

KONERU LAKSHMAIAH EDUCATION FOUNDATION

BACHELOR OF BUSINESS ADMINISTRATION

**PROGRAMME
CURRICULUM
2025-2026**

BBA Program

	Code	Course Name	L	T	P	S	CR
	SEMESTER I						
1	24BS1101O	BUSINESS MATHEMATICS	2	2	0	0	4
2	24BB1101O	MANAGERIAL ECONOMICS	3	0	2	0	4
3	24BB1102O	PERSPECTIVES OF MANAGEMENT	3	0	2	0	4
4	24BB1103O	BUSINESS ENVIRONMENT	3	0	2	0	4
5	24SDBB01O	IT FOR BUSINESS MANAGERS & MIS	1	0	0	4	2
6	23UC0026O	HUMAN VALUES, GENDER EQUALITY & PROFESSIONAL ETHICS	2	0	0	0	2
	SEMESTER II						
1	24BS1201O	BUSINESS STATISTICS	2	2	0	0	4
2	24BB1204O	ORGANIZATIONAL BEHAVIOUR	3	0	2	0	4
3	24BB1205O	HUMAN RESOURCE MANAGEMENT	3	0	2	0	4
4	24BB1206O	MARKETING MANAGEMENT	3	0	2	0	4
5	24SDBB02O	Financial Accounting	1	0	0	4	2
6	22UC0021O	SOCIAL IMMERSIVE LEARNING - 1	0	0	0	4	1
7	24UC1105O	LANGUAGE SKILLS FOR MANAGERS	0	0	4	0	2
	SEMESTER III						
1	23FL3054O	FOREIGN LANGUAGE ELECTIVE	3	0	0	0	3
2	24UC1203O	DESIGN THINKING FOR INNOVATION	2	0	2	0	3
3	24BB2107O	FINANCIAL MANAGEMENT	3	0	2	0	4
4	24BB2108O	DIGITAL MARKETING	3	0	2	0	4
5	24BB2109O	PRODUCTION & OPERATIONS MANAGEMENT	3	0	2	0	4
6	24SDBB03O	MANAGEMENT AND COST ACCOUNTANCY	1	0	0	4	2
7	22UC0022O	SOCIAL IMMERSIVE LEARNING - 2	0	0	0	4	1
	SEMESTER IV						
1	22UC2103O	COMMUNICATION SKILLS FOR MANAGERS	2	0	2	0	2
2	24BB2210O	LOGISTICS & SUPPLY CHAIN MANAGEMENT	3	0	2	0	4
3	24BB2211O	INCOME TAX & GST	3	0	2	0	4
4	23UC0009O	ECOLOGY & ENVIRONMENT	0	0	0	2	0
5	24SDBB04O	DYNAMICS OF CAPITAL MARKET	1	0	0	4	2
6	24UC0027O	LEADERSHIP AND MANAGEMENT SKILLS	2	0	0	0	2
7	22UC0023O	SOCIAL IMMERSIVE LEARNING - 3	0	0	0	4	1
	24IE2201O	SIP-2	0	0	0	8	2
	SEMESTER V						

1	24BB31M10/F10/H10/L10/ B10/E10	PROFESSIONAL ELECTIVE - 1	3	0	2	0	4
2	24BB31M20/F20/H20/L20/ B20/E20	PROFESSIONAL ELECTIVE - 2	3	0	0	0	3
3	24BB31M30/F30/H30/L30/ B30/E30	PROFESSIONAL ELECTIVE - 3	3	0	0	0	3
4		OPEN ELECTIVE - 1	4	0	0	0	4
5	24SDBB05O	BUSINESS MODEL GENERATION	1	0	0	4	2
6	24BB3113O	RESEARCH PAPER WRITING	0	0	4	0	2
7		OPEN ELECTIVE - 2	2	2	0	0	4
SEMESTER VI							
33	24BB3212O	STRATEGIC MANAGEMENT	3	0	2	0	4
34	24SDBB06O	BUSINESS ANALYTICS	1	0	0	4	2
35	24BB31M40/F40/H40/L40/ B40/E40	PROFESSIONAL ELECTIVE - 4	3	0	2	0	4
36	24BB31M50/F50/H50/L50/ B50/E50	PROFESSIONAL ELECTIVE - 5	3	0	0	0	3
37	24BB31M60/F60/H60/L60/ B60/E60	PROFESSIONAL ELECTIVE - 6	3	0	0	0	3
38	24BB3212O	OPEN ELECTIVE - 3	4	0	0	0	4
	24IE3201O	SIP-3	0	0	0	8	2
MARKETING ELECTIVE COURSES							
	Code	Course Name					
	24BB31M0O	Consumer Behaviour	3	0	0	0	3
	24BB31M1O	Product and Brand Management	3	0	0	0	3
	24BB31M2O	Advertising and Sales Promotion	3	0	0	0	3
	24BB31M3O	Customer Relationship and management	3	0	0	0	3
	24BB31M4O	Services Marketing	3	0	0	0	3
	24BB31M5O	Rural Marketing	3	0	0	0	3
FINANCE ELECTIVE COURSES							
	Code	Course Name					

	24BB31F0O	Banking & Insurance Management	3	0	0	0	3
	24BB31F1O	Investment Management	3	0	0	0	3
	24BB31F2O	Financial Services	3	0	0	0	3
	24BB31F3O	Financial Markets	3	0	0	0	3
	24BB31F4O	Managing Personal Finance	3	0	0	0	3
	24BB31F5O	Financial Derivatives	3	0	0	0	3
HR ELECTIVE COURSES							
	Code	Course Name					
	24BB31H0O	Personal Effectiveness and Self-Leadership	3	0	0	0	3
	24BB31H1O	Dynamics of industrial relations	3	0	0	0	3
	24BB31H2O	Human Resource Development	3	0	0	0	3
	24BB31H3O	Performance Management System	3	0	0	0	3
	24BB31H4O	Labour Legislation	3	0	0	0	3
	24BB31H5O	Training & Development	3	0	0	0	3

CourseCode	Course Title	L	T	P	S	CR
24BS11010	BUSINESS MATHEMATICS	2	2	0	0	4

Course Outcomes

	CO Description
CO1	Apply the concept of matrices and matrix operations and their applications.
CO2	Apply the concept variables, types of variables, Functions, and different types of functions.
CO3	Apply the limits, differentiation and Integration and their applications
CO4	Apply the simple and compound interest using Arithmetic and Geometric Progressions

Syllabus

Elements of Matrix Algebra Introduction Types of Matrices Addition and subtraction of matrices Transpose of Matrix Determinants of a Matrix Inverse of Matrix Solving Simultaneous equations with Crammers rule and Matrix Inverse method.

Introduction to Variables and Functions Meaning of a variable, Types of variables , Dependent variable and Independent variable - Categorical, Discrete and Continuous variables - Variables vs Attributes. Basic Concept of Functions ,Types of Functions , Linear Function ,Constant Function ,Quadratic Functions , Exponential Functions , Homogeneous Functions , Logit function.

Differentiation and Business Applications Differentiation , Derivatives of Functions , Rules of Differentiation, constant function rule, Linear function rule, power function rule, derivative of log and exponential functions ,Derivative of sum or difference of function, product function rule ,Quotient rule ,function of function rule,Business applications including finding marginal revenue from total revenue function , Marginal cost from total cost function ,Marginal product from total product function.

Introduction to Financial Mathematics Progressions , Arithmetic Progressions , finding nth term and sum of the n terms, Business applications ,Geometric Progressions ,finding n th term and sums of their first n terms , Problems with Business applications .

Reference Books

- 1 Business Mathematics, D.C. Snacheti& V.K. Kapoor, 11th, Sultan Chand & Sons.
- 2 Mathematics for Economists,, Alpha Chiang, 10th, Tata Mc.Graw-Hill.
- 3 Mathematics and Statistics for Management, K.B.Akhilesh&S.Subrahmanyam, 2nd, Vikas Publication.
- 4 Mathematics for Business and Economics, J.D.Gupta, P.K.Gupta& Man Mohan, 4th, Tata McGraw Hills.

24BB11010 - MANAGERIAL ECONOMICS (O)

CourseCode	Course Title	L	T	P	S	CR
24BB11010	MANAGERIAL ECONOMICS	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Apply the managerial economics and demand analysis to real-world business scenarios.
CO2	Analyse the production function and its relevance in optimizing production processes and the cost-output relationship in both short-run and long-run production settings.
CO3	Analyse pricing policies and their applications in real time business.
CO4	Analyse the classification of markets, including perfect competition, monopoly, monopolistic competition, and oligopoly and their implications for price and output determination.
CO5	Analyse the macroeconomic concepts such as national income, inflation, unemployment, BOP, business cycle, and understand their significance in measuring the economic performance of a nation.
CO6	Analyse the case lets in nature and scope of managerial economics, production and cost analysis, pricing policies, and market classification and macroeconomic

Syllabus

NATURE AND SCOPE OF MANAGERIAL ECONOMICS AND DEMAND ANALYSIS Definitions meaning and chief characteristics
 Scope Law of demand Determinants of demand why demand curve slopes downwards Price elasticity of demand Income elasticity of demand Cross elasticity of demand Techniques of demand forecasting Survey methods Statistical methods

PRODUCTION AND COST ANALYSIS Factors of production Production function The law of diminishing returns Isoquants Cobb-Douglas production function Cost concepts Costoutput relationship in the shortrun and longrun Economies and diseconomies of scale Breakeven analysis

PRICING POLICIES Consumer psychology and pricing Costplus or fullcost pricing Pricing for a rate of return Marginal cost pricing Goingrate pricing Customary prices Sealed bid pricing Pricing by retailers Transfer pricing Distributors discounts

MARKET CLASSIFICATION Classification of market Perfect competition Features Price output determination in short run and long run Monopoly Features Price output determination in short run and long run Monopolistic competition Features Price output determination in short run and long run Oligopoly Features Price output determination

MACRO ECONOMICS Scope National Income Definition Concepts of national income GDP GNP NNP Per Capita Income Methods of measuring national income Inflation Unemployment BOP Business cycle

CASE LETS Case lets in nature and scope of managerial economics production and cost analysis, pricing policies, and market classification and macroeconomic concepts

Reference Books

- 1 Managerial Economics, R. L. Varshney and K. L. Maheshwari , 2010, Sultan Chand & Sons, New Delhi..
- 2 Managerial Economics, D. N. Dwivedi, 2010, Vikas Publishing House Pvt. Ltd., New Delhi..
- 3 Managerial Economics, P. L. Mehta, 2007, S. Chand & Sons, New Delhi..
- 4 Managerial Economics, Shankaran, 2006, Margam Publications, Chennai..
- 5 Managerial Economics, Adhikary, M, 2009, Khosla Publishers..
- 6 Managerial Economics, H. L. Ahuja, 2008, McGraw Hill..

24BB1102O - PERSPECTIVES OF MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB1102O	PERSPECTIVES OF MANAGEMENT	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	After completion of CO1 Syllabus the students will be able to define various fundamental concepts in management studies.
CO2	After completion of CO2 Syllabus the students will be able to interpret various aspects in management of organizations
CO3	After completion of CO3 Syllabus the students will be able to make use of various managerial concepts on real-time basis.
CO4	After completion of CO4 Syllabus the students will be able to analyze the relationships between various causes and outcomes at workplace.
CO5	After completion of CO5 Syllabus the students will be able to analyze the relationship between organizations, their social responsibility and leadership activities.
CO6	After completion of CO6 Syllabus the students will be able to practically approach management processes through real-time scenarios
CO7	case studies

Syllabus

Management: Science Theory and Practice: Introduction: Concept Nature and functions of Management Levels of Management An overview of functional areas of Management Types of managers Managerial roles skills and functions Evolution of Management Theory: Scientific Management approach Behavioral approach Systems approach to Organization Contingency approach

Planning and Organizing: Types of plans Steps in planning Management planning process planning objectives and Characteristics Hierarchies of Planning the concept and techniques of forecasting Decision Making Management by Objectives (MBO) Organizing Meaning Nature and purpose Principles of Organization Importance and principles Departmentalization Span of Control Types of Organization Organizational Structure and Design Line Staff and functional authority Authority and power Line and staff concepts Nature of Line and staff relationships Decentralization of authority Delegation of Authority

Staffing & Directing: Staffing: Meaning Systems approach to staffing sub functions of Staffing Importance of Staffing Recruitment Selection Placement Induction Training and Development Directing Nature of Directing function Principles Importance of Effective Direction Communication Features importance Communication function in organizations Communication process Effective Communication skills for directing Barriers of communication

Co-ordination &Controlling: Coordination Need for co-ordination types of Co-ordination techniques of Coordination Cooperation Supervision Importance Qualities of a good supervisor Essential requirements of effective supervision Management Control process of Management control Requirements of effective control Techniques of Management control Controlling Concept Nature and Importance Essentials of Control Requirements of an Effective Control System Behavioral Implications of Control Techniques of Managerial control

Social Responsibility: Definition and Meaning Social Responsibility Levels, Social Responsibility Activities Impact Assessment of Social Responsibility of Firms Motivation: Definition and Meaning Theories of Motivation: X Theory Y Theory Z Theory Maslow\'s Need Heirarchy

Social Responsibility Activities Impact Assessment of Social Responsibility of Firms Motivation: Definition and Meaning Theories of Motivation: X Theory Y Theory Z Theory Maslow\\\'s Need Heirar

Reference Books

Principles of Management, Harold Koontz, Heinz weirich and A Ramachandra Aryasri, 11 th Edition, 2009, New

- 1 Delhi: Tata-Mc Graw Hills.
- 2 Principles of Management, P C Tripathi & P N Reddy, 7 th Edition, 2022, New Delhi: Tata-Mc Graw Hills.
- 3 Management- Principles and Applications, Dr. C B Gupta, 1st Edition, 2016, New Delhi: Oxford Publications.
- 5 Principles of Management, P Subba Rao, 1st Edition, 2009, Mumbai: Himalaya Publishing House.
- 6 Fundamentals of Management, Stephen P. Robbins and David A. Decenzo, 8 th Edition, 2015, Delhi: Pearson Education.
- 7 New Era of Management, Richard L. Daft, 11 th Edition, 2016, New Delhi: Cengage Learning.

