



PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013
Itgalpura, Rajankunte, Yelahanka, Bengaluru – 560064



PRESIDENCY SCHOOL OF COMMERCE

Program Regulations and Curriculum

2025-2028

BACHELOR OF BUSINESS ADMINISTRATION (DIGITAL BUSINESS)

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

Regulations No.: PU/AC-26.23/PSOC06/BBA/2025-28

Resolution No 26.23 of the 26th Meeting of the Academic Council held on 25th July 2025, and ratified by the Board of Management in its 27th Meeting held on 28th July, 2025.

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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

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

- 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 (Digital Business) degree.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Internship, and Capstone 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 (Digital Business) Degree Program Regulations and Curriculum 2025-2028.
- 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 (Digital Business) Degree Programs of the 2025-2028 batch, and to all other Bachelor of Business Administration (Digital Business) Degree Programs which may be introduced in future.
- d. These Regulations shall supersede all the earlier Bachelor of Business Administration (Digital Business) Degree Program Regulations and Curriculum, along with all the amendments thereto.
- e. These Regulations shall come into force from the Academic Year 2025-2026.

4. Definitions

In these Regulations, unless the context otherwise requires:

- a. "Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;*
- b. "Academic Council" means the Academic Council of the University;*
- c. "Academic Regulations" means the Academic Regulations, of the University;*
- d. "Academic Term" means a Semester or Summer Term;*
- e. "Act" means the Presidency University Act, 2013;*
- f. "AICTE" means All India Council for Technical Education;*
- g. "Basket" means a group of courses bundled together based on the nature/type of the course;*
- h. "BOE" means the Board of Examinations of the University;*
- i. "BOG" means the Board of Governors of the University;*
- j. "BOM" means the Board of Management of the University;*
- k. "BOS" means the Board of Studies of a particular Department/Program of Study of the University;*
- l. "CGPA" means Cumulative Grade Point Average as defined in the Academic Regulations;*
- m. "Clause" means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;*
- n. "COE" means the Controller of Examinations of the University;*
- o. "Course In Charge" means the teacher/faculty member responsible for developing and organising the delivery of the Course;*
- p. "Course Instructor" means the teacher/faculty member responsible for teaching and evaluation of a Course;*
- q. "Course" means a specific subject usually identified by its Course-code and Course-title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific Academic Term;*
- r. "Curriculum Structure" means the Curriculum governing a specific Degree Program offered by the University, and, includes the set of Baskets of Courses along with minimum credit requirements to be earned under each basket for a degree/degree with specialization/minor/honours in addition to the relevant details of the Courses and Course catalogues (which describes the Course content and other important information about*

the Course). Any specific requirements for a particular program may be brought into the Curriculum structure of the specific program and relevant approvals should be taken from the BOS and Academic Council at that time.

- s. "DAC" means the Departmental Academic Committee of a concerned Department/Program of Study of the University;*
- t. "Dean" means the Dean / Director of the concerned School;*
- u. "Degree Program" includes all Degree Programs;*
- v. "Department" means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;*
- w. "Discipline" means specialization or branch of BBA Degree Program;*
- x. "HOD" means the Head of the concerned Department;*
- y. "L-T-P-C" means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;*
- z. "MOOC" means Massive Open Online Courses;*
- aa. "MOU" means the Memorandum of Understanding;*
- bb. "NPTEL" means National Program on Technology Enhanced Learning;*
- cc. "Parent Department" means the department that offers the Degree Program that a student undergoes;*
- dd. "Program Head" means the administrative head of a particular Degree Program/s;*
- ee. "Program Regulations" means the Bachelor of Business Administration (Digital Business) Degree Program Regulations and Curriculum, 2025-2028;*
- ff. "Program" means the Bachelor of Business Administration (Digital Business.) Degree Program;*
- gg. "PSOC" means the Presidency School of Commerce;*
- 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 (Digital Business) Program Regulations and Curriculum 2025-2028 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the ongoing Bachelor of Business Administration (Digital Business) Degree Program, abbreviated as BBA (Digital Business)) of 2025-2028 offered by the Presidency School of Commerce (PSOC).

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 (Digital Business) Degree Program is a Three-Year, Full-Time Semester based program. The minimum duration of the BBA (Digital Business) Program is three (03) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the BBA (Digital Business) 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 16.1 of the Academic Regulation), shall be counted in the permissible maximum duration for completion of a Program.
- 6.4 In exceptional circumstances, such as temporary withdrawal for medical exigencies, where there is a prolonged hospitalization and/or treatment, as certified through hospital/medical records, female students requiring extended maternity break (certified by registered medical practitioner), and, outstanding sportspersons representing the University/State/India requiring extended time to participate in National/International sports events, a further extension of one (01) year may be granted on the approval of the Academic Council.
- 6.5 The enrolment of the student who fails to complete the mandatory requirements for the award of the concerned Degree in the prescribed maximum duration (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 able to:

1. Demonstrate competence in core areas of business enabling them to contribute effectively in diverse organizational settings.
2. Exhibit strong communication, collaboration, and leadership skills to manage teams, resolve conflicts, and drive organizational initiatives in dynamic business environments.
3. Practice integrity, social responsibility, and ethical decision-making, contributing to sustainable business practices and positive societal impact.
4. Embrace innovation, entrepreneurial thinking, and continuous learning to adapt to evolving business challenges and pursue personal and professional growth.

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

8.1 Programme Outcomes (PO)

1. Demonstrate knowledge of business concepts, tools, and practices, and apply analytical and critical thinking to solve business problems effectively.
2. Able to communicate clearly, professionally, and persuasively using oral, written, and digital formats.
3. Develop interpersonal and leadership skills to work effectively in teams, manage conflict, and lead organizational initiatives.
4. Understand ethical frameworks and corporate social responsibility, enabling them to act with integrity and accountability in business contexts.
5. Demonstrate an entrepreneurial mindset and the ability to identify, evaluate, and implement innovative business opportunities.
6. Adapt to changing business environments and committed to continuous personal and professional development.

8.2 Program Specific Outcomes (PSOs):

On successful completion of the BBA (Digital Business) program from Presidency University, the student shall possess:

1. Understand and apply digital business frameworks, platform-based models, and online ecosystems to design and execute innovative business strategies in the digital economy.
2. Demonstrate the ability to use digital technologies to streamline business processes and improve operational efficiency.
3. Leverage data analytics, AI, and digital tools to make informed decisions, drive innovation, and deliver value in digitally enabled business environments.

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 (Digital Business) Program is listed in the following 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 (Digital Business) 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 (Digital Business) Three-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd Semester) of the BBA (Digital Business) Program of the University as per the rules and guidelines prescribed in the following 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 10th of the July of the concerned year for admission to the 2nd Year (3rd Semester) BBA (Digital Business) 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 (Digital Business) 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 (Digital Business) 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 (Digital Business) program will normally continue studying in that Program till the completion of the program. However, the University reserves the right to provide the option for a change of Program, or not to provide the option for a change of Program at the end of 1st semester of the degree to eligible students in accordance with the rules framed by the University from time to time.

- 11.1 Normally, only those students, who have passed all the Courses prescribed for the 1st Semester of the degree Program and obtained a CGPA of not less than 6.00 at the end of the first Semester, shall be eligible for consideration of a change of program.
- 11.2 Change of Program, if provided, shall be made effective from the commencement of the 2nd Semester of the Degree Program. There shall be no provision for change of Program thereafter under any circumstances whatsoever.
- 11.3 The student(s) provided with the change of program shall fully adhere to and comply with the Program Regulations and Curriculum of the concerned Program, the Fee Policy pertaining to that Program, and, all other rules pertaining to the changed Program existing at the time.
- 11.4 Change of program once made shall be final and binding on the student. No student shall be permitted, under any circumstances, to refuse the change of program offered.
- 11.5 The eligible student may be allowed a change in Program, strictly in order of inter se merit, subject to the conditions given below:
 - 11.5.1 The actual number of students in the second semester in any particular program to which the transfer is to be made, should not exceed the sanctioned strength by more than 5%, and,
 - 11.5.2 The actual number of students in any program from which transfer is being sought does not fall below 75% of the total sanctioned intake.
 - 11.5.3 The process of change of program shall be completed on the first five (5) days of the Registration for the 2nd Semester.

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

- 12.1** The academic performance evaluation of a student in a Course shall be according to the University Letter Grading System based on the class performance distribution in the Course.
- 12.2** Academic performance evaluation of every registered student in every Course registered by the student is carried out through various components of Assessments spread across the Semester. The nature of components of Continuous Assessments and the weightage given to each component of Continuous Assessments (refer Clause 12.5 of Academic Regulations) shall be clearly defined in the Course Plan for every Course, and approved by the DAC.
- 12.3** Format of the End-Term examination shall be specified in the Course Plan.
- 12.4** Grading is the process of rewarding the students for their overall performance in each Course. The University follows the system of Relative Grading with statistical approach to classify the students based on the relative performance of the students registered in the concerned Course except in the following cases:
- Non-Teaching Credit Courses (NTCC)
 - Courses with a class strength less than 30

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

Grading shall be done at the end of the Academic Term by considering the aggregate performance of the student in all components of Assessments prescribed for the Course. Letter Grades (Clause 8.10 of Academic Regulation) shall be awarded to a student based on her/his overall performance relative to the class performance distribution in the concerned Course. These Letter Grades not only indicate a qualitative assessment of the student's performance but also carry a quantitative (numeric) equivalent called the Grade Point.

12.5 Assessment Components and Weightage

Table 1: Assessment Components and Weightage for different category of Courses		
Nature of Course and Structure	Evaluation Component	Weightage
Lecture-based Course L component in the L-T-P Structure is predominant (more than 1) (Examples: 3-0-0; 3-0-2; 2-1-0; 2-0-2, 2-0-4 etc.)	Continuous Assessments	50%
	End Term Examination	50%
Lab-based Course P component in the L-T-P Structure is predominant (Examples: 0-0-4; 1-0-4; 1-0-2; etc.)	Continuous Assessments	75%
	End Term Examination (Lab Only)	25%
Practice- based Course L component in the L-T-P Structure is 0 (Example: 0-0-2 etc.)	Continuous Assessments	100%
Skill based Courses like Internship, Capstone Project 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 5.2 of Academic Regulation), 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 8.9.1, 8.9.2 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 Annexure ‘b’ of Academic regulation) 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 8.11 in Academic Regulations).

Table 2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses		
S. 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, shall not be included in the calculation of the CGPA.

14. Mandatory Non-Credit Course Completion Requirements: All mandatory non-credit courses shall be satisfactorily completed by the student as part of the degree requirements. These courses will be evaluated and awarded letter grades based on the following criteria:

- **S (Satisfactorily Completed):** Awarded when the student successfully completes all prescribed course requirements.
- **NC (Not Completed):** Awarded when the student fails to meet the prescribed course requirements.

A student receiving an NC grade must reappear for and complete the course in accordance with the guidelines prescribed by the University.

In the case of non-taught and non-credited mandatory courses – where students are advised to undertake learning through MOOC platforms – there shall be a clearly defined **Course Catalogue** and a corresponding **Course Plan**. The Course Plan shall outline the assessment components, which will form the basis for evaluation.

Part B : PROGRAM STRUCTURE

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

The BBA (Digital Business) Program Structure (2025-2028) has a total of 120 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 No. 3 Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
S. No.	Baskets	Credit Contribution
1	School Core Courses (SCC)	40
2	Program Core Courses (PCC)	32
3	Specialization Courses (SPC)	18
4	Ability Enhancement Courses (AEC)	8
5	Skill Enhancement Courses (SEC)	14
6	Value Added Courses (VAC)	2
7	Open Elective Courses (OEC)	6
8	Mandatory Non- Credit Courses (MNC)	-
	Minimum Total Credits for the Award of Degree	120

16. Minimum Total Credit Requirements of Award of Degree

A minimum of 120 credits is required to be eligible for the award of BBA (Digital Business) degree.

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

- 17.1 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.
- 17.2 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.

18. Curriculum Structure – Basket Wise Course List

Table No. 4: List of School Core Courses (SCC)						
S.No.	Course Code	Course Name	L	T	P	C
1	CBS1021	Fundamentals of Financial Accounting	3	1	0	4
2	CBS1001	Managerial Economics	3	0	0	3
3	CBS1030	Business Environment	3	0	0	3
4	CBS1017	Business Statistics	3	1	0	4
5	CBS1002	Business Law	4	0	0	4
6	CBS3035	Entrepreneurship and Business Ethics	4	0	0	4
7	CBS1014	Principles of Management	3	0	0	3
8	CBS1019	Human Resource Management	3	0	0	3
9	CBS1018	Introduction to Marketing	3	0	0	3
10	CBS3001	Strategic Management	3	0	0	3
11	CBS2001	International Business	3	0	0	3
12	CBS3002	Operations Research	3	0	0	3
Total No. of Credits						40

Table No.5 : List of Program Core Courses (PCC)						
S. No.	Course Code	Course Name	L	T	P	C
1	DBS2023	Advanced Paid Advertisements	3	0	0	3
2	DBS1009	Foundations of Digital Marketing and Customer Strategy	4	0	0	4
3	DBS1010	Digital Markets and Brand Intelligence	3	0	0	3
4	DBS2024	Digital Economics	3	0	0	3
5	DBS2025	Digital Operations Management	4	0	0	4
6	DBS1011	Introduction to Website and Design Essentials	4	0	0	4
7	DBS1012	Fundamentals of Search Engine Optimization	4	0	0	4
8	DBS1013	Social Media Management	3	0	0	3
9	DBS2026	Business Digital Thinking	4	0	0	4
Total No. of Credits						32

Table No. 6: List of Specialization Courses (SPC)						
S. No.	Course Code	Course Name	L	T	P	C
1	DBS3048	Online Reputation Management and Influencer Marketing	3	0	0	3
2	DBS3049	Sales and Marketing CRM	3	0	0	3
3	DBS3050	Media and Campaign Planning	3	0	0	3
4	DBS3051	AI in Digital Business	3	0	0	3
5	DBS3052	E-Commerce Management	3	0	0	3
6	DBS3053	Lead Generation and Analytics	3	0	0	3
Total No. of Credits						18

Table No. 7: List of Ability Enhancement Courses (AEC)						
S. No.	Course Code	Course Name	L	T	P	C
1	ENG1901	Essentials of Communication	3	0	0	3
2	ENG2020	Business English	3	0	0	3
3	KAN1002/ KAN2002/ FRL 1004	Sarala Kannada / Savi Kannada / Introduction to French Language/ *Foreign Language	2	0	0	2
Total No. of Credits						8

*Foreign Language courses offered by Dept. of Languages and approved by the BOS will be added to the above list and will be made available for the students for Pre-Registration.

Table No. 8: List of Skill Enhancement Courses (SEC)						
S. No	Course Code	Course Name	L	T	P	C
1	CBS1023	Spreadsheets for Business	1	1	2	3
2	CBS2037	Data Analysis for Decision Making	0	0	4	2
3	CBS2035	Advanced Spreadsheets	1	1	2	3
4	CBS7000	Summer Internship	-	-	-	2
5	CBS7002	Capstone Project	-	-	-	4
Total No. of Credits						14

Table No. 9: List of Value-Added Courses (VAC)						
S. No	Course Code	Course Name	L	T	P	C
1	PPS4002	Aptitude Training	0	0	2	1
2	PPS3018	Preparedness for Interview	0	0	2	1
Total No. of Credits						2

Table No. 10: Open Elective Courses (OEC)*- Minimum of 6 credits is to be earned by the student						
S. No.	Course Code	Course Name	L	T	P	C
1	DES2001	Design Thinking	3	0	0	3
2	LAW2015	Cyber Law	3	0	0	3
3	BAJ1026	Multimedia Story Telling	3	0	0	3
4	BAJ1028	Content Creation for Social Media	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.

Table No. 11: List of Mandatory Non-Credit Courses (MNC)						
S. No.	Course Code	Course Name	L	T	P	C
1	PPS1025	#Industry Readiness Program - I	0	0	2	0
2	PPS1026	#Industry Readiness Program - II	0	0	2	0
3	LAW7601	*Indian Constitution	1	0	0	0
4	CHE7601	*Environmental Studies	1	0	0	0
5	CBS7005	Virtual Internship	1	0	0	0
Total No. of Credits						0

Industry Readiness Program I and II will be of 30 Hours

* Indian Constitution and Environmental Studies and Sustainable Development are MOOCs

19. Practical / Skill based Courses – Internships / 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 plan.

19.1. *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:

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

19.1.2 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.

19.1.3 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.

19.1.4 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.

19.2. Capstone Project

- 19.2.1.** Every student shall, carryout Capstone Project work under the overall supervision of the supervisor(s) during the VI semester of the program.
- 19.2.2.** The Capstone Project offers an opportunity to the student(s) to explore a topic in depth. The Capstone Project work would entail an investigation, together with the written report and interpretation thereof. The Capstone Project 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 relevant to some areas of management. The Capstone Project can also be field/library-based study or both. Normally, only a faculty member of the school concerned shall be allowed to supervise a Capstone Project. If the topic of a Capstone Project warrants, at the most two faculty members of the same School may be allowed to supervise a Capstone 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.
- 19.2.3.** The Faculty Coordinator(s) shall, in consultation with the Dean concerned, finalize the topic for Capstone Project 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 Capstone Project 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 Capstone Project.
- 19.2.4.** Midcourse alteration/ modification in the scope of Capstone Project 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 of them along with the name of the supervisor(s) and submit it to the Dean.

- 19.2.5.** A certificate in the prescribed format to the effect that the Capstone Project 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.
- 19.2.6.** Every student who spends a specified period of time in an industry/organization/institute for reasons of work related to his/her Capstone Project, with prior permission from the Faculty Coordinator concerned will explicitly acknowledge working in the relevant industry/organization/institute.
- 19.2.7.** The Capstone Project should typically be between 30 to 50 pages. Students are required to submit their Capstone Project in the VI Semester within the specified timeframe. If a student fails to submit the Capstone Project 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 Capstone Project in the appropriate semester of the following academic session, provided that other regulations allow for the continuation of their studies at the University.
- 19.2.8.** The student shall submit to Program Coordinator one printed soft bound copy of his/her Capstone Project.
- 19.2.9.** An Assessment Committee constituted by the Dean / Director/ HOD of the School comprising internal and external members shall conduct Viva-Voce on Capstone Project.
- 19.2.10.** The Evaluation components for Capstone Project and the respective weightages are detailed in Table 12:

Table - 12	
Capstone Project Evaluation Components and Weightage	
Evaluation Components	Weightage (of the total marks)
Capstone Project Report	50 %
Supervisor Evaluation and Feedback	20%
Viva-Voce	30 %

19.3. Virtual Internship

A student may undergo an internship for a period of 4 weeks with a company or organization during the Semester Break between 2nd and 3rd semester subject to the following conditions:

- 19.3.1. The Virtual Internship shall be conducted in accordance with the Virtual Internship Policy prescribed by the school from time to time.
- 19.3.2. A student may opt for Virtual Internship with 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 Virtual Internship on her / his own. Provided further, that the Industry / Company / Organization or academic / research institution offering such Virtual Internship confirms to the University that the Virtual Internship shall be conducted in accordance with the Program Regulations and Virtual Internship Policy of the School.
- 19.3.3. A student selected for a Virtual Internship in an industry / company or academic / research institution shall adhere to all the rules and guidelines prescribed in the Virtual Internship Policy of the School.
- 19.3.4. As per the Academic Regulations, 'S' grade is awarded for "satisfactory completion" of the Virtual Internship and 'NC' grade is awarded for "non-completion" of the Virtual Internship. The student who receives the "NC" grade shall repeat the Virtual Internship, until the concerned student secures the "S" grade in the Virtual Internship. The "S" and "NC" grades are 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.

20. 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.

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

Semester I							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	CBS1021	Fundamentals of Financial Accounting	3	1	0	4	SCC
2	CBS1014	Principles of Management	3	0	0	3	SCC
3	CBS1001	Managerial Economics	3	0	0	3	SCC
4	CBS1018	Introduction to Marketing	3	0	0	3	SCC
5	DBS1010	Digital Markets and Brand Intelligence	3	0	0	3	PCC
6	CBS1030	Business Environment	3	0	0	3	SCC
6	ENG1901	Essentials of Communication	3	0	0	3	AEC
7	PPS1025	*Industry Readiness Program - I	0	0	2	0	MNC
		TOTAL				22	

30 Hours Course

Semester II							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	
1	DBS1009	Foundations of Digital Marketing and Customer Strategy	4	0	0	4	PCC
2	DBS1013	Social Media Management	3	0	0	3	PCC
3	CBS1017	Business Statistics	3	1	0	4	SCC
4		Open Elective Course -1	3	0	0	3	OEC
5	ENG2020	Business English	3	0	0	3	AEC
6	KAN1002/ KAN2002/ FRL 1004	Sarala Kannada / Savi Kannada / Introduction to French Language/Foreign Language	2	0	0	2	AEC
7	CBS1023	Spreadsheets for Business	1	2	2	3	SEC
8	PPS1026	#Industry Readiness Program - II	0	0	2	0	MNC
9	LAW7601	*Indian Constitution	1	0	0	0	MNC
		TOTAL				22	

30 Hours Course

*MOOC

Semester III							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	DBS1011	Introduction to Website and Design Essentials	4	0	0	4	PCC
2	DBS1012	Fundamentals of Search Engine Optimization	4	0	0	4	PCC
4	CBS1002	Business Law	4	0	0	4	SCC
5	CBS1019	Human Resource Management	3	0	0	3	SCC
6	XXXXX	Open Elective Course -2	3	0	0	3	OEC
7	PPS3018	Preparedness for Interview	0	0	2	1	VAC
8	CBS2035	Advanced Spreadsheets	1	1	2	3	SEC
9	CBS7005	Virtual Internship	-	-	-	0	MNC
		TOTAL				22	

Semester IV							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	DBS2023	Advanced Paid Advertisements	3	0	0	3	PCC
2	DBS2024	Digital Economics	3	0	0	3	PCC
3	DBS2026	Business Digital Thinking	4	0	0	4	PCC
4	CBS2001	International Business	3	0	0	3	SCC
5	CBS3035	Entrepreneurship and Business Ethics	4	0	0	4	SCC
6	CHE7601	*Environmental Studies	1	0	0	0	MNC
7	DBS2025	Digital Operations Management	4	0	0	4	PCC
8	PPS4002	Aptitude Training	0	0	2	1	VAC
		TOTAL				22	

*MOOC

Semester V							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	DBS3052	E-Commerce Management	3	0	0	3	SPC
2	DBS3053	Lead Generation and Analytics	3	0	0	3	SPC
3	DBS3048	Online Reputation Management and Influencer Marketing	3	0	0	3	SPC
4	DBS3051	AI in Digital Business	3	0	0	3	SPC
5	CBS3001	Strategic Management	3	0	0	3	SCC
6	CBS3002	Operations Research	3	0	0	3	SCC
7	CBS2037	Data Analysis for Decision Making	0	0	4	2	SEC
8	CBS7000	Summer Internship	-	-	-	2	SEC
		TOTAL				22	

Semester VI							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	DBS3049	Sales and Marketing CRM	3	0	0	3	SPC
2	DBS3050	Media and Campaign Planning	3	0	0	3	SPC
3	CBS7002	Capstone Project	-	-	-	4	SEC
		TOTAL				10	

PART C: Course Catalogues
School Core Courses

Course Code: CBS1021	Course Title: Fundamentals of Financial Accounting Type of Course: School Core	L- T - P- C	3	1	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces students to the foundational principles and practices of financial accounting. Through problem-solving and case-based learning, students develop the ability to record, classify, and summarize business transactions and prepare basic financial statements for sole proprietors. The course also imparts an understanding of accounting conventions, depreciation, and adjustments necessary for accurate financial reporting.					
Course Outcomes	On successful completion of the course the students shall be able to: • CO1: Explain the basic concepts, objectives, conventions, and principles of financial accounting. (Understand) • CO2: Apply double entry book keeping to systematically record transactions. (Apply) • CO3: Prepare subsidiary books, bank reconciliation statement and trail balance after incorporating depreciation. (Apply) • CO4: Prepare final accounts— Trading Account, Profit & Loss Account, and Balance Sheet —for a sole proprietorship after necessary year-end adjustments.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Basics of Financial Accounting and attain Employability through Problem Solving Methodologies.					

