



School of Business

Bachelor of Business Administration

Specialisation: Global

Programme Handbook

2023-24

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1.0 Abbreviations

Cat - Category

L - Lecture

T - Tutorial

P - Practical

Cr - Credits

UC - University Core

PC - Program Core

PRJ - Project Work (including Seminars, Dissertation, and Internships)

PE - Program Elective (includes Specialization courses)

UE - University Elective (includes Signatory, Exploratory and Open Electives)

TC - Total Credits

2.0 Vision and Mission of the University:

Vision of UPES

To be an Institution of Global standing for developing professionally competent talent contributing to nation building.

Mission of UPES

- Develop industry-focused professionals with an international outlook.
- Foster effective outcome-based education system to continually improve teaching-learning and research.
- Inculcate integrative thought process among students to instill lifelong learning.
- Create global knowledge eco-system through training, research & development and consultancy.
- Practice and promote high standards of professional ethics and develop harmonious relationship with environment and society.

3.0 Vision and Mission of the School

Vision

Our vision is to cultivate business leaders with a creative and entrepreneurial spirit, empowering them to drive meaningful change in the world. We are dedicated to fostering an innovative learning

environment that cultivates their skills, mindset, and vision to make a positive impact on society.

Mission

Our mission is to equip future-focused business leaders and entrepreneurs who drive social impact. We achieve this by delivering academic excellence through cutting-edge research and innovative teaching methods.

4.0 About the Cluster/ Department/ Centre

The Global Economics and Finance Cluster is interconnected academic system of economic and financial activities that take place on a global scale. It encompasses a wide range of courses and project in international trade, financial markets, monetary policy, and economic development. Here are some key aspects of the global economics and finance cluster:

International Trade:

Countries engage in the exchange of goods and services across borders. Trade agreements, tariffs, and trade balances play a crucial role in shaping global economic dynamics.

Financial Markets:

Global financial markets include stock exchanges, bond markets, currency markets, and commodities markets. These markets facilitate the buying and selling of financial instruments and play a crucial role in allocating capital.

Monetary Policy:

Central banks, such as the Federal Reserve in the United States or the European Central Bank in the Eurozone, implement monetary policy to control inflation, stabilize currencies, and support economic growth.

International Monetary System:

The international monetary system involves the exchange rates between different currencies and the mechanisms by which countries settle payments with each other. Organizations like the International Monetary Fund (IMF) play a role in maintaining stability in the global monetary system.

Global Economic Development:

The cluster also encompasses efforts to address global economic development issues, such as poverty, inequality, and sustainable development. International organizations, like the World Bank, often work towards promoting economic growth in developing nations.

Regulation and Governance:

Governments and international bodies establish regulations and governance structures to ensure the stability and integrity of financial systems. This includes rules for banks, financial institutions, and the overall financial industry.

Emerging Markets:

The dynamics of emerging markets, which are developing economies with rapidly growing industrialization and infrastructure, are a crucial part of the global economics and finance cluster. These markets often present both opportunities and challenges for investors and policymakers.

Technology and Innovation:

Technological advancements and innovations, such as fintech and blockchain, continue to reshape the landscape of global finance. These changes impact how financial services are delivered, traded, and regulated.

Understanding the dynamics the global economics and finance cluster conducts master classes by policymakers, businesses, investors, and individuals to navigate the complexities of the modern global economy. The sessions focuses on changes in one part of the system can have widespread effects, emphasizing the need for coordinated efforts and vigilant monitoring.

Research Focus

The research focus within the global economics and finance cluster is vast and multifaceted, covering a wide range of topics and issues that are critical to understanding and improving the functioning of the global economy. Researchers in this field often explore both theoretical and empirical aspects to contribute to academic

knowledge, policy formulation, and practical applications. Here are some key research areas within the global economics and finance cluster:

International Trade and Policy:

Research in this area explores the determinants and consequences of international trade, trade agreements, and the impact of trade policies on economies. Topics may include trade liberalization, protectionism, and the implications of trade imbalances.

Financial Markets and Instruments:

Researchers examine the behavior of financial markets, the pricing of financial instruments, and the functioning of various market structures. Studies may also focus on the impact of financial innovations, such as algorithmic trading and cryptocurrencies.

Monetary Economics:

This area delves into the study of money, central banking, and monetary policy. Researchers investigate the effects of monetary policy on inflation, interest rates, and overall economic stability.