24BB11030- BUSINESS ENVIRONMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB11030	BUSINESS ENVIRONMENT	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Understand the concepts, significance, and nature of the business environment.
CO2	Analyse the significance and components of the economic environment of business.
CO3	To understand the key legal requirements that applies to commercial organisations.
CO4	To infer guidance or find a resolution for the legal challenges.
CO5	Analyze the significance of Government Policies

Syllabus

CO1: Business environment: Meaning, nature, types of business environment Internal environment, External environment macro, global environment, classification of business, stages of environmental analysis scanning, forecasting, technics of environmental analysis, steps in environmental forecasting, Economic environment Nature of the economy, structure of the economy, economic policies industry, trade, Fiscal, monetary, FEMA.

CO2: Political and government environment: functions of the state, economic roles of government regulatory, entrepreneurial promotional role, planning role. Technological environment innovation, technology and competitive advantage, sources of technological dynamics- IT revolution of business environment, ICT & Marketing.

CO3: Socio cultural environment: Business and society, business and culture, nature of culture, levels of culture, socio cultural factors and their impact on business, women and business opportunities, child labour, consumerism, Rural development, projects and people, social audit, Corporate social responsibility CSR

CO4: Global environment WTO, globalization of business, features of current globalization, essential conditions for globalization, foreign market entry strategies, Multi National Corporations MNCs Nature of MNCs, merits of MNCs and demerits of MNCs, Global fortune 500 companies, fortune 500 Indian companies

CO5: Economic Environment of Business: Significance and Elements of Economic Environment Economic Systems Economic Planning in India NITI AYOJ and its importance Government Policies Foreign Trade Policy Demonetization.

Reference Books

- 1 Economic Environment of Business, Misra S. K & Puri V, 2010, Himalaya publishing house, 2010.
- 2 Principles of Mercantile Law, Avatar Sing, 2010, Eastern Book Company, 2010..
- 3 Business Environment, Shaik Saleem,, 2008, Pearson.
- 4 Business Environment Texts & Cases , Francis Cherunilam, 2010, Himalaya publishing house, 2010 .

24SDBB010 - IT FOR BUSINESS MANAGERS & MIS (O)

CourseCode	Course Title	L	T	P	S	CR
24SDBB010	IT FOR BUSINESS MANAGERS & MIS	1	0	0	4	2

Course Outcomes

CO#	CO Description
CO1	Understand the basic use of computer hardware and software, and the Internet in the workplace and apply the acquired skills and concepts in the professional assignments
CO2	Apply the knowledge of networks for effective business operations expansions and manage and analyze business communication with effective use of Word
CO3	Create business databases and dashboards using MS-Excel and examine the business operations using MS-Office application soft wares
CO4	Understand the role of MIS Impact of the Management Information System and the use
CO5	Understand DSS techniques for making effective decisions

Syllabus

INTRODUCTION TO COMPUTERS- Overview: Generations of Computer, Definition, characteristics, advantages and disadvantages of computer, Computers for Individual users, Computers for organizations, Computers in society; Components of a Computer-Hardware: Processing Devices, Memory Devices, Input/Output Devices, Storage Devices. Software: System software, Application Software.

Concepts of Internet- the Internet, Intranet, Applications of Internet, Services provided by Internet. E-Commerce- Definition, Goals of E-Business, Characteristics, Categories of E- Business, E-Business Security Issues, advantages, and disadvantages of E-Business. Introduction to Word Processing: Identifying the components of document window, Standard & Formatting Toolbars, Create, Open, save documents, Editing Text in Documents; Viewing & Formatting Documents, Mail Merge.

MS-Power Point - Creating & Opening presentations, slide layout, animation schemes to slides. MS-EXCEL: Insert and delete columns or rows, adjust row height and column width, insert headers and footers, using range names: Creating, sorting, and filtering lists/tables of data, Change sort order. Number formatting: Creating custom formats, charts: Line chart, column chart, bar chart, pie chart, Smart art: List, Process, Cycle, Functions: Mathematical, Text etc. Introduction to Date & Time Functions, Dates, and times: How date and time are stored, Useful date/time functions, Formatting dates and times. Create custom conditional formatting rules, create conditional formatting rules that use formulas, Manage conditional formatting rules.

Management Information System in a Digital Firm MIS Concepts MIS Definition, Role of MIS Impact of the Management Information System MIS and the user MIS A support to the management Management Effectiveness and MIS MIS for a Digital Firm

Simons Model Business Intelligence Decision support systems and knowledge Management Group Decision Support System GDSS DSS Applications in E enterprise Knowledge Management Systems Knowledge Based Expert System KBES MIS and the benefits of DSS

Reference Books

- 1 Information Technology for Management, Ramesh Behl, 3rd, 2021, Tata McGraw Hill Pvt Ltd.
- 2 Introduction to Computers with MS-Office 2000, Alexis Leon & Mathews Leon, 7th, 2001, Tata McGraw Hill.
- 3 Management Information System, G.V. Satya Sekhar, 4th, 2007, Excel Books.
- 4 Introduction to Computers, Peter Norton, 6th, 2008, Tata McGraw Hill.

23UC00260- HUMAN VALUES, GENDER EQUALITY & PROFESSIONAL ETHICS (O)

CourseCode	Course Title	L	T	P	S	CR
23UC0026	HUMAN VALUES, GENDER EQUALITY & PROFESSIONAL ETHICS	2	0	0	0	2

Course Outcomes

CO#	CO Description
CO1	Understanding the basic concepts of value education
CO2	Gain basic understanding of the principles in harmony among the human beings
CO3	Gain knowledge in the concept of Harmony in the family and society
CO4	Acquire knowledge in the concepts of harmony in the nature

Syllabus

Introduction to Human Values Understanding Value, Self-exploration as the Process for identifying Value, Continuous Happiness and Prosperity The Basic Human Aspirations, Right Understanding, Relationship and Physical Facilities, Happiness and Prosperity Current Scenario, Method to fulfil the Basic Human Aspirations Harmony in the Human Being Understanding the Human Being as Coexistence of Self I and Body, Discriminating between the Needs of the Self and the Body, The Body as an Instrument of I, Understand Harmony in the Self I, Harmony of the Self I with the Body.

Understanding Harmony in the Family and Society The Basic Unit of Human Interaction, Values in Human to Human Relationships, Vision for the Universal Human Order Harmony in the Nature Existence Understand Harmony in the Nature, Interconnectedness, Self regulation and Mutual Fulfillment among the Four Orders of Nature, Realizing Existence is Coexistence at All Levels, The Holistic Perception of Harmony in Existence.

What is Gender, and Why Should We Study It? Gender Equality Milestones, The Context Today Socialisation Making Women, Making Men Preparing for Womanhood, Preparing for Manhood, Different Masculinities, Unrecognised and Unaccounted For, Wage Differentials between Women and Men, Women in the Working Environment . Being Boy A Village Boyhood, School Days, College Styles, Ek Ladki Ko Dekha Toh Sexual Harassment SAY NO! Sexual Harassment, Not EveTeasing, Consent and Relationships, Coping with Everyday Harassment Becoming Man A Dangerous Model of Masculinity, Changing Masculinities, Imprints of Masculinity, Mothers, Fathers and Family.

Implications of the Right Understanding a Look at Professional Ethics Natural Acceptance of Human Values, Definitiveness of Ethical Human Conduct, A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order, Competence in Professional Ethics, Holistic Technologies, Production Systems and Management Models Typical Case Studies, Strategies for Transition towards Valuebased Life and Profession

Reference Books

- 1 A Foundation Course in Human Values and Professional Ethics , - R R Gaur, R Sangal and G PBagaria,, First Edition, Excel Books., Penguin press.
- 2 " Seeing like a Feminist", Menon, Nivedita, First Edition, Excel Books. , Zubaan.
- 3 "The Brave Heart", Rosa Parks, 1, Indian.
- 4 How the Other Half Dies, Sussan George, First Edition, Penguin Press, Reprinted.
- 5 Management Information System, Javadekar, 7th,2021, Tata MC Graw Hill.

24BS12010 - BUSINESS STATISTICS (O)

CourseCode	Course Title	L	T	P	S	CR
24BS12010	BUSINESS STATISTICS	2	2	0	0	4

Course Outcomes

CO#	CO Description
CO1	Apply and interpret basic descriptive statistics
CO2	Apply and interpret basic descriptive statistics
CO3	Apply and construct correlation, regression and their applications in management
CO4	Apply and be able to perform statistical inference in the form of confidence intervals and hypothesis tests

Syllabus

Mean, median and mode, Relation between mean, mode and median, Graphical representation of data- Histogram, frequency polygon, ogive and pie diagrams

Range, Quartile deviation, Mean deviation, and Standard deviation, Measures of shape, Skewness, Kurtosis.

Covariance, Karl Pearsons Coefficient of Correlation, Spearmans Rank Correlation, Regression analysis Linear and Nonlinear Regression Lines of regression and its equations Regression coefficients and its properties. Applications of Correlation and Regression in Business Arena.

Concept of Hypothesis, Null and Alternative Hypothesis, Hypothesis Testing Procedure, Tests of Hypothesis t test Z test, Chi square test.

Reference Books

- 1 Fundamentals of Mathematical Statistics, S.C.Gupta&V.K.Kapoor, 10th, S.Chand and Sons.
- 2 Fundamentals of Statistics, S.C.Gupta, 7th, Himalaya Publishing House,.
- 3 Statistics for Business and Economics, Anderson, Sweeney, Williams, 9th, Cengage Learning.
- 4 Statistics for Management,, Richard Levin, David S.Rubin,, 7th, Prentice Hall of India.

24BB12040 - ORGANIZATIONAL BEHAVIOUR (O)

CourseCode	Course Title	L	T	P	S	CR
24BB12040	ORGANIZATIONAL BEHAVIOUR	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	To demonstrate the applicability of organizational behavior concepts to understand the individual behavior in the organization
CO2	To analyze the complexities associated with management of individual behavior in the organization.
CO3	To analyze the complexities associated with management of group behavior in the organization
CO4	To analyze the facets of organizational culture and manage organizational change and work stress
CO5	To analyse the cross-cultural aspects of OB and the underlying challenges and opportunities for international organisations
CO6	Assessment of NTPEL course

Syllabus

Organizational Behavior Nature and Significance of OB Contributing Disciplines to the OB field Challenges and Opportunities for OB Developing an OB Model, Personality Determinants of personality, The Big Five Model, Major personality attributes influencing OB Emotions Emotions and Moods, Emotional Labour Emotional Intelligence, Values Types of Values, Attitudes Types of Attitudes, work related attitudes

Learning Theories of learning Learning and OB, Perception Perceptual process Perceptual errors, Improving perception, Motivation Hierarchy of Needs Theory, Two-Factor Theory Expectancy theory, Applications of Motivation

Foundations of Group Behavior: Groups Types of groups Stages of Group Development Groups and Teams, Communication Communication Process Directions of Communication, Barriers to Effective Communication, Leadership Styles Theories of Leadership Trait, Behavioral and Contingency theories, Power & Politics Bases of Power, Organizational politics, Conflict The Conflict process Managing conflict

Organizational Culture: Functions, creating and sustaining organizational culture, Organizational Change, Forces for change Resistance to change Approaches to Managing Organizational Change, Organization Development Techniques, Work Stress Causes and Consequences of Stress, Stress Management Techniques

An overview of International Dimensions of Organizational Behaviour, Hofstede dimensions, Cultural differences in organizations, convergence and divergence, communicating across cultures, negotiating and motivating across cultures, managing global managers

Reference Books

- 1 Organizational Behavior, Robbins, Stephen, P., Timothy A Judge & Niharika Vohra, 14, Pearson.
- 2 Organizational Behavior: An Evidence Based Approach, Fred Luthans, 12, Mc.Graw Hill.
- 3 Organizational Behavior, Aswathappa, 3, Himalaya.
- 4 Managing across cultures, Schneider S., Barsoux J., 2, Prentice Hal.

