



PRESIDENCY UNIVERSITY

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



PRESIDENCY

SCHOOL OF MANAGEMENT

Program Regulations and Curriculum

2025-2028

BBA OF BUSINESS ADMINISTRATION (BUSINESS ANALYTICS)

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

Regulations No.: PU /AC-26.23/PSOC06/BBB/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.

(As amended up to the 29th Meeting of the Academic Council held on 24th April 2026. This document supersedes all previous guidelines)

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 Management

To inspire and develop responsible leaders who generate meaningful and lasting impact, on businesses, communities, and society.

1.4 Mission Statement of Presidency School of Management

Our mission is to provide students with the knowledge, skills, and ethical foundation needed to lead with integrity and drive sustainable change in business and society.

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 (Business Analytics) 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 (Business Analytics) 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 (Business Analytics) Degree Programs of the 2025-2028 batch, and to all other Bachelor of Business Administration (Business Analytics) Degree Programs which may be introduced in future.
- d. These Regulations shall supersede all the earlier Bachelor of Business Administration (Business Analytics) 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 (Business Analytics) Degree Program Regulations and Curriculum, 2025-2028;*
- ff. *"Program" means the Bachelor of Business Administration (Business Analytics.) 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 (Business Analytics) 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 (Business Analytics) Degree Program, abbreviated as BBA (Business Analytics)) 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 (Business Analytics) Degree Program is a Three-Year, Full-Time Semester based program. The minimum duration of the BBA (Business Analytics) Program is three (03) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the BBA (Business Analytics) 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 BBA program, the graduates shall be able to:

PEO1: Demonstrate competence in core areas of business enabling them to contribute effectively in diverse organizational settings.

PEO2: Exhibit strong communication, collaboration, and leadership skills to manage teams, resolve conflicts, and drive organizational initiatives in dynamic business environments.

PEO3: Practice integrity, social responsibility, and ethical decision-making, contributing to sustainable business practices and positive societal impact.

PEO4: 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)

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

PO1: Demonstrate knowledge of business concepts, tools, and practices, and apply analytical and critical thinking to solve business problems effectively.

PO2: Able to communicate clearly, professionally, and persuasively using oral, written, and digital formats.

PO3: Develop interpersonal and leadership skills to work effectively in teams, manage conflict, and lead organizational initiatives.

PO4: Understand ethical frameworks and corporate social responsibility, enabling them to act with integrity and accountability in business contexts.

PO5: Demonstrate an entrepreneurial mindset and the ability to identify, evaluate, and implement innovative business opportunities.

PO6: 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 (Business Analytics) Program, the students shall be able to:

PSO1: Apply analytical techniques to identify patterns, solve business problems, and support data-driven decision-making.

PSO2: Demonstrate hands-on proficiency in using analytics tools for collecting, analyzing, visualizing, and interpreting data.

PSO3: Apply analytical models and data interpretation in functional business areas like marketing, finance and HR to enhance performance and strategy.

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 (Business Analytics) 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 (Business Analytics) 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 (Business Analytics) Three-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd

Semester) of the BBA (Business Analytics) 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 July of the concerned year for admission to the 2nd Year (3rd Semester) BBA (Business Analytics) 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 (Business Analytics) 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 (Business Analytics) 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 (Business Analytics) 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.
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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 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

Sl. No.	Course Duration	Credit Equivalence
1	4 Weeks	1 Credit
2	8 Weeks	2 Credits
3	11 eeks	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.

13.3.11 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.

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

The BBA (Business Analytics) 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)	
	a) Specialization Core Courses	12
	b) Specialization Elective Courses	6
4	Ability Enhancement Courses (AEC)	8
5	Skill Enhancement Courses (SEC)	14
6	Value Added Courses (VAC)	2

Table No. 3 Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
S. No.	Baskets	Credit Contribution
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 (Business Analytics) 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	ANL1007	Essentials of Business Analytics	0	0	4	2
2	ANL2013	Applied Business Analytics	0	0	4	2
3	ANL2014	Programming for Business Analytics	0	0	4	2
4	ANL2015	Predictive Analytics	0	0	4	2
5	ANL2016	Visual Analytics	0	0	4	2
6	ANL2017	Marketing Analytics	1	1	2	3
7	HRM3021	HR Analytics	1	1	2	3
8	ANL3036	Finance Analytics	1	1	2	3
9	ANL3037	Machine Learning	0	0	4	2

10	CBS2028	AI for Managers	3	0	0	3
11	CBS2029	Business Finance	3	1	0	4
12	CBS2011	Essentials of Taxation	3	1	0	4
Total No. of Credits						32

Table No. _6 : List of Specialization Courses (SPC)						
Track: Finance						
S. No.	Course Code	Course Name	L	T	P	C
1	CBS3076	Investment Analysis and Portfolio Management	3	0	0	3
2	CBS3066	Financial Markets and Services	3	0	0	3
3	FIN3022	Financial Modelling	1	1	2	3
4	CBS3065	Derivatives and Risk Management	3	0	0	3
5	CBS3068	Mergers, Acquisitions and Corporate Restructuring	3	0	0	3
6	CBS3078	Stock and Commodity Markets	3	0	0	3
7	CBS3077	Fintech	3	0	0	3
8	FIN3023	Business Valuation	3	0	0	3
9	FIN3024	Insurance and Mutual Funds	3	0	0	3
10	FIN3025	Personal Finance	3	0	0	3
Track: Marketing						
1	MKT3003	Consumer Behaviour	3	0	0	3
2	MKT3004	Services Marketing	3	0	0	3
3	MKT3005	Retail Management	3	0	0	3
4	MKT3006	Customer Relationship Management	3	0	0	3
5	MKT3007	Advertising and Sales Promotion	3	0	0	3
6	MKT3008	Sales & Distribution Management	3	0	0	3
7	MKT3009	Brand Management	3	0	0	3
8	MKT3010	Rural Marketing	3	0	0	3

9	MKT3011	Green Marketing	3	0	0	3
10	MKT3012	Marketing Strategy	3	0	0	3
Track: Human Resource Management						
1	HRM3013	Industrial Relations and Labour Laws	3	0	0	3
2	HRM3014	Training and Development	3	0	0	3
3	HRM3005	Organizational Change and Development	3	0	0	3
4	HRM3016	Performance and Compensation Management	3	0	0	3
5	HRM3017	Knowledge Management	3	0	0	3
6	HRM3018	Personal Growth and Interpersonal Effectiveness	3	0	0	3
7	HRM3019	Social media and HRM	3	0	0	3
8	HRM3020	Leadership and Team Management	3	0	0	3
9	HRM3021	HR Analytics	1	1	2	3
10	HRM3022	Strategic Human Resource Management	3	0	0	3
Track: E-Commerce and Supply Chain Management						
1	ESC3026	E-Business Application and Models	3	0	0	3
2	ESC3027	Global Supply Chain Management	3	0	0	3
3	ESC3028	Purchase and Inventory Management	3	0	0	3
4	ESC3029	Legal Aspects of E-Commerce	3	0	0	3
5	ESC3030	Export and Import Management	3	0	0	3
6	ESC3031	Emerging Technologies in Logistics and Supply Chain Management	3	0	0	3
7	ESC3032	Quality Management	3	0	0	3
8	ESC3033	Supply Chain Modelling and Design	3	0	0	3
9	ESC3034	Supply Chain Risk Management	3	0	0	3
10	ESC3035	Warehouse Management	3	0	0	3

*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	CBS2035	Advanced Spreadsheets	1	1	2	3
2	CBS1023	Spreadsheets for Business	1	1	2	3
3	CBS2037	Data Analysis for Decision Making	0	0	4	2
4	CBS7000	Summer Internship	-	-	-	2
5	CBS7002	Capstone Project	-	-	-	4
Total No. of Credits						14

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

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 Elective 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
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 / Capstone Project Work

Practical / Skill based Courses like internship, and capstone 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 capstone 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 internship will be a graded course. On completion of the minimum requirements of the internship requirements , student shall be graded as "NP" and will have to repeat the internship

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, if he 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 carry out his/her capstone project.
- 19.2.4.** Midcourse alteration/ modification in the scope of capstone project would need explicit approval from the Dean of the 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 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 %

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	CBS1030	Business Environment	3	0	0	3	SCC
5	CBS1018	Introduction to Marketing	3	0	0	3	SCC
6	CBS1019	Human Resource Management	3	0	0	3	SCC
7	ENG1901	Essentials of Communication	3	0	0	3	AEC
8	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	ANL1007	Essentials of Business Analytics	0	0	4	2 PCC
2	CBS1017	Business Statistics	3	1	0	4 SCC
3	CBS2001	International Business	3	0	0	3 SCC
4	XXXXX	Open Elective Course -1	3	0	0	3 OE C
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	1	2	3 SEC
8	ANL2014	Programming for Business Analytics	0	0	4	2 PCC
9	LAW7601	*Indian Constitution	1	0	0	0 MN C
10	PPS1026	#Industry Readiness Program - II	0	0	2	0 MN C
		TOTAL				22

30 Hours Course

*MOOC

Semester III							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	ANL2013	Applied Business Analytics	0	0	4	2	PCC
2	CBS1002	Business Law	4	0	0	4	SCC
3	CBS2028	AI for Managers	3	0	0	3	PCC
4	ANL2016	Visual Analytics	0	0	4	2	PCC
5	CBS2035	Advanced Spreadsheets	1	1	2	3	SEC
6	CBS2029	Business Finance	3	1	0	4	PCC
7	XXXXX	Open Elective Course –2	3	0	0	3	OEC
8	PPS3018	Preparedness for Interview	0	0	2	1	VAC
		TOTAL				22	

Semester IV							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	ANL2015	Predictive Analytics	0	0	4	2	PCC
2	CBS3001	Strategic Management	3	0	0	3	SCC
3	CBS3035	Entrepreneurship and Business Ethics	4	0	0	4	SCC
4	CBS2011	Essentials of Taxation	3	1	0	4	PCC
5	ANL2017	Marketing Analytics	1	1	2	3	PCC
6	HRM3021	HR Analytics	1	1	2	3	PCC
7	CBS2037	Data Analysis for Decision Making	0	0	4	2	SEC
8	PPS4002	Aptitude Training	0	0	2	1	VAC
9	CHE7601	*Environmental Studies	1	0	0	0	MNC
						22	

*MOOC

Semester V							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	XXXXX	Specialization Core Course - I	3	0	0	3	SPC
2	XXXXX	Specialization Core Course - II	3	0	0	3	SPC
3	XXXXX	Specialization Core Course - III	3	0	0	3	SPC
4	XXXXX	Specialization Core Course - IV	3	0	0	3	SPC
5	CBS3002	Operations Research	3	0	0	3	SCC
6	ANL3036	Finance Analytics	1	1	2	3	PCC
7	ANL3037	Machine Learning	0	0	4	2	PCC
8	CBS7000	Summer Internship	-	-	-	2	SEC
		TOTAL				22	

Semester VI							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	XXXXX	Specialization Elective Course - I	3	0	0	3	SPC
2	XXXXX	Specialization Elective Course - II	3	0	0	3	SPC
3	CBS7002	Capstone Project	-	-	-	4	SEC
		TOTAL				10	

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
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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
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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
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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
Recommended by the Board of Studies on	6th BOS held on 5th 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 Outcomes	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. CO2: Apply demand and supply principles, including elasticity concepts and equilibrium analysis, to analyze consumer behavior and market adjustments. CO3: Apply production and cost theories to understand the relationship between input utilization, output generation, and cost behavior in short and long-run business decisions. CO4: Explain different market structures and the effects of government interventions such as price controls on market outcomes. CO5: Describe key macroeconomic indicators such as national income, inflation, business cycles, and fiscal and monetary policies and their impact on business.			
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 and exceptions. Price and quantity relationship, determinants, . Demand schedule, equations and diagrams, shift and movement along the demand curve. Law of supply, determinants, shift and movement, Equilibrium, Elasticity of Demand – types of Elasticity of demand, determinants and calculation of price elasticity of demand, income elasticity and cross price 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 – Stages of Production and Law of Variable Proportions. concept of isoquant, Cost Analysis: Defining costs and various cost concepts, Behaviour of Cost Curves in Short-Run and Long-Run. Total, Average and Marginal Costs (Numerical and Graphical Interpretation) – Law of Returns to Scale: Increasing, Constant and Decreasing Returns.

Module 3	Market Structure	Assignments	Effects of Government Intervention – price control(Case study)	8 Sessions
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Topics: Topics: Meaning and types of Market. Perfect competition -Features - profit maximization - Monopoly, why and how they arise – characteristics. Monopolistic competition – Characteristics. Oligopoly - Features. Digital Platforms and Market Transformation.

Module 4	Key Concepts of Macroeconomics	Discussion	Union Budget analysis	12 Sessions
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Topics: Meaning and Key Concepts of Macroeconomics and Importance of Macroeconomics. National income concepts, Measurement of National Income. Fiscal Policy - Instruments, The union budget process, 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	25 th July 2025

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 course provides students with an understanding of the business environment and the factors affecting business organizations. It helps students examine the relationship between business and government. The course also enables students to understand the political, economic, legal, and social policies that influence business activities.					
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe the fundamentals of business environment CO2: Recognize the influence of the technological and cultural environment on business. CO3: Explain the political and economic environment influencing business. CO4: Illustrate the legal environment and its role in business. CO5: Discuss the impact of globalization 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		Quiz	10 Sessions		
Meaning, Nature, Scope and Importance of Business Environment. Components of Business Environment: Internal and External Environment. Environmental Scanning: Process, SWOT Analysis, PESTLE Analysis. Risk Assessment in Business Environment. Foreign						

Direct Investment (FDI): Policies and Trends in India. WTO: Objectives, Functions and Challenges. Emerging Business Environment in the Digital Economy.				
Module 2	Technological & Socio-Cultural Environment		Quiz	12 Sessions
Technological Environment: Nature and Features, Industry 4.0 and Digital Transformation, Artificial Intelligence (AI) in Business, Cloud Computing, Big Data and Internet of Things (IoT), Digital India Initiative, Innovation Ecosystem and Start-up India. Culture and Business, Cultural Dimensions (Hofstede), Demographic Trends, Consumer Behaviour and Lifestyle Changes, Corporate Social Responsibility (CSR), Business Ethics and Corporate Governance, Sustainability and ESG (Environmental, Social and Governance)				
Module 3	Political & Economic Environment		Quiz	12 Sessions
Political Institutions, Government and Business, Public Sector and Private Sector, Public Sector Reforms, Role of MSMEs in Economic Development, Public-Private Partnership (PPP) Economic Systems, Economic Planning and Liberalization, Industrial Policy, Economic Reforms (LPG), Fiscal and Monetary Policies, Inflation, Employment and GDP, Make in India (Atmanirbhar Bharat), National Logistics Policy.				
Module 4	Legal & Global Environment		Quiz	11 Sessions
Consumer Protection Act, 2019, Competition Act, Information Technology Act, Right to Information Act (overview), Intellectual Property Rights (IPR), Data Protection and Privacy (Digital Personal Data Protection Act, 2023). Globalization, Modes of Entry into International Business, Global Trade Trends, WTO Agreements, Regional Trade Agreements, Global Supply Chain Management, Sustainable Development Goals (SDGs)				
Targeted Application & Tools that can be used: Microsoft PowerPoint Presentation, Google Forms / Microsoft Forms – For conducting quizzes or feedback				
Reference Text Book:				
T1: Cherunilam, F. Business Environment: Text and Cases. Himalaya Publishing House. Latest Edition.				

T2: Gupta, C.B. Business Environment. Sultan Chand & Sons. Latest Edition.

T3: Saleem, S. Business Environment. Pearson India. Latest Edition.

Reference:

E-Reading / Essential Reading:

R1. Fernando, A.C. Business Environment. Pearson India. Latest Edition.

R2: Paul, J. Business Environment: Text and Cases. McGraw Hill Education. Latest Edition.

R3: Aswathappa, K. Essentials of Business Environment. Himalaya Publishing House. Latest Edition.

R4: Raj Aggarwal. Business Environment. Excel Books. Latest Edition.

Web Resources:

W1: Ministry of Commerce & Industry (India)

W2: DPIIT (Department for Promotion of Industry and Internal Trade)

W3: Ministry of MSME

W4: World Trade Organization (WTO)

W5: UNCTAD (United Nations Conference on Trade and Development)

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	Dr.Jency Priyadharshany
Recommended by the Board of Studies on	6 th Board of Studies

Date of Approval by the Academic Council	
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Course Code: CBS1002	Course Title: Business Law 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 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 Outcomes	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. CO2: Explain the provisions of the Contract Act, 1872 related to business CO3: Summarize laws relating to sale of goods, Special Contracts, Negotiable instruments CO4: Explain the rights of consumers and key provisions of the Consumer Protection and Information Technology Act. (Understanding) CO5: Describe key provisions of Indian business laws to solve practical business and legal issues.					
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 scope of business law; Sources of law – legislation, judicial precedents, and customs; Classification of law – civil, criminal, constitutional, and commercial law; Judicial structure and dispute resolution – courts and ADR (Alternative Dispute Resolution) methods – Arbitration and Negotiation.				
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
Contract of indemnity and guarantee – meaning, nature, rights of indemnity holder and surety; Bailment and pledge – definition, essentials, duties and rights of bailor and bailee; Contract of agency – meaning and types of agents, creation of agency, duties and rights of agent; Sale of Goods Act – formation of contract of sale, meaning of goods, conditions and warranties; Negotiable Instruments Act – meaning and types of negotiable instruments.				
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. Information Technology Act, 2000 – objectives, digital framework, cybercrimes and penalties				
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, Certificate of Incorporation, CIN; Share capital and directors – basics, roles and responsibilities; Legal compliance and corporate governance; Limited Liability Partnership – meaning, 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.	
Shehzad, N. (2009), "Business Law: A Guide for Entrepreneurs (1st edition)", International Journal of Law and Management , Vol. 51 No. 1, pp. 53-54. https://doi.org/10.1108/17542430910936691	
PU library link	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17542430910936691/full/html	
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	25 th 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. (Understand) CO2: Compute measures of central tendency and dispersion to summarize and interpret business data. (Apply) CO3: Calculate relationships between variables using correlation and regression techniques for business problem-solving. (Apply) CO4: Compute index numbers for tracking business and economic changes over time. (Apply) CO5: Solve business problems using statistical techniques for decision-making. (Apply)					
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, frequency curves, Ogives.				
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, Scatter plots; 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 family budget method, Consumer Price Index and Whole-Sale Price Index.				
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 from: 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#/viewDetail?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	25 th 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	On successful completion of the course the students shall be able to:					

	CO1: Explain the fundamental concepts of entrepreneurship, entrepreneurial ecosystems, and traits of successful entrepreneurs. (Understand) CO2: Prepare business plans and startup plans using tools like the Business Model Canvas and Lean Startup framework. (Apply) CO3: Describe ethical dilemmas and decision-making models in entrepreneurial contexts. (Understand) CO4: Illustrate governance, legal, and sustainability challenges faced by startups by applying ethical theories. (Apply) CO5: Examine start-up exit strategies such as public offerings, acquisitions, and shut downs (Analyze)			
Course Outcomes				
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
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	25 th 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 Outcomes	On successful completion of the course the students shall be able to: CO 1: Discuss the various functions of Management (Understand) CO 2: Explain the Planning process and types (Understanding) CO3: Classify the theories of Motivation and Leadership. (Understand) CO4: Explain the process of coordinate and control the organization. (Understand)					
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 and controlling	Case Study	Case study and class discussion on Leadership and Controlling aspects /Quiz	12 Sessions
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=hgsBEAAAQBAJ&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_LIBRARY01_06082022_371

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

E resources:

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTBOOK_LIBRARY01_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>

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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, EMPLOYEMENT OPPORTUNITES, 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
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: 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: Explain the fundamental concepts and the role of marketing in business.					

	CO2: Describe product-related strategies and their role in marketing decision-making. CO3: Use pricing and distribution strategies to address marketing decisions. CO4: Apply digital and promotional tools to support marketing strategies. CO5: Analyse consumer behavior and market segmentation for effective targeting decisions.		
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/ODIjY2E4ODIyODViZjFkODgzNDUxYWZINWFhZmY2MGE5MDc0ZDVmYw==.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: 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. (Understand) CO2: Apply the FTP 2023–2028 framework, export schemes, and investment theories to support effective global trade decisions. (Apply) CO3: Apply concepts of trade barriers and regional economic integration in international trade analysis. (Apply) CO4: Distinguish the components of BoP, foreign investments, and cross-border business procedures. (Analyze) CO5: Categorize foreign investment types and international trade procedures in business operations. (Analyze)			
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
Legal frameworks of International Trade: FTP 2023-2028 – Objectives of FTP - Facilitation OF FTP - District/Town export focus - E-commerce enablement and Automation. DGFT - Department of Commerce – Customs. Promotional Schemes & Councils: Advance Authorization Scheme- Export Promotion Capital Goods (EPCG) Scheme- Duty Drawback Scheme – Export Promotion Council - 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
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Recommended by the Board of Studies on	6th BoS held on 05th June 2025
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Date of Approval by the Academic Council	25 th July 2025
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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 Outcomes	On successful completion of the course the students shall be able to: CO1 Explain the fundamentals of Business Strategy CO2 Summarize different analyses to develop the strategic profile CO2 Compare the capabilities rival advantage CO3 Classify the strategy for various levels in Organization CO4 Build organizational policies and structure for strategy implementation CO5 Apply different techniques to control the strategy			
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/Case let 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/Case let 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	25 th July 2025

Program Core Courses

Course Code: ANL1007	Course Title: Essentials of Business Analytics Type of Course: Program Core	L- T P- C	0	0	4	2
Version No.	1.0					
Course Prerequisites	None					
Anti-requisites	None					
Course Description	This course is designed to provide students with an understanding of the basic concepts of business analytics and its relevance in business and develop an understanding of the analytical tools and techniques. A particular emphasis is placed on developing the ability to solve the business domain specific problems through data analytics.					
Course Outcomes	At the end of the course, the student shall be able to: CO1: Describe the basics of business analytics being used in the business practices. CO2: Classify different types of data management and handling techniques. CO3: Compute different types of descriptive analytics methods used in business practices. CO4: Predict business trends based on predictive analytics used in business decision making. CO5: Apply business analytics tools for effective decision making.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Fundamentals of Business Analytics and attain Skill Development through Experiential Learning .					
Course Content:						
Module 1	Introduction to Business Analytics					15 Sessions
Topics: Definition of Business Analytics, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, Applications of data science in Business Analytics, Data Scientists Roles and Responsibility Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of Big Data, Types of Data.						
Module 2	Data Management					15 Sessions
Topics : Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, dealing with missing or incomplete data, Data Cleaning, coding and Manipulation, Data Classification.						
Module 3	Descriptive Analytics					15 Sessions

Topics: Over view of Descriptive Statistics (Central Tendency, Variability), Exploratory Data Analysis, Data Visualization- Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using MS-Excel & Tableau.				
Module 4	Predictive Analytics			15 Sessions
Topics: Trend Analysis; Trend Lines in Excel; Forecast Sheet; Moving Average; Linear Regression; Multiple Regression (basic understanding); Scenario Analysis; Goal Seek What-If Analysis; Solver Basics; Introduction to Data Mining Concepts; Classification Basics; Association Basics; Cause-Effect Analysis; Tableau Forecasting Features; Business Decision Models.				
Targeted Application (Business, Managerial and General communication & Tools that can be used: Business, Managerial and Analytics Teaching and learning aides: students should have access to the following resources Necessary - Laptop with MS excel, Statistical Software Additional Resources – IBM SPSS, Tableau				
Assignment/Project Work: Group Discussion, Case Analysis, Participative Learning, Self-Learning and Practicals				
Text Book Camm, J. D., Cochran, J. J., Fry, M. J., & Ohlmann, J. W. (2020). <i>Business analytics</i> . Cengage Learning. Turban E., Sharda R. & Delen D. (2018). <i>Business Intelligence and Analytics</i> . Pearson.				
Other Reading Evans, J. R. (2013). <i>Business Analytics: Pearson New International Edition</i> . Pearson Higher Ed. Albright, S. C., & Winston, W. L. (2014). <i>Business analytics: Data analysis & decision making</i> . Nelson Education. Pochiraju, B., & Seshadri, S. (Eds.). (2019). <i>Essentials of Business Analytics: An Introduction to the Methodology and Its Applications</i> (Vol. 264). Springer. PU-List of e-resources: E-Library: The following resources can be accessed with the following link https://presiuniv.knimbus.com/user#/home Books: Ramazzina, S. (2014). <i>Pentaho Business Analytics Cookbook</i>. Packt Publishing. Silva, A. J., Cortez, P., Pereira, C., & Pilastrri, A. (2021). <i>Business analytics in Industry 4.0: A systematic review</i>. Expert Systems, 38(7), 1– 26. https://puniversity.informaticsglobal.com:2068/10.1111/exsy.12741 Gert H. N. Laursen. (2011). <i>Business Analytics for Sales and Marketing Managers : How to Compete in the Information Age</i>. Wiley.				
Articles: Business Analytics Insight: Hype or Here to Stay?				

Successful Analytics Leaders How can business analytics induce creativity: The performance effects of user interaction with business analytics Is Strategic Management Ready for Big Data? A Review of the Big Data Analytics Literature in Management Research In Search of HR Intelligence: Evidence-Based HR Analytics Practices in High Performing Companies	
References / Cases https://www.analyticsvidhya.com/ https://towardsdatascience.com/	
NPTEL: https://nptel.ac.in/courses/110105089	
Topics relevant to SKILL DEVELOPMENT :	
Catalogue prepared by	Dr. Revati Behera
Recommended by the Board of Studies on	6th BOS held on 5th 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 Outcomes	On successful completion of the course the students shall be able to: CO1: Illustrate the concepts, scope, and applications of Operations Research in business decision-making.					

	CO2: Solve Linear Programming, Transportation, and Assignment problems using appropriate techniques. CO3: Use of transportation and assignment models to optimize allocation and distribution decisions using appropriate solution techniques. CO4: Use queuing, inventory, and project management models to improve operational planning and resource utilization. CO5: Explain the business decision-making situations using decision theory, game theory, and basic simulation techniques.			
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). <i>Operations Research: An Introduction</i>. Pearson Education. – A comprehensive and widely used textbook that covers both theory and applications of OR.				
Reference Vohra, N.D. (2022). <i>Quantitative Techniques in Management</i>. 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: ExcelIsFun, 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	25 th July 2025

Course Code: ANL2013	Course Title: Applied Business Analytics Course Type: Program Core Course	L- T- P- C	0	0	4	2
Version No.	1.0					
Course Pre-requisites	Essentials of Business Analytics – ANL1007					
Anti-requisites	None					
Course Description	This course equips students with practical skills to analyze and interpret data for informed business decision-making. The course emphasizes hands-on learning using tools like Excel, Tableau, and Python to perform descriptive, predictive, and prescriptive analytics. Through real-world case studies and projects, students will learn to uncover business insights, optimize operations, and support strategic decisions across various domains such as marketing, finance, and supply chain.					
Course Outcomes	CO1: Illustrate data management techniques to execute descriptive analytics in business scenarios. (Apply) CO2: Compare various data visualization methods for effective communication. (Apply) CO3: Predict business outcomes using predictive analytics techniques. (Apply) CO 4: Illustrate how data-driven insights can support stakeholders in optimizing processes. (Apply) CO5: Construct methodologies for data processing, result generation, interpretation, and effective presentation. (Apply)					
Course Objective	The objective of the course is to familiarize the learners with the concepts of application of Business Analytics and attain Skill Development through Experiential Learning .					
Course Content:						
Module 1	Foundations of Business Analytics					10 Sessions
Topics: Introduction to Business Analytics – Types of Analytics – Role of Analytics in Business Decision-Making – Data Types and Sources – Importance of Data Quality – Introduction to Business Intelligence Tools – Overview of Excel for Analytics – Real-world Applications of Analytics.						
Module 2	Data Management and Preparation					12 Sessions
Topics: Data Collection Techniques – Cleaning and Preparing Data – Handling Missing and Duplicate Data – Data Transformation and Normalization – Data Classification and Coding – Data Integration and Consolidation – Organizing Time Series Data – Introduction to Data Storage and Databases.						
Module 3	Data Visualization for Business Insight					15 sessions

Topics: Introduction to Data Visualization – Tables, Charts, and Graphs – Cross-tabulations and Pivot Tables in Excel – Dashboards for Decision Support – Visualization Tools: Excel vs. Tableau – Best Practices in Visual Storytelling – Creating Interactive Reports – Case Studies on Business Dashboards.

Module 4	Predictive Analytics and Business Forecasting			13 sessions
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Topics: Introduction to Predictive Analytics – Understanding Trends and Patterns – Regression Analysis Basics – Forecasting Techniques – Introduction to Classification Models – Evaluating Predictive Models – Tools for Predictive Analytics – Applications in Marketing, Finance, and HR.

Module 5	Decision-Making with Prescriptive Analytics			10 sessions
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Topics: Overview of Prescriptive Analytics – Optimization Techniques – Scenario and What-If Analysis – Simulation in Decision-Making – Introduction to Solver in Excel – Multi-objective Decision Making – Results Generation and Interpretation – Presenting Analytical Results to Stakeholders.

Targeted Application & Tools that can be used: This course applies analytics across business functions like marketing, finance, and operations using industry-relevant tools. Students will use Excel for data management and basic analysis, Tableau for data visualization and dashboards, and Python for predictive modeling. Tools like Excel Solver and Power BI will support optimization and reporting tasks. The focus is on building practical skills for real-world business decision-making.

Teaching Pedagogy:

The teaching pedagogy for Applied Business Analytics emphasizes experiential and application-based learning. The course combines lectures with hands-on lab sessions, case studies, and real-world datasets to help students grasp analytical concepts through practical implementation. Interactive tutorials using tools like Excel, Tableau, and Python ensure that students actively engage in the learning process. Group projects, presentations, and role-based simulations are integrated to foster collaboration, critical thinking, and data-driven decision-making. Continuous assessments through quizzes, assignments, and live problem-solving exercises reinforce learning outcomes and prepare students for real business scenarios.

Teaching and Learning Methods: The course combines lectures, hands-on lab sessions, case studies, and group projects to ensure practical understanding. Learning is reinforced through quizzes, assignments, and presentations, with a focus on active participation and real-world application.

Evaluation Methods: Assessment includes quizzes, assignments, lab exercises, presentations, and a final exam, focusing on both practical skills and conceptual understanding. .

Teaching and learning aides: The course will utilize multimedia presentations, real-world datasets, case study materials, lab manuals, video tutorials, and analytics software tools such as Excel, Tableau, and Python.

Necessary - Laptop with MS excel installed Data Analysis tool, Statistical Software, PowerBI, Tableau

Additional Resources – IBM SPSS

Text Book:

T1. Camm, J. D., Cochran, J. J., Fry, M. J., & Ohlmann, J. W. (2020). *Business analytics*. Cengage Learning.

Reference:

E-Reading / Essential Reading:

- R1.** Evans, J. R. (2013). *Business Analytics: Pearson New International Edition*. Pearson Higher Ed.
- R2.** Albright, S. C., & Winston, W. L. (2014). *Business analytics: Data analysis & decision making*. Nelson Education.
- R3.** Pochiraju, B., & Seshadri, S. (Eds.). (2019). *Essentials of Business Analytics: An Introduction to the Methodology and Its Applications* (Vol. 264). Springer.
- R4.** Turban E., Sharda R. & Delen D. (2018). *Business Intelligence and Analytics*. Pearson.

PU-List of e-resources:

The following resources can be accessed with the following link

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

Books:

- 1. [Ramazzina, S. \(2014\). *Pentaho Business Analytics Cookbook*. Packt Publishing.](#)
- 2. [Silva, A. J., Cortez, P., Pereira, C., & Pilastrri, A. \(2021\). *Business analytics in Industry 4.0: A systematic review*. Expert Systems, 38\(7\), 1–26. <https://puniversity.informaticsglobal.com:2068/10.1111/exsy.12741>](#)
- 3. [Gert H. N. Laursen. \(2011\). *Business Analytics for Sales and Marketing Managers: How to Compete in the Information Age*. Wiley.](#)

Articles:**Module 1:**

- 1. [Business Analytics Insight: Hype or Here to Stay?](#)
- 2. [Successful Analytics Leaders](#)

Module 2:

- 3. [How can business analytics induce creativity: The performance effects of user interaction with business analytics](#)
- 4. [Is Strategic Management Ready for Big Data? A Review of the Big Data Analytics Literature in Management Research](#)

Module 4:

- 5. [In Search of HR Intelligence: Evidence-Based HR Analytics Practices in High Performing Companies](#)

NPTEL Course: <https://nptel.ac.in/courses/110105089>

Topics relevant to SKILL DEVELOPMENT : Applied Business Analytics for Skill Development through Experiential Learning Techniques. This is attained through assessment components mentioned in the course handout, including hands-on lab exercises, case studies, real-world data analysis, group projects, and tool-based assignments using Excel, Tableau, and Python.

