PRESIDENCY UNIVERSITY

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PROGRAMME REGULATIONS & CURRICULUM

2023-26

PRESIDENCY SCHOOL OF COMMERCE

BACHELOR OF BUSINESS ADMINISTRATION (AVIATION MANAGEMENT)

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

PRESIDENCY SCHOOL OF COMMERCE & ECONOMICS

Program Regulations and Curriculum

2023-2026

BACHELOR OF BUSINESS ADMINISTRATION (AVIATION MANAGEMENT)

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

Regulation Number: PU/AC-21.18/ SOC&E2 /BAV /2023-2026

Resolution No. 18 of the 21th Meeting of the Academic Council held on 06th Sept 2023, and ratified by the Board of Management in its 22ndth Meeting held on 02nd Nov 2023.

(As amended upto 24th Meeting of the Academic Council held on 3rd August 2024, and ratified by the Board of Management in its 24th Meeting held on 5th August 2024.)

September 2023

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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 (Aviation Management) 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 (Aviation Management) Degree Program Regulations and Curriculum 2024-2027.
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 2024-2027 batch, and to all other Bachelor of Business Administration (Aviation Management) Degree Programs which may be introduced in future.
d. These Regulations shall supersede all the earlier Bachelor of Business Administration (Aviation Management) 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 B.Tech. 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, 2023-2026;*

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 (Aviation Management) Program Regulations and Curriculum 2024-2027 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the ongoing Bachelor of Business Administration (Aviation Management) Degree Program, abbreviated as (BBA(Aviation Management)) of 2023-2026 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 (Aviation Management) Degree Program is a Three-Year, Full-Time Semester based program. The minimum duration of the BBA(Aviation Management) Program is three (03) years and each year comprises

of two academic Semesters (Odd and Even Semesters) and hence the duration of the BBA(Aviation Management) 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 (Refer to Clause **Error! Reference source not found.** of Academic Regulations), 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 (refer Section 19.**Error! Reference source not found.** of Academic Regulations) 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 BBA (Aviation Management) program from Presidency University, the student shall possess the ability to:

PSO-1: Apply the concept of aviation management principles

PSO-2: Understand the management skills through internship training.

PSO-3: Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business in aviation and allied industries.

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 (Aviation Management) 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 (Aviation Management) 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 (Aviation Management) Three-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd Semester) of the BBA (Aviation Management) 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 (Aviation Management) Program commencing on August 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 (Aviation Management) 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 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 otherrules 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/Practice-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%

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

The BBA (Aviation Management) Program Structure (2023-2026) has a total of 125 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.

Table 3: BBA (Aviation Management) 2023-2026: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
Sl. No.	**Baskets**	**Credit Contribution**
1	SCHOOL CORE	35
2	PROGRAM CORE	54
3	DISCIPLINE ELECTIVE	24
	OPEN ELECTIVE	9
	Total Credits	**122 (Minimum)**

15. Minimum Total Credit Requirements of Award of Degree

A minimum of 122 credits is required to be eligible for the award of BBA(Aviation Management) 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.

17. Curriculum Structure – Basket Wise Course List (not Semester Wise)

List of Courses Tabled – aligned to the Program Structure

(Course Code, Course Name, Credit Structure (LTPC), Contact Hours, Course Basket, Type of Skills etc., as applicable).

Table 3.1 : List of School Core Courses					
S.no	Course Name	L	T	P	C
1	Management and Behavioural Practices	4	0	0	4
2	Essentials of English	2	0	0	2
3	Communicative English	2	0	0	2
4	Sarala Kannada / Savi Kannada	2	0	0	2
5	Introduction to Soft Skills	0	0	2	1
6	Marketing Management	4	0	0	4
7	Business English	2	0	0	2
8	Enhancing Personality through Soft skills	0	0	2	1
9	Introduction to Research	4	0	0	4
10	Introduction to Aptitude	0	0	2	1
11	Corporate Governance and Business Ethics	3	0	0	3
12	Environmental Studies and Sustainable development	2	0	0	0
13	Corporate Communication	0	0	2	1
14	Preparedness for Interview	0	0	2	1
15	Internship	-	-	-	2
16	Dissertation	-	-	-	4
17	Social Immersion Project	-	-	-	1
Total No. of Credits					**35**

Table 3.2 : List of Program Core Courses					
S.no	Course Name	L	T	P	C
1	Airport Operations Advanced	3	1	0	4
2	Regulatory Framework of Aviation	4	0	0	4
3	Basics of Excel	2	0	2	3
4	Human Resources Management	4	0	0	4
5	Aviation Maintenance Management	3	0	0	3
6	Air Traffic Control	3	1	0	4
7	Advanced Excel	2	0	2	3
8	Air Cargo and Logistics	3	0	0	3
9	Airport Management	4	0	0	4
10	Customer Relationship Management	4	0	0	4
11	Data Analysis for Decision Making	1	1	2	3
12	Airline and Cabin Crew Management	4	0	0	4
13	Airport and Aircraft Emergencies	4	0	0	4
14	Genesis and Overview of Aviation	3	0	0	3
15	Airport Operations – Basics	3	1	0	4
Total No. of Credits					**54**

Table 3.3 : Discipline Electives Courses – Minimum of 24 credits is to be earned by the student.					
S.No.	**Course Name**	**L**	**T**	**P**	**C**
1	International Business	3	0	0	3
2	Business Law	3	0	0	3
3	Industrial Relations Labour Laws	3	0	0	3
4	Knowledge Management	3	0	0	3
5	Organizational Change and Development	3	0	0	3
6	Strategic Human Resource Management	3	0	0	3
7	Performance Management	3	0	0	3
8	Personal Growth and Interpersonal Effectiveness	3	0	0	3
9	Training and Development	3	0	0	3
10	Social media and HRM	3	0	0	3
11	Compensation Management	3	0	0	3
12	HR Analytics	1	1	2	3
13	International Human Resource Management	3	0	0	3
14	Labour Legislation	3	0	0	3
15	Consumer Behaviour	3	0	0	3
16	Service Marketing	3	0	0	3
17	Retail Management	3	0	0	3
18	Customer Relationship Management	3	0	0	3
19	Advertisement and Sales promotion	3	0	0	3
20	Sales & Distribution Management	3	0	0	3
21	Brand Management	3	0	0	3
22	Marketing Analytics	1	1	2	3
23	Rural Marketing	3	0	0	3
24	Integrated Marketing Communication	3	0	0	3
25	International Marketing	3	0	0	3
26	Green Marketing	3	0	0	3

Table 3.4 : Multidisciplinary Open Electives *– Minimum of 9 credits is to be earned by the student.						
Sl. No.	**Course Code**	**Course Name**	**L**	**T**	**P**	**C**
1	MAT1021	Business Mathematics	2	1	0	3
2	BSE1030	Introduction to Statistics	2	1	0	3
3	LAW2015	Cyber Law	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.

18. 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 As per the Academic Regulations, 'S' grade is awarded for "satisfactory completion" of the Internship and 'NC' grade is awarded for "non-completion" of the Internship. The student who receives the "NC" grade shall repeat the Internship, until the concerned student secures the "S" grade in the Internship . The "S" and "NC" grades is subject to fulfilling the requirements as stated in the course plan and do not carry grade points. Hence not included in the SGPA, CGPA computations.

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 independently or 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.

19. 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.

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

SEMESTER I									
SL No	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**	**Skill Development**	**Focus Areas**	**Course Type**
1	BAV3015	Genesis and Overview of Aviation	3	0	0	3	EM / EN		Program Core
2	BAV3002	Airport Operations – Basics	3	1	0	4	EM / EN		Program Core
3	BBA2008	Management and Behavioural Practices	4	0	0	4	S	HP/ GS	School Core
4	XXxxxx	Open Elective – I	2	1	0	3			Open Elective
5	ENG1004	Essentials of English	2	0	0	2	F		School Core
6	ENG1003	Communicative English	2	0	0	2	S/ EM		School Core
7	KAN1002/ KAN2002	Sarala Kannada / Savi Kannada	2	0	0	2	F		School Core
8	PPS1001	Introduction to Soft Skills	0	0	2	1	S/ EM/ EN	HP	School Core
		TOTAL				**21**			

SL No	COURSE CODE	COURSE NAME	L	T	P	C	Skill Development	Focus Areas	Course Type
1	BAV3017	Airport Operations Advanced	3	1	0	4	EM / EN	HP	Program Core
2	BAV3018	Regulatory Framework of Aviation	4	0	0	4	EM / EN		Program Core
3	BBA2005	Marketing Management	4	0	0	4	S/EM	GS	School Core
4	XXxxxx	Open Elective – II	2	1	0	3			Open Elective
5	ENG2002	Business English	2	0	0	2	F		School Core
6	BBA1015	Basics of Excel	2	0	2	3	EM / EN	HP	Program Core
7	PPS1012	Enhancing Personality through Soft skills	0	0	2	1	S/ EM/ EN	HP	School Core
		TOTAL				**21**			

SEMESTER III									
SL No	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**	**Skill Development**	**Focus Areas**	**Course Type**
1	BBA2003	Human Resources Management	4	0	0	4	EM / EN	HP/ GS	Program Core
2	BAV3008	Aviation Maintenance Management	3	0	0	3	EM / EN	HP	Program Core
3	BAV3023	Air Traffic Control	3	1	0	4	EM / EN		Program Core
4	BBA2040	Introduction to Research	4	0	0	4	S/EM		School Core
5	XXxxxx	Open Elective – III	3	0	0	3			Open Elective
6	BBA2025	Advanced Excel	2	0	2	3	EM / EN	HP	Program Core
7	PPS4002	Introduction to Aptitude	0	0	2	1	S/ EM/ EN	HP	School Core
		TOTAL				**22**			

SEMESTER IV									
SL No	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**	**Skill Development**	**Focus Areas**	**Course Type**
1	BAV3006	Air Cargo and Logistics	3	0	0	3	EM / EN	HP	Program Core
2	BAV3025	Airport Management	4	0	0	4	EM / EN		Program Core
3	BBA3024	Customer Relationship Management	4	0	0	4	EM / EN		Program Core
4	SOC1001	Corporate Governance and Business Ethics	3	0	0	3	S/ EM/ EN	HP	School Core
5	BBAXXXXX	Discipline Elective – I	3	0	0	3			Discipline Elective
6	BBAXXXXX	Discipline Elective – II	3	0	0	3			Discipline Elective
7	CHE1020	Environmental Studies and Sustainable development	2	0	0	0	EM		School Core
8	BBA2026	Data Analysis for Decision Making	1	1	2	3	EM / EN		Program Core
9	PPS3019	Corporate Communication	0	0	2	1	S/ EM/ EN	HP	School Core
		TOTAL				**24**			

SEMESTER V									
SL No	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**	**Skill Development**	**Focus Areas**	**Course Type**
1	BAV3021	Airline and Cabin Crew Management	4	0	0	4	E/EM		Program Core
2	BAVXXX	Discipline Elective – III	3	0	0	3	E/EM		Discipline Elective
3	BBAXXX	Discipline Elective – IV	3	0	0	3	E/EM		Discipline Elective
4	BBAXXX	Discipline Elective – V	3	0	0	3	E/EM		Discipline Elective
5	BBAXXX	Discipline Elective – VI	3	0	0	3	E/EM		Discipline Elective
6	BBAXXX	Discipline Elective – VII	3	0	0	3	E/EM		Discipline Elective
7	PPS3018	Preparedness for Interview	0	0	2	1	S/ EM/ EN	HP	School Core
8	SOC3002	Internship	-	-	-	2	S/ EM/ EN	ES	School Core
		TOTAL				**22**			

SEMESTER VI									
SL No	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**	**Skill Development**	**Focus Areas**	**Course Type**
1	SOC4002	Dissertation	-	-	-	4	S/ EM/ EN	ES	School Core
2	BAV3019	Airport and Aircraft Emergencies	4	0	0	4	E/EM		Program Core
3	BAVXXXXX	Discipline Elective – VIII	3	0	0	3	E/EM		Discipline Elective
4	SOC1003	Social Immersion Project	-	-	-	1			School Core
		TOTAL				**12**			

*21.*Course Catalogues

Course Code: BAV3015	**Course Title: Genesis and overview of Aviation**	**L- T-P- C**	**3**	**0**	**0**	**3**
Version No.	1.0					
Course Pre-requisites	Basic Communication Basics of Aviation Industry					
Anti-requisites	**Nil**					
Course Description	The course provides the foundation to the Aviation industry and Airport functional areas. It covers the basic knowledge of aviation origin, airports and airlines around world, aviation terminology, airport operations, environmental issues due to ever-changing industry needs, and an introduction to regulatory bodies in Aviation. It traces the historical evolution of aviation industry and thought on present trends in industry and focuses on the contemporary challenges faced by the environment.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Outline the evolution of Aviation Industry CO2: Explain working of an aircraft CO3: Recognize how aviation industry effects environment CO4: Discuss functions of airport at different operational levels CO5: State the different departments working in airlines					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Genesis and overview of Aviation and** attain Skill Development through Participative Learning techniques.					
Course Content:						
Module 1	**Introduction**				**9 sessions**	
Evolution of Aviation, Global Aviation Industry, Aviation Abbreviations, ICAO phonetic alphabet, Aviation Induction						
Module 2	**Understanding Aircrafts, Airlines and Airports**				**8 Sessions**	
Components of an aircraft, Aircraft types and structures, Functions of different comp of aircraft, Aircraft Manufacturers, Theory of Flight, Aircraft Lighting Systems, Funct Aircraft with Flight Operations, Study of IATA code on Airlines & Airports, World & Geography, Time Zones						

Module 3	**Aviation and Environment**			**8 Sessions**
Aircraft Noise control, Pitch in of Aviation Bodies, Safety & Security Sensitivity in A Industry, Factors influencing flight disruptions, Evolving Eco-Friendly Flying, Covid Parameters & Impact on Aviation Industry				
Module 4	**Airport layout**			**8 Sessions**
Aeronautical Premises, Aeronautical Facilities, Aeronautical Administrative Blocks, Aeronautical Operational Divisions & Miscellaneous				
Module 5	**Introduction to departments in airlines**			**8 Sessions**
Customer Service, Security, Ramp Operations, Terminal Operations (Part of all the departments in the terminal), Cargo, catering, Flight ops, Cabin Crew, Pilots, Aircraft Maintenance Engineer				
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. Refer to the research paper assigned from the PU library and analyze 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.) 2. Refer to the research paper assigned from the PU library and analyze 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.)				
Reference **Text book** 1. T1. Maniriho, E. A., & Uwayo, E. (2018). *Airline and Airport Operations*. Éditions universities Europeanness.				
Reference • R1. Madaan R (2014) *Aviator's handbook of knowledge*, Vayu Education of India. • https://www.world-airport-codes.com/world-top-30-airports.html • https://byjus.com/govt-exams/airports-in-india-list/				

- https://www.worldairlineawards.com/worlds-top-10-airlines-2021/
- https://www.javatpoint.com/list-of-airlines-in-india

PU library link

- National Academies of Sciences, Engineering, and Medicine. (2015). A Guidebook for Airport Winter Operations. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_3748
- González Prieto, D., Lordan González, O., Sallán Leyes, J. M., Simó Guzmán, P., Enache, C. M., & Fernández Alarcón, V. (2011). Journal of Airline and Airport Management: Taking off on an exciting journey into Air Transport Research. *Journal of Airline and Airport Management*, *1*(1), 1-3. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=DOAJ_1_8589936704

E resources:

- https://youtu.be/dXNRRI9WwDo
- https://youtu.be/isATVRTV0r4
- https://youtu.be/HNN3xsRmCOg
- https://youtu.be/f-4if26F_RA
- https://youtu.be/t5SJ37z8UHA

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

Catalogue prepared by	Prof. Greataa Prof. Chitra Srinivas
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: BAV3002	**Course Title: Airport Operations - Basics**	**L- T- P- C**	**3**	**1**	**0**	**4**
Version No.	1.0					
Course Pre-requisites	Basic Communication					

	Basics of Aviation Industry			
Anti-requisites	**Nil**			
Course Description	This conceptual course provides the foundation to Terminal Operations which include reception, processing, and staging of passenger, transit procedures at airport where passengers transfer between ground transportation and boarding, disembark from an aircraft, storage, and marshalling of cargo. Students get exposure on various operations of terminal including procedures related to the safe take-off and landing of commercial and military aircraft and coordinating activities between air traffic control and maintenance personnel, air ticketing, baggage handling etc which trains the student to be industry ready.			
Course Out Comes	On successful completion of the course the students shall be able to: CO1: List the components of airport and its organization structure CO2: Interpret the process of Ground Handling CO3: Explain the components of airport terminal CO4: Illustrate the cargo handling procedures CO5: Explain the different procedures followed by catering			
Course objective	The objective of the course is to familiarize the learners with the concepts of **Airport Operations - Basics and** attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	**Airport as an Operational System**			**12 Sessions**
The airport as a system, National airport systems, The function of the airport, Centralized and De centralized passenger terminal systems, The complexity of airport operations, Management and operational structures				
Module 2	**Ground Handling**			**12 Sessions**
Introduction, Passenger Handling, Ramp handling, Aircraft Ramp Servicing, Ramp Layout, Departure control, Ground handling Responsibilities, Control of Ground handling efficiency				
Module 3	**Airport terminal and ground access**			**11 Sessions**

Introduction to the airport layout and components, The historical development of airport terminals, Components of airport terminals, Airport ground access, VIP access, Visitor entry passes, Entry restriction on red alert				
Module 4	**Air Freight operations**			**10 sessions**
Introduction to Air Freight, Components, advantages and disadvantages, sustainability, regulated agents, all cargo carriers, integrated carriers, future and transport security trends in air freight, role of warehouse				
Module 5	**Catering Operations**			**10 sessions**
Catering work flow, Departments in catering, Catering Security, Role of airlines in catering, In-flight catering, In-flight sales.				
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. 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.) 4. Experiential learning: Visit to Bangalore Airport/Jakkur Aerodrome				
Reference **Text book** 2. T1. Sherry, L. (2009). Introduction to Airports Design and Operations. *George Mason University Center for Air Transportation Systems Research: Washington, DC, USA*.				
Reference • R1. Young, S. B., & Wells, A. T. (2011). *Airport planning and management*. McGraw-Hill Education. • R2. Maniriho, E. A., & Uwayo, E. (2018). *Airline and Airport Operations*. Éditions universitaires européennes. • R3. Amalia, D. (2019). Promoting just culture for enhancing safety culture in aerodrome airside operation. *International Journal of Scientific & Technology Research*, *8*(10), 260-266. **PU library link** • Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. *Computers & Operations Research*, *34*(6), 1532-1550.				

https://web.p.ebscohost.com/ehost/detail/detail?vid=3&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1046472&db=e000xww

- Boonekamp, T., & Burghouwt, G. (2017). Measuring connectivity in the air freight industry. *Journal of Air Transport Management*, *61*, 81-94. https://web.p.ebscohost.com/ehost/detail/detail?vid=4&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1532926&db=e000xww

E resources:

- https://catsr.vse.gmu.edu/SYST460/IntroAirportsWorkbook.pdf
- https://www.icao.int/EURNAT/Other%20Meetings%20Seminars%20and%20Workshops/ICAO%20EUR%20NAT%20NCLB%20Technical%20Assistance%20Programme%20-%20Workshops%20on%20Aerodrome%20Certification%20ICAO%20EURNAT%20AGA%2018001/ICAO%20EURNAT%20NCLB%20TAP%20AGA%2018001%20Workshop%20on%20Aerodrome%20Certification%203/Session%2007.pdf

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

Catalogue prepared by	Prof. Greataa Prof. Chitra Srinivas
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: BAV3017	**Course Title: Airport Operations - Advanced**	**L- T- P- C**	**3**	**1**	**0**	**4**
Version No.	1.0					

Course Pre-requisites	Basic Communication Knowledge of Airport operations basic			
Anti-requisites	**Nil**			
Course Description	This conceptual course provides detailed and in-depth information about procedures to be followed at airport landside and airside areas. The course emphasizes operational readiness, how the cargo is handled within the terminal and at the apron, detailed documentation, and carrier process. Also, a detailed process of security and screening of passengers, baggage, freight and cargo, and overall airport security operations are included. Students also gain insights into how flight crew scheduling is done and a detailed process of operations to be carried out by a flight crew from pre-flight to post-flight. This would enable the students in understanding how a typical job role of each employee in the operations division or as a flight crew would be. This would enable the students in gaining a greater understanding of the type of job roles they could apply for in the future.			
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Identify the operational areas, processes, constraints in airside and landside **(Knowledge)** CO2: Discuss the process of cargo operations with documentation **(Comprehension)** CO3: Review the security and screening process in the entire airport at Different levels of operations **(Comprehension)** CO4: Recall the Airline flight operations **(Knowledge)** CO5: State the different baggage handling procedures **(Knowledge)**			
Course objective	The objective of the course is to familiarize the learners with the concepts of **Airport Operations - Advance and** attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	**Operational Readiness**			**12 Sessions**
Introduction, Aerodrome Certification, Operating constraints, Operational areas, Airfield inspections, Maintaining readiness.				
Module 2	**Cargo Operations**			**12 Sessions**