24BB1205AO - HUMAN RESOURCE MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB1205O	HUMAN RESOURCE MANAGEMENT	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Understand the basics of HRM and integrated perspective on role of HRM in modern business.
CO2	Understand the planning of human resources and gain competency to recruit employees.
CO3	Apply the skills on training and appraising the performance of employees.
CO4	Apply the knowledge on compensation and salary administration and handling employee issues.
CO5	Analyze strategies and best practices for effectively managing employee retention, talent development, and succession planning within organizations
CO6	Analyze the real-time scenario of HRM in industries

Syllabus

Introduction: Meaning and Definition, Importance of HRM, Functions of HRM, Nature & Scope of HRM, Objectives of HRM, Challenges of Human Resource Management; Personnel management vs Human Resource Management.

Manpower planning: objectives, importance, process; Job Analysis: Job Description, Job specification, uses of job analysis; Job design: Techniques of Job design; Employee Recruitment: sources of recruitment, methods of recruitment; Selection: process of selection, Types of interviews, Interview Tests; Placement and Induction, Transfer, Promotion and Separation

Training and Development: Training vs Development, methods of training: on-the job and off- the job methods; Performance Appraisal: process of performance appraisal, methods of appraisal, Errors in appraisal, Job evaluation: Methods of job evaluation; Employee Compensation: Objectives of compensation, Components of compensation; Employee Benefits, Employee Welfare and Safety.

Employee Grievances, Employee Discipline, Industrial Relations, Trade Unionism, Collective Bargaining, Managing Ethical issues in HRM, HR audit and Evaluation, International HRM, eHRM, HRIS, Recent trends in HRM: Managing Diversity, Downsizing, Contingent workforce, Tele commuting, Competency Mapping, Talent Management.

Managing HR issues: Managing Voluntary Turnover, Retention Strategies for Reducing Voluntary Turnover, A Comprehensive Approach to Retaining Employees, Talent Management and Employee Retention, Monitoring Employee Engagement, Career Management, Career and Succession Planning, Managing Transfers, Managing Retirements

Real time case studies in manpower planning, Recruitment, Industrial relations, Employee Grievances, Trade unionism, Managing turnover, Career Management.

Reference Books

- 1 Human Resource Management, Dessler, 2019, Pearson Education.

- Human Resource Management, Raymond Andrew Noe, John R. Hollenbeck, Barry Gerhart, Patrick M Wright, 2014,
2 The McGraw Hill Pub.

- 3 Managing Human Resources, Louis & Gomitz Mejia , 2010, Pearson Education.

- 4 Human resource management Text and cases, Aswathappa K, 2020, Tata McGraw Hill Pub.

24BB1206O - MARKETING MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB1206O	MARKETING MANAGEMENT	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Understanding the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment
CO2	Apply the knowledge of Segmentation, Targeting and Positioning to strategize the marketing program regarding product and PLC
CO3	Apply the knowledge of marketing program regarding Pricing, Distribution channel and Physical Distribution
CO4	Analyze the need for Promotion methods, ethics in marketing and the importance of social and green marketing
CO5	Analyze the need for Marketing Global and Marketing challenges in emerging markets Neuro marketing Viral marketing.
CO6	Analyse latest trends in Marketing

Syllabus

Introduction Need Want and Demand Marketing Definition Concepts Significance and functions of Marketing Consumer Behaviour Nature Scope Significance and Determinants Organizational Buying Behaviour. Marketing Environment-Internal and External forces of Marketing Environment Marketing Research Marketing research process.

Market Segmentation Targeting and Positioning Strategies. Marketing Mix 4 Ps of Marketing Product Concept of Product Product Planning and New Product Development Product life cycle Branding Packing and labelling

Price Meaning Importance Objectives Factors affecting pricing Pricing policies Methods of pricing Distribution channel and physical distribution Distribution channels concepts and types of distribution channel Channel conflict Retailer and Wholesaler Physical Distribution of goods Transportation Warehousing.

Promotion Methods of Promotion Advertising Media their merits and limitations Personal selling and sales force management Sales Promotion and publicity. Marketing organization Marketing control Ethics in Marketing Social Marketing Green marketing Online Marketing

Marketing in Global Economy Cultural differences International Trade Global Marketing Strategies Market entry strategies Government regulations Marketing challenges in emerging markets Neuro marketing Viral marketing.

Digital Transformation in Marketing Impact of digital technologies on marketing Role of data analytics, AI, and machine learning Case studies: Digital transformation in marketing Sustainability in Marketing Role of sustainability in marketing strategies Consumer demand for sustainable practices Case studies: Sustainable marketing campaigns Future Trends in Marketing Predictive analysis of future marketing trends Emerging technologies and their impact Preparing for future marketing challenges

Reference Books

- 1 Marketing Management, Phillip Kotler and Kevin Keller, 15th, 2016, Pearson Publication.
- 2 Marketing: Concepts and Cases, Etzel, Walker Stanton and Pandit, 4th, 2022, TMH.
- 3 Marketing Management Planning Implementation and Control, Rama Swamy and Nama Kumari, 5th, 2019, McMillan.

- 4 Upstream Marketing: Unlock Growth Using the Combined Principles of Insight, Identity, and Innovation, Tim Koelzer and Kristin Kurth, 2nd, 2018, Upstream.

24SDBB020 - FINANCIAL ACCOUNTING (O)

CourseCode	Course Title	L	T	P	S	CR
24SDBB020	FINANCIAL ACCOUNTING	1	0	0	4	2

Course Outcomes

CO#	CO Description
CO1	Remembering accounting concepts, conventions and assumptions in the business context
CO2	Applying the concepts of Journal, ledgers and Trial balance
CO3	Applying the learned concept in preparing subsidiary books and the ability to prepare BRS
CO4	Analysing the final statements of a company and knowing the latest computer software on accounting.
CO5	Analysing Causes for depreciation, methods of depreciation- straight line, diminishing and annuity

Syllabus

Definition of accounting , Need for Accounting , Objectives of Accounting , Functions of Accounting , Bookkeeping vs. Accounting , Branches of Accounting , Users of accounting information, Advantages and limitations of Accounting. Accounting Principles , Concepts and Conventions , Accounting Equation , Double Entry Book keeping System, Advantages of double entry system. Accounting Cycle.

Classification of Accounts, Rules of Debit and Credit, Significance of Debit and Credit in Accounts, Journals, Journal entries , Ledger , Ledger posting, Balancing the Account , difference between Journal and Ledger , Trial Balance , Preparation of Trial Balance

Types of subsidiary books , Cash book , Meaning of Cash book , Features of cash book, Types of Cashbook, Petty Cash book. Bank Reconciliation Statement , Meaning, Bank pass book , Causes of Difference between Cash book and Pass book , Importance of Bank Reconciliation Statement , Practical Problem on BRS

Meaning , Objectives of Preparing Final Accounts , Trading Account , Profit and Loss Account , Balance Sheet , Arrangement of Assets and Liabilities, Preparation of Final Accounts , Adjustments , Practical problems on Final Accounts

. Role of computers in Accounting. basic software

Depreciation- Definition, Meaning, Objectives of depreciation, Causes for depreciation, methods of depreciation- straight line, diminishing, annuity

Reference Books

- 1 Fundamentals of Accounting, RL Gupta & V.K Gupta, 5, Sultan Chand & Sons.
- 2 Introduction to Accountancy, Dr.S.N.Maheswari and S.K.Maheswari, 4, Vikas Publishing House Pvt.Ltd.
- 3 Introduction to Financial Accounting, Jain & Narang, 6, Kalyani Publishers.
- 4 Financial Accounting, R.K.Sharma and Shashi K. Gupta, 7, Kalyani publishers.

22UC0021O – SOCIAL IMMERSIVE LEARNING

CourseCode	Course Title	L	T	P	S	CR
22UC0021O	SOCIAL IMMERSIVE LEARNING	0	0	0	4	1

Course Outcomes

CO#	CO Description
CO1	Apply effective communication and collaboration skills to work with diverse populations in addressing social issues within the community.
CO2	Build technological solutions to real-world problems or challenges with peers to achieve common goals.
CO3	Plan effectively to communicate ideas and collaborate with others to achieve artistic or recreational goals.
CO4	Develop innovative solutions by thinking critically and creatively within a collaborative social immersive learning environment.
CO5	Identify the strategies to promote personal well-being for healthy living through social interaction and shared experiences.

Syllabus

Extension Activities and Social Outreach activities (ESO) Technology Clubs

(TEC)

Liberal arts, creative arts and hobby clubs (LCH) Innovation,

Incubation & Entrepreneurship (IIE) Health & Well Being

(HWB)

Reference Books

- 1 The Innovators Mindset Empower Learning, Unleash Talent and Lead a Culture of Creativity, George Couros, 1, georgecouros.com.
- 2 Reality+: Virtual Worlds and the Problems of Philosophy, Douglas Thomas and John Seely Brown, 2022, W. W. Norton & Company.
- 3 Immersive Education Designing for Learning, Paula MacDowell, Jennifer Lock, 2022, Springer.
- 4 A New Culture of Learning, John Seely Brown, Douglas Thomas, 2011, CreateSpace Independent Publishing.

24UC11040 - LANGUAGE SKILLS FOR MANAGERS (O)

CourseCode	Course Title	L	T	P	S	CR
24UC11040	LANGUAGE SKILLS FOR MANAGERS	0	0	4	0	2

Course Outcomes

CO#	CO Description
CO1	Understand the essential listening, speaking, and reading skills, preparing them for effective communication in various personal and professional contexts.
CO2	Apply essential writing and non-verbal communication skills, preparing them for effective written and non-verbal interactions in various personal and professional contexts

Syllabus

Listening: Techniques of effective Listening, Listening and Comprehension, Probing Questions, Barriers to Listening Speaking: Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors Reading: Techniques of Effective Reading, Gathering ideas and Information from a given text, Evaluating these ideas and information, Interpret the text

Writing: Clearly State the Claims, Avoid Ambiguity, Vagueness, Unwanted Generalizations, and Oversimplification of Issues, Provide Background Information, Effectively Argue the Claim, Provide Evidence for the Claims, Use Examples to Explain Concepts, Follow the Convention, Be Properly Sequenced, Use Proper Signposting Techniques, Be Well Structured, Different Modes of Writing

Nonverbal Communication: Meaning of Nonverbal Communication, Advantages of Using Nonverbal Communication, Introduction to Modes of Nonverbal Communication-i. Open and Closed Body Language

ii. Eye Contact and Facial Expression iii. Hand Gestures, Learning from Experts, Activities-based Learning **Reference**

Books

- 1 On Writing Well: The Classic Guide to Writing Nonfiction", William Zinsser, 2016, Harper Perennial.
- 2 Speaking English Effective (English), Krishna Mohan and K.P. Singh, 2nd edition, K. Laxmi Publications, New Delhi.
- 3 The Ace of Soft Skills, Mr. Gopala Swamy Ramesh, 2nd edition, Pearson Publications.
- 4 Effective Speech, Richard.W. Clark, 2nd edition, Gleoncoe publications.
- 5 Body Language: How to Read Others' Thoughts by Their Gestures, Allan Pease, 1902, sheldon press.

24IE12010 - SUMMER INTERNSHIP PROGRAM -1 (O)

CourseCode	Course Title	L	T	P	S	CR
24IE12010	SUMMER INTERNSHIP PROGRAM -1	0	0	0	8	2

Course Outcomes

CO#	CO Description
CO1	To apply various aspects related to initial visit
CO2	To apply various aspects related to interim visit
CO3	To apply various aspects related to final visit
CO4	To apply various aspects related to Viva Presentation

Syllabus

Orientation in the Company During the first two weeks of SIP, every intern shall undergo an extensive orientation program in the Company. During this period, the intern shall understand the company, its customers, and its competitors. The study done during this period shall help in the preparation of the 3CET report. The Intern shall thoroughly study the financial statements of the company for the past couple of years, understand the policies of the company, study the macro-environment in which the industry is operating and has to conduct a bSWOT analysis. The Intern shall also get oriented to various departments of the company and get to know the key functionaries. The Interns shall meet these functionaries with prior appointment and understand various perspectives from them in managing their departments. This provides a unique opportunity for the interns to gain insights into managing the departments directly from the head of those departments. The interns shall also get to know their Company Guide and other executives/supervisors who shall be closely guiding them during the period of SIP.