Catalogue prepared by

Dr. Bora Upendra Rao

**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: ANL2014	Course Title: Programming for Business Analytics Type of Course: Program Core Course	L-T-P- C	0-0-4-2
Version No.	1.0		
Course Pre-requisites	Essentials of Business Analytics – ANL1007		
Anti-requisites	None		
Course Description	Programming for Business Analytics introduces students to the fundamentals of programming with a focus on solving business problems using data. The course emphasizes practical applications, teaching students to write basic code, manipulate data, and generate insights using R Program. It prepares students to apply programming logic in real-world business scenarios for informed decision-making.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of programming for Business Analytics and attain Skill Development through Experiential Learning .		
Basic skill sets required for the laboratory:	The students shall be able to develop: • Understanding of basic programming concepts (variables, loops, conditionals) • Familiarity with data types and structures (lists, dictionaries, data frames) • Ability to write and execute simple scripts in R Program. • Knowledge of importing and cleaning data (CSV, Excel files) • Basic data analysis skills (mean, median, filtering, sorting) • Use of basic libraries (e.g., dplyr in R) • Data visualization using simple plots and charts • Logical problem-solving and debugging skills		
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Recognize key programming elements and data structures used in business analytics. (Understand) CO2: Explain the role of programming in solving business problems and analysing data. (Understand) CO3: Prepare basic scripts to perform data manipulation and analysis using programming tools. (Apply) CO4: Interpret business datasets by applying programming techniques for filtering, summarizing, and visualizing data. (Apply) CO5: Build simple code-based solutions and automate tasks to support business decision-making. (Apply)		
Course Content:			

Module 1	Introduction to Programming for Business			10 Sessions
Topics: Introduction to Programming Languages – Role of Programming in Business Analytics – Data-Driven Decision-Making – Business Problems Solved with Code – Variables and Data Types – Introduction to IDEs – Writing and Running Simple Scripts – Understanding Syntax and Errors				
Module 2	Data Structures and Data Handling in R			10 Sessions
Topics: vectors, Lists, Matrices, and Data Frames – Indexing and Subsetting Data – Reading CSV and Excel Files using read.csv() and readxl – Data Cleaning Techniques – Handling Missing Values with na.omit() and is.na() – Renaming Columns – Filtering Rows with Logical Conditions – Sorting and Selecting Columns				
Module 3	Business Data Analysis Using R			15 Sessions
Topics: Calculating Descriptive Statistics (mean, median, sd, min, max) – Creating Custom Functions – Using ifelse() for Conditional Calculations – Grouped Analysis with dplyr (group_by() and summarise()) – Generating Business KPIs (e.g., profit margin, sales per customer) – Applying Loops for Repetitive Tasks – Business Case Exercises (e.g., sales or HR data analysis)				
Module 4	Data Visualization in R for Business Insights			15 Sessions
Topics: Introduction to ggplot2 – Bar Charts, Line Graphs, Pie Charts – Visualizing Categorical and Continuous Variables – Customizing Plots (titles, colors, themes) – Plotting Time Series Data – Adding Labels and Legends – Creating Business Dashboards in RMarkdown – Exporting Graphs for Reports				
Module 5	Automating Business Analytics Tasks Using R			10 Sessions
Topics: Automating File Imports with Loops – Batch Data Cleaning – Using apply(), lapply(), and map() for Repetitive Analysis – Writing Reusable Functions – Exporting Results to CSV/Excel using write.csv() – Generating Automated Reports with RMarkdown – Mini Project: Automating a Business Report Pipeline				
List of Laboratory Tasks: • Install and set up R and RStudio environment • Write and run basic R scripts using variables and arithmetic operations • Create and manipulate vectors, lists, matrices, and data frames • Import datasets using read.csv() and read_excel() functions • Clean business data by handling missing values and renaming columns • Filter and subset data using logical conditions and indexing • Calculate summary statistics (mean, median, sd, min, max) for business variables • Perform grouped analysis using dplyr (group_by() and summarise())				

- Use ifelse() statements for conditional calculations in business data
- Create bar charts, pie charts, and line graphs using ggplot2
- Customize visualizations with titles, labels, and themes in ggplot2
- Automate repetitive analysis tasks using for loops and apply() functions
- Write reusable functions for business metric calculations
- Export processed data and reports using write.csv() and RMarkdown
- Mini project: Automate a business data report pipeline using R scripts and visual outputs

Targeted Application & Tools that can be used:

The course applies programming to real-world business tasks such as data cleaning, analysis, visualization, and reporting. It uses R and RStudio as primary tools, enabling students to work with business data, perform statistical analysis, create visualizations using ggplot2, and automate reports with RMarkdown.

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

Project: Students will develop an R-based business dashboard using a real or simulated dataset (e.g., sales or HR data), including data cleaning, analysis, and visualizations, and generate a final report using RMarkdown.

Assignment: Individually, students will import a business dataset in R, perform basic cleaning, calculate summary statistics, and create simple visualizations using ggplot2.

Text Book

T1: Matloff, N. (2011). The Art of R Programming. No Starch Press.

T2: Wickham, H., & Grolemund, G. (2016). R for Data Science. O'Reilly Media.

T3: Gupta, S. (2020). Business Analytics Using R: A Practical Approach. Wiley India.

References

R1: Kabacoff, R. I. (2015). R in Action: Data Analysis and Graphics with R. Manning Publications.

R2: Dalgaard, P. (2008). Introductory Statistics with R. Springer.

R3: Joshi, D. (2019). Data Analytics with R. Oxford University Press India. (Indian Author)

R4: Mishra, A. (2021). Business Analytics Using R: Theory and Practice. Cengage India. (Indian Author)

R5: Crawley, M. J. (2012). The R Book. Wiley.

Online learning resources:

1. <https://presiuniv.knimbus.com/openFullText.html?DP=https://search-ebscohost-com-presiuniv.knimbus.com/login.aspx?direct=true&db=e000xww&AN=1409189>

Understanding Programming for Business Analytics for **Skill Development** through Experiential Learning Techniques. This is achieved through assessment components like hands-on lab sessions, practical exercises using R programming, and data-driven problem-solving tasks that enhance students' ability to apply programming concepts in real-world business analytics scenarios.

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

Course Code: ANL2015	Course Title: Predictive Analytics Type of Course: Program Core Course	L-T-P- C	0	0	4	2
Version No.	1.0					
Course Pre-requisites	Essentials of Business Analytics – ANL1007					
Anti-requisites	None					
Course Description	The primary purpose of the course is to enable students to understand and apply data-driven methods to anticipate future trends, behaviours, and outcomes across various domains such as marketing, finance, human resources, healthcare, and sports. This course equips students with both the theoretical foundation and practical skills necessary to harness data for forecasting and decision-making. By the end of the course, students will be able to build and apply predictive models, interpret their outputs meaningfully, and contribute to strategic business initiatives using data.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Predictive Analytics and attain Skill Development through Experiential Learning techniques.					
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 Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the concepts, importance, and applications of predictive analytics across various industries (Understand) CO2: Employ data processing techniques to prepare datasets for predictive models. (Apply) CO3: Prepare predictive models using regression techniques and classification algorithms. (Apply) CO4: Use time series analysis methods for business forecasts. (Apply) CO5: Examine datasets using descriptive and diagnostic analytics tools to identify patterns and key drivers of performance (Analyse)			
Course Content:				
Module 1	Introduction to Predictive Analytics	Presentation	Application of analytics	15 sessions
Predictive Analytics- Definition, Importance, Applications of Predictive Analytics-- Marketing, Human resources, Finance-Health care, sports& other industries- case studies; Skills and roles in Predictive Analytics- Framework for building predictive models- Problem definition / Opportunity identification, Data collection, Data Preparation or Data Pre-Processing, Divide the data into training and validation data- Model development- Communication of the result				
Module 2	Data Preprocessing	Assignment	Programming	15 Sessions
Reading data from various sources; Distributions and summary statistics; Relationships among variables -Missing data management and imputation; Outlier detection, Data Management Duplicate Removal; Sampling Data, Partitioning data.				
Module 3	Algorithms for Model development	Assignment	Programming	15 Sessions
Regression – Simple linear regression (SLR) using OLS method- Assumptions of regression - Multiple linear regression (MLR)- model diagnostics- Classification algorithm-Logistic regression- interpretation- model diagnostics- Naïve Bayes				
Module 4	Forecasting & Time Series Analysis	Assignment	Applications of business forecasting	15 sessions

Business Forecasting – Importance- Time series analysis, Models (additive & multiplicative), Forecasting methods- moving average-exponential smoothing techniques-Error metrics, Linear Regression with Time as Predictor, Linear Regression with Seasonal Dummies, Auto-Regressive Model (AR) of low order.

List of Laboratory Tasks:

- Summary statistics
- Missing data imputation
- Data management
- Outlier detection
- Duplicate removal
- Simple linear regression
- Multiple linear regression
- Logistic regression
- Naïve Bayes
- Moving average method of forecasting
- Exponential smoothing

Targeted Application & Tools that can be used:

- The course subject finds application in many major areas like financial services, retail and e-commerce, health care, sports, and workforce management. The tools that are used in this course are R programming and Microsoft Excel

Project work/Assignment:

1. Credit default prediction
2. Churn prediction for online retail

Text Book:

1. Dinesh Kumar, U. (2021). Business Analytics: The Science of data-Driven Decision Making.

References :

1. Business Analytics - Data Analysis & Decision Making”, S. Christian Albright and Wayne L. Winston, Cengage Publication, 5th Edition, 2012
2. Predictive Analytics Delen, D. (2020). Predictive Analytics: Data Mining, Machine Learning and Data Science for Practitioners. Upper Saddle River, NJ, USA: FT Press. (Pearson Publication)

Online learning resources:

1. <https://www.ibm.com/think/topics/predictive-analytics>

2. https://www.simplilearn.com/what-is-predictive-analytics-article 3. https://www.cio.com/article/228901/what-is-predictive-analytics-transforming-data-into-future-insights.html 4. https://onlinecourses.swayam2.ac.in/imb24_mg14/preview	
Topics relevant to "SKILL DEVELOPMENT": Data handling and preprocessing skills, Analytical modelling and statistical skills. Topics relevant to "ENVIRONMENT AND SUSTAINABILITY": Prediction of air quality levels using regression.	
Catalogue prepared by	Dr Sreya R
Recommended by the Board of Studies on	6th BOS held on 5th June 2025.
Date of Approval by the Academic Council	25th July 2025

Course Code: ANL2016	Course Title: Visual Analytics Type of Course: Program Core Course	L-T-P-C	0	0	4	2
Version No.	1.0					
Course Pre-requisites	Essentials of Business Analytics – ANL1007					
Anti-requisites	None					
Course Description	The course is conceptual and practical in nature and provides the fundamental concepts in data analytics through visualization. By completing this course students can understand the data sets and analyse data to create dashboards that provide data-driven outcomes to the specific problems in the business world.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Visual 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 Outcomes	List the course outcomes On successful completion of this course the students shall be able to: CO1: Describe the feature and application of Tableau. (Understand) CO2: Apply the functions in Tableau to analyse data. (Apply) CO3: Prepare visuals in worksheets. (Apply) CO4: Use Dashboards for Data Storytelling. (Apply)			
Course Content:				
Module 1	Introduction to Data Visualization	Assignment	Data Visualization	15 Sessions
Data Visualization- Definitions – Importance – applications; Tableau is a BI tool - visualization and analysis; Tableau flavors- Tableau Reader- Tableau Public -Tableau Server (on premise) - Tableau Online (tableau cloud solution)-Tableau desktop; Main advantages				
Module 2	Exploring Tableau functions	Participative Learning	Tableau -hands on experience	15 Sessions
Connecting to data sources (Excel, CSV) Live vs extract; Import files, Concept of joins (Same data source v/s different data source) and relationships, Creating Workbook, Dimensions vs Measures, Data types and roles. Changing metadata (rename columns, create Hierarchy, create folders, data aggregation, calculated fields, etc.).				
Module 3	Creating visuals in worksheets	Participative Learning	Data insights	15 Sessions
Basic charts and visualisation (line chart, bar chart, stacked bar chart, clustered bar chart, pie chart, heat map, tree map, bubble map), maps and geospatial visualisation, sorting and filtering data, using colour, size and shape for emphasis.				
Module 4	Creating dashboards and storytelling	Group presentations	Storytelling	15 Sessions
Visual Design - colour-labels; Blending data – Unions; Data interpreter basics- massage data-split data, Dashboard layout and interactivity, Storytelling with data, using filters and quick filters, dynamic calculations with parameters, best practices for effective dashboards. List of Laboratory Tasks: Experiment No 1: Sales Data Analysis Experiment No 2: Customer Segmentation				

Experiment No 3: Financial Performance Dashboard 1 Experiment No 4: Financial Performance Dashboard 2 Experiment No 5: Stock Market Trend Analysis Experiment No 6: Education Performance Dashboard Experiment No 7: COVID-19 Impact Dashboard Experiment No 8: Energy Consumption Analytics Experiment No 9: Airline Delay & Route Analysis Experiment No 10: Human Resource Analytics
Individual/Group Project: Financial analysis of a company, personal finance dashboard, E-commerce Sales analysis, Sports performance analysis creating dashboard, storyboards and interpreting the visuals)
Targeted Application & Tools that can be used: Finance, Business Management, HR, Supply Chain, Sales, Marketing, Economics
Project Work/ Assignment:
1. Project: Develop the dashboard of Marketing/sales/HR/economics related data and narrate the story telling to create a case let 2. Assignment: Create report on sales/ marketing/ country risk/investment of companies, countries, etc.
Textbook (s): T1: Ryan, L. (2018). <i>Visual Data Storytelling with Tableau: Story Points, Telling Compelling Data Narratives</i>. Addison-Wesley Professional. T2: Albright, S. C, & Winston, W. L. (2019). <i>Business Analytics: Data Analysis & Decision Making</i>. Cengage.
Reference Book(s): R1: D'Ignazio, C. (2017). Creative data literacy: Bridging the gap between the data-haves and data-have nots. <i>Information Design Journal</i>, 23(1), 6-18 R2: Marchese, C. (2018). <i>The Truthful Art: Data, Charts, and Maps for Communication</i>, by Alberto Cairo.
Online resources (e-books, notes, ppts, video lectures etc.) - Varsha, P. S., & Karan, A. (2023). Descriptive analytics and data visualization in e-commerce. <i>Handbook of Big Data Research Methods: 0</i>, 86. https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?eid=2-s2.0-85165208883&origin=resultslist&sort=plf-f&src=s&sid=050fc4ab7ca7c32deff2c4625409c08d&sot=b&sdt=b&s=ALL%28Descriptive+analytics+and+data+visualization+in+e-commerce%29&sl=56&sessionSearchId=050fc4ab7ca7c32deff2c4625409c08d - Varsha, P. S., & Shree, S. N. (2023). Embracing Data-Driven Analytics (DDA) in human resource management to measure the organization performance. <i>Handbook of Big Data Research Methods: 0</i>, 195. https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?eid=2-s2.0-85165194260&origin=resultslist&sort=plf-f&src=s&sid=7b82b9ba817f50292ce4deade819af6e&sot=b&sdt=b&s=AUTHOR-NAME%28Varsha+P+S%29&sl=113&sessionSearchId=7b82b9ba817f50292ce4deade819af6e

3. https://www.salesforce.com/products/analytics/overview/ 4. https://intellipaat.com/blog/what-is-tableau/ 1. https://onlinecourses.nptel.ac.in/noc20_cs89/preview	
The course emphasizes skill development through participative and experiential learning techniques, where students engage in hands-on exercises using Microsoft Excel to apply financial theories to real-world scenarios. Skill development is attained through continuous assessments embedded within the course plan, such as Excel-based simulations, scenario analyses, and risk modeling.	
Catalogue prepared by	Dr Nandita Malini Barua
Recommended by the Board of Studies on	6th BOS held on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: ANL2017	Course Title: Marketing Analytics Core course	L- T-P- C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	• General Knowledge of Descriptive Analytics • Basics of Excel (BBA1019)					
Anti-requisites	Nil					
Course Description	The course provides a conceptual understanding of how marketing decisions are aided by analytics. The students shall comprehend the various touchpoints involved and trace the role of analytics in customer relationship management					
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 Outcomes	Upon successful completion of the course the students shall be able to: CO 1: Prepare a marketing dashboard for data visualization and decision-making.(Apply) CO 2: Interpret market segmentation, categorization, and product-related data for marketing analysis (Apply) CO 3: Classify pricing analysis techniques to support pricing decisions (Apply) CO4: Calculate place metrics to assess channel performance (Apply) CO 5: Compute promotion metrics to support marketing decision-making (Apply) CO6: Illustrate techniques for inferring customer data to gain marketing insights. (Apply)			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Marketing Analytics and attain Skill Development through Experiential Learning techniques.			
Course Content:				
Module 1	Marketing Analytics and Summarizing Marketing Data	Marketing dashboard	(Product dashboard, sales dashboard)	6 Sessions
Topics : Marketing Analytics meaning, scope , application. Marketing data Preparation, Slicing and Dicing, Data Summary using Graph, making decision by summarizing the marketing data. (Pivot Charts, Pivot Table, marketing dashboard)				

Module 2	STP and Product analytics	Assignment on STP and Product metrics	Assignment on STP and Product metrics	6 Sessions
Topics : Segmentation, Targeting and Positioning data analysis through Item exploration, Exploratory Factor Analysis, Cluster Analysis. Product Analytics Product Design, Deciding the attributes of a product, Test Market, Demand Forecasting (Conjoint Analysis, regression, time series analysis.)				
Module 3	Pricing Analytics	Assignment on Pricing metrics	Assignment on Pricing metrics	6 Sessions
Topics - Pricing, types of pricing. Pricing data analysis - Price Optimization, Price Bundling, Discounted Pricing, Price Skimming, Revenue Management, Markdown Pricing.				
Module 4	Place and Promotion Analytics	Assignment on Promotion Analytics	Assignment on Promotion Analytics	6 Sessions
Topics: Place analytics - Designing Retail Outlet, Online Product Assortment, Allocating Retail Space and Sales Resources, Catalogue /Email Marketing. (MS excel, RFM analysis) Promotion Analytics: Media Selection Model, Measure the effect of advertisement, Google AdWords Bid and CPC, Viral Marketing. (MS excel)				
Module 5	Customer analytics.	Assignment on customer metrics	Assignment on customer metrics	6 Sessions
Customer relationship management- Touchpoints- Use of analytics in customer journey mapping-Key Performance Indicators- building customer persona-Customer Lifetime Value- computation- Churn Analytics, Sentiment analysis.				
Lab Experiments				

1. Exploratory data analysis
2. Segmentation analytics
3. Product analytics
4. Cluster analytics
5. Product Analytics
6. Pricing Analytics
7. Regression analysis
8. Customer metrics

Targeted Application & Tools that can be used: RFM analysis, customer segmentation, pricing decision.

Textbook

T1:Gupta, Seema. (2021). *Marketing Analytics*. 1st Ed. Wiley.

References

Books

R1. Winston, Wayne (2014). *Marketing Analytics: Data –driven techniques with Microsoft Excel*,Wiley

R2. Grigsby, Mike. (2022). *Marketing analytics: A practical guide to improving consumer insights using data techniques*. Kogan Page

PU-List of e-Resources

PU1: <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17505930710734125/full/html>

PU2:<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JCM-02-2019-3080/full/pdf?title=the-internet-of-everything-implications-of-marketing-analytics-from-a-consumer-policy-perspective>

Web Based Resources

W1. <https://hbr.org/2018/05/why-marketing-analytics-hasnt-lived-up-to-its-promise>

- W2.** <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Deloitte-Analytics/dttl-analytics-us-da-pricinganalytics3minguide.pdf>
- W3.** <https://hbr.org/2010/11/using-customer-journey-maps-to> improve customer satisfaction
- W4.** <https://www.zoho.com/subscriptions/guides/what-is-customer-lifetime-val>
- W5.** https://www.mediassociates.com/wp-content/uploads/2018/12/Mediassociates-whitepaper-Predictive-Analytics_2018.pdf

Swayam & NPTEL Video Lecture Sessions on Marketing Analytics:

1. https://onlinecourses.nptel.ac.in/noc20_mg30/preview

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

Catalogue prepared by	Dr. Chaitra VH Assistant Professor School of Commerce
Recommended by the Board of Studies on	6 th Board of Studies , 5 th July 2025
Date of Approval by the Academic Council	

Course Code: HRM3021	Course Title: HR Analytics	L-T-P-C	1 -1 - 2 -3
Version No.	1.0		
Course Pre-requisites	Essentials of Business Analytics – ANL1007		
Anti-requisites	None		
Course Description	This course provides an insight towards having an analytical perspective knowledge, skills, and competencies to address human capital. It introduces the central concepts of people orientated analytics and via hands-on exercises, builds skills and competencies around the management, analysis and representation of data. The subject explores how analytics helps managers to address both tactical and strategic level human capital issues.		
Course objective	The objective of the course is to familiarize the learners with the concepts of HR Analytics and attain Skill Development through Experiential Learning techniques .		
Course Outcomes	CO1: Explain the role of HR Analytics in enhancing organizational value.CO2: Construct metrics for various HR functions CO2: Calculate HR metrics to support decision-making across the workforce lifecycle, from onboarding to exit of employees. CO3: Use descriptive analysis techniques to summarize and interpret HR data. CO4: Prepare HR dashboards using Excel functions, PivotTables, charts, slicers, and data visualization techniques to communicate descriptive HR insights effectively CO5: Interpret predictive and prescriptive HR analytics outcomes using advanced statistical techniques to support strategic workforce planning and decision-making		
Course Content:			
Module 1	Introduction to HR analytics		10 Sessions
Topics: HR Analytics - Defining HR Analytics, Role of Analytics, HR Analytics: The Third Wave for HR value creation, HR Measurement journey in tune with HR maturity journey, Understanding the organizational system (Lean) , Locating the HR challenge in the system, Valuing HR Analytics in the organizational system, Typical problems (working session).			
Module 2	HR Metrics		10 Sessions
Topics: HR Metrics - HR metrics – types, application and exercises – HR planning, Training and development, Staffing, Payroll, Performance Appraisal.			

Module 3	Descriptive analytics in HR			15 Sessions
Topics: Descriptive analytics in HR - Key excel functions – VLOOKUP, INDEX, SUMIF, AVERAGEIF, COUNTIF, etc. Creation of HR dashboards, story boarding. Pivot table, charts and tables, slicers. HR data visualization – Data mapping, Scatter chart, bar charts, data merging and blending.				
Module 4	Predictive and Prescriptive analytics in HR			15 Sessions
Topics: Predictive and Prescriptive Advanced HR analytics - T Test, ANOVA, Correlation analysis, regression analysis, Multiple regression analysis, Factor analysis, , sensitivity analysis, Cluster analysis.				
Targeted Application & Tools that can be used: Data analysis using MS Excel, PSS				
Project work/Assignment:				
Solve problems of HR metrics using MS Excel, PSPP, SPSS, Power Bi				
Text Book				
Banerjee P., Pandey J., Gupta M. (2019) <i>Practical application of HR analytics</i> , SAGE				
Camm J., Cochran J., Fry M., Ohlmann J., Anderson D., Sweeney D., Williams T., (2015) <i>Essentials of Business Analytics</i> Cengage Learning				
References				
Online Resources				
1. https://www.linkedin.com/learning/people-analytics				
2. https://www.udemy.com/course/complete-human-resource-management-setup-workflow-toolkit/				
3. https://www.coursera.org/learn/wharton-people-analytics				
Topics relevant to SKILL DEVELOPMENT : XXXXXX for Skill Development through Experiential Learning Techniques . This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. Chaitra VH			
Recommended by the Board of Studies on	6th BOS held on 5th June 2025.			
Date of Approval by the Academic Council	25th July 2025			

Course Code: ANL3036	Course Title: Finance Analytics Type of Course : Program Core Course	L- T-P- C	1	1	2	3
Version	1.0					
Course Pre-requisites	Essentials of Business Analytics – ANL1007					
Anti-requisites	NIL					
Course Description	This course introduces students to the application of data analytics in finance. It bridges the gap between traditional financial theory and modern data-driven decision-making. Covering tools such as Excel, Power BI, and basic Python/SQL (conceptually), students will learn to analyze financial statements, build dashboards, identify financial risks, and optimize investment strategies using real-time financial data.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the role of analytics and data in financial decision-making CO2: Apply Excel tools for financial statement analysis and interpretation CO3: Develop budgets, forecasts, and perform variance analysis CO4: Use data visualization tools to create financial dashboards CO5: Analyze financial data using basic concepts of advanced tools like Power BI, Python, and SQL					
Course Objective	To develop a foundational understanding of finance analytics concepts and tools To enable students to analyze financial data and extract actionable insights To expose students to the use of visualization tools and dashboards in finance To develop decision-making and predictive modeling capabilities in financial contexts					
Course Content:						
Module 1	Introduction to Finance Analytics	CO1	Case Study	14 session		
Role and scope of finance analytics , Structured vs unstructured financial data , Overview of tools: Excel, Power BI, Python (basics), SQL (conceptual) , Key financial KPIs: ROE, ROA, EBITDA, etc. Data-driven decision-making in finance, Basics of data cleaning in Excel						
Module 2	Financial Statement Analysis Using Excel	CO2	Presentation	15 Sessions		
Creating dynamic budgets and forecasts , Scenario analysis and What-if tools in Excel , Rolling forecasts and zero-based budgeting , Variance analysis and reporting , Visualizing deviations with KPIs and trend charts, Excel-based financial analysis,						
Module 3	Budgeting, Forecasting & Variance Analysis	CO3	Group Activity	16 Sessions		

Creating dynamic budgets and forecasts , Scenario analysis and What-if tools in Excel , Rolling forecasts and zero-based budgeting , Variance analysis and reporting , Visualizing deviations with KPIs and trend charts				
Module 4	Advanced Tools and Applications	CO4	Case Study	15 Sessions
Introduction to Power BI for financial dashboards , Visual storytelling using financial data , Time series analysis (moving averages, trendlines, smoothing), Conceptual exposure to Python and SQL for finance data , Case study: Financial performance dashboard for a retail company				
Targeted Application & Tools that can be used: 1. MS Excel (advanced formulas, pivot tables, charts, macros) 2. Power BI or Tableau (visualization) 3. Python (Pandas, Matplotlib basics) – optional/demo basis 4. Google Sheets & Financial Modeling Templates 5. Case-based learning using real financial reports				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Article Review/ PPT Presentation				
Text Book : • Danielle Stein Fairhurst – <i>Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals</i>, Wiley				
Reference 1. Choudhury, A. – <i>Financial Analytics with R</i> 2. S. Christian Albright – <i>Data Analysis and Decision Making</i> 3. Fabozzi & Peterson – <i>Financial Modeling</i> .				
PU library link • https://powerbi.microsoft.com • NPTEL & Coursera Finance Analytics Courses • Investopedia & CFA Institute Blogs • YouTube channels: ExcelIsFun, MyOnlineTrainingHub, etc.				
Topics relevant to Financial Analytics: • Financial modeling and reporting • Data visualization and dashboard building • Interpreting financial metrics and KPIs • Practical Excel and Power BI skills • Digital literacy in finance				
Catalogue prepared by	Dr. Krishan Kumar			
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: ANL3037	Course Title: Machine Learning Course Type: Program Core Courses	L- T-P- C	0- 0- 4- 2
Version No.	1.0		
Course Pre- requisites	Essentials of Business Analytics – ANL1007		
Anti-requisites	None		
Course Description	This course is a combination of conceptual and Analytical in nature. The Objective of this course is to enable student with understanding of the concepts of Supervised and Unsupervised learning approaches in R Programming with critical evaluations. This course would pave way for the career of Data analyst and Data scientist in future for the students.		
Course Outcomes	At the end of the course, the student shall be able to: CO1: Describe the fundamentals of Machine Learning. CO 2: Discuss the Python Ecosystem CO 3: Explain the Visualization of data in Machine Learning CO4: Review the data preparation in Machine Learning CO 5: Illustrate the Machine Learning Algorithms		
	The objective of the course is to familiarize the learners with the concepts of Machine Learning and attain Skill Development through Experiential Learning techniques .		
Course Content:			
Module 1	Introduction to Machine Learning & Python		8 Sessions

Machine Learning-Definition and Meaning; Need for Machine Learning, Why & When to Make Machines Learn; Machine Learning Model; Challenges in Machine Learning; Applications of Machine Learning – Introduction of Python – Strengths and Weakness – Python for Data Science – Introduction to Jupyter Notebook				
Module 2	Python Basics			15 Sessions
Python – Variables – Data Types – Integer – string – float – Boolean – Date; Operators - Arithmetic operators - Assignment Operators - Comparison operators - Logical Operators - Identity operators – Lists – Sets - Arrays – Matrix – Dictionary – Loops – Conditions - Class – Functions				
Module 3	File Handling & Data Preparation			12 Sessions
Introduction to Data Pre-processing-Data Pre-processing Techniques-Normalization-Types of Normalization- Binarization- Standardization- Data Labelling- Principal Component Analysis (PCA).				
Module 4	Data Visualization			12 Sessions
Univariate Plots: Histogram- Density Plots-Box and Whisker Plots				
Multivariate Plots: Correlation Matrix Plot- Scatter Matrix Plot				
Module 5	Machine Learning Algorithms			13 Sessions
ML Classification Algorithms: Logistic Regression- Support Vector Machine (SVM)- Decision Tree- Naïve Bayes- Random Forest				
ML Regression Algorithms: Linear Regression- Multiple Linear Regression (MLR)				
ML Clustering Algorithms: K-means Algorithm- Mean Shift Algorithm- Hierarchical Clustering				
History of artificial intelligence (AI). AI problems. AI techniques. Turing test. AI models.				
History of artificial intelligence (AI). AI problems. AI techniques. Turing test. AI models.				
Targeted Application & Tools that can be used: R-Programming and Python tools are used				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Live projects like Credit Card Fraud Detection using Machine Learning from Kaggle; Diabetes Prediction using Machine Learning from Kaggle, Predicting Heart Disease using Machine Learning in Kaggle				
DELIVERY PROCEDURE (PEDAGOGY):				
Self-learning: <u>Challenges in Machines Learning; Applications of Machines Learning</u> Participative learning: Case study in R using Pokémon Dataset				

- **Experiential/Project Based Learning:** Kaggle Competition

PU-Links:

1. <https://web.s.ebscohost.com/ehost/detail/detail?vid=4&sid=1f15c8b4-7583-4a11-9328-8cad4a0e1dc5%40redis&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#db=iih&AN=155516164>
2. <https://web.s.ebscohost.com/ehost/detail/detail?vid=6&sid=1f15c8b4-7583-4a11-9328-8cad4a0e1dc5%40redis&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#AN=157334938&db=iih>

Case Studies Links:

1. Case study in R using Pokémon Dataset

E-Resources:

1. <https://www.greenteapress.com/thinkstats/> (EB1)
2. <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://riptutorial.com/Download/machine-learning.pdf> (EB2)
3. <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/http://web4.cs.ucl.ac.uk/staff/D.Barber/textbook/091117.pdf>(EB3)

Web based Resources:

1. <https://www.analyticsvidhya.com/blog/2021/08/effective-data-visualization-techniques-in-data-science-using-python/>
2. https://youtube.com/playlist?list=PLJ5C_6qdAvBFfF7qtFi8Pv_RK8x55jsUQ
3. <https://youtube.com/playlist?list=PLWPirh4EWFpEvN4ktS8LE0cvLCSfhD55t>
4. <https://youtube.com/playlist?list=PLeo1K3hjS3uvCeTYTeyfe0-rN5r8zn9rw>
5. <https://youtube.com/playlist?list=PLEiEAq2VkUULYYgj13YHUWmRePqiu8Ddy>

6. <https://youtu.be/RnFGwxJwx-0>

7. <https://youtu.be/GwIo3gDZCVQ>

NPTEL Videos:

1. <https://www.digimat.in/nptel/courses/video/106105152/L01.html>
2. <https://www.youtube.com/watch?v=fC7V8QsPBec>

Textbook

- T1-** Andriy Burkov- [The Hundred-Page Machine Learning Book](#)
- T2-** Drew Conway and John Myles White-. [Machine Learning for Hackers: Case Studies and Algorithms to Get you Started](#)
- T3 -** Tom M. Mitchell-[Machine Learning](#)
- T4-**Shai Shalev-Shwartz and Shai Ben-David-[Understanding Machine Learning](#)
- T5-**Oliver Theobald-[Machine Learning for Absolute Beginners: A Plain English Introduction](#)
- T6-**John Paul Mueller and Luca Massaron-[Machine Learning for Dummies](#)