Course Content:	Fundamentals of Financial Accounting			
Module 1	Introduction to Financial Accounting.	MCQs/Case Study	Solving problems	14 Sessions
Topics: Meaning and Objectives of Financial Accounting, Types of Accounting, Users of Financial Statements, Types of Business Entities, Define and Understand the Accounting Concepts of Money Measurement, Business Entity, Going Concern, Matching, Accounting Period, Double-Entry Concept, Cost Concept, Full Disclosure, Define and Understand the Accounting Conventions of Convention of Consistency, Conservatism, Disclosure and Materiality.				
Module 2	Double-entry Accounting, Subsidiary Books & Trial balance.	MCQs/Case Study	Solving problems	16 Sessions
Topics: Double-Entry Accounting, Ledger Accounts, Books of Prime Entry and Journals, the Accounting Equation. Accounting cycle				
Module 3	Subsidiary Books and cash book	MCQs/Case Study	Solving problems	16 Sessions
Topic: Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Cash Book. Preparing a Bank Reconciliation Statement (Simple problems) (Simple meaning and nature of Bills Receivable Book, Bills Payable Book, Journal Proper.) Preparation of Trial Balance, Errors which can and cannot be located by a Trial Balance. Concept, Need and Factors affecting Depreciation, Depreciation Methods (Original cost method and Diminishing Balance Method). Accounting Treatment of Depreciation				
Module 4	Financial Statements	MCQs/Case Study	-Solving problems	14 Sessions

Topics: Preparation of Trading And Profit & Loss from the Trial Balance, Preparation of Balance Sheet (Sole proprietorship only), Adjustment Entries Relating to Outstanding Expenses, Prepaid Expense, Accrued Income, Provisions, Interest on Capital and Drawing.

Targeted Application & Tools that can be used: ☐ **Tally ERP, Zoho Books**, Microsoft Excel / Google Sheets

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

1. Assignments – Case studies on Basic accounting principles, financial statements.

Reference : **Text book :**

1. DK Goel, Rajesh Goel, Shelly Goel -Basic Accounting, Arya Publication.
2. S.N.Maheswari, Introduction to Accounting, Vikas Publishing House.

Reference :

PU library link

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/ARA-09-2021-0177/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/search?q=book+keeping+and+accounting&showAll=true>

E resources:

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

Topics relevant to EMPLOYABILITY:

Problem Solving Techniques. This is attained through assessment component mentioned in Course Plan.

Catalogue prepared by	Dr. SHANKARGOUDA B. LAKKANGOUDR
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Recommended by the Board of Studies on	6 th BOS held on 5 th June 2025.
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS1001	Course Title: Managerial Economics Type of Course: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces the application of economic theory and tools in managerial decision-making. It focuses on understanding how businesses operate within different market environments, make production and pricing decisions, and respond to economic policies. The course combines microeconomic principles with real-world business contexts to enhance problem-solving and analytical thinking.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the basic concepts of managerial economics, consumption decisions using demand and supply principles, elasticity, and equilibrium. (Understand) CO2: Apply production and cost theories to understand the relationship between input utilization, output generation, and cost behavior in short and long-run business decisions. (Apply) CO3: Compare different market structures and the impact of interventions on market outcomes. (Analyze)					

	CO4: Interpret key macroeconomic indicators such as national income, inflation, business cycles, and fiscal/monetary policies on its impact on business. (Understand)			
Course objective	The objective of the course is to familiarize the learners with the concepts of Managerial Economics and attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to Managerial economics and Consumption Decision	Participative learning [Presentation]	Basic economic problem discussion and numerical solving	12 Sessions
Topics: Introduction to Economics and definitions - Factors of production. Meaning, scope and importance of Managerial Economics. Law of demand, price quantity relationship, determinants, exceptions. Demand schedule, equations and diagrams, shift and movement along the demand curve. Law of supply, determinants, shift and movement, Equilibrium, Elasticity of Demand and supply – Calculating Price Elasticity of Demand, Categories of Price Elasticity of demand, determinants of price elasticity of demand, cross price elasticity, income elasticity.				
Module 2	Theory of Production and Costs	Discussion	Expansion path and cost function function(Numerical solving)	13 Sessions
Topics: Defining production- The production function: short vs long run – Average, marginal and total product, equation, schedule and diagrams – Three stages of production- concept of isoquant. Defining costs and various cost concepts – Fixed and variable costs - Average, marginal and total costs, equation, schedule and diagram – Cost curves and their shapes in short and long runs, numerical problems.				
Module 3	Market Structure	Assignments	Effects of Government Intervention – price control(Case study)	8 Sessions

Topics: Meaning and types of Market. Perfect competition -Features - profit maximization - Monopoly, why and how they arise – characteristics. Monopolistic competition – Characteristics. Oligopoly - Features.

Module 4	Key Concepts of Macroeconomics	Discussion	Union Budget analysis	12 Sessions
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Topics: Meaning and Key Concepts of Macroeconomics. Importance and issues of Macroeconomics. Circular flow models of Economy. Measurement of National Income. Meaning and scope of fiscal Policy-Fiscal Instruments-Kinds of fiscal policy. The union budget process, functions of a Central bank -Objectives and instruments of monetary policy, Inflation. Business cycle. Definition of Business Cycle – Meaning, Phases of the Business Cycle, Causes of Business Cycles

Targeted Application & Tools that can be used:

Targeted Applications are

- Demand Forecasting – Predict future demand.
- Cost & Production Analysis – Optimize production and reduce cost.
- Pricing Strategy – Set profit-maximizing prices.
- Profit Management – Analyse cost-revenue for maximum profit.
- Capital Budgeting – Evaluate investment decisions.
- Risk Analysis – Handle uncertainty in decisions.
- Market Structure Analysis – Strategy based on market type.
- Resource Optimization – Efficient allocation of resources.

Tools that can be used: NA

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

Business Plan Development: Create a concise business plan focusing on cost analysis, pricing strategies, and market structures relevant to a small business.

Local Business Analysis: Study a local enterprise to analyse its cost structure, pricing strategy, and market environment.

Economic Policy Impact Report: Assess how a recent government fiscal or monetary policy affects a specific industry or consumer group.

Managerial Economics Field Study: Conduct a small-scale survey or data collection on local consumer behaviour, demand trends, or price sensitivity.

Budget Reflection Report: Analyse key components of the latest Union Budget and evaluate its impact on business and the economy.

Reference Text book:

T1. Kaur, S., Mc. Eachern, W. A. Micro ECON A South- Asian Perspective. Cengage.

T2: *Managerial Economics* by D.N. Dwivedi. Vikas Publishing House.

Reference :

R1: Salvatore, D., Rastogi, K. R. (2020). *Managerial Economics: Principles and Worldwide Applications*. Oxford Higher Education.

R2: Mankiw, N. G. Taylor, M.P. (2017). *Macro Economics*, Cengage.

R3: *Principles of Economics* by N. Gregory Mankiw. Publisher: Cengage Learning. 2018.

PU library link :

W1: https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=PRE_INDEXED&unique_id=EDX1_494

W3: https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=PRE_INDEXED&unique_id=EDX1_78

W4: https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=JSTOR1_131

E sources link

(Including Swayam & NPTEL Video Lecture Sessions)

W5: <https://www.khanacademy.org/economics-finance-domain/microeconomics>

W6: <https://byjus.com/commerce/microeconomics/>

W7: https://onlinecourses.nptel.ac.in/noc23_mg03/preview

Topics relevant to SKILL DEVELOPMENT :

- Practical skill in using data to estimate demand and interpret elasticity for pricing and sales strategy decisions.
- Constructing and interpreting demand/supply curves, cost functions, and production functions using real-world data.
- Solving business problems involving price, income, and cross-price elasticity for revenue and marketing decisions.
- Understanding cost structures and applying cost data to support operational and pricing decisions.
- Evaluating competitive strategies based on different market conditions.
- Analyzing real-world outcomes of price controls, subsidies, and taxation using economic reasoning.
- Developing the ability to interpret fiscal and monetary policy changes and assess business implications.
- Understanding macroeconomic indicators and their relevance to business.

Catalogue prepared by	Dr. Shabeena
Recommended by the Board of Studies on	6th BOS held on 5th June 2025.

Date of Approval by the Academic Council	25th July 2025
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Course Code: CBS1030	Course Title: Business Environment Course Type: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
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: CO 1: Explain the internal and external factors that impact the business CO 2: Discuss the macro-economic environment in India CO 3: Review the impact of globalization on business CO 4: Summarize the impact of technological factors on business					
Course objective	The objective of the course is to familiarize the learners with the concepts of Business Environment and attain Skill Development through Participative Learning techniques.					

Course Content:				
Module1	Introduction to Business Environment	Assignment- Analyze the micro and macro environment of a chosen company (e.g., Tata, Reliance, Infosys)	Quiz	10 Sessions
Meaning of Business, Scope and Objectives Business, Business Environment, Micro and Macro Environment of Business (Social, Cultural, Economic, Political, Legal Technological and Natural) Impact of These Factors on Decision Making in Business, Environmental Analysis, and Competitive Structure Analysis of Business.				
Module 2	Government and Legal Environment	Assignment- Create a table summarizing key Indian business laws and their relevance.	Quiz	12 Sessions
Government Functions of the State, Economic role of Government, State Intervention in Business- Reasons for and Types of State Intervention in Business. Impact of Monetary Policy, Fiscal Policy, Exim Policy and Industrial Policy on Business. Legal Environment - Various Laws Affecting Indian Businesses.				
Module 3	Economic Environment and Global Environment	GD- “Foreign Direct Investment: Blessing or threat to Indian business?”	Quiz	12 Sessions
An Overview of Economic Environment, Nature of the Economy, Structure of Economy, Factors Affecting Economic Environment. Globalization of Business; Meaning and Dimensions, Stages, Essential Conditions of Globalization, Foreign Market Entry Strategies, Merits and Demerits of Globalization of Business, Impact of Globalization on Indian Businesses, Forms of Globalization of Businesses - MNCs, TNCs etc.				
Module 4	Technological Environment	GD- “Impact of innovation on business sustainability.”	Quiz	11 Sessions
Meaning and Features; Types of Innovation, Impact of Technological Changes on Business, Technology and Society, Technological Acquisition Modes, IT Revolution and Business, Management of Technology.				

Targeted Application & Tools that can be used: Microsoft PowerPoint Presentation, Google Forms / Microsoft Forms – For conducting quizzes or feedback

Reference Text Book:

T1. Morrison J, The International Business Environment, Palgrave.

T2. Francis Cherunilam, *Business Environment*-Himalaya Publishing House, New Delhi

Reference:

E-Reading / Essential Reading:

R1. Aswathappa (2017), Essentials of Business Environment, Himalaya Publishing House, New Delhi

WOOD, G.E. (1975), "FISCAL AND MONETARY POLICY FOR INTERNAL AND EXTERNAL BALANCE", Journal of Economic Studies, Vol. 2 No. 2, pp. 89-99. <https://doi.org/10.1108/eb008051>

PU Library link:

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb008051/full/html>

Topics relevant to SKILL DEVELOPMENT: SWOT Analysis for Industries or Companies, Analyzing the business impact of government reforms, FDI policies, ease of doing business. This is attained through the assessment component mentioned in the course handout.

Catalogue prepared by	Rezin Grand R
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS1017	Course Title: Business Statistics Type of Course: School Core	L-T- P-C	3	1	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces statistical tools and techniques essential for business decision-making. It covers data collection, presentation, and analysis. Through hands-on practice and interpretation, students will learn to analyze and summarize data to support business strategies.					
Course Outcomes	On Successful Completion of The Course, Students Shall be able to, CO1: Describe the basic concepts, scope, and methods of data collection, classification, and graphical presentation in business statistics. (Remember) CO2: Compute measures of central tendency and dispersion to summarize and interpret business data. (Apply) CO3: Analyze relationships between variables using correlation and regression techniques for business problem-solving. (Analyze) CO4: Interpret index numbers for tracking business and economic changes over time. (Understand)					
Course Objective:	This course is designed to Develop foundational statistical skills to collect, analyze, interpret, and present data using measures of central tendency, dispersion, association, regression, and index numbers.					
Course Content:						

Module 1	Introduction to basic statistics		Quiz or Assignments	12 Sessions
Meaning, Definition and Scope of Statistics; Collection of data: Primary and Secondary; Methods of collecting primary data; Classification and tabulation; Presentation of data: Graphs and diagrams -Histograms, Pie diagram and Bar diagrams.				
Module 2	Measures of Central Tendency and Dispersion		Quiz or Assignments	16 Sessions
Measures of Central Tendency: Arithmetic Mean, Median, Mode, Geometric Mean, and Harmonic Mean; Quartiles. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation with coefficients, Coefficients of Variation. Skewness: Bowley's and Karl Pearson's method.				
Module 3	Measures of Association and Regression		Quiz or Assignments/Numerical Problem Solving	16 Sessions
Correlation: Meaning, Karl Pearson's coefficient of correlation (raw data only), Spearman's Rank Correlation; Regression and Estimation				
Module 4	Index Numbers		Quiz or Assignments/Numerical Problem Solving	16 Sessions
Index Numbers: Meaning, Uses, Steps involved in Computing Index Numbers; Methods: Simple, weighted: Laspeyre's Index Number, Paasche's Index Number, Fisher's Ideal Index Number including Time Reversal Test (TRT) and Factor Reversal Test (FRT); Consumer Price Index under family budget method.				
Targeted Application & Tools that can be used: Microsoft Excel, Desmos (Web-Based Visual Tool), GeoGebra for calculating Statistical Measures.				
DELIVERY PROCEDURE (PEDAGOGY): Lecture and Solving Numerical Problems- All Modules 1,2,3,4				

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

Self-learning: Module-1

Assignment 1: Tabular and Graphical reporting of the primary data (Collected by primary survey on any topic – by student groups)

Assignment 2: Assignment 2: Write a report of the any Swayam & NPTEL Video Lecture Sessions watched (links given below)

Presentation 1: Descriptive statistical analysis of secondary data (secondary data collected from the report of any firm/industry/institution by each student)

Textbook

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

Reference books

1. Kothari, C.R. (2014). Research methodology: Methods and techniques. New Age International Publishers: New Delhi
2. Gupta, B.N. (2019). Business statistics. Uttarpradesh: SBPD publications
3. Anderson, D.R., Sweeny, D.J. and Williams, T.A. (2014). Statistics for business and economics. Cengage Learning India Private Limited.

Web based Resources

1. <https://presiuniv.knimbus.com/openFullText.html?DP=https://search-ebshost-com-presiuniv.knimbus.com/login.aspx?direct=true&db=e000xww&AN=3103348>
2. <https://online.stat.psu.edu/stat500/lesson/1/1.5/1.5.1>
3. Stigler, S.M. (1990). The history of statistics: the measurements of uncertainty before 1900. United States: Harvard University Press.

4. Godin, B. (2009). The culture of numbers: the origins and development of statistics on science (The project on the history and sociology of STI statistics, working paper, 40), Retrieved on 2nd December 2020 form: http://www.csiic.ca/PDF/Godin_40.pdf

Swayam & NPTEL Video Lecture Sessions

1. <https://www.digimat.in/nptel/courses/video/111101003/L01.html>
2. <https://www.digimat.in/nptel/courses/video/111105042/L01.html>
3. <https://www.digimat.in/nptel/courses/video/110107114/L06.html>

PU E-Library resources for articles:

1. <https://presiuniv.knimbus.com/user#/view>

Detail?searchResultType=ECATALOGUE_BASED&unique_id=SPRINGER4_18

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

Catalogue prepared by	Dr. Mariyappan N
Recommended by the Board of Studies on	6 th BOS - 5 th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code:	Course Title: Business Law	L-T-P-C	4	0	0	4
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CBS1002	Type of Course: School Core					
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course provides a comprehensive introduction to the legal framework regulating business activities in India. It explores the foundational principles of contract law, sale of goods, consumer protection, information technology, LLP, and company law. Emphasis is placed on enabling students to understand, interpret, and apply the provisions of various business laws to real-world commercial situations.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the nature, sources, and structure of business laws applicable in India. (Remember) CO2: Apply the provisions of the Contract Act to evaluate the validity and enforceability of contracts. (Apply) CO3: Interpret and apply laws relating to sale of goods, consumer rights, and legal remedies. (Apply) CO4: Explain the rights of consumers and key provisions of the Consumer Protection and Information Technology Act. (Understand) CO5: Distinguish between different forms of business organizations like partnerships and companies. (Understand)					
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	Legal Framework & Introduction to Business Laws	Case study	Case study and class discussion	6 Sessions
Nature and sources of Indian business law, Classification of law: civil, criminal, constitutional, commercial, Judicial structure and dispute resolution mechanisms, Law-morals and ethics; Need for business to comply with laws of the land.				
Module 2	Indian Contract Act, 1872	Case study	Case study and class discussion	14 Sessions
Essentials of a valid contract; Offer, acceptance, consideration; Capacity to contract and free consent; Legality of object and consideration; Discharge of contract and remedies for breach; Quasi-contracts.				
Module 3	Special Contracts and Sale of Goods Act	Case study	Case study and class discussion	14 Sessions
Provisions relating to contract of indemnity and guarantee; Bailment and pledge; Contract of agency , types- creation and termination; Sale of Goods Act: formation of contract, conditions and warranties, transfer of property, rights of an unpaid seller.				
Module 4	Consumer Protection Act & Information Technology Act	Case study	Case study and class discussion	12 Sessions
Consumer Rights: Safety, information, choice, and redressal; provisions for addressing unfair trade practices and dispute resolutions. Digital signatures, cyber laws, and penalties for offenses.				
Module 5	Company Law and LLP Act.	Case study	Case study and class discussion	14 Sessions
Meaning and types of companies; Incorporation of companies – MOA, AOA, CIN; Basic understanding of share capital and directors; Legal compliance and corporate governance; LLP Act, characteristics, formation, advantages over traditional partnerships.				
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.	
Sreenivasan, M.R., Business Laws, Margam Publications.	
Ramaswamy, K.N., BusinessLaw, S Chand & Co.	
Shukla,M.C,Business Law, S.Chand &Co.	
<u>Shehzad, N.</u> (2009), "Business Law: A Guide for Entrepreneurs (1st edition)", <u>International Journal of Law and Management</u> , 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	
Catalogue prepared by	Dr. Hemanth Kumar
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS3035	Course Title: Entrepreneurship and Business Ethics. Type of Course: School Core	L-T-P-C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course provides a comprehensive understanding of the principles and practices of entrepreneurship, with a strong foundation in business ethics. It provides skills to innovate, launch, and manage ethically responsible ventures in a dynamic global business environment. Emphasis is placed on critical thinking, ethical leadership, sustainability, and social impact in entrepreneurial decision-making.					
Course Objective	1. Introduce the entrepreneurial mind-set, innovation process, and start up lifecycle. 2. Explore ethical issues commonly encountered in entrepreneurship. 3. Develop practical skills in venture creation, business planning, and responsible decision-making. 4. Analyse successful and failed ventures from ethical and strategic perspectives. 5. Foster sustainable entrepreneurship aligned with social responsibility.					
Course Outcomes	CO1: Explain the fundamental concepts of entrepreneurship, entrepreneurial ecosystems, and ethics in business. (Understand) CO2: Develop business models and startup plans using tools like the Business Model Canvas and Lean Startup framework. (Apply) CO3: Evaluate ethical dilemmas and decision-making scenarios in entrepreneurial contexts using ethical frameworks. (Evaluate)					

	CO4: Analyze governance, legal, and sustainability challenges faced by startups and social ventures. (Analyze) CO5: Design a code of ethics and social impact strategies for entrepreneurial ventures integrating CSR and ethical leadership principles. (Create)			
Course Content:				
Module 1	Foundations of Entrepreneurship	Assignment/ Quiz	Memory Recall based Quizzes	12 Sessions
Nature, importance, and types of entrepreneurship Entrepreneurial ecosystem (Startup India, incubators, accelerators) Traits of successful entrepreneurs Idea generation, opportunity evaluation Design thinking and innovation frameworks				
Module 2	Building & Managing the Venture	Assignment/ Quiz / Case Study	Case Presentation	12 Sessions
Business model development (BMC) Legal structures, registrations, and compliance Startup financing: bootstrapping, angel funding, VCs Marketing, operations, and team building in startups Managing risk and uncertainty in early-stage ventures				
Module 3	Introduction to Business Ethics	Assignment/ Quiz	Memory Recall-based Quizzes	12 Sessions
Definition and importance Morality, ethics, and law: Similarities and differences Why ethics matter in business and entrepreneurship Introduction to ethical decision-making models (e.g., PLUS model, TARES test) Steps in resolving ethical dilemmas Role of leadership and values in shaping ethical decisions Conflict of interest Data privacy and misuse Bribery, corruption, and fairness Employee exploitation and discrimination.				
Module 4	Business Ethics in the Entrepreneurial Context	Case Study	Case Discussion	12 Sessions

Ethical theories and application in business Challenges of ethics in start-ups and small businesses Creating a code of ethics for new ventures Whistle-blower protection, transparency, and accountability CSR and the entrepreneur's role in sustainable development.

Module 5	Case Studies and Contemporary Issues.	Case Study	Case Discussion	12 Sessions
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Ethical analysis of start-up successes and failures (e.g., Theranos, FTX, Patagonia, TOMS) Governance and ethics in family vs. tech start-ups, Social entrepreneurship and inclusive innovation. Exit strategies: ethical implications of IPOs, acquisitions, and shutdowns Ethical use of AI, data, and technology in start-ups

Targeted Application & Tools that can be used:

1. Business Model Canvas (BMC)
2. Lean Start-up and MVP tools
3. Ethical decision-making frameworks (e.g., PLUS, TARES)
4. Start-up Valuation & Cap Table Tools
5. Social Impact Assessment Tools (e.g., B Impact Assessment)

Project Work/ Assignment:

1. Article Review: Students will review and present articles on topics like currency crises or cross-border investments.
2. Presentation: Group presentations on foreign exchange instruments or multinational case studies.

Text Book(s):

1. Hisrich, R.D., Peters, M.P., & Shepherd, D.A. – Entrepreneurship, McGraw-Hill Education.

Reference Book (s):

1. Barringer, B.R. & Ireland, R.D. – Entrepreneurship: Successfully Launching New Ventures, Pearson.
2. Boatright, J.R. – Ethics and the Conduct of Business, Pearson.
3. Taneja, S. – Entrepreneurship Development, Galgotia Publishing.
4. Kuratko, D.F. – Entrepreneurship: Theory, Process, and Practice, Cengage.

