employee welfare	Essay writing	Government policies & HRM	10 sessions

Topics: Employee Health, Safety &Welfare, Grievances & Discipline, Social Security, Personnel Records, HR Accounting, Audit & Research, Stress Management

Targeted Application & Tools that can be used: PPT, Videos
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Essay writing Case study analysis
Reference Text book Human Resource Management, Text & Cases by K. Aswathappa

. Human Resource Management, by S. Khandkar, S. Chand Publications
Reference Personnel Management - Text & Cases, By C. B. Mamoria& V. S. P. Rao, Himalaya Human Resource Management by Gary Dessler, Pearson Education S. L. Mangum, "Recruitment and Job Search: The Recruitment Tactics of Employers," in *IEEE Engineering Management Review*, vol. 11, no. 3, pp. 73-78, Sept. 1983, doi: 10.1109/EMR.1983.4306009. PU library link https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4306009
Topics relevant to development of "ENTREPRENEURSHIP": Job Analysis for **Entrepreneurship through Participative Learning Techniques.** This is attained through presentation as mentioned in the assessment component.

Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2088	Course Title: Management and Behavioral Practices	L- P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	• General Knowledge in Business world • Knowledge about different management processes					
Anti-requisites	**Nil**					
Course Description	This course provides a conceptual overview and fundamentals leading to functions of management. The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation. It enables the students to inculcate the management qualities like leadership and planning and organizing the activities which are assigned to them as a task. It also paves way to learn the basics of					

			management and its functions in each and every organization from top level to lower-level management	
Course Out Comes	At the end of the course, the student shall be able to: **CO 1**: Describe the fundamentals of management **CO 2**: Explain the principles of planning and decision-making **CO 3**: Explain the organizing process **CO 4**: Classify the functions of Directing and Control **CO 5**: Identify the framework of Organization Behavior			
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Management and Behavioural Practices and attain Skill development through Participative Learning techniques.			
Module 1	**Introduction to Management**	**Discussion**	Management as a Science or Art - Management as a profession	**10 Sessions**
Definition -Nature-Process and Significance of Management; Henry Fayol's Principles of management; Role of managers; Managerial Skills ; Evolution of Management Thought: Classical Management Approaches, Behavioral Management Approaches, Quantitative Management Approach, Modern Management Approaches ; Management as a Science or Art - Management as a profession; Differentiate Administration and Management; Functions of Management.				
Module 2	**Planning and Decision Making**	**Case Study**	Planning and Controlling	**10 Sessions**
Planning: Meaning and Nature and Importance of Planning; Types of Plans; Planning process; Management by Objective (MBO); Management by Exception (MBE). **Decision Making**: Meaning, Definition and Nature; Types of decisions; Decision Making Process; Rational Perspectives and Behavioral Aspects of decision making.				

Module 3	Organizing	Case Study	Types of Organisation	10 Sessions

Organizing: Definition, Nature and purpose; Principles of Organization; Types of Organization; Organizational Structure and Design; Line, Staff and functional authority; Conflict between Line and Staff; Overcoming the Line-Staff Conflict; Departmentation; Span of control; Authority, Responsibility and Accountability; Delegation Vs Decentralization; Centralization Vs. Decentralization

Module 4	Directing & controlling	Case Study	Planning and Decision Making	10 Sessions

Directing: Nature of Directing function; Principles; Importance of Effective Direction; Motivating people at work; motivational theories; Leadership and change; Effective Communication skills for directing; Barriers of communication.

Controlling: Concept- Nature and Importance; Essentials of Control; Requirements of an Effective Control System ; Behavioral Implications of Control ; Techniques of Managerial control.

Module 5	Introduction to Organizational Behavior	Case Study	Challenges and Opportunities in organizational behavior	10 Sessions

Definition of Organizational Behavior, OB as systematic study, Contribution from other disciplines, Challenges and Opportunities in organizational behavior, OB Model/Framework- Individual, Group and Organisational Level.

Targeted Application & Tools that can be used: NPTEL Videos used to enhance the students understanding.

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: Assess the cases with respect to principles of management and prepare a write up of 1000-1500 words.

DELIVERY PROCEDURE (PEDAGOGY):

Self-learning: Management as a Science or Art - Management as a profession

Experiential Learning: Case Studies on Planning and Controlling

Participative learning: Group discussion and presentation on Planning and Decision Making

Web Based Resources:

W1: https://www.youtube.com/watch?v=CmC8UaCNQFc

W2: https://byjus.com/commerce/henri-fayol-14-principles-of-management/

W3: https://www.simplilearn.com/principles-of-management-by-henri-fayol-article

W4: https://www.youtube.com/watch?v=U4wuKKwV-eg

W5: https://www.youtube.com/watch?v=dEVulKf1wYs

PU E-Book Resources Links:

https://presiuniv.knimbus.com/user#/home

3. Lichtenthaler, U. (2016), "Six principles for shared management: a framework for the integrated economy", *Journal of Business Strategy*, Vol. 37 No. 4, pp. 3-11. https://doi.org/10.1108/JBS-03-2015-0029
Link: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JBS-03-2015-0029/full/html

4. Kristiansen, A. and Schweizer, R. (2021), "Practice coordination by principles: a contemporary MNC approach to coordinating global practices", *Critical Perspectives on International Business*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/cpoib-04-2020-0027.
Link: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/cpoib-04-2020-0027/full/html

NPTEL Videos:

3. https://www.digimat.in/nptel/courses/video/110107150/L01.html
4. http://digimat.in/nptel/courses/video/110105146/L01.html

Case Study Links:

5. https://www.citehr.com/296129-case-studies-principles-management-business-management.html
6. Chrome extension://efaidnbmnnnibpcajpcglclefindmkaj/http://punainternational school.com/assets/upload/ck-images/XII%20BST%20Case%20Studies-ch-2.pdf
7. https://studyresearch.in/2018/03/11/case-studies-principles-of-management/
8. https://cbsencertsolutions.com/case-study-chapter-2-principles-of-management/

Topics relevant to development of "**EMPLOYABILITY SKILLS**": Henry Fayol's Principles of management; Role of managers; Managerial Skills ; Evolution of

Management Thought: Classical Management Approaches, Behavioral Management Approaches, Quantitative Management Approach, Modern Management Approaches ; Management as a Science or Art

Topics relevant to development of "**HUMAN VALUES AND ETHICS**": Importance of Effective Direction; Motivating people at work; motivational theories; Leadership and change; Effective Communication skills for directing ; Barriers of communication.

Textbook
T1: Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India.

References

R1: Koontz, H. and Wihrich H, Management, Mc Graw Hill.

R2: Stoner, J etc., Management, Pearson Education.