T7 -John D. Kelleher, Brian Mac Namee, and Aoife D'Arcy- <u>Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples, and Case Studies</u>	
References 1. Ian H. Witten, Eibe Frank, and Mark A. Hall-<u>Data Mining: Practical Machine Learning Tools and Techniques</u>. 2. Aurélien Géron-<u>Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow: Concepts, Tools, and Techniques to Build Intelligent Systems</u> 3. Leonard Eddison-<u>Python Machine Learning: A Technical Approach to Machine Learning for Beginners</u>	
Catalogue prepared by	Dr. Upendra Rao
Recommended by the Board of Studies on	6th BOS held on 5th June 2025.
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS2028	Course Title: AI for Managers Type of Course: Program Core Course		L- T-P- C	3-0-0-3
Version No.	1.0			
Course Pre-requisites	None			
Anti-requisites	None			
Course Description	This course offers a comprehensive exploration of AI concepts, its business applications, and strategic implementation. Gain insights into leveraging AI to drive innovation, optimize processes, and make informed decisions, equipping students with the skills to navigate the AI landscape and lead the organization towards sustainable success.			
Course Outcomes	On successful completion of the course the students shall be able to: CO 1: Explain AI concepts, applications, and types. CO 2: Explain diverse AI technologies. CO 3: Apply the AI process to business contexts. CO 4: Examine AI-driven dashboards and tools for decision-making. CO 5: Analyze the ethical and strategic impact of AI.			
Course objective	The objective of the course is to familiarize the learners with the concepts of Artificial Intelligence for Managers and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to AI	Lecture	Lecture & Class Room Presentation	11 Sessions
MODULE 1: Introduction to AI 10 Sessions [Remember] Definition - brief history of AI - AI applications in real - life scenarios - Types of AI, including Narrow or Weak AI, General or Strong AI, and Super AI - AI Ethics and social implications - Robotics and autonomous systems - Future of AI: including emerging trends and challenges.				
Module 2	AI Technology	Lecture	Lecture & Technical Presentation	12 Sessions
Topics: Machine learning: supervised, unsupervised, and reinforcement learning - Deep learning and neural networks - Natural language processing (NLP) - Computer vision and image recognition - Robotics - Cloud Computing - Internet of Things (IoT)				
Module 3	AI Process	Lecture	Lecture & Seminar	12 Sessions
Topics: Data collection - Data preparation - Model selection - Model training - Model evaluation - Model deployment - Model monitoring - AI Reports: Descriptive reports - Diagnostic reports - Predictive reports - Prescriptive reports - Interactive reports - Natural language generation (NLG) reports				

Module 4	Data Visualization	Lecture	Lecture & Management Games	10 Sessions
Topics: Data Visualization Process – Data Visualization Models: Scatter plot - Bar chart - Line chart - Heat map - Network graph - Bubble chart - Choropleth map – Types of Data Visualization Tools: Tableau – PowerBI – MSEXcel				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Text book: 1. The AI Advantage: How to Put the Artificial Intelligence Revolution to Work, Thomas H. Davenport (MIT Press, 2018) 2. "AI for Business: A Roadmap for Digital Transformation", Rajendra Prasad, Aman Agarwal and Manish Kumar (Springer, 2021) 3. "Artificial Intelligence for Managers (English Edition) - 2021", Malay A. Upadhyay, (BPB Publications) 4. "Learning Tableau 2019" - Third Edition, By Joshua N. Milligan, Packt Publishing 5. "Microsoft Power BI Complete Reference" 2018, Devin Knight, Packt Publishing 6. Data Visualization in Excel: A Guide for Beginners, Intermediates, and Wonks (AK Peters Visualization Series) 1st Edition, by Jonathan Schwabish, Kindle Edition.				
Reference 1. R1: https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence 2. R2: https://noteslearning.com/artificial_intelligence/ 3. R3: https://www.toptal.com/designers/data-visualization/data-visualization-tools PU library link https://www-sciencedirect-com-presiuniv.knimbus.com/journal/artificial-intelligence https://ieeexplore.ieee.org/document/9855548				
Topics relevant to EMPLOYABILITY SKILLS : NLP for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. B. Upendra Rao			
Recommended by the Board of Studies on	6th BOS held on 5th June 2025.			
Date of Approval by the Academic Council	25th July 2025			

Course Code: CBS2029	Course Title: Business Finance Type of Course: Program Core	L- T- P- C	3	1	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course offers a comprehensive overview of financial management principles, focusing on areas like financial planning, capital structure, cost of capital, and working capital management. It emphasizes practical problem-solving and the application of financial tools for informed decision-making in a dynamic business environment.					
Course objective	The objective of the course is to provide learners with a comprehensive understanding of Financial Management concepts and to develop their skills through the application of numerical problem-solving. "					
Course Outcomes	On successful completion of the course the students shall be able to: CO 1: Summarize basic concepts of finance and financial management for effective business decision-making. [Understand] CO2: Apply time value of money techniques for calculating present and future value of cash flow for investment evaluation. (Apply) CO 3: Apply cost of capital and leverage concepts to assess and optimize long-term financing decisions. [Apply] CO 4: Explain the concepts, forms, and factors influencing dividend policy decisions in financial management. (Understand) CO 5: Estimation and management of working capital for efficient management of cash, inventory, and receivables (Analyze)					

Course Content:				
Module 1	Introduction to financial management	MCQ	E-Resource Review	12 Sessions
Meaning of Finance – Business Finance – Finance Function – Meaning of Financial Management – Scope and Objectives of Financial Management – Financial Decisions – Role and Functions of Chief Finance Officer – Financial Planning: Meaning, Objectives, Significance – Steps in Financial Planning – Principles of a Sound Financial Planning, Financial Management in Digital Economy.				
Module 2	Time Value of Money	Assignment	Numerical Solving Task	10 Sessions
Introduction – Meaning & Definition – Need – Future Value (Single Flow – Uneven Flow & Annuity) – Present Value (Single Flow – Uneven Flow & Annuity) – Doubling				
Module 3	Capital Structure and Cost of Capital	Article Review	E-Resource Review	12 Sessions
Capital Structure – Meaning – Factors affecting Capital Structure - Optimum Capital Structure-Understanding different sources of long-term financing, Cost of capital-Calculating the cost of debt, preference shares, equity, and overall capital (WACC), Risk–Return Relationship (Basic Concept).				
Module 4	Capital Budgeting & Dividend decisions	Assignment	Numerical Solving Task	16 Sessions
Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process – Estimation of Project Cash Flows – Capital Budgeting Techniques – Payback Period – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index – Practical Problems.				
Meaning and Definition of Dividend – Forms of Dividend - Objectives of dividend decisions – Nature of dividend decisions - Factors influencing the dividend policy – Types of Dividend policy.				
Module 5	Working Capital	Assignment/MCQ	E-Resource Review	10 Sessions

	Management			
Definition of working capital - Types of working capital - Importance of working capital management –Factors affecting working capital- - Managing current assets and liabilities – estimation of working capital- operating cycle- Strategies for efficient cash, inventory, and receivables management. Working Capital in Modern Businesses (E-commerce context).				
Targeted Application & Tools that can be used: The techniques of capital budgeting and other tools are used in real business scenarios for evaluating the investment decisions.				
Project work/Assignment: 1. MCQ: The students will be given MCQ tests in order to evaluate the depth in which the students have conceived the content of the course. 2. Article Review: At the end of the course, each student or group will be assigned an article related to topics such as capital structure, capital budgeting, or dividend policy. Students must analyze the article using academic and library resources and submit a structured report highlighting key concepts, relevance, and insights. 3. Problem-Solving Assignment: Each student will be assigned a set of numerical problems related to EBIT-EPS analysis, operating and financial leverage, and capital budgeting methods (like NPV, IRR, Payback Period). Students must solve and submit the assignment with proper workings, interpretation of results, and financial recommendations.				
Reference: Textbook: T1: Khan and Jain, Financial Management, Tata McGraw Hill E-Reading / Essential Reading: R1: R.M. Srivastava: Financial Management –Management and Policy, HimalayaPublishers. R2: Dr. K.V. Venkataramana, Financial Management, SHB Publications. Web based resources: W1: Principles of sound financial planning: https://www.cfo.com/accounting-tax/2019/07/the-12-key-principles-of-financial-planning-and-analysis/ W2: Types of Leverages:				

<https://www.youtube.com/watch?v=KWQcPpJSkl0>

PU E-RESOURCES LINK:

E1. Financial decisions:

<https://stec.univ-ovidius.ro/html/anale/RO/2017-2/Section%20V/19.pdf>

NTPEL VIDEO:

Financing Decisions:

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

Topics relevant to SKILL DEVELOPMENT: Applying financial theories and techniques to solve real-world financial problems and make informed business decisions for **Skill Development through Problem Solving Methodologies**. This is attained through the assessment components mentioned in the course plan.

Catalogue prepared by	Mr. Mohamed Ali Kuniparambil Assistant Professor School of Commerce
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: CBS2011	Course Title: Essentials of Taxation Type of Course : Program Core Course	L- T-P- C	3	1	0	4
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces BBA students to the fundamentals of Income Tax, focusing on its computation, compliance, and planning. It emphasizes practical aspects such as computation of taxable income for individuals, filing returns, and understanding key exemptions and deductions under the Income Tax Act. The course is structured to build tax literacy, awareness, and application among aspiring business professionals.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Describe the legal framework and basic concepts of Income Tax in India. CO2: Compute taxable income under different heads of income. CO3: Apply various deductions and exemptions in tax calculations. CO4: Prepare and verify income tax returns for individuals using basic tools. CO5: Analyze simple tax planning scenarios to optimize tax liability ethically.					
Course Objective	1. To provide an in-depth understanding of the basic concepts and legal framework of Income Tax in India. 2. To equip students with practical knowledge for computing income under different heads. 3. To introduce tax planning tools and promote tax compliance among future professionals. 4. To develop competence in interpreting provisions of the Income Tax Act relevant to individuals and small businesses					
Course Content:						
Module 1	Introduction to Income Tax	CO1	Case Study	15 Session		
Basic concepts: Assessee, Assessment Year, Previous Year, Person, Income						

- Residential status and incidence of tax - Exempted incomes (Section 10) - Overview of the Income Tax Act, 1961 and CBDT - Tax planning vs tax avoidance vs tax evasion				
Module 2	Computation of Income under Various Heads	CO2	Presentation	20 Sessions
Income from Salary: Components, perquisites, exemptions (Section 10), standard deduction Income from House Property: Gross annual value, NAV, deductions Profits and Gains of Business or Profession (overview only for BBA): Basic concepts, presumptive taxation Income from Capital Gains: Short-term and long-term, exempt gains Income from Other Sources: Interest, gifts, family pension.				
Module 3	Deductions and Tax Liability Computation	CO3	Group Activity	15 Sessions
Deductions under Chapter VI-A: Sections 80C to 80U - Set-off and carry forward of losses (brief overview) Computation of total taxable income and tax liability for individuals				
Module 4	Filing of Returns, Compliance and Introduction to Tax Planning	CO4	Case Study	10 Sessions
- Types of ITR forms (focus on ITR-1 and ITR-2) - PAN, TAN, and Aadhaar linkage - Due dates, advance tax, TDS, Form 26AS - E-filing process (demonstration using Income Tax e-filing portal)				
Targeted Application & Tools that can be used: - Income Tax India E-Filing Portal - Form 16 and Form 26AS analysis				

3. Excel templates for tax computation 4. ITR utilities provided by the Income Tax Department 5. Simple tax calculators (Govt or fintech platforms)	
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Article Review/ PPT Presentation	
Text Book : 1. Singhania, V.K. & Monica Singhania – <i>Students’ Guide to Income Tax</i>, Taxmann Publications.	
Reference - Ahuja & Gupta – <i>Systematic Approach to Income Tax</i>, Bharat Law House - Mehrotra & Goyal – <i>Income Tax Law and Accounts</i>, Sahitya Bhawan Publications.	
PU library link https://incometax.gov.in – Official portal for Income Tax - Income Tax Utility Downloads (ITD) - NPTEL Video Lectures on Indian Taxation - Budget Highlights and CBDT Circulars	
Topics relevant to Indian financial system: - Personal tax computation and planning - Use of digital platforms for return filing - Interpretation of tax laws and forms - Financial documentation and compliance awareness - Decision-making based on after-tax cash flows	
Catalogue prepared by	Dr. Krishan Kumar, Professor and Dean, PSOC
Recommended by the Board of Studies on	June 5 th , 2025, 6 th BoS
Date of Approval by the Academic Council	25 th July 2025

Specialization Courses- Track -Finance

Course Code: CBS3076	Course Title: Investment Analysis and Portfolio Management Type of Course: Specialization Course	L- T-P- C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	CBS2029- Financial Management					
Anti-requisites	None					
Course Description	This course is designed to teach the fundamentals of investments along with the analysis and performance evaluation to become successful investor. It starts from the investment introduction to the performance Evaluation of securities and portfolio. To Comprehension deeper how market works, students will be taught the stock market fundamentals. It discusses the risk return trade-offs of an investor. It also persists how investment in securities market is evaluated based on Fundamental and Technical analysis. This course will also emphasize students to learn forces that affect security market.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Analyze various investment alternatives, financial instruments, and securities markets. (Analyze) CO2: Apply appropriate equity and bond valuation models and relative valuation techniques. (Apply) CO3: Apply fundamental and technical analysis for investment decisions. (Analyze) CO4: Analyze portfolio performance using modern portfolio theories and risk-return measures. (Analyze) CO5: Construct an optimal investment portfolio by integrating security analysis. (Analyze)					
Course objective	The objective of the course is to familiarize the learners with the concepts of security analysis and portfolio management and attain Employability through Problem Solving methodologies.					
Course Content:						

Module 1	Introduction To Investment	Assignment	Market Assessment, Case Study, Numerical	10 classes
The Investment Environment- Meaning, Features, Objectives, Investment Alternatives; Investment Process, Financial Instruments, Markets for investments and Trading, Risk- Meaning, Elements, Measurement of Risk, Efficient Markets: Concepts, Hypothesis, Forms of market efficiency.				
Module 2	Security Valuation	Case Study	Market Assessment, Case Study, Numerical	10 classes
Equity Analysis and valuations, Equity Valuation Models, Relative Valuation Techniques: Price-earnings ratio, EPS, Price-book value ratio, Price-sales ratio, Debt to Equity Ratio, Bond pricing and yield, returns on bonds, bond pricing theories.				
Module 3	Fundamental And Technical Analysis	Case Study	Market Assessment, Case Study, Numerical	10 classes
Fundamental Analysis - Economic Analysis, Industry Analysis, Company Analysis. Technical analysis- meaning, difference between technical and fundamental analysis, Price indicators- Dow theory, advances and declines. Charts: line chart, bar chart, candle chart, point & figure chart, Patterns: head & shoulders, triangle, rectangle, flag, cup & saucer, double topped, double bottomed, Indicators: moving averages.				
Module 4	Portfolio Management And Evaluation	Assignment	Market Assessment, Case Study, Numerical	15 Classes
Introduction to Portfolio Management, Expected return of a portfolio, Selection of Optimal Portfolio-Markowitz portfolio theory, CAPM, Capital Market Line – Security Market Line. Portfolio Revision- Meaning and Need, Evaluation of Portfolio- Sharpe ratio, Treynor and Jensen's measures.				
Targeted Application & Tools that can be used: Projective techniques and hands-on interface of real-world security analysis.				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:				
Assess the cases with respect to security analysis and portfolio selection.				
Text book				

S. Kevin (2017), "Portfolio Management", PHI Learning Private Limited, 2nd Edition.

Reference

R1: Chandra, Prasanna (2018), "Investment Analysis and Portfolio Management", Tata McGraw Hill Publishing Limited, 3rd Edition.

R2: Pandian, Punithavathy (2017); "Security Analysis and Portfolio Management", Vikas Publishing House Private Limited, Fifth Reprint Edition.

PU library link

https://presiuniv.knimbus.com/openFullText.html?DP=https://www.businessperspectives.org/journals/investment-management-and-financial-innovations?category_id=30

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

E resources:

https://onlinecourses.nptel.ac.in/noc21_mg99/preview

<https://www.udemy.com/course/securityanalysisportfoliomanagement/>

Topics relevant to EMPLOYABILITY: Risk and Return Trade-off for Employability through Problem Solving Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: CBS3066	Course Title: Financial Markets and Services Type of Course: Specialization Course	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 a comprehensive understanding of the financial system, its key components and the role of financial services in economic growth, equipping students with valuable knowledge for careers in finance and related fields and empowering individuals and businesses to make informed financial decisions, contributing to a more stable and prosperous economy.					
Course Outcomes	On successful completion of the course, the students shall be able to: CO1: Describe the structure and functions of financial markets and their role in economic development and capital allocation CO2: Explain the concepts of stock markets by differentiating between primary and secondary markets, comparing NSE and BSE. CO3: Describe the concept nature and classification of financial services in India, CO4: Apply the evaluation techniques of leasing and borrowing to determine suitable financing alternatives for business decisions. CO5: Explain the significance and practical applications of FinTech innovations, digital payment systems, and government-led financial inclusion initiatives in India..					
Course objective	This course is designed to improve the learner's EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.					
Course Content:						

Module 1	Structure of Financial System	Assignments		11 Sessions
Definition – importance and features of financial markets, Role in economic development and capital allocation, Money Market – Treasury bills, commercial paper, certificates of deposit, Capital Market – Equity (shares), Debt (bonds, debentures), Derivatives Market – Futures, options, swaps, Foreign Exchange Market – Currency trading basics, Retail investors, institutional investors, Banks, NBFCs, mutual funds, insurance companies, role of stockbrokers, depositories, clearing houses				
Module 2	Financial Services	Presentations		11 Sessions
Introduction to Stock Markets – Regional and Modern Stock Exchanges, International Stock Exchanges, Comparison between NSE and BSE, Primary and Secondary market, Major Instruments traded in stock markets: Equity Shares, Debentures, Myths attached to Investing in Stock Markets.				
Module 3	Mutual Funds	Group discussion		11 Sessions
Financial services: Concept, Nature and classification of Financial Services – Regulatory Framework of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning- Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India. Leasing – Types of Leases – Evaluation of Leasing Option Vs. Borrowing, Credit Rating – Meaning & Functions, Insurance Services, – Factoring – Forfaiting -. Discounting				
Module 4	Allied Financial Services	Case study		12 sessions
FinTech and Digital Payments: UPI, NEFT, RTGS, IMPS, E-banking, Mobile Banking, Robo-advisors, Cryptocurrency and Blockchain in finance, ESG investing and Green finance, Financial Inclusion and Government Initiatives (Jan Dhan Yojana, Mudra)				
Targeted Application & Tools that can be used: Financial analysis, investment decision-making, and understanding financial services, using tools like Microsoft Excel, Money control, and AMFI India Website for data analysis, market tracking, and research.				
Reference Materials				
Text book				
T1: M.Y. Khan, "Financial Services", McGraw-Hill, 2022				
T2: Gordon, Natarajan, K, E, Financial markets and services; Himalaya Publishing House, 2022				

T3: Kumar, Vinod, Financial markets, institutions and services; Taxman Publication (P.) Ltd, 2021	
Reference	
R1: Clifford Gomez, "Financial Markets, Institutions and Financial Services", PHI, Eastern Economy Edition.	
PU library link	
PU Link 1:	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/ajb-05-2013-0035/full/html	
PU Link 2:	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/ajb-02-2020-0025/full/html	
E resources:	
https://onlinecourses.nptel.ac.in/noc20_mg10/preview	
https://onlinecourses.nptel.ac.in/noc25_mg71/preview	
Topics relevant to SKILL DEVELOPMENT: Subjects concerning Mutual Funds and Associated Financial Services enhance Employability via Skill Development. This is achieved through the assessment component outlined in the course handout.	
Catalogue prepared by	
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: FIN3022	Course Title: Financial Modelling Type of Course: Specialization Course	L-T-P- C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course is intended to provide a nuanced understanding of spreadsheet capabilities and the theories shaping financial models. It offers profound insights into corporate decision-making, project selection by business firms, and the investment choices made by individuals.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Financial Modelling and attain Employability through Problem Solving techniques.					
Basic skill sets required for the laboratory:	The students shall be able to develop: • Time value of money • Risk and return • Cost of capital • Capital budgeting (NPV, IRR) • Ratio analysis (liquidity, solvency, profitability, efficiency) • Financial functions (NPV, IRR, PMT, FV) • Lookup functions (VLOOKUP, HLOOKUP, INDEX-MATCH) • Logical and nested formulas • Data validation and protection • Charts and visualizations					

Course Outcomes	On successful completion of the course the students shall be able to: 1CO1: Describe financial modelling concepts, characteristics, and goals for creating effective models. (Understand) CO2: Interpret financial statements, recognizing the importance of financial statements in evaluating a company's financial well-being. (Apply) CO3: Examine businesses via ratios, reports, and valuation, showcasing financial analysis in decisions. (Analyse) CO4: Apply spreadsheet tools, formatting, and formulas for financial analysis and calculations. (Apply) CO5: Prepare financial models using advanced spreadsheet techniques based on theoretical concepts. (Apply)			
Course Content:				
Module 1	Introduction to Financial Modelling	Financial Reports	Data Analysis	03 Sessions
Introduction, Meaning, Characteristics, Objectives, Nature of Financial Modelling, Reasons for Financial Modelling, Applications of Financial Modelling, Steps to build Financial Modelling, Uses of Financial Models, Skills required to do Financial Modelling in Business.				
Module 2	Financial Statement Analysis	Assignment	Case Study	04 Sessions
Accounting Cycle: Introduction to Financial Statement Analysis, Understanding Income Statement, Balance Sheet, Cash Flow Statement, Financial Analysis Techniques, Inventories, Long Lived Assets, Non-Current Liabilities, Financial Statement Application- Comparative Statement, Common Size statement, Trend Analysis.				
Module 3	Modelling Techniques	Case-Based Analysis	Present industry-specific ratios and DuPont analysis case studies.	03 Sessions
Ratio analysis of industries, Du point Analysis, Peer to peer analysis, Preparation of Financial Analysis report on an industry, Valuation- Discounted Cash Flow Method (DCF), Valuation – Relative Valuation (Football Field Chart).				

Module 4	Excel For Financial Analysis	Hands-On Practice	Guiding students through advanced Excel functions and formulas for practical financial modelling tasks	05 Sessions
Formatting of Excel Sheets, Use of Excel Formula Function, Advanced Modeling Techniques-Extrapolation, Histogram, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building, Lookups: VLOOKUP Match & offset, pivot tables. .				
List of Laboratory Tasks: Experiment No 1: Building a Basic Financial Model Experiment No 2: Preparing Financial Statements from Trial Balance Experiment No 3: Comparative and Common Size Statements Experiment No 4: Trend Analysis using Excel Experiment No 5: Ratio Analysis and Interpretation Experiment No 6: DuPont Analysis Experiment No 7: Discounted Cash Flow (DCF) Valuation Experiment No 8: Football Field Valuation Chart Experiment No 9: Scenario Building Using Excel Tools Experiment No 10: Pivot Tables for Financial Analysis				
Targeted Application & Tools that can be used: Targeted Applications: The course is designed to prepare students for practical roles in financial planning and analysis, investment valuation, budgeting, forecasting, corporate decision-making, credit analysis, and strategic business planning. Students will apply financial modelling techniques to real-world scenarios across sectors like banking, consulting, manufacturing, retail, and technology, enabling them to build dynamic models, analyse performance, and support data-driven decisions.				

Tools Used: Microsoft Excel is the primary tool, incorporating functions such as financial formulas, logical operators, lookup tools (VLOOKUP, INDEX-MATCH), data analysis tools (sorting, filtering, pivot tables), and scenario analysis. Students will also use advanced techniques like extrapolation, histograms, and table formulas. Optional tools may include financial databases (e.g., Screener.in, Moneycontrol) and visualization platforms like Google Sheets or Power BI for enhanced data interpretation.

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

Build a Financial Model for a Startup or SME

Students create a basic 3-statement model (Income Statement, Balance Sheet, Cash Flow) using assumed or real data.

Include revenue projections, cost estimations, and capital expenditures.

Company Financial Statement Analysis

Select a listed Indian company.

Analyze its Income Statement, Balance Sheet, and Cash Flow Statement for the last 3 years.

Perform comparative, common-size, and trend analysis.

Industry-Based Ratio Analysis

Choose two peer companies from the same industry.

Perform detailed ratio analysis and DuPont decomposition.

Interpret financial health and operational efficiency.

Discounted Cash Flow (DCF) Valuation

Build a DCF model for a selected company using forecasted cash flows.

Estimate terminal value and compute enterprise and equity value.

Relative Valuation Using Market Multiples

Prepare a football field chart using valuation multiples (P/E, EV/EBITDA, P/B).

Compare a company with its industry peers.

Excel Dashboard for Financial KPIs

Create an interactive Excel dashboard displaying key financial metrics.

Use pivot tables, charts, and data validation tools.

Scenario Analysis Model

Develop a model for a retail business with three different scenarios: optimistic, base, and pessimistic.

Analyze the impact of each scenario on profitability and valuation.

Cash Flow Statement Construction from Balance Sheet & Income Statement

Reconstruct the cash flow statement using indirect method from historical data.

Analyze operating, investing, and financing activities.

Budget Forecasting Model

Build a sales and expense forecasting model for a business unit.

Include monthly budgeting and variance analysis.

Peer Group Analysis and Valuation Report

Prepare a report comparing 3–5 companies in a sector.

Analyze financial performance, market position, and valuation metrics.

Text Book

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

References

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

2. Simon Benninga., Financial Modeling, The MIT Press Cambridge, Massachusetts, 2008.
3. Soubeiga, Eric., Mastering Financial Modeling: A Professional's Guide to Building Financial Model in Excel, McGraw-Hill Professional, 2013.
4. Sengupta Chandan., Financial Analysis and Modelling using Excel and VBA, Wiley, 2011.
5. Bodhanwala, Rujbeh., Understanding and Analysing Balance Sheet Using Excel Worksheets, Prentice Hall International, 2010.
6. Gottlieb Isaac., Next Generation Excel: Modeling in Excel for Analysts and MBAs, John Wiley and Sons Limited, 2009.

PU Resources Link:

PU E-Resources:

1. <https://www.cambridge.org/core/books/abs/capital-asset-pricing-model-in-the-21st-century/capital-asset-pricing-model/F3087AB0D77C44EABCCCFBED64C92472>
2. <https://www.emerald.com/insight/content/doi/10.1108/JPIF-05-2014-0033/full/html>
3. <https://www-emerald-copresiuniv.knimbus.com/insight/content/doi/10.1108/eb013354/full/html>
4. <https://dl.acm.org/doi/10.1145/3510858.3511404>
5. <https://web.s.ebscohost.com/ehost/detail/detail?vid=2&sid=76e4bbd1-d062-4b7f-943b-f13bd58509f3%40redis&bdata=JnNpdGU9ZWwhvc3QtbGl2ZQ%3d%3d#AN=121328066&db=iih>
6. <https://presiuniv.knimbus.com/openFullText.html?DP=https://www.cambridge.org/core/journals/journal-of-financial-and-quantitative-analysis/article/flotation-costs-and-the-weighted-average-cost-of-capital/7987FCD970EBCE60366AFE46C697FAB4>

E-Materials :

[https://www.kau.edu.sa/Files/0016435/Subjects/Financial%20Modeling%20Using%20Excel%20and%20VBA\(1\).pdf](https://www.kau.edu.sa/Files/0016435/Subjects/Financial%20Modeling%20Using%20Excel%20and%20VBA(1).pdf)

Topics relevant to "SKILL DEVELOPMENT": Balance Sheet and Cash Flow Statement for Employability through Problem-Solving Techniques. This is attained through the assessment component mentioned in the course handout.

Topics relevant to "ENVIRONMENT AND SUSTAINABILITY": NIL

Catalogue prepared by	
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: CBS3065	Course Title: Derivatives and Risk Management Type of Course: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces students to the dynamic world of derivatives markets and their integral role in risk management. It focuses on the structure, pricing, and strategic use of derivative instruments such as forwards, futures, options, and swaps. The course also provides a fundamental understanding of how businesses and financial institutions use derivatives to hedge risks related to price volatility, interest rates, and currencies.					
Course Objective	This course introduces the basic concepts, types, and functions of derivatives, develops skills to price and evaluate instruments, explains their use in hedging, speculation, and arbitrage, and explores real-world risk management practices in business and finance using derivatives.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the mechanics, types, and role of derivative markets. CO2: Evaluate and price derivative instruments such as futures and options. CO3: Apply derivatives for managing different types of financial risk.					

	CO4: Describe different types of financial risks and the role of derivatives in managing these risks. CO5: Analyze the use of instruments like swaps and the role of institutions in effective risk management.			
Course Content:				
Module 1	Introduction to Derivatives and Market Structure	Assignment/ Quiz	Memory Recall based Quizzes	10 Sessions
Topics: Meaning, features, and functions of derivatives, Types of derivatives: forwards, futures, options, swaps, Participants in the derivatives market: hedgers, speculators, arbitrageurs, Derivatives trading platforms: exchange-traded vs. OTC, Regulatory framework: SEBI, RBI guidelines				
Module 2	Futures and Forwards	Assignment/ Quiz	Memory Recall based Quizzes	12 Sessions
Topics: Mechanics of forward and futures contracts, Pricing of forwards and futures (basic models, cost of carry), Margin mechanism and settlement in futures, Hedging with futures: hedging strategies for commodities, stock indices, interest rates, Case Examples: Currency hedging for exporters/importers.				
Module 3	Options – Strategies and Valuation	Assignment/ Quiz	Memory Recall-based Quizzes	13 Sessions
Topics: Types of options: call and put; moneyness of options, Payoff diagrams and breakeven analysis, Basic option strategies: protective put, covered call, spreads, straddles, Intrinsic value and time value, Option valuation models: Binomial and Black- Scholes Model (conceptual only)				
Module 4	Risk Management and Swaps	Assignment/ Quiz	Memory Recall-based Quizzes	10 Sessions

Financial risk types: credit, market, operational, interest rate, currency, Hedging, speculation, and arbitrage using derivatives, Interest Rate Swaps and Currency Swaps – basic structure and use cases, Risk management practices in corporates and banks, Role of clearing houses and central counterparties (CCPs)
Targeted Application & Tools that can be used: Targeted applications include derivatives trading, hedging, risk management, and financial analysis, using tools like Microsoft Excel, TradingView, and Zerodha Kite for modeling, analysis, and real-time market execution.
Project Work/ Assignment:
NSE/BSE Derivatives Data (live contracts and prices) Option payoff calculators and simulators. Bloomberg/Trading View (for price analysis and strategies – conceptual exposure) Excel-based modelling for payoff structures and strategy visualization Risk exposure matrices (used in banks and corporates)
Text Book(s):
John C. Hull – Options, Futures and Other Derivatives, Pearson Education.
Reference Book (s):
S.L. Gupta – Financial Derivatives: Theory, Concepts and Problems, PHI Kevin, S. – Derivatives and Risk Management, PHI Learning Redhead, K. – Financial Derivatives: An Introduction to Futures, Forwards, Options and Swaps Online Resources (e-books, notes, ppts, video lectures etc.): NSE and BSE official websites for live derivatives data SEBI guidelines on derivative trading NPTEL & MOOC courses on financial derivatives

Investopedia (for strategy tutorials and definitions)	
Topics relevant to "SKILL DEVELOPMENT": Analytical thinking and risk sensitivity, Strategic investment and hedging planning, Data analysis using market instruments, Derivative valuation and pricing fundamentals, Risk reporting and regulatory awareness.	
Catalogue prepared by	
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: CBS3068	Course Title: Mergers, Acquisitions, and Corporate Restructuring Type of Course: Specialization Elective Course	L- T-P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course offers a structured overview of the core concepts, processes, and implications of mergers, acquisitions (M&A), and corporate restructuring. It provides learners with insights into types of mergers, deal-making, valuation methods, and restructuring strategies through practical assignments and case analysis. The focus is on developing employability skills through application-oriented learning and critical analysis within the framework of Bloom's lower-order learning domains.					
Course Outcomes	Course Outcomes On successful completion of the course, the students shall be able to: CO1. Explain the regulatory and legal framework governing M&A transactions.(Understand) CO2. Apply valuation techniques to estimate the worth of target companies.(Apply) CO3. Understand the motives and financial implications of specific merger and acquisition deals.(Apply) CO4. Analyse post-merger integration challenges and develop restructuring strategies.(Analyse)					
Course objective	This course is designed to improve the learner's EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.					
Course Content:						
Module 1	Introduction to mergers & acquisitions	Assignment				12 Sessions

Topics: Introduction – Forms of corporate restructuring, M&A, Joint ventures, Sell-off and Spin-off, divestitures, LBO, MBO, MLP, ESOP – Types of Mergers – Internal and external change forces contributing towards M&A activities – Impact of M&A on employees, shareholders, and other stakeholders.				
Module 2	M&A Process and Managerial Aspects	Presentations		11Sessions
Topics: Identification and selection of target firms – Negotiation techniques and deal structuring –Due diligence: financial, legal, operational – post-merger integration: human resource and cultural issues – Cross-border mergers: basic challenges and organizational considerations.				
Module 3	Valuation and Takeover Strategies	Case study	on culture & cross border mergers & acquisitions	11Sessions
Topics: Valuation methods: asset-based, income-based, and market-based – Factors influencing valuation decisions – Meaning and types of takeovers – Hostile takeovers and anti-takeover strategies – SEBI Takeover Code overview				
Module 4	Corporate Restructuring and Legal Framework	Group Discussions		11Sessions
Types of corporate restructuring: spin-off, split-off, equity carve-out, divestitures – Debt restructuring and financial reorganization – Legal provisions under Companies Act 2013 – SEBI regulations and Competition Act guidelines – Income Tax Act: implications for mergers and restructuring.				
Targeted Application & Tools that can be used: Application of M&A concepts using tools such as financial modeling in Microsoft Excel, company database analysis through Bloomberg Terminal / Capital IQ, valuation techniques (DCF, comparables), and case study analysis for real-world deal evaluation.				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Assignment 1: Written assignment on recent mergers and acquisitions in India.				
Assignment 2: Preparation of Merger Valuation Report of a select Business organisation.				
Text books and Reference books:				