Online Resources (e-books, notes, ppts, video lectures etc.):

- Startup India: <https://www.startupindia.gov.in>
- Niti Aayog Startup Reports
- UN Global Compact – Business Ethics Resources
- Harvard Business Review (HBR) articles on ethics and entrepreneurship
- MIT OpenCourseWare: Entrepreneurship & Innovation

Topics Relevant to Skill Development-Opportunity identification and validation Ethical communication and stakeholder engagement Start-up planning and pitch development Decision-making under uncertainty Corporate sustainability and social innovation Conflict resolution and responsible leadership.

Catalogue prepared by	Dr. Akhil Menon
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS1014	Course Title: Principles of Management Type of Core: School Core	L- T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course provides insights into various management functions and its impact. It imparts necessary understanding of functions required for a manager in the business world. The course also delves on various motivational theories, leadership styles, various communication methods and techniques that work around in an organizational set up.					
Course Objective	Topics relevant to "SKILL DEVELOPMENT": the objective of the course is to familiarize Students with the concept of principles of management to be able to develop "MANAGERIAL SKILLS like Management by Objectives for Skill Development through Participative Learning techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Discuss the various functions of Management (Remember) CO 2: Explain the Planning process and types (Understand) CO 3: Classify the theories of Motivation and Leadership. (Understand) CO 4: Identify the coordination and control management. (Apply)					

Course Content:				
Module 1	Introduction to Management	Case study	Case study and class discussion on Managerial Skills/ Management Objectives/ Quiz	11 Sessions
Topics: Meaning, Nature and Importance, Functions and Principles of Management, Management V/S Administration. Development of Managerial Thought, Classical approach to management (scientific management, administrative theory and Bureaucratic management) ,Contribution by Taylor and Henry Fayol Management by Exception and Management by objectives social responsibility of management.				
Module 2	Planning and Organizing	Case study	Case study and class discussion Decision Making Process Review the Article	12 Sessions
Planning Meaning-Nature and Importance, Elements, Concept, Process and Techniques, Barriers to effective planning, Forecasting, Decision Making, Concept and Process, Co-ordination. Managerial Communication Meaning, Types of Communication, Barriers of Communication, Communication Gap, Organization report writing. Organizing: -Concept, Nature, Principles and Significance. Centralization and Decentralization, Staffing, Man Power Planning, Selection and Training, Performance Appraisal, Delegation of Authority				
Module 3	Motivation and Direction	Case Study	Case study and class discussion Case Study on Organizing Review the Article	10 Sessions
Topics: Concept – Theories, Classification, Characteristics of Motivation, Motivational theories, classification and characteristics of motivation (Maslow’s Theory of Hierarchical, Hertzberg’s two-factor Theory, McClelland’s Theory of Needs, Vroom’s Theory of				

Expectancy), Leadership – Concept and Leadership styles, (4 basic leadership styles), Theories. (Trait theory, Skill theory, behavioral theory, situational and transformational theory) Direction- Concept, Nature, Process and Methods:

Module 4	Coordination controlling	and	Case Study	Case study and class discussion on Leadership and Controlling aspects /Quiz	12 Sessions
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Topics: Coordination – Meaning – Characteristics –Co-ordination as the Essence of Management – Principles of Co-ordination – Advantages& Disadvantages – Techniques of Co-ordination. Controlling – Introduction – Definition – Controlling – Concept, Nature, Process and Techniques. Characteristics – objectives – necessity – elements - process of control – importance – limitations – Budgets and Budgetary Control. Emerging concepts in Management: TQM, MBO, MBE - Core Competency – CSR.

Targeted Application & Tools that can be used: The students can go through the various case studies on emerging trend of management concepts.

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

1. Assignment 1: Written assignment should be submitted where the students will have to identify the different management thought and its applications. (Case Study Learning)
2. Assignment 2: The students will be divided into groups and group discussions will be done on the existing problems in the decision-making case studies. (Participative Learning)

Reference

Text book

1. Principles of Management: An Analysis of Managerial Functions, by Harold Koontz (Author), Cyril O'Donnell
2. Principles and Practice of Management by L.M Prasad

Reference

1. R1:https://books.google.co.in/books?id=hgsBEAAQBAJ&printsec=frontcover&redir_esc=y#v=onepage&q&f=false
2. R2: <https://www.geeksforgeeks.org/14-principles-of-management-by-henri-fayol/>
3. R3:https://books.google.co.in/books/about/Principles_and_Practice_of_Management.html?id=TFL-mgEACAAJ&redir_esc=y

PU library link

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTBOOK_LIBRAR_Y01_06082022_371

<https://open.umn.edu/opentextbooks/textbooks/34>

E resources:

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTBOOK_LIBRAR_Y01_06082022_371

<https://open.umn.edu/opentextbooks/textbooks/34>

Case Studies

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02621710410546669/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/AAAJ-09-2013-1480/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09544789410062812/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/EJTD-10-2019-0184/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/HRMID-07-2015-0127/full/html>

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPSM-02-2022-0046/full/html	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/00251749910252076/full/html	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJMPB-06-2015-0047/full/html	
NPTEL	
link	https://nptel.ac.in/courses/110107150
https://nptel.ac.in/courses/110107150	https://nptel.ac.in/courses/110107150
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https://nptel.ac.in/courses/110107150	
Topics relevant to “SKILL DEVELOPMENT”: Students will be able to develop “MANAGERIAL SKILLS like Management Theories and concepts of (Management by Objectives). Management by Objectives for Skill Development through Participative Learning techniques. Through Participative learning as mentioned in the Course plan.	
Catalogue prepared by	Dr. Syed Abid Hussain
Recommended by the Board of Studies on	6 th BOS held on 5 th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS1019	Course Title: Human Resource Management Type of Course: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The course will enable the students to understand the concepts of Human Resource Management and its relevance from a business perspective. The course is conceptual in nature and will enhance students' knowledge about HR practices such as manpower planning, selection, training, appraisal, and promotion. Students will be able to understand the importance of employees in the organization for growth and development					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Human Resources Management and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING TECHNIQUES					
Course Outcomes	CO1: Explain the fundamental concepts, functions, and evolving trends in Human Resource Management. (Understand) CO2: Analyze HR planning processes, job analysis techniques, and factors influencing employment opportunities to address workforce requirements effectively. (Analyze) CO3: Apply recruitment, selection, training, promotion, and transfer processes to design effective talent management practices. (Apply) CO4: Evaluate performance appraisal methods and emerging HRM trends such as HR analytics, DEI, Green HRM, and AI-based HR solutions. (Evaluate)					

Course Content:				
Module 1	Introduction to HRM	Assignment 1 BEST HR PRACTICES	Analyse the current scenario of business and HR Practices	10 Sessions
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				
Module 2	HR Planning & Analysis	Scale - Up (Activity-1)	SCALE -UP (Students are divided into groups and search the factors of employment opportunities & It's an hands on session in class)	11 Sessions
HR Planning: Need – Prerequisites- factors – limitations. Process: Steps-Skill analysis. Attrition- Reasons and Impact. Job Analysis: Steps- Applications. Job Description – Job Specification-Job Design. Job Evaluation: System and Techniques				
Module 3	Recruitment, selection & Training. Promotion & Transfer	Group Discussion (Activity -2)	Companies and their gap with the skills of students	12 Sessions
Recruitment: Factors- Sources-Process. Selection: Significance-Process. Training: Training: objectives – role of a trainer- Identification of Training Needs – Methodologies of Training- Evaluation. Modern. Promotion: Significance. Transfer – Principles and Types				

Module 4	Performance Appraisal & Recent Trends in HRM	Case Study Analysis	Case Study – Appraisal & Promotion	12 Sessions
Performance Appraisal: Features- Methods- Traditional Diversity, Equity, and Inclusion (DEI)- HR Analytics- Green HRM- HR Tech & Cloud Based Solutions. AI and Automation				
1. Article review: https://presiuniv.knimbus.com/user#/searchresult?searchId=HRM%20Recent%20Practices&curPage=0&layout=list&sortFieldId=none&topresult=false&publication_name=Journal%20of%20Business%20Research 2. Presentation:.Recent Trends in HRM 3. Case Study: https://presiuniv.knimbus.com/user#/searchresult?searchId=HRM%20Recent%20cases&curPage=0&layout=list&sortFieldId=none&topresult=false&resultTab=Research				
Text Book(s): 1. Aswathappa K 8th edition “Human Resource Management ”, Tata McGraw-Hill 2. V S P Rao 3rd Edition: Human Resource Management: Text & Cases. Excel Books				
Reference Book (s): 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.				

Online Resources (e-books, notes, ppts, video lectures etc.):

1. <https://presidencyuniversity.linways.com>
2. <https://study.com/learn/lesson/video/strategic-human-resource-management-objective-importance.html>

Topics relevant to “SKILL DEVELOPMENT”:

SKILL ANALYSIS, EMPLOYMENT OPPORTUNITIES, CASE STUDY ON APPRAISAL AND PROMOTION are the topics for Skill Development through participative learning techniques. This is attained through assessment component as mentioned in the course handout.

Catalogue prepared by	Dr. Jency Priyadharshany
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Recommended by the Board of Studies on	6 th BOS held on 5 th June 2025.
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Date of Approval by the Academic Council	25th July 2025
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Course Code: CBS1018	Course Title: Introduction to Marketing Type of Course: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					

Course Pre-requisites	None		
Anti-requisites	None		
Course Description	This course offers foundational knowledge of marketing and its significance in business. It introduces key marketing concepts through real-life examples and practical applications thereby providing a clear understanding of how marketing operates in the real world.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Human Resources Management and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING TECHNIQUES .		
Course Outcomes	After successful completion of the course, students will be able to: CO1: Understand fundamental concepts and the role of marketing in business. (Understand) CO2: Demonstrate understanding of product-related strategies and decision-making. (Apply) CO3: Evaluate pricing and distribution strategies in marketing. (Evaluate) CO4: Develop and present marketing strategies using promotional and digital tools. (Apply)		
Course Content:			
Module 1	Introduction to Marketing	Assignment/Quiz/Case let Discussion	11 Sessions
Meaning, Importance, and Scope of Marketing. Core Marketing Concepts – Needs, Wants, Demands, Value, and Exchange; Marketing Management and Marketing Orientations- Meaning of marketing management, Concepts of marketing orientations- Production concept, Product concept, selling concept, Marketing concept, Societal marketing concept; The Marketing			

Environment – Micro and Macro; Consumer Markets and Buying Behaviour-Meaning of consumer market, Overview of buying decision process, Factors influencing consumer behaviour; Segmentation, targeting and positioning (STP)-Market Segmentation – Meaning, bases and importance, targeting – Meaning and types, Positioning – Meaning and importance with examples; Marketing Mix (4Ps and 7Ps).			
Module 2	Product Decisions and Strategies	Assignment/ Quiz/ Case let Discussion	12 Sessions
Concept and Classification of Products- Meaning and Concept of a Product, Types of products – Consumer vs. Industrial products, Levels of product: Core, Actual, Augmented, Expected, Potential (5 Levels of Product); Product Mix- Meaning of product mix, Key product mix dimensions: Width, Length, Depth, and Consistency; New Product Development (NDP) – Sources of New Product Ideas – Internal and external sources; Steps in New Product Development – Idea generation, screening, concept development, business analysis, product development, test marketing, and commercialization; Product Life Cycle – Stages of PLC – Introduction, Growth, Maturity, and Decline, Marketing strategies for each stage of PLC			
Module 3	Pricing and Distribution Decisions	Assignment/ Quiz/ Group Presentation/ Digital Poster Making	11 Sessions
Pricing – Meaning and Objectives- Importance of pricing; Factors Influencing Pricing Decisions- Internal factors - cost, organizational objectives, and marketing mix strategy; External factors- market demand, competition, economic conditions, government regulations, and customer perception; Common Pricing Methods (Cost-Based, Mark-up pricing and cost-plus pricing, Value-Based, Competition-Based). New Product Pricing Strategies – Skimming and Penetration; Concept, Types, and Functions – Meaning and importance, Types of channels: Direct and Indirect. Channel levels: Zero-level, One-level, Two-level channels, Functions of intermediaries; Channels of Distribution – Types, Functions, and Structure.			
Module 4	Promotion and Marketing Strategy	Assignment/ Quiz/ Group Presentation/ Digital Poster Making/ case study	11 Sessions

Promotion Mix – Advertising, Sales Promotion, Public Relations, Personal Selling- Meaning and significance of each tool in marketing communication; Advertising – Objectives of advertising; Types of advertising (informative, persuasive, reminder); Developing Effective Advertising Programmes. Evaluating Advertising Effectiveness; Sales Promotion – Meaning and objectives; Types of consumer and trade promotion tools – Discounts, coupons, samples, contests, point-of-purchase displays, and loyalty programmes; Public Relations and Personal Selling – Role of public relations in marketing; Common PR tools and activities; Meaning and process of personal selling; Role of salespersons in building customer relationships; Digital and Social Media Marketing – Introduction to digital marketing platforms.

Targeted Application & Tools that can be used:

Students will apply marketing concepts in areas like digital branding, online promotions, and basic consumer research, gaining practical insights into real-world business scenarios.

Project Work/ Assignment:

1. Article Review: Toward the end of the course, each student or group will be assigned a marketing-related article. Using library and online resources, they will write a short report summarizing their understanding and key takeaways in a structured format.
2. Presentation: Students will work in groups to present on a given marketing topic such as branding, digital marketing, or consumer behaviour. They will be expected to explain key concepts and discuss practical applications using real-life examples.
3. Case Study: Students will be given a real-world business case involving marketing decisions (e.g., launching a new product or pricing strategy). They will analyse the situation and submit a report discussing the problem, proposed strategies, and expected outcomes in proper format.

Text Book(s):

1. Kotler, P. & Armstrong, G.; *Principles of Marketing*. Pearson.
2. Ramaswamy, V.S. & Namakumari, S.; *Marketing Management*. McGraw Hill.

Reference Book (s):

1. Kumar, Arun & Meenakshi, N; *Marketing Management*. Vikas Publishing House.
2. Majaro, Simon; *The Essence of Marketing*. Pearson Education.
3. Saxena, Rajan; *Marketing Management*. McGraw Hill Education.
4. Blythe, Jim; *Principles and Practice of Marketing*. Cengage Learning.
5. Sherlekar, S. A., & Krishnan, R. ; *Marketing Management*. Himalaya Publishing House.

PU library link

1. <https://research.ebsco.com/c/n5guci/search/details/qbkf3e2grz?db=e000xww>
2. <https://research.ebsco.com/c/n5guci/search/details/uapb4wfov5?db=e000xww>

Online Resources (e-books, notes, ppts, video lectures etc.):

1. NPTEL: Marketing Management I – Prof. Jayanta Chatterjee, IIT Kanpur

<https://nptel.ac.in/courses/110104068>

2. HubSpot Academy – Introduction to Digital Marketing (Free Certification Course)

<https://academy.hubspot.com/courses/digital-marketing>

E-book: Principles of Marketing

https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODljY2E4ODIyODViZjFkODgzNDUxYWZlNWFlhZmY2MGE5MDc0ZDVMYw==.pdf

Topics relevant to Employability skills: This course fosters skill development through participative learning methods such as case studies, article reviews, and group presentations. Students will build essential marketing skills including market analysis, customer profiling, segmentation strategies, and crafting basic promotional content.

Catalogue prepared by	Dr. Archana singh
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS3001	Course Title: Strategic Management Type of Course: School Core	L – T – P – C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					

Course Description	This conceptual course provides an overview of key strategies that support the business functions and operations. This course help choose markets and focus on various strategies to increase competitive advantage. It provides guidance to implement the right strategy by analysing the environment. It paves way to create value for the business in the long term.			
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Describe the strategic management process (Remember) CO 2: Outline the impact of internal and external factors on strategic decisions (Understand) CO 3: Discuss different levels of strategy for an organization (Understand) CO 4: Examine the relationship between organization structure and strategy implementation (Apply)			
COURSE OBJECTIVE	The objective of the course is to familiarize the learners with the concepts of Strategic Management and attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	Introduction		Assignment/Quiz/Case let Discussion	11 Sessions
Topics: Definition of Strategic Management, Nature of Strategic Management, Need for Strategic Management, Strategic Management – Process, Vision, Mission, Objectives and Business Definition				
Module 2	Strategic Analysis		Assignment/Quiz/Case let Discussion	12 Sessions
Topics: Industry Rival analysis: Porter’s Five Forces Model, Industry life cycle				

Internal Environment Analysis: Resources and Capability Analysis: Organizational Capability Profile, Strategic Advantage Profile, Mc Kinsey's 7s Framework; GE 9 Cell Model; Benchmarking for GAP Analysis.				
External Environment Analysis : PESTLE Analysis, Environmental Threat and Opportunity Profile (ETOP); SWOT Analysis				
Module 3	Levels of Strategies		Assignment/Quiz/Caselet Discussion	11 Sessions
Topics: Corporate-Level Strategy: Balanced Score Card: A Balanced Approach, Grand Strategies: Strategic Alternatives, Growth/Expansion Strategy, Diversification Strategy, Stability Strategy, Retrenchment Strategy, Turnaround Strategies, Merger Strategies- Vertical, Horizontal, Integration, Outsourcing Strategies- Alliances & Partnerships. Business Level Strategy: Competitive Advantage-Factors, Core Competence, Low-Cost Strategies, Differentiation Strategies, Focus Strategies & Functional Level Strategy				
Module 4	Strategy Implementation, Evaluation and Control		Assignment/Quiz/Caselet Discussion	11 Sessions
Topics: Strategy Implementation, Strategy-Structure Relationship, Divisionalisation: Product and Geographic Forms, Diversification, Strategic Business Units (SBUs), Project Organization, Matrix Organization Structure, Factors Influencing Organisation Structure & strategic control.				
Targeted Application https://nptel.ac.in/courses/110/108/110108047/ https://puniversity.informaticsglobal.com/login Tools that can be used: ERP, Alison.com (online Course)				
Project work/ Assignment:				
Self-learning:				

Topics: Porter's 5 Forces , Mckinsey's model, Pestel & Swot Analysis, Factors Influencing Organization Structure

- Participative learning:

Topics: Strategic Management – Process, Vision, Mission, Objectives and Business Definition. (assignment submission)

- Experiential/Project Based Learning:

Topics: Strategic Plan (Achieved through Group Project)

- Flip Class:

Topics: Product and Geographic Forms, Diversification, Strategic Business Units (SBUs), Project Organisation, Matrix Organization Structure

- Problem Based Learning:

Topics: case study for analyzing the strategic issues and solving it .

Text Book

1. Kazmi A & Kazmi A (2015), Strategic Management, MacGraw Hill (T1)

References

1. Gregory Dess, Gregory G. Dess, Gerry McNamara (2020): Strategic Management: Creating Competitive Advantages, McGraw- Hill
2. R. Maheshwari (Author), Saurabh Agrawal (Author), Saurabh Agrawal R. Maheshwari (2020):Strategic Management
3. Charles W. L. Hill, Melissa A. Schilling, Gareth R. Jones (2016): Strategic Management: An Integrated Approach, Wiley.
4. Gregory Dess, Gregory G. Dess, Gerry McNamara (2020): Strategic Management: Creating Competitive Advantages, McGraw- Hill

Links

PU E-RESOURCES

•Strategy Formulation: ScienceDirect: What are the key success factors for strategy formulation and implementation? Perspectives of managers in the hotel industry:

<https://puniversity.informaticsglobal.com:2098/science/article/abs/pii/S0278431920301262> (L1)

•Porter's Five Force Model: ScienceDirect: Porter's Five Forces in the German railway industry:

<https://puniversity.informaticsglobal.com:2098/science/article/pii/S2210970618300891> (L2)

•Types of Strategy: ProQuest: An Empirical Analysis of Strategy Types: Summary:

<https://www.proquest.com/docview/230633826/2E4B79F886154886PQ/2?accountid=177896> (L3)

•Strategy Implementation: ScienceDirect: Strategy implementation: A review and an introductory framework:

<https://puniversity.informaticsglobal.com:2098/science/article/abs/pii/S0263237320301316> (L4)

Weblinks:

- <https://nptel.ac.in/courses/110/108/110108047/>

Case Studies:

- <https://icmrindia.org/free%20resources/casestudies/freesample.htm>

Blogs :

- <http://businessethicscases.blogspot.com/>
- <https://hbsp.harvard.edu/product/R2103D-PDF-ENG?activeTab=include-materials&itemFindingMethod=#educator-copy>

Topics relevant to SKILL DEVELOPMENT : Conducting a **PESTLE analysis**; Developing a **SWOT analysis**; Using **Porter's Five Forces Model**, Creating a Strategic Advantage Profile using **McKinsey's 7S Framework**, Performing a **Benchmarking exercise** for gap

analysis are for Skill Development attained through Participative Learning Techniques with assessment component mentioned in course handout.

Catalogue prepared by	Dr. A Jency
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS2001	Course Title: International Business Type of Course: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The course is conceptual in nature and attempts to help students to gain knowledge about internationalization of business, perspectives and challenges of taking a business to global level. It highlights the factors influencing internationalization of business, international bodies and strategies adapted by the major players across various industries to survive in the global market.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of International Business and attain Skill Development through Participative Learning techniques.					
Course Outcomes	On successful completion of this course the students shall be able to:					

	CO1: Understand the scope and impact of globalization on international business. CO2: Apply classical and modern theories to analyse global trade and investment. CO3: Explain trade barriers, agreements, and policies, and their effects on international trade. CO4: Assess the impact of government policies, cultural factors, and investment trends on global business operations.			
Course Content:				
Module 1	Introduction to International Business	Group Presentation		12 Sessions
International Business Overview: Features- Importance- Scope; Globalization: Definition and Drivers; Global Business Environment: Economic environment – political and regulatory environment – demographic environment – social, cultural and technological environment; Emerging trends in international business.				
Module 2	International Trade and Investment Theories	Quiz	Memory Recall based Quizzes	12 Sessions
Classical Theories: Mercantilism -Absolute advantage - comparative advantage and Heckscher-Ohlin theory; Modern Theories: Country similarity- new trade theory, and Porter’s Diamond model; Investment Theories: Ownership-Location-Internalization (OLI) Paradigm (Eclectic Theory) - Internationalization Theory.				
Module 3	International Trade Policies and Economic Integration	Activity	India trade portal	12 Sessions
Trade Barriers: GATT-GATS-Tariffs-quotas and non-tariff barriers; Regional Economic Integration: Free Trade Areas-Customs Unions- Common Markets- Economic Unions; Trade Agreements: Bilateral and multilateral agreements (NAFTA,				

WTO); Trade Organizations- Roles and functions of WTO, IMF, World Bank; India's Trade Policies: Overview of India's trade barriers- agreements- and participation in global trade organizations.

Module 4	International Business Operations	Assignment	INCOTERMS	09 Sessions
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International business analysis: modes of entry; Balance of Payments (BOP): Components and significance; Foreign Investments: Types-FDI-FPI-significance-factors; Cross-Border Mergers and Acquisitions (M&A): Trends and processes; Import and Export Procedures in India: Documentation- regulations and processes. Domestic Companies- International Companies- MNCs- Global Companies, and TNCs- Characteristics.

Targeted Application & Tools that can be used:

Activities using IMF open data and India trade portal

Project Work/ Assignment:

1. Activity: The topic will be given to an individual or a group of students. They need to refer the library resources (Indiastats) and write a report on their understanding about the assigned topic in appropriate format.