R3: Sharma, Principles of Management, Kalyani Publishers, Hyderaba**d**

R4: Dinkar Pagare, Business Management

R5: Gupta C.B., Business Management

R6: Harold Koontz, Cyril O Donnel, Heinz Weihrich, Management

R7: James A.B. Stoner & Charles Wankel, Management

R8: Prasad L.M., Principles of Management

R9: Daft, R. L. (2009). Principles of Management (1st edition), Cengage Learning.

R10: Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers.

R11:Stephen P. Robbins, Timothy A. Judge and Neharika Vohra (2018),

18th Ed. *Organizational Behaviour.* Pearson Education Asia

Topics relevant to SKILL DEVELOPMENT: : Management by Objective for **Skill Development** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Ziliya
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3021	Course Title: Consumer Behavior Type of Course: Discipline Elective		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	Knowledge of Marketing Knowledge of consumer behavior as a part of Marketing						
Anti-requisites	**Nil**						
Course Description	**COURSE DESCRIPTION:** The purpose of this subject is to introduce students to consumers and consumer behavior in the market place. This course is theoretical in nature and students will get benefitted by understanding the psychological knowledge by capturing consumer insight.						
Course Objective:	This course is intended to improve learners' EMLOYABILITY SKILLS through the use of EXPERIENTIAL LEARNING Techniques such as Class Presentation, Case Discussions and Projective Techniques.						
Course Out Comes	On successful completion of the course the students shall be able to: CO 1. Describe the nature of consumer behavior CO 2. Discuss the importance of cognitive mechanism of consumer behavior at individual level CO 3. Discuss the wide range of social and cultural factors influences the consumer behavior CO4. Summarize the consumer decision making process						
Course Content:							

Module 1	Introduction	Knowledge Level	Self-Learning	10 Sessions

Role of Consumer Behavior in Marketing- Definition; Consumer behaviour and marketing mix; Recent Trends in Consumer behavior; Antecedents of Consumer behavior: Psychology, Economics,

Sociology, Anthropology, Neuroscience; Consumer Research; Stages of Consumer buying; Conscious consumerism.

Module 2	Consumer Perception and Motivation	Comprehension Level	Projective Technique & Case analysis	10 Sessions

Consumer Motivation: Needs, Drive, Meaning, Types, Process, Categories and Theories; Personality: Definition, Elements, Theories; Consumer Perception: Meaning, Elements, Process, Absolute & Differential Threshold, Selective perception, Perception -Quality & Risk; Learning: Meaning, Behavioral Learning Theories – Classical & Operant Conditioning, Observational Learning, Cognitive Learning Theories; Attitude – Nature, definition, TORA

Module 3	Consumer Decision Making Process	Comprehension Level	Discussion & Presentation	10 Sessions

Opinion Leadership Process- definition, dynamics, A profile of opinion leader; Diffusion of Innovations -Types of innovations, Diffusion process, Adoption Process, Diffusion strategies; Consumer Decision Making Process; Post Purchase behavior; Model of Consumer Decision making: Black Box Model, Howard-Sheth Model, Hawkins Stern Impulse Buying

Module 4	Consumer at Social & Cultural Setting	Comprehension Level	Participative Learning & Case Analysis	15 sessions

Reference Groups – Meaning, Impact, types; Involvement of Family in the marketing concept: Functions, importance of family in Indian scenarios, Family Decision making; Social Class: Definition, profiles of social class, implications; Culture: Meaning, characteristics; measurement of culture, categories; Values- Terminal & Instrumental, Factors, Influence of value on Consumer behaviour.

Targeted Application & Tools that can be used: Projective techniques helps the understand the customers' needs and preferences

Project work/Assignment: Mention the Type of Project
Project: Develop the infographics of Consumer behavior in the digital economy
Assignment proposed for this course:
Assess the real time cases with respect to consumer psychology in global markets and write your perspective change in consumer behavior
Understand the concepts of emoji reaction in consumer behavior and prepare a write a note on influence of emojis in consumer reactions in advertising around 1000-1500 words.

DELIVERY PROCEDURE (PEDAGOGY):
Lecture: All Modules
Case study: Module 1, 2,3 & 4: Recent trends in CB, Consumer motivation, Attitude, Reference group, Diffusion of innovations
Discussion: Module 4 & 2: Virgin Galactic case & Customer experience in shopping malls
Projective Techniques: Module 2: Consumer motivation to purchase digital gadgets
Self-learning: Module 1: Conscious consumerism
Participative learning: Module 3: Customer values
Presentation: Module 4: Consumer Decisions

Books

Textbook

T1: Jim Blythe. 2013. *Consumer Behavior* (2nd Ed.). New Delhi: Sage Publications Ltd.

Reference

Schiffman, L. G., & Kanuk, L. L. (2018). *Consumer behavior* (12th ed.). Prentice-Hall Publications & Pearson Education Publications

PU online library resources

https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/IMR-02-2021-0097/full/pdf?title=global-consumer-culture-and-national-identity-as-drivers-of-materialism-an-international-study-of-convergence-and-divergence

https://puniversity.informaticsglobal.com:2293/insight/search?q=Consumer+research&showAll=true&p=1

https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=6&sid=faf773ce-c097-4adf-a3c4-3d793b3f0c5d%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=348458&db=nlebk

Web resources

W1. https://www.forbes.com/sites/forbesbusinesscouncil/2021/03/15/15-customer-behavior-trends-emerging-this-year/?sh=5660904014d9

W2. https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/understanding-and-shaping-consumer-behavior-in-the-next-normal

W3. https://www.futurelearn.com/info/blog/how-to-understand-consumer-behaviour

W4. https://www.frontiersin.org/articles/10.3389/fpsyg.2019.02731/full

W5. https://www.forbes.com/sites/forbesbusinesscouncil/2020/03/13/the-transformation-of-consumer-behaviors-in-the-digital-era/?sh=6ab84bb27887

W6. https://medium.com/analytics-for-humans/the-evolution-of-consumer-behavior-in-the-digital-age-917a93c15888

Swayam & NPTEL Video Lecture Sessions on Brand Management:

https://onlinecourses.swayam2.ac.in/cec21_mg26/preview

https://onlinecourses.nptel.ac.in/noc22_mg47/preview

Case References

Sushree Das (2020). Conscious consumerism new trends. Case center .CO1

Kumar Gambhiraopet & Nagendra V (2015). Customer experience at shopping malls -Influence of customer needs and motives. Case center.CO2

Harjot Singh (2020). Case Study: Comfy Sofas-Creating favorable comfy sofas. Case center.CO2

Nagendra V Chowdary, Thalluri Prashanth Vidyasagar, Vedadri Chiranjeevi Chilkamari (2010). Case Study: Sun silk Gang of Girls crafting a brand positioning in reference groups. CO3

Arpita Agnihotri & Saurabh Bhattacharya (2020). Virgin Galactic: Diffusion of innovation in Space tourism.CO4

Topics relevant to EMPLOYABILITY SKILLS : The role of consumer lifestyle on ecological behaviors among Indian young consumers for **Employability Skills through Participative Learning Techniques**. This is attained through **Presentation** as mentioned in the course handout.