T1. Rajesh, K.B. (2010). Mergers and Acquisitions. Text and Cases. New Delhi: Tata Mcgraw Hill	
E-Reading / Recommended Reading:	
R1: Pandey, I.M. Financial Management. New Delhi: Vikas Publishing house.	
R2: MY Khan & PK Jain (2018), Financial Management. McGraw Hill Education.	
R3: Rabi Narayan Kar Minakshi, Mergers Acquisitions & Corporate Restructuring – 3rd Edition. Taxmann’s Publication.	
R4: Sudarsanam, S. Creating Value through Mergers and Acquisitions. New Delhi: Pearsons Education	
R5: Godbole, P. (2016). Mergers Acquisitions and Corporate Restructuring. Noida: Vikas Publishing House.	
R6: https://www.academia.edu/34069922/MBA_IV_MERGERS_ACQUISITIONS_and_CORPORATE_RESTRUCTURING_14MBAFM407_NOTES	
R7. http://www.igidr.ac.in/conf/oldmoney/MERGERS%20AND%20ACQUISITIONS%20IN%20INDIA.pdf	
R8. Introduction to Mergers & Acquisitions - https://www.youtube.com/watch?v=BAFmgPXvIJ8	
PU RESOURCES:	
1. Mergers and acquisitions basics for the industrial electronics and communications industry- https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410	
2. Culture & Cross-border Mergers and acquisitions- https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410	
3. Identifying, retaining and re-engaging key talent during mergers and acquisitions: a best practices framework- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/hrmid.2013.04421baa.004/full/html	
Topics relevant to ‘EMPLOYABILITY SKILLS’: Preparation of Merger Valuation report	
Catalogue prepared by	
Recommended by the Board of Studies on	

Date of Approval by the Academic Council	
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Course Code: CBS3078	Course Title: Stock and Commodity Markets Type of Course: Specialization Elective Course	L-T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course presents and analyzes Securities, such as stocks, forwards, futures, options and commodities. These instruments have become extremely popular investment tools over the past several decades, as they allow one to tailor the amount and kind of risk one takes, be it risk associated with changes in interest rates, exchange rates, stock prices, commodity prices, inflation, weather, etc. They are used by institutions as well as investors, sometimes to hedge (reduce) unwanted risks, sometimes to take on additional risk motivated by views regarding future market movements.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the structure, functions, and trading mechanisms of stock and commodity markets and the role of market intermediaries. (Understand) CO2: Describe online trading, settlement systems, market indices, depositories, derivatives, and trading mechanisms in financial markets. (Understand) CO3: Explain commodity derivatives, trading mechanisms, and the operational framework of commodity exchanges in India. (Understand) CO4: Explain futures, options, commodity derivatives, and risk management practices used in commodity markets. (Understand)					

	CO5: Analyze price movements, trading patterns, settlement processes, and risk management practices in stock and commodity markets. (Analyse)			
Course objective	The objective of the course is to familiarize the learners with the concepts of Stock and Commodity Market and attain Employability through Problem Solving Methodologies.			
Course Content:				
Module 1	Overview of Stock and Commodities Markets	Article Review	Private placements of shares / Buy back of shares	11 Sessions
History and Development of Stock Exchanges, Functions of Stock Exchange Primary Market and Secondary Market– meaning, features and functions; NSE, BSE; Issue Mechanism – IPO, Book Building Process, Private Placement of Shares, Role of Market Intermediaries, Depositories and Demat Account; Meaning of Commodities and Commodity Market; Overview of Multi Commodity Exchange of India; Types of Transactions in Commodity Market; Patterns of Trading and Settlement in Commodity Markets.				
Module 2	Trading in Stock Market	Discussion	Functions of stock Exchange	12 Sessions
Online Trading System; Market Indices (Concept and Uses); SENSEX, NIFTY; Patterns of Trading and Settlement; T+1 Settlement System; Circuit Breakers; Brokerage Charges; Settlement Procedure; Depository System – NSDL, CDSL; Types of Orders – Market Order, Limit Order, Stop-loss Order; Margin Trading Investor Protection Mechanisms; Derivatives – Meaning and Types (Futures and Options).				
Module 3	Commodity and Derivatives Exchange	Participative Learning	Presentation	10 Sessions
Concept of Commodity Derivatives; Types; Commodity Derivatives- Key Characteristics; Exchange-Traded Derivatives and Over-the-Counter (OTC) Derivatives; Operational Framework of Commodity Exchanges in India; Commodities Traded on National Commodity Exchanges; Electronic Spot Exchanges: Instruments; Futures, Forwards, and Options – Features, Trading Mechanism, and Buying/Selling Process.				
Module 4	Commodities Market Trading and Settlement	Case Study Analysis	Transactions dealt in Commodity Market	12 Sessions
Price Discovery Mechanism; Trading, Clearing and Settlement in Derivatives Market: SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism – NSCCL – its Objectives and Functions, Settlement Mechanism – Types of Settlement. Types of Risk, Types of				

Margins, SPAN Margin; Role of Warehousing and Logistics; Patterns of Trading and Settlement in Commodity Markets; Efficiency of Commodity Markets – Volume and Price Movements; Basics of Hedging and Speculation Strategies.

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:

<https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/8643327>

Text book

T1. Bhole, L.M. (2000), Indian Financial Institutions, Markets and Management, McGraw Hill, New York.

Reference

R1.Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.

R2. B. Kulkarni – Commodity Markets & Derivatives.

R3. Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill

E resources:

PU library link

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

<https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/8073533>

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JADEE-06-2022-0126/full/html>

MOOC courses-

https://onlinecourses.nptel.ac.in/noc22_mg91/preview

https://onlinecourses.nptel.ac.in/noc19_mg39/preview	
https://www.udemy.com/course/commodity-trading-with-trading-strategies/	
Topics relevant to EMPLOYABILITY : XXXXXX for EMPLOYABILITY through Problem Solving methodologies . This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: CBS3077	Course Title: Fintech Type of Course: Specialization Elective Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course provides a solid foundation for FinTech including, beginning with What is FinTech before turning to Money, Payment and Emerging Technologies, Digital Finance and Alternative Finance, FinTech Regulation and RegTech, Data and Security, and the Future of Data Driven Finance, as well as the core technologies driving FinTech including Blockchain, AI and Big Data. These will set the stage for understanding the FinTech landscape and ecosystem and grappling with the potential direction of future change.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to Financial Technology and attain Employability through Participative Learning techniques. .					
Course Outcomes	On successful completion of the course the students shall be able to:					

	CO1: Explain the evolution, key concepts, benefits, and challenges of financial technology and its ecosystem. CO2: Apply knowledge of digital payment systems, blockchain, and cryptocurrency to understand modern financial transactions. CO3: Analyze digital finance models, alternative financing mechanisms, and the role of data analytics and AI in financial services. CO4: Analyze regulatory frameworks governing fintech, including digital payments, data protection, and financial compliance in India.			
Course Content:				
Module 1	Introduction to Financial Technology	Case Study	Case Study and Class discussion	11 Sessions
Meaning – key areas - Stages of FinTech evolution: FinTech evolution 1.0: Infrastructure, FinTech evolution 2.0: Banks, FinTech evolution 3.0: Startups and emerging markets, FinTech typology, Benefits – Challenges – Solutions to Financial technology.				
Module 2	Payments, Cryptocurrency and Blockchain	Case Study	Case Study and Class discussion	11 Sessions
Topics: Meaning, History and Regulations of Payment banks, RTGS systems, Introduction to Blockchain Technology. Cryptocurrency: Meaning, How Cryptocurrency works, Difference between Cryptocurrency and Bitcoin				
Module 3	Digital Finance and Alternate Finance	Case Study	Case Study and Class discussion	11 Sessions
Topics: History of Financial Digital Innovation, Digitalization of financial services, Crowdfunding – Meaning, Types and Benefits, P2P and Marketplace Lending. Data and fintech-History of Data Regulation, Significance of Data in Financial Services, Application of Data Analytics in Finance, Digital Identity, AI and Governance, Challenges of AI and Machine Learning.				

Module 4	Fintech Regulations	Group Discussion	Group discussion on latest research articles	12 Sessions
Topics: Regulatory bodies in India – RBI, Ombudsman scheme for Digital Transactions, UIDAI, Anti money laundering Act, Payment and settlement systems Act, PPI Master directions, NPCI Guidelines, Guidelines governing payment gateways/Payment aggregators, Privacy and Data protection laws.				
Targeted Application & Tools that can be used: Application of fintech concepts using digital payment platforms, blockchain explorers, and analytics tools such as Google Pay, Paytm, blockchain tools like Etherscan, and data analysis through Microsoft Excel / Python for real-world financial decision-making.				
Project Work/ Assignment:				
Group Discussion Case Study- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/ICS-04-2022-0058/full/html				
Text Book(s): The FINTECH Book by Susanne Chisti and Janos Barberis				
Reference R1. Digital Bank: Strategies to Launch or Become a Digital Bank by Chris Skinner R2. The Age of Cryptocurrency: How Bitcoin and Digital Money Are Challenging the Global Economic Order by Paul Vigna and Michael Casey R3. Introduction to Financial Technology- Roy Freedman R4. The Blockchain Disruption: How Blockchain, Smart Contracts, and Bitcoin Will Change Society and Your Daily Life-Gordon Summers R5. Blockchain Technology and Cryptocurrency: Ultimate Beginner's Guide to Smart Contracts, Distributed Ledger, Fintech, Investing, Trading and Mining in the World of Cryptocurrencies-Mathew Connor, Maia Collin				

E Resources	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JAAR-12-2019-0164/full/html	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb013531/full/html	
Topics relevant to EMPLOYABILITY SKILLS : Crypto currency and Block chain for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: FIN3023	Course Title: Business Valuation Type of Course: Specialization Elective Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS2029: Finance Management					
Anti-requisites	Nil					
Course Description	This course provides students with a comprehensive understanding of business valuation concepts and techniques. It covers the genesis, need, and challenges of business valuation in a dynamic corporate environment. Students will explore different valuation approaches including DCF, market multiples, and comparable transactions. The course emphasizes the importance of valuation in mergers, acquisitions, fundraising, and financial reporting. Through real-life case studies such as Sun Pharma–Ranbaxy and CMC–TCS, students gain practical insights. It introduces tools like Economic Value Added (EVA), Net Asset Valuation, and Option Pricing Models. Students will also analyze statutory and industry perspectives related to business valuation. The course nurtures critical thinking and decision-making skills in valuing businesses and assets. Assignments include article reviews, case analyses, group discussions, and presentations. Overall, the course equips students for roles in finance, investment banking, consulting, and corporate strategy.					
Course Outcomes	On successful completion of the course, the student shall be able to: CO1: Explain the concepts, principles, approaches, and need for business valuation in different contexts. CO2: Apply valuation techniques such as Discounted Cash Flow (DCF), Dividend Discount Model, and market multiples to determine business value. CO3: Analyze different business valuation methods and their suitability across various financial and strategic scenarios. CO4: Analyze market-based valuation approaches including EVA, FCFE, and relative valuation to assess firm performance and value.					

Course Objective:	This course is designed to develop a reservoir of knowledge on valuation which can assist the student in undertaking valuation assignments under Companies Act, 2013 including for mergers and Acquisitions based on valuation model understanding.			
Course Content:				
Module 1	Overview of Business Valuation	Case let of Equity Interest value		12 Sessions
Genesis of Valuation; Need for Valuation; Hindrances/ Bottlenecks in Valuation; Business Valuation Approaches; Principles of Valuation (Cost, Price and Value).				
Module 2	Purpose of Valuation	Case Analysis on Sun Pharmaceutical acquires Ranbaxy	Case Study on CMC mergers with TCS	9 Sessions
Mergers & Acquisition, Sale of Business, Fund Raising, Voluntary Assessment; Taxation; Finance; Accounting; Industry perspective; Statutory Dimension.				
Module 3	Business Valuation Methods	Case Study on Business Valuation Methods		12 Sessions
Business Valuation Methods: Discounted Cash Flow Analysis (DCF), Dividend Discount Model, Comparable transactions method; Comparable Market Multiples method;				
Module 4	Market Valuation	Case Study on Market Valuation Methods		12 Sessions
Introduction, Concept, Need & Importance: Economic Value-Added Approach; Free Cash Flow to Equity Net Asset Valuation; Relative Valuation; Overview of Option Pricing Valuations.				
Targeted Application & Tools that can be used: Case Study of SBI with its associates (Mergers and acquisitions).				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course				

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

Course Code: FIN3024	Course Title: Insurance and Mutual Funds Type of Course: Specialization Elective Course	L- T-P- C	3	0	0	3
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces students to the twin pillars of personal financial planning—Insurance and Mutual Funds. It provides a comprehensive understanding of the concepts, types, regulatory frameworks, risk-return dynamics, and application of insurance products and mutual fund schemes. It equips learners with the knowledge needed to evaluate, select, and manage these financial instruments for personal and professional use.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the principles, types, and regulatory framework of insurance. (Understand) CO2: Utilize insurance policies and claim settlement procedures in risk coverage analysis. (Apply) CO3: Demonstrate mutual fund schemes and investment procedures in investment decision-making. (Apply) CO4: Use of risk-return analysis and mutual fund performance evaluation in investment planning. (Apply)					
Course Objective	The course is designed to provide foundational knowledge of the insurance and mutual fund sectors in India, enabling learners to understand the various types of insurance policies and mutual fund schemes available in the market. It emphasizes the evaluation of performance and suitability of these financial products for both investment and risk protection purposes.					
Course Content:						
Module 1	Fundamentals of Insurance	CO1	Case Study		ession	

Meaning, nature, and importance of insurance, Principles of insurance: indemnity, insurable interest, utmost good faith, contribution, subrogation, Types of insurance: life, general, health, motor, marine, fire, Insurance policy structure, premium calculation, nomination and assignment, Regulatory environment: IRDAI and insurance ombudsman, Role of agents and brokers

Module 2	Life and Non-Life Insurance Products	CO2	Presentation	essions
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Term plans, endowment plans, ULIPs, whole life, money back policies - General insurance: property, liability, travel, vehicle - Health insurance: individual vs. family floater, cashless claims, TPA - Risk coverage analysis and claim settlement process - Current trends in insurance (digital platforms, microinsurance, InsurTech)

Module 3	Mutual Funds – Basics and Classification	CO3	Group Activity	12 Sessions
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Concept of mutual funds, role in capital mobilisation, Structure: Sponsors, AMCs, trustees, custodians, Types of schemes: open-ended vs. closed-ended, equity, debt, hybrid, ELSS, index funds, SIPs, Mutual fund documents: SID, KIM, factsheets, procedures, factors influencing choice

Module 4	Mutual Fund Evaluation and Regulatory Framework	CO4	Case Study	essions
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Risk-return trade-off and investment planning, NAV calculation and pricing, Performance evaluation: alpha, beta, Sharpe ratio, expense ratio, Role of SEBI and AMFI, rating agencies, Emerging trends: ETFs, index funds, ESG investing

Targeted Application & Tools that can be used:

IRDAI portal and sample insurance policies

AMFI website, fund comparison tools (e.g., Moneycontrol, Value Research)

SIP and insurance premium calculators

Mutual fund factsheet analysis

Simple Excel models for comparing schemes and returns

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

Text Book :	
Mishra, M.N. & Mishra, S.B. – Insurance: Principles and Practice, S. Chand Publishing	
Avadhani, V.A. – Investment and Securities Markets in India, Himalaya Publishing	
Reference	
Gordon & Natarajan – Financial Markets and Services, Himalaya Publishing	
Kothari & Sharma – Investment Management, Vikas Publishing	
IC-38 (IRDAI Training Manual for Agents – useful for basics)	
PU library link	
https://www.irdai.gov.in – Insurance Regulatory and Development Authority of India	
https://www.amfiindia.com – Association of Mutual Funds in India	
Value Research Online, Moneycontrol Mutual Fund Tools	
SEBI Investor Education Portal	
Topics relevant to Indian financial system:	
Financial literacy and wealth planning	
Risk profiling and asset allocation	
Use of digital tools for fund/investment selection	
Understanding financial disclosures and compliance	
Evaluation of insurance needs and product suitability	
Catalogue prepared by	

Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: FIN3025	Course Title: Personal Finance Type of Course: Specialization Elective Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	None					
Course Description	This course is designed to provide basic principles for managing personal finance. It enables students to analyze their personal financial decisions, evaluate the costs and benefits of their decisions, recognize their rights and responsibilities as consumers, and apply the knowledge learned in this course to financial situations encountered later in life.					
Course Outcomes	On successful completion of this course the students shall be able to: CO1: Describe the process of Personal Financial Planning and the components of personal wealth management, budgeting, personal financial statements, financial ratios, cash flow, and time value of money. (Understand) CO2: Assess financial risks and identify suitable insurance and investment avenues based on risk and return considerations. (Analyze) CO3: Explain tax planning strategies, personal tax liability, and the basic concepts of estate planning and succession. (Understand)					

	CO4: Analyse retirement needs, estimate retirement corpus, and suggest retirement investment options. (Analyze)				
Course Objectives	This course is designed for SKILL DEVELOPMENT of the learner by using PARTICIPATIVE LEARNING Techniques. These are, quiz, and Case Study Assignments				
Course Content:					
Module 1	Introduction to Personal Finance	Quiz (participative learning)		Personal Wealth Management	10 Sessions
Meaning of Wealth Management, Process, Need, Scope and Challenges. Personal Financial Planning, Process, Preparation of Personal Budget, Personal Financial Statements. Financial Ratios, Cash Flow and Budget, Time Value of Money.					
Module 2	Insurance and Investment Planning	Case Study		Insurance	15 Sessions
Insurance Planning: Meaning, Basic Principles of Insurance, Rights and Responsibilities of Insurer and Insured, Types of Life Insurance Policies, Health Insurance- Critical Illness insurance, Accident insurance, Property and Liability Insurance, Computing the Life Insurance Requirement using HLV and Needs based methods, Recent trends in insurance. Investment Planning: Investment Criteria. Investment in Shares, Debentures, Corporate and Government Bonds, Mutual Fund. Investment in Physical Assets – Real Estate, Gold and Silver. Risk and Return associated with these investments. Case studies on risk and return perception of retail investors on various investments.					
Module 3	Tax and Estate Planning	Assignment (participative learning)		Computation of Personal Tax liability	10 Sessions
Tax Planning: Concepts, Tax Evasion Vs Tax Avoidance, Types of Income, Computation of Personal Tax Liability, Strategies to reduce the Tax Burden. Estate Planning: Concept, Need, Testate Succession, Intestate Succession, Will, Probate, Trusts.					
Module 4	Retirement Planning	Assignment		Computation of required corpus	10 Sessions

Concept, need, importance of planning, accumulation and distribution of retirement corpus, computation of required corpus, investment avenues, Defined Benefit and Defined Contribution Plans, Pension Products, National pension Scheme.

Targeted Application & Tools that can be used:

Basic Excel function, Online software

Project work/Assignment:

Case Study – Types of Insurance

Assignment: 1 Computation of Personal Tax liability

Assignment 2: Computation of required Corpus for Retirement Planning

Textbooks

Personal Finance, 10th Edition, by E. Thomas Gorman and Raymond E. Forgue, publisher: Southwest-Western Cengage Learning.

References

Personal Finance by Jack R. Kapoor, Les R. Dlabay and Robert J. Hughes, Tat McGraw-Hill Publishing Company Ltd. New Delhi.

Recommended Equipment for Course:

Calculator, preferably a business or financial calculator.

Recommended reading for the course:

Wall Street Journal and other financial publications; e.g. Money Magazine.

Personal Finance columns in The Economic Times, The Business Line and Financial Express Daily News Papers.

Catalogue prepared by

Recommended by the
Board of Studies on

Date of Approval by the Academic Council	
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Track: Marketing

Course Code: MKT3003	Course Title: Consumer Behavior Course Type: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	COURSE DESCRIPTION: The purpose of this subject is to introduce students to consumers and consumer behavior in the marketplace. This course is theoretical in nature and students will get benefitted by understanding the psychological knowledge by capturing consumer insight.					
Course Objective:	The course aims to introduce Consumer Behaviour and enhance Employability through Participative Learning techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: • C01- Explain the concepts, scope, types, and models of consumer behavior, including recent trends like conscious consumerism. • C02- Describe how consumer psychology is influenced by changing behaviors and digital communication in global markets. • C03- Apply the concepts of reference groups, family roles, social class, culture, and values to understand their impact on consumer behavior in real-world contexts. • C04- Apply theoretical frameworks and digital media insights to analyze consumer behavior across online platforms, virtual communities, mobile usage, and luxury consumption. • C05- Analyze the psychological factors influencing consumer behavior, including motivation, personality, perception, learning, and attitudes through key concepts and theories.					

Course Content:				
MODULE 1	INTRODUCTION TO CONSUMER BEHAVIOR	APPLICATION ORIENTED LEARNING, CASE STUDY DISCUSSIONS		9 Sessions
Topics • Consumer Behaviour: Concepts, Nature, Determinants, Scope, Applications of Consumer Behaviour in marketing. • Types of Consumer Behaviour: Complex, Dissonance-reducing, Habitual, Variety-seeking. • Recent Trends in Consumer Behaviour: Conscious consumerism, ethical consumption, sustainability. • Origin and Development in the Field of Consumer Behaviour. • Consumer Decision Making Process: Steps (Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post-Purchase Behavior) and Models of Consumer Decision Making. • Models: Black Box Model, Howard-Sheth Model, Hawkins Stern Impulse Buying Model. • Micro-moments in the digital journey, influence of reviews and ratings, and the role of AI in shaping consumer choices.				
Module 2	Consumer Psychology	Theoretical Depth, Practical Demonstration, Activity based		8 Sessions
Topics • Consumer Motivation: Meaning, Drivers (needs, wants), Types (e.g., utilitarian, hedonic), Process, and Theories (e.g., Maslow's Hierarchy, Herzberg's Two-Factor). • Personality: Definition, Elements, Theories (e.g., Freudian, Neo-Freudian, Trait theories - Big Five). • Consumer Perception: Meaning, Elements (sensation, attention, interpretation), Process. • Absolute & Differential Threshold (JND - Just Noticeable Difference), Selective Perception, Perceived Quality & Perceived Risk. • Learning: Meaning, Elements (motives, cues, responses, reinforcement), Behavioral Learning Theories (Classical Conditioning, Operant Conditioning). • Attitude: Definition, Characteristics of Attitude, Attitude Formation, Changing perspective of Tricomponent Model of Attitude (Cognitive, Affective, Conative). • Neuromarketing, subliminal perception in digital advertising, and the impact of cognitive biases on online decision-making.				

Module 3	Consumer at Social & Cultural Setting	Sociocultural & Experiential Learning		Sessions
Topics • Reference Groups: Definition, Types (e.g., membership, aspirational, dissociative), Effects (normative, comparative). • Role of Family in Marketing: Functions of family, Significance of Family in Indian Contexts, Family Decision Making (roles: initiator, influencer, decider, buyer, user). • Social Class: Definition, Profiles of Social Class, Implications for consumption. • Culture: Meaning, Characteristics, Measurement of Culture (e.g., content analysis, fieldwork). • Categories of Culture: Subcultures, cross-cultural differences. • Values: Terminal & Instrumental Values, Factors influencing values, Influence of Value on Consumer Behaviour. • Global consumer culture, influence of online communities on social norms, and the impact of cultural diversity on marketing strategies.				
Module 4	Digital and Social Media Influence-Online consumer behavior	Case study based & Digital-First Experiential Learning		10 Sessions
Topics • Media Integration and Consumer Behaviour: How consumers interact with multiple media channels. • Theoretical Frameworks: TRA (Theory of Reasoned Action) and UGT (Uses and Gratifications Theory) in digital context. • Consumer Behaviour on Digital Platforms: Websites, apps, e-commerce. • Blogs and Consumer Behaviour: Influence of bloggers and content creators. • Virtual and Brand Communities Influence on Consumer Behaviour: Online forums, social media groups. • Usage of Mobile and its Influence on Consumer Behaviour: Mobile-first approach, app usage, location-based marketing. • Virtual Shopping and its Influence on Consumer Behaviour: AR/VR in retail, immersive experiences. • Luxury and Consumer Behaviour in the digital age: Online luxury consumption, digital exclusivity. • Influencer marketing, user-generated content (UGC), social commerce, and the rise of the metaverse for consumer engagement.				
Module 5	Emerging Trends, Ethical Aspects, and Consumer Insights			10 Sessions

Targeted Application & Tools that can be used: Projective techniques helps the understand the customers' needs and preferences
Project work/Assignment: Mention the Type of Project Project: Develop the infographics of Consumer behavior in the digital economy Assignment proposed for this course: Assess the real time cases with respect to consumer psychology in global markets and write your perspective change in consumer behavior Understand the concepts of emoji reaction in consumer behavior and prepare a write a note on influence of emojis in consumer reactions in advertising around 1000-1500 words.
DELIVERY PROCEDURE (PEDAGOGY): Lecture: All Modules Case study: Module 1, 2,3 & 4: Recent trends in CB, Consumer motivation, Attitude, Reference group, Diffusion of innovations Discussion: Module 4 & 2: Virgin Galactic case & Customer experience in shopping malls Projective Techniques: Module 2: Consumer motivation to purchase digital gadgets Self-learning: Module 1: Conscious consumerism Participative learning: Module 3: Customer values Presentation: Module 4: Consumer Decisions
Books Textbook T1: Leon G. Schiffman, Joseph Wisenblit, S Ramesh Kumar (2018), Consumer Behaviour, 12e, Pearson T2: Michael R Solomon (2020), Consumer Behaviour – Buying, Having and Being, 13e, Pearson.

Reference

Schiffman, L. G., & Kanuk, L. L. (2018). Consumer behavior (12th ed.). Prentice-Hall Publications & Pearson Education Publications

PU online library resources

<https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/IMR-02-2021-0097/full/pdf?title=global-consumer-culture-and-national-identity-as-drivers-of-materialism-an-international-study-of-convergence-and-divergence>

<https://puniversity.informaticsglobal.com:2293/insight/search?q=Consumer+research&showAll=true&p=1>

<https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=6&sid=faf773ce-c097-4adf-a3c4-3d793b3f0c5d%40redis&bdata=JnNpdGU9ZWwhvc3QtbGl2ZQ%3d%3d#AN=348458&db=nlebk>

Web resources

W1. <https://www.forbes.com/sites/forbesbusinesscouncil/2021/03/15/15-customer-behavior-trends-emerging-this-year/?sh=5660904014d9>

W2. <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/understanding-and-shaping-consumer-behavior-in-the-next-normal>

W3. <https://www.futurelearn.com/info/blog/how-to-understand-consumer-behaviour>

W4. <https://www.frontiersin.org/articles/10.3389/fpsyg.2019.02731/full>

W5. <https://www.forbes.com/sites/forbesbusinesscouncil/2020/03/13/the-transformation-of-consumer-behaviors-in-the-digital-era/?sh=6ab84bb27887>

W6. <https://medium.com/analytics-for-humans/the-evolution-of-consumer-behavior-in-the-digital-age-917a93c15888>

Swayam & NPTEL Video Lecture Sessions on Brand Management:

https://onlinecourses.swayam2.ac.in/cec21_mg26/preview

https://onlinecourses.nptel.ac.in/noc22_mg47/preview

Case References

[Sushree Das \(2020\). Conscious consumerism new trends. Case center .CO1](#)

Kumar Gambhiraopet & Nagendra V (2015). Customer experience at shopping malls -Influence of customer needs and motives. [Case center.CO2](#)

Harjot Singh (2020). Case Study: Comfy Sofas-Creating favorable comfy sofas. [Case center.CO2](#)

Nagendra V Chowdary, Thalluri Prashanth Vidyasagar, Vedadri Chiranjeevi Chilkamari (2010). Case Study: Sun silk Gang of Girls crafting a brand positioning in reference groups. CO3

Arpita Agnihotri & Saurabh Bhattacharya (2020). Virgin Galactic: Diffusion of innovation in Space tourism.CO4

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

Catalogue prepared by	Dr. Amrith Nachappa N
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MKT3004	Course Title: Service Marketing	L-T - P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Knowledge of Supply chain Management					
Anti-requisites	Nil					
Course Description	This is a theory course that aims at providing insights to the students about practices of Service Management, role of various elements of services in enhancing and adding value to the customer experience. Post completion of the course students will be able to gain conceptual insights of Service Marketing.					
Course Outcomes	On successful completion of the course the students shall be able to: CO 1: Describe the practices of Service Marketing. CO2: Explain the role of research in services for understanding customer expectation. CO3: Summarize consumer defined service standards CO 4: Determine the role of Employees in service marketing and pricing to customer attraction CO5: Examine the role of price as an indicator of service CO6: Illustrate the role of Physical evidence in Services					
Course objective	The objective of the course is to familiarize the learners with the concepts of Service Marketing and attain Employability through Participative Learning techniques.					
Course Content:						

Module 1	Introduction to services			10 Sessions
Topics : Introduction to services: Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality. Consumer behaviour in services: Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.				
Module 2	Understanding customer expectation through market research			10 Sessions
Topics: Understanding customer expectation through market research: Key reasons for GAP 1,using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies –Relationship marketing, Evaluation Of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.				
Module 3	Customer defined service standards			10 Sessions
Topics: “Hard” & “Soft” standards, challenges of matching supply & demand in capacity, four common types of constraints facing services, optimum v/s maximum use of capacity, strategies for matching capacity & demand. Yield management-balancing capacity utilization, pricing. Waiting line strategies- four basic Waiting line strategies. Leadership & Measurement system for market driven service performance key reasons for GAP-2 service leadership- Creation of service vision and implementation, Service quality as profit strategy, Role of service quality In offensive and defensive marketing.				

Module 4	Employee role in service designing and Pricing in Services			10 Sessions
Topics: Employee role in service designing: Boundary spanning roles, Emotional labour, Source of conflict, Quality- productivity trade off, Strategies for closing GAP3.Customer's role in service delivery-Importance of customer & customer's role in service delivery, Strategies for enhancing-Customer participation, Delivery through intermediaries-Key intermediaries for service delivery, Intermediary control strategies. Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery. Pricing of services- Role of price and value in provider GAP4, Role of nonmonetary cost, Price as an indicator of service quality –Approaches to pricing services, pricing strategies.				
Module 5	Physical evidence in services			10 Sessions
Physical evidence in services: Importance of Physical Evidence, Elements of Physical Evidence, Physical Evidence Strategies, Guidelines for Physical Evidence. Service scapes: Types of service scapes-Objective and Goals of services capes Role of services capes, Approaches for understanding service scapes effects, Frame work for understanding services capes & its effect on behaviour-Guidance for physical evidence strategies.				
Targeted Application: Application of quality practices Tools that can be used: MS office, MS excel, PowerPoint				
Text Book				

Services Marketing - Valarie A Zeithmal & Mary Jo Bitner, 5/e, TMH, 2011.

References

Services Marketing – Rajendra Nargundkar, 3/e, TMH, 2010.

Services Marketing - Hoffman & Bateson, 4/e, Cengage Learning 2007.

Services Marketing: Operation, Management and Strategy-Kenneth E Clow & David L. Kurtz, 2/e, Biztantra, 2007.

Presidency University link

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

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

Online Resources

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

Catalogue prepared by	Dr. Abdul Kareem Shaply
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Recommended by the Board of Studies on	
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Date of Approval by the Academic Council	
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Course Code: MKT3005	Course Title: Retail Management Type of Course: Specialization Course	L-T - P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	This course provides an overview of concepts relating to Retail Management. It covers various theories of retailing and managing merchandise and the retail store. This course also includes concepts of E-tailing and retail analytics. Students shall get an in-depth understanding of the store and non-store retailing to meet the changing expectations of the millennials.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1 - Explain the evolution, formats, and significance of retailing in Indian and global contexts. CO2 - Analyse retail strategy decisions related to location, positioning, customer segmentation, and competitive advantage. CO3 - Apply merchandise planning, category management, inventory, and vendor management tools. CO4 - Analyse store operations, pricing, promotion, visual merchandising, and customer experience practices. CO5 - Apply retail analytics and field insights to develop an omnichannel retail improvement plan. CO6 - Analyse and interpret retail business scenarios using data, field insights, and strategic frameworks to support decision-making in retail environments					

Course objective	The objective of the course is to familiarize the learners with the concepts of Retail Management and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to Retailing	Assignment	Case study	10 Sessions
Retailing – concept, social and economic significance of retailing, role of retailing, Wheel of Retailing, and retailer’s characteristics. The Indian retail landscape – evolution of Indian retailing, organized and unorganized retail formats, and emerging retail formats. Types of retailing – ownership, retail mix, and merchandise management. Multi-channel retailing, electronic retailing, non-store and non-traditional retailing. Retail transformation in India – shift from traditional retail to modern retail, integration of offline and online channels, omnichannel retailing, direct-to-consumer (D2C) models, and the emergence of quick commerce platforms. Case-based understanding of Indian retail leaders such as DMart, Reliance Retail, Zudio, Nykaa, and quick commerce platforms like Blinkit / Zepto, along with an introduction to digital initiatives such as Open Network for Digital Commerce (ONDC).				
Module 2	Retail Strategy	Activity		10 Sessions
Strategic retail planning process – defining mission, objectives, and competitive advantage. Retail strategy formulation using segmentation, targeting, and positioning (STP), customer value proposition, and differentiation strategies. Retail branding, private labels, and store image management. Customer relationship management (CRM), customer lifetime value, and loyalty programs. Retail location decisions and store portfolio management – trading area analysis, site selection, and evaluation using tools such as the Huff Gravity Model. Types of retail locations – malls, high streets, and standalone stores. Emerging approaches such as geo-fencing, location-based marketing, and neuromarketing. Overview of retail business models including franchise, company-owned, and hybrid formats.				