The Intern shall also understand the organizational structure and the top management team including the Chairman, Managing Director, Chief Executive Officer, etc. By the end of the orientation program in the company, the Intern should be able to clearly state his/her business objectives which would include specific and measurable targets to be achieved during the Executive Training, break-up of targets on a weekly basis, etc. The Faculty Guide shall facilitate the orientation program at the company. It is suggested that the orientation program be prepared in advance in consultation with the company authorities and circulated to the Interns for smooth implementation. Understanding the Company. The Intern should be able to understand the company as a whole by going through various departments of the company. In addition, it is important to understand the position of the company vis-a-vis the industry in which the company is operating. In trying to understand the company, the following aspects may be studied: Marketing: Product portfolio, Distribution network, Sales force, Pricing, Promotion strategies, Customer service, Marketshare, Market structure, Competition, Measurement metrics. Human Resources: Organization structure, Organogram, Senior management, Departments and Functions, Staff strength, Recruitment, Training and Development, Appraisal and Retention practices, etc. Retention issues, Measurement metrics. Operations: Functions, Processes, Facilities, Measurement metrics. Finance: Capital structure, Financial ratios, Performance metrics etc. Any other relevant

Application of concepts in sourcing the Customer During the initial period of SIP, an Intern should understand the products of the company and the customer profile. Effort should be made on various aspects of understanding the customers, their segmentation, product positioning, buying pattern, etc. Understanding the Competition The Intern is also expected to understand the competitors for the products marketed by the Company and understand the strengths, weaknesses, opportunities and threats vis-a-vis the competition. Executive Training Executive Training may stretch from the beginning to the end of SIP. During this period, the Intern would be assigned various tasks by an organization, which is part of the day-to-day functioning of the department within the organization.

Executive Training gives direct exposure to execution and support functions of the department. It gives a flavor of teamwork, organizational culture, team dynamics, result orientation, organizational pressures, complexities in achieving the desired results, etc. The Intern should take this as a learning experience and be ambitious of achieving the desired targets or accomplishing the required tasks, through professionalism and business acumen. Executive Training provides a good scope for developing the necessary managerial skills and a positive attitude in the Interns

Reference Books

- 1 The Complete Book Of Internships in India : Intern Abroad This Summer, Aniket Singh, First Edition, Notion Press.
- 2 How to Intern Successfully, Robert J. Khoury, First Edition, Waterside Productions.
- 3 How To Land Your Dream Internship, Tam Pham, Second Edition, CreateSpace Independent Publishing Platform .
- 4 The Successful Internship, H. Frederick Sweitzer & Mary A. King, Fifth Edition, Cengage Learning.
- 5 Internship, Practicum, and Field Placement Handbook, Brian Baird, First Edition, Routledge.

24UC12030 - DESIGN THINKING AND INNOVATION (O)

CourseCode	Course Title	L	T	P	S	CR
24UC12030	DESIGN THINKING AND INNOVATION	2	0	2	0	3

Course Outcomes

CO#	CO Description
CO1	Understand the importance of Design thinking mindset for identifying contextualized problems
CO2	Analyze the problem statement by empathizing with user
CO3	Develop ideation and test the prototypes made
CO4	Explore the fundamentals of entrepreneurship skills for transforming the challenge into an opportunity

Syllabus

Introduction to Design Thinking and Innovation: Introduction to design thinking and its principles, Design definitions and stories, desirability, feasibility, viability, mystery, heuristics, algorithm, requirements, patterns, connect, blind spots; Laws of Design Thinking: less is more, last 2% equals 200%, theory of prioritization; Design mind: definitions, 5 forces of growth (SEPIA), 5 frictional forces (DCAFE), 3 capacity levers (VAL), Design thinking for contextualized problem-solving, Incorporating sustainable development goals into design thinking,

Design Thinking Process: Overview of the design thinking process, Design framework (L0); Empathy research: understanding user needs and perspectives, Persona development: creating user profiles; Customer journey mapping: visualizing user experiences, Define phase: asking the right questions and problem statement formulation.

Ideation, Prototyping and Testing: Ideation techniques, brainstorming and generating creative ideas, Identifying patterns and anti-patterns in ideation, Evaluation of ideas using different criteria (10/100/1000 gm): Prototyping and testing: translating ideas into tangible prototypes.

Entrepreneurial Innovation: Introduction to innovation management, Basics of business models and their role in innovation, Financial estimation for innovation projects: Pitch decks: creating persuasive presentations for innovation, Considerations for intellectual property rights (IPR) in innovation.

Reference Books

- 1 Design Thinking in the Classroom, David Lee, Kindle, Ulysses Press.

The Art of Innovation: Lessons in Creativity from IDEO, America, Tom Kelley , Jonathan Littman , Tom Peters, 2001, Doubleday Broadway Publishing, USA.

- 1 Unmukt- Science and Art of Design Thinking, Arun Jain, 2019, School of Design Thinking.
- 2 The Design Thinking Play Book, Michael Lewrick, Patrick Link & Larry Leifer, 2018, Wiley Press.

24BB21070 - FINANCIAL MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB21070	FOUNDATIONS OF FINANCIAL MANAGEMENT	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	To enable the students understand the Finance Functions and types of Business
CO2	To evaluate the long term and short term investment decisions
CO3	To understand the working capital requirements in a company
CO4	To learn different Capital Structure and dividend policies in Practice
CO5	To learn about corporate restructuring

Syllabus

Introduction to Financial Management: Financial Management, Definitions, Investment Decision, Finance Decision, Dividend Decision, Objective of Financial Management, Shareholders Wealth Maximisation. Types of Business, Proprietary company, Partnership Company, Company, Features, Merits and Demerits, Private Limited Company Vs. Public Limited Company, Classification of companies, Franchisee, Cooperative Society

Capital Budgeting and Cost of Capital Meaning, Features, Techniques of Capital Budgeting, Traditional methods- Payback Period, ARR and Modern Methods- NPV, IRR & Profitability Index, Case studies on Capital Budgeting. Sources of Finance: Short term sources_ Cash credit limit, Overdraft, Bill Discounting, Short term loans, Long term sources: Equity, Preference, Bond/ Debenture, Term loans, Venture capital financing. Calculation of Weighted Average Cost of Capital and Specific Cost of Capital.

Working Capital Management Gross working capital, Net working Capital, operating cycle, Determinants of Working Capital, Computation of working capital Requirement, Case studies Cash Management, Receivables and Inventory Mgt

Capital Structure and Dividend Operating Leverage, Financial Leverage, Combined Leverage, EBIT EPS Analysis, Capital structure Theories, NI, NOI, Traditional Theory, MM Hypothesis. Dividends, Meaning, Types of Dividend, Dividend Policies in Practice, Walter, Gordon and MM Hypothesis, EBIT EPS case study

Corporate restructuring : Mergers and Acquisitions

Reference Books

- 1 Fundamentals of Financial Management, Prasanna chandra, 10, TMH.
- 2 Financial Management, Pearson., Jonathan Berk, Peter Demarzo, 5, Jonathan Berk, Peter Demarzo, Financial Management, Pearson..
- 3 Fundamentals of Financial Management,, prasanna chandra , 9, TMH.
- 4 Financial Management , Khan and jain, 11, Kalyani Publications .

24BB21080 - DIGITAL MARKETING (O)

CourseCode	Course Title	L	T	P	S	CR
24BB21080	FUNDAMENTALS OF DIGITAL MARKETING	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Outline the key concepts of digital marketing.
CO2	Apply the SEO to a website
CO3	Use the key PPC concepts to draw visitors
CO4	Use Campaign Management to manage the marketing concepts
CO5	Application of Digital Marketing practices at novice level
CO6	Application of Digital Marketing practices for career advancement

Syllabus

Key Concepts of Digital Marketing: Fundamental, Need, Scope of Digital marketing, Traditional v. Digital Marketing, the Opportunity of Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, Digital marketing framework delivering enhanced customer value, market opportunity analysis and digital services development, ASCOR digital marketing framework, Application of digital marketing, critical success factor for digital marketing

Digital marketing communication and channel mix: Designing the communications mix, Marketing communications, steps to creating marketing communication strategy, developing communications messaging, communication mix across digital channels. Introduction to digital marketing channels- Search marketing, Display marketing, social media marketing, Partner, direct, content and platform based marketing channels

Components of digital marketing- Website marketing, Search engine marketing, online marketing, email marketing, blog marketing, social media marketing, Audio video and interactive marketing, mobile marketing, public relations, multimedia marketing.

Digital Business Present and future- Digital marketing ,The Indian view, India digital spend overview , India digital advertising spend, key digital advertising trends in India, India Digital marketing/tools landscape, Digital marketing emerging trends and concepts, Big data and IoT, B2B and SMB, SoLoMo.

Career in Digital Marketing- Emerging opportunities for digital marketing professionals.

The changing role of CMO in Organisations, Building a career in Digital marketing, Top Digital marketing areas as career tracks, Approaching a career in digital marketing.

Reference Books

- 1 Digital Marketing Strategy: An Integrated Approach to Online Marketing, Simon Kingsnorth , 2nd Edition, Kogan Page.
- 2 Fundamentals of Digital Marketing, Puneet Singh Bhatia, 1st Edition, Pearson Education.
- 3 Digital Marketing Essentials, Jeff Larson, Stuart Draper, 2nd Edition, Stukent.
- 4 Digital Marketing: Strategy, Implementation and Practice, Dave Chaffey, Fiona Ellis-Chadwick, 7th Edition, Pearson Education.

24BB21090 - PRODUCTION & OPERATIONS MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB21090	PRODUCTION & OPERATIONS MANAGEMENT	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Understand general concepts of production and operations management using appropriate examples
CO2	Identify methods for maximizing productivity, attaining high levels of production capacity by applying various strategies of location and layout planning
CO3	Organize the usage of resources which include: people, plant, equipment, tools, inventory, premises and information systems
CO4	Analyze the applicability of the Quality management concepts and ensure the best qualitative operational efficiency in the organization
CO5	Analyze the applicability of Contemporary issues in production and operations, six sigma, Demings principles. in the organization
CO6	Analyze the applicability of Contemporary issues in the organization for decision making

Syllabus

Introduction to Production and Operations Management, Features of Production and Operation management , Decision making in production ,manufacturing operations versus service operations, Importance of production function, Operation Strategy: Framework, Recent Trends in POM

Production Planning: New Product Design, Factors influencing product design, Approaches to product design, Product Development Process, Aggregate Capacity Planning: Estimating Capacity Needs ,Strategies, Facilities Location ,Plant Layout :Types of Layouts

Process and project management, Major process decisions, Work Measurement Techniques, Work Study, Time Study, Project Planning and Scheduling

Materials Management

Contemporary issues in production and operations, six sigma, Demings principles. Contemporary issues in production like demings principle

Reference Books

- 1 Productions and Operations management, Everett.E, Adam, Jr. Ronald.J.Ebert , 4, 2000, TMH.
- 2 Operations Management, William Stevenson,, 4, 2000, ata McGraw Hill Company, New Delhi, 2009..
- 3 Operations Management,, K. Sridhara Bhat,, 4, 2000, Himalaya Publishing House, .
- 4 Production and Operations Management, S.N.Chary,, 1, 2009, Tata McGraw Hill Company, New Delhi,.

22UC0022O – SOCIAL IMMERSIVE LEARNING(O)

CourseCode	Course Title	L	T	P	S	CR
22UC0022O	SOCIAL IMMERSIVE LEARNING	0	0	0	4	1

Course Outcomes

CO#	CO Description
CO1	Apply effective communication and collaboration skills to work with diverse populations in addressing social issues within the community.
CO2	Build technological solutions to real-world problems or challenges with peers to achieve common goals.
CO3	Plan effectively to communicate ideas and collaborate with others to achieve artistic or recreational goals.
CO4	Develop innovative solutions by thinking critically and creatively within a collaborative social immersive learning environment.
CO5	Identify the strategies to promote personal well-being for healthy living through social interaction and shared experiences.

Syllabus

Extension Activities and Social Outreach activities (ESO) Technology Clubs

(TEC)

Liberal arts, creative arts and hobby clubs (LCH) Innovation,

Incubation & Entrepreneurship (IIE) Health & Well Being

(HWB)

Reference Books

- 1 The Innovators Mindset Empower Learning, Unleash Talent and Lead a Culture of Creativity, George Couros, 1, georgecouros.com.
- 2 Immersive Education Designing for Learning, Paula MacDowell, Jennifer Lock, 2022, Springer.
- 3 Reality+: Virtual Worlds and the Problems of Philosophy, Douglas Thomas and John Seely Brown, 2022, W. W. Norton & Company.
- 4 A New Culture of Learning, John Seely Brown, Douglas Thomas, 2011, CreateSpace Independent Publishing.