Catalogue prepared by	Dr. Suhasisni
	Assistant Professor
	School of Commerce and Economics

Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA 2014	Course Title: Introduction to Supply Chain Management Type of Course: Discipline Elective	L- P- C	4	0	0
Version No.	1.0				
Course Pre-requisites	• Basic Understanding on Organizations' Production Function • Fundamental Computer Knowledge. • Familiarity with graphs and charts				
Anti-requisites	**Nil**				
Course Description	This course intends to provide the basic understanding by providing the introduction to supply chain management concepts. This course also provides comprehensive insights on to reasons for Bull-Whip effects and suggests the measures to mitigate supply chain disruptions. By completing this course, the student must understand the fundamental concepts of supply chain management.				
Course Out Comes	On successful completion of the course the students shall be able to: **CO 1:** Outline the introduction and drivers of supply chain management. **(Knowledge)** **CO 2:** Identify the material management flow and network operations planning process in supply chain management. **(Comprehension)** **CO 3**: Explain demand forecasting and framework for IT adaptation performed in supply Chain management. **(Comprehension)** **CO 4:** Discuss supply chain co-ordination and architecture. **(Comprehension)**				

	CO 5: Explain the process of managing cross functional drivers in supply chain and certain methodologies for handling supply chain disruptions. **(Comprehension)**			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to Supply Chain Management and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	**Introduction to Supply Chain Management**	**Case study**	Case Study: Subhiksha Store Operations Management.	**10 Sessions**
Topics: Supply Chain Management and Key Phases – Objectives – Importance of Supply Chain Decisions – Process views of Supply Chain – Competitive and Supply Chain Strategies – Impellers of Supply Chain – Order Delivery Lead Times – Supply Chain Responsiveness - Drivers of Supply Chain Performance - Just-in-time Concept - Enhancing Supply Chain Performance.				
Module 2	**Material Management Flow in Supply Chains**	**Assignment**	Case Study: Walmart Retail Store, Mumbai Dabbawalas.	**10 Sessions**
Topics: Inventory Management – Types of Inventory: Cycle Inventory, Safety Stock, Decoupling Stocks, Anticipation Inventory, Pipeline and Dead Stock – Transportation Management in Supply Chain Management – Drivers of Transportation Decisions – Devising a Strategy for Transportation – Network Operations Planning – Strategic role of Units in the Network.				
Module 3	**Managing Information Flow in Supply Chains**	**Group Discussion**	How demand forecasting is carried out and to analyze the strategic framework for IT adaptation in Supply chain.	**12 Sessions**
Topics: Demand Forecasting: Qualitative and Quantitative Methods – Time Series Forecasting – Enabling Supply Chains through IT – Strategic Management Framework for IT adaptation in Supply Chain Management.				
Module 4	**Co-Ordination in Supply Chains**	**Assignment**	How co-ordination is achieved in supply chain and to study certain	**10 Sessions**

			obstacles in supply chain.	
Topics: Bullwhip Effect – Obstacles to Co-ordination in Supply Chain - Supply integration – Building Partnership and trust in a Supply Chain – Restructuring the Chain Architecture – Supply Chain Contracts -				
Module 5	**Managing Cross-Functional Drivers in a Supply Chain**	**Group discussion**	Identify the role of sourcing in supply chain and importance of supplier selection and how to manage reverse supply chain.	**13 Sessions**

Topics: Role of Sourcing in Supply Chain – Supplier Selection: Auctions and Negotiations – Third Party Suppliers – Making Sourcing Decisions – Pricing and Revenue management in a Supply Chain – Role of Sustainability in Supply Chains – Agile Supply Chains – Methodologies for handling disruptions - – Green Supply Chain Management – Reverse Supply Chain Management - Future of Supply Chains. Case Study: Suguna Poultry Farming, Kurlon Matress Products.

Targeted Application & Tools that can be used: Nil

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Case study analysis as per the requirement of modules prescribed above.
- Subhiksha Store Operations Management
- Walmart Retail Store, Mumbai Dabbawalas
- Hindustan Unilever.
- Suguna Poultry Farming, Kurlon Matress Products.

Text Book
 T1 :Sunil Chopra, Peter Meindl, Dharam Vir Kalra – Supply Chain Management, Pearson, Sixth Edition – 2018.

Reference
 R1 :Michael H. Hugos – Essentials of Supply Chain Management, Wiley Publishing House – 2018.
R2 :Martin Christopher – Logistics and Supply Chain Management, Pearson Publishing, Fifth Edition – 2016.
R3 :Amit Sinha, Herber Kotzab – Supply Chain Management, Tata McGraw Hill Publishers – 2012.
R4 :Sunil Chopra – Supply Chain Management, Pearson Education Publishers – 2019.
R5 :Chandrasekaran – Supply Chain Management Process, Function and System Supply Chain Management, Oxford University Press – 2018.
R6 :Shoshanah Cohen, Joseph Roussel – Strategic Supply Chain Management – McGraw Hill Education – 2013.
PU-List of e-Resources:

Web Sources:
4. **https://www.scmglobe.com/online-guide/case-studies/**
5. **https://www.icmrindia.org/casestudies/Management.asp?area=Supply%20Chain%20Management**
6. **https://www.bsr.org/en/topics/case-studies/Supply-Chain**

NPTEL Video Lecture Sessions On Supply Chain Modelling:
13. https://nptel.ac.in/courses/110/106/110106045/
14. https://nptel.ac.in/courses/110/108/110108056/
15. https://nptel.ac.in/courses/110/105/110105141/

Topics relevant to EMPLOYABILITY SKILLS : Principles of SCM for ==Employability Skills== through ==Participative Learning Techniques.== This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Chaitra VH Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: SOC2002	Course Title: Banking and Insurance	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	• Basic Communication • General Knowledge in Banking and Insurance. • Knowledge about services.				
Anti-requisites	Not Applicable				

Course Description	This course is intended to familiarize the students with the operations and innovations in Banking sector, Banking services. It also provides the insights into the Insurance sector and the different types of insurance services available
Course Out Comes	On successful completion of the course the students shall be able to: CO1. Describe the Commercial Banking and Insurance Systems in India. (Remember) CO 2. Identify the Emerging Trends in the Banking Sector. (Remember). CO 3. Differentiate different forms of risk in Banking Sector. (Understand). CO 4. Summarize the process of Insurance. (Understand).
Course Objective	The objective of the course is to familiarize the learners with the concepts of Banking and Insurance and attain Skill Development through Participative Learning techniques.
Course Content:	

Module 1	Commercial Banking and Insurance	Term paper/Assignment/Case Study	Case Study on Jordanian Bank	12 Sessions

Topics: Banking: Meaning of Bank, Features and Functions of Commercial Banks; Banking Systems: Branch vs Unit Banking, Retail vs Wholesale Banking, Universal Banking; Reserve Bank of India: Functions, Methods of Credit Control, Banking Ombudsman, CASA.