Module 3	Merchandise Management	Industrial visit (Virtual / Field visit)	Field visit to a retail store and understand the retail strategy	12 Sessions
Merchandising and category management – role of merchandise in retail strategy, category planning, and merchandise performance measurement. Merchandise planning process including demand forecasting, assortment planning, inventory control, and pricing alignment. Concepts such as open-to-buy, stock turnover, sell-through rate, and Gross Margin Return on Investment (GMROI). Buying and sourcing decisions – vendor selection, supplier relationship management, and negotiation strategies. Branding strategies including national brands and private labels. Supply chain integration concepts such as Vendor Managed Inventory (VMI), Collaborative Planning Forecasting and Replenishment (CPFR), and the role of technologies like RFID in inventory visibility. Practical exposure through field visits to understand merchandise strategy.				
Module 4	Store Management, Retail pricing and promotion	Class-room activity /Role play		13 Sessions
Store management – roles and responsibilities of store managers, store operations, SOPs, and maintenance. Store design, space management, visual merchandising, and store atmospherics to enhance customer experience. Retail operations including inventory control, shrinkage reduction, POS systems, and store-level KPIs such as sales per square foot, conversion rate, and basket size. Customer experience management, service quality, and complaint handling practices.				
Module 5	Retail Analytics and Omnichannel Retailing	Class-room activity /Role play		8 sessions
Introduction to retail analytics – role of data in retail decision-making, key retail metrics such as sales performance, inventory turnover, customer conversion rates, and basket analysis. Basics of data-driven retailing and use of analytics in forecasting demand and optimizing assortment.				

Omnichannel retailing – integration of physical and digital channels, customer journey mapping, and seamless shopping experience. Digital retail technologies including mobile commerce, AI-driven recommendations, personalization, and digital payments. Role of social media in retail marketing. Emerging trends such as quick commerce, hyperlocal delivery, and platform-based retail ecosystems. Application-based learning through retail data interpretation and field insights.

Text Book

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

References

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

R2: Look D & Walters D. (2023) Retail Marketing – Theory and Practice (5th Ed). New Delhi, Prentice Hall of India.

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

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

R5: Gibson. 2022 Retail Management (4th Ed.) New Delhi: Pashupati Printers

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

Presidency University library web links

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

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

NPTEL Video Lecture Sessions:

Retail Management

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

Journals

Journal of Retailing: Elsevier Publications

International Journal of Retail & Distribution Management: Emerald Publication

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

Catalogue prepared by	Amrith Nachappa N
Recommended by the Board of Studies on	BoS No 6th Bos held 5/06/2025
Date of Approval by the Academic Council	25th July 2025

Course Code: MKT3006	Course Title: Customer Relationship Management	L-T-P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Basic Communication General Knowledge in Business world					
Anti-requisites	--					
Course Description	Customer Relations have always been a key element in the pursuit of corporate goals and objectives. However, the current competitive environment fostered by liberalization and globalization of the economy, and the rising customer expectations for quality; service and value have prompted many companies to organize their business around customers they serve. The course shall cover basics of CRM processes and solutions that provide customer-oriented services for planning, developing, maintaining, and expanding customer relationships, with special attention paid to the new possibilities offered by the Internet, mobile devices, and multi-channel interaction which provides candidates the ability to analyze and assess the CRM practices in a business organization.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Describe the concepts, scope, and importance of Customer Relationship Management (CRM), including customer behaviour, customer journey, touch points, customer experience, data usage, privacy, ethics, and CRM systems in business environments (Understand) CO2: Summarize the concepts of customer value, customer relationship styles, customer lifetime value, customer retention, value co-creation, and value delivery in managing customer relationships effectively. (Understand)					

	CO3: Articulate the stages, tools, and strategies used in managing customer relationships and interactions. (Apply) CO4: Apply CRM metrics and tools to evaluate customer performance and business outcomes. (Apply) CO5: Apply CRM concepts in real-world business scenarios to design customer acquisition, retention, and service strategies. (Apply)			
Course objective	The objective of the course is to familiarize the learners with the concepts of Customer Relationship Management and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	INTRODUCTION TO CRM			10 Sessions
CRM: Concept and Scope – Evolution of Customers and Markets – Understanding Customer Behaviour – Customer Touch Points and Journey Mapping – Role of Data in CRM – Customer Experience Basics – Importance of Customer Privacy and Ethics – Introduction to CRM Systems and Tools..				
Module 2	CUSTOMER VALUE			10 Sessions
Understanding Customer Value – Types of Customer Value – Customer Relationship Styles – Value Co-creation with Customers – Customer Lifetime Value (LTV): Concept and Application – Customer Retention and Defection – Managing Customer Expectations – Basics of Value Delivery..				
Module 3	MANAGING CUSTOMER RELATIONS			10 Sessions
Stages of CRM (Acquisition, Retention, Expansion) – Customer Profiling and Database Management – Know Your Customer (KYC) in Practice – Customer Segmentation and Targeting – Personalization Techniques – Communication and Relationship Strategies – Introduction to CRM Tools for Management – Handling Customer Interactions.				
Module 4	DELIVERING THE CUSTOMER OFFER			10 Sessions

Designing CRM Strategies – CRM Program Planning and Implementation – Delivering Customer Value Propositions – Customer Experience Management – Loyalty Programs and Engagement Strategies – Service Quality and Delivery – CRM Metrics and Performance Measurement – Monitoring and Improving Customer Satisfaction

Teaching Pedagogy:

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

Teaching and Learning Methods: Lecture, Discussion, Focus Groups, Socratic, Inquiry Based, Cooperative, Demonstration, Hands on Training Sessions, Laboratory Practicals and Self Learning.

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

Targeted Application and Tools: IBM SPSS, Tableau.

Text Book:

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

Rai, A. K. (2012). Customer Relationship Management: Concepts and Cases Prentice Hall India.

Reference:

E-Reading / Essential Reading:

Mullick, N. H. (2016). Customer Relationship Management Oxford University Press



Customer
Relationship Manag

Das, S. and Hassan, H.M.K. (2022), "Impact of sustainable supply chain management and customer relationship management on organizational performance", International Journal of Productivity and Performance Management, Vol. 71 No. 6, pp. 2140-2160. <https://doi.org/10.1108/IJPPM-08-2020-0441>

Kumar, P., Mokha, A.K. and Pattnaik, S.C. (2022), "Electronic customer relationship management (E-CRM), customer experience and customer satisfaction: evidence from the banking industry", Benchmarking: An International Journal, Vol. 29 No. 2, pp. 551-572. <https://doi.org/10.1108/BIJ-10-2020-0528>

PU online library resource

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPPM-08-2020-0441/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/BIJ-10-2020-0528/full/html>

Books:

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

Magazine/ Articles:

CRM Magazine

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

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

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

Course Code: MKT3007	Course Title: Advertising and Sales Promotion Course Type: Specialization Elective Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	The course provides an overview of advertising, advertising practices and process involved in effective implementation. After the completion of the course students will be able to have an understanding about choice of advertisement depending on the nature of the product.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the fundamental concepts and role of advertising in marketing. CO2: Describe different advertising objectives and communication processes. CO3: Summarize the various methods, creative strategies, and appeals used in advertising. CO4: Apply advertising strategies in different contexts, including rural markets. CO5: Apply sales promotion strategies and campaigns in marketing contexts.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Advertisement and Sales Promotion and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to advertising					10 Sessions
Overview of Advertising Management: Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency						

Module 2	Setting advertising objective			10 Sessions
Setting Advertising objectives: Introduction, Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioral objectives, Communication-oriented objectives; The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; Kinds of Advertising Objectives; The Advertising Communication System, The communication process, The advertising exposure model; The Need for Clear Understanding of Objectives				
Module 3	Methods of advertising			13 Sessions
Creative process and methods. Visualization process and visualizer qualities. Message design: message theme, models, considerations. Message strategies: cognitive, affective, conative, and brand strategies. Advertising appeals: rational, emotional, sex and other ad appeals. Essentials of a good appeal. Execution frameworks. Use of color in advertising. Print Advertisement, Active Media Advertisement.				
Module 4	Advertising in Rural Market & Sales Promotion			12 Sessions
Fundamental Nature of Rural Market, Understanding the rural mind and buying process, Advertising and Marketing in Rural Areas, Innovative Use of Media in Rural Areas, The Size of Rural Market, Promising Growth				
Sales Promotion: Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales Promotion; Difference between Sales Promotion and Advertising; Tools and Techniques of Consumer Sales Promotion; Trade Promotions; Organizing Sales Promotion Campaigns				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Project on advertising and promotion plan for a product Project on Rural advertising				
Reference Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999. The Spin Selling Field book: Practical Tools, Methods, Exercises and Resources by 10TNeil Rackham				

Text book

William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.

Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by 10TDon E Schultz

Reference

J. C. F. Chan, Z. Jiang and B. C. Y. Tan, "Understanding Online Interruption-Based Advertising: Impacts of Exposure Timing, Advertising Intent, and Brand Image," in IEEE Transactions on Engineering Management, vol. 57, no. 3, pp. 365-379, Aug. 2010, doi: 10.1109/TEM.2009.2034255.

Y. -T. Huang and F. -F. Cheng, "The Effect of Online Sales Promotion Strategies on Consumers' Perceived Quality and Purchase Intention: A Moderating Effect of Brand Awareness," 2013 Fifth International Conference on Service Science and Innovation, Kaohsiung, Taiwan, 2013, pp. 91-95, doi: 10.1109/ICSSI.2013.27.

PU library link

<https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/5357450>

<https://ieeexplore.ieee.org/document/6599369>

E resources:

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

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

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

Course Code: MKT3008	Course Title: Sales and Distribution Management Type Of Course: Specialization Elective Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	This course provides a comprehensive overview of sales and distribution management. It covers key aspects of sales—including methods, processes, and recent trends—followed by an in-depth understanding of distribution channels, their types, and suitability based on different business contexts.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Sales and Distribution Management and attain Employability through Participative Learning techniques.					
Course Outcomes	On successful completion of the course, students shall be able to: CO1: Explain the fundamentals and structure of sales management, including roles, responsibilities, and emerging trends. CO2: Describe various selling techniques, styles, and the sales process. CO3: Apply salesforce motivation techniques, compensation plans, and performance appraisal methods. CO4: Apply international sales strategies and design suitable marketing channels based on business requirements. CO5: Apply digital sales tools, e-commerce concepts, and omnichannel distribution strategies to enhance customer engagement and sales performance.					
Course Content:						

Module 1	Introduction to Sales Management	Assignment/ Quiz	Participative learning	11 Sessions
Topics: Meaning and definition of sales management, evolution and importance of sales, objectives and scope, personal selling – concept and significance, types of sales organizations, sales department structure, roles and qualities of sales manager, skills for sales professionals, basics of sales forecasting				
Module 2	Selling Skills and Selling Strategies	Group presentation	Participative learning	12 Sessions
Topics: Selling and buying styles, selling skills, selling situations, selling process, sales presentations (AIDA, SPIN), handling objections, negotiation, follow-up, ethical and legal issues, Motivation in sales, motivation theories, monetary and non-monetary incentives, compensation plans				
Module 3	Salesforce Motivation and Compensation	Group Discussion	Participative learning	11 Sessions
Topics: sales quotas, territory management, performance appraisal, sales KPIs, legal aspects of compensation. International sales process, market selection, entry strategies, cross-cultural selling, marketing channels, types and structure, intermediaries, logistics, distribution, conflict management, channel technology.				
Module 4	Digital Sales, E-Commerce and Omnichannel Distribution Management	Case study analysis	Participative learning	11 Sessions
Topics: Introduction to Digital Sales and E-Commerce Omnichannel and Multichannel Distribution Systems Role of Marketplaces and Online Retail Platforms Retail Execution and Merchandising Basics				

Customer Relationship Management (CRM) and Sales Analytics

Use of Digital Tools in Sales

Sales dashboards

Lead tracking

Sales performance monitoring

Last-mile delivery and customer experience management

Emerging trends in sales technology

AI in sales

Automation

Mobile selling

Targeted Application & Tools that can be used:

Targeted Application:

Designing sales strategies for domestic and international markets

Identifying suitable distribution channels based on business models

Evaluating compensation structures and motivation plans for a sales team

Tools that can be used:

MS Word, PowerPoint, MS Excel, Google Slides, Canva, HubSpot CRM, Salesforce (basics)

Project Work/ Assignment:

1. Article review: 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 based on sales and distribution management

3. Case Study: - At the end of the course students will be given a 'real-world' case study analysis related to any company's sales force structure or a distribution challenge.	
Text Book(s): Sales & Distribution Management, Panda Tapan K. & Sahadev Sunil, Oxford University Press Sales & Distribution Management – Text & Cases, Krishna K. Havaladar & Vasant M. Cavale, Tata McGraw-Hill	
Reference Book (s): Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education Sales Management: Concepts, Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw-Hill Selling & Sales Management, David Jobber & Geoffrey Lancaster, Pearson Education Sales Management, Tanner, Honeycutt, Erffmeyer, Pearson Education Sales Force Management, Mark W. Johnston & Greg W. Marshall, Tata McGraw-Hill Online Resources (e-books, notes, ppts, video lectures etc.): ☐ Presidency University Library Link (Knimbus) ☐ YouTube Lecture: Sales Forecasting & Planning ☐ NPTEL Course on Marketing Management - Sales & Distribution Modules ☐ Emerald Insight: Emerging Trends in Sales	
Topics relevant to "SKILL DEVELOPMENT": The objective of the course is to familiarize the learners with the concepts of Sales and Distribution Management and attain Employability through Participative Learning techniques.	
Catalogue prepared by	Dr. Abdul Kareem Shaply
Recommended by the Board of Studies on	BoS no 6th BoS held on 5th June 2025

Date of Approval by the Academic Council	25th July 2025
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Course Code: MKT3009	Course Title: Brand Management Type of Course: Specialization Elective Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1018 –Introduction to Marketing					
Anti-requisites	None					
Course Description	This course is provides the fundamental concepts of brand management in the digital world which emphasizes the brand equity, new opportunities, and challenges able to connect with consumers. The course emphasizes on importance of brand equity in terms of how to build, measure and manage brands.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Describe the key elements of brand management CO2: Explain the process of brand marketing CO3: Use the concepts of brand focus and solve the brand-related problems CO 4:Apply the concepts of brand performance CO5: Apply Brand Management strategies with emerging technologies and sustainability frameworks to enhance long-term brand resonance and social responsibility.					

Course objective	The objective of the course is to familiarize the learners with the concepts of Brand Management and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	Brand Management	Group discussion	Established brand Vs New brand	11 Session
Brands Vs Products- Brand Management - Brand Components & Attributes- Significance Of Branding To Consumers & Firms - Selecting Brand Names- Brand Identity – Kapferer Brand Identity Prizm Model - Branding Challenges & Opportunities				
Module 2	Brand Marketing	Class presentation	AI and Branding	10 Session
Brand Elements – types- criteria- tactics, brand rationality - legal issues; Marketing Programs – new perspectives -direct and indirect channels- private labels; Integrated Marketing Communication- changes- major marketing communications - criteria and challenges- Brand switchers - Branding in Digital era- marketing changes- digital communications- role of e-mail & website, AI; Leverage Secondary brands				
Module 3	Brand planning			12 Session
Types of Brands - Strategic Brand Management Process – Brand Attribute Management & Architecture – Brand Portfolio Strategy – Brand Extension and Stretching - Making A Brand Strong-Sources of Brand Equity-The 4 Steps of Strong Brand Building- Aaker’s Brand Equity Model – Customer Based Brand Equity – Brand Leveraging, Brand Loyalty.				
Module 4	Brand performance	Case study analysis	Brand equity	12 Session
Brand Equity- Accountability – dashboards - steps for brand audit; Measuring Brand Equity - Qualitative and Quantitative Methods, Brand Architecture – definition, components; Brand extensions – definitions- types- advantages and disadvantages- Evaluation - Brand success				
Targeted Application & Tools that can be used: Projective techniques and case analysis helps the understand the brand management in digital era				
Textbook				

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

References

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

PU online library link

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JPBM-01-2017-1398/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09534810310468152/full/html>

Web Based Resources

W1. <https://blog.adobe.com/en/topics/cmo-by-adobe>

W2. <https://www.adweek.com/>

W3. <https://www.marketingprofs.com/>

W4. <https://www.ama.org/>

W5. <https://interbrand.com/thinking/>

W6. <https://www.brandforward.com/>

W7. <https://brandkeys.com/customer-loyalty-engagement-index/>

Swayam & NPTEL Video Lecture Sessions on Brand Management: https://onlinecourses.swayam2.ac.in/imb19_mg04/preview https://onlinecourses.nptel.ac.in/noc22_mg05/preview	
Topics relevant to EMPLOYABILITY SKILLS: The objective of the course is to familiarize the learners with the concepts of Brand Management and attain Employability through Participative Learning techniques.	
Catalogue prepared by	Dr. Syed Ahmed Wajih
Recommended by the Board of Studies on	BoS no 6th BoS held on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: MKT3010	Course Title: Rural Marketing Course Type: Specialization Elective Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	This course is designed to help gain insights on rural and agricultural marketing in Indian context. The course also provides insights on rural consumption and rural consumer behavior. The course also focuses on developing rural marketing strategies to tap the bottom of the pyramid market.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the concepts, structure, characteristics, and socio-economic aspects of rural markets and rural marketing in India. (L2 – Understand) CO2: Examine the nature, scope, objectives, channels, and challenges of agricultural marketing and distinguish agricultural marketing from rural marketing. (L3 – Apply) CO3: Analyze rural consumer behavior and marketing dynamics in FMCG, consumer durables, and rural banking sectors. (L4 – Analyze) CO4: Apply marketing mix strategies, digital rural marketing practices, and agribusiness concepts in evaluating corporate involvement and opportunities in rural markets through case-based analysis. (L3 – Apply)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Rural Marketing and attain Employability through Participative Learning techniques.					

Course Content:				
Module 1	Introduction to Rural Marketing			11 Sessions
Definition and Scope of Rural Marketing, Components of Rural Markets, Classification of Rural Markets, Rural vs. Urban Markets. Population, Occupation Pattern, Income Generation, Location of Rural Population, Expenditure Pattern, Literacy Level, Land Distribution, Land Use Pattern, Irrigation, Rural Development Programs, Infrastructure Facilities, Rural Credit Institutions, Rural Retail Outlets.				
Module 2	Agricultural Marketing			10 Sessions
Nature and Scope, Objectives of Agriculture Marketing, classification of agricultural products and markets- Agricultural marketing Vs rural marketing-Challenges in Agricultural Marketing, Channels of Distribution for agricultural products – Co-operative societies.				
Module 3	Rural Consumer Behavior			12 Sessions
Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in the FMCG industry, Rural Marketing of FMCG's, Issues related to consumer durables in the rural market, Rural Marketing of Consumer durables, Marketing objectives and approaches, Evolution of rural banking after independence, Challenges in marketing for banking services in rural, opportunities for banking in rural areas, marketing strategies for banking services – Case study.				
Module 4	Marketing Mix in Rural Environment			12 Sessions
Reasons for increased interest of corporate sector in agribusiness, opportunities, in the agri-business, benefits of corporate driven agri-business system involvement of corporate sector in agri-business. Digitalizing the Indian rural markets-e-rural marketing – Case study				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Case study analysis Course project on demand for FMCG products in Rural Market				
Reference				

Text book

Kashyap, P. (2016). Rural Marketing. 3rd Ed. Pearson Education.

Prahalad, C .K (2004). The Fortune at the Bottom of the Pyramid. 5th Ed. Pearson Education.

Badi, R.V. & Badi, N.V. (2010). Rural Marketing; Himalaya Publishing House.

Reference

Krishnamacharyulu C.G & Ramakrishna L. (2012). Rural Marketing. 2nd Ed. Pearson Education.

Dogra, B. & Ghuman, K. (2008). Rural Marketing. McGraw Hill .

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

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

PU library link

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

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

E resources:

<https://martglobal.net/>

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

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

Topics relevant to EMPLOYAILITY

Catalogue prepared by	Dr. Syed Ahmed Wajih
Recommended by the Board of Studies on	BoS no 6th BoS held on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: MKT3011	Course Title: Green Marketing Type of Course: Specialization Elective Course	L- T- P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	The course provides an understanding of the importance of Green Marketing on consumer satisfaction and environmental safety. Green revolution, going green, environment protection, and sustainable development have become the buzz words today. Consumers are gradually becoming conscious buying eco-friendly products. This course aims at understanding the concept of Green Products and Marketing. It revisits the factors that affect consumers' purchase decision in general.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Describe the concepts of Green Marketing CO2: Articulate segmentation in Green Marketing CO3: Analyse the policies of Green Marketing CO4: Identify the aspects of environmental consciousness and willingness among the organization to practice green marketing CO5: Analyze the circularity of supply chains and design strategic interventions for sustainable product life-cycle management					
Course objective	The objective of the course is to familiarize the learners with the concepts of Green Marketing and attain Employability through Participative Learning techniques.					

Course Content:					
Module 1	Fundamentals of Green Marketing	Self-Learning	Introduction to Green Marketing	quiz	12 Session
Fundamentals of Green Marketing: - Meaning & Concept & Evolution of Green Marketing, Types of Green Marketing, Difference in between Marketing & Green Marketing, Green Product - Green Marketing – Importance of Green Marketing - Benefits of Green marketing, Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marketing. "People, Planet & Profit" or the "3 Ps," to measure the business success. Triple bottom line. Green marketing planning, Incorporating green perspective into the mission statement, Integrating green mission into objectives, strategy and marketing tactics Creating value with Green Marketing innovations, marketing sustainable product lines, delivering value in retailing and distribution, diagnosing the elements of sustainable supply cycles.					
Module 2	Segmentation of Green Marketing	Projective Technique & Case analysis	Green marketing segmentation	Quiz	8 Session
Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index Promotional Channels of Green Marketing. Discovering value through market segmentation, target marketing and positioning. Internal constraints in Green Marketing pricing, Legal constraints, competitive actions. Development of an integrated Green Marketing Framework -					
Module 3	Environmental Consciousness:	Case Analysis	Green marketing in digital era	Assignments	10 Session
Introduction to Environment Consciousness, Types of Environmental Consciousness - Importance of environmentalism - Environmental movement - Benefits of green environment to the society - E-waste exchange - Extended Producer Responsibility Plan - Guidelines for					

Collection and Storage of E-Waste - Guidelines for Transportation of E-Waste - Guidelines for Environmentally Sound Recycling of E-Waste.					
Module 4	Environmental Technological & Legal Aspects	Discussion & Presentation	Eco-branding, Eco labelling, sustainable packaging. IKEA renewable material sources cases	Case studies	15 Session
Manufacturing industry: Energy consumption and GHG emissions, Long-term changes in sustainable "Production and Consumption", Sustainable Patterns of Materials, Sustainable Energy and Climate Technologies, Green Technologies for Energy Intensive, Selected Emerging Green Technologies: Carbon capture and Storage (CCS) and Renewable, Impacts of emerging green technologies for the manufacturing Sector on Innovation, Green technologies as Drivers of Innovation, Innovation dynamics for Green Technologies are Relevant in Manufacturing. Products that have eco-friendly packaging, Products that are not tested on animals, Products made from chemicals that have been approved, Products that are reusable and bio-degradable, Carbon emission trading/carbon credit, Emission Laws (Consumer Protection Act, 2019 ,ASCI Guidelines, BIS Standards, National Green Tribunal (NGT),2010), Waste Water Management Laws.					
Targeted Application & Tools that can be used :- The students can go through the various case studies of ;Green Firms – HCL's, IBM's Green Solutions, IndusInd Bank's Solar Powered ATMs, Reva's Electric Car.					
Textbook Green Marketing Management by Robert Dahlstrom, Cengage Learning India. Latest Edition. Green Marketing - Concepts, Literatures and Examples. M.Meera. Evincepub Publishing. Latest Edition.					
References Green Marketing and Environmental Responsibility in Modern Corporations, Esakki and Thangasamy, IGI Global, 2017. Latest Edition. Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993. Latest Edition. v The New Rules of Green Marketing, Jacquelyn A. Ottman,Berrett-Koehler Publishers, 2011. Latest Edition.					

PU online library link

<https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?origin=citedby&eid=2-s2.0-85169150590&noHighlight=false>

<https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?origin=citedby&eid=2-s2.0-85201916399&noHighlight=false>

Web Based Resources

W1. <https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?origin=recordpage&zone=relatedDocuments&eid=2-s2.0-85028329319&noHighlight=false>

W2. <https://www.adweek.com/>

W3. <https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?origin=recordpage&zone=relatedDocuments&eid=2-s2.0-85124753967&noHighlight=false>

W4. <https://www.ama.org/>

W5 <https://www.sciencedirect.com/science/article/pii/S0959652625001556> W6.

<https://www.sciencedirect.com/science/article/pii/S0959652624040022> W7.

<https://www.sciencedirect.com/science/article/pii/S2405844025006139>

Swayam & NPTEL Video Lecture Sessions on Green Marketing

https://onlinecourses.swayam2.ac.in/imb19_mg04/preview

https://onlinecourses.nptel.ac.in/noc22_mg05/preview

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

Catalogue prepared by

Dr. Syed Abid Hussain

Recommended by the Board of Studies on	6th BOS held on 5th June2025
Date of Approval by the Academic Council	25th July 2025

Course Code: MKT3012	Course Title: Marketing Strategy Type of Course: Specialization Elective Course	L- T-P- C	3	0	0	3
Course Pre-requisites	CBS 1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	This course focuses on formulating, evaluating, and implementing effective marketing strategies that align with overall business goals. The course allows analyse competitive environments, segment markets, and position products for maximum value. Emphasis is placed on real-world case studies, strategic decision-making, and the role of digital disruption in modern marketing.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the concepts, processes, and importance of marketing strategy in achieving organizational goals. CO2: Apply strategic marketing tools and frameworks for business and market environment analysis. CO3: Apply segmentation, targeting, and positioning (STP) strategies in competitive markets. CO4: Analyze growth, innovation, digital, and global marketing strategies for sustainable business performance.					
Course Objective	The objective of the course is to familiarize the learners with the marketing strategies and attain Employability through Participative Learning techniques.					
Course Content:						

Module 1	Introduction to Marketing Strategy	CO1	Case Study	10 Session
Concept and scope of marketing strategy; Strategic marketing planning process; Marketing environment and competitive advantage; Value creation and customer value proposition; Strategic role of marketing in business organizations; Marketing mix strategies (4Ps and 7Ps); Strategic decision-making in marketing.				
Module 2	Market Analysis & Strategic Tools	CO2	Presentation	12 Sessions
External environmental analysis – PESTEL framework and Porter’s Five Forces model; Internal analysis – SWOT analysis and value chain analysis; Customer and competitor analysis; Portfolio analysis tools – BCG Matrix and GE Matrix; Market attractiveness and competitive positioning; Strategic group mapping and market life-cycle analysis.				
Module 3	Strategic Segmentation, Targeting & Positioning (STP)	CO3	Group Activity	12 Sessions
Market segmentation bases and strategies; Target market selection approaches; Differentiated, undifferentiated, and niche marketing strategies; Positioning and repositioning strategies; Perceptual mapping and competitive positioning; Brand positioning strategies; STP strategies in emerging and global markets.				
Module 4	Growth, Innovation & Global Marketing Strategy	CO4	Case Study	11 Sessions
Growth strategies using Ansoff Matrix; Diversification and market expansion strategies; Blue Ocean Strategy and disruptive innovation; Digital marketing strategies and strategic applications; Global market entry and expansion strategies; Standardization versus adaptation strategies; Strategic control, performance evaluation, KPIs, and marketing dashboards.				
Targeted Application & Tools that can be used: Applications: BCG / GE Matrix tools – business portfolio analysis SWOT & PESTEL Frameworks – environment scanning Simulation Platforms – strategic decision-making (e.g., Cesim, StratX) Canva / PowerPoint – for strategic brand positioning				

Google Trends / SEMrush – for digital strategy insights
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Article Review/ PPT Presentation
Text Book: Walker, Mullins, Boyd & Larrech� – Marketing Strategy: A Decision-Focused Approach, McGraw-Hill
References: Philip Kotler – Marketing Management David Aaker – Strategic Market Management Michael Porter – Competitive Strategy Jean-No�l Kapferer – Strategic Brand Management E-Resources: Harvard Business Review (Marketing Strategy Cases) McKinsey Insights (Marketing & Sales) NPTEL Course: Strategic Marketing Coursera/edX modules on Competitive Strategy
Topics relevant to Financial Analytics: Strategic decision-making Analytical and market research skills Business model innovation Digital and global marketing planning Competitive benchmarking and strategic thinking

Catalogue prepared by	Dr. Syed Ahmed Wajih
Recommended by the Board of Studies on	6th BOS held on 5th June2025
Date of Approval by the Academic Council	25th July 2025

Specialization

Track: Human Resource Management

Course Code: HRM3013	Course Title: Industrial Relations and Labor Laws Type of Course: Specialisation Course	L-T - P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1019 – Human Resource Management					
Anti-requisites	None					
Course Description	The course will enable understanding the provisions and practices of Industrial relations in line with significance of industrial relations from an organization perspective. Course will give an overview of various industrial relations laws, importance of adherence to these laws and benefits of practicing the same for better industrial relations.					
Course Outcomes	On successful completion of the course, the student shall be able to: CO1: Explain the importance of Industrial Relations in maintaining harmonious employer–employee relationships. CO2: Describe the key provisions of the Payment of Wages and Bonus legislations. CO3: Explain the key provisions and benefits of the Social Security legislations. CO4: Classify the various methods of settlement of Industrial Disputes. CO5: Explain the provisions and procedures for grievance handling in organizations.					