The cargo market, Expediting the movement, Flow through the terminal, Unit load devices (IATA 1992,2010), Handling within the terminal, Cargo Apron Operation, Examples of modern cargo terminal design and operation, Cargo operations by integrated carriers, AWB Features and validity, Documentation				
Module 3	**Security and Screening**			**11 sessions**
Introduction, ICAO framework of International Regulations, Annex 17 standards, Airport security program, Passenger screening, carryon baggage search and screening, Check-in baggage search and screening, Freight and cargo search and screening, Access control within and throughout airport buildings, Access Control of Entire Airport				
Module 4	**Airline flight operations**			**10 sessions**
Flight crew scheduling, Flight crew Sign-in, Operations/ Planning, Pre-flight, Pre-departure, Gate departure, Taxi-out, Takeoff, Terminal Area Departure, Climb, Cruise, Descent, Terminal area arrival, Final approach, Landing and Rollout, Taxi in, Parking, Post-flight, Sky Marshal Briefing				
Module 5	**Baggage Handling**			**10 Sessions**
Introduction, History and trends in baggage handling, Bag drop, Flight build and aircraft loading, Arrivals Reclaim, Interterminal Transfers				
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: 5. 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.) 6. Experiential learning: Visit to Bangalore Airport/Jakkur Aerodrome				
Reference **Text book** 3. T1. Airport operations, 3rd Edition by Norman J Ashford, McGraw-Hill Education; 3rd edition				
Reference • R1.The Global Airline Industry by Peter Belobaba, John Wiley & Sons Inc; 2nd edition				

- R2.Principles of Airport management by Alexander T Wells, McGraw-Hill Education; 5th edition
- R3.Airline and Airport Operations by Edissa Uwayo, Notion Press; 1st edition (1 January 2016)

PU library link

- Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. *Computers & Operations Research*, *34*(6), 1532-1550. https://web.p.ebscohost.com/ehost/detail/detail?vid=3&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1046472&db=e000xww
- Boonekamp, T., & Burghouwt, G. (2017). Measuring connectivity in the air freight industry. *Journal of Air Transport Management*, *61*, 81-94. https://web.p.ebscohost.com/ehost/detail/detail?vid=4&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1532926&db=e000xww

E resources:

- https://catsr.vse.gmu.edu/SYST460/IntroAirportsWorkbook.pdf
- https://www.icao.int/EURNAT/Other%20Meetings%20Seminars%20and%20Workshops/ICAO%20EUR%20NAT%20NCLB%20Technical%20Assistance%20Programme%20-%20Workshops%20on%20Aerodrome%20Certification%20ICAO%20EURNAT%20AGA%2018001/ICAO%20EURNAT%20NCLB%20TAP%20AGA%2018001%20Workshop%20on%20Aerodrome%20Certification%203/Session%2007.pdf

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

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

Academic Council	

Course Code: BBA2008	**Course Title: Management and Behavioral Practices**	**L- T - P- C**	**4**	0	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**			**11 Sessions**		

	Management			
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**			**11 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**			**11 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**			**11 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**			**11 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

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/

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 : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. A Jency Priyadharshanay
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**	**L-T-P-C**	**4**	**0**	**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**			**11 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	**Recruitment and selection**			**10 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 3	**Human Resources Planning and Job Analysis**			**10 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 4	**Performance appraisal**			**10 sessions**
. 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.				
Module 5	**Training and development**			**10 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				
Targeted Application: developing customer data base, Market research Tools that can be used: MS office, MS excel, HRIS				
Project work/Assignment: Preparation of salary slip, designing compensation policy Refer to the research paper assigned from the PU library and analyze 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.) Experiential learning : Presentation on HR budgeting				
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 : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.				

Catalogue prepared by	Dr. Vijayasree
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**	**L- T-P-C**	**3**	**0**	**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 students 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 CO5 : Identify ethics in all the aspects of business					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Corporate Governance and Business Ethics and** attain Skill Development through Participative Learning techniques.					
Course Content:						

Module 1	**Introduction to Corporate Governance**			**11 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**			**10 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**			**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**			**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**			**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				

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:

7. Group Discussion
8. Case Study

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 : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Annette
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: BAV3018	**Course Title: Regulatory Framework of Aviation**	**L-T-P- C**	**4**	**0**	**0**	**4**
Version No.	1.0					
Course Pre-requisites	Basic Communication Basic Knowledge of Aviation industry					

Anti-requisites	**Nil**			
Course Description	This conceptual course provides the foundation to the regulatory authorities and the regulations put into action by the regulatory authorities. Students get exposure on various rules, regulations and operating procedures followed by the airlines. This trains the students to be industry ready.			
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the different regulatory organizations and rule-making **(Knowledge)** CO2: Explain the process of Accident Investigation at AAIB **(Comprehension)** CO3: Interpret the different international conventions and their impact on today's Aviation **(Comprehension)** CO4: State the Civil Aviation Requirements **(Knowledge)** CO5: Recognize the National Law in Aviation **(Knowledge)**			
Course objective	The objective of the course is to familiarize the learners with the concepts of **Regulatory Framework of Aviation and** attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	**Regulatory Organizations and rule making**			**11 Sessions**
The International Civil Aviation Organization (ICAO), The Federal Aviation Administration (FAA), Directorate General of Civil Aviation (DGCA), The International Air Transport Association (IATA), Bureau for Civil Aviation Security (BCAS), Their organizational structure and rules, Joint Aviation Authority (JAA)				
Module 2	**Aircraft Accident Investigation Bureau**			**10 Sessions**
AAIB Functions, Accident Investigation Process, Safety Recommendations, AAIB accident data base, AAIB most wanted aviation safety improvements, National Provisions.				
Module 3	**International Conventions**			**10 Sessions**

Chicago Convention 1944, Unlawful Acts, Tokyo Convention, Hague Convention, Montreal Convention, Convention on the marking of plastic explosives, Annexures.				
Module 4	**Civil Aviation Requirements (CAR)**			**10 Sessions**
Rules of Air, Freedoms of Air, Control of Departing & Arriving Aircrafts, Call Signs for aeronautical stations & Squawk Codes.				
Module 5	**National Law**			**10 Sessions**
The Aircraft Act 1934, Aircraft Rules 1937, Aircraft Nationality & Registration Marks, Annex 17				
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: 9. 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.) 10. Experiential learning: Visit to Bangalore Airport/Jakkur Aerodrome				
Reference **Text book** 4. T1. Blackshaw, C. (1992). AVIATION LAW & REGULATION: A FRAMEWORK FOR THE CIVIL AVIATION INDUSTRY.				
Reference • R1. Abeyratne, R. I. (2018). Aviation security: Legal and regulatory aspects. Routledge. • R2. FRANCE, R. R. I. (2004). Regulatory Reform in the Civil Aviation Sector. Organisation for Economic Co-operation and Development, 7. **PU library link** • Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. *Computers & Operations Research*, *34*(6), 1532-1550. https://web.p.ebscohost.com/ehost/detail/detail?vid=3&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1046472&db=e000xww • Boonekamp, T., & Burghouwt, G. (2017). Measuring connectivity in the air freight industry. *Journal of Air Transport Management*, *61*, 81-94.				

https://web.p.ebscohost.com/ehost/detail/detail?vid=4&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1532926&db=e000xww

E resources:

- **https://www.mondaq.com/india/aviation/1233240/civil-aviation-regulatory-framework-in-india#:~:text=The%20primary%20legislation%20governing%20civil,aircrafts%20and%20licensing%20of%20aerodromes%22.**
- **https://www.icao.int/NACC/Documents/Meetings/2014/SARSEMINAR/SAR-P20.pdf**
- **https://www.skybrary.aero/articles/safety-regulation**

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

Catalogue prepared by	Prof. Greataa Prof. Chitra Srinivas
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**	**L-T-P-C**	**4**	**0**	**0**	**4**
Version No.	2.0					
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 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: 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: Summarize the factors influencing consumer behavior and its impact on consumer decision making process **(Comprehension)**			
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			11 Sessions
Meaning & Definition of Market, Sales & Selling – Difference between Marketing & Sales - History of Marketing, Process of Marketing-Approaches to Marketing-Functions of Marketing. Contemporary Marketing Practices Post Covid- E Marketing-, E- business, Green marketing, Green Marketing myopia, Social marketing, Societal marketing				
Module 2	Marketing environment			11 Sessions
Type of Marketing Environment – Internal & External (Micro/Macro)- Internal Environment :5Ms-Vision, Mission, Objectives - Micro Environment: BCG Matrix – Macro Environment – PESTEL , Value chain analysis, Ansof matrix				
Module 3	Marketing mix			11 Sessions
Introduction to 4 Ps of Marketing- History – Product-Concept – Classification of Products – Levels of products – PLC. Pricing- Factors affecting pricing, Types of Pricing. Place – Factors affecting Channel selection- Types of Channels. Promotion – Promotional mix, Personal Selling, Direct Marketing, Sales Promotion, PR, Advertising, AIDA, E Promotion strategy				
Module 4	Segmentation, targeting, positioning			11 Sessions
Mass marketing Vs Segmentation. Need for Segmentation. *Market segmentation*: Segmenting Consumer Markets; Segmenting Business Markets; Requirements for Effective Segmentation *Market Targeting*: Evaluating Market Segments; Selecting Target				

Market. *Differentiation & Positioning*: Positioning Maps, Choosing a Differentiation & Positioning Strategy.				
Module 5	Consumer behavior and CRM			11 Sessions
Understanding Consumer Behaviour in Indian and Global context: Factors influencing buyer behaviour – Cultural, Social, Individual and Psychological Influences. Rational & Irrational behavior of Consumer – Stages of buying - 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				
Project work/Assignment:				
Present based on interaction with a corporate employee about industrial relation practices in the company				
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. Ali, M. (2021), "A social practice theory perspective on green marketing initiatives and green purchase behavior", *Cross Cultural & Strategic Management*, Vol. 28 No. 4, pp. 815-838. https://doi.org/10.1108/CCSM-12-2020-0241 Balmer, J.M.T. (2011), "Corporate marketing myopia and the inexorable rise of a corporate marketing logic: Perspectives from identity-based views of the firm", *European Journal of Marketing*, Vol. 45 No. 9/10, pp. 1329-1352. https://doi.org/10.1108/03090561111151781 **Presidency University link** **https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/CCSM-12-2020-0241/full/html** **https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090561111151781/full/html** **Online Resources** **https://onlinecourses.nptel.ac.in/noc22_lw05/preview** **https://onlinecourses.nptel.ac.in/noc22_mg52/preview**				
Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. Syed Abid			

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: BBA1015	**Course Title: Basics Excel**	**L-T-P-C**	**2**	**0**	**2**	**3**
Version No.	1.0					
Course Pre-requisites	• Not Applicable					
Anti-requisites	**Nil**					
Course Description	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Demonstrate basic functions of Excel CO2 : Illustrate mathematical functions of excel CO3 : Analyze the data using charts					
Course objective	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Basics of Excel and** attain Skill Development through Experiential Learning.					
Course Content:						
Module 1	**Basic Function of Excel**			**15 Sessions**		
Topics: Excel Introduction - An overview of the screen, navigation and basic spreadsheet concepts , Various selection techniques , Shortcut Keys. Customizing Excel , Customizing the Ribbon , Using and Customizing AutoCorrect , Changing Excel's Default Option. Using Basic Functions , Using Functions – Sum, Average, Max,Min, Count, Counta , Absolute, Mixed and Relative Referencing. Formatting and Proofing , Currency Format , Format Painter , Formatting Dates , Custom and						

Special Formats , Formatting Cells with Number formats, Font formats, Alignment, Borders, etc ,Basic conditional formatting.				
Module 2	**Mathematical functions in Excel**			**15 Sessions**
Mathematical Functions - SumIf, SumIfs CountIf, CountIfs AverageIf, AverageIfs, Nested IF, IFERROR Statement, AND, OR, NOT Protecting Excel , File Level Protection , Workbook, Worksheet Protection Text Functions , Upper, Lower, Proper , Left, Mid, Right , Trim, Len, Exact , Concatenate , Find, Substitute. Date and Time Functions , Today, Now ,Day, Month, Year , Date, Date if, DateAdd , EOMonth, Weekday Advanced Paste Special Techniques , Paste Formulas, Paste Formats , Paste Validations , Transpose Tables				
Module 3	**Excel chart and functions**			**25 Sessions**
Excel charts and functions - New Charts, Auto complete a data range and list, Quick Analysis Tool , Smart Lookup and manage Store. Sorting and Filtering, Filtering on Text, Numbers & Colors , Sorting Options. Printing Workbooks , Setting Up Print Area , Customizing Headers & Footers , Designing the structure of a template, Print Titles –Repeat Rows / Columns.				
Topics: Project on mathematical functions using excel.				
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: 11.				
Reference • Adam Ramirez (Author), **Excel Formulas and Functions 2020: The Step-by-Step Excel Guide with Examples on How to Create Powerful Formulas: 1 (Excel Academy) Paperback – 21 June 2020** **Text book** • Bryan Crosland Excel: Simple Excel Functions: Master Excel Functions from Basic to Advanced Kindle Edition.				
PU library link Not Applicable E resources: https://nptel.ac.in/courses/110106064				
Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Experiential Learning .** This is attained through assessment component mentioned in course handout.				

Catalogue prepared by	Dr. Saswati Roy
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: **BAV3008**	**Course Title:** **Aviation Maintenance Management**	**L-T - P-C**	**3**	0	0	3
Version No.	1.0					
Course Pre-requisites	Basic Communication Basics of Aviation industry					
Anti-requisites	**Nil**					
Course Description	The course provides detailed and in-depth information about how aviation maintenance works. Students would learn about types of maintenance planning, how to plan to forecast, and how phased checks must be planned. This course emphasizes maintenance and production planning control in aviation, which is one of the key areas to explore for students who wish to have a successful career in the aviation sector.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Discuss the Definitions, Goals, and Objectives of Maintenance **(Comprehension)** CO2: List out the various documentation process **(Knowledge)** CO3: Illustrate the various process involved in Production Planning and Control **(Application)** CO4: Demonstrate the Line Maintenance Operation **(Application)** CO5: Discuss the process of Quality Assurance & Quality Control **(Comprehension)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Aviation Maintenance Management and** attain Skill Development through Participative Learning techniques.					

Course Content:				
Module 1	**Definitions, Goals, and Objectives**			**9 Sessions**
Definitions of Important Terms in Maintenance, Inherent Reliability, MCC Department, Operational & Functional Checks with Oriented Failures.				
Module 2	**Documentation for Maintenance**			**8 Sessions**
Introduction, Manufacturer's Documentation, Airline-Generated Documentation, TPPM, Airplane Maintenance Manual, Component Vendor Manual, Fault Isolation Manual, Component Location Manual, Illustrated Parts Catalogue, Master Minimum Equipment List, Advisory Circulars, Federal Aviation Regulations, Airworthiness Directives, Notice of Proposed Rule Making, Inspection Manual.				
Module 3	**Production Planning and Control**			**8 Sessions**
Introduction, PP&C Organization, Manager, PP&C, Maintenance planner, PP&C, Long-range planner, PP&C, The Production Planning & Control Department's Function, Forecasting, Feedback for Maintenance, Brief of Regular Maintenance with Category Checks & Unanticipated Special Checks on Bird Strike for Potential Airframe Damage.				
Module 4	**Line Maintenance (on-Aircraft)**			**8 Sessions**
Introduction, Functions that Control Maintenance, Maintenance Control Centre Responsibilities: Line Maintenance Operation—General, Ramp and Terminal Operations, Hangar Maintenance, Aircraft logbook, Preflight Inspections, Typical 48 Hour check 7 transit check on twin engine jet & Maintenance Crew Skill Requirements.				
Module 5	**Quality Assurance & Quality Control**			**8 Sessions**

Requirement for Quality Assurance (QA), Quality Audits, Technical Records, Other Functions of QA, Quality Control Organization, FAA and JAA Differences, Basic Inspection Policies, Routine Checks.

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:

12. 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.)
13. Experiential learning: Visit to Bangalore Airport/Jakkur Aerodrome

Reference

Text book

5. T1. Kinnison, H. A. (2013). Aviation maintenance management. McGraw-Hill Education.

Reference

- R1. Lee, S. G., Ma, Y. S., Thimm, G. L., & Verstraeten, J. (2008). Product lifecycle management in aviation maintenance, repair and overhaul. Computers in industry, 59(2-3), 296-303.
- R2. Mendes, N., Vieira, J. G. V., & Mano, A. P. (2022). Risk management in aviation maintenance: A systematic literature review. Safety science, 153, 105810.

PU library link

- Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. *Computers & Operations Research*, *34*(6), 1532-1550. https://web.p.ebscohost.com/ehost/detail/detail?vid=3&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1046472&db=e000xww
- Boonekamp, T., & Burghouwt, G. (2017). Measuring connectivity in the air freight industry. *Journal of Air Transport Management*, *61*, 81-94. https://web.p.ebscohost.com/ehost/detail/detail?vid=4&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1532926&db=e000xww

E resources:

- **https://www.accessengineeringlibrary.com/binary/mheaeworks/ccfcacffb7310982/4517b5566198596856e143761a78f1ab5d383b8a362c2bcc63565184e4b1bc10/book-summary.pdf**

• https://mrcet.com/downloads/digital_notes/AE/IV%20Year/Aircraft%20Maintenance%20Engineering.pdf • https://www.aerospool.sk/downloads/RTC/AS-AMM-01-000_I1_R1_20180202.pdf	
Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Prof. Greataa Prof. Chitra Srinivas
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: BAV3023	**Course Title: AIR TRAFFIC CONTROL**	**L-T-P-C**	**3**	**1**	**0**	**4**
Version No.	1.0					
Course Pre-requisites	Basic Communication Basics of Aviation industry					
Anti-requisites	**Nil**					
Course Description	This conceptual course gives students a foundation-level knowledge regarding the safety & sensitivity concern of Air Traffic Control System along with their functions. To enable the students to learn about issues & challenges while managing the flow of Air Traffic Operations.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the elements of ATC systems in airport. **(Knowledge)** CO2: Explain how ATC is structured, ATC procedures and control tower operations and air traffic management **(Comprehension)** CO3: Discuss the various ATC communications procedures **(Comprehension)**					

	CO4: Explain how control tower operations involved in ATC **(Comprehension)** CO5: Identify the component of NexGen for the future Air Traffic Management **(Comprehension)**			
Course objective	The objective of the course is to familiarize the learners with the concepts of **Air Traffic Control and** attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	**Elements of ATC System**			**12 Sessions**
Communication Systems, Navigation Systems, Surveillance Systems, Flight and Weather Information Systems				
Module 2	**Airspace and ATC Structure**			**12 Sessions**
ATM Systems, Airspace Structure, handling a typical Airline Flight, Airport Traffic Control Tower, Terminal Airspace Control Centre, Surveillance, and Navigation for precision instrument approaches, En-Route control centers				
Module 3	**Communication Procedures**			**11 Sessions**
Clearance, Aircraft Identification, Destination Airport/ Intermediate fix, Departure Instructions, Route of Flight, Altitude Assignment, required reports, Holding Instructions				
Module 4	**Control Tower Operations**			**10 Sessions**
Flight Data Control, Clearance Delivery Control, Ground Control, Local Control, Approach and Departure Control, Radar Control				
Module 5	**Future Air Traffic Management**			**10 Sessions**
NexGen, NexGen Components, ATFM operations, Ground Delay Programs, Improved Aircraft separation, Negotiated Routes				
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:

14. 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.)
15. Experiential learning: Visit to Jakkur Aerodrome and note the communication procedures.

Reference

Text book

6. T1. Brim, L. (2008). Fundamentals of Air Traffic Control. In *ParaDise Seminar, Feb*.

Reference

- R1. Nolan, M. S. (2011). Fundamentals of air traffic control. Cengage learning.
- R2. Belobaba, P., Odoni, A., & Barnhart, C. (Eds.). (2015). The global airline industry. John Wiley & Sons.
- R3. De Neufville, R., Odoni, A. R., Belobaba, P. P., & Reynolds, T. G. (2013). Airport systems: Planning, design, and management. McGraw-Hill Education.