Insurance: Definition of Insurance, Concept of Hazards and Risks, Principles of Insurance, Types of Insurance – Life vs General Insurance, Reinsurance, Bancassurance, Regulatory Framework of Insurance in India – Insurance Regulatory and Development Authority of India: Functions and Regulations. Insurance Ombudsman

Module 2	Emerging Trends in Banking Sector	Assignment/Case Study	Assignment on Technology on ATM Visit Case Study on Digital Banking	8 Sessions

Topics: Universal Banking, Venture Capital; Project Finance; Merchant Banking, Anti-Money laundering, KYC, Electronic Fund Transfer Systems - NEFT, RTGS, IMPS; E-wallet- meaning, types, procedure of e-payment: UPI and Payment banks; Vigilance in Electronic Banking - Phishing; Customer Education; Safety Checks; Precautions.

Module 3	Risks in Commercial Banking	Assignment/Case Study	Case Study on Azad Cooperative bank	12 Sessions

Topics: Nature, Need and Types of Risks; Transformation Services and Risks; Rollover Loans and Flexi Rates; Internationalization of Banking; Interest Sensitive Assets; RBI Guidelines for Risk Management.

Module 4	Life and Non-Life Insurance	Assignment/Case Study	Assignment on health Insurance	9 Sessions

Topics: Life Insurance: Conceptual Framework, Nature of Life Insurance, Advantages, Life Insurance Contract and Policy Provisions, Types of Policies, Life Insurance Agency.

Non-Life Insurance: Fire Insurance: Meaning, nature, Policies and conditions of fire insurance. Subrogation and Reinsurance; Marine insurance: Meaning, nature, Principles of marine insurance, Policies and conditions to marine insurance. Accident and motor insurance, Concept of health insurance and Catastrophe insurance.

Targeted Application & Tools that can be used: Case Study of Yes Bank, PMC Bank and General/Life Insurance

245

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Review of Articles on developments in banking and insurance sector. Group Discussion. Presentations. Case Study Analysis.

Text Book

Machiraju, H. R. Modern Commercial Banking

https://presiuniv.knimbus.com/openFullText.html?DP=https://www.emerald.com/insight/content/doi/10.1108/JSTPM-06-2021-0082/pdfplus/html

References

1. https://economictimes.indiatimes.com/case-study-insurance-company-wants-accident-victim-to-submit-irrelevant-documents-faces-heat/articleshow/38780014.cms
2. https://journals.sagepub.com/doi/full/10.1177/25166042211061003

Topics relevant to SKILL DEVELOPMENT: RTGS transfer for Skill Development through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Sowmyashree Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3010	Course Title: Fundamentals of E Commerce Type of Course: Theory	L-P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	• Elementary Knowledge of E Commerce as a part of Management				
Anti-requisites	**Nil**				
Course Description	Course description should focus on nature of the course (theory or practical) , need and how students will be benefited by studying the course.				
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concepts of E Commerce CO2: Identify the Technology Infrastructure for E-Commerce CO3: Build the E-commerce Site CO4: Interpret Business Concepts and social issues CO5: Illustrate the E-Commerce in Action				

Course objective	The objective of the course is to familiarize the learners with the concepts of **Fundamentals of E Commerce** and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	**Introduction to E-commerce**	**Group Discussion**	Impact of AI on E commerce	**9 sessions**
Topics: Meaning, Importance, Evolution of the concept, E-Commerce: Technology, Business, Society, difference between e-commerce & e-business, features, Types of E-commerce: B2C, B2B, C2C, M-Commerce & Social- E Commerce, Elements of business model, B2C Business Models, B2B Business Models, E-commerce Business Strategy- Trends in E-commerce.				
Module 2	**Technology Infrastructure for E-commerce**	**Case study analysis**	Case study E tailing	**8 sessions**
Topics: The Internet: Key Concepts, Cloud computing. Internet infrastructure and Access, The Web : HTTP, HTML, XML, WEBSERVERS & CLIENTS, Web browsers. Features and Services of INTERNET & WEB: Communication Tools, Search Engines, Streaming, WEB 2.0 Application & Services, VR, AR, IDA. Mobile Apps.				
Module 3	**Development of E-commerce site**	**Case study**	**Case study**	**8 sessions**
Topics: E-Commerce Presence- Model, Target Audience, Map & Milestone, Budget. Factors to be considered, SDLC, Software, Hardware, other tools. E-commerce security: Dimensions, Security threats, Technology Solutions, Govt policies. E-Commerce payments: Online Transactions, Mobile payments. EBPP Models.				
Module 4	**Business Concepts & Social Issues**	**Case study analysis**	**Case study on security in E commerce sites**	**8 sessions**
Topics: E-Commerce Marketing & Advertising: Internet Consumer Behaviour, Advertising Strategies, Tools, Technologies, Analytics. Social Marketing- Process. Mobile Marketing – Features. Location-Based Marketing tools & Campaigns. Ethics: Concepts, Dilemma, Principles. Privacy & Information Rights, IPR: Copyrights, E-commerce Patents, Internet & Trademarks, Governance.				
Module 5	**E-commerce in Action**	**Case study analysis**	Challenges of E Commerce	**8 sessions**
Topics : Online Retail Sector, Advantages & Challenges, Analysis. E-Tailing Business Models. Online Service Sector: Finance services, Travel Services, Career Services. Other services: Online Content, Online Publishing, Online Entertainment. Social Networks & Communities. Online Auctions, E-commerce Portals. B2B E-commerce – Evolution, Growth, benefits & Challenges. Procurement process & supply chain, Net Market Places, Private Industrial Networks.				