Course Objective	The objective of the course is to familiarize the learners with the concepts of Industrial Relations Laws and attain Employability through Participative learning techniques.				
Course Content:					
Module 1	Industrial Relation	Case study analysis	Case study on role of parties in Industrial relation		10 sessions
Topics : Meaning, Objectives, Characteristics of a good Industrial Relations System/Principles of a good IR/Essentials of good IR, Scope, Significance/Need and Importance of IR, Major Stakeholders of IR, Issues and Challenges of industrial relations in India, key terms in Industrial Relations					
Module 2	Wage code	Group discussion	Group discussion on fixed pay and variable pay		10 Sessions
Topics: Minimum Wages Act, 1948, Payment of Wages Act, 1936, Payment of Bonus Act, 1965, Methods of wage calculation, recent trends in wage system					
Module 3	Code on social security	Group discussion	Relevance of social security scheme		12 Sessions
Topics: Employees' Provident Funds and Miscellaneous Provisions Act, 1952, Employees' State Insurance Act, 1948, Maternity benefit act, Paternity benefit act, Payment of gratuity, provisions for gig workers, latest trends in social security code					
Module 4	Industrial relation code	Case study	Case study on industrial disputes		13 Sessions
Topics: Trade Unions Act, 1926, Industrial Disputes Act 1947- Meaning of Industrial Dispute, Causes, Forms/Types, Consequences/Effects, Methods of Settling Industrial Disputes (Arbitration, Joint Consultations, Works Committee, Conciliation,					

Adjudication etc), Concepts Related to Industrial Disputes (Relevant Examples): Strike, Layoff, Lockout, Retrenchment, Meaning of Grievances, Causes of Grievances, Guidelines for Grievance Handling, Grievance Redressal Procedure in India, Trends in industrial code.
Targeted Application: HR manual Tools that can be used: MS office
Text Book T1 Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007. T2 C.S. Venkata Ratnam, Globalization and Labour Management Relations, Response Books, 2007. T3. S C Srivastava, Industrial Relations and Labour laws, Vikas Publishing, 8th ed., 2022 Website: - https://labour.gov.in/industrial-relations
References R1 Industrial Relation and Labour Laws A M Sharma Himalaya Publishing House R2 Personnel management & industrial relation – P.C. Tripathi. R3 Dynamics of personal management – C.B. Memoria Presidency University link https://www.researchgate.net/publication/318673488_INDUSTRIAL_RELATIONS https://www.researchgate.net/publication/242024662_Industrial_Relations_Theory_and_Research https://www.researchgate.net/publication/329130586_A_Study_on_Industrial_Disputes_and_its_Effects_Exceptional_Reference_to_Indian_Industries https://www.researchgate.net/publication/361822294_Research_Paper_on_Law_of_Industrial_dispute https://www.researchgate.net/publication/333186369_Industrial_Disputes_in_India_-_An_Analysis Online Resources

https://onlinecourses.nptel.ac.in/noc22_lw05/preview https://onlinecourses.nptel.ac.in/noc22_mg52/preview	
Topics relevant to EMPLOYABILITY SKILLS : Self Profiling and domain based survey for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Hemanth kumar V Professor – SOC
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: HRM3014	Course Title: Training and Development Type of Course: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1019 – Human Resource Management					
Anti-requisites	None					
Course Description	The course helps gain thorough knowledge about training and development, application of training development in the organization. Course will enable develop a conceptual framework of designing and implementing training program.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Training and Development attain Employability skills through Participative Learning techniques.					
Course Outcomes	On successful completion of the course, the student shall be able to: CO1: Describe the basic concepts of training program CO2: Apply need assessment practices for organizing training program CO3: Describe the process of learning in training program CO4: Apply methods and techniques for enhancing the development of employee's skills CO5 : Use tools and techniques for evaluation of training effectiveness					

Course Content:				
Module 1	Introduction of Training	Assignment	Case Study	10 Sessions
Meaning of Training and Development, Basic Concepts of Training in an Organization, Role, Responsibilities & Challenges of Trainers and Training Managers.				
Module 2	Significance and Need for Training	Assignment	Video Presentation	11 Sessions
Training Functions: Organization & Management of Training programs, Systematic Approach to Training, Training Process, Training Need Assessment - Components of Training Need Assessment (Organizational, Task / Job Needs and Person Analysis), Classification of Training Needs - Democratic Needs, Diagnostic Needs, Compliance Needs, Analytical Needs, Action Research.				
Module 3	Process of Learning in Training	Presentation	Article Review	12Sessions
Process of Learning in Training: Instructional Objectives & Lesson Planning - 5E Instructional Model, Learning Process. Learning Objectives (SMART) Training Climate & Pedagogy.				
Module 4	Training Methods and Evaluation techniques	Presentation	Reference Links	12 Sessions
Training Methods: Developing Training Modules - Steps, Training Methods & Techniques - On-the-job & Off-the-job Training Methods, Facilities Planning (Space & Design), Training Aids & Training Communication. ROI Philips model of training evaluation to assess the employees development skills.				
Principles, Criteria, Techniques, Tools, Levels & Models for Training Evaluation. Training & Development in India, ROI of Training.				
Targeted Application & Tools that can be used: MS office for class presentation				

Knowledge Application –Individual level, Group level & Organization Level
Project work/Assignment:
Understanding personality through personality assessment tools Refer to the research paper assigned from the PU library and analyze the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)
Text Book Bhattacharyya, D. K. (2015). Training and development: Theories and applications. Sage Publications India. Rao, P. L. (2008). Training and development: Practices (2nd ed.). Excel Books.
References Noe, R. A. (2020). Employee training and development (8th ed.). McGraw-Hill Education. Goldstein, I. L., & Ford, J. K. (2002). Training in organizations: Needs assessment, development, and evaluation (4th ed.). Wadsworth. Blanchard, P. N., & Thacker, J. W. (2012). Effective training: Systems, strategies, and practices (4th ed.). Pearson. Saks, A. M., & Haccoun, R. R. (2016). Managing performance through training and development (7th ed.). Nelson Education. Articles Adamson, P. and Caple, J. (1996), "The training and development audit evolves: is your training and development budget wasted?", Journal of European Industrial Training, Vol. 20 No. 5, pp. 3-12. https://doi.org/10.1108/03090599610119674 PU Library link https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090599610119674/full/html

Online Resources https://onlinecourses.nptel.ac.in/noc22_hs63/preview	
Topics relevant to EMPLOYABILITY : XXXXXX for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. D.Vijayasree
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: HRM3005	Course Title: Organizational Change and Development Type of Course: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1019 – Human Resource Management					
Anti-requisites	None					
Course Description	This course introduces the student to the discipline of Organizational Development (OD); it provides an overview of how an Organizational Development specialist plans and implements interventions to create interpersonal, group, intergroup, or organization-wide change. This course presents theoretical and historical foundations of the field and explains the practical interventions involved in an OD process; in addition, values, ethics and the role of the Organizational Development professional/change agent will be studied.					
Course Outcomes	On successful completion of the course, the student shall be able to: CO1: Explain the concepts, nature, types, and models of organizational change, along with the role of organizational vision and strategic planning in managing change. CO2: Explain the causes of resistance to change and the strategies for overcoming resistance through effective change management practices. CO3: Describe the concepts, evolution, process, and interventions of Organization Development (OD) in enhancing organizational effectiveness. CO4: Explain the process of Organization Development, including entering into an OD relationship, contracting, selecting, sequencing, and implementing OD interventions. CO5: Analyze organizational, group, and individual-level diagnostic information to design, evaluate, and institutionalize appropriate Organization Development interventions.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Organization Change and Development and attain Employability through Participative Learning techniques.					

Course Content:				
Module 1	Organization change			10 Sessions
Organizational change- Introduction, nature of change, Internal & External changes, types of change, Models of change- Lewis's Force field, Systems Model, Action research model, organizational vision and strategic planning.				
Module 2	Resistance to change			12 Sessions
Topics: Resistance to change- reasons for the resistance, overcoming resistance for the change, systematic approach to making change- factors for effective change, skills of leaders in change management, designing the change.				
Module 3	Organization development			12 Sessions
Organization Development-Introduction, history, evolution of OD, OD interventions: Definition, actors to be considered, choosing and sequencing, intervention activities, classification of OD interventions, results of OD, typology of interventions based on target groups. Process of Organization Development: Entering into OD relationship, developing a contract.				
Module 4	Diagnosing Organizations			11 Sessions
Diagnosing Organizations- Need for diagnostic models, organization, group, individual level diagnosis, Collecting and analyzing the diagnostic information, Feeding Back of diagnostic information, designing interventions, overview of interventions, evaluating and Institutionalizing OD Interventions				
Targeted Application: developing training program for organization development				
Tools that can be used: MS office, MS excel				
Project work/Assignment:				
Organization change questionnaire data collection and analyzation. Refer E resources for completion of assignment				
Experiential learning :				

Text Book	
Dr. Mrs. Anjali Ghanekar, Essentials of Organisation Development, Everest Publishing House	
References	
Harvey, D.F. and Brown, D.R., An Experimental Approach to Organization Development, PrenticeHall, Englewood Cliffs,N.J.,1990	
Cummings, T. G. & Worley, C. G. (2009).Organization Development and Change (9th edition). Canada: South-Western Cengage Learning	
Zaplin, J. (2004), "Learning to Change: A Guide for Organization Change Agents", Journal of Managerial Psychology, Vol. 19 No. 4, pp. 455-459. https://doi.org/10.1108/02683940410537981	
Bergenhengouw, G.J. (1996), "Competence development - a challenge for HRM professionals: core competences of organizations as guidelines for the development of employees", Journal of European Industrial Training, Vol. 20 No. 9, pp. 29-35. https://doi.org/10.1108/03090599610150282	
PU E- Resources Link:	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02683940410537981/full/html	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090599610150282/full/html	
Topics relevant to EMPLOYABILITY : XXXXXX for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Hemanth Kumar
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: HRM3016	Course Title: Performance and Compensation Management Type of Course: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1019 – Human Resource Management					
Anti-requisites	NIL					
Course Description	This course introduces students to the basic concepts of performance and compensation management. It helps them understand how employee performance is planned, monitored, and improved, and how fair and motivating compensation systems are designed and implemented.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Performance and Compensation Management and attain Employability through Participative Learning techniques.					
Course Outcomes	On successful completion of the course, students shall be able to: CO1: Explain the concepts, objectives, and components of performance management. (Understand) CO2: Explain the various performance appraisal methods and performance counselling techniques. (Understand) CO3: Explain the concepts of compensation management, wage theories, and strategic compensation planning. (Understand) CO4: Prepare compensation structures, incentive schemes, and employee benefit plans to support organizational objectives. (Apply) CO5: Determine the effectiveness of performance management and compensation systems in achieving organizational goals. (Apply)					
Course Content:						
Module 1	Fundamentals of Performance Management	Assignment/ Quiz	Participative learning	10 Sessions		

Topics: Introduction to Performance Management, Objectives, Principles, and Challenges, Performance Appraisal vs Performance Management, Components of an Effective Performance Management System. Role of Technology in Performance Management (HR Analytics, PMS Software). Goal Setting Techniques (OKRs and KPIs)				
Module 2	Performance Appraisal and Counselling	Group presentation	Participative learning	11 Sessions
Topics: Performance Appraisal Methods: Rating Scales, 360-degree, MBO, Common Rating Errors and Bias, Performance Monitoring: Process and Benefits, Performance Counselling Techniques and Feedback				
Module 3	Foundations of Compensation Management	Group Discussion	Participative learning	11 Sessions
Topics: Meaning, Nature, and Types of Compensation, Theories of Wages and Wage Fixation, Key Concepts in Compensation Management, Legal Aspects and Perceptions of Pay Fairness, Strategic Compensation Planning, Compensation Approaches: Base Pay, Individual vs. Team Rewards, Pay Equity and Gender Pay Gap Issues, Cost-to-Company (CTC) Structure and Components				
Module 4	Designing Compensation Structures and Benefits	Case study analysis	Participative learning	13 Sessions
Topics: Basics of pay structure: salary matrix, pay grades, and rate ranges, Salary benchmarking and pay fixation techniques, Introduction to incentive plans: individual bonuses, team-based pay, and ESOPs, Overview of employee benefits, including health, leave, and retirement benefits, Basic overview of compensation practices around the world.				
Targeted Application & Tools that can be used: Targeted Application: Conducting peer and self-assessments for performance reviews. Analysing case studies on incentive and benefits management. Preparing basic salary structures and benefit summaries.				

Tools that can be used:

MS Word, PowerPoint, Google Forms, Google Slides, Canva, SurveyMonkey, BambooHR

Project Work/ Assignment:

1. Article review: 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 based on performance or compensation management.

3. Case Study: - At the end of the course students will be given a 'real-world' case study analysis related to performance evaluation or compensation planning.

Text Book(s):

B.D. Singh, Performance Management System: A Holistic Approach, Excel Books

George T. Milkovich & Jerry M. Newman, Compensation, McGraw Hill Education

Reference Book (s):

T.V. Rao et al., Performance Appraisal and 360 Degree Feedback, Excel Books

Richard I. Henderson, Compensation Management in a Knowledge-Based World, Pearson

Herman Aguinis, Performance Management, Pearson Education

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

<https://presidencyuniversity.linways.com>

Video Lecture on PERFORMANCE APPRAISAL IN AN AGILE ENVIRONMENT <https://www.youtube.com/watch?v=HbuOdOSB2ZM>

NPTEL course on Performance And Reward Management https://onlinecourses.nptel.ac.in/noc22_mg102/preview

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

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb039174/full/html	
Topics relevant to "SKILL DEVELOPMENT": The objective of the course is to familiarize the learners with the concepts of Performance and Compensation Management and attain Employability through Participative Learning techniques.	
Catalogue prepared by	
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: HRM3017	Course Title: Knowledge Management Type of Course: Specialization Elective	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1019 – Human Resource Management					
Anti-requisites	None					
Course Description	This course focuses on how knowledge is created, captured, represented, stored and reused so as to fully leverage the intellectual assets of a firm. The tools and techniques for knowledge acquisition, assessment, evaluation, management, organization and dissemination are applied to business situations. The goal is to enable students to learn about this practice in the context of managing the design, development and operation of information technologies that can facilitate Knowledge Management for Industry 4.0 and in near future Industry 5.0. revolution.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Describe the importance of types of knowledge and features of knowledge transfer. CO2: Apply knowledge management mechanisms and map the knowledge management matrix. CO3: Determine the role of Knowledge Management at various levels in the organization CO4: Discuss the knowledge management concepts through knowledge audit and knowledge analysis. CO5 : Summarize the integration of technology in Knowledge Management					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Knowledge Management and attain Employability through Participative Learning techniques.					

Course Content				
Module 1	Introduction to Knowledge Management	E-Resource	Quiz	10 Sessions
Topics: Introduction to KM, History of KM, Importance of KM, Knowledge Activities and Knowledge transfer, Barriers and features of Knowledge transfer, Dimensions of Knowledge Management				
Module 2	Knowledge Management in Business	E-Resource	Role play	10 Sessions
Topics: Mechanics of Knowledge Management–Tools and Technologies, Communities of Practice and Knowledge conversion, The knowledge Management Matrix				
Module 3	Application of Knowledge Management System	Case study	Group Discussion	12 Sessions
Topics: Knowledge management system, Components of Knowledge management system, Application of KMS in Organization. Tools and techniques, Advantages of KMS and it's impact on productivity. Knowledge Application – Individual level, Group level & Organization Level.				
Module 4	Strategic Knowledge Management and	Case analysis	Presentation	13 Sessions
Topics: KM Strategy, Knowledge audit, GAP Analysis, Road Map, KM Metrics, Balance Score Card., Knowledge Acquisition & Application tools. KM Team–Roles & Responsibilities, , Ethics in KM, Best practices in actualizing Knowledge Management, Monetary and non-monetary incentives. Role of leaders and Roger's theory of diffusion of innovations and it's applications.				

Role of technology advancement in practising knowledge Management

Text Book:

Probst, G.; Raub, S.; Romhardt, K. (2000): Managing Knowledge. Building Blocks for Success. Chichester u.a.: Wiley.

Krogh, G.v.; Ichijo, K.; Nonaka, I. (2000): Enabling Knowledge Creation: How to Unlock the Mystery of Tacit Knowledge and Release the Power of Innovation. Oxford: Oxford University Press.

Davenport, T.; Probst, G. (2002): Knowledge Management Case Book: Siemens Best Practices. 2nd Ed. Munich: Publicist

Ian Watson (2003) Applying Knowledge Management: Techniques for Building Corporate Memories (The Morgan Kaufmann Series in Artificial Intelligence) 1st Edition, Kindle Edition.

References:

Kimiz Dalkir (2011), Knowledge Management in Theory and Practice - 2nd edition by The MIT Press.

Hislop, D., Bosua, R., & Helms, R. (2018). Knowledge management in organizations: A critical introduction. (4th edition) Oxford: Oxford University Press.

PU E-Resources::

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

Swayam & NPTEL Video Lecture Sessions on Knowledge Management:

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

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

Web Based Resources:

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

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

Topics relevant to EMPLOYABILITY SKILLS : Best practices in actualizing knowledge Management for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Prof. Saswati Roy Chel
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: HRM3018	Course Title: Personal Growth and Interpersonal Effectiveness Type of Course: Specialization Elective	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1019 – Human Resource Management					
Anti-requisites	None					
Course Description	The course is conceptual in nature and will help the students to have a detailed understanding about personality, concepts of personality and influence of personality on individual performance. Students will have a hands-on understanding about usage of personality assessment tools and its applicability at workplace.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Describe the concept of personal growth CO2: Use personality assessment tools in assessing Interpersonal Trust among Employees CO3: Apply theories of personality in employee counseling and training program CO4 : Explain the significance of personal change in individual development CO5 : Determine the role of transaction analysis in effective workplace communication. CO6 : Summarize type of Experiential Learning Methodologies					
Course objective	The objective of the course is to familiarize the learners with the concepts of Personal Growth and Interpersonal Effectiveness and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Personal growth					8 Sessions

Meaning, nature and scope of personal growth. Self-awareness and self-esteem, life roles, social roles and organizational roles, role clarity and role boundaries. Ego states- Id, ego and super ego and defence mechanisms; developing a self-improvement plan.				
Module 2	Interpersonal Trust			9 Sessions
Interpersonal Trust: Discovering facets of interpersonal trust through Johari Window (Openness, confidentiality, blind spot and unknown part of personality); Self disclosure, seeking feedback, self-reflection and practicing new behaviours.				
Module 3	Understanding Human Personality			9 Sessions
Personality – Meaning & Determinants; Personality theories, Type A and B Personalities, Carl Jung's theory of personality Types and Myers Briggs Type Indicator test (MBTI) PF 16, Trait theories- Guilford Peogut, Emotional intelligence – Meaning, Dimensions, and Emotionally intelligent Organizations.				
Module 4	Attitudes, beliefs, Values and their impact on behavior			8 Sessions
Personal change- meaning, nature and requisites. Locus of control. Habit Formation - Habits of personal effectiveness. Seven habits of highly effective people.				
Module 5	Interpersonal relations and personal growth	Personality assessment tool	FIRO-B	11 Sessions
Interpersonal relations and personal growth: Interpersonal needs for openness, inclusion and control. Discovering the interpersonal orientation through FIRO-B. Conflict resolution and negotiation, Time management and honoring the commitments Transactional Analysis: Ego states, types of transactions and time structuring. Life position, scripts and games; strokes and stamps. Experiential learning methodologies: T-group sensitivity training, encounter groups and appreciative enquiry.				
Project work/Assignment: Course project on any three personality assessment tools				
Experiential learning: Understanding personality through personality assessment tools				

Refer to the research paper assigned from the PU library and analyze the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

Text Book

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

References

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

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

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

Articles

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

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

PU Library link

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

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

Online Resources

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

Catalogue prepared by

Dr Hemanth Kumar

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: HRM3019	Course Title: Social Media and HRM Type of Course: Specialization Elective		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	CBS1019 – Human Resource Management						
Anti-requisites	None						
Course Description	This course provides an understanding of various sub-functionalities of Human Resource Management and the execution of these functionalities through social media platforms. It is conceptual in nature and offers an overview of different social media platforms and their effectiveness in practicing HRM functions. The course helps students understand the role of social networking websites in performing HR activities.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of social media and HRM and attain Employability through Participative Learning techniques.						
Course Outcomes	On successful completion of the course, the student shall be able to: CO1: Describe the applicability of social media in performing HR functionalities. CO2: Explain the practice of recruitment and employer branding through social media platform. CO3: Use Social media for Internal and External Branding of Employer CO4: Discuss the integration of social media in employee training development and engagement. CO5: Apply social media tools in manpower planning and performance appraisal practices.						
Course Content:							
Module 1	Introduction to Social Media and HRM	Assignment	Participative Learning	10 Sessions			

Topics: Social Media and Human Resource Management, Meaning, Terms in social media, SNW for HR Functions, Benefits & Challenges of using SNW for HR Functions.				
Module 2	Social media in Recruitment and Employer Branding	Group Presentation	Participative Learning	15 Sessions
Topics: Recruitment, Types of recruitment, Sources and methods, Use of social media for recruitment function, Company recruitment practices through social media. Employer branding, digital employer branding, Internal and external digital branding, communicating employee value proposition through social media				
Module 3	Training and Development through Social Media Platforms	Group Discussion	Participative Learning	10 Sessions
Topics: Training, Instructional approaches, Methods, Training and SNW, CBT and SNW- - Using SNWs for knowledge sharing and collaborative learning				
Module 4	Social media in HR Planning & Performance	Case Study	Participative Learning	10 Sessions
Topics: HRP, HRP relevance, HRP methods, talent management, HRP through SNW. performance appraisal, types, errors, PAS and SNW, challenges in using SNW for PAS.				
Targeted Application & Tools that can be used: Targeted Application: Developing content for HR function for social media. Using social media for employee engagement and strategic HR decision-making. Tools that can be used: MS office, MS excel, social media platforms, Canva and Adobe Express.				
Project Work/ Assignment:				
1. Content Development: Developing content for HR function for social media 2. Presentation: Presentation on ad campaign for recruitment activity. 3. Case Study				

Text Book(s):

V.S.P. Rao, Human Resource Management, Taxmann Publications Pvt. Ltd.

Susan L. Verhulst, Human Resource Management, Wiley India Pvt Ltd.

Raman Preet, Future of Human Resource Management: Case Studies with Strategic Approach, Wiley India Pvt. Ltd.

Reference Book (s):

Dr. A. Narasimha Venkatesh, Anam Aslam, Dr. B.S. Mishra, V. Dhanraj, Human Resource Management: A Toolkit for Business, Wiley India Pvt. Ltd.; 1st edition (2023); ISBN: 978-9355153753

Gary Dessler, Human Resource Management, Pearson Education; Fifteenth edition (26 December 2017); ISBN: 978-9352862658

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

<https://presidencyuniversity.linways.com>

Video Lecture on Social media in HR-<https://www.youtube.com/watch?v=RzpUvTMgJ5U&t=354s>

Video Course: "Social Media Recruitment for Human Resource Professionals" – Udemy;

<https://www.udemy.com/course/social-media-recruitment-an-advanced-workshop/>

presiuniv.knimbus.com/openFullText.html?DP=https://www.sciencedirect.com/science/article/pii/S014829632200947X?dgcid=api_sd_search-api-endpoint

presiuniv.knimbus.com/openFullText.html?DP=https://www.emerald.com/insight/content/doi/10.1108/S0742-730120160000034011/full/html

Topics relevant to "SKILL DEVELOPMENT": The objective of the course is to familiarize the learners with the concepts of social media and HRM and attain Employability through Participative Learning techniques.

Catalogue prepared by	Dr Ziliya K P
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: HRM3020	Course Title: Leadership and Team Management Type of Course: Specialization Elective		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	CBS1019 – Human Resource Management						
Anti-requisites	None						
Course Description	This course focuses on the fundamentals of effective leadership and team management in modern organizations. Students explore leadership theories, assess their own leadership styles, and participate in activities to build skills in communication, collaboration, and team building.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of social media and HRM and attain Employability through Participative Learning techniques.						
Course Outcomes	On successful completion of the course, the students shall be able to : CO1: Explain key leadership theories, styles, and traits CO2: Describe the principles of self-leadership and the role of emotional intelligence in leadership. CO 3: Explain the Rationale and Behavioural aspects of Decision making in Leadership CO4: Discuss the stages of team development, roles, and team dynamics. CO5: Apply team management techniques and demonstrate conflict resolution strategies in business contexts.						
Course Content:							
Module 1	Introduction to leadership	Assignment/ Quiz	Participative learning	11 Sessions			
TOPICS : Meaning and importance of leadership in business, Roles, functions and characteristics of a leader. Competencies and Skills of Leaders. Leadership vs Management, Leadership theories: Trait, Behavioural, Contingency, Situational, Leadership styles: Autocratic, Democratic, Transformational, Laissez-faire, Real-life case examples of business leaders							
Module 2	Self-Leadership and decision making	Group presentation	Participative learning	11 Sessions			

Self-awareness and self-leadership, Motivation, Decision-making and ethics in leadership, building leadership presence and trust.				
Decision Making: Meaning, Definition and Nature; Types of decisions; Decision Making Process; Rational Perspectives and Behavioral Aspects of decision making.				
Module 3	Team Formation and Group Behaviour	Group Discussion	Participative learning	10 Sessions
Teams- Meaning, Types; Team Structure, Stages of Team Development; Writing a Team Charter; Roles and Responsibilities on a Team; Leading Teams; Gain Consensus, Team Facilitation. Tuckman's Model: Forming, Storming, Norming, Performing, Adjourning, Team roles and responsibilities (Belbin's Team Roles) Team culture, norms, and diversity, Common team challenges and solutions				
Module 4	Team Leadership and Conflict Management	Case study analysis	Participative learning	13 Sessions
Leading a team: setting goals, delegation, motivation, Effective team communication and collaboration tools, Conflict resolution: Thomas-Kilmann model Managing underperformance in teams, Application of leadership skills in team-based business problems				
Targeted Application & Tools that can be used: Creating personal leadership and emotional intelligence profiles Managing team roles and collaboration in group projects Tools: MS Word, PowerPoint, Trello, Canva, DISC Assessment Tool, Google Forms				
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):				

Peter G. Northouse, Leadership: Theory and Practice, Sage Publications,

Richard L. Daft, The Leadership Experience, Cengage Learning,

Reference Book (s):

Stephen P. Robbins & Timothy A. Judge, Organizational Behavior, Pearson, 2019

Jon R. Katzenbach & Douglas K. Smith, The Wisdom of Teams, Harvard Business Review Press

Gary Yukl, Leadership in organisations ,Eighth edition

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

<https://presidencyuniversity.linways.com>

https://onlinecourses.nptel.ac.in/noc22_mg39/preview

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

Topics relevant to "SKILL DEVELOPMENT":

To familiarise the learners with the concept of leadership and team management

To attain employability through participative learning techniques

Catalogue prepared by

Dr Ziliya K P

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: HRM3021	Course Title: HR Analytics	L-T-P-C	1 -1 - 2 -3
Version No.	1.0		
Course Pre- requisites	Essentials of Business Analytics – ANL1007		
Anti-requisites	None		
Course Description	This course provides an insight towards having an analytical perspective knowledge, skills, and competencies to address human capital. It introduces the central concepts of people orientated analytics and via hands-on exercises, builds skills and competencies around the management, analysis and representation of data. The subject explores how analytics helps managers to address both tactical and strategic level human capital issues.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of HR Analytics and attain Skill Development through Experiential Learning techniques.		
Course Outcomes	CO1: Explain the role of HR Analytics in enhancing organizational value.CO2: Construct metrics for various HR functions CO2: Calculate HR metrics to support decision-making across the workforce lifecycle, from onboarding to exit of employees. CO3: Use descriptive analysis techniques to summarize and interpret HR data.CO5: Prepare prescriptive and advanced HR modelling CO4: Prepare HR dashboards using Excel functions, PivotTables, charts, slicers, and data visualization techniques to communicate descriptive HR insights effectively CO5: Interpret predictive and prescriptive HR analytics outcomes using advanced statistical techniques to support strategic workforce planning and decision-making		
Course Content:			
	Introduction to		

Module 1	HR analytics			10 Sessions
Topics: HR Analytics - Defining HR Analytics, Role of Analytics, HR Analytics: The Third Wave for HR value creation, HR Measurement journey in tune with HR maturity journey, Understanding the organizational system (Lean) , Locating the HR challenge in the system, Valuing HR Analytics in the organizational system, Typical problems (working session).				
Module 2	HR Metrics			10 Sessions
Topics: HR Metrics - HR metrics – types, application and exercises – HR planning, Training and development, Staffing, Payroll, Performance Appraisal.				
Module 3	Descriptive analytics in HR			15 Sessions
Topics: Descriptive analytics in HR - Key excel functions – VLOOKUP, INDEX, SUMIF, AVERAGEIF, COUNTIF, etc. Creation of HR dashboards, story boarding. Pivot table, charts and tables, slicers. HR data visualization – Data mapping, Scatter chart, bar charts, data merging and blending.				
Module 4	Predictive and Prescriptive analytics in HR			15 Sessions
Topics: Predictive and Prescriptive Advanced HR analytics - T Test, ANOVA, Correlation analysis, regression analysis, Multiple regression analysis, Factor analysis, , sensitivity analysis, Cluster analysis.				
Targeted Application & Tools that can be used: Data analysis using MS Excel, PSS				
Project work/Assignment:				
Solve problems of HR metrics using MS Excel, PSPP, SPSS, Power Bi				
Text Book				
Banerjee P., Pandey J., Gupta M. (2019) Practical application of HR analytics, SAGE				

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

References

Online Resources

<https://www.linkedin.com/learning/people-analytics>

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

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

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

Catalogue prepared by

Dr. Chaitra VH

Recommended by the Board of Studies

6th BOS held on 5th June 2025.

on

Date of Approval by the Academic Council

25th July 2025

Course Code: HRM3022	Course Title: Strategic Human Resource Management. Type of Course: Specialization Elective	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1019 – Human Resource Management					
Anti-requisites	None					
Course Description	This course utilizes an experiential learning approach for gaining enhanced knowledge about the HR process and how to align as per the organizational goals and strategies. The course utilizes an experiential learning approach to know about the foundation of strategic human resource management. It will help to understand strategic human resource management from global context as well as from change context. It includes topic related to strategic human resource development, talent management, employee engagement, new forms of strategic management.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Strategic Human Resource Management and attain Employability through Participative Learning techniques. through Class Presentation and Case Study					
Course Outcomes	On successful completion of this course the students shall be able to: CO1: Explain the importance of Strategic Human Resource Management in achieving organizational effectiveness. (Understand) CO2: Describe the concepts and process of Human Resource Strategy formulation and implementation. (Understand) CO3: Recognize the role and benefits of HR strategies in achieving organizational goals. (Analyze)					

	CO4: Summarize strategic HR practices applied across key human resource functions in organizations. (Understand)			
	CO5: Evaluate the strategic role of Human Resources in the implementation of Strategic Human Resource Management practices. (Evaluate)			
Course Content:				
Module 1	Introduction to strategic human resource management	Assignment/ Quiz	Numerical solving Task	10 Sessions
Topics: Meaning of strategic human resource management. strategic HRM Nature, benefits and key features of shrm, 5 P Models of shrm. Development of strategic human resource management.				
Module 2	Strategy: concept and process	Assignment/ Quiz	Memory Recall based Quizzes	12 Sessions
Meaning of strategy. Aims of strategic HRM, Approaches to strategic HRM, The fundamentals of strategy, The formulation of strategy. Human resource strategy and process issues. Implementing issues related to HR strategy. Types of HR strategies; Criteria for an effective HR strategy.				
Module 3	Hr Strategies	Assignment/ Quiz	Memory Recall-based Quizzes	12 Sessions
Strategies for improving organizational effectiveness, Strategies for organizational development; Strategies for organizational transformation; Strategies for culture management; Strategies for knowledge management; Commitment strategy; Strategies for developing a climate of trust				
Module 4	Strategic HRM in action	Assignment/ Quiz	Numerical solving Task	11 Sessions
Topics: Improving business performance through strategic HRM, HR impacts on organizational performance; How HRM strategies make an impact; Strategic HRM concepts impact on practice, Roles in strategic HRM, The strategic role of top management; The strategic role of front-line management; The strategic role of the HR director; The strategic role of HR specialists				
Targeted Application & Tools that can be used:				
The students will use case study and article review related to performance management.				
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' application based circuits like Power Amplifier, Signal/Function Generator etc. as a case study. Students will be submitting a report which will include Circuit Diagrams, Design, Working Mechanism and Results etc. in appropriate format

Text Book(s):

T1 Michael Armstrong, Strategic Human Resource Management, Kogan page, Third Edition – 2008

Reference Book (s):

R1 Charles R.Greer- Strategic Human Resource Management, Prentice Hall, Second Edition - 2003.

R2 Ashish Malik - Strategic Human Resource Management and Employment relation, Springer Singapore ,First Edition-2003

R3 Ashish Malik-Strategic Human Resource Management and Employment Relations: An International Perspective, Springer Texts in Business and Economics, Second Edition ,2022

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

<https://presidencyuniversity.linways.com>

Management and organisation Review. Vol7 No. 1pp. 153-174 Link: <https://www.cambridge.org/core/journals/management-and-organization-review/article/abs/putting-strategic-human-resource-management-in-context-a-contextualized-model-of-high-commitment-work-systems-and-its-implications-in-china/8106F86CC82C3878F8EF2C636BD3821E>

Topics relevant to "SKILL DEVELOPMENT": : Role of HR Specialists for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by

Dr. Anouja Mohanty

Recommended by the Board of Studies on

6th Board of Studies conducted on 5th June 2025

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Specialisation Courses

Track: E-Commerce and Supply Chain Management

Course Code: ESC3026	Course Title: E – Business Application and Models Type of Course: Specialization Course	L-T-P- C	3-0-0-3
Version No.	1.0		
Course Pre-requisites	None		
Anti-requisites	None		
Course Description	The course intends to provide the basis of electronic business applications. This course will help the students understand the dynamics of E – Business and demonstrate the ability to identify, describe and apply the essential current practices in the contemporary scenario.		
Course Outcomes	At the end of the course, the student shall be able to: C01: Describe the fundamentals of E – Business C02: Classify the various E – Business models C03: Review E – Business Management C04: Recognize the strategies adapted by E Business C05: Determine the parameters for evaluation of E Business		
Course objective	The objective of the course is to familiarize the learners with the concepts of E Business Application and attain Employability through Participative Learning techniques.		
Course Content:			
Module 1	Introduction to Electronic Business	Assignment	Trends in E-Business 10 sessions
Electronic Business: Overview, Definitions, Advantages & Disadvantages of E - Business, History of Electronic Business, Threats of E – Business, Types of E – Business, E – Business Technology: Different Types of Networking for E-Business, Internet, Intranet, EDI Systems			

Module 2	E-business Models and Markets	Case Study	Online Advertising	12 sessions
E-business Models: Introduction, E-business Environment, E – Marketplaces, Types of E – Business Models: Model based on Transaction Type, Model based on Transaction Party – B2B, B2C, C2B, C2C, E-commerce Sales Life Cycle (ESLC) Model, E – Marketing: Key Issues, Introduction, The Scope of E – Marketing, Internet Marketing Techniques, The Marketing Mix, Branding, Online Advertising, Targeting Online Customers, One-to-One Marketing, E – Governance				
Module 3	E-Business Management	Group discussion	Traditional and E-Organizations	12 sessions
Managing Knowledge, Managing Applications Systems for E – Business, Management Skills for E – Business, Comparison between Conventional Design and E – Organization, Supply Chain Management (SCM), Customer Relationship Management, E – Payment Mechanism: Payment through Card System, E – Cheque, E – Cash, E – Payment Threats & Protections				
Module 4	E –Business Strategy Formulation	Quiz		11 sessions
E –Business Strategy Formulation: Issues and Challenges, Strategic Management and Objective Setting, The Strategic Management Process in E – Business, Internal Analysis, External Analysis, Competitive Strategies for E – Business, Organizational Learning, Organizational Culture and E – Business, Organizational Structure and E – Business, Organizational Control and Evaluation				
Targeted Application & Tools that can be used: Microsoft PowerPoint Presentation				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:				
Assignment 1: Participative learning: E-Business Market Research and Competitive Analysis: Research on a specific e-commerce market segment, analyzing competitors, trends, and identifying potential opportunities.				
Assignment 2: Experiential learning: Students will do research on a specific e-commerce market segment and analyze the trends and challenges. Followed by a group discussion.				
Delivery procedure (pedagogy):				
Lecture: All Modules				
Participative learning: Module 2: Affiliate marketing through Blogging or Content Creation				

Experiential learning: Module 3: Survey: Research on a specific e-commerce market segment and analyze the trends and challenges. Followed by a group discussion.