2. Presentation: There will be a group presentation, where the students will be given country. They have to review, collect, and present the country specific details (Exports, Imports, currency and trade restrictions etc.,).

Text Book(s):

1. Aswathappa K (2020). International Business (7th edition), McGraw Hill Education
2. Subba Rao. P (2023). International Business -Text and Cases (5th edition), Himalaya Publishing House

Reference Book (s):

1. Charles W.I. Hill and Arun Kumar Jain (2017). International Business: Competing in the Global Marketplace (10th edition), McGraw Hill Education.
2. Gabriele Suder (2012). International Business, SAGE Publications Ltd

Online Resources (e-books, notes, ppts, video lectures etc.):

1. <https://research-ebsco-com-presiuniv.knimbus.com/c/n5guci/search/details/qo5jajyso5?db=e000xww>
2. <https://www.sciencedirect.com/science/article/abs/pii/S0969593124001331>
3. https://onlinecourses.nptel.ac.in/noc20_mg54/preview

Topics relevant to “SKILL DEVELOPMENT”: The course is aligned with Participative Learning techniques and based on relevant activities such as PESTLE, Foreign trade policy, and INCOTERMS etc., This is attained through assessment component mentioned in course plan.

Catalogue prepared by	Dr. Shaply Abdul Kareem
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS3002	Course Title: Operations Research Type of Course: School core	L- T-P- C	3	0	0	3
Version	1.0					
Course Pre-requisites	Nil					
Anti-requisites	NIL					
Course Description	This course equips students with analytical and problem-solving skills to make optimal business decisions. It emphasizes on the application of quantitative techniques in planning, decision-making, and operational efficiency in functional areas like marketing, finance, human resources, and supply chain management. It focuses on understanding the logic behind OR models and their relevance in managerial contexts.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the fundamental concepts, scope, and applications of Operations Research in managerial decision-making. (Understand) CO2: Apply linear programming and transportation models to solve business optimization problems. (Apply) CO3: Analyze assignment problems, queuing models, and inventory management techniques to enhance operational efficiency (Analyze) CO4: Evaluate decision-making situations under risk and uncertainty using game theory and simulation methods. (Evaluate)					

Course Objective	Skill Building Though Problem Solving			
Course Content:				
Module 1	Introduction to Operations Research	CO1	Case Study	10 Session
Meaning, Definition, and Scope of OR; Characteristics and Significance of OR in Business; Steps in OR Problem Solving; Linear Programming Problem (LPP): Formulation, Graphical Method (2 variables only); Applications of LPP in business decision-making				
Module 2	Transportation and Assignment Models	CO2	Assignments	12 Sessions
Transportation Problem: Formulation and methods (North-West Corner, Least Cost, Vogel's Approximation); Optimal solution: MODI method (without degeneracy); Assignment Problem: Formulation and Solution using Hungarian Method; Applications in supply chain and workforce allocation.				
Module 3	Queuing, Inventory, and Network Models	CO3	Assignments	11 Sessions
Queuing Theory: Basic concepts, single-server and multi-server models (simple numerical examples); Inventory Control Models: EOQ Model (without shortages), ABC analysis; Project Management: Introduction to PERT and CPM (basic calculations, critical path).				
Module 4	Decision Theory, Game Theory, and Simulation	CO4	Case Study	12 Sessions
Decision Making under Certainty, Risk, and Uncertainty; Game Theory: Two-person zero-sum games (simple 2x2 matrix, pure and mixed strategies); Introduction to Simulation: Steps and applications in business.				

Targeted Application & Tools that can be used:

Applications:

Strategic planning and resource allocation; Production scheduling and supply chain optimization
Marketing mix modeling and financial planning; Human resource assignment and workforce planning; Project scheduling and risk analysis; Service operations and queuing management; Competitive analysis through game theory

Tools:

1. MS Excel (with Solver Add-in) – for Linear Programming, Sensitivity Analysis, Transportation & Assignment problems
2. TORA – for solving LPP, Transportation, Assignment, and Game Theory problems
3. Python (PuLP, SciPy, SimPy) – for modeling optimization and simulation problems
4. PERT/CPM chart tools – for network analysis and project management
5. Monte Carlo Simulation tools (e.g., @RISK, Excel with RAND/NORM.INV functions)

Project work/ Assignment: Mention the Type of Project / Assignment proposed for this course: Article Review/ PPT Presentation

Text Book :

- Taha, H.A. (2017). *Operations Research: An Introduction*. Pearson Education.
– A comprehensive and widely used textbook that covers both theory and applications of OR.

Reference

Vohra, N.D. (2022). *Quantitative Techniques in Management*. McGraw Hill Education.

– Useful for business-oriented applications of OR techniques.

Paneerselvam, R. (2017). *Operations Research* (2nd Edition). PHI Learning.

– Provides a simple and conceptual explanation of OR tools with case studies.

Hillier, F.S., & Lieberman, G.J. (2021). *Introduction to Operations Research* (11th Edition). McGraw Hill.

– A classic reference with in-depth mathematical models and solution techniques.

Winston, W.L. (2004). *Operations Research: Applications and Algorithms* (4th Edition). Cengage Learning.

– Known for practical problem-solving approach and software integration.

PU library link

- <https://powerbi.microsoft.com>
- NPTEL & Coursera Finance Analytics Courses
- Investopedia & CFA Institute Blogs
- YouTube channels: ExcellsFun, MyOnlineTrainingHub, etc.

Catalogue prepared by	Prof. Baktha Sbari Rajan
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Program Core

Course Code: DBS2023	Course Title: Advanced Paid Advertisements Course Type : Program Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	Nil					
Course Description	This course builds upon fundamental digital advertising concepts, focusing on advanced strategies for search engine marketing (SEM), paid ad optimization, and data-driven decision-making. It equips students with practical skills to manage Google Ads, Bing Ads, and Shopping Ads, utilizing AI tools and automation for efficient campaign execution. By integrating bidding strategies, keyword planning, audience targeting, and performance analysis, students will develop the expertise to design, implement, and optimize high-performing paid ad campaigns. This course bridges the gap between basic digital advertising knowledge and professional-level campaign management, preparing students for roles in performance marketing, PPC advertising, and digital strategy.					
Course Outcomes	On successful completion of the course the students shall be able to:					

	CO1: Identify the key components and strategies involved in search engine marketing and describe their application in campaign management. (Understanding) CO2: Evaluate various paid ad strategies, including bidding, keyword selection, and ad copywriting, and compare their effectiveness across different platforms. (Evaluating) CO3: Demonstrate proficiency in setting up and managing search campaigns, shopping ads, and Bing Ads, and apply optimization techniques to improve ad performance. (Applying) CO4: Analyze data from reports, auction insights, and campaign metrics, and create actionable strategies for campaign optimization and performance enhancement. (Analyzing) CO5: Construct advanced bidding strategies and synthesize automated campaign management practices to adapt to emerging trends in paid advertising. (Creating)			
Course objective	To provide students with advanced knowledge and practical skills in the management of paid advertising campaigns, including search engine marketing (SEM), shopping ads, and Bing Ads. The course will equip students with the tools to design, optimize, and analyze paid ad campaigns across platforms like Google Ads, Bing, and others, focusing on campaign structure, bidding strategies, keyword management, and effective ad copywriting.			
Course Content:				
Module 1	Search Ads & Campaign Setup			
Introduction to Search Ads, Campaign Structure, Bidding Strategies, Keyword Types & Match Types, Google Keyword Planner, Types of Campaigns (Single Theme Ad Group, Single Keyword Ad Group, Hagakure Method), Network & Location Settings, Languages, Audiences, and Additional Settings, Remarketing Lists for Search Ads (RLSA), Budget & Bidding, Ad Rotation &				

Schedule, Conversion Tracking & Attribution Models, Landing Pages, Types of Search Ads (Responsive, Dynamic, Shopping, Local, Call Ads), Copywriting for Google Ads, AI Tools for Ad Copies, Ad Extensions.

Module 2	Performance Analysis & Optimization			
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UTM Parameters, Reports (Campaign Level, Ad Group Level, Keyword Level), Auction Insights, Optimization Techniques for Paid Ads, Flow of Reading Reports, Optimization Situations, A/B Testing in Paid Ads, Analyzing Campaign Performance, ROI Measurement and Analysis.

Module 3	Shopping & Bing Ads			
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Introduction to Shopping Ads, Requirements for Creating Shopping Ads, Creating a Product Feed, Introduction to Bing Ads, Setting Up Bing Ads Campaigns.

Module 4	Advanced Bidding & Automation			
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Advanced Bidding Strategies (Target CPA, ROAS, Smart Bidding), Automated Campaign Management, AI in Paid Ads Campaigns, Future Trends in Paid Advertising.

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

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

1. Google Search Ads: Plan and launch a search campaign; submit screenshots of your campaign settings.
2. Shopping & Bing Ads: Create a product feed and run Google Shopping and Bing Ads; submit annotated screenshots.
3. Report & Presentation: Present your findings to the class with key metrics and recommendations in a 15-slide presentation.

Reference Textbook

- Google Ads (AdWords) Workbook: 2021 Edition by Jason McDonald

- Advanced Google AdWords by Brad Geddes
- The Art of Digital Marketing by Ian Dodson

Reference

- Digital Marketing: A Practical Approach by Seema Gupta
- Digital Marketing by Rajiv Dingra
- Fundamentals of Digital Marketing by S. Jayakumar

PU library link

E-resources:

- <https://growthacad.com/digital-marketing>
- <https://academy.hubspot.com/courses/digital-advertising>

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 Joan
Recommended by the Board of Studies on	6 th BOS dt. 5 th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS1009	Course Title: Foundations of Digital Marketing & Customer Strategy Course Type : Program Core	L-T-P-C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	Nil					
Course Description	This course offers a comprehensive introduction to marketing principles with a strong focus on customer-centric strategies and the evolving digital landscape. Students will learn to analyze consumer behavior, apply proven marketing frameworks, and develop effective strategies using practical tools and techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Define and recall the fundamental concepts in marketing and management, including business models, product/service distinctions, and the core principles of marketing. (Remembering) CO2: Describe the evolution of marketing, from traditional to digital – and explain key elements such as the marketing mix, push vs. pull strategies, and the role of branding. (Understanding) CO3: Apply marketing funnel concepts and customer-centric strategies by developing actionable marketing plans that incorporate segmentation, targeting, and positioning. (Applying) CO4: Analyze consumer behavior and digital media metrics to assess the effectiveness of marketing strategies, and identify strengths and areas for improvement within a campaign. (Analyzing)					

	CO5: Evaluate the effectiveness of integrated marketing strategies by synthesizing metrics from both traditional and digital channels, customer feedback, and ROI data, to recommend data-driven optimizations and strategic adjustments. (Evaluating)			
Course objective	The objective of this course is to help students gain an understanding of marketing principles, customer-centric strategies, and the digital marketing landscape. It aims to equip students with the tools and techniques necessary to analyze consumer behavior, apply marketing frameworks, and create effective marketing strategies.			
Course Content:				
Module 1	Marketing & Management Fundamentals			
Introduction to Business and Marketing Fundamentals, Journey from Traditional to Digital Marketing, The Marketing Mix, Push vs Pull Marketing, Branding vs. Marketing, Brand Truth, Brand USPs.				
Module 2	Marketing Funnel			
Marketing Funnels, Understanding AIDA Model, AIDA-LA, ACCA & REAN Model, ToFU, MoFU & BoFU, Segmentation, Targeting & Positioning.				
Module 3	Customer Centricity			
Customers vs. Consumers, The Customer Journey, Buying Decision-Making, Introducing Customer Centricity, Understanding your Customers, Gathering Customer Insights, Target Audience & Segmentation, Buyer Personas				
Module 4	Digital Media Metrics			
Basic Math Concepts, Digital Media Metrics & their Importance, Importance of Math in Digital Marketing, Different Metrics and their Formulas				
Targeted Application & Tools that can be used: PPT, and board & Chalk Method				

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

1. Refer to the PU Library–assigned research paper and analyze the critical factors responsible for the issues mentioned. Students must visit the PU Library in person and include photos of their in-person login and logout terminals at the end of the assignment file.
2. Review a peer-reviewed article on factors affecting revenue management in aviation and relate its findings to the digital marketing and customer-centric strategies covered in this course.
3. Prepare and deliver a concise (15 slides) presentation summarizing your key findings; submit the slide deck along with your written analysis and be ready to present in class.

Reference

Text book

1. New Era of Management. Author, Richard L. Draft Edition, 11. Publisher, South-Western Cengage Learning, 2014.
2. Robbins, Stephen P., Coulter, Mary K. Management. 15th Ed Upper Saddle River, New Jersey: Pearson, 2021.

Reference

- Kotler, P. & Armstrong, G., “Principles of Marketing”, Pearson, Latest edition.
- Philip Kotler & Kevin Lane Keller, “Marketing Management”, Pearson, Latest edition.
- Michael R. Solomon “Consumer Behavior: Buying, Having, and Being”, Pearson, Latest edition
- Dave Chaffey & Fiona Ellis-Chadwick, “Digital Marketing: Strategy, Implementation and Practice”, Pearson; Latest Edition

PU library link

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E-resources:

- <https://openstax.org/details/books/principles-marketing>
- <https://www.saylor.org/courses/bus307/>
- <https://www.oercommons.org/courses/digital-marketing-essentials>

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 Akhil Menon
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS1010	Course Title: Digital Markets and Brand Intelligence Course Type : Program Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Nil					

Anti-requisites	Nil		
Course Description	This course introduces students to the evolving landscape of digital markets and the intelligence needed to build strong brands in the digital era. It covers the transition from traditional to digital marketplaces, characteristics of digital consumers, fundamentals of digital platforms, and data-driven strategies for brand development.		
Course Outcomes	After successful completion of the course, students will be able to: • CO1: Explain the meaning, scope, and evolution of digital markets and their role in modern business. <i>(Understand)</i> • CO2: Analyse digital consumer behaviour and factors influencing online buying decisions. <i>(Analyse)</i> • CO3: Identify and discuss the types and functions of digital platforms, and their impact on brand positioning. <i>(Understand)</i> • CO4: Apply data-driven marketing concepts and basic brand intelligence tools to develop insights for brand strategy. <i>(Apply)</i>		
Course objective	The objective of this course is to develop students' foundational knowledge of digital market structures and the role of data-driven approaches in shaping brand strategy. Students will gain insights into digital consumer behaviour, platform-based business models, and the principles of brand positioning and brand equity in a digital ecosystem.		
Course Content:			
Module 1	Introduction to Digital Markets and Platforms	Assignment/Quiz/Case let Discussion	12 Sessions

Digital Markets – Meaning and Importance; Evolution from Traditional to Digital Marketplaces; Characteristics of Digital Markets; Digital Ecosystems and Multi-sided Platforms- Types - Functions; Role of Data in Digital Marketing and Branding- Importance-Types; Concepts of Digital Value, Engagement, and Brand Equity

Module 2	Digital Consumers and Online Buying Behaviour	Assignment/Quiz/Case let Discussion	11 Sessions
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Digital Consumer – Meaning and Characteristics; Factors Influencing Digital Consumer Behaviour – Internal and External; Digital Consumer Decision-Making Process; Online Buying Behaviour – Drivers and Barriers; Consumer Journey in a Digital Context – Stages and Touchpoints

Module 3	Digital Platforms, Positioning, and Branding	Assignment/Quiz/Case let Discussion	12 Sessions
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Meaning and Types of Digital Platforms; Platform Business Models – Types, Revenue Models, Advantages; Digital Brand Positioning – Meaning, Strategies, Storytelling; Building Digital Brand Equity – Meaning, Components, Co-Creation; Challenges in Managing Digital Brands

Module 4	Data-Driven Marketing and Brand Intelligence	Assignment/Quiz/Case let Discussion	10 Sessions
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Meaning and Importance of Data-Driven Marketing; Types and Sources of Marketing Data; Introduction to Marketing Analytics – Meaning, Metrics, Tools; Introduction to Brand Intelligence – Meaning, Elements, Basic Tools; Ethical Considerations in Data Use

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

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

1. Article Review

- Toward the end of the course, each student or group will be assigned a digital marketing or brand-related scholarly article.
- Using library and online resources, they will write a concise report summarizing their understanding, key takeaways, and the article's practical relevance to current digital marketing practices.

2. Presentation

- Students will work in groups to present on a chosen topic such as branding strategies, platform-based marketing, or data-driven marketing.
- They will explain key concepts, frameworks, and discuss practical applications using real-life business or case study examples.
- Deliverable: 10–15 slide deck plus oral presentation.

3. Case Study Analysis

- A real-world case will be shared involving a marketing or branding challenge (e.g., launch of a digital product, influencer marketing strategy, platform pricing).
- Students will analyse the problem, identify opportunities, and propose a well-reasoned solution with expected outcomes.

Reference Textbook

- Kotler, P. & Armstrong, G. (2022). *Principles of Marketing*. Pearson.
- Ramaswamy, V.S. & Namakumari, S. (2020). *Marketing Management*. McGraw Hill.
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). *MKTG (13th Edition)*. Cengage.
- Etzel, M. J., Walker, B. J., & Stanton, W. J. (2007). *Marketing (14th Edition)*. McGraw Hill.

Reference

1. Kumar, Arun & Meenakshi, N. (2018). *Marketing Management*. Vikas Publishing House.
2. Majaro, Simon (2013). *The Essence of Marketing*. Pearson Education.
3. Saxena, Rajan (2017). *Marketing Management*. McGraw Hill Education.
4. Blythe, Jim (2019). *Principles and Practice of Marketing (4th Edition)*. Cengage Learning.
5. Sherlekar, S. A., & Krishnan, R. (2010). *Marketing Management*. Himalaya Publishing House.

PU library link:

- <https://presiuniv.knimbus.com/openFullText.html?DP=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1705164>
- <https://presiuniv.knimbus.com/openFullText.html?DP=https://www.emerald.com/insight/publication/issn/1061-0421>

Online Resources (e-books, notes, ppts, video lectures etc.):

- NPTEL – Digital Marketing and Analytics, Prof. S. S. Srinivasan, IIT Kharagpur
<https://nptel.ac.in/courses/110105121>

- **Google Digital Garage** – Fundamentals of Digital Marketing (Free Certification Course)
<https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>
- **HubSpot Academy** – Digital Marketing Certification
<https://academy.hubspot.com/courses/digital-marketing>
- **Coursera** – Digital Marketing Specialization (University of Illinois)
<https://www.coursera.org/specializations/digital-marketing>
- **YouTube** – Think with Google: Insights and strategies for digital brands
<https://www.youtube.com/@ThinkwithGoogle>

Topics relevant to Employability Skill: This course fosters essential employability skills by encouraging students to develop competencies in market and competitor analysis, consumer profiling, and segmentation strategies. These skills will enhance their readiness for dynamic careers in marketing and digital business roles.

Catalogue prepared by	Dr. Archana singh
Recommended by the Board of Studies on	BoS No: 6 th BoS held on 05/06/2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS2024	Course Title: DIGITAL ECONOMICS Course Type: Program Core	L-T- P- C	3	0	0	3
Version No.						

Course Pre-requisites	KNOWLEDGE IN ECONOMICS			
Anti-requisites	--			
Course Description	This course provides knowledge regarding the digitization of economy as a whole and also the advancements in markets because of digitization;			
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Identify the arenas in digital economics. (Knowledge) CO 2: Summarize about Digital Economy. (Knowledge) CO 3: Synthesize different production models in digital economy (Comprehension) CO 4: Infer the types of digital markets (Comprehension)			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Digital Economics and attain Emploability through Participative Learning techniques .			
Course Content:				
Module 1	Introduction to digital economics			9 sessions
Introduction to Digital economics: definition, digital goods, basics of internet of things, applications, convergence of tech and Services				
Module 2	Digital economy			8 Sessions
Digital economy: Meaning And Relevance In Current Developments And Scenarios, Digital Ecosystem, Components Of The Digital Ecosystem. Digital Markets: Evolution. Digital Goods And Services: Definition, Zero Marginal Cost, Classification Of Digital Goods, Zero Average Revenue Per User, Digital Commodities, Transaction Costs, Bundling.				

Module 3	Production Models			8 sessions
Difference Between Physical And Digital Products, Basic Production Methods: In-House Production, Common Based Peer Production, Crowd Sourcing, Crowd funding, Peer To Peer Lending, Peer And Open Source Software And Cloud Computing				
Module 4	Digital monopolies and oligopolies			8 Sessions
Definition of market types, formation of monopolies , role of monopsony ,formation of oligopolies, role of oligopoly,				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:				
Assignment 1:Identifying the markets of digital products and services of different countries				
Assignment 2:Understanding the digital laws in India (The Information Technology Act, 2000)				
Lecture: All Modules				
Discussion: monopoly and monopsony features				
Self-learning topic : Internet of things				
Presentation: Assignment 1: Presentation using PowerPoint				
Assignment 2 :Identifying the markets of digital products and services of different countries				
Assignment 3: Understanding the digital laws in India (The Information Technology Act, 2000)				
Text Book:				
"Introduction to Digital Economics - Foundations, Business Models and Case Studies" H. Øverby and J. A. Audestad.				
Reference				

Topics relevant to

R1. Goldfarb, Avi, and Catherine Tucker. "Digital economics." *Journal of Economic Literature* 57.1 (2019): 3-43.

R2. Brousseau, E., & Curien, N. (Eds.). (2007). *Internet and digital economics: principles, methods and applications*. Cambridge University Press.

PU-List of e-Resources:

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

W1:

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=EMERALD_OPEN_1_24082022_37

Swayam & NPTEL Video Lecture Sessions

https://onlinecourses.nptel.ac.in/noc21_hs55/preview

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

Catalogue prepared by: ASST. PROF. RAJSHREE S

Course Code:	Course Title: Digital Operations Management	L-	4				4
DBS2025	Type of Course: Program Core	T-			0	0	

		P- C				
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	This course equips students with knowledge and practical insights on how emerging digital technologies are revolutionizing operations management across industries. It covers the design and optimization of digitally enabled processes using tools like AI, IoT, Cloud, Blockchain, RPA, and analytics. The course emphasizes real-time decision-making, operational intelligence, and strategic transformation using digital infrastructure.					
Course Objective	1. To introduce the concept of digital transformation in the context of operations and supply chains. 2. To familiarize students with digital technologies and their application in process automation and performance enhancement. 3. To develop skills for designing smart operations using dashboards, simulations, and real-time data tools. 4. To analyze strategies for digital maturity and future readiness in organizations. 5. To encourage ethical and sustainable practices through digital operations and innovation.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Understand foundational principles of digital operations and key enablers of Industry 4.0 and 5.0. [Understand] CO2: Apply digital technologies to automate and optimize supply chain and manufacturing processes.					