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: 3. Group discussion 4. Course project
Reference **Text book** 3. Kenneth c.Laudon, Carol Guercia Traver, " E-Commerce Business, Technology and Society", Pearson India Education Services Pvt.Ltd. 2023.
Reference 1. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.2006. 2. V.Rajaram , "Essentials of E-Commerce Technology, PHI Learning Private Limited, 2022. **PU library link** **E resources:**
Topics relevant to EMPLOYABILITY: E Procurement for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in the course handout.
Catalogue prepared by	Dr. A Jency Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: **BBA 2014**	**Course Title: Introduction to Supply Chain Management** **Type of Course: Discipline Elective**	**L- P-C**	4	0	0
Version No.	1.0				
Course Pre-requisites	• Basic Understanding on Organizations' Production Function • Fundamental Computer Knowledge.				

	• Familiarity with graphs and charts			
Anti-requisites	**Nil**			
Course Description	This course intends to provide the basic understanding by providing the introduction to supply chain management concepts. This course also provides comprehensive insights on to reasons for Bull-Whip effects and suggests the measures to mitigate supply chain disruptions. By completing this course, the student must understand the fundamental concepts of supply chain management.			
Course Out Comes	On successful completion of the course the students shall be able to: **CO 1:** Outline the introduction and drivers of supply chain management. **(Knowledge)** **CO 2:** Identify the material management flow and network operations planning process in supply chain management. **(Comprehension)** **CO 3**: Explain demand forecasting and framework for IT adaptation performed in supply Chain management. **(Comprehension)** **CO 4:** Discuss supply chain co-ordination and architecture. **(Comprehension)** **CO 5:** Explain the process of managing cross functional drivers in supply chain and certain methodologies for handling supply chain disruptions. **(Comprehension)**			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to Supply Chain Management and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	**Introduction to Supply Chain Management**	**Case study**	Case Study: Subhiksha Store Operations Management.	**10 Sessions**

Topics: Supply Chain Management and Key Phases – Objectives – Importance of Supply Chain Decisions – Process views of Supply Chain – Competitive and Supply Chain Strategies – Impellers of Supply Chain – Order Delivery Lead Times – Supply Chain Responsiveness - Drivers of Supply Chain Performance - Just-in-time Concept - Enhancing Supply Chain Performance.				
Module 2	**Material Management Flow in Supply Chains**	**Assignment**	Case Study: Walmart Retail Store, Mumbai Dabbawalas.	**10 Sessions**
Topics: Inventory Management – Types of Inventory: Cycle Inventory, Safety Stock, Decoupling Stocks, Anticipation Inventory, Pipeline and Dead Stock – Transportation Management in Supply Chain Management – Drivers of Transportation Decisions – Devising a Strategy for Transportation – Network Operations Planning – Strategic role of Units in the Network.				
Module 3	**Managing Information Flow in Supply Chains**	**Group Discussion**	How demand forecasting is carried out and to analyze the strategic framework for IT adaptation in Supply chain.	**12 Sessions**
Topics: Demand Forecasting: Qualitative and Quantitative Methods – Time Series Forecasting – Enabling Supply Chains through IT – Strategic Management Framework for IT adaptation in Supply Chain Management.				
Module 4	**Co-Ordination in Supply Chains**	**Assignment**	How co-ordination is achieved in supply chain and to study certain obstacles in supply chain.	**10 Sessions**
Topics: Bullwhip Effect – Obstacles to Co-ordination in Supply Chain - Supply integration – Building Partnership and trust in a Supply Chain – Restructuring the Supply Chain Architecture – Supply Chain Contracts -				
Module 5	**Managing Cross-Functional Drivers in a Supply Chain**	**Group discussion**	Identify the role of sourcing in supply chain and importance of supplier selection and how to manage reverse supply chain.	**13 Sessions**
Topics: Role of Sourcing in Supply Chain – Supplier Selection: Auctions and Negotiations – Third Party Suppliers – Making Sourcing Decisions – Pricing and Revenue management in a Supply Chain – Role of Sustainability in Supply Chains				

– Agile Supply Chains – Methodologies for handling disruptions - – Green Supply Chain Management – Reverse Supply Chain Management - Future of Supply Chains. Case Study: Suguna Poultry Farming, Kurlon Matress Products.
Targeted Application & Tools that can be used: Nil
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
Case study analysis as per the requirement of modules prescribed above. • Subhiksha Store Operations Management • Walmart Retail Store, Mumbai Dabbawalas • Hindustan Unilever. • Suguna Poultry Farming, Kurlon Matress Products.
Text Book
T1 :Sunil Chopra, Peter Meindl, Dharam Vir Kalra – Supply Chain Management, Pearson, Sixth Edition – 2018.
Reference R1 :Michael H. Hugos – Essentials of Supply Chain Management, Wiley Publishing House – 2018. R2 :Martin Christopher – Logistics and Supply Chain Management, Pearson Publishing, Fifth Edition – 2016. R3 :Amit Sinha, Herber Kotzab – Supply Chain Management, Tata McGraw Hill Publishers – 2012. R4 :Sunil Chopra – Supply Chain Management, Pearson Education Publishers – 2019. R5 :Chandrasekaran – Supply Chain Management Process, Function and System Supply Chain Management, Oxford University Press – 2018. R6 :Shoshanah Cohen, Joseph Roussel – Strategic Supply Chain Management – McGraw Hill Education – 2013. **PU-List of e-Resources:**   https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/SCM-02-2020-0073/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09574090410700284/full/html **Web Sources:** 7. **https://www.scmglobe.com/online-guide/case-studies/** 8. **https://www.icmrindia.org/casestudies/Management.asp?area=Supply%20Chain%20Management** 9. **https://www.bsr.org/en/topics/case-studies/Supply-Chain** **NPTEL Video Lecture Sessions On Supply Chain Modelling:** 16. https://nptel.ac.in/courses/110/106/110106045/ 17. https://nptel.ac.in/courses/110/108/110108056/

	18. https://nptel.ac.in/courses/110/105/110105141/
Topics relevant to EMPLOYABILITY SKILLS : Principles of SCM for <mark>Employability Skills</mark> through <mark>Participative Learning Techniques.</mark> This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Chaitra VH Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3005	Course Title: Emerging Technologies in Logistics and Supply Chain Management Type of Course: Minor Stream	L- T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Introduction to E-Commerce and Supply Chain Management - MGT 131 and also Supply Chain Modelling and Design - BSC 104. • Basic Knowledge in Logistics and Sourcing concepts • Familiarity with graphs and charts					
Anti-requisites	**Nil**					
Course Description	This course intends to provide the comprehensive coverage on emerging technologies in logistics and supply chain management. After the completion of this course the student gets thorough insights into Logistics 4.0 and internet of things. They also get knowledge about various e-procurement and e-logistics procedures followed by various companies. This course also throws light onto some of the present					