Text Book:

T1: Textbook-Colin Combe, Introduction to E-business Management and Strategy, Elsevier Ltd

Reference(s):

R1: Tokuro Matsuo and Ricardo Colomo-Palacios (2015), Electronic Business and Marketing: NewTrends on its Process and Applications, Springer

R2: Joseph, P.T. (2019). E-COMMERCE AN INDIAN PERSPECTIVE (2e), New Delhi Prentice-Hall of India

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

Knimbus Open Case Studies, Production and Operations Management , Reference no. 15-163,

'We Are Market Basket' - The Case Centre

An empirical framework developed for selecting B2B e-business models: the case of Australian agribusiness firms, An empirical framework developed for selecting B2B e-business models: the case of Australian agribusiness firms

An empirical framework developed for selecting B2B e-business models: the case of Australian agribusiness firms | Emerald Insight (knimbus.com)

E-book on Rethinking the Business Models of Business Schools

Rethinking the Business Models of Business Schools | Emerald Insight (knimbus.com)

E-Book on Business-to-Business Marketing Management: Strategies, Cases, and Solutions, Volume 18

Business-to-Business Marketing Management: Strategies, Cases, and Solutions: Vol. 18 | Emerald Insight (knimbus.com)

E-content:

M. S. Raisinghani, L. Meade and L. L. Schkade, "Strategic e-Business Decision Analysis Using the Analytic Network Process," in IEEE Transactions on Engineering Management, vol. 54, no. 4, pp. 673-686, Nov. 2007, doi: 10.1109/TEM.2007.906857.

Strategic e-Business Decision Analysis Using the Analytic Network Process | IEEE Journals & Magazine | IEEE Xplore (knimbus.com)

B. G. Muchardie, A. Gunawan and B. Aditya, "E-Commerce Market Segmentation Based On The Antecedents Of Customer Satisfaction and Customer Retention," 2019 International Conference on Information Management and Technology (ICIMTech), Jakarta/Bali, Indonesia, 2019, pp. 103-108, doi: 10.1109/ICIMTech.2019.8843792

E-Commerce Market SegmentationBased On The Antecedents Of Customer Satisfaction and Customer Retention | IEEE Conference Publication | IEEE Xplore

B. G. Muchardie, A. Gunawan and B. Aditya, "E-Commerce Market Segmentation Based On The Antecedents Of Customer Satisfaction and Customer Retention," 2019 International Conference on Information Management and Technology (ICIMTech), Jakarta/Bali, Indonesia, 2019, pp. 103-108, doi: 10.1109/ICIMTech.2019.8843792

Techniques used by E-commerce industries for Customer analysis | IEEE Conference Publication | IEEE Xplore

Swayam & NPTEL Video Lecture Sessions:

<https://www.digimat.in/nptel/courses/video/110105083/L01.html>

<https://www.digimat.in/nptel/courses/video/110105083/L60.html>

<http://www.digimat.in/nptel/courses/video/110105083/L22.html>

Topics relevant to development of "EMPLOYABILITY SKILL": Students shall be able to acquire employability skills through the practical awareness in E-Commerce and SCM Industry.

Catalogue prepared by	Dr. Suhasini
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: ESC3027	Course Title: Global Supply Chain Management Type of Course: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course provides students with insights into the management of supply chains in a globalized environment. It explores how companies design, operate, and manage cross-border supply chains to enhance efficiency, agility, and customer satisfaction. It covers sourcing strategies, logistics, trade regulations, digital technologies, and risk management in global supply networks.					
Course Objective	The objective of the course is to familiarize the learners with the concepts Global Supply Chain Management and attain Employability through Participative Learning techniques.					
Course Outcomes	At the end of the course, the student shall be able to: CO1: Explain the structure and functions of global supply chains CO2: Summarize strategies for international procurement, logistics, and distribution CO3: Determine the role of technology and analytics for optimizing global supply chain performance CO4: Recognize compliance issues, and sustainability practices in global sourcing CO5: Describe ESG practices in Global Supply Chain Management					
Course Content:						
Module 1	Foundations of Global Supply Chain					(10 Hours)

Definition and evolution of global supply chain management; Key drivers: globalization, technology, market access; Supply chain models: lean, agile, and hybrid; Global logistics: transportation, warehousing, documentation; Role of intermediaries: freight forwarders, 3PL, 4PL				
Module 2	Sourcing and Procurement in International Context			(12 Hours)
Global sourcing strategies: offshoring, nearshoring, outsourcing; Supplier selection and relationship management; Incoterms, tariffs, and trade agreements; Ethical and sustainable sourcing; Cost-benefit analysis in global procurement				
Module 3	Global Logistics and Technology Integration			(12 Hours)
Cross-border logistics and customs clearance; Role of technology: GPS, RFID, WMS, TMS; Supply chain visibility and real-time tracking; Use of blockchain, IoT, and AI in global supply chains; Case study: Amazon / Apple / Maersk global logistics				
Module 4	Risk, Compliance, and Sustainability	Assignment/ Quiz	Numerical solving Task	11 Sessions
Risk categories: geopolitical, financial, operational, natural disasters; Supply chain risk mitigation and resilience planning; Trade compliance and regulatory frameworks (WTO, FTAs, etc.); Reverse logistics and circular supply chains; ESG (Environmental, Social, Governance) in supply chain strategies				
Targeted Application & Tools that can be used:				
Project Work/ Assignment:				
Supply Chain Mapping tools (e.g., Lucidchart, SCM Globe – conceptual)				
ERP/SCM software overview (SAP SCM, Oracle, Zoho Inventory)				
Simulation Games (MIT Beer Game – supply chain dynamics)				
Dashboards using Excel / Power BI for supply chain KPIs				
Global logistics calculators for landed cost estimation				
Text Book(s):				

Chopra, Sunil & Meindl, Peter – Supply Chain Management: Strategy, Planning, and Operation, Pearson Education

Reference Books:

Bowersox, Closs & Cooper – Supply Chain Logistics Management

Ballou, Ronald H. – Business Logistics/Supply Chain Management

Simchi-Levi – Designing and Managing the Supply Chain

David Blanchard – Supply Chain Management Best Practices

E-Resources:

NPTEL / edX / Coursera: Global Supply Chain & Logistics

Harvard Business Review articles on global SCM

World Bank & WTO logistics performance index and reports

Supply Chain Digital (www.supplychaindigital.com)

Topics relevant to “SKILL DEVELOPMENT”:

International logistics operations

Strategic sourcing and procurement

Risk analysis and mitigation planning

Digital tools for supply chain visibility

Regulatory compliance and sustainable practices

Catalogue prepared by	Dr. Akhil Menon
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Recommended by the Board of Studies on	. 6th Board of Studies conducted on 5th June 2025
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Date of Approval by the Academic Council	25th July 2025
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Course Code: ESC3028	Course Title: Purchase and Inventory Management Course Type: Specialization Course		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	None						
Anti-requisites	None						
Course Description	This course intends to provide the basic understanding to students about the purchasing and inventory operations in supply chain management concepts and processes that helps to bring awareness and make them employable.						
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Summarize the concepts of Purchase Management in Supply Chain Management CO2: Describe the procurement cycle, purchasing activities, vendor evaluation methods, purchasing strategies, and modern purchasing practices used in organizations. CO3: Explain the concepts of inventory management, including inventory classification, demand analysis, stock control, and inventory-related costs in organizations. CO4: Explain the use of warehouse information systems and modern technologies in improving warehouse and inventory management.						
Course objective	The objective of the course is to familiarize the learners with the concepts of Purchase and Inventory Management and attain Employability through Participative Learning techniques .						
Course Content:							
Module 1	Purchasing	Remember	Self - Learning	10 sessions			
Topics • Overview of Purchasing: Definition, objectives, and its strategic role in SCM. • Purchasing Organizations: Centralized vs. Decentralized purchasing structures. • Ethical and Professional Standards in Purchasing. • Make-or-Buy or Outsourcing Decisions: Factors influencing these choices. • Pricing Impact: Understanding different pricing models and their negotiation. • Purchasing Cycle: Steps from need recognition to payment. • Vendor Analysis: Supplier selection criteria, performance evaluation. • Global Tenders: Understanding international procurement. • Negotiations: Key negotiation strategies in purchasing. • Contracts / Purchase Orders: Types and importance.							

- Purchasing Practice by Class of Materials: Different approaches for raw materials, components, MRO (Maintenance, Repair, and Operations) items. - Contract Management in purchasing. - Strategic sourcing, supplier relationship management (SRM), and the shift towards collaborative purchasing.				
Module 2	Purchasing Strategies	Understand	Case study & Participative Learning	11 sessions
Topics - Purchasing Activities: Detailed breakdown of tasks. - The Procurement Cycle: End-to-end process flow. - Computer-Aided Purchasing: Introduction to e-procurement platforms. - Blanket Purchase Orders: Benefits and application. - Vendor Performance Measurement: KPIs for supplier evaluation. - Purchasing Performance Measurement: Metrics for purchasing department efficiency. - Public Buying: Government procurement processes (conceptual). - Purchasing & Forecasting Techniques: Demand forecasting for procurement. - Purchase Strategies: Single sourcing, multiple sourcing, sole sourcing, global sourcing. - Evaluation of Purchasing Function: Auditing and continuous improvement. - Modern Purchase Practices: E-sourcing, reverse auctions, collaborative planning. - Decision Support Tools in purchasing. - Sustainable procurement, risk management in sourcing, and the role of AI in supplier selection and negotiation.				
Module 3	Inventory Management Strategies, Systems, and Operations	Understand	Self-Learning and Participative Learning.	11 sessions
Topics - Introduction to Inventory: Definition, types of inventory (raw materials, WIP, finished goods, MRO). - Need for Holding Stock: Benefits and drawbacks. - Planning and Controlling Stock Levels: Reorder point, safety stock. - Effects of Excess Inventory on Business: Holding costs, obsolescence. - Product Classification: ABC analysis, XYZ analysis. - Demand Analysis: Independent vs. dependent demand, forecasting methods. - Product Coding: Importance for tracking and management. - Product Handling Groups.				

- Costs Associated with Inventories: Holding costs, ordering costs, shortage costs. - Inventory Control: Techniques and models (e.g., EOQ - Economic Order Quantity, ROP - Reorder Point). - Replenishment of Inventory. - Inventory Management Systems: Manual vs. automated systems. - Materials Requirement Planning (MRP): Basic concepts and application. - Works in Process Inventories, Finished Goods Inventories, Inventories with Suppliers, Spare Parts Inventories. - Just-In-Time (JIT) inventory, Vendor Managed Inventory (VMI), and lean inventory practices.				
Module 4	Warehouse Management and Technology Aids	Apply	Case Study and Participative Learning.	11 sessions
Topics - Warehouse Information: Data flow and management within a warehouse. - Decision Making Using Warehouse Information: Optimizing space, labor, and equipment. - ICT (Information and Communication Technology) Applications in a Warehouse: WMS (Warehouse Management Systems) overview. - Technology Aids in Retail Warehouse Management: - Bar Code Scanners: For identification and tracking. - Wireless LAN (Local Area Network): For real-time data exchange. - Mobile Computers: For data capture and task management. - Radio Frequency Identification (RFID): For automated tracking and inventory counts. - Cloud-based Technologies for Purchasing and Inventory Planning (e.g., cloud ERP, cloud SCM solutions). - Warehouse automation (robotics, automated storage and retrieval systems - AS/RS), drone inventory counts, and dark warehouses for e-commerce fulfillment.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: - Case study analysis on purchase and inventory management practices of the company - Class presentation on best practices in purchase and inventory management				
Text book - Max Muller – Essentials of Inventory Management, 3rd Edition, 2012, Harper Collins Publishers. - Edward.A.Silver, David F.Pyke, Douglas Thomas – Inventory and Production Management in Supply Chains, Fourth Edition, CRC Press.				
Reference - Michael Watson, Peter Cacioppi, Sara Lewis – Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, 2012, Google Books. - ED. C. Mercado – Hands on Inventory Management, Series on Resource Management, Auerbach Publications				

- D. Thote, P. Fulzele, R. Nimishe, M. Thakur, S. Khasale and P. Chinchalkar, "Modern E-Trolley For Goods Purchase With Inventory Management Using Android Application," *2022 Second International Conference on Artificial Intelligence and Smart Energy (ICAIS)*, Coimbatore, India, 2022, pp. 897-902, doi: 10.1109/ICAIS53314.2022.9742900.
- J. J. Pangaribuan, H. Margono, O. P. Barus, Y. A. Pratama and A. Maulana, "Sales, Purchase, and Inventory Information System Design at SMEs," *2022 1st International Conference on Technology Innovation and Its Applications (ICTIIA)*, Tangerang, Indonesia, 2022, pp. 1-6, doi: 10.1109/ICTIIA54654.2022.9935929.
- **PU library link**

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

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

E resources:

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

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

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

Course Code: ESC3029	Course Title: Legal aspects of E Commerce Type of Course: Specialization Course		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 Objective	The objective of the course is to familiarize the learners with the concepts of Legal Aspects of E Commerce and SCM and attain Employability through Participative Learning techniques.						
Course Outcomes	At the end of the course, the student shall be able to: CO1: Explain the concepts, models, legal issues, and governance aspects of electronic commerce and e-governance. CO2: Describe the essentials, types, legal validity, and regulatory framework governing electronic contracts, digital signatures, and electronic signatures. CO3: Summarize the provisions of the Information Technology Act, 2000, including cyber offences, penalties, and legal remedies. CO4: Explain intellectual property rights, banking laws, digital copyright issues, and emerging legal challenges in the digital environment. CO5: Recognize jurisdictional principles, international legal frameworks, and the impact of e-commerce on traditional markets and emerging business trends						
Course Content:							
Module 1	INTRODUCTION TO ELECTRONIC COMMERCE	Assignment	Case study	10 Sessions			
Electronic Commerce: Electronic Commerce: Historical evolution of E-Commerce, Definitions, Features, Types of E-Commerce (B2C, B2B, C2C, etc.). - Advantages & Disadvantages of E-Commerce, Threats of E-Commerce. - Models of E-Commerce, UNCITRAL Model Law on E-Commerce (conceptual overview). - Legal Issues of E-commerce: Overview of key legal areas. - E-Governance: Meaning, Definitions, Advantages, Principles, Challenges. - Impact of platform economy, rise of direct-to-consumer (D2C) models, and the increasing complexity of cross-border e-commerce.							
Module 2	CONTRACT & SECURITY ASPECTS IN E-COMMERCE	Assignment	Case study	13 Sessions			

- Electronic Contracts:
 - Meaning, Definition, Essentials of an e-contract (offer, acceptance, consideration, intention).
 - Various types of e-contracts (e.g., click-wrap, browse-wrap).
 - Legal validity of e-contracts in India, Breach of Contract in digital transactions.
 - Laws relating to E-contracts in India (e.g., Indian Contract Act, IT Act provisions), cases on validity of E-Contracts.
- Digital Signatures:
 - Meaning, Definition, Legal architecture for the validity of digital signature (as per IT Act).
 - Security advantages of digital signatures, electronic vs. digital signature – Functional and procedural Issues, Characteristics of Digital Signatures.
 - Public Key Infrastructure (PKI), Electronic Signature Certificate (ESC), Grant, Revocation and withdrawal of ESC.
- Electronic Signatures: Meaning, Definition, Provisions under IT Act, Certifying Authorities, Issuing Authorities.
- Blockchain-based smart contracts, biometric authentication for e-signatures, and the evolving legal recognition of various forms of electronic consent.

Module 3	INTERSECTION OF LAWS AND E-COMMERCE	presentation	Group	12Sessions
Information Technology Act, 2000: Introduction, Objectives of IT Act, Salient Features of IT Act, Offences, Penalties, Intellectual Property Law: Digital copyright, linking, caching, Digital rights management, DMCA, Patents, Trademarks and domain names, Brand identities, search engines and secondary market, ICANN, Database Right – Digital Copyrights, Open Source, Software Patents, Right to forgetting, Banking Laws: Salient Features, offences and penalties.				
Module 4	JURISDICTION ISSUES IN E-COMMERCE	presentation	Group	10 Sessions
• Jurisdiction in E-Commerce: ◦ Theoretical framework to address multiple jurisdictions in cross-border transactions. ◦ Application of the principles of Private International Law. ◦ Key tests for jurisdiction: Minimum Contact Test, Effect Test, Zippo Test. ◦ International Conventions: Hague Convention (conceptual), EC Regulations (Brussels & Rome) (conceptual). • Online Dispute Resolution (ODR): Mechanisms for resolving disputes outside traditional courts (e.g., arbitration, mediation). • Impacts of E-commerce in traditional market, Recent trends in E-Commerce. • Enforcement of foreign judgments in e-commerce disputes, regulatory fragmentation across countries, and the role of blockchain in dispute resolution. • Emerging Legal Frontiers: ◦ Legal aspects of AI in e-commerce (e.g., AI liability, algorithmic bias). ◦ Metaverse and Web3 commerce: Ownership of digital assets, virtual contracts, jurisdiction in virtual worlds.				

- o Legal implications of drone delivery and autonomous logistics in e-commerce.

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

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' application based .

Text Book(s):

1. **E-Commerce: Legal Compliance by Pratima Narayan.**
2. **Legal Aspects of E-Commerce by Dr. Jyoti Rattan, Publisher: Bharat Law House Pvt. Ltd.**
3. **Information Technology Law and Practice by Vakul Sharma, Publisher: Universal Law Publishing.**
4. **Cyber Law: Text and Cases by Justice Yatindra Singh, Publisher: Universal Law Publishing.**

Reference Book (s):

1. Rattan, Jyoti. Legal Aspects of E-Commerce, Bharat Law House.
2. Sharma, Vakul. Information Technology Law and Practice, Universal Law Publishing.
3. Singh, Yatindra. Cyber Laws, Universal Law Publishing.
4. Ahmad, Farooq. Cyber Law in India, Pioneer Books.
5. Joseph, P.T. E-Commerce: An Indian Perspective, PHI Learning.
6. Madan, Sushila. Cyber Law and E-Commerce, Taxmann.
7. Reed, Chris. Internet Law and Policy, Oxford University Press.
8. Davidson, Alan. Electronic Commerce and the Law, Cambridge University Press.
9. Rastogi, Anirudh. Cyber Law: Law of Information Technology and Internet, LexisNexis.

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

1. <https://presidencyuniversity.linways.com>
2. <https://www.meity.gov.in>
3. <https://dpiit.gov.in>
4. <https://uncitral.un.org/en/texts/ecommerce/modellaw/ecommerce>
5. <https://swayam.gov.in>
6. <https://nptel.ac.in/courses/121106007>

Topics relevant to development of "ENTREPRENEURSHIP SKILLS": Students shall be able to understand the legal requirements for establishing and running an e-commerce business, including digital contracts, online consumer protection, and regulatory compliance, which will empower them to start their own business in rural India.

Topics relevant to development of "EMPLOYABILITY SKILL": Students shall be able to understand legal issues such as data privacy, cybersecurity, and e-commerce taxation, enabling them to meet the legal expectations of rural customers and match their needs accordingly.

Catalogue prepared by	Dr. Nasa Dhanraj
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: ESC3030	Course Title: Export and Import Management Type of Course: Specialisation Elective		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	None						
Anti-requisites	None						
Course Description	This course introduces students to the core concepts, procedures, documentation, and legal frameworks involved in exporting and importing goods and services across international borders. Students will gain a comprehensive understanding of the trade environment, logistics, INCOTERMS, export documentation, licensing, customs procedures, and the role of government bodies and international institutions. The course prepares students for careers in global trade operations, export-import consultancy, and logistics management.						
Course Objective	This course aims to provide a clear understanding of export and import policies, procedures, and practices. It familiarizes students with key documentation and legal aspects of foreign trade. The program also covers international logistics, INCOTERMS, and trade financing.						
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the fundamentals of international trade, trade theories, global trade trends, and the role of trade organizations and government policies in export-import activities. CO2: Describe the procedures, registrations, and documentation requirements involved in export and import transactions. CO3: Apply knowledge of international logistics, shipping methods, INCOTERMS 2020, customs clearance, and freight management in global trade operations. CO4: Summarize export financing mechanisms, trade finance instruments, and the role of financial institutions in facilitating international trade. CO5: Explain export promotion schemes and risk management strategies to support efficient and compliant international business transactions.						
Course Content:							
Module 1	Introduction to Export and Import Environment	Article review	Trends in India’s foreign trade	12 Sessions			
Topics: Basics of international trade and trade theories (e.g., comparative advantage, absolute advantage - conceptual). - Global trade trends and India’s trade scenario. - Government policies on exports and imports: Foreign Trade Policy (FTP) 2023-2028 (latest version). - Role of Directorate General of Foreign Trade (DGFT), Export Promotion Councils (EPCs). - Role of WTO (World Trade Organization) and other International Trade Organizations (e.g., UNCTAD - conceptual).							

- Choosing export products and identifying target markets. - Impact of trade wars, regional trade blocs, and digital trade on global commerce.				
Module 2	Export-Import Procedures and Documentation	Assignment	Documentation filing	12 Sessions
Topics: Step-by-step procedure for Exports: Pre-shipment, shipment, post-shipment stages. - Step-by-step procedure for Imports: Pre-import, import, post-import stages. - Registration requirements: Importer-Exporter Code (IEC code), Registration-cum-Membership Certificate (RCMC). - Commercial Documents: Proforma Invoice, Commercial Invoice, Packing List, Certificate of Origin, Bill of Lading/Air Waybill. - Regulatory Documents: Shipping Bill, Bill of Entry, Import License (if applicable), AD Code (Authorized Dealer Code). - Role of CHA (Customs House Agent) and Freight Forwarders. - Role of online portals: ICEGATE (Indian Customs Electronic Gateway), DGFT site for applications. - E-documentation, paperless trade initiatives, and the use of blockchain for secure document exchange.				
Module 3	Logistics, Customs & INCOTERMS	Case Analysis	INCOTERMS & Customs clearance Procedure	11 Sessions
Topics: International Logistics and Shipping: Modes of transport (sea, air, road, rail), selection criteria, costing. - Containerization, Warehousing (bonded vs. non-bonded), Port Handling. - INCOTERMS 2020: Detailed definitions, obligations of buyer/seller, use in contracts, and implications for risk and cost transfer. - Customs Clearance Procedures: Import and export customs clearance, valuation, classification (HS Codes). - Customs Risk Management and Facilitation. - Cargo Insurance and Freight Forwarding Services. - Multimodal transport, green logistics, smart ports, and the impact of global supply chain disruptions on logistics.				
Module 4	Trade Finance and Export Incentives	Assignment & Group Discussion	Risk management in global trade transactions	10 Sessions
Topics - Export Finance: Pre-shipment finance (e.g., packing credit) and post-shipment finance. - Role of Banks, EXIM Bank (Export-Import Bank of India), ECGC (Export Credit Guarantee Corporation of India) in trade financing. - Methods of Payment in International Trade: - Letter of Credit (LC): Types (e.g., revocable, irrevocable, confirmed), process, advantages, disadvantages. - Bill of Exchange, Bank Guarantee. - Other methods: Advance payment, Open Account, Documentary Collection. - Export Promotion Schemes (India Specific): RoDTEP (Remission of Duties and Taxes on Exported Products), SEIS (Service Exports from India Scheme - conceptual), MEIS (Merchandise Exports from India Scheme - conceptual), EPCG (Export Promotion Capital Goods). - Risk Management in Global Trade Transactions: Commercial risks, political risks, currency risks, force majeure.				

- Digital trade finance platforms, blockchain for trade finance, and the impact of global interest rates on export credit.

Targeted Application & Tools that can be used:

1. **DGFT Portal** – Registration, license application
2. **ICEGATE System** – E-filing of shipping bills and customs clearance
3. **EXIM Documentation Templates** – Practice exercises
4. **HS Code Database** – Product classification

Project Work/ Assignment:

1. **Article Review:** Students will review and present articles on Trends in India's foreign trade, Role of DGFT & EPCs.
2. **Case Analysis:** Students will have to bring the case on Issues faced by exporters and importers during customs clearance.
3. **Presentation:** Group presentations on Letter of credit and its types, Customs clearance procedure and Risk management and Export promotion schemes (RoDTEP, SEIS, MEIS, EPCG).

Text Book(s):

1. Ram Singh, Export and Import Management: Text and Cases (2nd ed., 2023), Wiley India.
2. Thomas A. Cook & Kelly Raia, Mastering Import and Export Management (3rd ed., 2022), AMACOM.
3. Usha Kiran Rai, Export Import Management, PHI Learning.

Reference Book (s):

1. Justin Paul & Rajiv Aserkar. (2021). *Export Import: Procedure and Documentation*, Sultan Chand & Sons.
2. Dr. Madhurima Lall & Sultan Ahmad. (1996). *International Finance*, McGraw-Hill.

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

- <https://presidencyuniversity.linways.com>
- <https://nptel.ac.in/courses/110/105/110105145/> " International Business (IIT)"
- <https://www.iibf.org.in/documents/TradeFinance.pdf>
- <https://youtu.be/Pv0gNDAJnrA>

Topics relevant to "SKILL DEVELOPMENT": Students will develop essential skills in handling export-import documentation and ensuring regulatory compliance, practical knowledge of customs procedures, logistics operations, and trade finance mechanisms and navigate digital EXIM portals for online applications and fosters proficiency in understanding and negotiating INCOTERMS. This is attained through the assessment components mentioned in the course plan.

Catalogue prepared by	Dr. E.Dhanasekar
Recommended by the Board of Studies on	6th BOS held on 5th June2025
Date of Approval by the Academic Council	25th July 2025

Course Code: ESC3031	Course Title: Emerging Technologies in Logistics and Supply Chain Management Type of Course: Specialisation Elective			L-T-P-C	3	0	0	3
Version No.	1.0							
Course Pre-requisites	None							
Anti-requisites	None							
Course Description	This course intends to provide the comprehensive coverage on emerging technologies in logistics and supply chain management. After the completion of this course the student gets thorough insights into Logistics 4.0 and internet of things. They also get knowledge about various e-procurement and e-logistics procedures followed by various companies. This course also throws light onto some of the present disruptive technologies like block chain and finally real life cases are also discussed to make really interesting and useful to the students.							
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the concepts, characteristics, and emerging trends of Logistics 4.0 and its role in digital business transformation. CO2: Describe the applications of IoT, cyber-physical systems, big data, and e-logistics technologies in supply chain and logistics operations. CO3: Analyse the use of process automation, RFID, GPS, GIS, digital signatures, and smart delivery technologies in enhancing logistics efficiency. CO4: Summarize the principles, features, and risk management practices involved in designing resilient supply chains. CO5: Determine the role of blockchain technology and its platforms in improving transparency, security, and performance of supply chain operations.							
Course Content:								
Module 1	Introduction to Logistics 4.0		To make understand the concept of Logistics 4.0 and the application of Internet of Things.	12 sessions				
Topics: The Concept of Logistics 4.0: Nature, Characteristics, Comparison with Industry 3.0. • The Future of the Logistics Industry: Key trends and drivers. • Logistics 4.0 and Technological Applications: Overview of enabling technologies. • Introduction to Internet of Things (IoT): Definition, components, applications in logistics. • Cyber-Physical Systems (CPS), Internet of Services (IoS). • Smart Factories and their connection to logistics.								

- Big Data in Logistics: Collection, analysis, and application.
- Marketplace Analysis for E-commerce, Managing Digital Business Infrastructure.
- E-environment and Factors Driving E-Business in logistics.
- Different Models of IoT in supply chain, Logistics 4.0 and Emerging Trends.

Contemporary Aspects: Digital twins for supply chain visibility, predictive maintenance using IoT data, and the role of 5G in enabling connected logistics

Module 2	E Procurement and E Logistics		To understand the various process involved in automation and application of advanced technologies.	12 sessions
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Topics

- **E-Procurement:**
 - IPA/RPA (Intelligent Process Automation/Robotic Process Automation): Process automation in purchasing and supply management.
 - Nature, characteristics, applications, and technological challenges of e-procurement.
 - E-sourcing, e-tendering, e-invoicing.
- **E-Logistics Technologies:**
 - Advance Ship Notice (ASN), Tracking systems (real-time visibility).
 - Satellite Global Positioning Systems (GPS) and Geographic Information Systems (GIS) for route optimization and fleet management.
 - Bar-coding and Scanning, Digital Signature Technology.
 - Wireless Technology – Radio Frequency Identification and Detection (RFID): Applications in inventory management and asset tracking.
 - Digital Technology in Delivery: Drones, Unmanned Aerial Vehicles (UAVs), Smart Forklifts, Pallet Movers, Automated Cranes.
 - Assistance systems for use across the distribution system: Infobroker, Integration Portal, Sensor-based Production Information Platform.
- **Contemporary Aspects:** Autonomous mobile robots (AMRs) in warehouses, last-mile delivery innovations, and the integration of AI for route planning and delivery optimization.

Module 3	Creating Resilient Supply Chains		Elucidate the benefits of outsourcing for lean supply chain and latest trends in outsourcing.	11 sessions
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Topics

- Concept of Resilient Supply Chain: Definition, importance in a volatile world.
- Principles of Designing a Resilient Supply Chain: Redundancy, flexibility, visibility, collaboration.
- Physical Features of a Resilient Supply Chain: Diversified sourcing, strategic inventory placement.

• Relationships within a Resilient Supply Chain: Supplier collaboration, customer relationships. • Risk Compensation and Business Continuity Planning: Strategies for disruption management. • Latest updates in Resilient Supply Chain: Post-pandemic lessons, geopolitical impacts. • Sustainability in Supply Chains: Green logistics, circular supply chains, ethical sourcing, carbon footprint reduction. • Contemporary Aspects: Supply chain mapping for resilience, scenario planning, and the role of ESG (Environmental, Social, Governance) factors.				
Module 4	Supply Chain Block Chain		State the importance of block chain technology with supply chain operations and to discuss some cases on block chains.	10 sessions
Topics • Integrating Blockchain Technology with Supply Chain Operations: Overview of how blockchain enhances transparency, traceability, and security. • Comparison of Blockchain Platforms: Public vs. Private blockchains, enterprise solutions (e.g., IBM Food Trust, TradeLens - conceptual). • Blockchain Caveats: Scalability, interoperability, regulatory challenges. • Blockchain Standards efforts on Supply Chain. • Cases on Blockchain with Supply Chain Operations: Real-world examples in food safety, pharmaceuticals, luxury goods, and logistics. • Contemporary Aspects: NFTs for supply chain asset tracking, smart contracts for automated payments and compliance, and the future of decentralized supply networks.				
Targeted Application & Tools that can be used: NIL				
Project Work/ Assignment:				
Case study analysis as per the requirement of modules prescribed above. • Caterpillar Material Handling Strategy • GE operational supply chain strategy. • Block chain with supply chain operations				
Text Book(s): 1. Anthony. M. Pagano, Matthew Liotine – Technology in Supply Chain Management and Logistics – Current Practices and Future Operations - Elsevier-2020. 2. Ismail Iyigun, Omer Faruk Gorcun – Logistics 4.0 and Future of Supply Chains – Springer-2022. 3. Turan Paksoy, Cigdem Gonul Kochan and Sadia Samar Ali – Logistics 4.0 – CRC Press – 2021.				
Reference Book (s): 1. Hosang Jung, F. Frank Chen, Bongju Jeong – Trends in Supply Chain Design and Management – Springer – 2007. 2. Turan Paksoy, Cigdem Gonul Kochan and Sadia Samar Ali – Logistics 4.0 – CRC Press – 2021.				

3. Hosang Jung, F. Frank Chen, Bongju Jeong – Trends in Supply Chain Design and Management-Springer 2016.

Web Sources:

1. <https://www.how.fm/library/6-emerging-logistics-and-supply-chain-trends-in-2021/>
2. <https://www.allerin.com/blog/5-emerging-technologies-shaping-the-future-of-logistics>
3. (PDF) Emerging Trends of Supply Chain Management: Where Are We Going?