Global Economic Governance:

Research in global economic governance focuses on international institutions, such as the International Monetary Fund (IMF) and the World Trade Organization (WTO). Scholars study the effectiveness and challenges of these institutions in promoting global economic stability and cooperation.

Financial Regulation and Risk Management:

The study of financial regulation involves examining the design and impact of regulatory frameworks on financial institutions. Researchers also investigate risk management practices to mitigate financial crises and systemic risks.

Development Economics:

Scholars in this field focus on understanding the economic development of countries, with an emphasis on reducing poverty, promoting sustainable growth, and addressing

issues of inequality. Research may cover topics like foreign aid, education, and healthcare.

Emerging Markets:

Research on emerging markets explores the unique challenges and opportunities faced by developing economies. Topics include economic growth, market reforms, and the impact of globalization on these markets.

Behavioral Economics and Finance:

This area incorporates insights from psychology into economic and financial decision-making. Researchers explore how individual and institutional behavior influences markets, investment choices, and economic outcomes.

Environmental, Social, and Governance (ESG) Economics:

With an increasing focus on sustainability, researchers investigate the economic implications of environmental, social, and governance factors. This includes studies on the integration of ESG criteria into investment decisions and corporate strategies.

Technology and Finance:

Research in this area explores the impact of technological advancements on financial services, such as fintech, blockchain, and digital currencies. Topics include the potential for financial inclusion, regulatory challenges, and the implications for traditional banking.

Financial Crises and Economic Resilience:

Scholars study the causes and consequences of financial crises, with a focus on developing strategies for economic resilience and crisis prevention. This includes analyzing the role of policy responses during crises.

Researchers often employ a variety of methodologies, including quantitative modeling, econometrics, case studies, and policy analysis, to contribute valuable insights to these and other areas within the global economics and finance cluster. The interdisciplinary nature of this field allows for collaboration across economics, finance, political science, law, and other disciplines.

5.0 Programme Overview

PROGRAM DETAILS

Preparing oneself for the constantly evolving global economy is indispensable for attaining success. **The BBA Global program** offered by UPES provides students with the opportunity to study for two years at the UPES campus and one year at a university abroad. This program, known as the BBA with specialization in Global Program 2 + 1 & 2 +2, aims to equip students with the necessary knowledge and skills in management.

Throughout the course, students are introduced to various subjects such as Business Communication, Finance and Accounting, Digital Economy, Human Resource Management, Statistics, and Emerging Technologies, among others. They gain a solid understanding of strategic management, research methodology, report writing, and also learn about different countries through comparative country studies. Additionally, internships and industrial visits are integrated into the program to provide practical exposure.

The learning process involves a combination of classroom activities that include lectures and active discussions, promoting student engagement and the sharing of ideas. Group discussions and cooperative problem-solving activities further supplement the learning experience. Class participation is highly encouraged, and students are actively involved in all group activities. The program fosters a learning environment that encourages peer collaboration and self-exploration of diverse and challenging subjects.

This comprehensive pedagogy aims to develop effective and solution-oriented leaders who can successfully adapt to and navigate today's dynamic business landscape. By acquiring a strong foundation in management principles and gaining exposure to international perspectives, students are well-prepared to thrive in the global economy.

Program Highlights

- This program offers the global exposure along with learning experience, it also offers opportunity to gain a degree from foreign partner university.
- Students will exhibit a comprehensive comprehension of the fundamental principles associated with microeconomics.
- Students will grasp the practical application of demand and supply analysis to make informed decisions within the foreign trade industry.
- Students will have the capability to analyze the production and cost structure at various stages of production in the foreign trade industry.
- Students will demonstrate a sound understanding of pricing and output decisions within diverse market structures.
- Students will be able to apply various decision-making tools to gain insights into market structures.
- It will open up job opportunities in the respective countries.
- Students will undergo summer internships, live projects with company.
- Students are exposed to real-world case studies, industry visits, and guest lectures from industry experts.
- Through interactive classroom discussions and collaborative group work, students learn to navigate cultural differences, adapt to diverse business practices, and develop strategies to thrive in the international marketplace.

Future Scope / Industry Trends

This program provides students with a global degree and international experience, empowering them to pursue global opportunities while also contributing to their home country.