PU library link

- Cook, A. (Ed.). (2007). *European air traffic management: principles, practice, and research*. Ashgate Publishing, Ltd.. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=INTECH_1_1102
- Metzger, U., & Parasuraman, R. (2001). The role of the air traffic controller in future air traffic management: An empirical study of active control versus passive monitoring. *Human factors*, *43*(4), 519-528. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_4691

E resources:

- https://www.princeton.edu/~ota/disk3/1982/8202/820205.PDF
- https://www.researchgate.net/publication/319565998_Design_of_Air_Traffic_Control_Operation_System/link/5a798064a6fdcc4ffe911d1b/download

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

Catalogue prepared by	Prof. Greataa Prof. Chitra Srinivas
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: BBA2040	**Course Title: Introduction to Research**	**L-T-P-C**	**4**	**0**	**0**	**4**
Version No.	1.0					
Course Pre-requisites	• Knowledge of research • Basic Concepts of Statistics and Mathematics					
Anti-requisites	**Nil**					
Course Description	**COURSE DESCRIPTION:** Introduction to research provides the importance of research in creating and extending the knowledge base of one's subject area to distinguish between the strengths and limitations of different research approaches regarding one's subject/research area.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the research process. **(UNDERSTAND)** CO2: Differentiate between research variables **(UNDERSTAND)** CO3: Summarize Scaling Techniques **(UNDERSTAND)** CO4: Differentiate between sampling and non-sampling errors **(UNDERSTAND)** CO5: Determine the relationship between variables **(APPLY)** CO6: Examine the steps involved in drafting a research report **(APPLY)**					

Course Objective	This course is designed for **SKILL DEVELOPMENT** of the learner by using **Experiential Learning** Techniques of Class Presentation and Case Study.			
Course Content:				
Module 1	**Introduction to research**			**11 Sessions**
Research: Meaning, Objectives, Types, Approaches- Qualitative and Quantitative, Significance, Research Process, Criteria of good research; Challenges faced by Researchers. Research problem, selecting the problem.				
Module 2	**Research design and scaling**			**10 Sessions**
Research Design: Meaning, need, features. Dependent variables, independent variables, moderator variables, mediating variables, extraneous variables, categorical variables. Classification of measurement scales: nominal, ordinal, interval and ratio scales; Goodness of measurement scales: validity, reliability, practicality and accuracy; Sources of error in measurement. Scaling techniques.				
Module 3	**Data Collection and Sampling**			**10 Sessions**
Sources of data- primary and secondary data, methods of primary data collection, sources of secondary data. Sampling design, sample size, determining optimal sample size, sampling techniques, probability Vs. non-probability sampling methods, sampling and non-sampling errors.				
Module 4	**Questionnaire Designing and Data Analysis**			**10 Sessions**
Questionnaire, Types of questionnaires, Questionnaire design procedure, type of questions: open-ended, closed ended; criteria for designing questions; questionnaire structure. Questionnaire Vs. Schedule. Pilot testing, administering. Data Analysis: Univariate Analysis: Mean Comparisons, t-test and One-way ANOVA; Bi-variate analysis: Cross tabulations, Chi-square test, correlation and regression.				
Module 5	**Research Reporting and Modern Practices in Research**			**10 Sessions**
Research Report Writing: Importance, Essentials, Structure/ layout, Types. References and Citation Methods: APA (American Psychological Association), CMS (Chicago Manual Style), MLA (Modern Language Association), Footnotes and				

Bibliography. Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research.

Lecture: All Modules

Discussion: All Modules

Self-learning: Philosophy of Social Science Research

Assignments: Case study : Implication of Qualitative Research Methods https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=DOAB_1_06082022_20245

Textbook

T1: **C R Kothari, Gaurav Garg: Research Methodology – Methods and Techniques.**

References :

R1: Deepak Chawla, Neena Sondhi: Research Methodology

R2: Catherine Dawson: 100 Activities for teaching Research Methods

Web Based Resources

W1: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01443580010341853/full/html

W2. https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01443580010341727/full/html

Swayam & NPTEL Video Lecture Sessions

1: https://onlinecourses.nptel.ac.in/noc21_hs104/preview

List of E-Resources:

https://presiuniv.knimbus.com/login

E1:–
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=ELSEVIER1_20987

E2:-

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01443580010341754/full/html	
Catalogue prepared by	Prof. Umme
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: BBA2025	**Course Title: Advanced Excel**	**L- T- P - C**	**2**	**0**	**2**	**3**
Version No.	**1.0**					
Course Pre-requisites	• Knowledge of Basic Excel					
Anti-requisites	**Nil**					
Course Description	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Apply If functions for data analysis CO2: Apply lookup functions for dataset CO3: Illustrate the data using pivot tables					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Fundamentals of Business Analytics and** attain Skill Development through Experiential Learning.					
Course Content:						
Module 1	**Analysis using Excel**			**15 Sessions**		
What If Analysis, Goal Seek , Scenario Analysis , Data Tables (PMT Function) , Solver Tool Logical Functions , If Function, How to Fix Errors – if error , Nested If , Complex if and or functions Data Validation , Number, Date & Time Validation, Text and List Validation , Custom validations based on formula for a cell, Dynamic Dropdown List Creation using Data Validation – Dependency List						
Module 2	**Look up functions**			**15 Sessions**		
Lookup Functions , Vlookup / HLookup , Index and Match , Creating Smooth User Interface Using Lookup , Nested VLookup , Reverse Lookup using Choose Function , Worksheet linking using Indirect , Vlookup with Helper Column						
Module 3	**Data Visualization through excel**			**25 Sessions**		
Pivot Tables, Creating Simple Pivot Tables , Basic and Advanced Value Field Setting , Classic Pivot table , Choosing Field , Filtering PivotTables , Modifying PivotTable Data , Grouping based on numbers and Dates , Calculated Field & Calculated Items , Arrays Functions , What are the Array Formulas, Use of the Array Formulas?, Basic Examples of Arrays (Using ctrl+shift+enter). , Array with if, mid functions formulas., Array with Lookup functions., Advanced Use of formulas with Array. Charts and slicers , Various Charts i.e. Bar Charts / Pie Charts / Line Charts , Using SLICERS, Filter data with						

Slicers , Manage Primary and Secondary Axis. Excel Dashboard , Planning a Dashboard Adding Tables and Charts to Dashboard , Adding Dynamic Contents to Dashboard
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method, MS Excel
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: 16. Preparation of HR/Marketing / Finance dashboard
Reference Michael Alexander (Author), Richard Kusleika (Author), John Walkenbach (Author) (2018), Excel 2019 Bible Paperback – 4 December **Text book** William L. Fischer Excel: QuickStart Guide - From Beginner to Expert (Excel, Microsoft Office) Paperback – May 7, 2016
PU library link Not Applicable **E resources:** https://onlinecourses.nptel.ac.in/noc21_ge21/preview
Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Experiential Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Saswati Roy
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: BBA2042	Course Title: Business Law	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Knowledge of Management Understand the significance of law in the area of management					
Anti-requisites	**Nil**					
Course Description	The course is conceptual in nature and will provide an insight about various laws pertaining to the business, legal procedures and documentation. After completion of the course students will gain knowledge about laws and practices, recent trends related to management in Business.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concepts of Business Law CO2: Explain the practices of offer and acceptance CO3: Discuss the aspects of performance of contract CO4: Explain the concept of sales of goods act CO5 : Discuss contemporary issues in business law					
Course objective	Students will be able to develop SKILL through PARTICIPATIVE LEARNING techniques such as role play, case study analysis, group discussion.					
Course Content:						
Module 1	**Introduction to Law**			**11 Sessions**		
Introduction to Law - Indian Contract Act -Formation-Nature and Elements of Contract – Classification of Contracts, Kinds of Agreements, Contract Vs Agreement.						
Module 2	**Offer and Acceptance**			**10 Sessions**		
Offer – Types of offer – Requirements of a Valid Offer. Acceptance – Meaning - Legal rules as to a Valid Acceptance. Consideration – Definition – Types - Essentials. Lega Capacity of Parties. Free consent – Coercion – Undue Influence – Fraud – Misrepresentation - Mistake. Legality of object - Void agreements Unlawful Agreements.						
Module 3	**Performance of Contract**			**10 Sessions**		
Performance of Contracts – Actual Performance – Attempted Performance - Tender. Quasi Contract – Definition and Essentials. Discharge of Contract - Modes of Discharge – Breach of Contract – Remedies available for Breach of Contract.						

Module 4	**Sale of Goods Act**			**10 Sessions**
Sale – Contract of Sale – Sale Vs Agreement to Sell – Meaning of Goods – Conditions and Warranty – Caveat Emptor – Exceptions of Caveat Emptor – Buyer and Seller of Goods - Unpaid Seller – Definition – Rights of an Unpaid Seller.				
Module 5	**Contemporary Issues in Law**			**10 Sessions**
Topics: Right to Information Act, 2005 - Meaning of 'Information', 'Right to Information' -Need for Right to Information. Public Information - Request for obtaining information. Grounds for rejection of information. Central Information Commission - Constitution and powers. Information Technology Act - Purpose and significance. Cyber Crimes - Types of crimes, nature and punishment. Intellectual Property Rights and its components.				
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: Course project on templates of legal documents Case study analysis				
Reference **Text book** . 1. Kapoor, N.D. Business Laws, Sultan Chand and Sons.				
Reference Rajni Jagota, Business Laws – Cengage, New Delhi. Sreenivasan, M.R., Business Laws, Margam Publications. Ramaswamy, K.N., BusinessLaw, S Chand & Co, Delhi Shukla,M.C,Business Law, S.Chand &Co. Shehzad, N. (2009), "Business Law: A Guide for Entrepreneurs (1st edition)", *International Journal of Law and Management*, Vol. 51 No. 1, pp. 53-54. https://doi.org/10.1108/17542430910936691 **PU library link** https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17542430910936691/full/html **E resources:.**				
Content in this section should be mentioned as per the program grid. Topics relevant to development of **"ENTREPRENEURSHIP SKILLS":** Students shall be able to start their own business in rural India. Topics relevant to development of **" EMPLOYABILITY SKILL":** Students shall be able to understand the pulse of rural customer and match their need accordingly.				
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: BAV3006	**Course Title: AIR CARGO AND LOGISTICS**	**L- T-P- C**	**3**	0	0	3
Version No.	1.0					
Course Pre-requisites	Basic Communication Basic Knowledge of Aviation industry					
Anti-requisites	**Nil**					
Course Description	The course provides detailed and in-depth information about how air cargo works. Students would learn about types of cargos, how to plan inventory, and how air cargo is categorized and shipped. This course emphasizes on handling materials and warehousing, which is one of the key areas to explore for students who wish to have a successful career in aviation sector.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Discuss the types of cargo, and how fright is forwarded. CO2: Apply the process of cool chain business and logistics management CO3: Define the various security threats and risks in cargo management. CO4: Illustrate the inventory planning and management. CO5: Explain the material handling and warehousing process					

Course objective	The objective of the course is to familiarize the learners with the concepts of **Air Cargo and Logistics and** attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	**Introduction to Air Cargo**			**9 Sessions**
Introduction to Air Cargo, Types of Cargo, Freight Forwarding, Express and mail Cargo Procedures & Functions & Types of Aircraft Operations.				
Module 2	**Cool Logistics and Special Air Cargo**			**8 Sessions**
Supply Chain Management, Cool Chain Capabilities & Cool Air cargo Operations.				
Module 3	**Cargo Security & Risks**			**8 Sessions**
Pilferage, Vulnerability of Cargo, Security Incidents on cargo, Prevention of Terrorist involvement in air cargo, Introduction to DGR. Different Temperature Variations based on the consignment.				
Module 4	**Inventory Planning and Management**			**8 Sessions**
Human Factors, Human Factor Analysis and Classification Systems (HFACS), Management of Human Error, Control strategies to manage threats and errors.				
Module 5	**Materials Handling, Warehousing**			**8 Sessions**
Consignment Handling, Emerging technologies of Artificial Intelligence, RFID, Machine Learning & Robotics in Material Handling in Warehouses.				
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: 17. Refer to the research paper assigned from the PU library and analyze 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.)				

18. Review Scholar article analyzing the issues caused by human factors in aviation.
19. Experiential learning: Visit Bangalore airport to understand cargo movement.

Reference
Text book

7. T1. Ailawadi, S. C., & SINGH, P. R. (2011). Logistics management. PHI Learning Pvt. Ltd.

Reference

- R1. Myerson, P. (2015). Supply chain and logistics management made easy: methods and applications for planning, operations, integration, control and improvement, and network design. Pearson education.

PU library link

- https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_3470
- https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=DOAB_1_4582

E resources:

- https://www.iata.org/en/publications/newsletters/iata-knowledge-hub/what-types-of-cargo-are-transported-by-air/
- https://globitexworld.com/what-are-the-different-types-of-air-cargo

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

Catalogue prepared by	Prof. Greataa Prof. Chitra Srinivas
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: BAV3025	**Course Title: AIRPORT MANAGEMENT**	**L- T-P- C**	**4**	**0**	**0**	**4**
Version No.	1.0					
Course Pre-requisites	Basic Communication Basics of Airport Management					
Anti-requisites	**Nil**					
Course Description	This conceptual course provides detailed and in-depth information about various strategic and planning methods that occur in airport and on aircraft and how to effectively handle such planning methods. It provides in depth information about Airport Maintaining methods to be practiced at airport and on aircrafts, the students should have understood about Strategic planning, how revenue is managed in airports, how aircraft fleet is scheduled and planned, which is very important for those students seeking career in aviation.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the elements of ATC systems in airport. **(Knowledge)** CO2: Explain how ATC is structured, ATC procedures and control tower operations and air traffic management **(Comprehension)** CO3: Discuss the various ATC communications procedures **(Comprehension)** CO4: Explain how control tower operations involved in ATC **(Comprehension)** CO5: Identify the component of NexGen for the future Air Traffic Management **(Comprehension)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Airport Management and** attain Skill Development through Participative Learning techniques.					
Course Content:						
Module 1	**Airport Strategic Planning**					**12 Sessions**

Definition, Key elements, Airport strategic planning framework, Strategic planning process, Phases of airport strategic planning process, Benefits of strategic planning, Airport strategic plan				
Module 2	**Airport Financial Management**			**12 Sessions**
Basic aspects of financial management, ICAOs principles of best practices, purpose, need and scope for financial management, Airport business plan and budget, financing and cash management, internal and external auditing, economic performance management				
Module 3	**Airline Pricing and Revenue Management**			**11 Sessions**
Airline prices and O-D Markets, Airline fare restrictions, Airline fare structure, Trends in airline pricing, Computerized revenue management system, Flight overbooking, EMSR Methods, Revenue from air traffic operations, ground handling charges and non-aeronautical activities.				
Module 4	**Airline Planning Process**			**10 Sessions**
Fleet planning, Route planning, Airline schedule development, Fleet assignment and Aircraft rotations, Integrated airline planning, Operations control				
Module 5	**Airline Schedule Optimization**			**10 Sessions**
Schedule optimization problems, Schedule design optimization, Crew scheduling and pairing, Aircraft maintenance routing and crew pairing optimization, Real time recovery models, Cancellation tools, Swap tool, Robust fleet assignment model				
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:				

20. 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.)
21. Review Scholar article analyzing the issues faced by staffs in irregular operations situation.
22. Experiential learning: Visit Jakkur Aerodrome/kempegowda international airport and note the airport planning and design.

Reference

Text book

8. T1. Young, S. B., & Wells, A. T. (2011). *Airport planning and management*. McGraw-Hill Education.

Reference

- R1. Fernandes, E., & Pacheco, R. R. (2010). A quality approach to airport management. Quality & Quantity, 44(3), 551-564.
- R2. Cook, G. N., & Billig, B. G. (2017). Airline operations and management: a management textbook. Routledge.
- R3. Günther, Y., Inard, A., Werther, B., Bonnier, M., Spies, G., Marsden, A., ... & Niederstraßer, H. (2006). Total Airport Management (Operational Concept and Logical Architectur) (Doctoral dissertation).

PU library link

- Simó Guzmán, P. (2017). From Editors: Seven years on the Editorial Team of the Journal of Airline and Airport Management (JAIRM). *Journal of Airline and Airport Management*, *7*(2), 123-125. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=DOAJ_1_8589936704
  National Research Council. (1996). *Airline Passenger Security Screening: New Technologies and Implementation Issues* (Vol. 482, No. 1). National Academies Press. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_4614

E resources:

- https://cdn11.bigcommerce.com/s-m5qljysoqy/content/look-inside/AIRPT-MGT.pdf
- https://soaneemrana.org/AIRPORT%20PLANNING%20AND%20MANAGEMENT%20BY%20SETH%20B.%20YOUNG%20&%20ALEXANDER%20T.%20WELLS1.pdf
- https://www.icao.int/EURNAT/Other%20Meetings%20Seminars%20and%20Workshops/ICAO%20EUR%20NAT%20NCLB%20Technical%20Assistance%20Programme%20-%20Workshops%20on%20Aerodrome%20Certification%20ICAO%20EURNAT%20AGA%2018001/ICAO%20EURNAT%20NCLB%20TAP%20AGA%20

18001%20Workshop%20on%20Aerodrome%20Certification%203/Session%2007.pdf	
Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout	
Catalogue prepared by	Prof. Greataa Prof. Chitra Srinivas
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: BBA3024	**Course Title: Customer Relationship Management**	**L- T- P- C**	**4**	0	0	4
Version No.	1.0					
Course Pre-requisites	• Basic Communication • General Knowledge in Business world					
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: Discuss the fundamental concepts of business analytics being used in the business practices CO2 : Summarize the practice of enhancing customer value CO3 : Explain the process of Customer Relationship Management CO4 : Compute CRM metrics CO5 : Illustrate the application of technology with CRM			
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**	Group Discussion		**10 Sessions**
Customer Relationship Management (CRM) Introduction – Scope – Evolution and Transformation of Customers, Components of CRM, Understanding the goal of CRM, Touch Point Analysis – Significance of Customer Privacy				
Module 2	**Customer Value**	Case Study	Customer Retention	**10 Sessions**
Customer Relationship Styles – Types of Customer Value, Value Co-creation – Lifetime Customer Value – Value Chain Analysis – Customer Defection – Customer Retention – Customer Expectations: Management & Delivery.				
Module 3	**Managing customer**	Field Visit	Creating Customer Profile – Know Your Customer	**10 Sessions**
Stages of CRM – CRM process, Techniques to Manage Relations – Customer Relationship Management – Creating Customer Profile – Know Your Customer – Segmentation & Targeting Customers – Tools used for Customer Segmentation & Targeting				
Module 4	**Delivering the customer offer**	Case Study	CRM Program Life Cycle	**10 Sessions**
Delivering and Deployment of CRM Strategy – CRM Program Life Cycle – Building Blocks – CRM Metrics – Loyalty Programs – Customer Indices – Application of Metrics				
Module 5	**Technology for CRM**	Group Discussion	Barriers to Internet Adoption	**14 Sessions**
Contact Centre Technology, Front Desk Management Technology – Customer Data Management – e-CRM – Recognizing Barriers to Internet Adoption – Emerging Trends in CRM – Sales Force Automation				
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. Class presentations 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, 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.

Targeted Application and Tools:

Text Book:

1. Sheth, J. N. (2017). *Customer Relationship Management: Emerging Concepts, Tools and Applications* McGraw Hill Education.

Reference:

E-Reading / Essential Reading:

1. Mullick, N. H. (2016). *Customer Relationship Management* Oxford University Press
2. Rai, A. K. (2012). *Customer Relationship Management: Concepts and Cases* Prentice Hall India
3. Narasimhan, K. (2004), "Successful Customer Relationship Marketing and The Customer Management Scorecard: Managing CRM for Profit", Measuring Business Excellence, Vol. 8 No. https://doi.org/10.1108/mbe.2004.26708cae.001

PU online library resource

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/mbe.2004.26708cae.001/full/html

Books:

1. Catalan-Matamoros, D. (2012). *Advances in Customer Relationship Management.* Packt Publishing.

Magazine/ Articles:

1. CRM Magazine

NPTEL Relevant Course: https://nptel.ac.in/courses/110105145

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. 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: BBA2067	**Course Title: Entrepreneurship and Innovation**	**L- T- P- C**	**3**	**0**	**0**	**3**
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**			**11 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**			**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**			**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**			**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				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Assignment 1: Written assignment should be submitted where the students will have to identify the environment and use the business plan process and create a business plan. (Experiential Learning) Assignment 2: The students will be divided into groups and group discussions will be done on the existing problems in the formation of a new venture and measures to overcome these problems.(Participative Learning)				
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 : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Vijayasree
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: BSE1020	**Course Title: Data Analysis using software**	**L-T-P-C**	**2**	**0**	**2**	**3**
Version No.	**1.0**					
Course Pre-requisites	• Knowledge of Statistical Techniques					
Anti-requisites	**NA**					
Course Description	Statistical programming with E views and SPSS will enable the students to generate and process data related to their study and visualize and analyze impact and interrelationships of variables considered					
Course Outcomes	**CO1.** Understanding with the toolbox of statistical software. **CO2.** Capacitating students in analyzing complex information with the help of statistical software – Statistical Package for Social Sciences (SPSS) **CO3.** A strong theoretical and empirical foundation in statistical analysis. **CO4:** Understand the procedure for analysing the data					
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Fundamentals of Business Analytics and** attain Skill Development through Experiential Learning techniques.					
Course Content:						
Module 1	**Introduction to SPSS**			**15 Sessions**		
SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.						