	[Apply] CO3: Analyze real-time operations data using dashboards, simulations, and KPIs. [Analyze] CO4: Evaluate organizational readiness and strategic fit for digital transformation. [Analyze] CO5: Identify digital solutions that promote sustainability, transparency, and competitive advantage. [Apply]			
Course Content:				
Module 1	Foundations of Digital Operations			12. hours)
Evolution from traditional to digital operations, Components of digital value chains, Overview of Industry 4.0 and Industry 5.0, Smart manufacturing and digital supply chain, Digital maturity models and transformation roadmaps, Benefits and barriers to digitalization				
Module 2	Technologies Powering Digital Operations			(12 Hours)
Internet of Things (IoT) in operations visibility, Big Data Analytics for demand forecasting and optimization, Artificial Intelligence & ML in quality control and planning, Blockchain for traceability and transparency, Case studies on digital adoption in logistics and production				
Module 3	Automation, Simulation & Smart Factories			(12 Hours)
Robotic Process Automation (RPA) in service operations, Cyber-physical systems and Smart Factory concepts, Digital Twin Technology: Use cases and tools, Cloud-based ERP and SCM platforms (SAP, Oracle, Zoho), Lean, agile, and responsive operations using tech				
Module 4	Performance Management and Data-Driven Operations			(12 Hours)

Operational KPIs and dashboard development, Power BI/Tableau for real-time monitoring, Digital risk management and cybersecurity, Circular operations and green logistics, Hyperautomation and autonomous decision-making

Module 5	Strategic, Sustainable & Ethical Dimensions of Digital Operations			(12 Hours)
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Aligning digital operations with corporate strategy, Ethical implications of AI and automation in operations, Governance and compliance in digital ecosystems, ESG frameworks and sustainable supply chain tech, Future trends: smart warehousing, drone logistics, Web 3.0 in operations

Targeted Application & Tools that can be used:

Project Work/ Assignment:

1. MCQs and Reflection Journals
2. Case Study Reports (digital transformation, risk analysis)
3. Dashboard Creation and Simulation Assignments
4. ESG & Sustainability Audit Presentation
5. Final Project: Designing a Smart Digital Operations Strategy

Text Book(s):

T1: Rajiv Lal – *Digital Operations Management*, HBR Press

T2: Sushil Gupta & Martin Starr – *Production and Operations Management*, Cengage

Reference Book (s):

- **R1:** Sunil Chopra – *Supply Chain Management*, Pearson
- R2:** Kiran D. – *Production and Operations Management*, Oxford

E-Resources:

- MIT Sloan Digital Operations Readings
- McKinsey & BCG Reports on Digital Transformation
- NPTEL/Coursera – Digital Supply Chain/ AI in Business
- Harvard Business School Case Studies

Topics relevant to “SKILL DEVELOPMENT”:

- Digital process mapping and reengineering
- KPI monitoring through data dashboards
- Real-time decision-making using IoT and analytics
- Strategic tech adoption in supply chains
- Exposure to current trends like smart warehousing and automation

Catalogue prepared by

Dr. Akhil Menon

Recommended by the Board of Studies onBoS No: 6th BoS held on 05/06/2025**Date of Approval by the Academic Council**

25th July 2025

Course Code: DBS1011	Course Title: Introduction to Website & Design Essentials Course Type: Program Core	L-T-P-C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	Nil					

Course Description	This course provides a comprehensive understanding of marketing design principles and their application in digital and print media. It integrates fundamental design concepts with technical aspects of website management using CMS platforms. Students will gain hands-on experience in creating user-friendly, visually appealing websites while understanding usability, accessibility, and performance optimization.			
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Define the fundamentals of design and identify various types of marketing design (e.g., emailers, landing pages, social media, print, etc.). (Remembering) CO2: Analyze and apply the elements and principles of design (line, shape, form, space, colour, value, texture) to develop user-centric visual compositions. (Analyzing) CO3: Evaluate website components, usability factors, and accessibility standards to determine effective UI & UX practices. (Evaluating) CO4: Create and manage websites using CMS platforms (with a focus on WordPress), integrating design aesthetics with technical requirements. (Creating) CO5: Critique and refine web design projects through wireframing, theme selection, and advanced tools (e.g., Elementor) to enhance overall functionality and user experience. (Evaluating)			
Course objective	To equip students with foundational design principles and practical website development skills – including user-centric design, content integration, and effective use of CMS platforms – so they can create aesthetically pleasing, functional, and accessible websites.			
Course Content:				
Module 1	Fundamentals of Marketing Design			

Overview of design concepts, Types of marketing design: Emailers, Landing Pages, Social Media, Print, OOH, Blog Visuals, PPTs, Understanding design impact on marketing effectiveness.

Module 2	Principles of User-Centric Design & Website Foundations			
Elements of design: Line, Shape, Form, Space, Colour, Value, Texture, Typography, Dieter Rams' Principles of Good Design, Why Websites Are Essential for Marketers?, Website components: Servers, Hosting, Domain, IP Address, DNS, Introduction to WordPress (WordPress.com vs. WordPress.org).				
Module 3	Website Usability & Aesthetic Planning			
Website Planning (P.L.A.N): Prepare, Landscape, Aesthetics, Navigation, Wireframing & Theme Selection, Pages vs. Posts, UI & UX Considerations, Web Accessibility, Plugin Integration for Enhanced Functionality.				
Module 4	Website Optimization & Advanced Design Tools			
Using Elementor for Website & Landing Page Design, Essential Website Features: Banner, Form, Carousel, CTA Buttons, Optimizing Website Performance: Speed, Mobile-Friendliness, SEO, User Engagement Strategies.				
Targeted Application & Tools that can be used: PPT, and board & Chalk Method				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: 1. Design Asset Creation: Develop an emailer, a landing-page mockup, and a social-media graphic applying the elements and principles of design covered in Module 1. 2. Website Development: Build 5 WordPress landing pages site using Elementor – include homepage, landing page, banner, form, carousel, and CTA buttons; submit the live URL and annotated screenshots.				

3. Presentation: Prepare and deliver a concise (15 slides) presentation summarizing your design rationale and site build process; submit the slide deck and present in class.

Reference

Textbook

1. Robin Williams, The Non-Designer's Design Book, Peachpit Press, 2014.

Reference

- Don Norman, "The Design of Everyday Things," Basic Books, 2013.
- Jacob Nielsen, "Usability Engineering," Morgan Kaufmann, 1994.
- Steve Krug, "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability," New Riders, 2014.

PU library link

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E-resources:

- <https://developers.google.com/web/fundamentals/>
- <https://www.w3schools.com/>

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 Akhil Menon

Recommended by the Board of Studies on

6th BOS held on 5th June, 2025

Date of Approval by the Academic Council	25th July 2025
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Course Code: DBS1012	Course Title: Fundamentals of Search Engine Optimization Course Type: Program Core	L-T-P-C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	Nil					
Course Description	This course provides a comprehensive understanding of how digital transformation is reshaping traditional business models and marketing strategies, with a strong focus on paid social media advertising. Students will explore the evolution from conventional to digital marketing, examining the impact of social platforms like Meta, LinkedIn, X (formerly Twitter), and Snapchat on business growth. Through hands-on learning, they will design and manage targeted campaigns using platform-specific tools, apply budgeting and optimization strategies, and track campaign performance through key metrics and attribution models. By the end of the course, students will be equipped to create full-funnel paid media strategies that drive engagement, conversions, and measurable ROI across multiple platforms.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Identify the key components of SEO, including SERP, keywords, and search engine mechanisms. (Remembering) CO2: Apply on-page SEO techniques and tools such as Rank Math to optimize website content and structure. (Applying)					

	CO3: Analyze technical SEO aspects, including page speed, mobile optimization, and XML sitemaps to improve site performance. (Analyzing) CO4: Evaluate the effectiveness of off-page SEO strategies, including backlinks and domain authority, in enhancing website ranking. (Evaluating) CO5:..Create an effective SEO strategy by integrating keyword research, on-page and off-page optimization, and continuous monitoring for sustained website growth. (Creating)			
Course objective	To equip students with the foundational and advanced skills needed for Search Engine Optimization (SEO), covering both on-page and off-page techniques, technical SEO, and the use of SEO tools to enhance website visibility and ranking on search engines.			
Course Content:				
Module 1	SEO and Keyword Research			
Search Engine Results Page (SERP), Search Engine Optimization (SEO) vs Search Engine Marketing (SEM), Working of Search Engines, Keywords in SEO, Types of Keywords, Keyword Research				
Module 2	On-Page SEO and Technical SEO			
On-page SEO, Template for On-Page SEO, Rank Math, Technical SEO I, 301 Redirect, 302 Redirect, Broken Links, Error 404, Canonical Tags				
Module 3	Advanced Technical SEO			
Technical SEO II, Page Speed, Mobile Friendliness, XML Sitemaps, Robots.txt, AMP Pages				

Module 4	Off-Page SEO and Backlink Strategies			
Backlinks, Volume Backlinks, Value Backlinks, Domain Authority, Page Authority, Backlink Strategies				
Module 5	SEO Tools, Strategy, and Monitoring			
SEO Tools Overview, Rank Math, Keyword Research Integration, Continuous SEO Monitoring, SEO Optimization Strategies				
Targeted Application & Tools that can be used: PPT, and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: 1. SEO Audit: Select a live website and conduct a comprehensive SEO audit covering on-page, technical, and off-page factors. Use tools like Rank Math, Google PageSpeed Insights, and backlink checkers to identify issues and improvement areas. 2. Strategy Report: Based on your audit, create a keyword plan and develop a complete SEO strategy integrating on-page optimization, technical fixes, and backlink-building recommendations. 3. Presentation: Prepare and deliver a 15 slide presentation summarizing your audit findings, strategy, and suggested implementation steps. Submit the deck and present in class.				
Reference Textbook • Chaffey, D., & Ellis-Chadwick, F., Digital Marketing: Strategy, Implementation, and Practice, Pearson, New Delhi. • Jain, S., Search Engine Optimization: Concepts and Techniques, McGraw Hill, New Delhi. • Bansal, H., SEO for Beginners: Learn Search Engine Optimization, Wiley India, New Delhi.				
Reference				

- Patel, R., The Art of SEO: Mastering Search Engine Optimization, Pearson, New Delhi.
- Fishkin, R., & Hogenhaven, T., The SEO Blueprint: How to Get More Organic Traffic Right NOW, Wiley, New Delhi.
- Sharma, V., SEO Simplified: Mastering Search Engine Optimization, Oxford University Press, New Delhi.

PU library link

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E-resources:

- <https://ahrefs.com/seo>
- <https://moz.com/blog/category/seo-basics>

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 Akhil Menon
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS2022	Course Title: Social Media Management Course Type : Program Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	Nil					
Course Description	This course equips provides knowledge and skills to effectively manage social media platforms for businesses and brands. It covers key concepts of social media strategy, content creation, analytics, advertising, and crisis management. Students will learn to build engaging campaigns, analyze audience behavior, and utilize tools for professional social media management.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1 - <i>Describe</i> the role of social media in modern marketing and its impact on consumer behavior. (<i>Understand</i>) CO2 - <i>Develop</i> social media strategies aligned with business objectives using					

	appropriate tools and platforms. (<i>Apply</i>) CO3 – Create engaging content and manage social media campaigns for different platforms. (<i>Apply</i>) CO4 – Analyze social media metrics to evaluate campaign performance and suggest improvements. (<i>Analyze</i>)			
Course objective	To provide foundational knowledge of social media platforms and their role in modern marketing, branding, and consumer engagement. To enable students to design effective social media strategies aligned with business goals using platform-specific tools and techniques. To develop creative and practical skills in content creation for various media formats including text, image, video, and interactive stories. To train students in managing and optimizing social media campaigns, including paid advertising, community engagement, and crisis communication. To equip learners with analytical skills to interpret key social media metrics and trends for evaluating performance and driving data-based improvements.			
Course Content:				
Module 1	Introduction to Social Media Marketing			10 sessions
- Evolution and importance of social media marketing - Social media platforms overview: Facebook, Instagram, LinkedIn, Twitter, TikTok, YouTube				

• Consumer behavior in the digital space • Developing a social media mindset for business				
Module 2	Social Media Strategy and Content Planning			12 sessions
• Creating social media strategies aligned with business goals • Content calendars and scheduling • Types of content: Text, image, video, reels, stories • Basics of storytelling and branding on social media • Hands-on: Drafting a content calendar for a chosen brand				
Module 3	Social Media Advertising and Campaign Management			12 sessions
• Introduction to paid advertising on social platforms • Setting up ad campaigns: Objectives, targeting, budgeting • Crisis management and handling negative publicity • Tools for social media management: Hootsuite, Buffer, Canva				

Case studies: Successful and failed campaigns				
Module 4	Analytics and Trends in Social Media Management			10 sessions
- Understanding KPIs and metrics: Reach, engagement, impressions, CTR, ROI - Social media analytics tools: Facebook Insights, Instagram Analytics, Google Analytics basics - Reporting and presenting campaign results - Emerging trends: Influencer marketing, social commerce, AI in social media				
Targeted Application & Tools that can be used: - Canva (Content creation) - Hootsuite / Buffer (Scheduling and management) - Facebook Business Manager (Advertising) - Google Analytics (Performance tracking)				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:				
Reference Textbook - Tuten, T.L., & Solomon, M.R. (2020). <i>Social Media Marketing</i>. Sage Publications. - Barker, M., Barker, D.I., Bormann, N.F., & Neher, K.E. (2017). <i>Social Media Marketing: A Strategic Approach</i>. Cengage Learning.				

Reference

- Safko, L. (2012). *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*. Wiley.
- Qualman, E. (2018). *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. Wiley.

E-resources:

- HubSpot Academy: Social Media Marketing (Free Course) – <https://academy.hubspot.com>
- Facebook Blueprint – <https://www.facebook.com/business/learn>
- Hootsuite Social Media Certification – <https://education.hootsuite.com>
- Google Digital Garage: Fundamentals of Digital Marketing – <https://learndigital.withgoogle.com/digitalgarage>

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

Catalogue prepared by	Dr Akhil Menon
Recommended by the Board of Studies on	6 th BOS held on 5 th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS2026	Course Title: Business Digital Thinking Type of Course: Program Core	L-T-P-C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	None					
Course Description	Business Digital Thinking introduces BBA students to the digital mindset required to operate and lead in today's technology-driven business environment. Unlike traditional IT or digital strategy courses, this course focuses on how digital thinking permeates all business functions – from marketing and operations to finance and human resources. Students will explore how digital trends and technologies reshape decision-making, work processes, value creation, and innovation across the organization.					

Course Objective	This course aims to cultivate a digital-first mindset in business management by exploring how digital transformation reshapes every business function – from operations to marketing. Participants will learn to leverage digital tools, data analytics, and AI-driven insights for smarter decision-making while fostering innovative thinking through agile methodologies, design thinking, and systems approaches. By integrating these strategies, the course empowers future leaders to drive efficiency, adaptability, and growth in an increasingly tech-driven business landscape.			
Course Outcomes	Upon successful completion, students will be able to: 1. CO1: Understand the basic concept related to digital thinking 2. CO2: Apply digital thinking across core business functions (HR, marketing, finance, operations) 3. CO3: Understand how data and emerging technologies shape business decisions 4. CO4: Design simple digital solutions using agile and design thinking approaches 5. CO5: Evaluate the ethical, cultural, and leadership challenges of digital transformation			
Course Content:				
Module 1	Introduction to Digital Thinking	Assignment/ Quiz	Memory Recall-based Quizzes	10 Sessions
Topics: Meaning and Definition; Features; Benefits; Principles of Design Thinking; Stages of Design Thinking; Theories of Design Thinking; Practices of Design Thinking; Team Based Design Thinking				

Module 2	Foundations of Digital Thinking in Business	Assignment/ Quiz	Memory Recall-based Quizzes	10 Sessions
Module 1: Foundations of Digital Thinking in Business (10 Hours) Topics: Significance of digital thinking in business; Evolution from traditional to digital-first organizations; Digital mindsets: agility, adaptability, customer-centricity; Cross-functional digital exposure: real-world examples from HR, marketing, Operations, finance; Roles of digital literacy, systems thinking, and continuous learning				
Module 3	Digital Integration in Business Functions	Assignment/ Quiz	Memory Recall-based Quizzes	12 Sessions
Topics: Digital Marketing: customer journey, automation, analytics; Digital HR: recruitment tech, employee experience platforms; Digital Finance: fintech, automation (RPA), real-time dashboards; Digital Operations: IoT, AI-driven logistics, process automation; Caselets of digitally transformed functions across industries				
Module 4	Decision-Making & Tools in the Digital	Assignment/ Quiz	Memory Recall-based Quizzes	12 Sessions
Topics: Business Intelligence (BI) and dashboards (Google Data Studio, Power BI – conceptual); Using data for operational, marketing, and HR decisions; Cloud tools for productivity and collaboration (Google Workspace, Slack, Trello); Basics of automation, CRM, and ERP systems; Introduction to data ethics and digital trust				
Module 5	Innovation Thinking for the Digital Age	Assignment/ Quiz	Memory Recall-based Quizzes	11 Sessions

Topics: Design Thinking for business problem-solving; Agile principles and rapid prototyping; Building digital business models (Business Model Canvas); Leading and managing digital change: people, culture, and structure; Final student project: Solve a real-world business problem with a digital-first solution

Targeted Application & Tools that can be used:

1. **Business Model Canvas** – for mapping digital business ideas
2. **Miro / Canva / Figma** – for digital storytelling and design
3. **Google Workspace / Trello / Slack** – for digital collaboration
4. **Google Trends / Statista / Power BI (demo)** – for data-informed decision-making
5. **No-code tools** (Glide, Tilda – concept level)

Project Work/ Assignment:

1. **Article Review:** Students will review and present articles on topics like digital thinking, Cross-functional digital exposure
2. **Presentation:** Group presentations on Design Thinking for business problem-solving

Text Book(s):

1. David Rogers – *The Digital Transformation Playbook*, Columbia Business School

Reference Book (s):

1. Satya Nadella – *Hit Refresh*
2. Don Tapscott – *The Digital Economy*
3. Jeanne Ross – *Designed for Digital*
4. Kotler et al. – *Marketing 5.0: Technology for Humanity*

Online Resources (e-books, notes, ppts, video lectures etc.):

5. MIT Sloan Digital Learning
6. Harvard Business Review Digital Archives
7. McKinsey Digital Reports
8. NPTEL: Digital Business & Transformation courses
9. Coursera/edX: Future of Work, Leading Digital Transformation

Topics relevant to “SKILL DEVELOPMENT”: This module focuses on **skill development** by covering **business problem-solving with digital tools**, a functional understanding of **digital innovation**, and cultivating **agile thinking and adaptability**. It also emphasizes **collaborative and cloud-based productivity**, along with **digital ethics and leadership**, to ensure responsible and effective transformation in modern business environments.

Catalogue prepared by	Dr. Akhil Menon
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25th July 2025

Specialization Course

Course Code: DBS3048	Course Title: Online Reputation Management and Influencer Marketing Course type: Specialization Course	L-T-P-C	3	0	0	3	
Version No.	1.0						
Course Pre-requisites	Nil						
Anti-requisites	Nil						

Course Description	This course on Online Reputation Management (ORM) equips students with the skills to monitor, protect, and enhance a brand's digital presence. Students will explore strategies for managing online reviews, handling crises, and leveraging social media for reputation building. The course covers SEO, content management, and sentiment analysis to track and improve brand perception. Additionally, students will learn tools and techniques for mitigating negative publicity and enhancing customer trust. By the end, they will be able to develop and implement effective ORM strategies to maintain a strong and positive online presence.
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Define and explain fundamental concepts of lead generation, including its channels, process, and strategies. (Understand) CO2: Analyze and evaluate the effectiveness of lead nurturing and segmentation methods, incorporating measurement techniques for success. (Evaluate) CO3: Describe and apply email marketing and drip marketing principles, including campaign creation, copywriting, and A/B testing. (Apply) CO4: Interpret and utilize Google Analytics 4 data to generate actionable insights through custom reports, segmentation, and UTM tracking. (Apply) CO5: Synthesize data from lead generation, email marketing, and analytics to optimize overall performance marketing strategies. (Create)
Course objective	To develop students' proficiency in monitoring and managing brand reputation through effective social listening, crisis management, and strategic influencer collaborations to enhance overall brand value and drive measurable results
Course Content:	

Module 1	Fundamentals of Brand Reputation Management				
This unit introduces the core concepts of brand reputation management (BRM), including online reputation, social listening, crisis management, and employer branding. Students will explore key BRM strategies, job roles, and industry best practices.					
Module 2	Tools, Metrics, and Crisis Management				
Students will gain hands-on experience with BRM tools for monitoring brand mentions, sentiment analysis, and performance metrics like NPS and response time. The unit also covers crisis management frameworks, communication strategies, and appropriate response techniques					
Module 3	Influencer Marketing & Brand Credibility				
This unit delves into the influencer landscape, categorizing influencers based on reach and expertise. Case studies will demonstrate how influencers impact brand credibility and reputation over time.					
Module 4	Maximizing ROI through Influencer Collaborations				

Students will explore effective influencer collaboration strategies, including incentivization, compensation models, and setting KPIs for campaign success. Best practices for measuring and optimizing influencer marketing ROI will be discussed.

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

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

1. Online Reputation Audit Project: Conduct a comprehensive audit of a real or hypothetical brand's online reputation. Use social-listening tools to map brand mentions and sentiment across at least three channels (e.g., Twitter, Facebook, review sites). Identify key strengths, vulnerabilities, and three strategic recommendations for improving reputation.
2. Influencer Collaboration Strategy Report: Design an influencer marketing plan aimed at boosting brand credibility. Select two influencer tiers, outline compensation models, set three KPIs (e.g., engagement rate, sentiment lift, conversion), and propose an ROI measurement framework. Submit a 4-5-page report.
3. Crisis Management Simulation & Presentation: In teams, respond to a staged brand crisis (scenario provided). Draft a crisis communication plan (statement, stakeholder messages, response timeline) and deliver a 5-slide presentation detailing your approach, tools used, metrics to monitor, and post-crisis reputation recovery tactics.
4. Presentation: Prepare a 15-slide deck summarizing your campaign strategy, analytics insights, and optimization plan; submit the slide deck and present it in class.

Reference Textbook

- Repped: 30 Days to a Better Online Reputation – Andy Beal
- Online Reputation Management for Dummies – Lori Randall Stradtman
- Trust Me, I'm Lying: Confessions of a Media Manipulator – Ryan Holiday
- The Digital Reputation Playbook – Rainer Zitelmann
- Influencer: Building Your Personal Brand in the Age of Social Media – Brittany Hennessy

Reference

- Fombrun, Charles, Reputation: Realizing Value from the Corporate Image, Harvard Business Review Press, Boston.
- Keller, Kevin Lane, Strategic Brand Management, Pearson, New Delhi.
- Solomon, Michael R., Social Media Marketing: Strategies for Engaging in the Digital World, Sage, Thousand Oaks.