A career with a BBA (Bachelor of Business Administration) Global or a similar global-focused specialization provides a solid foundation for various opportunities in the global business landscape. Here are some potential career paths and roles you can explore:

International Business Analyst: As an international business analyst, you would analyze market trends, conduct research on foreign markets, evaluate potential business opportunities, and provide insights to support strategic decision-making for global expansion.

Global Supply Chain Coordinator: In this role, you would assist in coordinating logistics, procurement, and distribution activities across international borders. You would work closely with suppliers, manufacturers, and distributors to ensure timely and cost-effective delivery of goods and services.

International Marketing Assistant: As an international marketing assistant, you would support global marketing initiatives, develop marketing materials, coordinate promotional activities, and assist in adapting marketing campaigns to different cultural and regional preferences.

Cross-Cultural Consultant: As a cross-cultural consultant, you would help organizations navigate cultural differences, develop cultural awareness programs, and provide recommendations to improve cross-cultural communication and collaboration in international settings.

Global Human Resources Assistant: In this role, you would assist HR managers in developing and implementing policies, programs, and initiatives to support a diverse and geographically dispersed workforce. You would help recruit, onboard, and manage talent across different regions, promoting diversity, equity, and inclusion within the organization.

International Trade Assistant: Supporting trade operations requires knowledge of international trade regulations, tariffs, and customs procedures. In this role, you would assist trade compliance managers in ensuring that the organization adheres to local and international trade laws while facilitating cross-border transactions.

Global Operations Coordinator: Assisting in managing global operations involves coordinating activities across multiple countries, ensuring compliance with local

regulations, and optimizing processes to drive efficiency and effectiveness in international markets.

Business Development Associate: In this role, you would support business development managers in identifying new market opportunities, establishing partnerships, and expanding the organization's presence globally. You would assist in conducting market research, analyzing competitive landscapes, and developing strategies to drive growth in international markets.

International Finance Assistant: Supporting financial operations in a global context involves assisting finance managers in analyzing financial data, managing currency exchange risks, and ensuring compliance with international accounting standards and regulations.

Entrepreneur: With a BBA Global, you could start your own global-focused business, consultancy, or start-up. Whether you specialize in international trade, market entry strategies, global supply chain management, or cross-cultural communication, your degree would provide you with the foundational knowledge and skills to pursue entrepreneurial opportunities in the global marketplace.

In summary, a career with a BBA Global offers a range of opportunities across various sectors and industries. By leveraging your foundational knowledge in business administration, international markets, and cross-cultural management, you can pursue entry-level roles that provide valuable experience and opportunities for growth in the global business landscape.

6.0 Programme Educational Objectives

PEO-1: Graduates will have the managerial knowledge to have successful career in overseas markets, international agreements, international trade and investment for making managerial decisions in the global business.

PEO-2: Graduates will have competency to analyse challenges and advancements in the focus areas of Global Business

PEO-3: Graduates will be motivated and confident to pursue advanced education, research and development and other creative efforts in Global Business and allied areas

PEO-4: Graduates will have higher order thinking and leadership skills to become leaders of tomorrow

PEO-5: Graduates will contribute to the welfare of society and environment by taking sound professional and responsible managerial decisions

7.0 Programme Outcome and Programme Specific Outcomes

Programme Outcome

PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for databased decision-making.
PO3	Develop Value based Leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Understand the impact of the professional management solutions in societal and environmental contexts and need for inclusive and sustainable development.
PO7	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological and managerial change.

Programme Specific Outcomes

PSO1	Apply digital decision support tools for decision making in global business.
PSO2	Apply conceptual knowledge and technological application with respect to global business sector.
PSO3	Employability skills for appropriate roles in global business management by incorporating the latest technological practices.

8.0 Academic Integrity Policy

- a. University Integrity Policy
- b. Course integrity policy

9.0 Overview of Credit Allocation/ Credit Break up

Category-wise Credit distribution

Category	Number of Credits
Major Core (MS)	97
Major Elective (ME)	0
Signature courses (SC)*	0
Life Skill Courses (LSC)*	18
Exploratory Courses (EC)*	18
Humanities (HUM)	0
Projects (PRJ)	9
Mandatory Non-Credit Courses (NCC)	0
Total	142

* Electives

- Major core subjects include those subjects that are mandatory to all similar programmes and program specific courses. To be eligible for the degree, students must successfully finish each of the courses.