Module 2	**Working with Data**			**15 Sessions**
Computing Variables - Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode - Rank Cases - Sorting Data - Grouping or Splitting Data.				
Module 3	**Exploring Data**			**15 Sessions**
Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure – Descriptives - Compare Means - Frequencies for Categorical Data.				
Module 4	**Analysing Data**			**10 Sessions**
Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One Sample t Test, Paired- Samples T Test, Independent Samples T Test, One-Way ANOVA.				

DELIVERY PROCEDURE (PEDAGOGY):
Lecture - All Modules 1,2,3,4 & 5
Participative learning: All Modules 1,2,3,4 & 5

Textbook
T1: HOW TO USE SPSS ® A Step-By-Step Guide to Analysis and Interpretation, Brian C. Cronk, Tenth edition published in 2018 by Routledge.

Reference Books
R1 : SPSS for Intermediate Statistics: Use and Interpretation, Nancy L. Leech et. al., Second edition published in 2005 by Lawrence Erlbaum Associates, Inc.
R2 : Using IBM SPSS statistics for research methods and social science statistics, William E. Wagner, Fifth edition published in 2015 by SAGE Publications, Inc.

Web Sources:
W1: https://www.statisticssolutions.com/spss-statisticalpackageforsocialsciences/
W2: https://www.spss-tutorials.com/spss-what-is-it/
PU E-resources
E1: http://surl.li/grmio
E2: http://surl.li/grmiw

Swayam & NPTEL Video Lecture Sessions
1. https://nptel.ac.in/courses/110107113

SPECIFIC GUIDELINES TO STUDENTS:
- Attend the classes regularly

Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Experiential 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: BAV3021	**Course Title: Airline and Cabin Crew Management**	**L- T-P-C**	**4**	**0**	**0**	**4**
Version No.	1.0					
Course Pre-requisites	Basic Communication Basic Knowledge of cabin crew department					
Anti-requisites	**Nil**					
Course Description	The course provides detailed and in-depth information about the Airline industry concerning fleet management, scheduling, and route planning. This course emphasizes how staff management affects revenue management in airlines and practices followed by airlines to maintain a healthy balance in income and revenue management. It provides in-depth information about supply and demand in air transportation.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Recognize the importance of Supply and Demand for Air Transport **(Comprehension)** CO2: Interpret various types of Airline Industries. **(Comprehension)** CO3: Illustrate Flight Schedule and Crew management. **(Application)** CO4: Analyze Pricing and Revenue Management. **(Knowledge)** CO5: Demonstrate excellent Route Planning. **(Application)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Airline and cabin crew management and** attain Skill Development through Participative Learning techniques.					
Course Content:						
Module 1	**Supply and demand of air transport.**					**12 Sessions**

Passenger Segmentation, Operational Requirement of Trained Cabin Crew Force, Route & Fleet Expansion, Increased Air Foot Fall, Fleet Assignment.				
Module 2	**The airline industry**			**12 Sessions**
Birth of Aviation, Types of Aviation, Evolution of the Airline Industry, Airline Planning Process, Necessity & Importance of Flight Attendants in the Airline Industry for the Safety & Security of the Civilians.				
Module 3	**Flight Schedule and Crew Management**			**11 sessions**
Flight Schedule Development, Crew Rostering, Flight Duty Time Limitations, Crew Pairing, Standby Crew Requirements, Aircraft Swapping during IROP Scenario with the limitation of Crew Certifications.				
Module 4	**Pricing and Revenue Management**			**10 sessions**
Revenue management components, Revenue Management Product Characteristics, Revenue Management in Air Freight, Regulation & De-Regulation of Prices, Network Inventory & Allocation, Future of Revenue Management.				
Module 5	**Route Planning**			**10 sessions**
Generic Route Structures, Point to Point, Linear, Hub and Spoke, Hub and Spoke Variation, Hub Airport Requisites.				
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: 23. Refer to the research paper assigned from the PU library and analyze 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.) 24. Review Scholar article analyzing the factors affecting revenue management in aviation.				
Reference **Text book**				

9. T1. Airline Operations and Management by Gerald N. Cook and Bruce G. Bilig,2017, Routledge

Reference

- R1. 1st Edition,Airline Operations,A Practical Guide,Edited By Peter J. Bruce, Yi Gao, John M. C. King, Published November 20, 2017 by Routledge
- R2. Team-oriented Airline Crew Scheduling and Rostering: Problem Description, Solution Approaches, and Decision Support by Markus P. Thiel, VDM Verlag Dr. Müller,2009

PU library link

- Stojković, M., Soumis, F., & Desrosiers, J. (1998). The operational airline crew scheduling problem. *Transportation Science*, *32*(3), 232-245. Link: https://www-jstor-org-presiuniv.knimbus.com/stable/25768821?searchText=cabin+crew&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Dcabin%2Bcrew%26so%3Drel&ab_segments=0%2FSYC-6451%2Ftest&refreqid=fastly-default%3A5407f307ea94cf756e82be404ca496a3#metadata_info_tab_contents

E resources:

- https://www.researchgate.net/publication/4781132_Airline_Revenue_Management
- https://ocw.mit.edu/courses/1-201j-transportation-systems-analysis-demand-and-economics-fall-2008/0fc64f08e8343d2c4b0f2c27bc13690d_MIT1_201JF08_lec17.pdf

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

Catalogue prepared by	Prof. Greataa Prof. Chitra Srinivas
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: BAV3019	**Course Title: AIRPORT AND AIRCRAFT EMERGENCIES**	**L- T- P- C**	**4**	**0**	**0**	**4**
Version No.	1.0					
Course Pre-requisites	Basic Communication Basic Knowledge of Aviation industry					
Anti-requisites	**Nil**					
Course Description	This conceptual course provides the knowledge about different types of emergencies in Airport and Aircrafts, the process and procedures followed in an emergency situation, Safety drills, documentation process of emergency situations, safety management systems – process, Dangerous goods – effects of DG in aviation. Students get exposure on the process related to fire emergency, bomb threats, medical emergency, human factors in aviation, airline safety procedures.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: State the components of safety management systems **(Knowledge)** CO2: Explain the procedures followed by airport/airlines in different emergency scenario **(Comprehension)** CO3: Outline the importance of documentation in aviation industry **(Knowledge)** CO4: Illustrate the importance of reducing human errors for the safety of airport/aircraft **(Application)** CO5: Interpret the hazards caused by the different dangerous goods as classified by ICAO **(Application)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Airport and Aircraft Emergencies and** attain Skill Development through Participative Learning techniques.					
Course Content:						
Module 1	**Airport Safety Management Systems**				**12 Sessions**	
Safety Management System Framework, Safety Management Systems and Aerodromes, SMS Manual, Implementation, Factors in Airport SMS Implementation						
Module 2	**Airport Aircraft Emergencies**				**12 Sessions**	

General, Probability of an aircraft accident, Types of Emergencies, Level of Protection Required, Water supply and emergency access roads, Communication and Alarm requirements, Rescue and Firefighting Procedures, SOP for Bomb threat, Mitigating Hijack Crisis situation, Foaming of Runways.				
Module 3	**Recording and Reporting Safety Data**			**11 sessions**
Accidents, Incidents, Incident Reporting Systems, Aviation Recording and Reporting Systems, DGCA recording and reporting systems, Sample reports evaluation.				
Module 4	**Human Factors in Aviation Safety**			**10 Sessions**
Human Factors, Human Factor Analysis and Classification Systems (HFACS), Management of Human Error, Control strategies to manage threats and errors.				
Module 5	**Dangerous goods and Regulations**			**10 Sessions**
General, Classification and Authorized bodies, Packing of Radioactive material objects, Marking and labelling of Radioactive materials, Documentation for Radioactive material goods, Handling of DGR, Checklist format. Principles of storage, Disposal and accidental release of Hazardous materials.				
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: 25. Refer to the research paper assigned from the PU library and analyze 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.) 26. Review Scholar article analyzing the issues caused by human factors in aviation. 27. Experiential learning: Visit Bangalore airport and study the labels and markings on cargo.				
Reference **Text book** 10. T1. Leonard, B., 1991. Airport Services Manual-Airport emergency planning, vol 7. DIANE Publishing.				
Reference				

- R1. Price, J., & Forrest, J. (2016). *Practical airport operations, safety, and emergency management: Protocols for today and the future*. Butterworth-Heinemann.
  R2. J., 2002. Handling in-flight emergencies. New York: McGraw-Hill.

PU library link

- Landry, J. (2012). *Lessons Learned from Airport Safety Management Systems Pilot Studies* (Vol. 37). Transportation Research Board. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_4116
  Wood, E. (2008). Aircraft and airport-related hazardous air pollutants: research needs and analysis (No. 7). Transportation Research Board. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_2403

E resources:

- https://www.iata.org/contentassets/f1163430bba94512a583eb6d6b24aa56/airlines-erp-checklist.pdf
- https://dot.alaska.gov/faiiap/pdfs/FAI_airportemergencyplan.pdf
- https://www.icao.int/ESAF/Documents/meetings/2015/ICAO-WHO/ICAO-WHO-Day%203-Plan%20d%27urgence%20d%27a%C3%A9rodrome.pdf
- https://www.phoenix.gov/firesite/Documents/074743.pdf

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

Catalogue prepared by	Prof. Greataa Prof. Chitra Srinivas
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: BBA2026	**Course Title: Data Analysis using statistical package for Social Sciences**	**L-T-P-C**	**2**	**0**	**2**	**3**
Version No.	**1.0**					
Course Pre-requisites	• Knowledge of Statistical Techniques					
Anti-requisites	**NA**					

Course Description	Statistical programming with E views and SPSS will enable the students to generate and process data related to their study and visualize and analyze impact and interrelationships of variables considered			
Course Outcomes	**CO1.** Understanding with the toolbox of statistical software. **CO2.** Capacitating students in analyzing complex information with the help of statistical software – Statistical Package for Social Sciences (SPSS) **CO3.** A strong theoretical and empirical foundation in statistical analysis. **CO4:** Understand the procedure for analysing the data			
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Fundamentals of Business Analytics and** attain Skill Development through Experiential Learning techniques.			
Course Content:				
Module 1	**Introduction to SPSS**			**12 sessions**
SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.				
Module 2	**Working with Data**			**12 sessions**
Computing Variables - Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode - Rank Cases - Sorting Data - Grouping or Splitting Data.				
Module 3	**Exploring Data**			**15 sessions**
Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure – Descriptives - Compare Means - Frequencies for Categorical Data.				
Module 4	**Analysing Data**			**15 sessions**
Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One Sample t Test, Paired- Samples T Test, Independent Samples T Test, One-Way ANOVA.				
DELIVERY PROCEDURE (PEDAGOGY): **Lecture - All Modules 1,2,3,4 & 5** **Participative learning: All Modules 1,2,3,4 & 5**				
Textbook T1: HOW TO USE SPSS ® A Step-By-Step Guide to Analysis and Interpretation, Brian C. Cronk, Tenth edition published in 2018 by Routledge. **Reference Books** R1 : SPSS for Intermediate Statistics: Use and Interpretation, Nancy L. Leech et. al., Second edition published in 2005 by Lawrence Erlbaum Associates, Inc.				

R2 : Using IBM SPSS statistics for research methods and social science statistics, William E. Wagner, Fifth edition published in 2015 by SAGE Publications, Inc. **Web Sources:** W1: https://www.statisticssolutions.com/spss-statisticalpackageforsocialsciences/ W2: https://www.spss-tutorials.com/spss-what-is-it/ PU E-resources E1: http://surl.li/grmio E2: http://surl.li/grmiw	
Swayam & NPTEL Video Lecture Sessions 1. https://nptel.ac.in/courses/110107113	
SPECIFIC GUIDELINES TO STUDENTS: • Attend the classes regularly	
Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Experiential 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

HR SPECIALIZATION COURSES

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			10 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 EMPLOYABILITY : 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: 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**			10 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**			10 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**			10 Sessions		

	Sustained Global Growth			
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**			10 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**			10 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 tl **Assignment 1**: **Team Presentation of HR in one country-** China, Japan, Germany, Br emerging market country Each team will be responsible for a 45 minute 'presentation' via Adobe Connect, on Hl These country groups are pre-formed, and are listed in the weekly schedule assignme how is HR handled in China by local firms, and the extent to which you discern differ MNCs view HRM. Key cross-cultural differences and some business practices can be l the THRUX of this assignment is to present HRM differences in a PPT (using Adobe C use YouTube or other visual prompts to illustrate your country's HR practices. Team listed in the calendar of assignments, and are due on the day assigned. Refer PU libra 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 EMPLOYABILITY : XXXXX 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: BBA3017	**Course Title: Organization change and development**	**L-P-C**	**3**	0	0	3
Version No.	2.0					
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: Describe the basic concepts of organization change **(Knowledge)** CO2: Outline the traditional and modern methods of change management **(Comprehension)** CO3: Discuss the elements of Organization development **(Comprehension)** CO4: Explain contemporary practices of change management in linkage with an organization strategy **(Comprehension)**					
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					10 Sessions
Organizational change- Introduction, nature of change, Internal & External changes, types of change, Models of change- Lewis's Force field, Systems Model, Action research model, organizational vision and strategic planning.						
Module 2	Resistance to change					10 Sessions
Topics: **Resistance to change-** reasons for the resistance, overcoming resistance for the change, systematic approach to making change- factors for effective change, skills of leaders in change management, designing the change.						

Module 3	Organization development			10 Sessions
Organization Development-Introduction, history, evolution of OD, OD interventions: Definition, actors to be considered, choosing and sequencing, intervention activities, classification of OD interventions, results of OD, typology of interventions based on target groups. **Process of Organization Development:** Entering into OD relationship, developing a contract.				
Module 4	**Diagnosing Organizations**			10 Sessions
Diagnosing Organizations- Need for diagnostic models, organization, group, individual level diagnosis, Collecting and analyzing the diagnostic information, Feeding Back of diagnostic information, Designing interventions, overview of interventions, evaluating and Institutionalizing OD Interventions				
Targeted Application: developing training program for organization development Tools that can be used: MS office, MS excel				
Project work/Assignment: Organization change questionnaire data collection and analyzation. Refer E resources for completion of assignment Experiential learning :				
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 : 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: BBA3085	**Course Title: Performance Management**	**L-T-P-C**	**3**	0	0	3
Version No.	2.0					
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. It 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 the organization in adherence to ethical standard.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the importance of managing employee performance at work and its impact on organization (Knowledge) CO2: Identify performance management techniques, rewards and sanctions to improve performance (Comprehension) CO3: Discuss the procedure for implementation of PMS (Comprehension) CO4: Explain the significance of ethics in performance management system . (Comprehension)					
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**			10 Sessions		
	Topics: 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**			10 Sessions		

	Topics: 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	**Executing performance Management**				10 Sessions
	Bottlenecks, Strategies & Factors affecting PM implementation, Operationalizing Change through Performance Management, Building & Leading high performance team, Organizational Culture and Performance Management.				
Module 4	**Futuristic PM**				10 Sessions
	Ethics in Performance Management: Principles, Ethical Issues & Dilemmas, Developing Code of Ethics, Performance Management in MNCs. Future role of HR Professionals in Performance Management				
	Targeted Application & Tools that can be used: MS office for class presentation Knowledge Application –Individual level, Group level & Organization Level				
	Project work/Assignment:				
	Experiential learning : Developing HR templates (Performance Appraisal, case study on potential appraisal, developing performance management metrics, design performance management from case study perspective) Refer to the research paper assigned from the PU library and analyze 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.)				
	Text Book B.D Singh(2012), *Performance Management System a Holistic Approach*, Excel books				
	References TV Rao, Raju , Gopal Mahapatra Nandini, *Performance Appraisal & 360 Degree Feedback*, 2nd Edition, Excel Books/Oxford IBH **Articles** 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; Tucson** Vol. 44, Iss. 6, Klikauer, Thomas.**Management Learning; Thousand Oaks** (Sep 2017):, Book review: Eight fatal flaws of performance management: How performance				

	management is killing performance - and what to do about it: rethink, redesign, reboot Vol. 48, Issn. 4, 492-497. SELF APPRAISAL : https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02683949610129758/full/html **Online Resources** **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/**
	Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Renju Mathai
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: BBA3087	**Course Title: Personal Growth and Interpersonal Effectiveness**	**L-T-P-C**	**3**	**0**	**0**	**3**
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	The course is conceptual in nature and will help the students to have a detailed understanding about personality, concepts of personality and influence of personality on individual performance. Students will have a hands-on understanding about usage of personality assessment tools and its applicability at workplace.					
Course Out Comes	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of team building activities and filed project. CO1: Describe the concept of personal growth					

	CO2: Explain the applicability of personality assessment tools in assessing employee's personality CO3: Apply theories of personality in employee counseling and training program CO4 : Explain the significance of personal change in individual development CO5 : Relate the role of transaction analysis in effective workplace communication.			
Course objective	The objective of the course is to familiarize the learners with the concepts of **Personal Growth and Interpersonal Effectiveness and** attain **Employability** through **Participative Learning techniques.**			
Course Content:				
Module 1	**Personal growth**			10 Sessions
Meaning, nature and scope of personal growth. Self-awareness and self-esteem, life roles, social roles and organizational roles, role clarity and role boundaries. Ego states- Id, ego and super ego and defence mechanisms; developing a self-improvement plan.				
Module 2	**Interpersonal Trust**			10 Sessions
Interpersonal Trust: Discovering facets of interpersonal trust through Johari Window (Openness, confidentiality, blind spot and unknown part of personality); Self disclosure, seeking feedback, self-reflection and practicing new behaviours.				
Module 3	**Understanding Human Personality**			10 Sessions
Personality – Meaning & Determinants; Personality theories, Type A and B Personalities, Carl Jung's theory of personality Types and Myers Briggs Type Indicator test (MBTI) PF 16, Trait theories- Guilford Peogut, Emotional intelligence – Meaning, Dimensions, and Emotionally intelligent Organizations.				
Module 4	**Attitudes, beliefs, Values and their impact on behavior**			10 Sessions
Personal change- meaning, nature and requisites. Locus of control. Habit Formation - Habits of personal effectiveness. Seven habits of highly effective people.				
Targeted Application & Tools that can be used: MS office for class presentation Knowledge Application –Individual level, Group level & Organization Level				
Module 5	**Interpersonal relations and**	**Personality assessment tool**	FIRO-B	10 Sessions

	personal growth			

Interpersonal relations and personal growth: Interpersonal needs for openness, inclusion and control. Discovering the interpersonal orientation through FIRO-B. Conflict resolution and negotiation, Time management and honoring the commitments **Transactional Analysis:** Ego states, types of transactions and time structuring. Life position, scripts and games; strokes and stamps. **Experiential learning methodologies:** T-group sensitivity training, encounter groups and appreciative enquiry.

Project work/Assignment: Course project on any three personality assessment tools

Experiential learning: Understanding personality through personality assessment tools

Refer to the research paper assigned from the PU library and analyze 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.)

Text Book

Organizational Behaviour: Human Behavior at work – John W. Newstrom and Keith Davis, 11/e, Tata McGraw Hill, 2003.

References

Human Relations in organizations - Robert N. Lussier, 6/e, Mc-Graw Hill Education.

Development of Management Skills - Whetten& Cameron, 7/e, PHI.

Competency Mapping Assessment and Growth - Naik G.P, IIHRM, 2010.

Articles

L. S. Baird, "Self and Superior Ratings of Performance: As Related to Self-Esteem and Satisfaction with Supervision," in *IEEE Engineering Management Review*, vol. 8, no. 4, pp. 59-68, Dec. 1980, doi: 10.1109/EMR.1980.4306853.