PU library link

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E-resources:

- <https://learndigital.withgoogle.com>
- <https://ocw.mit.edu>

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 Akhil Menon

Recommended by the Board of Studies on6th BOS held on 5th June, 2025**Date of Approval by the Academic Council**

25th July 2025

Course Code: DBS3049	Course Title: Sales and Marketing CRM Type of Course: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Basic knowledge of Marketing management (BBA2068)					
Anti-requisites	NIL					
Course Description	This course offers an in-depth understanding of Customer Relationship Management (CRM) with a focus on sales and marketing integration. It emphasizes how organizations leverage CRM tools and strategies to attract, retain, and grow customer relationships. The course integrates the use of technology and data					

	analytics to enhance sales force effectiveness and customer engagement, aligning marketing efforts with long-term relationship-building.			
Course Objective	• To understand the principles and components of CRM in sales and marketing • To explore the role of technology in managing customer relationships • To develop skills to design and evaluate CRM strategies • To learn how CRM systems contribute to sales growth and customer loyalty			
Course Outcomes	On successful completion of the course, the students shall be able to • CO1: Explain the strategic role of CRM in sales and marketing functions • CO2: Analyse customer data to support relationship marketing decisions • CO3: Use CRM tools to track, manage, and improve customer journeys • CO4: Design CRM-based strategies to improve customer acquisition, retention, and value			
Course Content:				
Module 1	Foundations of CRM in Sales and Marketing	Assignment/ Quiz	Participative learning	10 Sessions
TOPICS				

Definition and evolution of CRM ,Role of CRM in customer lifecycle management ,Strategic importance of CRM in marketing and sales alignment ,CRM vs. traditional marketing approaches CRM and customer loyalty, satisfaction, and profitability

Module 2	Customer Data and Segmentation	Group presentation	Participative learning	12 Sessions
Capturing and managing customer data ,Customer segmentation, profiling, and targeting RFM (Recency, Frequency, Monetary) analysis ,Customer Lifetime Value (CLV) and churn prediction Data privacy and ethical considerations in CRM				
Module 3	CRM Tools and Technologies	Group Discussion	Participative learning	12 Sessions
Overview of popular CRM platforms (e.g., Salesforce, Zoho CRM, HubSpot), CRM features for sales: lead management, opportunity tracking, pipeline management, CRM features for marketing: email campaigns, customer segmentation, analytics, Automation in CRM: sales workflows, marketing automation, Mobile and social CRM				
Module 4	CRM Strategy and Implementation	Case study analysis	Participative learning	11 Sessions
Designing a CRM strategy for B2B and B2C markets, Integrating CRM with sales force management and digital marketing, CRM implementation process and success factors, KPIs and metrics in CRM performance, Case studies on successful CRM strategies.				
Targeted Application & Tools that can be used: CRM Software Demos – HubSpot CRM, Zoho CRM, Salesforce (student/free editions) Segmentation Practice – RFM and CLV using spreadsheets Email Marketing Campaign Simulation Dashboard Creation – Using sample data for pipeline analysis				

5. **CRM Case Analysis** – Real-life case studies (e.g., Amazon, Starbucks, Salesforce)

Project Work/ Assignment:

1. Article review: At the end, of course an article topic will be given to an individual or a group of students. They need to refer the library resources and write a report on their understanding about the assigned article in appropriate format.

2. Presentation: There will be a group presentation, where the students will be given a topic. They will have to explain/ demonstrate the working and discuss the applications for the same.

3. Case Study: - At the end of the course students will be given a ‘real-world’

Text Book(s):

1. Francis Buttle & Stan Maklan – *Customer Relationship Management: Concepts and Technologies*
2. Roger J. Baran et al. – *Customer Relationship Management: The Foundation of Contemporary Marketing Strategy*
3. Alok Kumar Rai – *CRM: Concepts and Cases*

Reference Book (s)

- Salesforce Trailhead (CRM modules for students)
- HubSpot Academy – Free CRM and marketing courses
- Zoho CRM Tutorials
- NPTEL – Digital Marketing and CRM modules

Online Resources (e-books, notes, ppts, video lectures etc.):

1. <https://presidencyuniversity.linways.com>
2. https://onlinecourses.nptel.ac.in/noc22_mg39/preview

3. <https://www.youtube.com/watch?v=qzoIAJYPQwo>

Topics relevant to “SKILL DEVELOPMENT”:

- CRM software usage and dashboard interpretation
- Designing email and lead management campaigns
- Customer segmentation and profiling
- Data-driven decision-making for customer engagement
- Strategic thinking in CRM adoption and ROI measurement

Catalogue prepared by

Dr Akhil Menon

Recommended by the Board of Studies on

BoS no 6th BoS held on 05/07/2025

Date of Approval by the Academic Council

25th July 2025

Course Code:

DBS3050

Course Title: Media and Campaign Planning

Course Type: Specialization Course

L-T-P-C

3

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Version No.	1.0
Course Pre-requisites	Nil
Anti-requisites	Nil
Course Description	This course provides a comprehensive understanding of digital campaign management, focusing on planning, execution, and optimization across multiple digital platforms. Students will learn how to develop campaign strategies, define target audiences, allocate budgets effectively, and measure campaign performance using key metrics. The course covers both paid and organic marketing approaches, equipping students with practical skills to manage ad placements, optimize conversions, and refine strategies using data analytics. By the end of the course, students will be able to design and implement successful digital campaigns that drive engagement, brand awareness, and business growth.
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Identify the key components of campaign planning, including defining campaigns, setting objectives, and identifying target audiences and stakeholders. (Remembering) CO2: Analyze strategic planning frameworks and research methods to assess market trends, consumer behavior, and competitors for effective campaign targeting. (Analyzing) CO3: Develop clear and actionable campaign briefs, set measurable KPIs, and create integrated media strategies for execution. (Creating) CO4: Apply campaign analysis techniques to track performance, optimize strategies, and report results based on qualitative and quantitative data. (Evaluating) CO5: Evaluate the flexibility and adaptability of campaign strategies, and implement changes based on real-time feedback and emerging challenges. (Applying)

Course objective	To equip students with the skills and knowledge required for effective campaign planning, including strategic planning, research, development, execution, and optimization. The course will enable students to identify, analyze, develop, apply, and evaluate key principles in planning and executing successful campaigns across various media platforms, while maintaining ethical considerations and adaptability to change.		
Course Content:			
Module 1	Introduction to Campaign Planning		
Understanding campaign fundamentals, strategic importance, and ethical considerations. Exploring the campaign planning process, goal setting, and stakeholder identification. Introduction to Go-To-Market (GTM) strategy, marketing mix (7Ps), and brand positioning.			
Module 2	Campaign Development and Media Strategy		
Applying campaign frameworks like B.O.D.M.A.S for structured planning. Defining campaign objectives, KPIs, and developing effective campaign briefs. Exploring media planning strategies, digital vs. traditional media channels, and content creation for different platforms.			
Module 3	Campaign Execution and Performance Analysis		
Scheduling and managing campaigns using tools like Gantt charts. Understanding key performance metrics and analytics tools for campaign tracking. Applying qualitative and quantitative data analysis to evaluate campaign effectiveness.			
Module 4	Optimization, Adaptation, and Risk Management		
Implementing data-driven insights to optimize campaigns. Adapting strategies based on real-time feedback and emerging trends. Managing campaign risks, crisis handling, and future-proofing campaigns for evolving market conditions.			
Targeted Application & Tools that can be used: PPT, and board & Chalk Method			
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:			

Campaign Planning Presentation

- Choose a brand or social cause.
- Define campaign objectives, target audience, and key message.
- Use the B.O.D.M.A.S framework to structure your campaign plan.
- Create a media strategy including both traditional and digital platforms.
- Identify performance metrics and propose methods for tracking.
- Suggest potential optimizations and risk mitigation steps.

Deliverable: Create a 15-slide presentation and present it to the class.

Reference Textbook

- Digital Marketing: Strategy, Implementation and Practice – Dave Chaffey & Fiona Ellis-Chadwick
- Marketing 4.0: Moving from Traditional to Digital – Philip Kotler, Hermawan Kartajaya & Iwan Setiawan
- Contagious: How to Build Word of Mouth in the Digital Age – Jonah Berger
- The New Rules of Marketing and PR – David Meerman Scott
- Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know – Mark Jeffery

Reference

- "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry
- "The New Rules of Marketing and PR" by David Meerman Scott
- "Strategic Brand Management" by Kevin Lane Keller

PU library link

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E-resources:

- <https://www.coursera.org/learn/campaign-planning-and-optimization>
- <https://mailchimp.com/resources/how-to-create-campaigns-that-deliver-results/>

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 Akhil Menon
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS3051	Course Title: AI in Digital Business Course Type : Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	Nil					
Course Description	This course explores how Artificial Intelligence (AI) and Machine Learning (ML) transform digital business and marketing. Students will examine predictive analytics, chatbots, CRM automation, trend-spotting tools, and personalization engines. Through hands-on Python exercises and real-world case studies, they will learn to leverage data for intelligent decision-making, customer engagement, and optimized marketing strategies.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Define and recall key concepts of AI, ML, and their relevance in digital business and marketing practices. (Remembering)					

	CO2: Understand and explain how data is used in predictive marketing, trend forecasting, and customer journey personalization. (Understanding) CO3: Apply basic Python programming to extract insights from marketing and sales data. (Applying) CO4: Analyze various trendspotting tools and predictive marketing techniques to make informed business decisions. (Analyzing) CO5: Design chatbot flows and personalized marketing strategies using CRM tools and ecommerce analytics. (Creating)			
Course objective	To equip students with the knowledge and skills to understand and apply Artificial Intelligence and Machine Learning in the context of digital marketing and business. The course will help students leverage data for automation, personalization, and intelligent decision-making in business operations.			
Course Content:				
Module 1	AI in Modern Marketing			
Modern marketing techniques and data-driven trend-spotting, introduction to predictive marketing, importance of data-driven decision-making in modern marketing, evolution of marketing techniques with AI and automation, leveraging AI and automation in marketing, CRM tools for data-driven customer relationship management, case studies of brands using AI-powered marketing automation.				
Module 2	AI-Powered Tools for Engagement			

	and Relationship Building			
Role of chatbots in customer service, lead generation, and engagement, types of chatbots: rule-based, AI-powered, and hybrid models, CRM tools for customer profiling and segmentation, personalization strategies through AI-based recommendation engines, automation of marketing workflows and targeted communication, predictive remarketing and customer retention strategies, analyzing consumer purchase patterns and engagement data, AI-powered product recommendations and predictive targeting, effective strategies for enhancing customer loyalty and retention.				
Module 3	Data-Driven Trend Analysis and Market Forecasting			
Identification of emerging marketing trends, key characteristics that define a marketing trend, analyzing consumer behavior and data to forecast market movements, role of social listening in identifying shifts in audience interests, social media listening platforms (Google Trends, Brandwatch, BuzzSumo), data analytics platforms (Google Analytics, SEMrush, SimilarWeb), AI-driven consumer sentiment analysis, case studies on trend-driven marketing campaigns.				
Module 4	Predictive Analytics and Campaign Optimization			
Data-driven decision-making and personalized marketing, predictive analytics in marketing for business growth, importance of historical data in forecasting consumer behavior, applications of predictive analytics in pricing strategies, sales forecasting, and customer retention, key performance indicators (KPIs) for data-driven marketing, introduction to Python programming for marketers, data collection and analysis techniques using Python, basics of data visualization tools (Matplotlib, Seaborn) for				

marketing insights, metrics for evaluating digital marketing campaigns, tools for tracking customer engagement and conversion rates, A/B testing and marketing experimentation for data-driven decision-making.

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

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

1. AI Application Review: Choose a brand that uses AI in marketing. Identify how AI tools like chatbots, CRMs, or recommender systems are implemented. Analyze its impact on user engagement and conversions.
2. Trend Forecasting Project: Use an AI-based trendspotting tool to predict upcoming consumer behavior trends. Present the insights with justifications and potential strategic applications.
3. Mini Python Project: Analyze a simple sales or marketing dataset using Python. Perform basic visualizations and predictive modeling. Submit Jupyter Notebook output and a summary report.
4. Chatbot Flow Assignment: Design and document a basic chatbot flow for a digital brand, incorporating user queries, responses, and data-capture steps.

Reference Textbook

- Bernard Marr, Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning to Solve Problems, Wiley
- Jason Brownlee, Machine Learning Mastery With Python, Machine Learning Mastery
- Akinbo Ojo, AI for Marketing and Product Innovation, Wiley
- Chris Anderson, Free: The Future of a Radical Price, Hyperion

Reference

- Russell, S., & Norvig, P., Artificial Intelligence: A Modern Approach, Pearson

- Chaffey, D., & Ellis-Chadwick, F., Digital Marketing: Strategy, Implementation, and Practice, Pearson
- Sebastian Raschka, Python Machine Learning, Packt Publishing

PU library link

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E-resources:

- <https://openai.com/research>
- <https://www.ibm.com/cloud/learn/ai>
- <https://www.analyticsvidhya.com/>
- <https://towardsdatascience.com>

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 Akhil Menon
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS3052	Course Title: Ecommerce Marketing Course Title: E-Commerce Management Course Type: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	Nil					
Course Description	This E-Commerce Management course equips you to build, manage and grow online businesses across platforms. You'll master e-commerce models, marketplaces and product selection; hands-on setup and optimization of Amazon and Shopify stores; and digital marketing tactics (SEO, ads, email, lead gen, retention). You'll also use Google Analytics 4 to analyze performance and drive data-informed growth.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Define and explain key ecommerce mechanisms, platforms, and dropshipping concepts. (Understanding) CO2: Analyze the benefits, challenges, and selling models on Amazon, including optimizing product pages and employing SEO strategies. (Analyzing) CO3: Evaluate the processes and components involved in setting up and customizing a Shopify store for effective online sales. (Evaluating)					

	CO4: Differentiate between various ecommerce platforms (e.g., Shopify, WooCommerce) and assess their suitability for specific business needs. (Analyzing) CO5: Design and implement comprehensive ecommerce marketing best practices – including competitor analysis, social commerce, affiliate and email marketing – to drive customer engagement and repeat purchases. (Creating)			
Course objective	To develop students' ability to understand, design, and implement effective ecommerce strategies by leveraging digital platforms, optimizing online selling channels, and applying best practices in digital marketing.			
Course Content:				
Module 1	Introduction to E-Commerce Mechanisms			
Overview of e-commerce: Definition, scope, benefits, and challenges. Understanding how e-commerce works and different types of online marketplaces. Introduction to e-commerce platforms and identifying profitable products to sell. Basics of dropshipping: Model, advantages, and challenges.				
Module 2	Selling on Amazon – Account Setup & Optimization			
Overview of Amazon selling models, pricing structures, fees, and comparison between FBA vs. FBM. Managing key operational aspects: Shipping, packaging, refunds, returns, and avoiding account suspension. Understanding Amazon's A9 algorithm and SEO best practices for Amazon listings (titles, descriptions, categories, bullet points, images, mobile optimization).				

Introduction to Amazon Ads: Ad formats, targeting options, performance metrics (ACOS & ROAS), and strategies to win the Buy Box.				
Module 3	Shopify Store Setup & Customization			
Overview of Shopify plans, features, and key elements. Setting up and customizing a Shopify store: Store settings, theme selection, and inventory management. Exploring Shopify plugins, basic marketing strategies, and discount coupon usage. Advanced Shopify customization, integrations, and troubleshooting. Alternatives to Shopify: Overview of WooCommerce and other platforms.				
Module 4	Commerce Marketing & Optimization Strategies			
Competitor analysis and optimization using digital tools. Benefits of owning an independent e-commerce website and essential key pages. Store navigation setup, leveraging social commerce platforms, and affiliate marketing strategies. Email marketing techniques to enhance customer retention and generate repeat sales.				
Targeted Application & Tools that can be used: PPT, and board & Chalk Method				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: 1. Shopify Store Project: Build and customize a 3–5 page Shopify store (product pages, homepage, cart). Include plugins, discount setup, and design elements.				

2. Marketing Strategy Report: Design an e-commerce marketing plan including competitor analysis, email marketing, and social commerce strategies.
3. Presentation: Prepare and deliver a 15-slide summary of your project and strategy; submit the slide deck and present in class.

Reference Textbook

- "E-Commerce 2024: Business, Technology, and Society" – Kenneth C. Laudon & Carol Guercio Traver
- "Electronic Commerce: A Managerial and Social Networks Perspective" – Efraim Turban, David King, Jae Lee, Ting-Peng Liang
- "E-Business and E-Commerce Management: Strategy, Implementation and Practice" – Dave Chaffey
- "The Everything Store: Jeff Bezos and the Age of Amazon" – Brad Stone (Industry case study)
- "Digital Marketing for Dummies" – Ryan Deiss & Russ Henneberry (For e-commerce marketing strategies)

Reference

- Chaffey, Dave, Digital Marketing: Strategy, Implementation and Practice, Pearson, New Delhi.
- Strauss, Judy, E-marketing: An Integrated Approach, Pearson, New Delhi.
- Ryan, Damian, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page, London.

PU library link

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E-resources:

- <https://ocw.mit.edu/>
- <https://www.umgc.edu/>

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 Akhil Menon
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS3053	Course Title: Lead Generation & Analytics Course Type: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	Nil					
Course Description	This course on Lead Generation & Analytics equips students with the skills to attract, nurture, and convert potential customers using data-driven strategies. Students will explore lead generation channels, segmentation techniques, and nurturing processes to optimize conversions. The course covers email marketing, drip campaigns, and A/B testing to enhance engagement. Additionally, students will learn to interpret Google Analytics 4 data, create custom reports, and track key performance metrics using UTM parameters. By the end, students will be able to integrate lead generation, marketing automation, and analytics to drive business growth and improve overall marketing performance.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Define and explain fundamental concepts of lead generation, including its channels, process, and strategies. (Understanding) CO2: Analyze and evaluate the effectiveness of lead nurturing and segmentation methods, incorporating measurement techniques for success. (Evaluating)					

	CO3: Describe and apply email marketing and drip marketing principles, including campaign creation, copywriting, and A/B testing. (Applying) CO4: Interpret and utilize Google Analytics 4 data to generate actionable insights through custom reports, segmentation, and UTM tracking. (Applying) CO5: Synthesize data from lead generation, email marketing, and analytics to optimize overall performance marketing strategies. (Creating)			
Course objective	To enhance students' capabilities in designing, executing, and analyzing performance marketing strategies by mastering lead generation, email/drip marketing, and Google Analytics techniques to drive measurable business results.			
Course Content:				
Module 1	Fundamentals of Lead Generation			
This unit introduces students to lead generation concepts, channels, and strategies. It covers various techniques for capturing leads and building an initial strategy to attract and convert potential customers.				
Module 2	Advanced Lead Generation & Optimization			
Students will explore lead nurturing techniques using email, WhatsApp, and SMS, along with segmentation and lead scoring strategies. This unit also covers key performance indicators (KPIs) for measuring lead generation success and optimization methods.				
Module 3	Email & Drip Marketing Strategies			
Focusing on email marketing fundamentals, this unit covers email types, campaign creation, and A/B testing. It also introduces automation techniques in drip marketing, workflow creation, and AI-powered email marketing strategies.				

Module 4	Analytics & Performance Measurement			
Students will learn Google Analytics 4 fundamentals, including tracking website performance, creating custom reports, and segmenting user data. This unit also introduces data scraping tools for gathering valuable insights to enhance lead generation efforts.				
Targeted Application & Tools that can be used: PPT, and board & Chalk Method				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: 1. Lead Generation Campaign Project: Build and execute a multi-channel lead generation campaign for a chosen product/service. Include channel selection, audience persona, SMART objective, two lead-capture tactics, and one short email-nurture template. 2. Analytics & Performance Measurement Report: Using Google Analytics 4 and a simple data-scraping tool, create one custom report and one user segment; calculate CPL and conversion rate; analyze findings and propose three optimization recommendations. 3. Presentation: Prepare a 15-slide deck summarizing your campaign strategy, analytics insights, and optimization plan; submit the slide deck and present it in class.				
Reference Textbook • "Lead Generation for the Complex Sale" – Brian Carroll • "Predictable Revenue" – Aaron Ross & Marylou Tyler • "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" – Chuck Hemann & Ken Burbary • "Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales with Email Marketing" – Ian Brodie • "Google Analytics Breakthrough: From Zero to Business Impact" – Feras Alhlou, Shiraz Asif, & Eric Fettman				

Reference

- Chaffey, Dave, Digital Marketing: Strategy, Implementation and Practice, Pearson, New Delhi.
- Ryan, Damian, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page, London.
- Kaushik, Avinash, Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, Wiley, New Delhi.

PU library link

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E-resources:

- <https://analytics.google.com/analytics/academy/>
- <https://ocw.mit.edu>

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 Akhil Menon
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25th July 2025

Ability Enhancement Courses

Course Code: ENG1901	Course Title: Essentials of Communication Type of Course: Ability Enhancement Courses	L- T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This foundational course introduces students to the core principles of human communication through the lens of language, perception, psychology, storytelling, persuasion, and digital media. By exploring how communication is shaped by cultural, emotional, and technological forces, students will develop critical awareness and creative expression. The course emphasizes interactive learning through real-world activities, helping students become thoughtful, persuasive, and adaptive communicators in both personal and public contexts.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Relate language to perception, thought, and culture by interpreting examples from diverse contexts and explaining how communication shapes identity. CO2: Apply listening and non-verbal communication strategies to improve interpersonal engagement and emotional understanding. CO3: Construct meaningful narratives using storytelling principles to express ideas effectively across academic and informal contexts. CO4: Utilize rhetorical appeals (ethos, pathos, logos) and media analysis techniques to evaluate and develop persuasive content.					

	CO5: Develop effective digital communication strategies by experimenting with AI tools, analysing online discourse, and reflecting on digital identity.			
Course Content:				
Module 1	Language, Perception, and Culture	Cultural Lens Mapping	Interpret Perspectives	8 Classes
Topics: • Language and thought: Linguistic relativity • Language and identity: Gender, culture, community • Semiotics: How meaning is constructed • Cultural codes and communication norms Recourses: • Sapir- Whorf Hypothesis • How Language Shapes the Way We Think – Lera Boroditsky				
Module 2	Cognitive and Interpersonal Dimensions of Communication	Bias Simulation Roleplay	Identify Bias	9 Classes
Topics: • Communication models (transactional, interactive) • Active listening & barriers to listening • Non-verbal communication: Facial expressions, gestures, tone • Emotions, perception, and cognitive bias in messaging Recourses: • Essentials of Human Communication – Joseph A. DeVito • The Power of Listening – Harvard Business Review • Inside Out				
Module 3	Narrative Strategies in Communication	Narrative Circle	Construct Narrative	9 Classes
Topics:				

• Elements of effective storytelling • Personal narrative, cultural narrative, brand narrative • Visual storytelling and multimodal narratives • Ethical storytelling and representation Recourses: • <i>Made to Stick</i> – Chip & Dan Heath • <i>The Danger of a Single Story (TED Talk)</i>- Chimamanda Ngozi Adichie • <i>The Clues to a Great Story</i> – Andrew Stanton				
Module 4	Persuasion, Argumentation, and Media Influence	Debate Lab	Apply Persuasion	10 Classes
Topics: • Ethos, Logos, Pathos in persuasion • Argument structures and fallacies • Influence of traditional vs digital media • Media bias and rhetorical strategies Recourses: • <i>Thank You for Arguing</i> – Jay Heinrichs • <i>Visual Rhetoric</i> – Purdue OWL • <i>The Social Dilemma (Netflix)</i>				
Module 5	Digital Communication and AI Literacy	AI Chat Critique	Analyze Interaction	9 Classes
Topics: • Digital identity and self-presentation • Online engagement: Tone, context collapse, cancel culture • Introduction to AI tools in communication • Misinformation, algorithms, and ethical AI usage Resources: • <i>What Is Digital Communication?</i> – TechTarget				

- *Digital Body Language in VR* – YouTube

Targeted Application & Tools that can be used:

Applications: Quizziz, Netflix, YouTube

Project work/Assignment:

Academic Project

References

R1 Lakoff, G., & Johnson, M. (2003). *Metaphors we live by*. University of Chicago Press.

R2 Hall, E. T. (1976). *Beyond culture*. Anchor Books.