Video Lecture Sessions:

1. <https://www.youtube.com/watch?v=7rI4KD2VbPs>
2. <https://www.youtube.com/watch?v=7DZR5UaAM0E>
3. <https://www.youtube.com/watch?v=wwjzxHI92Eg>

Catalogue prepared by	Dr. Suhashini A
Recommended by the Board of Studies on	6th BOS held on 5th June2025
Date of Approval by the Academic Council	25th July 2025

Course Code: ESC3032	Course Title: Quality Management Type of Course: Specialisation Elective	L-T - P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course emphasizes the importance of Quality management in all areas or segments of business and organizations. Students develop and specialize on various approaches to Quality and problem-solving methodology using Quality tools and also learn current practices in the field of Quality management systems.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Explain the concepts, dimensions, evolution, and significance of quality management and Total Quality Management (TQM) in organizations. CO2: Describe quality standards, quality auditing practices, cost of quality, and continuous improvement approaches such as Kaizen, Kanban, and Just-in-Time (JIT). CO3: Apply quality planning and control tools, including Fishbone diagrams, Pareto charts, Lean Manufacturing, and Six Sigma techniques, to improve process performance. CO4: Summarize the role of teams, leadership, empowerment, ethics, and organizational culture in the successful implementation of TQM. CO5: Explain the implementation and effectiveness of electronic Quality Management Systems (e-QMS), remote audits, supplier audits, and quality management software in modern organizations.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Quality Management and attain Employability through Participative Learning techniques .					
Course Content:						
Module 1	Introduction to Quality					10 sessions
Topics : • Importance & Relevance of Quality in Management: Why quality matters for competitiveness and customer satisfaction. • History of Quality Management: Key figures and milestones (e.g., Deming, Juran, Crosby). • Dimensions of Quality: Product quality, service quality, perceived quality. • Evolution of Total Quality Principles: From inspection to TQM (Total Quality Management). • Quality Practices (Introduction): KAIZEN (Continuous Improvement), KANBAN (Visual Workflow), JIT (Just-In-Time). • Quality in the digital age, customer-centric quality, and the shift from product to experience quality.						

Module 2	Quality practices and cost of quality			10 sessions
Topics • Quality Standards: Overview of ISO 9000 series (ISO 9001:2015), Indian Standards (BIS). • Quality Audit: Types (internal, external), purpose, and process. • Cost of Quality (COQ) / Cost of Poor Quality (COPQ): ◦ Discretionary Cost: Prevention costs (e.g., training, quality planning), Appraisal costs (e.g., inspection, testing). ◦ Consequential Cost: Internal failure costs (e.g., rework, scrap), External failure costs (e.g., warranty, customer complaints). • Quality Differentiation Strategies: How quality can be a competitive advantage. • Quality Strategic Planning: Integrating quality into overall business strategy. • Quality in service industries, lean accounting for quality costs, and the financial impact of quality failures.				
Module 3	Quality control systems			10 sessions
Topics: Management tools for quality, tools for quality planning. Process Design & control., Fishbone diagram, Pareto chart, Lean quality manufacturing and Six sigma (DPMO) .				
Module 4	Quality teams and recent trends in quality management			10 sessions
Topics • Importance of Teams in TQM: Cross-functional teams, quality circles. • Types of Teams: Problem-solving teams, self-managed teams. • Principles of Empowerment: Delegating authority and responsibility. • Role of Quality Leader: Leadership styles, fostering a quality culture. • Ethical Values in Quality: Integrity, honesty, customer focus. • Implementing TQM: Challenges and success factors, culture change required. • Establishment of Effective Quality Communication System. • Employee engagement in quality initiatives, diversity and inclusion in quality teams, and ethical dilemmas in quality decisions (e.g., balancing cost vs. safety). • Recent Trends in Quality Management: ◦ Quality 4.0: Integration of Industry 4.0 technologies with quality. ◦ Agile Quality: Applying agile principles to quality processes.				

○ Customer Experience (CX) Quality: Focus on end-to-end customer journey. ○ Sustainability and Quality: ESG integration in quality management	
Targeted Application: Application of quality practices	
Tools that can be used: MS office, MS excel, PowerPoint	
Project work/Assignment: Presentation on Fish bone analysis	
Present based on interaction with a corporate employee about quality management practices in the company	
Text Book	
T1 T1 Evans, J. R (2012). Quality & Performance Excellence – management, organization and strategy. New Delhi: Cengage Learning 6 th Edition	
References R 1 Bedi, K. (2010). Quality Management. New Delhi: Oxford Press Publications.	
Presidency University link	
Online Resources	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJLSS-11-2015-0043/full/html	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJLSS-04-2021-0078/full/html	
Topics relevant to EMPLOYABILITY SKILLS : Just in Time for Employability Skills through Participative Learning Techniques This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Suhasini
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: ESC3033	Course Title: Supply Chain Modelling and Design Type of Course: Specialisation Elective	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course intends to provide the basic understanding of supply chain modelling concepts. It provides comprehensive insights into the reasons and benefits for implementing supply chain software in an organization for an effective supplier selection and other supply chain processes. On completion of the course, the student can be able to devise a supply chain model for the various supply chain process in an organization.					
Course Outcomes	At the end of the course, the student shall be able to: CO1: Explain supply chain dynamics, SCOR models, forecasting techniques, and decision support systems used in supply chain planning and analysis. CO2: Analyze customer behavior, market dynamics, product life cycle considerations, and demand-driven supply chain strategies for effective decision-making. CO3: Classify supply chain software solutions, cloud-based technologies, agile supply chains, and digital systems for improving supply chain performance. CO4: Apply inventory management models, forecasting accuracy measures, and risk management techniques to optimize inventory and service levels across supply chains. CO5: Summarize supply chain risks, disruptions, and resilience strategies in a VUCA environment, and recommend appropriate mitigation and coordination approaches for global supply chain operations.					

Course Objective:	The objective of the course is to familiarize the learners with the concepts of Supply Chain Modelling and Design and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	INTRODUCTION TO SUPPLY CHAIN MODELLING			11 Sessions
Modelling Supply Chain Dynamics; Supply Chain Modelling – Importance -- Main Activities in SCM-SCOR Model; Forecasting Techniques-Moving Average-Exponential Smoothing-Other Forecasting Techniques-Measuring the Error in the Estimations; Decision Support System (DSS) – Modelling a Customer's Decision to Buy – Modelling a Customer perception of a Product – Modelling Competition: Value provided and Perceived – Modelling Market share, Revenue, Gross and Net Operating System – Respond to Market Driven demand -Product recovery and recycling – Life Cycle Analysis				
Module 2	AUTOMATING THE SUPPLY CHAIN			10 Sessions
Investing in Supply Chain Software - Selecting best supply chain management software for business- Cloud computing in Supply Chain – E2open (Front-end Information) – SAP SCM (Front-end Information) – Logility (Front-end Information) - Oracle SCM (Front-end Information)– Global Supply Chain – Agile Supply Chain – Benefits of Agile systems to enterprise – SCOR Model – Real Life Case Analysis on Supply Chain Models and Systems. (Beer Game, Simulation Games).				
Module 3	INVENTORY MANAGEMENT AND RISK POOLING			10 Sessions
Deterministic Inventory models: EOQ and Power-of-two policies – Stochastic Inventory models: base-stock policies and Q, R policies, forecasting- MAD, MSE and MAPE(Errors), Machine Learning , Neural Networks and Forecasting, -lead times, defining and measuring service levels in inventory systems – Multi-location inventory models: Risk- Advanced Risk-Force Majeur or Blow of Fate-Risk Pooling-Quantification Measure for Supply Chain Risk-Downside Risk -Inventory sharing and transshipment, heuristics for multi-echelon inventory control – Bull-Whip Effect.				
Module 4	SUPPLY CHAIN PRODUCTION PLANNING IN VUCA WORLD			10 Sessions
Volatility, Uncertainty, Complexity and Ambiguity(VUCA) World and Black Swan Events- Addressing VUCA)-Black Swan Events-Global Supply Chain- Disruptions-Geopolitical instability-Cyber Attacks-Transportation Failure ;Mitigating Through Insourcing and Back-shoring-Supplier Management: Assessing Supply Chain Risk in VUCA World– Partnering with External Trading Partners - Distribution Resource Planning (DRP) Systems – Demand Management: Challenges of Collaboration with customers and management levers to improve coordination				

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

Participative Learning-Presentation based on an Article Review on Force Majeur/ Blow of Fate-and Presentation by Students

Experiential Learning-Role Play of Black Swan Event- Solution to be devised impromptu based on concepts of Module 4 &5

Text Book

- 1 - B S Sahay, A K Gupta -Supply Chain Modelling and Solutions, Macmillan India Ltd – 2007.

Reference

- 1 - Francisco Campuzano and Josefa Mula – Supply Chain Simulation: A System Dynamics Approach for Improving Performance, 2nd Edition, Springer, 2011.
- 2 - Hamed Fazlollahtabar – Supply Chain Management Models, 1st Edition, CRC Press Publishers, 2018.

Reference Articles:

PU-List of e-Resources: Link-> <https://puniversity.informaticsglobal.com/login>

Synchronization in Supply Chains: Implications for Design and Management

Optimizing the supply chain configuration for new products

Supply chains and their impact on the environment

NPTEL Video Lecture Sessions on Supply Chain Modelling:

<https://nptel.ac.in/courses/110/105/110105141/>

<https://nptel.ac.in/courses/110/106/110106045/>

Other Web Sources:

<https://www.riverlogic.com/blog/supply-chain-modeling-heres-what-you-need-to-know>

<https://www.scmglobe.com/online-guide/supply-chain-modeling-simulation-logic/>

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

Catalogue prepared by	Dr. Suhashini A
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: ESC3034	Course Title: Supply Chain Risk Management Type of Course: Specialisation Elective	L- T- P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course intends to provide the basic employability skill to students on managing the key risk of supply chain management in a complex global environment, chalk out strategies to counter potential unexpected disruptions, implementing new strategies to create resilience required to handle disruptions. It supports practical concepts and processes that helps to bring awareness and make the students employable					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the concepts, types, sources, and significance of risk management in supply chain and business environments. CO2: Identify supply chain risks and decision-making under conditions of uncertainty, risk, and changing business environments. CO3: Apply risk identification, assessment, measurement, and response techniques to manage operational and supply chain risks effectively. CO4: Summarize risk management strategies, integrated risk approaches, and emerging trends influencing supply chain resilience and performance. CO5: Explain supply chain risk management frameworks and tools, including SIPOC, Value Chain Analysis, Work Breakdown Structure, 4Ts, SCAAM, ISO 31000, and COSO models, for effective risk mitigation.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Supply Chain Risk Management and attain Employability through Participative Learning techniques.					

Course Content:				
Module 1	Understanding Risk in SCM			12 Sessions
Introduction to Risk-Risk Analysis; Identification and Assessment; Risk Management, Mitigation and appetite; Types of Risk-Strategic, Operational, Financial, Compliance, Environment, Reputational; Sources of Risk-Internal & External; Severity of Treat- risk within dynamic environment- Benefit of supply chain risk management				
Module 2	Risk and Management			11 Sessions
Risk in the Supply Chain, Features of Risk, Decisions & Risk, Structure of Decisions; Decisions with uncertainty, Risk, ignorance, Managing Risk Structure of a Supply Chain, Increasing Risk; Trends in Supply Chain Management. Integration of supply Chains, Cost Reduction, Agile logistics, E – Business, Globalization, Outsourcing, Changing practices in Logistics. Approaches to Risk Management.				
Module 3	Identifying Risks			12 Sessions
Types of Risks, Tools for analysing past events, Operations, Problems with Risk Identification, Measuring Risk, Consequences of Risk, Responding to Risk – Alternative responses, Defining Options, Choosing the best response, Implementation & Activation, A Network view of Risk – Shared Risks, Achieving an Integrated approach, Analysing & responding to risk				
Module 4	Evaluating Supply Chain Risk			10 Sessions
Scoping Supply Chain Risks- Internal And External Risks: SIPOC Model, Value Chain Analysis, Work Breakdown Structure; Compare the 4Ts and SCAAM Models of the risk management practices, ISO 31000 and COSO in supply chain context.				
Targeted Application & Tools that can be used: Agile logistics, E – Business ISO 31000 and COSO in supply chain context				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course				
Review of digital/e-resource from Presidency University-link given in CHO				
Students will have to submit assignment on risk management by identifying individual supply chain industries.				
Group discussion will be conducted by the students bringing real times cases				

Text Book

1. Gregory L. Schlegel , Robert J. Trent Supply Chain Risk Management: An Emerging Discipline (Resource Management) Hardcover – Import, 3 Nov 2014.
2. Donald Waters – Supply Chain Risk Management, Published by the Chartered Institute of Logistics & Transport, U.K
3. Jeremy F.Shapiro, Modelling the Supply Chain, Duxbury

Reference

- 1.Managing Supply Chain Risk- Sime Curkovic, Thomas Scannell, Bret Wagner, Routledge CRC Press, ISBN 9781498707107.
2. Robert J. Trent, The Supply Chain Risk Management Handbook, 2022, J. Ross Publishing.

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

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JMTM-10-2017-0218/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/13598541111171165/full/html>

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

Catalogue prepared by	Prof. Bhakta
Recommended by the Board of Studies on	6th BOS held on 5th June2025
Date of Approval by the Academic Council	25th July 2025

Course Code: ESC3035	Course Title: Warehouse Management Type of Course: Specialisation Elective		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	None						
Anti-requisites	None						
Course Description	This course provides a comprehensive understanding of warehouse management as a key component of the supply chain. It covers the strategic role of warehousing, layout design, inventory control, storage systems, material handling, safety, and the use of technology such as Warehouse Management Systems (WMS). The course equips students with practical knowledge to improve operational efficiency and support logistics performance.						
Course Objective	This course aims to provide students with a clear understanding of warehouse management and its role in the supply chain. It covers key operations like storage, picking, and dispatch, along with layout design and material handling. The course also introduces Warehouse Management Systems (WMS) and automation tools to improve efficiency and reduce costs.						
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the role of retail logistics, transportation, and warehousing in supporting supply chain operations and retail business performance. CO2: Describe the functions, types, benefits, and challenges of warehousing in retail and supply chain management. CO3: Apply warehouse location, layout, and operational principles to support efficient warehousing and distribution activities. CO4: Apply warehousing practices, performance measures, and sustainability considerations to improve warehouse effectiveness. CO5: Explain and apply warehouse information systems and ICT-enabled technologies such as RFID, barcode scanners, wireless LAN, and mobile computing in warehouse management.						
Course Content:							
Module 1	Supply Chain and Warehousing	Assignment 1: Impact of Technology (e.g., WMS, RFID) on Modern Warehouse Operations		12 sessions			
Topics • Introduction to Supply Chain Management (SCM) and its objectives. • Objectives of Warehousing: Role in inventory management, logistics, and customer service. • Supply Chain Impact on Stores and Warehousing: How warehousing supports the overall supply chain. • Retail Logistics and Retail Transportation: Specific considerations for retail supply chains. • Issues in Retail Logistics: Challenges and trends. • Types of Warehouses: Public, private, bonded, distribution centers, fulfillment centers, cross-docking facilities.							

• Benefits of Warehousing: Consolidation, value-added services, risk mitigation. • Role of Government in Warehousing: Regulations, policies. • Characteristics of an Ideal Warehouse, Storing Products in a Warehouse. • Warehousing — The Way Forward, Warehousing and Supply Chain integration. • E-commerce warehousing, omnichannel fulfillment, and the increasing complexity of retail supply chains.				
Module 2	Role of Warehousing in Retail		Memory Recall based Quizzes : True or False: Warehousing helps retailers meet customer demand quickly and efficiently	10 sessions
Topics • Strategic Role of Warehousing in the Supply Chain: Supporting competitive advantage and value creation. • Warehouse Location Strategy and Site Selection Factors: Proximity to markets/suppliers, labor availability, infrastructure, regulatory environment. • Designing Modern Warehouse Layouts and Flow: Optimizing space utilization, material flow, safety, and efficiency. • World-Class Warehousing Practices and Standards for design. • Warehouse Structure and Functional Zones: Receiving, storage, picking, packing, shipping, value-added services areas. • Types of Customers and Their Needs in Warehousing: Differentiating between B2B and B2C requirements, specific industry needs. • Importance of Warehousing in the Value Chain. • Green warehouse design, modular warehousing, and flexible layouts for adaptability.				
Module 3	Strategic Aspects of Warehousing, Warehouse and its Operations	Assignment 2: Analyse the Strategic Role of Warehousing in Enhancing Supply Chain Efficiency: A Study on Operational Best Practices.	Memory Recall-based Quizzes	12 sessions
Topics • Core Warehouse Operations: ◦ Receiving: Unloading, checking, put-away. ◦ Storage: Storage systems (e.g., racking, shelving, bulk), inventory slotting. ◦ Order Picking: Methods (e.g., zone picking, batch picking, wave picking), order picking strategies. ◦ Packing: Packaging types, labeling, value-added services. ◦ Shipping: Loading, dispatch, documentation. • Material Handling Equipment: Types and selection (e.g., forklifts, conveyors, automated guided vehicles - AGVs, cranes). • Inventory Control within the warehouse: Cycle counting, physical inventory, ABC analysis.				

- Performance Metrics in Warehouse Operations: Key Performance Indicators (KPIs) for efficiency, accuracy, cost (e.g., inventory turnover, order fulfillment rate, lines picked per hour, cost per order). - Safety Considerations in Warehousing: Accident prevention, fire safety, ergonomics, hazardous material handling. - Sustainability Considerations in Warehousing: Energy efficiency, waste reduction, sustainable packaging. - Lean warehousing principles, cross-docking operations, and last-mile fulfillment challenges.			
Module 4	Warehouse information		Numerical solving task : Bar Code Scanner Efficiency. 11 sessions
Topics - Importance of Warehouse Information: Data for strategic and operational decision-making, real-time visibility. - Decision Making Using Warehouse Information: Optimizing processes, resource allocation, demand forecasting. - ICT (Information and Communication Technology) Applications in a Warehouse. - Warehouse Management Systems (WMS): Introduction, objectives, core features (e.g., inventory tracking, order management, labor management), benefits, and implementation challenges. - Technology Aids in Warehouse Management: - Bar Code Scanners: Principles, types, efficiency in data capture. - Wireless LAN (Local Area Network): For real-time data exchange and connectivity. - Mobile Computers: For data capture, task management, and communication on the go. - Radio Frequency Identification (RFID): For automated tracking, inventory counts, and asset management. - Integration of WMS with ERP (Enterprise Resource Planning), TMS (Transportation Management Systems), and other supply chain systems. - Cloud-based WMS, mobile WMS applications, and data security in warehouse systems.			
Targeted Application: Application of quality practices			
Tools that can be used: MS office, MS excel, PowerPoint			
Project Work/ Assignment:			
1. Article review: Untung Alamsah, Anang Muftiadi, Ria Arifianti "Warehouse Management System to Increase Productivity and Stock Accuracy" December 2024 JPPI (Jurnal Penelitian Pendidikan Indonesia) – Research gate.			
2. Presentation: 1. Warehouse Information Systems: Foundation for Smart Decision Making. 2. "Technology Aids in Retail Warehouse Management: Tools and Trends"			
3. Case Study: - 1. Role of Warehousing in Retail – The Case of BigBazaar 2. Strategic Warehousing – The Amazon Fulfillment Model			
Text Book(s):			
T1. Warehouse management– Student Study Guide – by Gwynne Richard			

Reference Book (s):

R1 Warehouse management - John Bartholdi, Steven Hackman, 2nd Edition, 2016, Georgia Institute of Technology - <https://www.warehouse-science.com>

R2: Warehouse & Distribution Science - John Bartholdi and Steven Hackman, Latest open-source edition available, Publisher: Georgia Institute of Technology 2022

R3: Logistics & Supply Chain Management by Martin Christopher -5th Edition, Publisher: Pearson Education, 2019

R4: Inventory and Warehouse Management Best Practices by David E. Mulcahy, McGraw-Hill, 2015.

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

1. <https://presidencyuniversity.linways.com>

2. E- book: *A Supply Chain Logistics Program for Warehouse Management* by David E. Mulcahy – Amazon, https://fctemis.org/notes/7160_WAREHOUSING.pdf

3. PPTS - <https://www.slideshare.net/manjunathnr00/warehousing-60377379> - Warehousing. <https://www.scribd.com/presentation/822373800/>

Warehouse-Management-PPT

4. Video Lecture: Introduction to Modelling and Analytics for Supply Chain Management - <https://archive.nptel.ac.in/courses/110/105/110105141/>, <https://www.youtube.com/watch?v=m-aKj5ovDfg>

Topics relevant to skill development: The Warehouse Management course builds skills in inventory control, WMS usage, logistics, safety, data analysis, and warehouse technologies, preparing students for efficient operations and industry readiness.

Catalogue prepared by	Dr. Suhashini A
Recommended by the Board of Studies on	6th BOS held on 5th June2025
Date of Approval by the Academic Council	25th July 2025

Ability Enhancement Courses

Course Code: ENG1901	Course Title: Essentials of Communication	L- T- P- C	3	0	0	3
	Type of Course: Ability Enhancement Courses					
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 Out Comes	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: Made to Stick – Chip & Dan Heath The Danger of a Single Story (TED Talk)- Chimamanda Ngozi Adichie The Clues to a Great Story – 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: Thank You for Arguing – Jay Heinrichs Visual Rhetoric – Purdue OWL The Social Dilemma (Netflix)				

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: What Is Digital Communication? – 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 Skill Development by using Participative Learning Techniques.		
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: Generating Meaning: Inferencing from language cues Business Vocabulary Incidental Vocabulary 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, Guffey, Mary Ellen, and Dana Loewy. Business Communication: Process and Product. 9th ed., Cengage Learning, 2018.				

Corballis, Tony. Essential English for Business Communication. 1st ed., Cambridge University Press, 2002.

Thill, John V., and Courtland L. Bovee. Excellence in Business Communication. 13th ed., Pearson, 2021.

Ramsey, Jon R. Business Writing Scenarios: Writing from the Inside. Wadsworth Publishing, 2013.

Kissane, Erin. The Elements of Content Strategy. A Book Apart, 2011.

Miller, Donald. Building a StoryBrand: Clarify Your Message So Customers Will Listen. HarperCollins Leadership, 2017.

Cialdini, Robert. Pre-Suasion: A Revolutionary Way to Influence and Persuade. Simon & Schuster, 2016.

Neuliep, James W. Intercultural Communication: A Contextual Approach. 8th ed., SAGE Publications, 2020.

Page, Scott E. The Diversity Bonus: How Great Teams Pay Off in the Knowledge Economy. Princeton University Press, 2017.

Patterson, Kerry, et al. Crucial Conversations: Tools for Talking When Stakes Are High. 2nd ed., McGraw-Hill Education, 2021.

Running Meetings: Expert Solutions to Everyday Challenges. Harvard Business Review Press, 2016.

Griffin, Jack. How to Say It at Work: Putting Yourself Across with Power Words, Phrases, Body Language, and Communication Secrets. Prentice Hall Press, 2008.

Parker, Priya. The Art of Gathering: How We Meet and Why It Matters. Riverhead Books, 2018.

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	6th Board of Studies conducted on 5th 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- Nouns Pronoun Adjective Verbs Adverbs Prepositions Conjunctions Interjections				
Module 4	TENSES & GENDER	Assignment	Speaking	No. of classes 8

			Listening Practice conversation	
*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: Kannada Kali – Lingadevaru Halemane, Publication – Publication Division, Prasara Kanna University, Hampi, Vidyaanya-583276. 2002 Kannada Kirana – Publication – Bangalore Institute of Languages, Bangalore560008.2012 Spoken Kannada – Kannada Sahitya Parishattu, Pampa Mahakavi Road, Chamrajpet, Bangalore-560018. 2018 Web sources				

https://kptcl.karnataka.gov.in/storage/pdf-files/KAN-DEP-EXM-STDY-MTLS/Part%2001%20-%20Spoken%20Kannada.pdf 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	6th Board of Studies conducted on 5th 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:	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. 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. 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. 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 presentation of video and audio	7 classes
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 :

Samagra kannada saahitya charitre: Samputa – 5, Bhaaga – 2, Honnu Siddartha. C.B, Mamata Giriraja(sampadakaru), Bengaluru vishvavidyalaya, Adhyayana Kendra, Bengaluru.2014

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				
Saison 1 - - Méthode de Français--- Niveau A1 (Didier, 2015)				

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 Outcomes	On successful completion of the course the students shall be able to: CO1: Demonstrate the use of basic Excel functions and spreadsheet operations for data handling. (Apply) CO2: Apply mathematical and logical functions such as SUMIF, COUNTIF, IF, and IFERROR for data computation and validation. (Apply) CO3: Analyze and manipulate data using text, date, and time functions to support business-related tasks. (Analyze) CO4: Analyze datasets using sorting, filtering, and advanced Excel tools to extract meaningful information. (Analyze) CO5: Illustrate data using charts and formatting techniques to create clear and effective visual reports. (Apply)					
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	6th Board of Studies conducted on 5th 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: An attitude of enquiry. Confidence and ability to tackle new problems. Ability to interpret events and results. Ability to work as a leader and as a member of team. Assess errors and eliminate them. Observe and measure physical phenomenon. Write Reports. Select suitable equipment, instrument and materials. Locate faults in systems.					

	Manipulative skills for setting and handling equipment. The ability to follow standard test procedures. An awareness of the need to observe safety precautions. To judge magnitudes without actual measurement.			
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Apply logical functions such as IF, Nested IF, and IFERROR for effective data analysis. CO2: Use lookup functions including VLOOKUP, HLOOKUP, INDEX, and MATCH to retrieve and manage data efficiently. CO3: Analyze datasets using advanced Excel tools such as What-If Analysis, Goal Seek, and Solver for decision-making. CO4: Interpret data using Pivot Tables, charts, and slicers to generate meaningful business insights. CO5: Prepare dashboards integrating advanced formulas, data validation, and visualization tools for business reporting.			
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:

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	6th Board of Studies conducted on 5th 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	On successful completion of the course the students shall be able to:					

	CO1: Demonstrate the use of Statistical software for data entry, dataset management, and preliminary data handling. CO2 : Apply data transformation techniques such as recoding, computing variables, sorting, and grouping data for effective data preparation CO3 : Analyze data using descriptive statistical tools to summarize and interpret continuous and categorical variables CO4 : Analyze relationships and differences in data using inferential statistical techniques and interpret statistical outputs for data-driven decision-making			
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

SPSS Syntax

Data creation

Importing data, Variable types and Defining variables, Creating a Codebook

Recoding Categorical String Variables, Automatic Recode

Rank Cases , Sorting Data , Grouping or Splitting Data

Descriptive statistics

Chi-square Test of Independence

Correlation

One Sample t Test

Paired- Samples T Test

Independent Samples T Test

One-Way ANOVA.

DELIVERY PROCEDURE (PEDAGOGY):

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

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

Textbook

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

Reference Books

R1 : SPSS for Intermediate Statistics: Use and Interpretation, Nancy L. Leech et. al., Second edition published in 2005 by Lawrence Erlbaum Associates, Inc.

R2 : Using IBM SPSS statistics for research methods and social science statistics, William E. Wagner, Fifth edition published in 2015 by SAGE Publications, Inc.

Web Sources:

W1: <https://www.statisticssolutions.com/spss-statisticalpackageforsocialsciences/>

W2: <https://www.spss-tutorials.com/spss-what-is-it/>

PU E-resources

E1: <http://surl.li/grmio>

E2: <http://surl.li/grmiw>

Swayam & NPTEL Video Lecture Sessions

1. <https://nptel.ac.in/courses/110107113>

SPECIFIC GUIDELINES TO STUDENTS:

Attend the classes regularly

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

CATALOGUE PREPARED BY

Dr. 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	L-T-P- C	0-0-0-2
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 Outcomes	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	To offer practical exposure to business and organizational environments To apply theoretical knowledge from classroom learning in a work setting To cultivate professional skills like teamwork, communication, and adaptability 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											
Recommended by the Board of Studies on	6th Board of Studies, 5th June, 2025										
Date of Approval by the Academic Council	25th July 2025										

Course Code: CBS7004	Course Title: Dissertation Type of Course: Skill Enhancement Course	L-T-P-C	0	0	0	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	To develop deep understanding of research methods and academic inquiry To foster independent thinking and intellectual curiosity To enable students to explore business issues through theoretical and empirical research 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	
Recommended by the Board of Studies on	6th BOS, 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Value Added Courses

Course Code: PPS4002	Course Title: Introduction to Aptitude 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	Assignment	Bloom's Level : Application	18 Hours

	Reasoning			
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				
Quantitative Aptitude by R S Aggarwal				
Verbal & Non-Verbal Reasoning by R S Aggarwal				
References				
www.indiabix.com				
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	6th Board of Studies conducted on 5th June 2025			
Date of Approval by the Academic Council	25th June 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
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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
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Targeted Application & Tools that can be used:

TED Talks

You Tube Links

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	6th Board of Studies conducted on 5th 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 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 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:			
TED Talks			
You Tube Links			
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

25th 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: TED Talks You Tube Links 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	25th July 2025

Course Code: LAW7601	Course Title: Indian Constitution Type of Course: Mandatory Non-Credit Course	L- T- P- C	1	0	0	0
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:					

	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. Enabling the Citizen-centric Awareness of Rights and Responsibilities of the State Explain the role of the State actors in building India. 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)			
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			
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*:

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

Durga Das Basu --- Introduction to the Constitution of India, 23rd Edition (Gurgaon; LexisNexis, 2018).

MP Jain's Constitutional Law of India, Lexis Nexis

V.N Shukla's Indian Constitutional Law, M.P Singh 13th Edition

MV Pylee's Constitution of India

J.C.Johari -- The Constitution of India: A Politico-Legal Study (Greater Noida: Sterling Publishers Pvt. Ltd. 2013).

Himangshu Roy and M.P.Singh – Indian Political System, 4th Edition (Bengaluru; Pearson Education, 2018)

Vidya Bhushan & Vishnoo Bhagwan--- Indian Administration (S. Chand, 2011)

S.R.Maheswari --- Indian Administration (Orient Blackswan, 2001)

Dr. A.Avasthi & A.P. Avasthi --- Indian Administration (L.N. Agarwal Educational Publishing, 2017).

B. L. Fadia --- Indian Government and Politics (Sahitya a. Bhawan, 13th Revised Edition, 2017).

P.M.Bakshi – The Constitution of India (Prayagraj, UP; a. Universal Law Publishing, January, 2018)

Reference Books

HM Seervai, Constitutional Law of India, 4th Ed. Vol I, II, & III

Uday Raj Rai, Constitutional Law-I

Democracy and Constitutionalism in India, Oxford University Press 2009

Resources:

https://onlinecourses.nptel.ac.in/noc20_lw03/course?&force_user=true

https://onlinecourses.swayam2.ac.in/cec19_hs13/course?&force_user=true

<https://nptel.ac.in/courses/129106003>

<https://nptel.ac.in/courses/129106411>

<https://nptel.ac.in/courses/129105608>

<https://nptel.ac.in/courses/129106002>

Topics relevant to Skill Development:

An attitude of inquiry. 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: CHE7601	Course Title: Environmental Studies and Sustainable Development Type of Course: Mandatory Non-Credit Course	L- T- P- C	1	0	0	0
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course is designed to improve the learners' SKILL DEVELOPMENT by using PATICIPATIVE 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:					

	Describe the issues related to natural resources, ecosystems and biodiversity Identify environmental hazards affecting air, water and soil quality Recognize the importance of healthy environment and finding the sustainable methods to protect the environment 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*:

Lecture by Dr. Samik Chowdhury, Dr. Sudha Goel, NPTEL course: Environmental Science, <https://nptel.ac.in/courses/109105203>, 2024.

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

G. Tyler Miller and Scott Spoolman (2020), Living in the Environment, 20th Edition, Cengage Learning, USA

Poonia, M.P. Environmental Studies (3rd ed.), Khanna Book Publishing Co.

Bharucha, E. Textbook of Environmental Studies (3rd ed.) Orient Blackswan Private Ltd.

Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.

Rajagopalan, R. Environmental studies: from crisis to cure (4th ed.). Oxford University Press.

Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.

Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.

Pritwani, K. Sustainability of business in the context of environmental management. CRC Press.

Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed,). Pearson.

Reference Books

Varghese, Anita, Oommen, Meera Anna, Paul, Mridula Mary, Nath, Snehlata (Editors) (2022), Conservation through Sustainable Use: Lessons from India. Routledge.

William P. Cunningham and Mary Ann Cunningham (2020), Principles of Environmental Science: Inquiry & Applications, 9th Edition, McGraw-Hill Education, USA.

Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.

Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press. <https://doi.org/10.1201/9781003096238>

Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press

Resources:

<https://nptel.ac.in/courses/109105203>

<https://archive.nptel.ac.in/courses/120/108/120108004/>

<https://nptel.ac.in/courses/127105018>

https://onlinecourses.nptel.ac.in/noc23_lw06/preview

https://onlinecourses.swayam2.ac.in/ini25_bt02/preview

<https://archive.nptel.ac.in/courses/120/108/120108002/>
https://onlinecourses.swayam2.ac.in/ini25_bt02/preview
<https://nptel.ac.in/courses/102104088>
<https://nptel.ac.in/courses/124107165>
<https://nptel.ac.in/courses/109106200>
<https://archive.nptel.ac.in/content/storage2/courses/120108004/module1/lecture1.pdf>
https://onlinecourses.swayam2.ac.in/nou25_ge19/preview
https://onlinecourses.swayam2.ac.in/ini25_hs01/preview
<http://kcl.digimat.in/nptel/courses/video/105105184/L32.html>
<https://nptel.ac.in/courses/105105169>

Topics relevant to Skill Development:

An attitude of enquiry.

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	25th July 2025