	disruptive technologies like block chain and finally real life cases are also discussed to make really interesting and useful to the students			
Course Out Comes	On successful completion of the course the students shall be able to: **CO 1:** Outline the brief introduction on logistics 4.0 and also the importance of internet of things. **CO 2:** Discuss in detail about the process of E-Procurement and E-Logistics by adopting of advanced process in the logistics process. **CO 3:** Illustrate the concept of creating resilient supply chains, its risks and also to study the latest updates from resilient supply chains. **CO 4:** Interpret the process of integrating block chain technology with supply chain operations. **CO5 :** Outline the innovations in Supply Chain Management			
Course Content:				
Module 1	**Introduction to Logistics 4.0**	**Knowledge**	To make understand the concept of Logistics 4.0 and the application of Internet of Things.	**9 sessions**
Topics : The concept of Logistics 4.0- Nature, Characteristics, Comparison with Industry 3.0. The future of logistics industry- Logistics 4.0 and technological applications - Introduction to Internet of things, CPS-Internet of Services(IoS) - Smart Factories-Big Data-Marketplace analysis for e-commerce, Managing Digital Business Infrastructure, E-environment and Factors Driving E-Business. Different Models of IOT. Logistics 4.0 and Emerging Trends				
Module 2	**E Procurement and E Logistics**	**Comprehension**	To understand the various process involved in automation and application of advanced technologies.	**9 sessions**
Topics: IPA/RPA-process automation in purchasing and supply management-nature, characteristics, applications and technological challenges, E- Logistics Technologies Advance Ship Notice (ASN), Tracking systems, Satellite global positioning systems (GPS) and geographic information systems (GIS), Bar-coding and scanning, Digital Signature Technology, Wireless Technology – Radio Frequency Identification and Detection (RFID), -Digital Technology in Delivery-Drones, Unmanned Aerial Vehicles, Smart Forklifts, Pallet Movers, Crane -				

Assistance system for use across the distribution system-infobroker-integration portal-sensor based production information platform..				
Module 3	**Creating Resilient Supply Chains**	**Applicatio n**	Elucidate the benefits of outsourcing for lean supply chain and latest trends in outsourcing.	**9 sessions**
Topics: Concept of Resilient Supply Chain, Principles of Designing a Resilient Supply Chain, Physical Features of a Resilient Supply Chain, Relationships within a Resilient Supply Chain, Risk Compensation and Business Continuity. Latest updates in Resilient Supply Chain.				
Module 4	**Supply Chain Block Chain**	**Applicatio n**	State the importance of block chain technology with supply chain operations and to discuss some cases on block chains.	**9 sessions**
Topics Integrating Block Chain technology with Supply Chain Operations – Comparison of Block chain platforms – Block Chain Caveats – Block Chain Standards efforts on Supply Chain – Cases on Block Chain with Supply Chain Operations.				
Module 5	**Innovative Supply Chain Technology Tools**	**Applicatio n**	Elucidate some of the innovative supply chain technologies that are presently utilized in the industry.	**9 sessions**
Data science – Quality Control – Real-Time Deployment – Warehouse Efficiency – Predictive Strategies – Inventory, Supply, Demand Management, Tightening KPI – Reverse Management.				
Targeted Application & Tools that can be used: Nil				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course				

Case study analysis as per the requirement of modules prescribed above.
  ❖ Caterpillar Material Handling Strategy
  ❖ GE operational supply chain strategy.				

Text Book
    4. Anthony. M. Pagano, Matthew Liotine – Technology in Supply Chain Management and Logistics – Current Practices and Future Operations - Elsevier-2020.
    5. Ismail Iyigun, Omer Faruk Gorcun – Logistics 4.0 and Future of Supply Chains – Springer-2022.
    6. Turan Paksoy, Cigdem Gonul Kochan and Sadia Samar Ali – Logistics 4.0 – CRC Press – 2021.				

Reference

1. Hosang Jung, F. Frank Chen, Bongju Jeong – Trends in Supply Chain Design and Management – Springer – 2007.
2. Turan Paksoy, Cigdem Gonul Kochan and Sadia Samar Ali – Logistics 4.O – CRC Press – 2021.
3. Hosang Jung, F. Frank Chen, Bongju Jeong – Trends in Supply Chain Design and Management-Springer 2016.

Web Sources:

3. https://www.how.fm/library/6-emerging-logistics-and-supply-chain-trends-in-2021/

4. https://www.allerin.com/blog/5-emerging-technologies-shaping-the-future-of-logistics

5. https://www.researchgate.net/publication/299444871_Emerging_Trends_of_Supply_Chain_Management_Where_Are_We_Going

Video Lecture Sessions:

1. https://www.youtube.com/watch?v=7rI4KD2VbPs

2. https://www.youtube.com/watch?v=7DZR5UaAM0E

3. https://www.youtube.com/watch?v=wwjzxHI92Eg

Catalogue prepared by	**Dr. Vijayakumar N C**
Recommended by the Board of Studies on	Mention the BOS Number and the Date of BOS
Date of Approval by the Academic Council	Mention the Academic Council Meeting No. & the date of the meeting:

Course Code: BBA3081	Course Title: Customer Relationship Management Type of Course: Discipline Elective	L- P- C	3	0	3

Version No.	1.0
Course Pre-requisites	a) Basic knowledge of Marketing Management b) Soft Skills - Creativity, communication c) Basic analytical ability
Anti-requisites	--
Course Description	Customer Relations have always been a key element in the pursuit of corporate goals and objectives. However, the current competitive environment fostered by liberalization and globalization of the economy, and the rising customer expectations for quality; service and value have prompted many companies to organize their business around customers they serve. The course shall cover basics of CRM processes and solutions that provide customer-oriented services for planning, developing, maintaining, and expanding customer relationships, with special attention paid to the new possibilities offered by the Internet, mobile devices, and multi-channel interaction which provides candidates the ability to analyze and assess the CRM practices in a business organization.
Course Out Comes	At the end of the course, the student shall be able to: CO1: Explain the concepts of customer relationship management (Understand) CO2 Examine the role of customer relationship management in managing the customer life cycle (Apply) CO3: Analyze the role of automation in customer relationship management (Analyze) CO4: Infer the role of customer-related data in the achievement of customer relationship management outcomes (Analyze)
Course objective	The objective of the course is to familiarize the learners with the concepts of Customer Relationship Management and attain Employability through Participative Learning techniques.
Course Content:	

Module 1	Introduction to CRM	Article review	Social CRM: linking the dots of customer service and customer loyalty during COVID-	11 Sessions

			19 in the hotel industry	

Customer relationship management- definition, types, CRM cycle, stakeholders in CRM, Advantages and disadvantages of CRM, Models in CRM, Relationships in business, Customer journey, customer lifetime value, Relationship management theories

Module 2	**Managing the Customer Life Cycle**	Article review	A multiple-case study on the adoption of customer relationship management and big data analytics in the automotive industry	**11 Sessions**

Customer acquisition, prospecting, KPI and CRM tools in customer acquisition programs, Customer retention, measures, Economics of customer retention, Strategies for customer retention, KPIs for customer retention, Customer development- strategies, Customer portfolio management- basic disciplines, Customer experience concepts, CRM's influence on customer experience.