R3 Burgoon, J. K., Guerrero, L. K., & Floyd, K. (2016). *Nonverbal communication* (1st ed.). Routledge.

R4 McCornack, S. (2022). *Reflect & relate: An introduction to interpersonal communication* (6th ed.). Bedford/St. Martin's.

R5 Aristotle. (2007). *On rhetoric: A theory of civic discourse* (G. A. Kennedy, Trans.). Oxford University Press. (Original work published ca. 350 B.C.E.)

R6 Denning, S. (2005). *The leader's guide to storytelling: Mastering the art and discipline of business narrative*. Jossey-Bass.

R7 Toulmin, S. (2003). *The uses of argument*. Cambridge University Press.

R8 McLuhan, M. (1994). *Understanding media: The extensions of man*. MIT Press.

R9 Pariser, E. (2011). *The filter bubble: What the Internet is hiding from you*. Penguin Press.

R10 Sundar, S. S., & Marathe, S. S. (2010). Personalization versus customization: The importance of agency, privacy, and power usage. *Human Communication Research*, 36(3), 298–322. <https://doi.org/10.1111/j.1468-2958.2010.01377.x>

Topics Relevant to "Employability":

Topics Relevant to “Human Values and Professional Ethics”:	
Catalogue prepared by	Dr. Tychicus P David
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: ENG 2020	Course Title: Business English Type of Course: Ability Enhancement Course	L-T-P-C	3-0-0-3
Version No.	3.0		
Course Pre-requisites	None		
Anti-requisites	None		
Course Description	This course provides an in-depth exploration of Business English tailored for the undergraduate students of commerce and management streams. It aims to develop advanced communication skills vital for the global business environment. The curriculum encompasses business comprehension, professional correspondence, digital media communication, cross-cultural interactions, and effective speaking in business contexts. Through innovative pedagogical approaches grounded in language education methodologies, the course emphasizes linguistic proficiency, critical thinking, and intercultural competence. By integrating theoretical frameworks such as Multiple Intelligences and Transfer of Learning, students enhance their ability to apply language skills across diverse contexts. Interactive activities—including role-playing, case studies, and digital portfolio creation—offer immersive experiences that bridge theoretical concepts with practical applications.		
Course Objective	The main course objective is <u>Skill Development</u> by using <u>Participative Learning Techniques</u> .		
Course Outcomes	On successful completion of the course, the students shall be able to: CO1: Interpret language cues to understand business vocabulary and communication etiquette effectively. (Understand) CO2: Develop professional correspondence and generate clear, concise business documents. (Create) CO3: Construct persuasive digital content by applying strategies for brand identity and message retention. (Create) CO4: Evaluate cross-cultural communication dynamics and ethical considerations in resolving business conflicts. (Evaluate) CO5: Assess business meeting scenarios, demonstrating advanced negotiation and interpersonal communication strategies. (Evaluate)		

Course Content:				
Module 1	Business Comprehension	Quiz	Business Articles	9 Classes
Topics: 1. Generating Meaning: Inferencing from language cues 2. Business Vocabulary 3. Incidental Vocabulary 4. Business Crossword Puzzle: Solving a business vocabulary puzzle from clues				
Module 2	Writing	Assignment	Business Correspondence	7 Classes
Topics: 2.1. Business Language Etiquettes 2.2. Business Correspondence: PAIBOC 2.2. Business Circulars: Importance and Characteristics of Circulars. 2.3. Business Reports: Types, Importance, and Characteristics of Business Reports.				
Module 3	Business in the Digital World	Assignment	Podcast/Jingles/Digital Portfolio	7 Classes
Topics: 3.1. Web Content Development. 3.2. Language in Brand Identity 3.3. Cognitive Biases and Communication				
Module 4	Business in a Diverse World	Activity	Case Study/Interview/Debate	11 Classes
Topics: 4.1. Intercultural and Cross-Cultural Communication 4.2. Misinformation 4.3. Ethics and Diversity 4.4. Negotiation and Conflict Resolution				
Module 5	Business Speaking	Activity	Role Playing	11 Classes
Topics:				

- 5.1. Effective Meetings
- 5.2. Meeting Agendas
- 5.3. Meeting Etiquette: Online Vs Offline
- 5.4. Meeting Minutes
- 5.5. Asking and Responding to Questions

Assignment proposed for this course

- 1. 'Developing Business Correspondence' as part of Module 2
- 2. 'Developing Digital Portfolio/Podcast/Jingles' as part of Module 3

References,

1. Guffey, Mary Ellen, and Dana Loewy. *Business Communication: Process and Product*. 9th ed., Cengage Learning, 2018.
2. Corballis, Tony. *Essential English for Business Communication*. 1st ed., Cambridge University Press, 2002.
3. Thill, John V., and Courtland L. Bovee. *Excellence in Business Communication*. 13th ed., Pearson, 2021.
4. Ramsey, Jon R. *Business Writing Scenarios: Writing from the Inside*. Wadsworth Publishing, 2013.
5. Kissane, Erin. *The Elements of Content Strategy*. A Book Apart, 2011.
6. Miller, Donald. *Building a StoryBrand: Clarify Your Message So Customers Will Listen*. HarperCollins Leadership, 2017.
7. Cialdini, Robert. *Pre-Suasion: A Revolutionary Way to Influence and Persuade*. Simon & Schuster, 2016.
8. Neuliep, James W. *Intercultural Communication: A Contextual Approach*. 8th ed., SAGE Publications, 2020.
9. Page, Scott E. *The Diversity Bonus: How Great Teams Pay Off in the Knowledge Economy*. Princeton University Press, 2017.
10. Patterson, Kerry, et al. *Crucial Conversations: Tools for Talking When Stakes Are High*. 2nd ed., McGraw-Hill Education, 2021.
11. *Running Meetings: Expert Solutions to Everyday Challenges*. Harvard Business Review Press, 2016.
12. Griffin, Jack. *How to Say It at Work: Putting Yourself Across with Power Words, Phrases, Body Language, and Communication Secrets*. Prentice Hall Press, 2008.
13. Parker, Priya. *The Art of Gathering: How We Meet and Why It Matters*. Riverhead Books, 2018.
14. Course Material, PPT and Videos by the Instructor.

Topics relevant to SKILL DEVELOPMENT: While the course as a whole emphasizes enhancing business communication skills, special focus is given to activities like role-playing, digital portfolio creation, and case study analysis, fostering advanced skills in professional writing, critical thinking, and effective verbal communication through immersive and participative learning methodologies.

Catalogue prepared by	Dr. Ajith K
Recommended by the Board of Studies on	6 th Board of Studies conducted on 5 th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: KAN1001	Course Title: Sarala Kannada Type of Course: Ability Enhancement Course	L-T- P- C	2-0-0-2
Version No.	1.0		
Course Pre-requisites	None		
Anti-requisites	None		
Course Description	This course aims to help the Non Kannada speaking students to converse in Kannada for their day- to - day life activities. It supports to develop strong cognitive skills, use of local language, helps to mingle with the local society. At the end of the course, the students will have better skills, to the students of commerce and management for a better communication. Furthermore, this course is offered to all the students, irrespective of their domain.		
Course Out Comes	On successful completion of the course the students shall be able to: Identify Alphabets and few words with phonetic sound in Kannada language for social interaction and basic reading capacity.		

	Differentiate the nuances of basic Kannada vocabulary to know about others perspectives. Use simple kannada in the different contexts. Recognize the Regional Language and Culture. Express Kannada language for social interaction and basic reading capacity.			
Course Content:	The course contents 5 modules with 2 credit. Those modules are mentioned below.			
Module 1	Alphabet -Varnamale,	Assignment and activities related to the phonetics.	Listening and Pronouncing letters with phonetic	No. of classes 6
* Alphabet -Varnamale, *vowels -Short vowels,Long vowels, Pronunciation of vowels, writing vowels *Consonants , (vyanjanagalu)-classified consonants, unclassified consonants, pronunciation of consonants, Unseparated (alpa praana), Aspirated (mahaapraana), Nasals (anunaasika), *Origin of sound				
Module 2	Kannada Alphabets, simple words and sentence Writing	Writing Practice / Assignment	Recognizing kannada Letters and writing	No. of classes 4
Kannada Alphabets - Writing *Simple kannada words. *Simple kannada sentences				
Module 3	Parts of Speech	Pronunciation Practice	Vocabulary Practice to remember the words, Translation and transliteration	No. of classes 8
Parts of Speech- 1. Nouns 2. Pronoun 3. Adjective 4. Verbs 5. Adverbs 6. Prepositions				

7. Conjunctions 8. Interjections				
Module 4	TENSES & GENDER	Assignment	Speaking Listening Practice conversation	No. of classes 8
*Tenses – Types and Examples *Genders – Types and Examples * Simple sentences using tense and gender				
Module 5	SAMBHASHANE (CONVERSATION)	Assignment/self- introduction activity/model conversation activity based on different situation.	Listening Kannada words and Speaking Practice	No. of classes 4
* Conversation (sambhaashane) Interrogative Words and Sentences Introducing each other, About Children's Education				
Assignment: Assignment proposed for this course: students should write Alphabet and simple kannada vocabularies in English Transliteration form, students should record audio or video of kannada vocabularies and simple sentence reading. Practice speaking, self-introduce video with audio or audio, Translation Activities by telling and giving examples of other Languages if those Lecturer know other.				
Text Book: SARALA KANNADA - Published by: Presidency University, Bengaluru				
REFERENCE BOOKS: 1. Kannada Kali – Lingadevaru Halemane, Publication – Publication Division, Prasaraanga Kannada University, Hampi, Vidyaranya-583276. 2002 2. Kannada Kirana – Publication – Bangalore Institute of Languages, Bangalore560008.2012 3. Spoken Kannada – Kannada Sahitya Parishattu, Pampa Mahakavi Road, Chamrajpet, Bangalore-560018. 2018				
Web sources				

1. https://kptcl.karnataka.gov.in/storage/pdf-files/KAN-DEP-EXM-STDY-MTLS/Part%2001%20-%20Spoken%20Kannada.pdf 2. https://dtek.karnataka.gov.in/storage/pdf-files/CDC/balake%20kannada-1.pdf	
Course content development committee members and content developers	Dr. Sheeladevi S Malima
Recommended by the Board of Studies on	6 th Board of Studies conducted on 5 th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: KAN1002	Course Title: Savi Kannada Type of Course: Ability Enhancement Course	L- T-P- C	2-0-0-2
Version No.	1.0		
PREREQUISITES	None		
ANTIREQUISITES	None		
OBJECTIVES OF THE COURSE	The objective of the course is SKILL DEVELOPMENT of student by using PARTICIPATIVE LEARNING techniques.		

DETAILS OF THE COURSE:	The objective of this course is to introduce students to communication strategies and the skills they need to communicate. The abilities will improve their ability to communicate with customers and stakeholders. The course's portions will concentrate on communication processes, cross-cultural communication, and communication tactics. The focus is on understanding society and acting accordingly.			
COURSE OUTCOME:	1. With an understanding of the content, students will be better able to act in accordance with the new time and grow personally during the adjustment period. 2. With an attention to social, political, economic, religious, cultural, folk, and gender issues comes sense of equality among students. Also, it develops the spirit of discussion on such matters. 3. It enhances personal abilities by teaching commercial business ideas as well as agriculture and information technology. And it improves the probability of bringing together learned subjects with life-related issues. 4. It tells and promotes patience and humanity in dealing with all forms of emotions that arise in modern life.			
TEACHING TOPICS	This subject contains 3 modules. Those are story, Article and translation, vachana(poem).			
Module 1	Poem	Reading clearly with intonation.	Listing good lyrics in poetry recitals and film songs	3 Classes
1.1 Dr. Sheeladevi S Malimath - Vidhi				

Module - 2	Article	Discussion, Question Method	A healthy debate on ideological issues	7 classes
Sanchalana tandide company masoode Jaahiraatugalu				
Module - 3	Story	Dramatic Method	Present the stories you have heard in class	5 classes
3.1 Kallatana – Dr. Malarvili K				
Module - 4	Folktale	Narrative method	Listing features of other folk genres	5 classes
4.1 Ghati Sose				
Module - 5	Business article	Analytical approach	PPT/ preparation related to business content and	7 classes

			presentation of video and audio	
5.1 Japaniyara Business Style				
Assignments : 1. Collecting information about Business article and folktale. Making an audio and video related to the story. Other creative activities related to the content.Collecting information about Company acts.				
TEXT BOOK: SAVI KANNADA - PUBLISHERS: PRESIDENCY UNIVERSITY, BANGLORE Reference Books : 1. Samagra kannada saahitya charitre: Samputa - 5, Bhaaga - 2, Honnu Siddartha. C.B, Mamata Giriraja(sampadakaru), Bengaluru vishvavidyalaya, Adhyayana Kendra, Bangalore.2014 2. Saamanyanige saahitya charitre-Samputa 1-10. G. S Shivarudrappa. Swapna Book House, Bengaluru. 2013.				
Course content development committee members and content developers	Dr. Sheeladevi S Malima			
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025			
Date of Approval by the Academic Council	25th July 2025			

Course Code: FRE1004	Course Title: Introduction to French Language Type of Course: Ability Enhancement Course	L-T-P-C	2	0	0	2
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This Course is designed for beginners and provides an introduction to the French language, including basic grammar, conjugation, everyday vocabulary, and fundamental conversations, as well as an overview of French culture. This Course is designed to build up all of the basic skills of French listening, reading, speaking, and writing introduced in the lessons. The Course offers access to the French world, helping students to break cultural boundaries and raise cultural literacy.					
Course Objective	This course is designed to enhance the learner's French language and communication skills, as well as their employability skills, by utilising participatory learning techniques to develop students' language proficiency and cross-cultural competence through active and participatory teaching methods.					
Course Outcomes	List the course outcomes					

	On successful completion of this course the students shall be able to: CO1: Identify the basics of French Grammar, vocabulary and Conjugation. CO2: Apply the basic strategies of listening, reading, speaking and writing skills. CO3: Use of French on everyday topics such as greetings, personal information, time and schedule. CO4: Practice conversations in French with peer speakers in different situations.			
Course Content:	Learning Basic French Skills			
Module 1	Greetings and introducing yourself	Assignment	Memory Recall-based	6 Sessions
Communication Objectives: Greetings, how to welcome someone, introducing yourself, and asking the same information to another person. Grammar: Construction of a sentence, Affirmative sentence, Mas or Fem noun, Adjectives, Present tense Vocabulary: Days of the weeks and the Months, Time, Nationality, Profession Culture: The art of introducing oneself politely in French Usage of audio-visual files				
Module 2	Expressing likes/dislikes and introducing someone	Assignment	Memory Recall-based assignment	6 Sessions
Communication Objectives: How to express what you like and dislike, How to describe someone, Grammar: Negative form, singular and plural. Vocabulary: Family, Animals Culture: The polite way to address people in French				
Module 3	Inviting someone and asking questions	Group discussions	Practice conversations	9 Sessions
Communication Objectives: How to invite someone, accept or refuse the invitation. How to ask for information, giving information Grammar: Future tense, Interrogation. Culture: The art of accepting and declining an invitation politely in French Vocabulary: Places, Activities, Question words				
Module 4	Making a reservation and giving directions	Group discussions	Practice conversations	9 Sessions

Communication Objectives: How to make a reservation, How to ask for directions, Grammar: future tense, Imperative tense Vocabulary: Reservation, Directions, Mapping Culture: The art of asking for information and giving directions formally in French	
Targeted Application & Tools that can be used:	
Project Work/ Assignment:	
1. Assignment: Students need to speak and write an introduction. 2. Oral and Written Presentation: There will be a group presentation, where the students will be given a topic. They will have to present and discuss their topic. 3. Project Work: During the last module, students will have to write a dialogue based on the themes of the modules, in groups. Students will submit a hardcopy and a softcopy (pdf, video)	
Text Book	
1. Saison 1 - - Méthode de Français--- Niveau A1 (Didier, 2015) 2. Festival 1- - Méthode de Français--- Niveau A1 (CLE International, 2005)	
References	
Supplementary learning materials designed by the instructor	
Topics relevant to the development of the French language with communication and employability Skills through participative learning techniques:	
Foreign language proficiency and intercultural competence by active and participatory teaching methods.	
Catalogue prepared by	Dr. Linda Barbara Foote
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Skill Enhancement Courses

Course Code: CBS1023	Course Title: Spreads Sheets for Business Course type: Skill Enhancement Course	L-T-P-C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
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 (Apply) CO2 : Illustrate mathematical functions of excel (Analyze)					

	CO3 : Analyze the data using charts (Analyze)		
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		5 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		5 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		5 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.			
Lab Experiments Mathematical functions of Excel Formatting functions of excel Advanced Paste Special Techniques			

Data and chart creation in excel
Excel dashboard
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method
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 : Skill Development through Experiential Learning . This is attained through assessment component mentioned in course handout.
Catalogue prepared by Dr. Chaitra
Recommended by the Board of Studies on 6 th Board of Studies conducted on 5 th June 2025
Date of Approval by the Academic Council 25th July 2025

Course Code: CBS2035	Course Title: Advanced Spreadsheets Type of Course: Skill Enhancement Course	L- T- P - C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	CBS2035 – Spreadsheets for Business					
Anti-requisites	None					
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 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.					

Basic skill sets required for the laboratory:	The students shall be able to develop: 1. An attitude of enquiry. 2. Confidence and ability to tackle new problems. 3. Ability to interpret events and results. 4. Ability to work as a leader and as a member of team. 5. Assess errors and eliminate them. 6. Observe and measure physical phenomenon. 7. Write Reports. 8. Select suitable equipment, instrument and materials. 9. Locate faults in systems. 10. Manipulative skills for setting and handling equipment. 11. The ability to follow standard test procedures. 12. An awareness of the need to observe safety precautions. To judge magnitudes without actual measurement.			
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Apply If functions for data analysis (Apply) CO2: Apply lookup functions for dataset (Apply) CO3: Illustrate the data using pivot tables (Analyse)			
Course Content:				
Module 1	Analysis using Excel	Assignment	Functions and syntax	20 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	Assignment	Data Analysis	20 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	Assignment	Group presentations	20 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

List of Laboratory Tasks:

Experiment No 1: What If Analysis, Goal Seek, Scenario Analysis, Data Tables (PMT Function), Solver Tool

Experiment No 2: Logical Functions, If Function, How to Fix Errors – if error , Nested If

Experiment No 3: Complex if and or functions Data Validation , Number, Date & Time Validation, Text and List Validation

Experiment No 4: Custom validations based on formula for a cell, Dynamic Dropdown List Creation using Data Validation – Dependency List

Experiment No 5: Look up functions

Experiment No 6: Look up functions

Experiment No 7: Data Visualization through excel

Experiment No 8: Data Visualization through excel

Experiment No 9: Data Visualization through excel

Targeted Application & Tools that can be used: 1. The course will find its application across varied areas viz. Financial Analysis & Budgeting, Business Intelligence & Reporting, Data Analysis & Decision Making , HR & Workforce Management , Sales & Marketing , Academic and Research Applications , Operations and Inventory Management and Project Management.

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

1. Preparation of HR/Marketing / Finance/Sales dashboard

Text book

William L. Fischer Excel: QuickStart Guide - From Beginner to Expert (Excel, Microsoft Office) Paperback – May 7, 2016

References

Michael Alexander (Author), Richard Kusleika (Author), John Walkenbach (Author) (2018), Excel 2019 Bible Paperback – 4 December

Online learning resources:

https://onlinecourses.nptel.ac.in/noc21_ge21/preview https://support.microsoft.com/en-us/excel https://www.coursera.org/specializations/excel	
Topics relevant to SKILL DEVELOPMENT : Pivot Table for Skill Development through Experiential Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Nandita Malini Barua
Recommended by the Board of Studies on	6 th Board of Studies conducted on 5 th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS1024	Course Title: Spreads Sheets for Business Course type: Skill Enhancement Course	L-T-P-C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
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 (Apply) CO2 : Illustrate mathematical functions of excel (Analyze) CO3 : Analyze the data using charts (Analyze)					
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		20 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		20 Sessions
Mathematical Functions - SumIf, SumIfs CountIf, CountIfs Averagelf, Averagelfs, 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		20 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.			
Lab Experiments Mathematical functions of Excel Formatting functions of excel Advanced Paste Special Techniques Data and chart creation in excel Excel dashboard			
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method			
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 : Skill Development through Experiential Learning . This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Chaitra
Recommended by the Board of Studies on	6 th Board of Studies conducted on 5 th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS2037	Course Title: Data Analysis for Decision Making Course Type: Skill Enhancement Course	L-T-P-C	0	0	4	2
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The course is practical in nature and aims at helping students in developing the data sets, have an understanding about usage of suitable statistical tools for analysis based on the nature of the data and perform statistical analysis using statistical analysis software.					
Course Outcomes	CO1. Understanding with the toolbox of statistical software. CO2. Capacitating students in analyzing complex information with the help of statistical analysis software CO3. A strong theoretical and empirical foundation in statistical analysis.					