Shenton, A.K. (2007), "Viewing information needs through a Johari Window", *Reference Services Review*, Vol. 35 No. 3, pp. 487-496. https://doi.org/10.1108/00907320710774337

PU Library link

https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4306853

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/00907320710774337/full/html

Online Resources

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

Catalogue prepared by	Dr. Renju Mathai

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- T- P- C	3	0	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 **Employability** through **Participative Learning techniques.**					
Module 1	Introduction to strategic human resource management			10 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 EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Renju Mathai
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: BBA3088	**Course Title: Training and Development**	**L-T-P-C**	**3**	**0**	0	3
Version No.	1.0					
Course Pre-requisites	Basic knowledge of Human resource management Understand the role of HR manager in a company					
Anti-requisites	**Nil**					
Course Description	The course is conceptual in nature and will help the students to gain thorough knowledge about training and development, application of training development in the organization. By the completion of the course students will be able to develop a conceptual framework of designing and implementing training program.					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Training and Development** attain **Employability** through **Participative Learning techniques.**					
Course outcome	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of team building activities and filed project. CO1: Describe the significance of learning and development CO2: Explain the functions of training program CO3: Explain the process of training program CO4 : Apply methods and techniques of training program CO5 : Apply training evaluation techniques to assess the effectiveness of training program					
Course Content:						
Module 1	**Training**				10 Sessions	
Meaning of Training and Development, Basic Concepts of Training in an Organization, Role, Responsibilities & Challenges of Trainers and Training Managers.						
Module 2	**Significance and Need for Training**				10 Sessions	
Training Functions: Organization & Management of Training programs, Systematic Approach to Training, Training Process, Training Need Assessment - Components of Training Need Assessment (Organizational, Task / Job Needs and Person Analysis), Classification of Training Needs - Democratic Needs, Diagnostic Needs, Compliance Needs, Analytical Needs, Action Research.						

Module 3	**Process of Learning in Training**			10 Sessions
Process of Learning in Training: Instructional Objectives & Lesson Planning - 5E Instructional Model, Learning Process. Learning Objectives (SMART) Training Climate & Pedagogy.				
Module 4	**Training Modules**			10 Sessions
Training Modules: Developing Training Modules - Steps, Training Methods & Techniques - On-the-job & Off-the-job Training Methods, Facilities Planning (Space & Design), Training Aids & Training Communication.				
Module 5	**Training Evaluation**			10 Sessions
Training Evaluation: Principles, Criteria, Techniques, Tools, Levels & Models for Training Evaluation. Training & Development in India, ROI of Training.				
Targeted Application & Tools that can be used: MS office for class presentation Knowledge Application –Individual level, Group level & Organization Level				
Project work/Assignment:				
Experiential learning: Understanding personality through personality assessment tools Refer to the research paper assigned from the PU library and analyze 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.)				
Text Book B.Taylor & G.Lippitt: MANAGEMENT DEVELOPMENT AND TRAINING HANDBOOK				
References William E.Blank, HANDBOOK FOR DEVELOPING COMPETENCY BASED TRAINING PROGRAMMES, Prentice-Hall, New Jersey. David A.DeCenzo & Stephen P.Robbins: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT **Articles** Adamson, P. and Caple, J. (1996), "The training and development audit evolves: is your training and development budget wasted?", *Journal of European Industrial Training*, Vol. 20 No. 5, pp. 3-12. https://doi.org/10.1108/03090599610119674 **PU Library link** **https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090599610119674/full/html** **Online Resources** **https://onlinecourses.nptel.ac.in/noc22_hs63/preview**				

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Renju Mathai
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: BBA3073	**Course Title: Social Media ad HRM**	**L-T-P-C**	**3**	0	0	3
Version No.	1.0					
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of HR functions					
Anti-requisites	Nil					
Course Description	Subject will give an understanding about various sub functionalities of Human resource management and execution of these functionalities through social media platform. Course is conceptual in nature and provides an overview of various social media platform and its effectiveness in practicing functionalities of HRM. It will help the students in understanding the role of social networking websites in doing HR activities.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Describe the applicability of Social media in performing HR functionalities. CO2: Explain the practice of recruitment through social media platform. CO3: Discuss the role of social media in effective training and development. CO4: Explain the role of social media in manpower planning and performance appraisal practices CO5 : Application of employer branding activities through social media					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Social Media and HRM and** attain **Employability** through **Participative Learning techniques.**					
Course Content:						
Module 1	Introduction to social media			10 Sessions		
Topics: social media and human resource management, meaning, terms in social media, benefits of using SNW for HR Functions, SNW for HR functions						
Module 2	Social media and recruitment			10 Sessions		
Topics: recruitment, types of recruitment, sources, methods , use of social media for recruitment function, company recruitment practices through social media.						
Module 3	Social media and training			10 Sessions		
Topics: training, instructional approaches, methods, training and SNW, CBT and SNW.						

Module 4	Social media and Human Resource planning			10 Sessions
Topics: HRP , HRP relevance, HRP methods, talent management, HRP through SNW. performance appraisal, types , errors, PAS and SNW , challenges in using SNW for PAS.				
Module 5	Branding and SNW			10 Sessions
Employer branding, digital employer branding, Internal and external digital branding, communicating employee value proposition through social media				
Targeted Application: Developing content for HR function for social media Tools that can be used: MS office, MS excel, social media platforms				
Project work/Assignment: Developing content for HR function for social media				
Presentation on ad campaign for recruitment activity				
Text Book V.S.P. Rao, Taxmann's Human Resource Management, Taxmann Publications Pvt. Ltd.; 2nd edition (18 August 2020); Taxmann Publications Pvt. Ltd., 978-939012839 Susan L. Verhulst, Wiley (1 September 2021); Wiley India Pvt Ltd. 1402, 14th Floor, World Trade Tower Plot No. C - 1, Sector – 16, Noida – 201301, 978-9354243394 Raman Preet , Wiley (1 January 2019), 978-8126578061				
References Dr. A.Narasima Venkatesh, Anam Aslam, , DR B.S.Mishra, V. Dhanraj, HRM: AN EFFECTIVE TOOLKIT FOR BUSSINES, 978-9355153753 Gary Dessler, Pearson Education; Fifteenth edition (26 December 2017), 978-9352862658 **Presidency University link** **Online Resources**				
Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. Renju Mathai			
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024			
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Course Code: BBA3012	**Course Title: Compensation Management**	**L-T-P-C**	**3**	0	0	3
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: Describe the basic concepts of compensation management **(Knowledge)** CO2: Outline the traditional and modern methods of compensation management **(Comprehension)** CO3: Discuss the framework compensation decisions **(Comprehension)** CO4: Discuss the trends employee compensation **(Comprehension)**					
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			10 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, legal aspects of compensation management , recent trends in compensation management .						
Module 2	Techniques of compensatio			10 Sessions		

	n management			
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			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			10 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				
Targeted Application: Preparation of pay slip, salary structure Tools that can be used: MS office, MS excel				
Project work/Assignment: Preparation of salary slip, designing compensation policy 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.) Experiential learning: Presentation on Compensation planning				
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:

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01409170510785048/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb039174/full/html

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

Catalogue prepared by	Dr. Renju Mathai
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
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Course Code: BBB3028	**Course Title: HR analytics** **Type of Course: Program Core, Lab**	**L-T-P-C**	**3**	1	0	4
Version No.	2.0					
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 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 Out Comes	CO1: Discuss the foundations of analytics and its relatedness with HR process **(Knowledge)** CO2: Demonstrate HR analytics and visualization using MS excel **(Comprehension)** CO3: Demonstrate predictive and prescriptive analytics **(Application)** CO4: Interpret the data to draw inferences for decision making in Human resources **(Application)**					
Course Content:						
Module 1	**Introduction to business analytics**			10 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, Ethics in HR analytics, future of HR analytics. HR metrics – types, application and exercises – HR planning, Training and development, Staffing, Payroll, Performance Appraisal						
Module 2	**Descriptive analytics in HR**			10 Sessions		

Topics: Key excel functions – VLOOKUP, INDEX, SUMIF, AVERAGEIF, COUNTIF, etc. Creation of HR dashboards, story boarding. Pivot table, charts and tables, slicers.				
Module 3	**Predictive and prescriptive analytics in HR**			10 Sessions
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**			10 Sessions
Correlation analysis, regression analysis, Multiple regression analysis Paired T-test, Factor analysis, HR modelling, decision tree, learning curve, sensitivity analysis, Cluster analysis (VOS viewer)				
Targeted Application & Tools that can be used: Data analysis using MS Excel, SPSS				
Project work/Assignment:				
Assignment I : interact with people from industry to understand the benefits and challenges of using HR analytics . write a report based on research reviews of HR analytics – Refer E resources. Experiential learning : Solve problems of HR metrics using MS Excel, PSPP, SPSS, Power Bi				
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 K. Simbeck, "HR analytics and ethics," in *IBM Journal of Research and Development*, vol. 63, no. 4/5, pp. 9:1-9:12, 1 July-Sept. 2019, doi: 10.1147/JRD.2019.2915067. MIT Sloan Management Review; Paul Michelman, "7 Is Your Company Ready for HR Analytics?," in *How to Go Digital: Practical Wisdom to Help Drive Your Organization's Digital Transformation* , MIT Press, 2018, pp.59-64.				
References **PU LIBRARY LINK** **https://ieeexplore.ieee.org/document/8333194** **https://ieeexplore.ieee.org/document/8708197** **Online Resources** https://www.linkedin.com/learning/people-analytics https://www.udemy.com/course/complete-human-resource-management-setup-workflow-toolkit/ https://www.coursera.org/learn/wharton-people-analytics				

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Anouja
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
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Course Code: BBA3016	**Course Title: Knowledge Management**	**L-T-P-C**	3	0	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**			10 Sessions		

	Management			
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**			10 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**			10 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 Practices in Actualizing Effective Knowledge Management**:**			10 Sessions
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	Dr. Anouja
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
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Course Code: BHR3002	**Course Title: Labour legislation**	**L-T- P-C**	3	0	3
Version No.	1.0				
Course Pre-requisites	• Basic knowledge of HRM				
Anti-requisites	Nil				
Course Description	The course will enable the students to understand the provision of labour legislation acts followed by recent amendments related to the acts for benefits of the Employee and Employer. Post completion of the course the students will be well versed with the legal acts on aspects of workforce management, compensation management and social security of employees.				
Course Out Comes	**On successful completion of the course the students shall be able to:** CO1 : Describe the labour legislation acts for Workforce Management CO2 : Classify the acts relating to dispute management and employee benefits CO3 : Summarize the labour legislation acts focus on Employee Social Security				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Labour legislation and attain Employability through Participative Learning techniques.				
Course Content					
Module 1	Workforce Management Acts			15 Sessions	
Topics: The Factories Act, 1948, The Trade Unions Act, 1926, The Payment of Wages Act, 1936, The Minimum Wages Act, 1948, Case study.					
Module 2	Employee Compensation and benefits act			15 Sessions	
Topics: The Industrial Disputes Act, 1947, The Workmen's Compensation Act, 1923, The Payment of Gratuity Act, 1972, The Payment of Bonus Act, 1965, Case Study					
Module 3	Social Security Acts			10 Sessions	

Topics: The Employee's Provident Fund & Misc. Act, 1952, The Apprentices Act, 1961, The Equal Remuneration Act, 1976, The Maternity Benefit Act, 1961 , Paternity benefit Act , Case Study	
Text Book: 1. P.K. Padhi, Industrial Laws, PHI, 2008. 2. Kapoor N. D , Elements of Mercantile Law, Sultan Chand, 2008	
References: 3. Tax Mann, Labour Laws, 2008. 4. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill, 2012. 5. Respective Bare Acts.	
Topics relevant to EMPLOYABILITY SKILLS : Factories Act, 1948 for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Anouja
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
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MARKETING SPECIALIZATION COURSES

Course Code: BBA3070	**Course Title: International Marketing**	**L-T-P-C**	**3**	**0**	**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 **Employability** through **Participative Learning techniques.**					
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**			**10 Sessions**		

	distribution and promotion			
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 EMPLOYABILITY : XXXXXX 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
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Course Code: BBA3021	**Course Title: Consumer Behavior**	**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:	The objective of the course is to familiarize the learners with the concepts of **Consumer Behavior and** attain **Employability** through **Participative Learning techniques.**					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1. Describe the nature of consumer behavior **(Knowledge)** CO 2. Discuss the importance of cognitive mechanism of consumer behavior at individual level **(Comprehension)** CO 3. Discuss the wide range of social and cultural factors influences the consumer behavior **(Comprehension)** CO4. Summarize the consumer decision making process **(Comprehension)**					

Course Content:				
Module 1	**Introduction**			**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**			**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**			**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**			**10 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 : XXXXXX 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
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Course Code: BBA3081	**Course Title: Customer Relationship Management**	L-T-P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Basic Communication General Knowledge in Business world					
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: CO 1: Discuss the fundamental concepts of business analytics being used in the business practices. (Comprehension) CO 2: Summarize various Customer value related processes (Comprehension) CO 3: Explain the Customer Management Processes (Comprehension) CO 4: Demonstrate various CRM metrics (Application) CO 5: Demonstrate the role of technology in CRM processes (Application)					
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**			**10 Sessions**		
Customer Relationship Management (CRM) Introduction – Scope – Evolution and Transformation of Customers, Touch Point Analysis – Significance of Customer Privacy.						
Module 2	**CUSTOMER VALUE**			**10 Sessions**		
Customer Relationship Styles – Types of Customer Value, Value Co-creation – Customer Life Time Value (LTV) – Value Chain Analysis – Customer Defection – Customer Retention – Customer Expectations: Management & Delivery.						

Module 3	**MANAGING CUSTOMER RELATIONS**			**10 Sessions**
Stages of CRM – Techniques to Manage Relations – Customer Relationship Management – Creating Customer Profile – Know Your Customer (KYC) – Segmentation & Targeting Customers – Tools used for Customer Segmentation & Targeting				
Module 4	**DELIVERING THE CUSTOMER OFFER**			**10 Sessions**
Delivering and Deployment of CRM Strategy – CRM Program Life Cycle – Building Blocks – CRM Metrics – Loyalty Programs – Customer Indices – Application of Metrics				
Module 5	**TECHNOLOGY FOR CUSTOMER RELATIONS**			**10 Sessions**
Contact Centre Technology, Front Desk Management Technology – Customer Data Management – Dashboard - e-CRM – Recognizing Barriers to Internet Adoption – Emerging Trends in CRM – Sales Force Automation				
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. Class presentations 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, 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.				
Targeted Application and Tools: IBM SPSS, Tableau.				
Text Book: Sheth, J. N. (2017). *Customer Relationship Management: Emerging Concepts, Tools and Applications* McGraw Hill Education. Rai, A. K. (2012). *Customer Relationship Management: Concepts and Cases* Prentice Hall India.				
Reference: E-Reading / Essential Reading: Mullick, N. H. (2016). *Customer Relationship Management* Oxford University Press Customer Relationship Manag Das, S. and Hassan, H.M.K. (2022), "Impact of sustainable supply chain management and customer relationship management on organizational				

performance", *International Journal of Productivity and Performance Management*, Vol. 71 No. 6, pp. 2140-2160. https://doi.org/10.1108/IJPPM-08-2020-0441
Kumar, P., Mokha, A.K. and Pattnaik, S.C. (2022), "Electronic customer relationship management (E-CRM), customer experience and customer satisfaction: evidence from the banking industry", *Benchmarking: An International Journal*, Vol. 29 No. 2, pp. 551-572. https://doi.org/10.1108/BIJ-10-2020-0528

PU online library resource

- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPPM-08-2020-0441/full/hml
- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/BIJ-10-2020-0528/full/html

Books:
Catalan-Matamoros, D. (2012). *Advances in Customer Relationship Management*. Packt Publishing.
Magazine/ Articles:
CRM Magazine

NPTEL Relevant Course: https://nptel.ac.in/courses/110105145

Topics relevant to EMPLOYABILITY : XXXXXX 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: BBB3029	**Course Title: Marketing Analytics**	**L-T-P-C**	**3**	0	0	3
Version No.	2.0					
Course Pre-requisites	Basic Communication General Knowledge of Descriptive Analytics Basics of Excel					
Anti-requisites	**Nil**					
Course Description	The course is aimed at equipping budding managers to make data driven decisions. It gives an 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 **(Knowledge)** CO 2: Define product positioning and understand its importance **(Knowledge)** CO 3: Discuss the concept of pricing analytics **(Comprehension)** CO 4: Apply market mix modelling in business decision **(Application)**					
Course object	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:						
Module 1	**Introduction to Marketing Analytics**			**10 Sessions**		
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**			**10 Sessions**		
Product analytics- product positioning-perceptual mapping- 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**			**10 Sessions**		

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**			**10 Sessions**
Market Mix Modeling-factors-base variables-incremental variables-technique of market mix modeling- regression analysis-evaluation metrics in regression				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: With reference to a company of your choice, explain how it used marketing analytics to obtain insights. Using a brand that you are loyal to as a customer, identify the critical touchpoints and the appropriate KPI's.				

References

Textbook

Gupta, Seema. (2021). *Marketing Analytics.* 1st Ed. Wiley.

Reference

Winston, Wayne (2014). Marketing Analytics: Data –driven techniques with Microsoft Excel, 1st ed.Wiley

Grigsby, Mike. (2022). *Marketing analytics: A practical guide to improving consumer insights using data techniques*. Kogan Page

Hauser, W.J. (2007), "Marketing analytics: the evolution of marketing research in the twenty-first century", *Direct Marketing: An International Journal*, Vol. 1 No. 1, pp. 38-54. https://doi.org/10.1108/17505930710734125

Haverila, M., Li, E., Twyford, J.C. and McLaughlin, C. (2023), "The quality of big data marketing analytics (BDMA), user satisfaction, value for money and reinvestment intentions of marketing professionals", *Journal of Systems and Information Technology*, Vol. 25 No. 1, pp. 30-52. https://doi.org/10.1108/JSIT-10-2022-0249

PU library

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17505930710734125/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSIT-10-2022-0249/full/html

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

Swayam & NPTEL Video Lecture Sessions on Marketing Analytics: https://onlinecourses.nptel.ac.in/noc20_mg30/preview
Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Joan Kingsly
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-T-P-C**	**3**	0	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 EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Joan Kingsly
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: BMK3002	**Course Title: Retail Management**	**L-T - P-C**	**3**	**0**	**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	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 practices of Store Management and Retail 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					**10 Sessions**
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					**10 Sessions**
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			**10 Sessions**
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 , Retail pricing and promotion			**10 Sessions**
Responsibility of store manager- store maintenance- reducing inventory shrinkage- store design element- space management- visual merchandising-store atmospherics. 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. Joan Kingsly
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: BMK3003	**Course Title: Sales and distribution management**	**L-T - P-C**	3	0	0	3
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 : Examine International sales management and its strategy (Understand)** **CO4: 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**			**10 Sessions**		
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**			**10 Sessions**		
Selling and buying Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.						
Module 3	**International Sales Management**			**10 Sessions**		
Sales management: Standard sales management process-International sales management - International market selection- Market survey approach or strategy.						

Module 4	**Marketing Channels**			**10 Sessions**
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 Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. Joan Kingsly			
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: BMK3001	**Course Title: Service Marketing**	**L-T - P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Supply chain Management					
Anti-requisites	Nil					
Course Description	This is a theory course that aims at providing insights to the students about practices of Service Management, role of various elements of services in enhancing and adding value to the customer experience . Post completion of the course students will be able to gain conceptual insights of Service Marketing.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Describe the practices of Service Marketing . (Remember) CO2: Explain the role of research in services for understanding customer expectation . (Understand) CO3: Summarize consumer defined service standards (Understand) CO 4: summarize the role of Employees in service marketing and pricing to customer attraction (Apply) CO5 : Illustrate the role of Physical evidence in Services					
Course objective	The objective of the course is to familiarize the learners with the concepts of Service Marketing and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	**Introduction to services**				**10 Sessions**	
Topics : **Introduction to services:** Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, characteristics of services, concept of service marketing triangle, service marketing mix, GAPmodels of service quality. **Consumer behaviour in services:** Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.						
Module 2	**Understanding customer expectation through market research**				**10 Sessions**	
Topics: **Understanding customer expectation through market research:**						

Key reasons for GAP 1,using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies –Relationship marketing, Evaluation Of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.

Module 3	**Customer defined service standards**			**10 Sessions**

Topics: "Hard" & "Soft" standards, challenges of matching supply & demand in capacity, four common types of constraints facing services, optimum v/s maximum use of capacity, strategies for matching capacity & demand.

Yield management-balancing capacity utilization, pricing. Waiting line strategies- four basic Waiting line strategies.