Module 3	**Operational CRM**	Hands-on	Email automation campaign	**11 Sessions**

Sales force automation- ecosystem, SFA software functionality, Benefits of SFA, Marketing automation, benefits, Marketing automation functionality, Service automation- applications, benefits

Module 4	**Analytical CRM**	Group discussion	Recent trends in CRM	**12 Sessions**

Customer-related data, Desirable data attributes, Basic data configuration for CRM analytics, developing a customer-related database, Analytics for structured data, Analytics for unstructured data, Privacy issues, Implementing CRM- five-step process, Recent trends in CRM

Text Book:
T1: Buttle, F., & Maklan, S. (2019). *Customer relationship management: concepts and technologies*. Routledge.

Reference:

R1: Customer Relationship Management: Emerging Concepts, Tools and Applications By Seth J, Parvatiyar A and Shainesh McGraw-Hill Publications

R2: Shainesh, G., & Sheth, J. N. (2005). *Customer relationship management: A strategic perspective*. Macmillan.

R3: Mullick, N. H. (2016). *Customer Relationship Management* Oxford University Press

R4: Rai, A. K. (2012). *Customer Relationship Management: Concepts and Cases* Prentice Hall India

PU online library resource

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/TQM-05-2023-0137/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJCHM-04-2022-0428/full/html

NPTEL Relevant Course: https://onlinecourses.nptel.ac.in/noc22_mg93/preview

Topics relevant to EMPLOYABILITY: Customer Relationship Management for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Sreya R
Recommended by the Board of Studies on	3rd BOS on 20th December 2023
Date of Approval by the Academic Council	21st Academic council on 6th September 2023

Course Code:	Course Title: Emerging Technologies in Logistics and Supply Chain Management Type of Course: Minor Stream	L- T-P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Introduction to E-Commerce and Supply Chain Management - MGT 131 and also Supply Chain Modelling and Design - BSC 104.					

	• Basic Knowledge in Logistics and Sourcing concepts • Familiarity with graphs and charts			
Anti-requisites	**Nil**			
Course Description	This course intends to provide the comprehensive coverage on emerging technologies in logistics and supply chain management. After the completion of this course the student gets thorough insights into Logistics 4.0 and internet of things. They also get knowledge about various e-procurement and e-logistics procedures followed by various companies. This course also throws light onto some of the present disruptive technologies like block chain and finally real life cases are also discussed to make really interesting and useful to the students			
Course Out Comes	On successful completion of the course the students shall be able to: **CO 1:** Outline the brief introduction on logistics 4.0 and also the importance of internet of things. **CO 2:** Discuss in detail about the process of E-Procurement and E-Logistics by adopting of advanced process in the logistics process. **CO 3:** Illustrate the concept of creating resilient supply chains, its risks and also to study the latest updates from resilient supply chains. **CO 4:** Interpret the process of integrating block chain technology with supply chain operations. **CO5 :** Outline the innovations in Supply Chain Management			
Course Content:				
Module 1	**Introduction to Logistics 4.0**	**Knowledge**	To make understand the concept of Logistics 4.0 and the application of Internet of Things.	**9 sessions**
Topics : The concept of Logistics 4.0- Nature, Characteristics, Comparison with Industry 3.0. The future of logistics industry- Logistics 4.0 and technological applications - Introduction to Internet of things, CPS-Internet of Services(IoS) - Smart Factories-Big Data-Marketplace analysis for e-commerce, Managing Digital Business Infrastructure, E-environment and Factors Driving E-Business. Different Models of IOT. Logistics 4.0 and Emerging Trends				

Module 2	E Procurement and E Logistics	Comprehension	To understand the various process involved in automation and application of advanced technologies.	9 sessions
Topics: IPA/RPA-process automation in purchasing and supply management-nature, characteristics, applications and technological challenges, E- Logistics Technologies Advance Ship Notice (ASN), Tracking systems, Satellite global positioning systems (GPS) and geographic information systems (GIS), Bar-coding and scanning, Digital Signature Technology, Wireless Technology – Radio Frequency Identification and Detection (RFID), -Digital Technology in Delivery-Drones, Unmanned Aerial Vehicles, Smart Forklifts, Pallet Movers, Crane - Assistance system for use across the distribution system-infobroker-integration portal-sensor based production information platform..				
Module 3	Creating Resilient Supply Chains	Application	Elucidate the benefits of outsourcing for lean supply chain and latest trends in outsourcing.	9 sessions
Topics: Concept of Resilient Supply Chain, Principles of Designing a Resilient Supply Chain, Physical Features of a Resilient Supply Chain, Relationships within a Resilient Supply Chain, Risk Compensation and Business Continuity. Latest updates in Resilient Supply Chain.				
Module 4	Supply Chain Block Chain	Application	State the importance of block chain technology with supply chain operations and to discuss some cases on block chains.	9 sessions
Topics Integrating Block Chain technology with Supply Chain Operations – Comparison of Block chain platforms – Block Chain Caveats – Block Chain Standards efforts on Supply Chain – Cases on Block Chain with Supply Chain Operations.				
Module 5	Innovative Supply Chain Technology Tools	Application	Elucidate some of the innovative supply chain technologies that are presently utilized in the industry.	9 sessions
Data science – Quality Control – Real-Time Deployment – Warehouse Efficiency – Predictive Strategies – Inventory, Supply, Demand Management, Tightening KPI – Reverse Management.				
Targeted Application & Tools that can be used: Nil				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course				

Case study analysis as per the requirement of modules prescribed above.
❖ Caterpillar Material Handling Strategy   ❖ GE operational supply chain strategy.

Text Book

7. Anthony. M. Pagano, Matthew Liotine – Technology in Supply Chain Management and Logistics – Current Practices and Future Operations - Elsevier-2020.
8. Ismail Iyigun, Omer Faruk Gorcun – Logistics 4.0 and Future of Supply Chains – Springer-2022.
9. Turan Paksoy, Cigdem Gonul Kochan and Sadia Samar Ali – Logistics 4.0 – CRC Press – 2021.

Reference

4. Hosang Jung, F. Frank Chen, Bongju Jeong – Trends in Supply Chain Design and Management – Springer – 2007.
5. Turan Paksoy, Cigdem Gonul Kochan and Sadia Samar Ali – Logistics 4.O – CRC Press – 2021.
6. Hosang Jung, F. Frank Chen, Bongju Jeong – Trends in Supply Chain Design and Management-Springer 2016.