24UC21060 - COMMUNICATION SKILLS FOR MANAGERS (O)

CourseCode	Course Title	L	T	P	S	CR
24UC21060	COMMUNICATION SKILLS FOR MANAGERS	0	0	4	0	2

Course Outcomes

CO#	CO Description
CO1	Understand the essential career skills, including resume writing, interview techniques, group discussions, and exploring career opportunities, preparing them for successful career advancement
CO2	Apply a comprehensive understanding of essential team skills, preparing them for successful collaboration and contribution in professional team environments.

Syllabus

CAREER SKILLS Resume Skills: Preparation and Presentation, Common Errors Interview Skills: Preparation and Presentation, Simulation, Common Errors Group Discussion Skills: Meaning and Methods, Simulation, Common Errors Exploring Career Opportunities: Personal characteristics, Knowledge about the world of work, Preparing for a career

TEAM SKILLS: Cognitive and Non-cognitive Skills Presentation Skills Trust and Collaboration Listening as a Team Skill Brainstorming Social and Cultural Etiquette Internal Communication

Reference Books

- 1 Resume Magic: Trade Secrets of a Professional Resume Writer"e, Susan Britton, Whit Comb , 2018, 2nd edition , JIST Works.
- 2 "Modernize Your Resume: Get Noticed...Get Hired", Wendy Enelow, Louise Kursmark, 2016, 3rd edition, Emeraldad Career Publishing .
- 3 The Ace of Soft Skills , Mr. Gopalaswamy Ramesh et al., 2010, 2nd edition, Pearson Publication .
- 4 Effective speech:, Richard , 1988,2nd edition, Glencoe Publishing company.
- 5 The Wisdom of Teams: Creating the High-Performance Organization, Jon R. Katzenbach, Douglas K. Smith, 2003, 3rd edition, Harvard Business Review Press.

24BB22100 - LOGISTICS & SUPPLY CHAIN MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB22100	LOGISTICS & SUPPLY CHAIN MANAGEMENT	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Understand the Importance of logistics, Logistics-A systems concept
CO2	Understand the role of logistics in supply chain management
CO3	Apply the modes of transportation, inbound logistics, and outbound logistics.
CO4	Apply the procedure of various warehousing activities
CO5	Analyse the strategic role of logistics
CO6	Analyse the real-time scenario of LSCM in business organisations

Syllabus

Definition of Logistics Management, Functions and Objectives, Importance of logistics, Logistics-A systems concept, Logistics and customer service: Elements of customer service, Phases in customer service, Customer retention-Extension to customer service. Introduction to Logistics Specialists and industry stakeholders: Airlines, Shipping Lines, NVOCCs Freight Forwarders, Custom House Agents, Export Packers, 3PL & 4PL Companies, Trends, Issues, and challenges in Logistics

LOGISTICS AS A PART OF SUPPLY CHAIN MANAGEMENT Introduction to Supply Chain Management Evolution and Concept Logistics Versus Supply Chain Management Drivers of Supply Chain Logistical Drivers and Cross Functional Drivers Role of Logistics in SCM Concept of Value Chain Role of inventory in logistics Importance Types of inventory Functions of inventory Costs for holding inventory Inventory levels Need for controlling inventory Types of selective inventory control techniques Inventory planning models

INTRODUCTION TO MODES OF TRANSPORTATION INBOUND LOGISTICS and OUTBOUND LOGISTICS Transportation Mode and Mix Documentation and Processes Rail road waterway airways and pipelines Transport mode Selection Performance Characteristics Policy Reforms and Govt Initiatives Multi Modal Transportation Role of MTO Concept and definition of Inbound logistics Decision making for inbound and outbound improving inbound logistics performance A DHL Case study Strategic Sourcing Process Concept of Outbound Logistics Same day Parts Deliveries to Automotive Service Centers

INTRODUCTION TO WAREHOUSING ACTIVITY Ware house concept and Operations Types of warehouses Warehouse decisions Site selection and methods of location Design Product mix analysis Expansion Role of CWC/FCI Introduction To Material Handling Techniques Introduction to material Handling and Types of MHEs Criteria for selecting MHE

Logistics Strategy Strategic role of logistics Definition role of logistics managers in strategic decisions Strategy options Lean Strategy Agile Strategies & Other strategies Designing & Implementing logistical strategy

Caselets on 4PL companies, Inventory management, Inbound and outbound logistics, warehouse management, DHL case study, DTDC case study, Expressbees case study, Amazon case study.

Reference Books

- 1 Supply Chain Logistics Management, Bowersox, D. J., Closs, D. J., & Cooper, M. B., 2013, McGraw-Hill Education.
- 2 Logistics Management, Sople, V. V, 2012, Pearson.

24BB22110 - INCOME TAX & GST (O)

CourseCode	Course Title	L	T	P	S	CR
24BB22110	INCOME TAX & GST	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Understand the basic introduction to income tax
CO2	understand the basic concepts of tax liability and its concepts
CO3	apply the basic applications of GST in real time practice
CO4	apply the concept of GST registration process in practice and file its returns
CO5	Understand the basic GST filing process and its dynamics

Syllabus

Concept of Income: Residential Status of Individual, HUF, AOP, Firm and company-Relationship between Residential status and Taxable Income-Exempted incomes, direct tax reforms. Heads of Income, Computation of total income, deductions, set off and carry forward of losses. New income tax slabs-Difference between PAN and TAN

Tax liability: Tax liability of individuals, Hindu undivided family, Partnership firms and companies, Relief, and rebate. E-filing, types of returns, filling and filing of return-Concept, Procedure-26AS-Tax deducted at source (TDS)-Traces- filing of return-Permanent account number (PAN)-Usage of PAN

Introduction to Goods and Service Tax (GST) - Key Concepts, Main features of GST implemented in India, Background, Causes for adoption and implementation of GST, Favourable impacts, and challenges of GST, Classification of GST Dual and Integrated GST Constitutional Framework of GST GST Model CGST IGST SGST UTGST Understand the difference between old tax regime and GST

GST registration process calculation HSN Code SAC code GST council Structure, Power, and Functions. Reverse Charge Mechanism and GST Compliance Concept of SupplyPlace, time Value of supplyTaxable events under GST Time of payment Challan generation CPIN TDS and TCS Different types of GST returns

GST Tax Returns Various GST Tax Return Forms and their applicability Due dates for filing GST Returns E-filing of GST Returns E-assessment of GST Tax Returns Faceless assessment

Reference Books

- 1 GST & Customs Law, Ahuja, Girish, Gupta Ravi, 2012, Scholar Tech Press.
- 2 Taxation and tax laws, Dr Myneni, 2009, Allahabad law agency.
- 3 Handbook on income tax , Raj agarwal, 2007, Bharath book agency .

- 4 Comprehensive guide to reverse charge under GST, Dhruv Dhedia, Vinay Kumar, Rajesh Maddi, 2014, Commercial Law Publishers.

23UC00090 - ECOLOGY AND ENVIRONMENT (O)

CourseCode	Course Title	L	T	P	S	CR
23UC00090	ECOLOGY AND ENVIRONMENT	1	0	0	4	0

Course Outcomes

CO#	CO Description
CO1	Discuss natural resources and importance of environmental science.
CO2	Describe various ecosystems and applications of biodiversity.
CO3	Identify and discuss causes, preventive measures of environmental pollution.
CO4	Summarize constitutional acts for environmental science, knowledge on solid waste management and disaster management.

Syllabus

The Multidisciplinary nature of Environmental Studies Introduction to Environment Definition scope importance Multidisciplinary nature of Environmental Studies, Need for public awareness. Institutions and people in Environment. Natural Resources Renewable and Non Renewable Resources Forest resources Uses Deforestation causes, effects, and impacts, Afforestation Programmes-Socio-forestry, Agro forestry, Vanasamrakshana programs. Mining its impact on the environment mining, dams and their effects on forests and tribal people. Water resources: Distribution of surface and groundwater, Aquifers, floods drought conflicts over water, dams benefits and problems, Water conservation rain water harvesting watershed management, Cloud seeding Mineral resources: Use exploitation environmental effects. Food resources Changes in agricultural methodologies, comparison between old and new methods of farming, Green Revolution, Environmental Impact Assessment of conversion of agricultural lands effects of modern agriculture, Drip Irrigation fertilizer-pesticide problems, Eutrophication, Vermicompost water logging, blue baby syndrome Energy resources Growing energy needs renewable and non-renewable energy sources Solar, wind, geothermal, tidal, bioenergies. Land resources Land as a resource land degradation Soil erosion: Importance of soil, Types of soil erosion, Causes and effects of soil erosion. How to control soil erosion. Role of an individual in conservation of natural resources.

Ecosystems Concept of an ecosystem Structure and function of an ecosystem Producers consumers decomposers with examples, Energy flow in the ecosystem Ecological succession Food chains food webs and ecological pyramids. Types of ecosystems characteristic features, structure, and function of the following ecosystem a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem e. Aquatic ecosystems ponds, streams, lakes, rivers, oceans, estuaries. Biodiversity and its Conservation: Introduction Definition: genetic, species and ecosystem diversity. Biogeographical classification of India Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values Biodiversity at global, National, and local levels India as a mega-diversity nation Hotspots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Environmental Pollution Definition Causes, effects, and control measures of a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution. e. Noise pollution f. Thermal pollution g. nuclear hazards Solid waste Management Causes, effects, and control measures of urban and industrial wastes. Role of an individual in the prevention of pollution. Pollution case studies. Disaster management floods, earthquakes, cyclones, and landslides. Social Issues and the Environment from Unsustainable to Sustainable development Urban problems related to energy Water conservation. rainwater harvesting, watershed management.

Resettlement, and rehabilitation of people its problems and concerns. Case studies Environmental ethics issues and possible solutions. Climate change global warm acid rain, ozone layer depletion. nuclear accidents and holocaust. Case studies. Wasteland reclamation. Environmental Protection Act, Air (Prevention and Control of Pollution) Act Water (Prevention and control of Pollution) Act Wildlife Protection Act Forest Conservation Act Issues involved in the enforcement of environmental legislation. Public awareness Human Population and the Environment Population growth, Population explosion Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV AIDS Case Studies.

Reference Books

- 1 Text Book of Environmental Studies, Erach Bharucha, 2010 , 4, United Grants Commission, Universities Press (India) Pvt Ltd., Hyderabad .
- 2 Environmental Studies, Benny Joseph, 2009, 5, The McGraw-Hill Companies, New Delhi.
- 3 Textbook of Environmental Studies, Deeksha Deve and S.S. Kateswa , 2009, 3, Cengage Learning India Pvt ltd, New Delhi .
- 4 Environmental Studies, Anubha Kaushik, C.P. Kaushik , 2007, 4, New Age International.
- 5 Environmental Biology, P.D. Sharma, 2009, 7, Rastogi Publications, Meerut.

24SDBB040 - DYNAMICS OF CAPITAL MARKETS (O)

CourseCode	Course Title	L	T	P	S	CR
24SDBB040	DYNAMICS OF CAPITAL MARKETS	1	0	0	4	2

Course Outcomes

CO#	CO Description
CO1	Understand the investment avenues, pre-requisites for trading in markets, basics of securities markets framework
CO2	Understand the procedure of investments in the primary, secondary markets and functioning of stock markets, Grievance redressal mechanism in securities markets
CO3	Apply the concepts of stock market operations in NSE, BSE through Screen Based Trading System
CO4	Apply the concepts of stock market operations at international markets and their impact on world economy
CO5	Apply the concepts of Online Trading through simulation

Syllabus

Securities & Securities Market: - Introduction to Securities & Securities Market, Regulatory Framework for Securities Market, SEBI - Roles & Functions. Investment Avenues, Precautions while investing in securities markets, Risk & Return, Pre-requisites to enter securities market. Investors - Retail, Institutional, Foreign, Angel, QIIs

Investment Procedures - Investments through Primary Markets - IPO, FPO, Rights Issue, Bonus Issue, QIPs. Secondary Markets - Trading Days, Settlement days, Contract Note, Margin Money. Market Infrastructure Institutions - Stock Exchanges, Clearing Corporations, Depositories, Market Intermediaries. Stock Markets - Characteristics, Functions. Difference between Primary Vs Secondary Markets, Rights and Obligations of Investors, SEBI Complaint redressal mechanism.

Indian Stock Exchanges - BSE, Index, Constituents of Sensex and sectors, Calculation of Sensex. NSE, Index, Constituents of NIFTY and Sectors. Minimum requirements for listing companies in various stock exchanges. Screen Based Trading System (SBTS), Market Phases, Order Management, Trade Management. Segmentations of stocks.