Leadership & Measurement system for market driven service performance key reasons for GAP-2 service leadership- Creation of service vision and implementation, Service quality as profit strategy, Role of service quality In offensive and defensive marketing.

Module 4	**Employee role in service designing and Pricing in Services**			**10 Sessions**

Topics: **Employee role in service designing:**

Boundary spanning roles, Emotional labour, Source of conflict, Quality- productivity trade off, Strategies for closing GAP3.Customer's role in service delivery-Importance of customer & customer's role in service delivery, Strategies for enhancing-Customer participation, Delivery through intermediaries-Key intermediaries for service delivery, Intermediary control strategies.

Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery.

Pricing of services-

Role of price and value in provider GAP4, Role of nonmonetary cost, Price as an indicator of service quality –Approaches to pricing services, pricing strategies.

Module 5	**Physical evidence in services**			**10 Sessions**

Physical evidence in services:

Importance of Physical Evidence, Elements of Physical Evidence, Physical Evidence Strategies, Guidelines for Physical Evidence.

Service scapes:

Types of service scapes-Objective and Goals of services capes Role of services capes, Approaches for understanding service scapes effects, Frame work for understanding services capes & its effect on behaviour-Guidance for physical evidence strategies.

Targeted Application: Application of quality practices

Tools that can be used: MS office, MS excel, PowerPoint
Text Book • Services Marketing - Valarie A Zeithmal& Mary Jo Bitner, 5/e, TMH, 2011.
References • Services Marketing – Rajendra Nargundkar, 3/e, TMH, 2010. • Services Marketing - Hoffman & Bateson, 4/e, Cengage Learning2007. • Services Marketing: Operation, Management and Strategy-Kenneth E Clow & David L. Kurtz, 2/e, Biztantra, 2007. **Presidency University link** 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 **Online Resources**
Topics relevant to EMPLOYABILITY SKILLS : Just in Time for **Employability Skills 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: BBA3028	**Course Title: Brand Management**	**L-T-P-C**	**3**	0	0	3
Version No.	2.0					
Course Pre-requisites	• Basic Communication • BBA2005 Marketing Management and BMK101 Consumer Behavior 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 **(Knowledge)** CO 2: Discuss the process of brand marketing **(Comprehension)** CO 3: Describe the concepts of brand focus and solves the brand-related problems (**Comprehension)** CO 4: Explain the concepts of brand performance **(Comprehension)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Brand Management and** attain **Employability** through **Participative Learning techniques.**					
Course Content:						
Module 1	**Brand Management**			**10 Sessions**		
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 Marketing**			**10 Sessions**
Brand Elements – types- criteria- tactics, brand rationality - legal issues; Marketing Programs – new perspectives -direct and indirect channels- private labels; Integrated Marketing Communication- changes- major marketing communications - criteria and challenges- Brand switchers - Branding in Digital era- marketing changes- digital communications- role of e-mail & website, AI; Leverage Secondary brands				
Module 3	**Brand planning**			**10 Sessions**
Types of Brands - Strategic Brand Management Process – Brand Attribute Management & Architecture – Brand Portfolio Strategy – Brand Extension and Stretching - Making A Brand Strong-Sources Of Brand Equity-The 4 Steps Of Strong Brand Building- Aakers Brand Equity Model – Customer Based Brand Equity – Brand Leveraging, Brand Loyalty.				
Module 4	**Brand performance**			**10 Sessions**
Brand Equity- Accountability – dashboards - steps for brand audit; Measuring Brand Equity - Qualitative and Quantitative Methods, Brand Architecture – definition, components; Brand extensions – definitions- types- advantages and disadvantages- Evaluation - Brand success				
Targeted Application & Tools that can be used: Projective techniques and case analysis helps the understand the brand management in digital era				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: Assess the cases with respect to brand management in global markets. Understand the concepts of AI and Blockchain in branding and prepare a write up of 1000-1500 words. Refer E resources for the assignment				
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://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JPBM-01-2017-1398/full/html • https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09534810310468152/full/html				

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 : 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
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Course Code: BBB3029	**Course Title: Marketing Analytics**	**L-T-P-C**	**3**	0	0	3
Version No.	2.0					
Course Pre-requisites	Basic Communication General Knowledge of Descriptive Analytics Basics of Excel					
Anti-requisites	**Nil**					
Course Description	The course is aimed at equipping budding managers to make data driven decisions. It gives an 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 **(Knowledge)** CO 2: Define product positioning and understand its importance **(Knowledge)** CO 3: Discuss the concept of pricing analytics **(Comprehension)** CO 4: Apply market mix modelling in business decision **(Application)**					
Course object	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:						
Module 1	**Introduction to Marketing Analytics**			**10 Sessions**		
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**			**10 Sessions**		
Product analytics- product positioning-perceptual mapping- 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**			**10 Sessions**		

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**			**10 Sessions**
Market Mix Modeling-factors-base variables-incremental variables-technique of market mix modeling- regression analysis-evaluation metrics in regression				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: With reference to a company of your choice, explain how it used marketing analytics to obtain insights. Using a brand that you are loyal to as a customer, identify the critical touchpoints and the appropriate KPI's.				

References

Textbook

Gupta, Seema. (2021). *Marketing Analytics.* 1st Ed. Wiley.

Reference

Winston, Wayne (2014). Marketing Analytics: Data –driven techniques with Microsoft Excel, 1st ed.Wiley

Grigsby, Mike. (2022). *Marketing analytics: A practical guide to improving consumer insights using data techniques*. Kogan Page

Hauser, W.J. (2007), "Marketing analytics: the evolution of marketing research in the twenty-first century", *Direct Marketing: An International Journal*, Vol. 1 No. 1, pp. 38-54. https://doi.org/10.1108/17505930710734125

Haverila, M., Li, E., Twyford, J.C. and McLaughlin, C. (2023), "The quality of big data marketing analytics (BDMA), user satisfaction, value for money and reinvestment intentions of marketing professionals", *Journal of Systems and Information Technology*, Vol. 25 No. 1, pp. 30-52. https://doi.org/10.1108/JSIT-10-2022-0249

PU library

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17505930710734125/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSIT-10-2022-0249/full/html

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

Swayam & NPTEL Video Lecture Sessions on Marketing Analytics: https://onlinecourses.nptel.ac.in/noc20_mg30/preview
Topics relevant to EMPLOYABILITY : 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
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Course Code: BBA3083	**Course Title: Green Marketing**	**L – T-P-C**	**3**	0	0	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Marketing Management • Knowledge of business marketing as a part of Marketing Management					
Anti-requisites	Nil					
Course Description	Subject will help the students in understanding the aspects of Green Marketing which is closely related to the aspect of sustainability. Course is conceptual in nature and will provide an insight about relevance of having sustainable practices in the business.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Describe the concepts of Green Marketing CO2: Outline segmentation in Green Marketing CO3: Discuss the policies of Green Marketing CO4: Describe the aspects of environmental consciousness and willingness among the organization to practice Green marketing					

Course Objective	The objective of the course is to familiarize the learners with the concepts of **Green Marketing and** attain **Employability** through **Participative Learning techniques.**			
Course Content:				
Module 1	Fundamentals of Green Marketing			**10 Sessions**
Fundamentals of Green Marketing - Meaning & Concept & Evolution of Green Marketing, Types of Green Marketing, Difference in between Marketing & Green Marketing, Green Product - Green Marketing – Importance of Green Marketing - Importance of green marketing - Benefits of Green Marketing Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marketing.				
Module 2	Segmentation of Green Marketing			**10 Sessions**
Segmentation of Green Marketing - Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index Promotional Channels of Green Marketing.				
Module 3	Green Marketing policies			**10 Sessions**
Topics: Green Marketing Policies - Introduction to Green Marketing Policy & Process, Green Firms – HCL's Green Management Policy – IBM's Green Solutions – IndusInd Bank's Solar Powered ATMs – ITCs Paperkraft – Maruti's Green Supply Chain – ONCGs Mokshada Green Crematorium – Reva's Electric Car – Samsung's Eco-friendly handsets- Wipro Infotech's Eco-friendly computer peripherals				
Module 4	Environmental Consciousness			**10 Sessions**
Environmental Consciousness - Introduction to Environment Consciousness, Types of Environmental Consciousness - Importance of environmentalism - Environmental movement - Benefits of green environment to the society - E-waste exchange - Extended Producer Responsibility Plan - Guidelines for Collection and Storage of E-Waste - Guidelines for Transportation of E-Waste - Guidelines for Environmentally Sound Recycling of E-Waste.				
Targeted Application: develop business marketing strategies, plan B2B promotion strategies Tools that can be used: MS office, MS excel				
Text Book • Green Marketing and Environmental Responsibility in Modern Corporations, Esakki and Thangasamy, IGI Global, 2017. Latest Edition.				

- Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993. Latest Edition.
- The New Rules of Green Marketing, Jacquelyn A. Ottman,Berrett-Koehler Publishers, 2011. Latest Edition

References

- Green Marketing Management by Robert Dahlstrom, Cengage Learning India. Latest Edition.
- Green Marketing - Concepts, Literatures and Examples. M.Meera. Evincepub Publishing. Latest Edition.

Presidency University link

https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/JBIM-09-2020-0435/full/html

Online Resources

Topics relevant to EMPLOYABILITY : 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
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Course Code: BBA3025	**Course Title: Advertisement and Sales Promotion**	**L-T-P-C**	**3**	**0**	**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 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 CO3: Discuss the methods of advertising CO4: Apply the practices of advertising in Rural Market CO5 : 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**			**10 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**			**10 Sessions**		
Setting Advertising objectives: Introduction, Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioral objectives, Communication-oriented objectives; The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; Kinds of Advertising Objectives; The Advertising Communication System, The communication process, The advertising exposure model; The Need for Clear Understanding of Objectives						
Module 3	**Methods of advertising**			**10 Sessions**		
Creative process and methods. Visualization process and visualizer qualities. Message design: message theme, models, considerations. Message strategies: cognitive, affective, conative, and brand strategies. Advertising appeals: rational, emotional, sex and other ad appeals. Essentials of a good appeal. Execution frameworks. Use of color in advertising. **Print Advertisement, Active Media Advertisement.**						

Module 4	**Advertising in Rural Market**			**10 Sessions**
Fundamental Nature of Rural Market, Understanding the rural mind and buying process, Advertising and Marketing in Rural Areas, Innovative Use of Media in Rural Areas, The Size of Rural Market, Promising Growth				
Module 5	**Sales Promotion**			**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				
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 • Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999. • The Spin Selling Field book: Practical Tools, Methods, Exercises and Resources by 10TNeil Rackham **Text book** • William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. • Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by 10TDon E Schultz 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 https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/5357450 https://ieeexplore.ieee.org/document/6599369 **E resources:** **NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.**				

Topics relevant to EMPLOYABILITY : 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-T-P-C**	**3**	**0**	**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 **Employability** through **Participative Learning techniques.**					
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

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 EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout	
Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
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BBA FINANCE SPECIALIZATION COURSES

Course Code: BFI3001	**Course Title: Securities analysis and Portfolio Management.**	**L-T-P- C**	**3**	**0**	**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 objective of the course is to Understand the concept of securities available for investment and investment analysis, portfolio management of Available funds.					
Course Out Comes	**On successful completion of the course the students shall be able to:** 1. Identify the Investment Avenues **(Comprehension)** 2. Explain Modern Portfolio Theory **(Comprehension)** 3. Understand the bba Analysis(Comprehension) 4. Discuss the various Portfolio evaluation**(Knowledge)**					
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 Investment and Investment Avenues**			**10 Sessions**		
Topics: Objectives of Investment - Factors influencing investment decisions –Steps in and process of Investment – Investment alternatives and avenues – Real assets and Financial assets - company shares, debentures, Govt bonds, convertible securities, hybrid securities, fixed deposits, Gilt- edged securities, post office schemes, employee and public provident funds, ETFs, Mutual Funds, Real estate and Insurance schemes - Investment attributes - risk, return, security, marketability, liquidity and convenience						
Module 2	**Modern Portfolio Theory**			**10 Sessions**		
Topics: Introduction – Return on portfolio - Risk of portfolio - Portfolio theory - Approaches - Selection of Portfolio and Markowitz Efficient Frontier - Capital						

Asset Pricing model, Single index model, Arbitrage Pricing Theory, Capital Market Line and Security Market Line. Portfolio Construction – Evaluation of portfolio – Sharpe's ratio, Jensen's alpha and Treynor's ratio – Portfolio revision.				
Module 3	**Introduction to security analysis**			**10 Sessions**
Introduction to security analysis - Fundamental analysis – company, industry and economy analysis - Technical Analysis of stock - points and figures chart, bar chart, Indicators and Oscillators - ROC, RSI, Volume of Trade, Support and Resistance Level, Exponential Moving Average Analysis, MACD, Japanese Candlesticks				
Module 4	**Portfolio Management and Evaluation**			**10 Sessions**
Specification of Investment objectives and constraints – Selection of Asset Mix – Formulation of Portfolio Strategy – Selection of Securities – Portfolio execution – Portfolio revision - Evaluation of portfolio – Sharpe's ratio, Jensen's alpha and Treynor's ratio – Portfolio revision				
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: 28. Assignment : Written assignment on investment impact on Indian economy.				
Reference **Text book** T1. Rajesh, K.B. (2010). Mergers and Acquisitions. Text and Cases. New Delhi: Tata Mcgraw Hill				
Reference: R1. Pandey, I.M. (2010). 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. (2010). Creating Value through Mergers and Acquisitions. New Delhi: Pearsons Education. **PU library link** 1. https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410				

2. https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410
Topics relevant to EMPLOYABILITY : XXXXXX for **EMPLOABILITY through Problem Solving methodologies** . This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Thoufeeq
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
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Course Code: **COM3056**	**Course Title: Mergers & Acquisitions** **Type of Course: Core, Theory.**	**L- T-P-C**	3	**0**	**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 defence. This will enable students to use real-world applications to develop skills necessary to prepare and evaluate the rationale for a proposed transaction.					
Course Out Comes	**On successful completion of the course the students shall be able to:** 5. Identify the Type of Merger **(Comprehension)** 6. Explain the Merger process **(Comprehension)** 7. Compute the value of a Merger & Acquisition transaction **(Application)**					

	8. Discuss the various takeover approaches of a business organization **(Application)** 9. Summarize the SEBI Guidelines on Mergers & Acquisitions process **(Application)**			
Course objective	The objective of the course is to familiarize the learners with the concepts of **Mergers and Acquisitions and** attain **Employability** through **Problem Solving Methodologies.**			
Course Content:				
Module 1	**Introduction to mergers & acquisitions**	**Participative learning**	**Case study on types of mergers**	**10 Sessions**
Topics: Introduction – Forms of corporate restructuring, M&A, Joint ventures, Sell-off and Spin-off, divestitures, LBO, MBO, MLP, ESOP – Types of Mergers – Theories of Mergers – Internal and external change forces contributing towards M&A activities – Impact of M&A on stakeholders.				
Module 2	**Merger process**	**Participative learning**	**Group discussion on Organizational and Human aspects of M&A**	**10 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 mergers & acquisitions**	**Experiential Learning**	**Preparation of merger valuation report**	**10 Sessions**
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 legal aspects of mergers & acquisitions**			**10 Sessions**
Meaning of Takeover – Types of Takeovers – Hostile takeover approaches – Takeover approaches – Anti-takeover amendments – SEBI takeover code. 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: 29. Assignment 1: Written assignment on the recent mergers and acquisitions in India and its impact on Indian economy. 30. Assignment 2: Report on the Experiential Learning activity on preparation of merger valuation report of a selected business organization.
Reference **Text book** T1. Rajesh, K.B. (2010). Mergers and Acquisitions. Text and Cases. New Delhi: Tata Mcgraw Hill
Reference: R1. Pandey, I.M. (2010). 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. (2010). Creating Value through Mergers and Acquisitions. New Delhi: Pearsons Education. **PU library link** 3. Mergers and acquisitions basics for the industrial electronics and communications industry: https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410 4. Culture & Cross-border Mergers and acquisitions: https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410
Topics relevant to EMPLOYABILITY : XXXXXX for **EMPLOABILITY through Problem Solving methodologies .** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Thoufeeq
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
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Academic Council	

Course Code: COM3047	**Course Title: Financial Markets & Services**	**L-T-P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Basic knowledge on Indian Financial System • Basic Knowledge about different financial Markets and financial services					
Anti-requisites	**Nil**					
Course Description	To provide the student a basic knowledge of financial markets and to familiarize them with major financial services in India.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Discuss the Indian Financial System and components. (Knowledge) CO2: Identify the differences between Money Market and Capital Market (Comprehension) CO3: Understand the Regulatory framework relating to merchant banking in India (Knowledge) CO4: Understanding the types of derivatives. (Knowledge)					
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Financial Markets and Services and** attain **Employability** through **Problem Solving Methodologies.**					
Course Content:						
Module 1	**Financial Markets**			**10 Sessions**		
Topics: Financial Markets- Meaning, nature and types- Money market – functions, organisation and instruments.; Indian money market – An overview Capital Markets – functions, organisation and instruments. Indian debt market; Indian equity market – primary and secondary markets; Functions of stock exchanges in India.						
Module 2	**Financial Services**			**10 Sessions**		
Topics: Overview of financial services industry: Merchant banking – pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India						

Module 3	**Leasing and Factoring**			**10 Sessions**
Topics: Leasing- meaning- features – types of leasing - Operating Lease vs. Finance Lease -Factoring concept and features, classification, financial evaluation of factoring, and decision analysis for factoring, factoring scenario in India				
Module 4	**Derivatives**			**10 Sessions**
Topics: Meaning, uses and Needs, Benefits, Types of derivatives- Future, Forward, Option, Swaps and Hedging.				
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: 31. 32.				
Reference &Text book 1. M Y Khan, "Financial Services", TMH, 7th edition 2. Ravi M. Kishore, "Financial Management", Taxmann's, 6th edition. 3. Bhole. L.M. and Jitendra Mahakud "Financial Institutions & Markets – Structure, Growth & Innovations", TMH 5th edition. 4. Anthony Saunders & Marcia Millon Cornett, " Financial Markets & Institutions", TMH, 5th edition.				
PU library link **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 **E resources:** **NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.**				
Topics relevant to EMPLOYABILITY : XXXXXX for **EMPLOABILITY through Problem Solving methodologies .** This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. Thoufeeq			
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: Advanced Financial Management**	**L- T- 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 **Advanced Financial Management and** attain **Employability** through **Problem Solving Methodologies.**					
Course Content:						
Module 1	**Elements of Finance**			**10 Sessions**		
Equity/Ordinary Shares: Fundamentals of Equity Shares; and Issue Procedures; Term Loans, Debentures / Bonds and Securitization: Terms Loans; Debentures/Bonds/Notes; and Securitization; Hybrid Financing Instruments: Preference Share Capital; Convertible Debentures/ Bonds; Warrants; and Options; Venture Capital Financing: Theoretical Framework; and Indian Venture Capital Scenario; Lease Financing and Hire-Purchase Finance: Lease Financing; and Hire Purchase Finance.						
Module 2	CAPITAL STRUCTURE THEORIES.			**10 Sessions**		
Introduction – Capital Structure – Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Traditional Approach – MM Approach – Problems.						