Course Objective	The objective of the course is to familiarize the learners with the concepts of Data Analysis for decision making and attain Skill Development through Experiential Learning techniques .			
Course Content:				
Module 1	Introduction to analysis of data			15 Sessions
Data Environment: data editor, output viewer, syntax editor – Data view window – statistical software Syntax – Data creation – Importing data – Variable types 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			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.				
Lab experiments				
1. SPSS Syntax				
2. Data creation				
3. Importing data, Variable types and Defining variables, Creating a Codebook				
4. Recoding Categorical String Variables, Automatic Recode				
5. Rank Cases , Sorting Data , Grouping or Splitting Data				
6. Descriptive statistics				
7. Chi-square Test of Independence				
8. Correlation				
9. One Sample t Test				
10. Paired- Samples T Test				
11. Independent Samples T Test				
12. 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. Jency

RECOMMENDED BY THE BOARD OF STUDIES ON

6th Board of Studies conducted on 5th June 2025

DATE OF APPROVAL BY THE ACADEMIC COUNCIL

25th July 2025

Course Code: CBS7000	Course Title: Summer Internship Course type: Skill Enhancement Course	C	2
Version No.	1.0		
Course Pre-requisites	None		
Anti-requisites	None		
Course Description	The Summer Internship is a vital component of the BBA curriculum, aimed at bridging the gap between academic knowledge and professional practice. Over an 8-week period, students engage with organizations across industries, gaining real-world exposure to business operations. This hands-on learning experience enhances employability skills, encourages professional networking, and fosters practical understanding of functional areas such as marketing, finance, operations, HR, or analytics.		
Course Out Comes (COs)	Upon successful completion of the internship, students will be able to: • CO1: Demonstrate an understanding of the functional operations of a business • CO2: Apply business concepts to solve or support real-world tasks • CO3: Exhibit professional and ethical behavior in the workplace • CO4: Document and communicate internship experiences through reports and presentations		
Course objective	1. To offer practical exposure to business and organizational environments 2. To apply theoretical knowledge from classroom learning in a work setting 3. To cultivate professional skills like teamwork, communication, and adaptability 4. To enable reflective learning through structured reporting and presentations		

Expected Deliverables:	• Internship Joining Letter / Certificate from the company • Weekly Logbook / Diary (signed by company mentor) • Internship Report (approx. 15–20 pages) • Final Presentation (PPT summarizing learnings and outcomes) • Feedback Forms (from company and faculty mentor)										
Evaluation Components:	<table border="1"> <thead> <tr> <th>Component</th><th>Weightage</th></tr> </thead> <tbody> <tr> <td>Internship Report</td><td>40%</td></tr> <tr> <td>Final Presentation / Viva</td><td>30%</td></tr> <tr> <td>Industry Supervisor Feedback</td><td>20%</td></tr> <tr> <td>Faculty Mentor Evaluation</td><td>10%</td></tr> </tbody> </table>	Component	Weightage	Internship Report	40%	Final Presentation / Viva	30%	Industry Supervisor Feedback	20%	Faculty Mentor Evaluation	10%
Component	Weightage										
Internship Report	40%										
Final Presentation / Viva	30%										
Industry Supervisor Feedback	20%										
Faculty Mentor Evaluation	10%										
Catalogue prepared by	Dr Akhil Menon										
Recommended by the Board of Studies on	6 th Board of Studies, 5 th June, 2025										
Date of Approval by the Academic Council	25 th July 2025										

Course Code: CBS7004	Course Title: Dissertation Type of Course: Skill Enhancement Course	L-T-P-C				4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The Dissertation is an individual, research-intensive course that enables students to investigate a specific business problem, concept, or phenomenon using structured academic methodology. This course deepens the student's analytical, critical thinking, and writing skills, while preparing them for either postgraduate studies or research-based career roles. Under faculty guidance, students explore a problem area, conduct literature review, gather data, and present findings in a formal academic format.					
Course Objective	1. To develop deep understanding of research methods and academic inquiry 2. To foster independent thinking and intellectual curiosity					

	3. To enable students to explore business issues through theoretical and empirical research 4. To prepare a well-documented dissertation report meeting academic standards		
Course Outcomes	• CO1: Formulate a clear research problem and design a suitable research methodology • CO2: Conduct a comprehensive literature review and identify research gaps • CO3: Collect, analyze, and interpret data using appropriate tools • CO4: Compile and present research findings in a scholarly dissertation format		
Dissertation Scope and topics:	Students can choose topics across specializations including: • Marketing: Digital consumer trends, brand loyalty, social media influence • Finance: ESG investing, FinTech adoption, risk analysis • HR: Employee engagement, remote work culture, HR analytics • Operations: Inventory models, digital supply chains, lean systems • Entrepreneurship/Strategy: Startup models, innovation strategy, growth hacking		
Suggested Dissertation Phases:	Phase	Weeks	Key Activities
	Topic Identification	Weeks 1-2	Define problem area, align with faculty guide
	Proposal Submission	Week 3	Objectives, RQs, hypothesis, methodology

	Literature Review	Weeks 4-5	Theoretical framework, identification of gaps
	Data Collection	Weeks 6-8	Primary surveys, interviews, or secondary data
	Data Analysis	Weeks 9-10	Using tools like Excel, SPSS, R, Power BI
	Report Writing	Weeks 11-13	Chapter-wise compilation, formatting, citations
	Viva / Defense	Week 14	Oral presentation and Q&A with review panel

Targeted Application & Tools that can be used:

- **SPSS / R / Python** – Statistical analysis
- **Excel / Power BI** – Visualization and modeling
- **Survey Tools** – Google Forms, Typeform
- **Citation Managers** – Zotero, Mendeley
- **Writing Tools** – Grammarly, MS Word (APA/MLA styles)

Evaluation Criteria:

	Component	Weightage

Proposal & Problem Framing (Report)	5%
Literature Review & Framework(Report)	5%
Methodology & Data Collection (Report)	20%
Data Analysis & Insight Quality (Report)	20%
Supervisor Evaluation	20%
Viva Voce / Oral Defence	30%

Final Deliverables:

- Approved Research Proposal
- Full Dissertation Report (60–100 pages)
- Abstract and Executive Summary
- Bibliography (APA/MLA/Harvard style)
- Presentation Slides for Viva
- Plagiarism Check Certificate (as per institute norms)

Supervision:

- Each student is assigned a **Faculty Research Guide**
- Fortnightly meetings to review progress
- Internal panel to review final report and viva performance

Topics relevant to “SKILL DEVELOPMENT”: • Academic and applied research skills • Critical literature review and synthesis • Data literacy and analytical thinking • Structured writing and academic formatting • Research communication and defense	
Catalogue prepared by	Dr Akhil Menon
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25th July 2025

Value Added Courses

Course Code: PPS4002	Course Title: Aptitude Training Type of Course: Value Added Course		L- T-P- C	0-0-2-1
Version No.	1.0			
Course Pre-requisites	None			
Anti-requisites	None			
Course Description	The objective of this course is to prepare the trainees to tackle the questions on various topics and various difficulty levels based on Quantitative Ability, and Logical Reasoning asked during the placement drives. There will be sufficient focus on building the fundamentals of all the topics, as well as on solving the higher order thinking questions. The focus of this course is to teach the students to not only get to the correct answers, but to get there faster than ever before, which will improve their employability factor.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Aptitude and attain Skill Development through Problem Solving techniques.			
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Recall all the basic mathematical concepts they learnt in high school. CO2: Identify the principle concept needed in a question. CO3: Solve the quantitative and logical ability questions with the appropriate concept. CO4: Analyze the data given in complex problems. CO5: Rearrange the information to simplify the question			
Course Content:				
Module 1	Quantitative Ability	Assignment	Bloom's Level : Application	02 Hours
Topics: Introduction to Aptitude, working of Tables, Squares, Cubes				
Module 2	Logical Reasoning	Assignment	Bloom's Level : Application	18 Hours

Topics: Linear & Circular Arrangement Puzzle, Coding & Decoding, Blood Relations, Directions, Ordering and Ranking, Clocks and Calendars, Number Series, Wrong number series, Visual Reasoning	
Targeted Application & Tools that can be used: Application area: Placement activities and Competitive examinations. Tools: LMS	
Text Book 1. Quantitative Aptitude by R S Aggarwal 2. Verbal & Non-Verbal Reasoning by R S Aggarwal	
References 1. www.indiabix.com 2. www.youtube.com/c/TheAptitudeGuy/videos	
Topics relevant to Skill development: Quantitative and reasoning aptitude for Skill Development through Problem solving Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	L&D Department faculty members
Recommended by the Board of Studies on	6 th Board of Studies conducted on 5 th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: PPS3018	Course Title: Preparedness for Interview Type of Course: Skill Enhancement Course	L- T- P- C	0	0	2	1
Version No.	1.0					
Course Pre- requisites	None					
Anti-requisites	None					

Course Description	This course is designed to enable students to understand soft skills concepts to be corporate ready. The modules are set to improve self-confidence, communicate effectively and Prepare for the Interview to assist in employability. It helps the students to get a glimpse of the acceptable corporate readiness and equip them with the fundamental necessities of being able to confidently deal with the highly competitive corporate environment and helps in crafting different types of resumes. The pedagogy used will be group discussions, flipped classrooms, continuous feedback, role-play and mentoring.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of “ Preparing for Interview ” and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques.			
Course Out Comes	On successful completion of this course the students shall be able to: CO1: Develop professional Resumes CO2: Illustrate Resumes effectively CO3: Apply skills and knowledge learnt for active and effective Group Discussions and Interview			
Course Content:				
Module 1	Resume Building	Classroom activity		10 Hours
Topics: Resume structure, use of templates, Do's and Don'ts, ATS methods, Cover Letter and Video Resume Activity: Real world scenarios				
Module 2	Group Discussion	Mock G D		9 Hours
Topics: -Group discussion as a placement process, GD techniques like Keyword. SPELT & POV of affected parties. Do & Don't of GD, Case-lets and topics for GD, practice session and evaluation Activity:- Real world scenarios				
Module 3	Personal Interview	Grooming checks + Evaluation + Mock Interview+ Role Play		9 Hours
Topics: Placement process, Different interview rounds, HR interviews, Interview questions and desired answers, Different types of interviews, Do's and Don'ts. Activity: - Role Play & Real-world scenario				

Module 4	Recap/Revision /Feedback Session	Practice sessions		2 Hours
Targeted Application & Tools that can be used: 1. TED Talks 2. You Tube Links 3. Role Play activities				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course : Continuous Individual Assessment				
The Topics related to Skill Development: Art of Presentation and Group Discussion for Skill Development through Participative Learning Techniques. This is attained through assessment Component mentioned in course handout.				
Catalogue prepared by	Faculty of L&D			
Recommended by the Board of Studies on	6 th Board of Studies conducted on 5 th June 2025			
Date of Approval by the Academic Council	25th July 2025			

Mandatory Non-Credit Courses

Course Code: PPS 1025	Course Title: Industry Readiness Program – I		L-T-P-C	0	0	2	0
Type of Course: Mandatory Non-Credit Course							
Version No.	1.0						
Course Pre-requisites	None						
Anti-requisites	None						
Course Description	This course is designed to enable students to set SMART goals, form professional & personal ethics for success and learn various email writing techniques. The course will benefit learners in presenting themselves effectively through various activities and learning methodologies.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of “Employability for Young Professionals” and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques.						
Course Out Comes	On successful completion of this course the students shall be able to: CO1 : Define their career goals CO2 : Practice ethical habits for better career success CO3 : Demonstrate effective email writing techniques						
Course Content							
Module 1	Goal Setting & Grooming		Classroom activities			10 Hours	
Topics: SMART Goals, formal grooming through self-introduction activity Activity: Real world scenarios							
Module 2	Habit Formation		Role plays			10 Hours	
Topics: Professional and Personal ethics for success and activity-based practice							

Activity: Students to present 2 min video on building professional ethics			
Module 3	Email Etiquettes	Individual and group presentation	10 Hours
Topics: Types of prompts to generate effective or desired results for email etiquettes			
Activity: Individual student presenting various search prompts			
Faculty: L&D			
Targeted Application & Tools that can be used:			
1. TED Talks 2. You Tube Links 3. Activities			
Assignment proposed for this course			
Assignment 1: SMART Goal			
Assignment 2: AI tools for prompt search			
Continuous Individual Assessment			
Module 1: Presentation			
Module 2: Activity based assessment			
Module 3: Class assessment			
The topics related to skill development:			
Students acquire knowledge on SMART goals, implement grooming standards, practice ethical behavior in class and campus, acquire hands-on experience to use AI tools to get search prompts for desired email etiquettes.			
Catalogue prepared by		Faculty of L&D	
Recommended by the Board of Studies on		6th Board of Studies conducted on 5th June 2025	
Date of Approval by the Academic Council		25 th July 2025	

Course Code: PPS 1026		Course Title: Industry Readiness Program - II Type of Course: Mandatory Non-Credit Course		L- T - P- C	0	0	2	0
Version No.		1.0						
Course Pre-requisites		None						
Anti-requisites		None						
Course Description		This course is designed to enable students learn styles of communication, team building and use empathy in leadership. The course will benefit learners in preparing themselves effectively through various activities and learning methodologies.						
Course Objective		The objective of the course is to familiarize the learners with the concepts of “Industry Readiness for Young Professionals” and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques.						
Course Out Comes		On successful completion of this course the students shall be able to: CO1: Apply different communication skills for success in workplace CO2: Practice team building skills for career success CO3: Demonstrate ethical leadership skills in workplace						
Course Content								
Module 1		Effective Communication		Classroom activities			10 Hours	
Topics: Practice effective communication skills (Verbal, Non-verbal, Written and Visual) Activity: Use social media prompts to prepare self-introduction videos								
Module 2		Team Building		Group Activity			10 Hours	
Topics: Skills of an effective team player Activity: Student group activity to build class networking								
Module 3		Leadership		Case study			10 Hours	
Topics: Types of leadership, using empathy in leadership								

Activity: Individual presentation by students on corporate leaders.	
Faculty : L&D	
Targeted Application & Tools that can be used: 1. TED Talks 2. You Tube Links 3. Activities	
Assignment proposed for this course Assignment 1: One minute reel Assignment 2: Team building assignment	
Continuous Individual Assessment Module 1: L-S-R-W class assessment Module 2: Team Presentation Module 3: Individual Assessment	
The topics related to skill development: Students acquire knowledge on effective communication skills, team building skills and how to prepare themselves to be leaders in workplace using empathy and implement various skill sets during the course of their time in the university.	
Catalogue prepared by	Faculty of L&D
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: LAW7601	Course Title: Indian Constitution Type of Course: Mandatory Non-Credit Course	L- T- P- C				
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course is designed to improve the learners' SKILL DEVELOPMENT by using PARTICIPATIVE LEARNING techniques. This course aims to familiarize students with fundamentals of Indian Constitution concepts and their relevance to 75+ Years of Republic of India (https://constitution75.com/) as well as #AzaadiKaAmrutMahotsav / Azadi Ka Amrit Mahotsav (https://amritmahotsav.nic.in). It is designed to equip students with the knowledge about the Constitution of India. This course aims to introduce the constitutional law of India to students from all walks of life and help them understand the constitutional principles as applied and understood in everyday life. The objective of making the Constitution of India, familiar to all students, and not only to law students, this course aims and objectifies legal understanding in the simplest of forms. This course is designed to cater to Constitutional Studies.					
Course Objective	The objective of the course is 'SKILL DEVELOPMENT' of the student by using 'PARTICIPATIVE LEARNING' techniques					
Course Outcomes	On successful completion of this course the students shall be able to: 1. Describe the basic understanding of the Indian Constitution and the concepts and issues relevant to day-to-day life of the nation and to equip the Citizen with the zeal of capacity building. Recognizing and identify the values of the Constitution of India. 2. Enabling the Citizen-centric Awareness of Rights and Responsibilities of the State 3. Explain the role of the State actors in building India. 4. Understanding the Gandhian vision over the power of the LSG (Local Self-Governance)					
Course Content:						
Module 1	Understanding the Making of the Constitution: The Constituent Assembly & The Constitution of India					
Topics:	Historical Context of Constituent Assembly - Compositions & Functions of Constituent Assembly					

What is a Constitution? – Why have a Constitution? – Constitutional Change - Features of Indian Constitution – Preamble of Indian Constitution

Module 2	Citizen's Fundamental Rights and State's Responsibilities (Directive Principles)			
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Topics:

Introduction to Fundamental Rights - Right to Equality – Facets of Right to Equality - Right to Freedom - Constitutional Position of Some Democratic Rights - Right Against Exploitation - Right to Freedom of Religion - Right to Constitutional Remedies
Directive Principles of the State Policy

Module 3	Organs Of the Government			
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Topics:

Executive: The President of India - Powers and Functions of President of India - Emergency Powers and the Position of the President

Legislature: Union Council of Ministers - Prime Minister - The Rajya Sabha - The Lok Sabha - Relation between the Lok Sabha & Rajya Sabha - Office of the Speaker – Important Parliamentary Committees

Judiciary: The Structure and Organization of the Judiciary & the High Court - The Supreme Court - Role of The Supreme Court - Judicial Activism in India - Basic Structure Doctrine & PIL

Module 4	Federalism & Decentralization			
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Topics:

What is Federalism? - Centre-State Legislative Relations - Centre-State Administrative Relations - Centre-State Financial Relations
The 5th & 6th Schedules - Municipality- (History of Indian Municipality, Organization & Functions) – Panchayat 1 (Idea of Panchayat, Organization and Powers of Panchayats in India)

Targeted Application & Tools that can be used:

Application areas to familiarize students with fundamentals of Indian Constitutional concepts.

Tools: Online Tools – NPTEL and Swayam.

Project work/Assignment:

Assessment Type

- Online end term exam will be conducted as notified by the Presidency University.

Online Link*:

1. Prof. Amitabha Ray, SWAYAM Course: "Constitutional Government & Democracy in India"
https://onlinecourses.swayam2.ac.in/cec19_hs13/preview

* Other source links are available in below Resources link.

Text Book

1. Durga Das Basu --- Introduction to the Constitution of India, 23rd Edition (Gurgaon; LexisNexis, 2018).
2. MP Jain's Constitutional Law of India, Lexis Nexis
3. V.N Shukla's Indian Constitutional Law, M.P Singh 13th Edition
4. MV Pylee's Constitution of India
5. J.C.Johari -- The Constitution of India: A Politico-Legal Study (Greater Noida: Sterling Publishers Pvt. Ltd. 2013).
6. Himangshu Roy and M.P.Singh - Indian Political System, 4th Edition (Bengaluru; Pearson Education, 2018)
7. Vidya Bhushan & Vishnoo Bhagwan--- Indian Administration (S. Chand, 2011)
8. S.R.Maheswari --- Indian Administration (Orient Blackswan, 2001)
9. Dr. A.Avasthi & A.P. Avasthi --- Indian Administration (L.N. Agarwal Educational Publishing, 2017).
10. B. L. Fadia --- Indian Government and Politics (Sahitya a. Bhawan, 13th Revised Edition, 2017).
11. P.M.Bakshi - The Constitution of India (Prayagraj, UP; a. Universal Law Publishing, January, 2018)

Reference Books

12. HM Seervai, Constitutional Law of India, 4th Ed. Vol I, II, & III
13. Uday Raj Rai, Constitutional Law-I
14. Democracy and Constitutionalism in India, Oxford University Press 2009

Resources:

1. https://onlinecourses.nptel.ac.in/noc20_lw03/course?&force_user=true
2. https://onlinecourses.swayam2.ac.in/cec19_hs13/course?&force_user=true
3. <https://nptel.ac.in/courses/129106003>
4. <https://nptel.ac.in/courses/129106411>
5. <https://nptel.ac.in/courses/129105608>
6. <https://nptel.ac.in/courses/129106002>

Topics relevant to Skill Development:

1. An attitude of inquiry.
2. Write reports

The topics related to Constitutional Studies and its application: All topics in theory component are relevant to Indian Constitution.	
Catalog prepared by	Faculty members of the Department of Law.
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CHE1020	Course Title: Environmental Studies and Sustainable Development Type of Course: Mandatory Non-Credit Course	L- T- P- C				
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course is designed to improve the learners' SKILL DEVELOPMENT by using PARTICIPATIVE LEARNING techniques. This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. This course is designed to cater to Environment and Sustainability					
Course Objective	The objective of the course is 'SKILL DEVELOPMENT' of the student by using 'PARTICIPATIVE LEARNING' techniques					
Course Outcomes	On successful completion of this course the students shall be able to: 1. Describe the issues related to natural resources, ecosystems and biodiversity 2. Identify environmental hazards affecting air, water and soil quality					

	3. Recognize the importance of healthy environment and finding the sustainable methods to protect the environment 4. Convert skills to address immediate environmental concerns through changes in environmental processes, policies, and decisions			
Course Content:				
Module 1	Understanding Environment, Natural Resources, and Sustainability			
Topics: Classification of natural resources, issues related to Population growth and their overutilization, and strategies for their conservation. Water, air, soil, mineral, energy and food source. Effect of human activities on natural resources. Concept of sustainability- Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs; Sustainable practices in managing resources, including deforestation, water conservation, Desalination – types, energy security, and food security issues, Life Cycle thinking and Circular Economy.				
Module 2	Ecosystems, Biodiversity, and Sustainable Practices			
Topics: Ecosystems and ecosystem services: Various natural ecosystems, Major ecosystem types in India and their basic characteristics; forests, wetlands, grasslands, agriculture, coastal and marine; Ecosystem services- classification and their significance. The importance of biodiversity, Types of biodiversity, Biodiversity and Climate Change, the threats it faces, hotspots, and the methods used for its conservation. Strategies for in situ and ex situ conservation, mega diverse nation.				
Module 3	Environmental Pollution, Waste Management, and Sustainable Development			
Topics: Types of pollution- Chemical, - Biological, Biomedical, noise, air, water, soil, thermal, radioactive and marine pollution, and their impacts on society. Urbanization and Urban environmental problems; effects, and mitigation. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Sustainable Materials and Technologies: Biodegradable and compostable materials, Recycled and reclaimed materials (E-waste management), Sustainable manufacturing processes.				
Module 4	Social Issues, Legislation, and Practical Applications			

Topics: Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Hazardous waste Rule 1989, Biomedical Waste handling 1998, Fly Ash Rule 1999, Municipal Solid Waste Rule 2000, Battery Rules 2001, E- Waste Rules 2011, Plastic waste management Rules 2016, Construction Demolition waste Rules 2016 National Biodiversity Action Plan (NBAP)

Major International Environmental Agreements: Convention on Biological Diversity (CBD), The Biological Diversity (Amendment) Act, 2023, United Nations Framework Convention on Climate Change (UNFCCC); Kyoto Protocol; Paris Agreement.

Major International organisations and initiatives: United Nations Environment Programme (UNEP), United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC).

Targeted Application & Tools that can be used:

Application areas are Energy, Environment and sustainability

Tools: Online Tools – NPTEL and Swayam.

Project work/Assignment:

Assessment Type

- Online exams (MCQs) will be conducted by the department of Chemistry

Online Link*:

1. Lecture by Dr. Samik Chowdhury, Dr. Sudha Goel, NPTEL course: Environmental Science, <https://nptel.ac.in/courses/109105203>, 2024.
2. Lecture by Dr. Padmavati, Dr Narendran Thiruthy, NPTEL Course: Biodiversity Protection, Farmers and Breeders Rights, <https://nptel.ac.in/courses/129105008>, 2024.

* Other source links are available in below Resources link.

Text Book

1. G. Tyler Miller and Scott Spoolman (2020), Living in the Environment, 20th Edition, Cengage Learning, USA
2. Poonia, M.P. Environmental Studies (3rd ed.), Khanna Book Publishing Co.
3. Bharucha, E. Textbook of Environmental Studies (3rd ed.) Orient Blackswan Private Ltd.
4. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
5. Rajagopalan, R. Environmental studies: from crisis to cure (4th ed.). Oxford University Press.
6. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
7. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.

8. Pritwani, K. Sustainability of business in the context of environmental management. CRC Press.
9. Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.

Reference Books

1. Varghese, Anita, Oommen, Meera Anna, Paul, Mridula Mary, Nath, Snehlata (Editors) (2022), Conservation through Sustainable Use: Lessons from India. Routledge.
2. William P. Cunningham and Mary Ann Cunningham (2020), Principles of Environmental Science: Inquiry & Applications, 9th Edition, McGraw-Hill Education, USA.
3. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.
4. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press. <https://doi.org/10.1201/9781003096238>
5. Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press

Resources:

1. <https://nptel.ac.in/courses/109105203>
2. <https://archive.nptel.ac.in/courses/120/108/120108004/>
3. <https://nptel.ac.in/courses/127105018>
4. https://onlinecourses.nptel.ac.in/noc23_lw06/preview
5. https://onlinecourses.swayam2.ac.in/ini25_bt02/preview
6. <https://archive.nptel.ac.in/courses/120/108/120108002/>
7. https://onlinecourses.swayam2.ac.in/ini25_bt02/preview
8. <https://nptel.ac.in/courses/102104088>
9. <https://nptel.ac.in/courses/124107165>
10. <https://nptel.ac.in/courses/109106200>
11. <https://archive.nptel.ac.in/content/storage2/courses/120108004/module1/lecture1.pdf>
12. https://onlinecourses.swayam2.ac.in/nou25_ge19/preview
13. https://onlinecourses.swayam2.ac.in/ini25_hs01/preview
14. <http://kcl.digimat.in/nptel/courses/video/105105184/L32.html>
15. <https://nptel.ac.in/courses/105105169>

Topics relevant to Skill Development:

1. An attitude of enquiry.
2. Write reports

The topics related to Environment and Sustainability :	
All topics in theory component are relevant to Environment and Sustainability.	
Catalog prepared by	Faculty members of the Department of Chemistry
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25 th July 2025