Major elective courses provide the students the opportunity to study courses that are more complex and specialized, in their field of specialization

Major Core		Total number of Credits: 97 Credits			
Course Code	Course Title	L	T	P	TC
HRES1003	Principles and Practices of Management	3	0	0	3
ECON1013	Micro Economics	3	0	0	3
DSQT1001	Business Mathematics	3	0	0	3
FINC1001	Business Accounting	3	0	0	3
HUMN1004	Business Communication	3	0	0	3
HRES1004	Organizational Behavior	3	0	0	3
DSQT1017	Spreadsheet Modelling	2	0	0	2
HRES1013	Business Environment	2	0	0	2
ECON1014	Macro Economics	3	0	0	3
DSQT1004	Business Statistics	3	0	0	3
FINC1002	Financial Management	3	0	0	3
MKTG1004	Marketing Management	3	0	0	3
HRES1005	Human Resource Management	3	0	0	3
HRES1014	Fostering Social Responsibility, Community Engagement and Social Internship	2	0	0	2
LSCM1002	Operations Management	3	0	0	3
DSIT2016	Digital Economy	3	0	0	3
ECON2036	Business and Global Economy	3	0	0	3
DSRM2001	Research Methodology & Report Writing	3	0	0	3
INTB2020	Global context of Business	1	0	0	1
MKTG2053	Consumer Behaviour & Market Research	3	0	0	3
HRES2032	Business Ethics and CSR	2	0	0	2
INTB2002	Managing Trade and Risk in International Business	3	0	0	3
INTB2017	Comparative Country Studies	3	0	0	3
STGM2008	Competitive Dynamics and Strategy	3	0	0	3
DSBA2005	Business Analytics	3	0	0	3
STGM2010	Environmental, Social and Governance	3	0	0	3

MKTG3027	International Marketing	3	0	0	3
INTB3013	International Business Law	3	0	0	3
LSCM3001	Project Management	3	0	0	3
STGM3017	Growth Strategy	3	0	0	3
INTB3020	Foreign Language	4	0	0	4
INTB3021	Foreign Trade and Policies	3	0	0	3
STGM3001	Essentials of Strategic Management	3	0	0	3
SIIB3101	Summer Internship	2	0	0	2
INTB3014	Impact of Globalization	3	0	0	3

Humanities (HUM)		Total Number of Credits: 0 Credits			
Course Code	Course Title	L	T	P	TC
	NA				
Total Credits					
Projects (PRJ)		Total Number of Credits: 7 Credits			
Course Code	Course Title	L	T	P	TC
SIIB3101	Summer Internship	0	0	0	2
DIST3101	Dissertation I	0	0	0	2
INDT2101	Industrial Visit	0	0	0	1
DIST3102	Dissertation II	0	0	0	2
Total Credits					7
Mandatory Non-Credit Courses		Total Number of Credits: 0 Credits			
Course Code	Course Title	L	T	P	TC
SLLS2001	Social Internship	0	0	0	0
EMPL002	EDGE-Soft Skills	0	0	0	0
Total Credits					0

Major Electives

Course Code	Course Title	L	T	P	TC
	NA				

10.0 Programme Structure

The term "Program Structure" refers to a list of courses (Core, Elective, and Open Elective) that make up an academic program, describing the syllabus, credits, hours of instruction, assessment and examination systems, minimum amount of credits necessary for program graduation, etc.

BBA (Global Program) 2023

Program	Semester Total Credits	Sem	Course Code	Course Name	Credit	Category
BBA (Global)	26	1	HRES1003	Principles and Practices of Management	3	Theory
BBA (Global)		1	ECON1013	Micro Economics	3	Theory
BBA (Global)		1	DSQT1001	Business Mathematics	3	Theory
BBA (Global)		1	FINC1001	Business Accounting	3	Theory
BBA (Global)		1	HUMN1004	Business Communication	3	Theory
BBA (Global)		1	HRES1004	Organizational Behavior	3	Theory
BBA (Global)		1	DSQT1017	Spreadsheet Modelling	2	Theory
BBA (Global)		1	HRES1013	Business Environment	2	Theory
BBA (Global)		1	SLLS0101	Living Conversations	2	Theory
BBA (Global)		1	SSEN0101	Environment Sustainability & Climate Change	2	Theory
BBA (Global)	26	2	ECON1014	Macro Economics	3	Theory
BBA (Global)		2	DSQT1004	Business Statistics	3	Theory