Module 2	DIVIDEND THEORIES.		**10 Sessions**	
Introduction – Irrelevance Theory – MM Model. Relevance Theories - Walter M Gordon Model – Problems on Dividend Theories.				
Module 3	**Business Valuation**			**10 Sessions**
Business Valuation: Conceptual Framework of Valuation; Approaches/Methods of Valuation; and other Approaches to Value Measurement; Option Valuation: Concept and Types of Options; Option Payoffs; Call Option Boundaries; Factors Influencing Option Valuation; and The Black-Scholes Option Pricing Model.				
Module 4	**Corporate Restructuring**			**10 Sessions**
Corporate Restructuring: Conceptual Framework; Financial Framework; Tax Aspect of Amalgamation; Merger and Demergers; Legal and Procedural Aspects of Mergers/Amalgamations and Acquisition/Takeovers; and other forms of Corporate Restructuring; Financial Management of Public Sector Undertakings (PSUs): Peculiarities of PSUs with Focus on Accounting and Finance; Financial Decisions in PSUs; Memorandum of Understanding (MoU) in PSUs; and Disinvestment in Public Sector Enterprises				
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** 11. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi, 2020. 12. 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 EMPLOYABILITY : XXXXXX for **EMPLOABILITY through Problem Solving methodologies .** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Thoufeeq
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- T- 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 appraisa l			**10 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 identific ation 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 of production - working capital requirement and its financing - estimates of working r – breakeven points - projected cash flow statement – projected Balance sheet .Projec flows: Basic principles of measurement of cash flows -components of the cash flow st - viewing a project from different points of view - definition of cash flows by fin institutions and planning commission - biases in cash flow estimation. Appraisal cr Net Present Value - benefit cost ratio - internal rate of returns urgency - payback pe accounting rate of returns – investment appraisal in practice. Analysis of Risk. Rationa 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

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

Reference

2. 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 EMPLOYABILITY : 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: BFI3006	**Course Title:** International Banking and Finance	**L-P-C**	3	0	3
Version No.	1.0				
Course Pre-requisites	Basic knowledge on banking theory and finance.				
Anti-requisites	Nil				
Course Description	The course provides an insight about the dimensions of international banking and finance. It creates awareness about various concepts relating to international bank operations, international finance and the risk associated. This course enables the students to analyze and ascertain the economic conditions of various countries which in turn provide relevant perspectives on the dynamics of each economy.				
Course Out Comes	On successful completion of the course, the student shall be able to: CO 1. Describe the evolution of International Banking. **(Knowledge)** CO 2. Discuss the international banking operations. **(Comprehension)** CO 3. Explain the international finance activities and debt products. **(Comprehension)** CO 4. Discuss about the FEMA ACT and the key regulations of RBI. **(Comprehension)** CO 5. Classified the risk involved in International Banking. **(Comprehension)**				
Course objective	The objective of the course is to familiarize the learners with the concepts of International Banking and Finance and attain Employability through Participative learning techniques.				
Course Content:					
Module 1	International Banking			**10 Sessions**	
Module 2	International Banking Operations			**10 Sessions**	
Off-shore financial centres – Rationale – Characteristics of offshore financial centres – Types of offshore centres – Benefit and reasons for growth – Factors of success – Tax Havens – Major Offshore Financial Canters – International Banking facilities – Special Economic Zones (SEZs) – Regulatory concerns.					

Module 3	International Finance			**10 Sessions**
Fundamental Principles of Lending to MNCs, documentation and Monitoring, International Credit Policy Agencies and Global Capital Markets, Raising resources: Availability features and risks of various Equity and debt products like ECBs, ADRs, ECCBs and other types of Bonds etc, Syndication of loans, Project and infrastructure Finance: Investments both in India (FII & FDI) and abroad, Joint ventures abroad by Indian Corporates.				
Module 4	Foreign exchange management			**10 Sessions**
Foreign Exchange Management Act (FEMA), Different types of Exchange Rates, RBI and FEDAI: their role in regulating Foreign Exchange Business of Banks / other Authorised Dealers, Rules regarding rate structure, cover operations, dealing room activities and risk management principles, including correspondent Bank arrangements, NRI customers and various banking and investment products available to them under FEMA, Remittance facilities				
Module 5	Risk in international banking			**10 Sessions**
Laws governing trade finance viz, FEMA, NIAct, Indian stamp Act, EXIM policy, RBI / FEDAI guidelines, Role of Banks, including EXIM Bank, in financing Foreign Trade, various facilities to Exporters and importers including project finance, Forfaiting and Factoring, Risks involved in foreign trade finance: Country risk, Currency risk, Exchange risk, legal risk etc, Role of ECGC.				
Targeted Application: Cross-border transactions **& Tools that can be used**: MS office, MS excel				
Project work/Assignment: 1. Review an article and write an assignment on global trends and developments in international banking in about 1000-1500 words. 2. Experiential Learning: Preparation of a project report on a selected business organization for reviewing its international finance products and service usage impact.				
Text Books: T1. International Banking. (2011). Indian Institute of Banking & Finance. Macmillan Publishers India Limited.				
References: R1. Mehta ,DM.& Fung, H.G (2014). International bank management. Wile. New Delhi.				

R2. Apte P.G. International Finance (2017). A Business Perspective, New Delhi, TATA McGraw Hill.
R3. Bhalla .V.K. International Financial Management . S.Chand Publishing.
R4. International Banking Legal and Regulatory Aspects (2007). IIBF- MacMillan Publishers.

PU E-Resources Link:
1.https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/10569210911008476/full/html
2. https://www.ifcreview.com/articles/2019/november/seven-trends-in-offshorebanking/
3. https://www.proquest.com/docview/1314953637/BB8FDED86AC24805PQ/1?accountid=177896
4. https://academic.oup.com/rof/article/21/4/1513/2670120
5. https://academic.oup.com/joeg/article/20/6/1263/6017416

Online Resources:
1. https://m.rbi.org.in/Scripts/bs_viewcontent.aspx?Id=275
2. https://sbi.co.in/corporate/AR1920/download_center/english/11-3.13-International%20Banking%20Operations.pdf
3. https://www.eximbankindia.in/
4. https://99employee.com/foreign-banks-in-india/
5. https://www.worldbank.org/en/about
6. https://www.ecb.europa.eu/pub/euromoneymarket/pdf/ecb.euromoneymarket202104_study.en .pdf
7. https://www.bis.org/publ/confp03c.pdf
8. https://www.jpmorgan.com/commercial-banking/solutions/international-bankin

Topics relevant to EMPLOYABILITY SKILLS : Investment banking for **Employability Skills through Participative learning techniques.** 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: BBA3077	**Course Title: Strategic Financial Management**	**L- T- P- C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Basic concepts of Financial Management (BBA2001)					
Anti-requisites	NIL					
Course Description	This course emphasizes on core financial management concepts and techniques for strategic decision making. It covers basic concepts of finance, risk analysis, Project cash flow, capital budgeting decisions. The course enables the students to identify and evaluate risk associated with finance, analyze the project cash flow and assess potential investment decisions & strategies.					
Course Out Comes	At the end of the course, the student shall be able to: CO 1. Define Strategic Financial Management. **(Knowledge)** CO 2. Apply the Risk and return analysis to a business project. **(Application)** CO 3. Compute the Terminal cash flow. **(Application)** CO 4. Employ the Capital Budgeting decisions under uncertain and risky situations. **(Application)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Strategic Financial Management** and attain **Employability** through **Problem Solving Methodologies.**					
Course Content:						
Module 1	**Introduction to strategic financial management**			**10 Sessions**		
Meaning of Strategic Financial Management- Reasons for managing business financially – Financial goals and strategy – Value chain analysis – Cost Benefit analysis – Strategic Business units – Strategic Planning process – Life Cycle costing – Activity Based costing						
Module 2	**Risk analysis and classification**			**10 Sessions**		
Types of Risk – Financial Risk – Market Risk and Credit Risk, Foreign Exchange Risk, Interest Rate Risk, Counterparty risk, Systematic risk – Operational risk, Strategic risk, Risk and return analysis (Practical problems involving expected return and risk) – Difficulties in measuring risk, Risk classification system- COSO.						

Module 3	**Project cash flow**			**10 Sessions**
Estimation of Project cash flow – Initial cash flow, Sunk cost, Terminal cash flow (Problems on estimation of cash flow) – Relevant cash flow (Theory only)				
Module 4	**Capital budgeting decisions**			**10 Sessions**
Capital Budgeting Decisions –Capital Budgeting Decisions under uncertainty and risky situations – Concept of probability & expected value certainty equivalent approach, Simulation and Decision tree analysis, Sensitivity analysis, Capital Rationing, Adjusted Net Present value, Replacement decisions, MIRR, Effect of inflation on capital budgeting decisions.				
Module 5	**Valuation of Business**			
Value of Shares and company, Asset based valuation, Valuation relative to industry av valuation Models, Valuation based on Company fundamentals.				

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: Case study analysis on a select organization on the concept 'strategic business units'.

Assignment 2: Written assignment on capital budgeting decisions under uncertainty & risky situations.

Delivery procedure (pedagogy):

Lecture: All Modules

Participative learning:

a. Group Discussion: Module 1: Strategic business units

b. Case study: Module 5: Capital budgeting decisions under uncertainty and risky situations

Text Book:

T1. Rustagi. R. P (2010), 4th ed., Financial Management – Theory, Concepts and Problem, New Delhi: Taxmann Publications Pvt. Limited.

Reference:

E-Reading / Essential Reading:

R1. Jakothiya, Girish. (2000). Strategic financial management. New Delhi: Vishal publishing house.

R2. Pandey.I.M. (2015) Financial Management (9th ed.). New Delhi: Vikas Publications.

PU online library

https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/S1479-361X(2013)0000012004/full/html

Web based resources:

W1.Basic concepts of strategic financial management:
https://www.icsi.edu/media/webmodules/Financial%20and%20Strategic%20Management.pdf

W2. Risk analysis in capital investment:

https://hbr.org/1979/09/risk-analysis-in-capital-investment

W3. Capital budgeting decisions:

https://www.investopedia.com/articles/financial-theory/11/corporate-project-valuation-methods.asp

W4: Introduction to capital budgeting:

https://www.youtube.com/watch?v=Sff3DxOHjJs

NTPEL Videos:

1. Financial management for managers:

https://archive.nptel.ac.in/courses/110/107/110107144/

Case study references:

1. Risk and return analysis:

https://www.emerald.com/insight/content/doi/10.1108/03074350310768454/full/html

2. Capital budgeting decisions:

https://www.emerald.com/insight/content/doi/10.1108/PRR-10-2020-0035/full/html

Topics relevant to EMPLOYABILITY : 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	Academic Council meeting held on 3rd August 2024

Course Code: BBA3003	**Course Title: Business Valuation**	**L-T-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. 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**			**10 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**			**10 Sessions**
M&A, Sale of Business, Fund Raising, Voluntary Assessment; Taxation; Finance; Accounting; Industry perspective; Statutory Dimension.				
Module 3	**Business Valuation Methods**			**10 Sessions**
Business Valuation Methods: Discounted Cash Flow Analysis (DCF); Comparable transactions method; Comparable Market Multiples method; Market Valuation; Economic Value-Added Approach; Free Cash Flow to Equity; Dividend Discount Model; Net Asset Valuation; Relative Valuation; Overview of Option Pricing Valuations.				
Module 4	**Factors for the computation of Business Worth**	Case Study : Corporate Valuation and Indian Politics – Privatisation of **BALCO**		**10 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 EMPLOYABILITY : 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	Dr. Amit Saha
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the	24th Academic Council meeting held on 3rd August 2024

Academic Council	

Course Code: BBA3007	**Course Title: FINANCIAL MODELLING** **Type of Course: Discipline Elective**	**L- T- 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:**			**10 Sessions**
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**			**10 Sessions**
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**			**10 Sessions**
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**			**10 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

1. 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	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: BBA3005	**Course Title: Management Control system** **Type of Course: Core, Theory Only Course**	**L-T- 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 (Knowledge) CO2: Discuss the practices of Strategic Planning and Management Control (Comprehension) CO3: Explain the Management Control process (Comprehension) CO4: Illustrate the variations in Management control (Application)				
Course objective	This course is designed to improve the learner's **EMPLOYABILITY SKILLS** by using **EXPERIENTIAL LEARNING** Techniques of Class Presentation and Case Study.				
Course Content:					
Module 1	Fundamentals of Management Control			**10 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			**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:			**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			**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 the development of "EMPLOYABILITY SKILL": Students shall be able to analyze the capital structure of a business organization and provide insights.

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: BBA3068	**Course Title: Foreign Direct Investment** **Type of Course: Discipline Elective Theory**	**L- T- P- C**	3	0	0	3
Version No.	1.0					

Course Pre-requisites	• Knowledge of Management			
Anti-requisites	**Nil**			
Course Description	The course is conceptual in nature and will help the students to gain detailed insights about foreign direct investment, recent policies and opportunity for investments in international business.			
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concepts of Foreign Direct Investment CO2: Explain the regulatory framework of FDI CO3: Summarize the impact of FDI policies on Home and Host country CO4: Apply the FDI strategies for business development			
Course objective	The objective of the course is to familiarize the learners with the concepts of **Foreign Direct Investment and** attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	**Introduction to Foreign Direct Investment**			**11 Sessions**
Topics: Overview of Foreign Direct Investment- Definition and Types of FDI (Greenfield Investment, Brownfield Investment, Mergers & Acquisitions), Historical Context and Evolution of FDI, Importance of FDI in the Global Economy. Theories and Models of FDI, The Eclectic Paradigm (OLI Model), Internalization Theory, Product Life Cycle Theory, Market Imperfections Theory. Drivers and Determinants of FDI- Economic Factors (Market Size, Economic Stability, Growth Potential), Political and Legal Environment, Infrastructure and Technological Factor, Labor Market Conditions. Global Patterns and Trends in FDI- Regional Distribution of FDI, Sectoral Distribution of FDI, Emerging Markets and FDI, Recent Trends and Future Prospects				
Module 2	**The Regulatory and Institutional**			**10 Sessions**

	Framework of FDI			
Topics: National Policies and Regulations- FDI Policies and Incentives, Entry and Operational Requirements, Restrictions and Performance Requirements, International Investment Agreements, Bilateral Investment Treaties (BITs), Multilateral Investment Agreements, Role of the World Trade Organization (WTO) in FDI. Role of International Organizations in FDI- United Nations Conference on Trade and Development (UNCTAD), International Monetary Fund (IMF), World Bank and International Finance Corporation (IFC). Investment Promotion Agencies and Their Functions- Role and Importance of Investment Promotion Agencies (IPAs), Strategies for Attracting FDI, Success Stories and Best Practices				
Module 3	**Impact of FDI on Host and Home Countries**			**10 Sessions**
Topics: Economic Impact of FDI- Impact on Economic Growth and Development, Job Creation and Employment Effects, Technology Transfer and Innovation. Social and Environmental Impact of FDI- Social Benefits and Challenges, Environmental Considerations and Sustainability, Corporate Social Responsibility (CSR) in FDI. Political and Cultural Impact of FDI- Influence on Political Stability and Governance, Cultural Exchange and Adaptation, Managing Cross-Cultural Challenges. FDI and Development- FDI in Developing and Transition Economies, Role of FDI in Poverty Reduction, FDI and Sustainable Development Goals (SDGs)				
Module 4	**Strategies and Management of FDI**			**10 Sessions**
Topics: Strategic Considerations for Multinational Enterprises (MNEs)- Entry Strategies (Wholly Owned Subsidiaries, Joint Ventures, Strategic Alliances), Location Strategy and Site Selection, Risk Management in FDI. Managing Foreign Subsidiaries- Organizational Structure and Control Human Resource Management in MNEs, Cross-Cultural Management and Communication. Performance Measurement and Evaluation of FDI- Financial Performance Metrics, Operational and Strategic Performance, Impact Assessment and Reporting. Future Trends and				

Challenges in FDI- Digital Transformation and FDI, Geopolitical Risks and FDI, Sustainable and Responsible Investment Trends
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method
Reference **Text book** 1. Foreign Direct Investment, *National Bureau of Economic Research Project Report*, Kenneth A. Froot, University of Chicago Press, 2008
Reference 1. **Foreign Direct Investment:** The Indian Experience, Leena Ajit Kaushal, Business Expert Press, 29 Apr 2019 - Business & Economics - 232 pages **PU library link** https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJDI-02-2024-0039/full/html **E resources:** **https://onlinecourses.nptel.ac.in/noc24_mg28/preview**
Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Monica Satish
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

E COMMERCE AND SUPPLY CHAIN MANAGEMENT SPECIALIZATION COURSES

Course Code: BBE3007	**Course Title:** Business Process Engineering	**L-T-P-C**	**3**	**0**	**0**	**3**
Version No.	1.0					
Course Pre-requisites	Knowledge of Management Basic understanding about the concept of reengineering as a part of management					
Anti-requisites	**Nil**					
Course Description	The course is descriptive in nature and will help the students to gain a detailed understanding about Business process Reengineering task and practices implemented in an organization. Students will be benefited by understanding about the importance and procedure involved in execution of BPR process in an organization.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concept of Business Process Reengineering CO2: Explain the process involved in BPR CO3: Discuss the stages involved in designing and building a new process CO4 : Explain the practice of change management CO5: Relate the practices of BPR with continuous improvement					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Business Process Reengineering and** attain **Employability** through **Participative Learning techniques.**					
Course Content:						

Module 1	**Introduction to BPR**			**10 sessions**
Business process reengineering-an overview: Historical background Fundamentals of BPR Concepts and techniques. Changing business processes: the importance of technology as a driver for organization: Nature, significance and rationale of business process reengineering (BPR)				
Module 2	**Process Design**			**10 sessions**
Process redesign: Major issues in process redesign: Business vision and process objectives, Processes to be redesigned, measuring existing processes, Role of information technology (IT) and identifying IT levers.				
Module 3	**Designing and Building a New process**			**10 sessions**
Designing and building a prototype of the new process: BPR phases, Relationship between BPR phases. BPRE & TQM, benchmarking, ISO standards. Implementation of BPRE-business process management, principles, Business models, barriers.				
Module 4	**Change Management**			**10 sessions**
Change management: Change and the manager: change and the human resource: the cultural web and the past: the cultural attributes of change Typical BPR activities within phases: Change management, Performance management, and programme management.				
Module 5	**BPR and Continuous improvement**			**10 sessions**
BPR and continuous improvement: Co-ordination and complementary efforts, IT capabilities and their organizational impacts, Implementation of BPR, Stages of implementation and critical aspects, Case studies on BPR. The concept of the learning organization and its influence on systems development: restructuring the organization. The importance of communication and the resistance to change: building the culture for successful strategy implementation; the influence IT will have on the internal appearance of organizations in the future.				
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 BPR process with a company example Case study Analysis				
Reference **Text book** Omar El Sawy, Business Process Re-engineering, Tata McGraw Hill , 2010 R. Srinivasan, Business Process Re-engineering, Tata McGraw Hill , 2011				
Reference				

<table>
<tr><td colspan="2">Warner Winslow, Strategic Business Process Transformation through BPR, , Tata McGraw Hill , 1996
Marjanovic, O. (2000), "Supporting the “soft” side of business process reengineering", Business Process Management Journal, Vol. 6 No. 1, pp. 43-55. https://doi.org/10.1108/14637150010313339
Wong, B.K. and Li, W.X. (1998), "Case study: business process reengineering in an international company", Logistics Information Management, Vol. 11 No. 5, pp. 317-323. https://doi.org/10.1108/09576059810234245
PU library link
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/14637150010313339/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09576059810234245/full/html
E resources:
https://www.youtube.com/watch?v=LtSiTpb7mS0</td></tr>
<tr><td colspan="2">Topics relevant to EMPLOABILITY : XXXXXX for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.</td></tr>
<tr><td>Catalogue prepared by</td><td>Dr. Chaitra VH</td></tr>
<tr><td>Recommended by the Board of Studies on</td><td>4th Board of Studies, 11th July, 2024</td></tr>
<tr><td>Date of Approval by the Academic Council</td><td>24th Academic Council meeting held on 3rd August 2024</td></tr>
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Course Code: BBE3005	**Course Title: Emerging Technologies in Logistics and Supply Chain Management**	**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:** Explain the adaptation of new container technology and digital supply chain. **CO 4:** Illustrate the concept of creating resilient supply chains, its risks and also to study the latest updates from resilient supply chains. **CO 5:** Interpret the process of integrating block chain technology with supply chain operations.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Emerging technologies in logistics and Supply Chain Management **and** attain **Employability** through **Participative Learning techniques.**					

Course Content:				
Module 1	**Introduction to Logistics 4.0**			**10 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**			**10 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	**Unlocking digital innovation**			**10 sessions**
Topics: Intelligent Container - Emergence of new Containers in Cold Chain - Conc of new Containers – Impacts of new containers on cold chain – growth potential for controlled atmosphere contai Digital Supply Chain – Principles for driving technology in the supply chain – Case Study on Cool Chain Lo – The banana Chain.				
Module 4	**Creating Resilient Supply Chains**			**10 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 5	**Innovative Supply Chain Technology Tools**			**10 sessions**
Data science – Quality Control – Real-Time Deployment – Warehouse Efficiency – Predictive Strategies – Inventory, Supply, Demand Management, Tightening KPI – Reverse Management. Autonomous Mobile Robots – Truck Collaboration – Distributed Inventory – Driverless Vehicle and Drone Delivery - 3D Printing – Machine Learning Predictive tools – Fish bowl inventory – Real-time data simulator.				
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 1. Anthony. M. Pagano, Matthew Liotine – Technology in Supply Chain Management and Logistics – Current Practices and Future Operations - Elsevier-2020. 2. Ismail Iyigun, Omer Faruk Gorcun – Logistics 4.0 and Future of Supply Chains – Springer-2022. 3. 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:** 1. https://www.how.fm/library/6-emerging-logistics-and-supply-chain-trends-in-2021/ 2. https://www.allerin.com/blog/5-emerging-technologies-shaping-the-future-of-logistics				