Foreign Stock Exchanges - NASDAQ, NYSE, London Stock Exchange. Procedure for listing the securities in foreign stock markets. Financial Instruments for raising foreign capital - ADR, GDR, Euro Issue, FCCBs. Impact of stock exchanges on the economies of various other countries.

Reference Books

- 1 1. Indian Financial System and Markets, Siddhartha Sankar Saha, 4, Tata McGraw Hill.
- 2 1. Investment Management & Security Analysis, Dhanesh Kumar Khatri, 2, Trinity Press.
- 3 2. Indian Financial System, M Vohra, 3, Anmol Publications Pvt Ltd.
- 4 3. Investment and Securities Market in India, VA Avadhani, 1, Himalaya Publishing House .

22UC00230 – SOCIAL IMMERSIVE LEARNING(O)

CourseCode	Course Title	L	T	P	S	CR
22UC00230	SOCIAL IMMERSIVE LEARNING	0	0	0	4	1

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply effective communication and collaboration skills to work with diverse populations in addressing social issues within the community.	3	PO9
CO2	Build technological solutions to real-world problems or challenges with peers to achieve common goals.	3	PO9
CO3	Plan effectively to communicate ideas and collaborate with others to achieve artistic or recreational goals.	3	PO9
CO4	Develop innovative solutions by thinking critically and creatively within a collaborative social immersive learning environment.	3	PO9
CO5	Identify the strategies to promote personal well-being for healthy living through social interaction and shared experiences.	3	PO9

Syllabus

Extension Activities and Social Outreach activities (ESO) Technology Clubs

(TEC)

Liberal arts, creative arts and hobby clubs (LCH) Innovation,

Incubation & Entrepreneurship (IIE) Health & Well Being

(HWB)

Reference Books

- 1 The Innovators Mindset Empower Learning, Unleash Talent and Lead a Culture of Creativity, George Couros, 1, georgecouros.com.
- 2 Immersive Education Designing for Learning, Paula MacDowell, Jennifer Lock, 2022, Springer.
- 3 Reality+: Virtual Worlds and the Problems of Philosophy, Douglas Thomas and John Seely Brown, 2022, W. W. Norton & Company.
- 4 A New Culture of Learning, John Seely Brown, Douglas Thomas, 2011, CreateSpace Independent Publishing.

24BB31M10 - SERVICES MARKETING (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31M10	SERVICES MARKETING	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Understand consumer behaviour and to assess the needs of the consumers related to services
CO2	Understand the 4Ps of marketing in developing effective marketing mix strategy for services
CO3	Apply Service process designing and crafting the service environment to manage people for service advantage
CO4	Apply customer relationships through building loyalty and improving service quality and productivity
CO5	Analyze the Real-life Service Marketing Case studies of various Service organizations

Syllabus

Introduction to Services Marketing: What are Services- why study Services Marketing -Principal Industries of Services Sector- Characteristics of Services- Four broad categories of Services- A Process Perspective -7 Ps of Services Marketing - Marketing challenges of Services - Understanding Service Consumers- Nature of Service Consumption-Three-Stage Model of Service Consumption -Prepurchase Stage

Managing Service Encounters: Moments of Truth High Contact to Low Contact Servuction System Theatre as Metaphor Role and Script and Perceived Control Theories Post-Encounter Stage Customer Satisfaction Segmenting Service Markets Principles of Positioning Services Developing Service Products and Brands New Service Development The Flower of Service Distributing Services

Service Pricing: Pricing Strategy The Services Marketing Communications mix Designing Service Processes Developing a Service Blueprint Service Process Redesign Balancing Demand and Capacity Managing Capacity Managing Demand through Waiting Lines and Queuing Systems Reservations Systems Service Environments The Servicescape Model Dimensions of the Service Environment Managing Relationships and Building Loyalty The Wheel of Loyalty Customer Relationship Management

Service Culture: Climate and Leadership Complaint Handling and Service Recovery Customer Complaining Behaviour Customer Responses to Effective Service Recovery Service Guarantees Service Quality SERVQUAL Identifying and Correcting Service Quality Problems Measuring Service Quality The Gaps Model of Service Quality

Marketing of Service With Special Reference to :Financial services, Health services, Hospitality services including travel, hotels and tourism, Professional service, Public utility service, Educational services, Real-life Service Marketing Case studies

Reference Books

- 1 Services Marketing, Valarie A. Zeithaml, Dwayne D. Gremler, Mary Jo Bitner, 7th Edition, 2017, McGraw-Hill Education,.
- 2 Services Marketing, Jayanta Chatterjee , 1st Edition, 2009, Himalaya Publications.
- 3 Services Marketing: People, Technology, Strategy , Jochen Wirtz, Christopher Lovelock, 8th Edition,2019, World Scientific Publications.
- 4 Services Marketing : Concepts, Strategies & Cases, K. Douglas Hoffman | John E.G. Bateson, 5th Edition, 2011, Cengage India.

24BB31F10 - BANKING & INSURANCE MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31F10	BANKING & INSURANCE MANAGEMENT	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Understand the nature of the Indian Banking System, Role of Banks in the Economic Development of the country
CO2	Understand the credit facilities offered by the Banks to the customers
CO3	Apply the various innovations in the banking system to effectively serve their customers
CO4	Apply the need of Insurance. Various types of policies offered to meet the diversified needs of the customers
CO5	Apply the Insurance claim procedure under the General and Life Insurance Policies

Syllabus

Introduction to Banks - Meaning of a Bank, Features and Functions of Banks, Evolution of the Indian Banking system, Various types of Banks-Commercial, RRBs, Developmental Banks, Cooperative Banks, Payments & Small Finance Banks. Types of Customers. Reserve Bank of India (RBI) & its instruments in its policy, Role of Commercial Banks in the Economic Development of the country.

Deposits and Advances - Various Deposit services offered to the customers, Forms of Advances and Types of Credit, Letter of Credit, Deferred Payments, Guarantees. Modes and Creating Charges - Lien, Pledge, Mortgage, Assignment, Hypothecation. Foreign Exchange Transactions, SWIFT. Debit Cards, Credit Cards, GCC, KCC.

Electronic Services and Products - Core Banking Solutions, Universal Banking, Virtual Banking, Retail Banking. E-Banking Services - Mobile Banking, Internet Banking, ATMs, Electronic Mobile Wallet, Truncated Cheque and Electronic Cheque. Interbank Mobile Payment Service (IMPS), NEFT, RTGS. Advantages, Constraints, Frauds in E-Banking services. Emerging Trends in Banking Sector.

Insurance - Definition of Insurance, Types of Insurance, Life Insurance products - Traditional and Unit Linked Policies, Individual and Group Policies. Types of Life Insurance Policies - Term Insurance, Whole Life Insurance, Endowment Insurance, Health insurance and Settlement of the Claims. General Insurance Business - Fire Insurance, Marine Insurance, Motor Insurance, Personal Accident Insurance, Liability Insurance, Property Insurance, Miscellaneous Insurance, and settlement of these Claims.

Reference Books

- 1 Banking and Insurance, R.K.Sharma, Shashi and Jagwant, 16, Kalyani Publishers.
- 2 Banking and Financial System, B Santhanam, 5, Margham Publications.
- 3 Bank Management & Financial Services, Peter.S.Rose & Sylvia. C. Hudgins, 10, Tata McGraw Hill.
- 4 Banks & Institutional Management, Vasant Desai, 10, Himalaya Publishing House .

24BB31H10 - PERSONAL EFFECTIVENESS AND SELF-LEADERSHIP (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31H10	PERSONAL EFFECTIVENESS AND SELF-LEADERSHIP	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Identify the thinking process, explore self and others
CO2	Examine and identify the ways to manage time and life effectively
CO3	Examine and explore the ways to confidently handle difficult situations and cope with the stress
CO4	Analyse the characteristics of effective leadership and build confidence to achieve better results
CO5	Evaluating self and others through self reporting measures in the class room

Syllabus

Concept of Journey of self-discovery - Understanding self and others through Johari Window, Understanding your Thinking Process - Analysis of Strength and Weakness, Goal Settings to Overcome Weaknesses,

Stephen R Coveys 7 Habits of Highly Effective People, Enriched Communication through Sensory Specific Language, Managing your Internal Dialogue, Powerful Persuasion Strategies, Emotional Intelligence, Effective life and time management

Assertiveness, Problem Solving, Critical Thinking, Creativity & Innovation, Conflict Management, Stress Management, Spiritual Foundations of Personal Effectiveness

Principle Centered leadership, Participative leadership, Creative leadership, Personal characteristics for effective leadership, Leader and values

Evaluating self with self reporting questionnaires and survey instruments

Reference Books

- 1 Personal Effectiveness, Alexander Murdock, 3, Routledge.
- 2 The 7 habits of highly effective people, Stephen R. Covey, 4, Simon &Schuster.
- 3 Organisational Behaviour, K. Aswathappa, 13, Himalaya Publishing House.
- 4 Leadership Theory and Practice, Peter G. Northouse, 9, Sage.

24BB31L10 - INLAND WATERWAYS AND SURFACE TRANSPORTATION (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31L10	INLAND WATERWAYS AND SURFACE TRANSPORTATION	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Understand the basic concepts of inland water ways
CO2	Understand the importance of road transportation
CO3	Apply knowledge of the documentation and handling the different kinds of dangerous goods
CO4	Analyse the emerging trends in transportation
CO5	Analyse the real time cases in inland water ways and surface transportation

Syllabus

Introduction to water transport Types Advantages and disadvantages Basics of shipping Vessel types Ship segments Freight rates supply and demand Types of ship sizes of ship Basic terminology of ships Sea transport and its importance functions features and facilities Role of ports in sea transport types of sea ports Coastal shipping and its importance Inland waterways Introduction Scope Sources lakes Rivers Canals Backwater creeks water courses inlets and bays Role and importance of inland waterways in transportation Inland waterways in India locations Upcoming inland waterways Inland waterways authority Government policies on inland waterways National waterways Act

Introduction to surface transportation Need for transportations Role of transportations in logistics Importance of transportations Types of transportations metrics functions of transportations various land transport carriers and their Load capacities pricing and availability transit rules traffic rules inside warehouse premises Docking procedure and safety steps Procedure to Confirm vehicle for loading of goods Tracking of transport Transportation Optimisation

Documentation for transportation GST E Waybill Filing Transportation Telematics Vehicle tracking system Communication with vehicle driver or transport company Probable reasons for delay or any issues during transit Solutions for corrective actions such as talking to local authorities or break down service assistance Road signs List good practices in driving Types of Trucks and Load capacity Organisation structure in a Transport organization Incident management systems & Processes Explain types of temperature controlled carriers Discuss hazmat goods rules Importance of safety data sheet and labels Procedure for Consolidation of consignments for optimal loads to verify count of material Reporting discrepancies such as pilferages loss or damage of goods in transit Checking insurance and claims steps to close deliveries and Coordinate with loading unloading supervisor

Emerging trends in transportation Benefits of efficient transportation systems Study on emerging trends in transportation sector pricing in transportation sector govt regulations on transportation in India Safety procedures during transit and emergency response steps keeping track of news on traffic and communicate with drivers to identify delays and suggest rerouting Explain tracking systems Importance of consignment number GPS systems and tracking devices Procedure for downloading and reading tracking data from devices Customer Management Vendor coordination for return truck loads DG Handling features and facilities offered by railways factors influencing growth

Caselets on water transport, Ship segments, land transport carriers, Documentation for transportation, Transport organization, Emerging trends in transportation

Reference Books

- 1 Inland Waterway Transportation: Studies in Public and Private Management, Charles W. Howe, Joseph, I, 2016, Himalaya.
- 2 The Conway History of Seafaring in the Twentieth Century, . Robin Knox and Johnston , 2000, Potomac Books Inc.

- 3 Inland Waterway Transport Challenges and prospects Routledge Studies in Transport Analysis , Bart Wiegman (Editor), Rob Konings (Editor), 2016, Hardcover .
- 4 Inland Water Transport in India, R.P. Misra, 2017, Concept Publishing Company Pvt. Ltd..