Web Sources:

6. https://www.how.fm/library/6-emerging-logistics-and-supply-chain-trends-in-2021/

7. https://www.allerin.com/blog/5-emerging-technologies-shaping-the-future-of-logistics

8. https://www.researchgate.net/publication/299444871_Emerging_Trends_of_Supply_Chain_Management_Where_Are_We_Going

Video Lecture Sessions:

4. https://www.youtube.com/watch?v=7rI4KD2VbPs

5. https://www.youtube.com/watch?v=7DZR5UaAM0E

6. https://www.youtube.com/watch?v=wwjzxHI92Eg

Catalogue prepared by	Dr. Vijayakumar N C
Recommended by the Board of Studies on	Mention the BOS Number and the Date of BOS

Date of Approval by the Academic Council	Mention the Academic Council Meeting No. & the date of the meeting:

Course Code: BBA 2014	Course Title: Introduction to Supply Chain Management Type of Course: Discipline Elective	L- P-C	4	0	4
Version No.	1.0				
Course Pre-requisites	• Basic Understanding on Organizations' Production Function • Fundamental Computer Knowledge. • Familiarity with graphs and charts				
Anti-requisites	**Nil**				
Course Description	This course intends to provide the basic understanding by providing the introduction to supply chain management concepts. This course also provides comprehensive insights on to reasons for Bull-Whip effects and suggests the measures to mitigate supply chain disruptions. By completing this course, the student must understand the fundamental concepts of supply chain management.				

Course Out Comes	On successful completion of the course the students shall be able to:
	
	CO 1: Outline the introduction and drivers of supply chain management. **(Knowledge)**
	
	CO 2: Identify the material management flow and network operations planning
	
	     process in supply chain management. **(Comprehension)**
	
	CO 3: Explain demand forecasting and framework for IT adaptation performed in supply Chain management.
	(Comprehension)
	
	CO 4: Discuss supply chain co-ordination and architecture.
	(Comprehension)
	
	CO 5: Explain the process of managing cross functional drivers in supply chain and
	
	     certain methodologies for handling supply chain disruptions. **(Comprehension)**				

Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to Supply Chain Management and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	**Introduction to Supply Chain Management**	**Case study**	Case Study: Subhiksha Store Operations Management.	**10 Sessions**
Topics: Supply Chain Management and Key Phases – Objectives – Importance of Supply Chain Decisions – Process views of Supply Chain – Competitive and Supply Chain Strategies – Impellers of Supply Chain – Order Delivery Lead Times – Supply Chain Responsiveness - Drivers of Supply Chain Performance - Just-in-time Concept - Enhancing Supply Chain Performance.				
Module 2	**Material Management Flow in Supply Chains**	**Assignment**	Case Study: Walmart Retail Store, Mumbai Dabbawalas.	**10 Sessions**
Topics: Inventory Management – Types of Inventory: Cycle Inventory, Safety Stock, Decoupling Stocks, Anticipation Inventory, Pipeline and Dead Stock – Transportation Management in Supply Chain Management – Drivers of Transportation Decisions – Devising a Strategy for Transportation – Network Operations Planning – Strategic role of Units in the Network.				
Module 3	**Managing Information Flow in Supply Chains**	**Group Discussion**	How demand forecasting is carried out and to analyze the strategic framework for IT adaptation in Supply chain.	**12 Sessions**
Topics: Demand Forecasting: Qualitative and Quantitative Methods – Time Series Forecasting – Enabling Supply Chains through IT – Strategic Management Framework for IT adaptation in Supply Chain Management.				
Module 4	**Co-Ordination in Supply Chains**	**Assignment**	How co-ordination is achieved in supply chain and to study certain obstacles in supply chain.	**10 Sessions**
Topics: Bullwhip Effect – Obstacles to Co-ordination in Supply Chain - Supply integration – Building Partnership and trust in a Supply Chain – Restructuring the Chain Architecture – Supply Chain Contracts -				

Module 5	**Managing Cross-Functional Drivers in a Supply Chain**	**Group discussion**	Identify the role of sourcing in supply chain and importance of supplier selection and how to manage reverse supply chain.	**13 Sessions**

Topics: Role of Sourcing in Supply Chain – Supplier Selection: Auctions and Negotiations – Third Party Suppliers – Making Sourcing Decisions – Pricing and Revenue management in a Supply Chain – Role of Sustainability in Supply Chains – Agile Supply Chains – Methodologies for handling disruptions - – Green Supply Chain Management – Reverse Supply Chain Management - Future of Supply Chains. Case Study: Suguna Poultry Farming, Kurlon Matress Products.

Targeted Application & Tools that can be used: Nil

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Case study analysis as per the requirement of modules prescribed above.
- Subhiksha Store Operations Management
- Walmart Retail Store, Mumbai Dabbawalas
- Hindustan Unilever.
- Suguna Poultry Farming, Kurlon Matress Products.

Text Book
T1 :Sunil Chopra, Peter Meindl, Dharam Vir Kalra – Supply Chain Management, Pearson, Sixth Edition – 2018.

Reference
R1 :Michael H. Hugos – Essentials of Supply Chain Management, Wiley Publishing House – 2018.
R2 :Martin Christopher – Logistics and Supply Chain Management, Pearson Publishing, Fifth Edition – 2016.
R3 :Amit Sinha, Herber Kotzab – Supply Chain Management, Tata McGraw Hill Publishers – 2012.
R4 :Sunil Chopra – Supply Chain Management, Pearson Education Publishers – 2019.
R5 :Chandrasekaran – Supply Chain Management Process, Function and System Supply Chain Management, Oxford University Press – 2018.
R6 :Shoshanah Cohen, Joseph Roussel – Strategic Supply Chain Management – McGraw Hill Education – 2013.
PU-List of e-Resources:
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/SCM-02-2020-0073/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09574090410700284/full/html

Web Sources:
10. https://www.scmglobe.com/online-guide/case-studies/
11. https://www.icmrindia.org/casestudies/Management.asp?area=Supply%20Chain%20Management
12. https://www.bsr.org/en/topics/case-studies/Supply-Chain

NPTEL Video Lecture Sessions On Supply Chain Modelling:
19. https://nptel.ac.in/courses/110/106/110106045/
20. https://nptel.ac.in/courses/110/108/110108056/
21. https://nptel.ac.in/courses/110/105/110105141/

Topics relevant to EMPLOYABILITY SKILLS : Principles of SCM for **Employability Skills** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Chaitra VH Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Ittagalpura, Rajanukunte, Yelahanka, Bengaluru 560 119