3. 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

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

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: BBE3006	**Course Title: Global Supply Chain Management**	**L-T-P-C**	**3**	**0**	**0**	**3**
Version No.	1.0					
Course Pre-requisites	Knowledge of Management Knowledge of Supply Chain Management					
Anti-requisites	**Nil**					
Course Description	This course will provide the analytical framework for assessing the nature and challenges of operating global supply chains. It focuses on the primary activities of global supply chains, distribution and inventory management, and the supporting activities of document management and procurement.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concept of Global supply Chain Management CO2: Explain the tasks involved in procurement and sourcing CO3: Discuss the practices of production and Inventory Management CO4: Employ practices for effective management of delivery of goods and services.					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Global Supply Chain Management and** attain **Employability** through **Participative Learning techniques.**					
Course Content:						
Module 1	**Introduction to Global Supply Chain Management**			**10 sessions**		
Introduction to Global Supply Chain Management, Supply Chain Management Processes and Challenges, Optimizing Customer Value, Using Information Technology (IT), Planning the Global Supply Chain - Supply Chain Plan Essentials, Supply Chain Strategy Development, Implementation of the Strategy.						
Module 2	Managing Procurement and Sourcing			**10 sessions**		
Global Sourcing, Adapting and Improving the Sourcing Process, Forming Partnerships and Alliances, Outsourcing Company Activities, Negotiating with Suppliers, Compliance with International Law, Working with Customs Brokers, Managing documents for international trade transactions, Becoming a Supplier.						
Module 3	Production and Inventory Management			**10 sessions**		

Planning Production Activities, Managing Manufacturing Performance, Meeting Standards and Regulations, Release Procedures. Inventory Management - The Basics of Inventory Management, Maintaining Optimum Inventory Level, Planning Inventory Storage Locations, Centralized and Decentralized Warehousing.				
Module 4	Managing Delivery of Goods and Services			**10 sessions**
Processing Orders, Planning Transportation, Limiting Export Responsibilities, Using Foreign Cargo Facilities, Clearing Foreign Customs, Working with Transportation Intermediaries, Receiving Payment After Delivery, Delivery of Services. Freight Forwarders, Transport Specialists, Trading Houses, Third-Party Logistics Companies, Customs Brokers, Financial Institutions, Cargo Insurance Underwriters. The Reverse Supply Chain (Reverse logistics), Managing the Returns Process, Outsourcing the Returns Process, The circular economy				
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 handling reverse supply chain management				
Reference **Text book** Hult, Tomas; Closs, David; and Frayer, David, Global Supply Chain Management, McGraw-Hill Education, latest edition				
Reference Global Value Chain Management, FITT, latest edition (Free eBook download for students registered with FITT) Mathiyazhagan, K., Rajak, S., Sampurna Panigrahi, S., Agarwal, V. and Manani, D. (2021), "Reverse supply chain management in manufacturing industry: a systematic review", International Journal of Productivity and Performance Management, Vol. 70 No. 4, pp. 859-892. https://doi.org/10.1108/IJPPM-06-2019-0293 Kembro, J. and Norrman, A. (2022), "The transformation from manual to smart warehousing: an exploratory study with Swedish retailers", The International Journal of Logistics Management, Vol. 33 No. 5, pp. 107-135. https://doi.org/10.1108/IJLM-11-2021-0525 **PU library link** https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPPM-06-2019-0293/full/html				

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJLM-11-2021-0525/full/html **E resources:** https://nptel.ac.in/courses/110108056
Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout

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: BBA3042	**Course Title: Lean Supply Chain Management**	**L- T-P-C**	**3**	**0**	**0**	**3**
Version No.	1.0					
Course Pre-requisites	BSC 104 – Supply Chain Modelling and Design Fundamental understanding of the organizational structure. Fundamental Knowledge on Supply Chain Concepts Familiarity with working principle of Supply Chain Software Familiarity with graphs and charts					
Anti-requisites	**Nil**					
Course Description	The objective of this course is to make students to understand the basic Lean principles that helps the professionals in providing error free work atmosphere and will always strive to eliminate the wastages in the production. The ultimate goal of this course is to make the student to understand and demonstrate the application of basic lean concepts over organization's supply chain process. It also describes about lean leadership principles of the lean supply chain strategies, tactics in order to enhance the operational efficiency of the organization.					

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. CO 2: Identify the lean supply chain strategy tactics and operational plans. CO 3: Explain e-commerce interaction with lean supply chain management. CO 4: Illustrate the importance of outsourcing in lean supply chain management. CO 5: Employ the models for implementing s sustainable lean supply chain practices in an organization.			
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**			**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**			**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**			**10 sessions**

Topics: E-Commerce and Supply Chain Management – E-Commerce interaction with Supply Chain Management – E-Business Software supports Lean Supply Chain Principles – Integrating Supply Chain Management in E-Commerce Environments – Maximizing B2C Supply Chains.				
Module 4	**Lean Supply Chain Outsourcing**			**10 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**			**10 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.				
Module 6	**Enabling Lean Supply Chain Planning**			**10 sessions**
Topics: Consideration of capacity for Lean supply chain process -Functional integration in planning – APS Lean supply chain integration – Lean supply Chain Optimization issues in planning – Market Demand Planning – Production planning – actual consumption based – Floor Design to enable lean planning – Case Study on AstraZeneca's Lean Planning – PCI Lean Production initiative.				
Module 7	**IT Landscape in Lean Supply Chain**			**10 sessions**
Topics: Master Data Management – Market Demand Planning – Detailed Planning and Scheduling – Configuring and renewing tactical lean supply chain parameters – planning and adjusting production based on actual consumption – building holistic lean IT architecture.				
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. Ford Motor Company Toyota Production System AstraZeneca				

Text Book

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

Paul Myerson – Lean Supply Chain & Logistics Management, Tata McGraw Hill Publishers, 2012

Barry Evans, Robert Mason – The Lean Supply Chain, Kogan Page - 2019

Reference

Francisco Campuzano and Josefa Mula – Supply Chain Simulation: A System Dynamics Approach for Improving Performance, 2nd Edition, Springer, 2011.

Hamed Fazlollahtabar – Supply Chain Management Models, 1st Edition, CRC Press Publishers, 2018.

Jeremy. F. Shapiro – Modelling the Supply Chain, 2nd Edition, Springer, 2006.

Michael Watson, Peter Cacioppi, Sara Lewis – Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, Google Books,.2012,

Sunil Chopra, Peter Meindl, Dharam Vir Kalra – Supply Chain Management, Sixth Edition, Pearson Publishing House,2018.

PU-List of e-Resources:

https://puniversity.informaticsglobal.com/login

Supply Chain Strategies, Capabilities, And Performance

The Lean, Green Supply Chain Machine

A Faster, Leaner, Supply Chain: New Uses Of Information Technology

https://puniversity.informaticsglobal.com:2068/10.1108/IJPPM-10-2020-0560

ISSN: 1741-0401.

NPTEL Web Sources:

https://www.globaltranz.com/lean-supply-chain/

https://www.industryweek.com/supply-chain/planning-forecasting/article/21946754/the-goal-of-the-lean-supply-chain.

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

Catalogue prepared by	Dr. Bhakta
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
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Course Code: BBE3012	Course Title: **Purchase and Inventory Management**	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Management • Basic knowledge of purchase and inventory as a part of Management					
Anti-requisites	**Nil**					
Course Description	This course intends to provide the basic understanding to students about the purchasing and inventory operations in supply chain management concepts and processes that helps to bring awareness and make them employable.					
Course Out Comes	On successful completion of the course the students shall be able to: **CO 1:** Highlights the overview of purchasing management in SCM. **CO 2:** Explain the modern contemporary purchasing practices. **CO 3:** Highlight the introduction to inventory management and how demand analysis is performed in SCM. **CO 4:** Explain how the inventory planning and forecasting are performed in SCM. **CO 5:** Analyze the recent trends in purchasing and inventory management.					

Course objective	The objective of the course is to familiarize the learners with the concepts of **Purchase and Inventory Management and** attain **Employability** through **Participative Learning techniques.**			
Course Content:				
Module 1	**Overview of purchase and inventory Management**			**10 sessions**
Overview - Purchasing Organizations - Ethical and Professional standards - Make or Buy or outsourcing - Pricing impact - Purchasing Cycle - Vendor Analysis - Global tenders -Negotiations - Contracts / Purchase Orders - Purchasing practice by class of materials – Contract Management				
Module 2	**Purchasing Strategies**			**10 sessions**
Purchasing Activities - The procurement cycle - Computer-aided purchasing - Blanket purchase orders - Vendor performance measurement - Purchasing performance measurement - Public Buying - Purchasing & Forecasting Techniques - Purchase Strategies - Evaluation of Purchasing Function - Modern Purchase Practices - Decisions Support Tools.				
Module 3	**Inventory Management**			**10 sessions**
Introduction to Inventory - Types of Inventory - – Objectives - Concept of Inventory - Need for holding stock - Planning and controlling stock levels - Effects of excess inventory on business - Product Classification - Demand analysis - ABC analysis - Product Coding - Product Handling Groups				
Module 4	**Module title**			**10 sessions**
Costs associated with inventories - Forecasting - Inventory Control - Replenishment of Inventory - Inventory Management Systems - Materials Requirement Planning (MRP) - Works in Process Inventories - Finished goods Inventories - Inventories with Suppliers - Spare Parts Inventories - Warehouse and Inventory Operations - Accounting for Inventories				
Module 5	**Recent trends in purchase and inventory management**			**10 sessions**

Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse - Technology Aids in Retail Warehouse Management: Introduction, Objectives, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID) – Cloud based Technologies for Purchasing and Inventory Planning.

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:

33. Case study analysis on purchase and inventory management practices of the company
34. Class presentation on best practices in purchase and inventory management

Reference
Text book

2. Max Muller – Essentials of Inventory Management, 3rd Edition, 2012, Harper Collins Publishers.

3. Edward.A.Silver, David F.Pyke, Douglas Thomas – Inventory and Production Management in Supply Chains, Fourth Edition, CRC Press.

Reference

- Michael Watson, Peter Cacioppi, Sara Lewis – Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, 2012, Google Books.

- ED. C. Mercado – Hands on Inventory Management, Series on Resource Management, Auerbach Publications

- D. Thote, P. Fulzele, R. Nimishe, M. Thakur, S. Khasale and P. Chinchalkar, "Modern E-Trolley For Goods Purchase With Inventory Management Using Android Application," *2022 Second International Conference on Artificial Intelligence and Smart Energy (ICAIS)*, Coimbatore, India, 2022, pp. 897-902, doi: 10.1109/ICAIS53314.2022.9742900.

- J. J. Pangaribuan, H. Margono, O. P. Barus, Y. A. Pratama and A. Maulana, "Sales, Purchase, and Inventory Information System Design at SMEs," *2022 1st International Conference on Technology Innovation and Its Applications (ICTIIA)*, Tangerang, Indonesia, 2022, pp. 1-6, doi: 10.1109/ICTIIA54654.2022.9935929.**PU library link**

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01443579810192763/full/html

https://ieeexplore.ieee.org/document/9935929

E resources: **NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.**	
Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout	
Catalogue prepared by	Dr. 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: 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**			**10 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 EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques**. This is attained through assessment component mentioned in course handou

Catalogue prepared by	Dr. 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 **Employability** through **Participative Learning techniques.**			
Course Content:				
Module 1	**Understanding Risk in SCM**			**10 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**			**10 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**			**10 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**			**10 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**			**10 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 EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handou				

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Course Code: BBE3009	**Course Title: Quality Management**	**L-T - P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Management • Understand the importance of quality as a part of Management domain					
Anti-requisites	Nil					
Course Description	This course emphasizes the importance of Quality management in all areas or segments of business and organizations. Students develop and specialize on various approaches to Quality and problem-solving methodology using Quality tools and also learn current practices in the field of Quality management systems.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO 1. Describe the concept of quality and best practices **(Knowledge)** CO 2. Explain the factors leading to cost of quality **(Comprehension)** CO 3. Discuss various quality management tools (**Comprehension)** CO 4. Relate the advancement in technology with Quality Management **(Application)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of Quality Management and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	**Introduction to Quality**			**10 sessions**		

Topics : Importance & relevance of Quality in management – History – Dimensions of quality – Evolution of Total quality principles. Quality practices: KAIZEN, KANBAN, JIT.				
Module 2	**Quality practices and cost of quality**			**10 sessions**
Topics: Quality standards – ISO, Indian standards, Quality Audit, KAIZEN, KANBAN, JIT, –Cost of quality – Discretionary cost: Prevention – Appraisal – Consequential cost: Internal failure – External failure. Quality differentiation strategies, Quality strategic planning. COPQ- Cost of poor quality				
Module 3	**Quality control systems**			**10 sessions**
Topics: Management tools for quality, tools for quality planning. Process Design & control., Fishbone diagram, Pareto chart, Lean quality manufacturing and Six sigma (DPMO) .				
Module 4	Quality teams and recent trends in quality management			**10 sessions**
Topics: Importance of teams in TQM – Types of teams –– Principles of empowerment – role of quality leader. Ethical values in quality. Implementing TQM – culture change required. Establishment of effective quality communication system. Introduction to e-QMS - Meaning & Steps in implementation of e-QMS. Remote Audits, Shared supplier audits. Quality management software – Types, Features, Benefits & Challenges.				
Targeted Application: Application of quality practices Tools that can be used: MS office, MS excel, PowerPoint				
Project work/Assignment: Presentation on Fish bone analysis				
Present based on interaction with a corporate employee about quality management practices in the company				
Text Book • T1 T1 Evans, J. R (2012). Quality & Performance Excellence – management, organization and strategy. New Delhi: Cengage Learning 6th Edition				
References • R 1 Bedi, K. (2010). Quality Management. New Delhi: Oxford Press Publications. **Presidency University link** **Online Resources**				

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJLSS-11-2015-0043/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJLSS-04-2021-0078/full/html	
Topics relevant to EMPLOYABILITY SKILLS : Just in Time for **Employability Skills through Participative Learning Techniques**This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Suhasini
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: BBE3011	**Course Title: Supply Chain Analytics**	**L-T - P-C**	3	0	0	3
Version No.S	1.0					
Course Pre-requisites	• Knowledge of Supply chain Management					
Anti-requisites	Nil					
Course Description	This course equips the student with the skills to leverage data analytics for optimizing supply chains and gaining a competitive edge. The student will delve into practical applications using Python for data analysis, Power BI for data visualization, and MySQL for database management. Through a series of interactive modules, The student will also gain a foundational understanding of key analytical techniques and their application to real-world supply chain challenges.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Define key terms in supply chain analytics and data analysis. Recall the benefits of data analytics in supply chain management. (Remember) CO2: Develop Python scripts to perform descriptive analytics tasks using libraries like pandas and NumPy. Design interactive dashboards and reports in Power BI to communicate insights from supply chain data. (Understand) CO3: Design and implement a basic data warehouse using MySQL to store and organize supply chain data. Connect Python scripts to MySQL databases to access and analyze relevant data (Apply) CO 4: Apply time series analysis techniques in Python libraries like stats models to forecast future demand and inventory levels. Evaluate the accuracy of different forecasting models in the context of supply chain data. (Apply) CO 5: Implement linear programming models using Python libraries (e.g., PuLP) to solve specific supply chain optimization challenges like inventory allocation or transportation routing. (Apply)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Supply Chain Analytics and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	**Introduction to Supply Chain Analytics and Python**			**10 sessions**		

Topics : The Role of Analytics in Supply Chain Management - Introduction to Python Programming for Data Analysis (Basic syntax, data structures, control flow) - Data Collection and Management for Supply Chains - Identifying Analytics Opportunities in Supply Chain Process				
Module 2	**Descriptive Analytics with Python and Power BI**			**10 sessions**
Topics: Data Cleaning and Transformation Techniques in Python (Handling missing values, outliers, data formatting) - Introduction to Power BI for Supply Chain Data Visualization - Descriptive Analytics Methods with Python Libraries (e.g., pandas, NumPy) – Creating Interactive Dashboards and Reports in Power BI for Supply Chain Performance Metrics.				
Module 3	**Predictive Analytics for Supply Chain Forecasting with Python**			**10 sessions**
Topics: Fundamentals of Forecasting Techniques in Supply Chain Context - Time Series Analysis and Forecasting with Python Libraries (e.g., statsmodels) - Demand Forecasting Models (Moving Average, Exponential Smoothing) in Python - Inventory Forecasting Strategies and Python Implementation.				
Module 4	Prescriptive Analytics and Optimization for Supply Chain Management			**10 sessions**
Topics: Introduction to Linear Programming for Supply Chain Optimization Problems with Python Libraries (e.g., PuLP) - Inventory Optimization Techniques using Python - Data- Driven Transportation Planning and Optimization with Python Models - Network Design Optimization Strategies and Case Studies				
Targeted Application: Application of quality practices Tools that can be used: MS office, MS excel, PowerPoint				
Text Book • T1 Waller, M. A., & Fawcett, S. E. (2019). Big data analytics for supply • chain management (2nd ed.). Kogan Page. •				
References • R1. Hands-on machine learning with Scikit-Learn, Keras & TensorFlow (2nd • ed.). O'Reilly Media.. • R2. Wickham, H. (2016). ggplot2: Elegant graphics for data analysis (2nd				

- ed.). Springer International Publishing.
- R3 Géron, A. (2019). Hands-on machine learning with Scikit-Learn, Keras
- & TensorFlow (2nd ed.). O'Reilly Media.

Presidency University link

Online Resources

1. https://www.gep.com/case-studies/fmcg-major-transforms-supply-chain-risk-management
2. https://www.econstor.eu/bitstream/10419/209269/1/hicl-2015-20-557.pdf

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

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Course Code: BBE3010	**Course Title: Warehouse Management**	**L-T - P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Supply chain Management					
Anti-requisites	Nil					
Course Description	This is a theory course that aims at providing insights to the students about practices of warehouse management, role of warehouse in managing a business and impact of technological advancement on practices of warehouse management. Post completion of the course students will be able to gain conceptual insights of warehouse management.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Describe the relatedness between warehouse and Supply chain management . (Remember) CO2: Explain the role of warehousing in Retail . (Understand) CO3: Summarize the practices of warehousing operations (Understand) CO 4: Illustrate the impact of technological advancement on warehouse management (Apply)					

Course objective	The objective of the course is to familiarize the learners with the concepts of warehouse management and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	**Supply Chain and Warehousing**			**10 sessions**
Topics : Introduction, Objectives, Supply Chain Impact on Stores and Warehousing, Retail Logistics, Retail transportation, Issues in retail logistics.				
Module 2	**Role of Warehousing in Retail**			**10 sessions**
Topics: Introduction, Objectives, Retailing and Warehousing, Challenges in retail warehousing, Warehousing in fashion retail, Setting up a warehouse, Retail product tracking in warehouse using RFID, Types of warehouses, Benefits of warehousing, Role of government in warehousing, Characteristics of an ideal warehouse, Storing products in a warehouse, Warehousing — the way forward, Warehousing and Supply Chain.				
Module 3	**Strategic Aspects of Warehousing, Warehouse and its Operations**			**10 sessions**
Topics: Introduction, Objectives, Different Types of Customers in Warehousing, Importance of Warehouse in a Value Chain, Warehouse Location, Modern Warehouse Operations, Worldclass Warehousing. Introduction, Objectives, Warehouse Structure, Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organising inventory, Despatching inventory, Equipment Used for a Warehouse.				
Module 4	**Warehouse information**			**10 sessions**
Topics: Introduction, Objectives, Importance of Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse Technology Aids in Retail warehouse Management Introduction, Objectives, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID)				
Targeted Application: Application of quality practices Tools that can be used: MS office, MS excel, PowerPoint				
Text Book • Warehouse management– Student Study Guide – by Gwynne Richard				
References • Essentials of inventory management by Max muller—publishers-HarperCollins • Warehouse distribution & operations handbook by DAVID E MULCAHY				

- Inventory strategy by Edward H Frazelle

Presidency University link

Online Resources

1. https://www.gep.com/case-studies/fmcg-major-transforms-supply-chain-risk-management
2. https://www.econstor.eu/bitstream/10419/209269/1/hicl-2015-20-557.pdf

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

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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**			**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**			**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

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.

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Course Code: BBE3004	**Course Title: Legal Aspects of E-Commerce**	**3**	**0**	3
Version No.	2.0			
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 Legal Aspects of E Commerce and SCM and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	**INTRODUCTION TO ELECTRONIC COMMERCE**			**10 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**			**10 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**			**10 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**			**10 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**			**10 sessions**

Impacts of e- commerce in traditional market, Recent trends in 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: IPR laws for **Employability** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Suhasini
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
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