24BB31B10 - BUSINESS INTELLIGENCE AND DATA MINING (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31B10	BUSINESS INTELLIGENCE AND DATA MINING	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Understand the concept of Business Intelligence and Sources of Data Gathering
CO2	To know the process of BI & DW
CO3	Apply the concept and dynamics of Data Mining
CO4	Analyze the concept and dynamics of Data Mining
CO5	Analyzing the concept Data Mining in real world

Syllabus

Reporting and Analysing data, Raw data to valuable information. Lifecycle of Data THE

ARCHITECTURE OF BI AND DW

Classification of DM Systems Data

Reduction

Market basket analysis

Reference Books

- 1 Business Intelligence : Data mining and optimisation for decision Making , Anil K Maheswari, 2 nd Edition, 2010, Business express press .
 - 2 Data Mining Concepts and Techniques,, J. Han, M. Kamber, vth Edition, 2020, TMH .
 - 3 .Data Mining, Introductory and Advanced Topic, 2, 2019, Pearson Education.
- Data Mining for Business, G. Shmueli, 2, 2018, willey

24BB31M20 - ADVERTISING AND SALES PROMOTION (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31M20	ADVERTISING AND SALES PROMOTION	3	0	0	0	3

Course Outcomes

CO#	CO Description
CO1	Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media.
CO2	Analyze the design and execution of advertising campaigns
CO3	Understand the basic components of sales promotion and apply the sales promotion campaign related decisions
CO4	Analyze the emerging trends in sales promotion techniques

Syllabus

Advertising: History of advertising, Role of advertising Advertisement copy,

effective use of words

Print Publication advertising

Advertising and Sales Promotion

Reference Books

- 1 Advertising and Promotion, Betch, 2,2012, McGraw Hill.
- 2 Advertising and Promotion, George E Belch , 2,2020, Spring .
- 3 Sales promotion, TonyYeshin, 2021, mc graw.
- 4 Advertising and Promotion, Ragnhatha, 2,2018, McGraw Hill.

24BB31F2O - INVESTMENT MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31F2O	INVESTMENT MANAGEMENT	3	0	0	0	3

Course Outcomes

CO#	CO Description
CO1	Explore to different avenues of investment
CO2	Equipped with the knowledge of security analysis
CO3	Apply the concept of portfolio management for the better investment
CO4	Invest in less risk and more return securities

Syllabus

Investment: Meaning and Nature of Investment- Objectives and Process of Investment- Investment Environment- Investment Avenues -Securities Trading- Recent Developments in Stock Market

Fundamental and Technical Analysis: Economy analysis- Industry analysis, Company analysis. Meaning of Technical Analysis- Dow Theory-Elliot Wave theory-Technical vs Fundamental Analysis- Efficient Market Hypothesis (EMH)

Portfolio Management and Portfolio analysis: : Meaning of Portfolio Management-Phases of Portfolio ManagementEvolution of Portfolio Management-Role of Portfolio Manager. Meaning of portfolio analysis- Risk and Return of Portfolio-diversificationPortfolios with more than two securities.

Portfolio selection, Portfolio Revision and Evaluation: Selection of optimal Portfolio-Pricing of securities with CAPM.-: Need for Revision-Meaning of portfolio Revision-Portfolio Revision strategies-Need for Evaluation-Evaluation perspective- meaning of Portfolio Evaluation- Measuring portfolio Return -Risk Adjusted Returns- Differential Return

Reference Books

- 1 Investment analysis and portfolio management, Prasanna Chandra, 6th edition, Tata Mc Grawhill.
- 2 security Analysis and portfolio management, punithavathy pandian, 4 th, vikas publisher.
- 3 Modern portfolio theory , Elton gruber, 9 th, wiley.
- 4 securities market & Regulations, v. Balachandran, 1 st edition, sultan chasd& sond.

24BB31H2O - DYNAMICS OF INDUSTRIAL RELATIONS (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31H2O	DYNAMICS OF INDUSTRIAL RELATIONS	3	0	0	0	3

Course Outcomes

CO#	CO Description
CO1	Analyze the dynamics of industrial relations climate and industrial relations system from a national perspective.
CO2	Analyze the growth and ideological undercurrents of trade union movement in India. Analytically examine the industrial dispute resolution management practices from voluntary and statutory
CO3	Analyze the procedures involved in collective and productivity bargaining exercises including the machinery of bipartism, tripartism and social dialogue.
CO4	Analyze the concept and practices of workers participation in management from a practical perspective, more specifically from Indian Industrial Relations Scenario.

Syllabus

Concept Scope and Approaches to Industrial Relations Unitary Pluralistic and Radical approach Industrial Relations Systems (IRS)

Trade Unionism Concept structure and function, Union Registration and Recognition Trade Union Movement in India Industrial Disputes Causes types methods of settlement of disputes in India Code of Discipline and Grievance Management

Collective Bargaining Meaning Concept and functions Types of Bargaining, Process of Bargaining, Emerging Trends in Collective Bargaining, Levels of bargaining and agreements negotiation techniques and skills Bipartism and Tripartism

Workers Participation in Management Concept Scope Levels and functions Forms of Workers Participation in India

Reference Books

- 1 Industrial Relations, A M Sharma, 2005, Himalaya Publishing House.
- 2 Industrial Relations, Arun Monappa, 2010, TataMcGrawhill Publications.
- 3 Dynamics of Industrial Relations in India, C B Mamoria and S Mamoria, 2010, Himalaya Publishing House.
- 4 Industrial Relations, C S VENKATA RATNAM, 2008, Oxford University Press.

24BB31L20 - MATERIALS & WAREHOUSING MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31L20	MATERIALS & WAREHOUSING MANAGEMENT	3	0	0	0	3

Course Outcomes

CO#	CO Description
CO1	Understand the importance of Materials management Logistics and Supply chain Management
CO2	Enable the students to learn the material handling and storage system
CO3	Make the students to understand the warehouse activities
CO4	Enable the students to learn Warehouse Safety Rules and Procedures

Syllabus

Introduction Materials Management Evolution Importance Scope and Objectives Interface with other functions Concept of Logistics and Supply Chain Management and evolution to 4PL Supply Chain Management Objectives Components Significance Trade off Customer Service Cost

Materials handling and storage systems Physical distribution logistics transportation Traffic and claims management operations research and related techniques Principles of Materials Handling system Materials Handling Equipment Safety issues Purchase Cycle Purchase Methods

Warehouse Activities Explain receiving sorting loading unloading Picking Packing and dispatch activities and their importance in a warehouse quality parameters Quality check need for quality check importance of quality check Procedure to develop Packing list Dispatch note Cross docking method Situations suited for application of cross docking Information required for coordinating cross docking Importance of proper packing Packing materials Packing machines Reading labels

Warehouse Safety Rules and Procedures The safety rules and Procedures to be observed in a Warehouse Hazardous cargo Procedure for Identification of Hazardous Cargo safety data sheet Instructions to handle hazardous cargo Familiarization with the industry Health Safety Environment safety Equipments and their uses 5S Concept on shop floor Personal protective Equipments PPE and their uses

Reference Books

- 1 Materials management: procedures, text and cases, A.K. Datta , 2014, Himalaya.
- 2 Warehouse Management and Inventory Control, P Saxena, 2010, vikas.
- 3 Materials & Logistics Management , L.C. Jhamb , 2017, cengage.
- 4 Materials Management a Supply Chain Perspective: Text and Cases, Chitale , 2019, Prentice Hall India Learning Private Limited.

24BB31B2O - DATA VISUALIZATION WITH TABLEAU (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31B2O	DATA VISUALIZATION WITH TABLEAU	3	0	0	0	3

Course Outcomes

CO#	CO Description
CO1	Identify and apply the key techniques used in visualization, including datamodels, graphic
CO2	Introducing and applying Tableau, Tableau Software Ecosystem, Toolbar Icons
CO3	Analyse the Exposure to a number of common data domains and corresponding analysis tasks
CO4	Analyze the basic Practical experience building and evaluating visualization systems. Enable the students with Tableau software dashboards and Cross tabulation
CO5	Analyze the basic Practical experience building and evaluating visualization systems. Enable the students with Tableau software dashboards and Cross tabulation.

Syllabus

Introduction to Data visualization Features of good data visualization, Functions of data visualization, table & graphical representation. Descriptive plots, Box plot, Distribution plot. Common display charts, when to use each type of charts. GRAPHS: Integration of various graphs, Extensions of Scatter plots, Parallel Coordinates, Radar figures.

Tableau Essential Training: Introducing Tableau, Managing data sources and Visualization, Managing Tableau worksheet and workbook, Creating custom calculations and fields, Analysing Data, Sorting and filtering Tableau Data, Tableau

Software Ecosystem, Toolbar Icons, Data Window and Aggregation, Connect to Data, Measure Names, Number of Records & Measures, Joining Database, Cross-tabulation.

Cleaning, Transforming and Prepping Your Data With Tableau Prep: Introduction to tableau prep, Connecting to data, Exploring data, Cleaning data, Combining data, Reshaping data, Sampling data, Previewing and sharing data, Defining groups and sets, Creating Basic visualization, Formatting tableau visualization, Annotating and Formatting Visualization, Mapping Geographic data. Using Tableau to Discover Powerful Business Insights, Building visualization, Sharing insights.

Creating Interactive Tableau DashboardsCreating dashboards and actions, Elements of good dashboard, Dashboard structure, Dashboard Components, Dashboard design Elements, Interaction with dashboard actions, Using stories to make dashboard, One dataset-5 dashboards, Sales Dashboard, Customer preference dashboard.

Reference Books

- 1 Tableau: Your Data!,, , Daniel, 2021, EK Publishing.
- 2 Jumpstart Tableau A Step By Step Guide to Better Data Visualization Paperback, Arshad Khan , 3 June 2016, APress.

24BB31M30 - CUSTOMER RELATIONSHIP MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31M30	CUSTOMER RELATIONSHIP MANAGEMENT	3	0	0	0	3

Course Outcomes

CO#	CO Description
CO1	Students has to understand the concept of CRM
CO2	Students has to know the process and various factors of CRM
CO3	Students need to understand the consequences of technology with respect of CRM
CO4	Students has to understand and apply the CRM for various industries

Syllabus

Introduction to CRM Definition, Scope Types of CRM Models of CRM Evolution of customers Customer valueTypes of customer value value cocreation,Lifetime Customer Value Value chain analysis and Customer relationship styles

Customer Defection Customer Retention Strategies for customer retention Importance stages measurement KPIs of customer retention programs customer expectations Managing and delivering, Managing Customer Relationships Stages Techniques to manage relations, and Customer experience management, Operational CRM Tools

Creating a customer profile knowing your customers segmenting and targeting customers tools used for segmenting and targeting customers developing and deploying CRM strategy, and CRM program lifecycle, Customer portfolio management.

CRM Metrics, Loyalty programs, Types of customer metrics, customer Indices: Composite and values, application of metrics Customer privacy Need Importance and its various elements, emerging trends in CRM CRM software applications influence customer experience.

Reference Books

- 1 The CRM Handbook, Jill Dyche, 3,2006, Pearson Education.
- 2 Customer Relationship Management, Francis Buttle and Stan Maklan, 2,2008, Routledge Taylor and Francis Group.
- 3 CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT AND TECHNOLOGIES, Francis, 4,2020, Taylor and Francis.
- 4 The Art of CRM: Proven strategies for modern customer relationship management, Max Fatouretchi, 1,2015, Expert Insight.

24BB31F30 - FINANCIAL SERVICES (0)

CourseCode	Course Title	L	T	P	S	CR
24BB31F30	FINANCIAL SERVICES	3	0	0	0	3

Course Outcomes

CO#	CO Description
CO1	Understand the role and function of the financial Markets in reference to the macro economy
CO2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.
CO3	Analyse the financial markets which are in India
CO4	Analyse the impact that financial markets and changes in regulations on the structure of the financial firms/industry.

Syllabus

Financial Services: Concept Nature and Scope of Financial Services Regulatory Framework of Financial Services Investment nurturing 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 Role of Financial markets in Economic Development

Mutual Funds Concept and Objectives Functions and Portfolio Classification Organization and Management Guidelines for Mutual Funds Working of Public and Private Mutual Funds in India.

Allied Financial Services Venture Capital Growth of Venture Capital in India Leasing types of Leases Credit Rating Meaning Functions Insurance Services Factoring Forfeiting .Discounting.

Recent trends in Financial Services Block chain technology Fintech companies AI Robots Shadow banking Hedge funds.Case Studies

Reference Books

- 1 Financial Markets, Institutions and Financial Services, Clifford Gomez, 2017, PHI.
- 2 Bank Management & Financial Services , Peter.S.Rose and Sylvia Hudgins, 2017, McGraw Hill.
- 3 Financial Services, M Y Khan, 2019, McGraw Hill.
- 4 Financial Markets & Institutions, Anthony Saunders & Marcia Millon Cornett, 2014, McGraw Hill.

24BB31H30 - HUMAN RESOURCE DEVELOPMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31H30	HUMAN RESOURCE DEVELOPMENT	3	0	0	0	3

Course Outcomes

CO#	CO Description
CO1	Understand the HRD function and its challenges.
CO2	Apply various need analysis techniques at various levels of organizations.
CO3	Apply training delivery methods in due consideration of HRD interventions.
CO4	Analyze the role of various issues and challenges in implementation and assessment of HRD program.