BBA (Global)		2	FINC1002	Financial Management	3	Theory
BBA (Global)		2	MKTG1004	Marketing Management	3	Theory
BBA (Global)		2	HRES1005	Human Resource Management	3	Theory
BBA (Global)		2	HRES1014	Fostering Social Responsibility, Community Engagement and Social Internship	2	Theory
BBA (Global)		2	LSCM1002	Operations Management	3	Theory
BBA (Global)		2	SLSG0102	Critical Thinking and Writing	2	Theory
BBA (Global)		2	SSEN0102	Environment Sustainability & Climate Change (Living Lab)	2	Theory
BBA (Global)		2	SLSG0103	Technologies of the Future	2	Theory
BBA (Global)	20	3	DSIT2016	Digital Economy	3	Theory
BBA (Global)		3	ECON2036	Business and Global Economy	3	Theory
BBA (Global)		3	DSRM2001	Research Methodology & Report Writing	3	Theory
BBA (Global)		3	INTB2020	Global context of Business	1	Theory
BBA (Global)		3	MKTG2053	Consumer Behaviour & Market Research	3	Theory
BBA (Global)		3	HRES2032	Business Ethics and CSR	2	Theory
BBA (Global)		3	SLLS0202	Working with Data	2	Theory
BBA (Global)		3	EMPL002	EDGE-SoftSkills	0	Theory
BBA (Global)		3	SLLS2001	Social Internship	0	Internship
BBA (Global)		3		Exploratory I	3	Exploratory
BBA (Global)	24	4	INTB2002	Managing Trade and Risk in International Business	3	Theory
BBA (Global)		4	INTB2017	Comparative Country Studies	3	Theory
BBA (Global)		4	STGM2008	Competitive Dynamics and Strategy	3	Theory
BBA (Global)		4	DSBA2005	Business Analytics	3	Theory
BBA (Global)		4	STGM2010	Environmental, Social and Governance	3	Theory
BBA (Global)		4	INDT2101	Industrial Visit	1	Industry Visit
BBA (Global)		4	EMPL003	EDGE – Advance Communication	0	Theory
BBA (Global)		4	SLLS0201	Design Thinking	2	Theory

BBA (Global)		4		Exploratory II	3	Exploratory
BBA (Global)		4		Exploratory III	3	Exploratory
BBA (Global)	34	5	MKTG3027	International Marketing	3	Theory
BBA (Global)		5	INTB3013	International Business Law	3	Theory
BBA (Global)		5	LSCM3001	Project Management	3	Theory
BBA (Global)		5	STGM3017	Growth Strategy	3	Theory
BBA (Global)		5	INTB3020	Foreign Language	4	Theory
BBA (Global)		5	INTB3021	Foreign Trade and Policies	3	Theory
BBA (Global)		5	STGM3001	Essentials of Strategic Management	3	Theory
BBA (Global)		5	SIIB3101	Summer Internship	2	Internship
BBA (Global)		5	DIST3101	Dissertation I	2	Lab
BBA (Global)		5	SLLS0103	Leadership & Teamwork	2	Theory
BBA (Global)				Exploratory IV	3	Exploratory
BBA (Global)				Exploratory V	3	Exploratory
BBA (Global)	9	6	INTB3014	Impact of Globalization	3	Theory
BBA (Global)		6	SLSG0205	Start your Start-up	2	Theory
BBA (Global)		6		Exploratory VI	3	Exploratory
BBA (Global)		6	DIST3102	Dissertation II	4	Lab

11.0 List of Electives

11.1 Programme Electives

11.1.1 Specialization

NA

11.1.2 Minor

If all courses from any basket is completed by the student, he/she receives a minor.

11.2 University Electives

11.2.1 Signature Courses- School for Life Courses/ Life Skill Courses

SLLS0101	Living Conversations
SSEN0101	Environment Sustainability & Climate Change
SLSG0102	Critical Thinking and Writing
SSEN0102	Environment Sustainability & Climate Change (Living Lab)
SLSG0103	Technologies of the Future
SLLS0202	Working with Data
SLLS2001	Social Internship
SLLS0201	Design Thinking
SLLS0103	Leadership & Teamwork
SLSG0205	Start your Start-up

11.2.2 Exploratory Courses

If the student takes up courses from different baskets, that is regarded as an exploratory course.