Syllabus

Evolution & Concept of HRD: Concept, importance, objectives, evolution of HRD, Relationship between HRM and HRD, HRD functions,, HRD climate, HRD Process, Role of HRD Professionals, Role of line managers in HRD

HRD Need Assessment & Designing of HRD Programs: Assessing HRD Needs: Concept and purpose of Needs Assessment, Techniques of training ,Need Assessment (TNA), Levels of Need Analysis- Task analysis, Person Analysis, Organizational analysis Implementing HRD Programmes

Designing, Delivering, and Evaluating HRD Programs: Strategies, Methods, and Impact Assessment, Coaching and Mentoring, Assessment of the Impact of HRD Program.

Navigating the Career Journey: Self-Discovery, Development, and Building a Diverse Workforce. Process of Career Development. Issues in Career Development.

Reference Books

- 1 HUMAN RESOURCE DEVELOPMENT, Uday Kumar Halder, 2009, Oxford University Press.
- 2 STRATEGIC HUMAN RESOURCE DEVELOPMNET, Srinivas Kandula, 2001, PHI Learning.
- 3 Human Resources Development (HRD), Rakesh kumar sudan and Minakshi Sharma, 2021, New Century
- 4 Human Resource Development: Talent Development, Jon M. Werner, 2022, Cengage Learning.

24BB31L30 - FREIGHT FORWARDING AND SURFACE TRANSPORTATION (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31L30	FREIGHT FORWARDING AND SURFACE TRANSPORTATION	3	0	0	0	3

Course Outcomes

CO#	CO Description
CO1	Understand EXIM, Freight Forwarding, and Custom Clearance
CO2	Understand Efficient Freight Forwarding Operations
CO3	Understand Transportation in Logistics
CO4	Understand Safety and Tracking Systems in Freight and Transportation

Syllabus

Introduction to EXIM Freight forwarding and custom clearance types of custom clearances Importance of custom clearance certificate of origin ICEGATE and insurance custom Act Regulations pertaining custom clearance different modes of freight forwarding domestic and international freight forwarding networks process of freight forwarding Multimodal Transportation Vendor management Bulk load handling Brief on transshipment DG handling Customer acquisition and management Customs clearance procedure Documents and its importance Stages of Documentation process and procedures Documentation types and filing processes Details of documents as per the format approved by the customs The requirement of documents for pre-shipment and requirement of documents by the customs The requirement of documents for pre-shipment and requirement of documents for import DOs and DONTs while handling different documents during custom clearance

Operations Procedures of Freight Forwarding The procedures for pre-operating checks and operational checks to be performed for every shipment consignment List of basic handling of errors and the operational errors that occur in common Procedure for checking of shipping bill Airway bill based on invoice and packing list received from department for freight forwarding Regulations EXIM IATA Countries COM based on permutations and combinations of weight vs volume

Cargo handling INCO terms and terminologies used in Cargoes Different types of cargoes for transportation Full Export and Import value of the cargo Import and export code IEC The IEC based Business Identification Number received from the Directorate General of Foreign Trade Different type of Cargo their quantity and value Packaging requirements for the cargo during shipment from the shipper Inspection procedure for the Cargo while unloading DOs and DONTs while handling different cargo Basic regulation pertaining to cargo movement by Air Sea and Land Climatic Conditions of different routes in different seasons

Documentation of Freight Forwarding process as per customer timelines and requirements Carting unloading Stacking Loading and stuffing Procedure for dealing with loss or damage to goods Different P G A and their roles Technical knowledge on containers Pallets Palletization Fumigation The general reporting process and time frames Different airline shipping line available for different routes Letters of credit and payment Terms Movement policy Details of the transport available in different routes organization fees charges structure and organizational procedures computer and its application in internal systems of documentation

Reference Books

- 1 Warehouse Management and Inventory Control, LSC..J P Saxena, First Edition , Vikas Publication House Pvt Ltd.
Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems, Michael Ten
- 2 Hompel, Thorsten Schmidt, First Edition, Springer Verlag.

- 3 International Freight Forwarding a Complete Handbook, Samir J Shah, First Edition, JBS Academy Private
- 4 Freight Forwarder Business Startup, Allen McCarthy, First Edition, Valencia Publishing House.
- 5 Global Freight Forwarding, Shipping, and Logistics, Dr. Jagdeep Singh , First Edition, Recap Publications.

24BB31B30 - BUSINESS ANALYTICS WITH R PROGRAMMING (O)

CourseCode	Course Title	L	T	P	S	CR
24BB31B30	BUSINESS ANALYTICS WITH R PROGRAMMING	3	0	0	0	3

Course Outcomes

CO#	CO Description
CO1	Understand the concepts of Data and R Installation and getting help
CO2	Perform Collection of data and utilizing data for analytics
CO3	Assess the implications of Diagnostic Analytics to Understand the Inferences write a code using r Language and connect with database.
CO4	Analyze the data using Predictive Analytics visualizing patterns and derivation of conclusions.
CO5	Analyse the Analytics trends using R language.

Syllabus

Concept of R Installing R IDE of R Getting help from R Mathematical Operators and Vectors Assigning variables Special Numbers Logical Vectors Classes Different types of numbers Changing classes Examining Variables The workplace

Matrices and Arrays Creating Arrays and Matrices, Rows, Columns, Dimensions, Indexing Arrays, Combining Matrices, Array Arithmetic, Lists Creating lists, Automatic and recursive variables, List dimensions and arithmetic, indexing lists, Conversion between vectors and lists, Combining lists, NULL, Pair lists, Data Frames Creating Data Frames, Indexing Data Frames, Basic Data Frame Manipulation.

FUNCTIONS, STRINGS AND FACTORS Environments, Functions Creating and Calling Functions, Passing functions, variable scope, Strings Constructing and printing strings, Formatting numbers, Special characters, Changing case, Extracting Substrings, Splitting Strings, File paths, Factors Creating, factor levels, ordered factors, conversion of variables, Flow Controls Conditional if and else, Vectorized if, Multiple Selection, Loops repeat loops, while loops, for loops, Advanced looping replication, looping over lists, looping over arrays, Multiple Input Apply, Instant vectorization, Split Apply Combine

ACKAGES AND VISUALIZATION: Loading packages, search path, libraries and installed packages, installing packages, maintaining packages, Visualization The three plotting systems, scatter plots base graphics, lattice graphics, gg plots, Line Plots, Histograms, Box Plots, Bar Charts, Other plotting packages and systems.

Reference Books

- 1 Business Analytics with R, Anton Antonov Gerunov, 1, Sofia University St. Kliment Ohridski.
- 2 R for Business Analytics, A Ohri, 2, Springer.
- 3 Business Analytics Using R - A Practical Approach, Umesh Hodeghatta Rao, 2, APress.
- 4 R in Action, Robert L. Kabacoff, 2, Dreamtech Press.

24SDBB050 - BUSINESS MODEL GENERATION (O)

CourseCode	Course Title	L	T	P	S	CR
24SDBB050	BUSINESS MODEL GENERATION	1	0	0	4	2

Course Outcomes

CO#	CO Description
CO1	To understand and be able to explain the purpose, role and importance of business models including the key elements of a business model and the interactions and interdependencies among the elements
CO2	To analyse existing business models utilizing the course frameworks, tools, and techniques, evaluate their strengths and limitations, and make recommendations for improvement
CO3	To analyse and recommend innovative business models for entrepreneurial new ventures or businesses experiencing significant changes in their external environments
CO4	To analyse the strategic approach to business models, to identify the environmental changes, to design the business models and to manage multiple business models
CO5	Case Study - BMG

Syllabus

Introduction, Importance, Advantages, types of business models, Business Model Design Process (Idea Generation, Feasibility Study, proto typing, Decision making), Drivers for Business Model Change (Market Factors, technological Factors, Government related Factors), Nine Building Block

Apple Business Model, Amazon Business Model, Google Business Model, Zomato Business Model, Wow Momos Business Model, Case Study: Royal Enfield

Analyse and recommend innovative business models for entrepreneurial new ventures or businesses experiencing significant changes in their external environments

Analyse the strategic approach to business models, to identify the environmental changes, to design the business models and to manage multiple business models

Cases In BMG

Reference Books

- 1 Business Model Generation A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder and Yves Pigneur, John Wiley & Sons, 2 (2015), Alexander Osterwalder and Yves Pigneur, John Wiley & Sons, Inc..
- 2 Business Model Management: Design, Bernd W. Wirtz,, 2 (2011) , Gabler publication, 2011.
- 3 Business Model Generation, Alexander Osterwalder, 2 (2016), Wiley. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder, Yves Pigneur, 1 (2010), Wiley.
- 4

24BB32120 - STRATEGIC MANAGEMENT (O)

CourseCode	Course Title	L	T	P	S	CR
24BB32120	STRATEGIC MANAGEMENT	3	0	2	0	4

Course Outcomes

CO#	CO Description
CO1	Apply the fundamental principles of strategic management and fostering a comprehensive understanding of strategic management in diverse contexts.
CO2	Analyze the external environment, evaluate internal capabilities, and formulate strategies for organizational success.
CO3	Analyse decision-making processes, resource allocation, and adaptability in dynamic business landscapes, fostering strategic thinking.
CO4	Analyse key evaluation tools to enhance decision-making, ensuring alignment with organizational goals.
CO5	Analyse the emerging trends and challenges of strategic management in the light of changing business scenario

Syllabus

Concept of strategy; Meaning of strategic management; Nature and scope of strategic management; Importance; Limitations; Model/Process of Strategic management; Strategic Intent: Vision, Mission, Business Definition, Goals and Objectives, Balanced Score Card approach to objective setting.

Environmental Appraisal; Organisational Appraisal; Corporate level/ Grand strategies: Expansion, Stability, Retrenchment; Business Level/ Generic Strategies: Cost leadership, Differentiation, Focused Cost leadership, Focused differentiation; Strategic analysis and choice: Tools of strategic analysis: BCG Matrix, GE Nine cell matrix, Industry Analysis (Michael Porter's five forces model), Value Chain Analysis.

Model of strategy implementation: Project, procedural, resource allocation, structural, leadership, behavioural, functional, and operational; 7s framework; Resource allocation: factors influencing resource allocation, Difficulties in resource allocation.

Importance of evaluation; Process of strategic evaluation; Barriers in evaluation; strategic control; operational control; Differences between strategic and operational control; Corporate Social Responsibility; Social Audit.

Digital transformation; Agile and flexible strategies; Sustainability , Ethical Responsibility ; Corporate Governance; Talent Management; Emphasis on resilience; Managing Innovation and Disruption

Reference Books

- 1 Strategic Management An integrated approach, Charles Hill & Gareth Jones Biztantra, 2009, Wiley .
- 2 Management of strategy concepts and cases, Hoskisson, 2009, Cengage learning.
- 3 Business Policy and Strategic Management, Azhar Khazmi, 2002, Tata Mc Graw Hill.

24SDBB060 - BUSINESS ANALYTICS (O)

CourseCode	Course Title	L	T	P	S	CR
24SDBB060	BUSINESS ANALYTICS	1	0	0	4	2

Course Outcomes

CO#	CO Description
CO1	Understand the concepts of business analytics from domain perspective
CO2	Apply the application of R using Descriptive Statistics.
CO3	Apply the application of R using ordinal tests
CO4	Analyze the application of Data Visualization techniques in Business Analytics using R.
CO5	Analyze the data sets using different tools in R

Syllabus

Understanding Business Analytics, Types of Business Analytics - Descriptive, Diagnostic, Predictive, Prescriptive and Cognitive Analytics, Overview of R and R Studio - Data Structures, Functions, Statements and Looping in R.

Descriptive Analytics: Introduction, Measures of Central Tendency, Measures of Dispersion, Measures of Skewness and Measures of Kurtosis Diagnostic Analytics: Parametric Vs Non-Parametric Tests, Nominal Tests - Chi-square test and its applications-Goodness-of-fit, Association, Homogeneity, Population variance.

Ordinal Tests-Spearman Rank Correlation, Scale Tests-one Sample, Two Sample, Paired Sample, ANOVA-One way and Two Way with Post-hoc tests, Karl Pearsons Coefficient of Correlation.

Data Visualization: Types of Presentation of Data - Graphical Presentation - Scatter plot, Histogram; Diagrammatic Presentation - One Dimensional - Bar Charts - Simple, Sub-divided and Multiple , Two Dimensional - Pie charts 2D and 3D, Other Charts - Box plots, Line plots Using R Graphics and R Commander.

Reference Books

- 1 Business Analytics, James.R.Evans, 2, Pearson Education.
- 2 Business Intelligence: A Managerial Approach, E. Turban, R. Sharda, J. Aronson, and D. King, 2, Pearson Prentice Hall.
- 3 Discovering Statistics Using R, Andy Field, 1, Sage Publications.
- 4 Hands-On Programming with R, Garrett Grolemond, 2, O'Reilly.