11.2.3 Open Elective

NA

12.0 Course Syllabus/ Course Plans

HRES1003	Principles and Practices of Management	L	T	P	C
Version 1.0		2	1	0	3
Pre-requisites/Exposure					
Co-requisites					

COURSE

OBJECTIVES

- 1. To develop an understanding of the various concepts related to management and leadership.
- 2. To develop analytical & critical understanding of management principles, values, ethics, and diversity together with its hands on skills for planning, designing and operation of management strategies.
- 3. To understand how organizations can achieve competitive advantage through effective leadership and management excellence across various industries.
- 4. To enable the students to integrate technological and human issues relating to management and leadership for organizational success

COURSE OUTCOMES

- CO 1: Demonstrate clear understanding of the theories and concepts of Management at the organizational levels.
- CO 2: Apply theories and concepts for managing people within the organizations.
- CO3: Analyze the situations and problems relating to people management in real world business scenarios and to be able to provide a solution.

CATALOG DESCRIPTION

This introductory course addresses the role and functions of managers, specifically principles and procedures for planning, organizing, leading, and controlling organizations. Emphasized is the practical application of theory to reality. This course is structured so that students have the opportunity to see the interrelationships among the functions, components, and disciplines that comprise the field of management and thereby gain a comprehensive perspective as a foundation for the further study of management. As the course is targeted to students of Auto-Marketing, it includes practical examples with strong lineage to Data Analytics.

COURSE CONTENT

1. Introduction to Management (10 hours)

Meaning of Management, Definitions of management, Characteristics of management, Objectives of management, levels of management, Functional management, basics understanding of management

processes – planning, organizing, directing, staffing, coordinating and controlling, Budgeting, Managerial Skills, Mintzberg's Managerial Roles, Management vs Administration, Management Science or Art Debate, Management as Profession, Challenges Facing Management, Strategic Management – and Overview Evolution of Management Thought

Basics of Management, Various Approaches to Management - Classical Approach – scientific management, classical organization theory, General administrative theory (14 principles of Fayol), or Behavioural Approach Human Relations Approach, Behavioral Science Approach, Management Science Approach, Systems Approach, Contingency Approach, Information Technology

2. Corporate Social Responsibility (3 hours)

Basics of CSR – Definition of CSR, Reasons to carry out CSR, brief history of CSR, Models of CSR, CSR process, manager's responsibility towards society, Managerial Ethics – Descriptive, Normative, and interpersonal ethics

3. Planning (9 hours)

Basics of Planning – Definitions of planning, its characteristics and significance, Orientations to planning, Goals – benefits and kinds of goals, Types/ Classification of planning – Based on Scope and Degree of details, based on time horizon, based on frequency of use, based on specificity, approaches to planning, strategy, MBO, SWOT Analysis

Basics of decision making - Definition and characteristics of managerial decisions, Approaches to Decision-Making, Decision-making environment – certain, risky, uncertain, Strategies for decision-making, Decision-making styles – rational, avoidant, intuitive, dependent, Steps in rational decision-making process, Challenges and factors influencing decision making, Group Decision Making, Decision Support System

Basics of forecasting - Definitions and importance of forecasting, Types of forecasting, Principles and Key elements of forecasting, Process of forecasting, Techniques of forecasting – Qualitative (Delphi method, jury of executive opinion, judgmental bootstrapping, conjoint analysis, role playing, sales force opinion, market factor analysis) and Quantitative (Time Series Method, Causal method, focus forecasting, base diffusion model, break-even analysis, PERT, budgeting, Linear Programming Techniques (LPT)

4. Organizing and Staffing (6 hours)

Organizing – Definition, characteristics and importance, Process of Organizing, Organizational Design, Organizational Structure, Types of Organizations – Line-staff, Committee Organization, Matrix Organization, Virtual Organization, Network Organization, Learning Organization, Organization Design – elements of organizational design – division of Labour, Departmentalization, Factors Affecting Organizational Structure and Design – Strategy, environment, technology, employee skills

Staffing – Introduction, Meaning of HRM, Characteristics of Staffing/ HRM, Objectives of HRM, HRM Processes, Strategic HRM, System Approach to Staffing, Workforce Diversity Management, Ethical issues in HRM, Emerging Trends in HRM

5. Directing, Leadership, Motivation and Coordination (13 hours)

Directing – Definitions, characteristics and importance, Principles and Techniques of directing, Process and Activities in Directing, Motivation, Communication, Leadership, Supervision
Leadership

Leading – Leadership vs Management, Process of Leadership, Leadership Theories, Leadership and Organizational Life Cycle, Recent Trends in Leadership, Leadership Succession Planning

Motivation – Forms of Employee motivation, approaches to motivation, factors influencing motivation, motivational process, Theories of Motivation

Controlling

Definition, characteristics and importance of controlling, Steps in control process, Approaches to management control, Types of Control Controlling

Definition, characteristics and importance of controlling, Steps in control process, Approaches to management control, Types of Control

Coordination

Principles of Coordination, Types of Coordination, Techniques of Coordination, Steps in coordination Process, Requirements of Effective Coordination Process

5 Global Challenges and International Management (3 hours)

Introduction, Skills Requirement of International Managers, Need for International Business, Elements of International Management Environment, Functions of International Managers

7 Technological Challenges (2 hours)

Application-Pull and Technology-Push as Driving Forces for the Fourth Industrial Revolution, Fundamental Concepts, Relevance for Business and Information Systems Engineering and Exemplary Fields of Application, Summary

TEXTBOOK

Principles of Management by Praveen Durai, pub: Pearson

Principles of Management by L M Prasad, S Chand

MODES OF EVALUATION

Quiz/Assignment/ presentation/ extempore/ Written Examination

EXAMINATION SCHEME

Components	MSE	Tests/ etc	Presentation/Assignment/	ESE
Weightage (%)	20	50		30

RELATIONSHIP BETWEEN THE PROGRAM OUTCOMES (POS), PROGRAM SPECIFIC OUTCOMES (PSO) AND COURSE OUTCOMES (COS)

1. Co-Relationship Matrix

Indicate the relationships by 1- Slight (low) 2- Moderate (Medium) 3-Substantial (high)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO 1	-	-	1	2	-	2	1	2	1	-
CO 2	-	1	-	2	-	-	1	2	2	-
CO 3	-	1	-	-	-	-	-	-	1	-
CO4	1	1	-	-	1	-	-	2	2	1

Avg.	1	1	1	2	1	2	1	2	1.5	1
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Weakly Mapped (Low) 2 – Moderately Mapped (Medium) 3 – Strongly Mapped (High)

“_” means there is no correlation

2. Course outcomes assessment plan:

components Course Outcomes	Quiz (2)	Assignment (2)	Mid Semester (1)	Viva/Presentation (1)	End Semester (1)
CO 1	√	√	√		√
CO 2	√	√	√		√
CO 3		√	√	√	√

ECON1013	Microeconomics I	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

1. To provide an intuitive overview of what macroeconomists do, and how they go about thinking through the problems they deal with.
2. To explain optimization behavior of economic agents such as consumers and producers.
3. To enable the students to understand the microeconomic phenomenon in totality.

Course Outcomes

On completion of this course, the students will be able to

CO1. Demonstrate the concepts of Microeconomics and its impact on dynamic

Microeconomic Environment.

CO2. Apply the principle of Microeconomics in explaining the behaviour of

consumers and producers.

CO3. Analyze the current economic phenomenon with existing theory of Microeconomics and put their views on contemporary economic issues.

CO4. Integrate the concepts of Microeconomics in unfolding the dynamics of energy sectors.

Catalog Description

Microeconomics is considered as a backbone to understand the economic environment in totality. Environment of any economy is generally dynamic in nature and therefore the concepts of microeconomics will help to understand the existing economic phenomena as well as its interrelationship and interdependency. Interactive approach shall be followed while conducting sessions. Students are expected to read and come prepared for the topics of discussion in the class. Individual or group assignments/projects would be given to students which will have to be

finished within due date. Class participation will be encouraged and it will be a part of

internal assessment for example, discussion during conducting the class.

Course Content

Module: 1 Introduction to Economics

6 Lecture Hours

Nature and Scope of Economics, Economic Problems, Price Mechanism and Production Possibility Curve, Positive and Normative Economics, Classification of the Economic System, Difference between Microeconomics and Macroeconomics

Module: 2 Theory of Demand and Supply

8 Lecture Hours

Meaning of Demand and the Law of Demand, Determinants of Demand, Market Demand Curve, Meaning of Supply and the Law of Supply, Determinants of Supply, Market Supply Curve, Concept of Equilibrium, Elasticity of Demand, Degree and Measurement-Price, Income and Cross elasticity, Elasticity of Supply

Module 3: Theory of Consumer Behaviour

10 Lecture Hours

Cardinal Utility Approach-its assumptions and Consumer's Equilibrium, Ordinal Utility Approach, Indifference Curves- Features, Properties and Consumer's Equilibrium, Expansion Path, Income Consumption Curve, Engel Curves, Price Consumption Curves, Price Effect and its Components, Application of Indifference Curves

Module 4: Theory of Production, Cost and Revenue

12 Lecture Hours

Factors of Production, Production Function-Short and Long-run, Isocost and Isoquant Curves, Producer's Equilibrium, Returns to Variable Proportions and Returns to Scale, Features of Cobb- Douglas Production Function, Elasticity of Substitution, Economic and Non-Economic Regions of Production, Cost Functions, Traditional and Modern theory of Costs, Economies and Diseconomies of Scale, Revenue Curves, Linear and Non-linear Break-even Analysis

Text Books:

1. Koutsoyiannis, A. : Modern Microeconomics, ELBS.
2. Ahuja H. L: Advanced Economic Theory, S Chand, New Delhi.
3. Chauhan S.P.S. : Microeconomics: An Advanced Treatise, PHI, Delhi.

Reference Books:

1. Kreps, D. (1990): A Course in Microeconomic Theory. Princeton, N.J.: Princeton University Press.
2. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
3. Varian H. R. Intermediate Micro Economics: A Modern Approach, Affiliated East - West Press.
4. Maddala G. S. and Miller E. Micro Economics. McGraw-Hill International Editions.
5. D. N. Dwivedi. Micro Economics Theory and Applications. Pearson Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

CO/P O	PO 1	PO2	PO 3	PO 4	PO 5	PO6	PO7	PS O 1	PSO 2	PSO3
CO1	3	1	2	-	1	2	2	2	-	-
CO2	1	2	-	-	2		1	-	2	2
CO3	1	1	2	2		2	2	2	2	2
CO4	1	-	2	2	2	1	-	1	2	2
Average	1.5	1.3	2	1.3	1.7	1.7	1.7	1.7	2	2

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

“_” means there is no correlation

DSQT 1001	Business Mathematics	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Set theory, function, limits, continuity, number, surds, Indices, Algebra, trigonometry, mathematical symbols, notations, and few basic formulae.				
Co-requisites					

Course Objectives

1. To provide an intuitive overview of what macroeconomists do, and how they go about thinking through the problems they deal with.
2. To explain optimization behavior of economic agents such as consumers and producers.
3. To enable the students to understand the microeconomic phenomenon in totality.

Course Outcomes

On completion of this course, the students will be able to:

CO1 Understand and use equations, formulae, and mathematical expressions and Relationships in a variety of contexts and producers.

CO2 Apply the knowledge in mathematics (algebra, matrices, calculus) in solving business Problems

CO3 Analyse mathematical skills required in mathematically intensive areas in Economics and business.

CO4 Integrate critical thinking, and problem

Catalog Description

This course provides complete skill to understand basic function of Mathematics and their use in Business and Finance. After completing the course, student will be able to solve business and finance problems. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in business. Most of the examples are drawn from a variety of business applications. It examines aspects of business and marketing with regards to basic statistical analysis. Students will be provided with the theoretical concepts, tools and methods of mathematics as well as the opportunity to work through example problems.

Course Content

**Unit I:
Determinants, Matrices, Set Theory & Progression**

11 Lecture Hours

Self and Subject introduction, Prerequisite Mathematics, Fast calculation, Introduction to Matrices, Types of Matrices, Transpose of a Matrix, Properties of transpose, Determinants and Non Singularity, Rank of a Matrix, Matrix Method, Cramer's Rule, Union of Sets, Intersection of Sets, Multiplication of Sets, Arithmetic Progression, Geometric Progression.

**Unit II:
Differentiation**

08 Lecture Hours

Introduction to functions-linear/Non-linear and their Graphs, Rules of differentiation, Chain rule, Product rule, Maxima and Minima, Point of inflexion, Second order Derivatives, Logarithmic Differentiation, Exponential Differentiation.

**Unit III:
Integration**

06 Lecture Hours

Integration by substitution, Integration by parts, Definite Integral, Basic Rules of Integration, Methods of Integration using basic formula

**Unit IV:
Economic Application (from all the units)**

11 Lecture Hours

Matrices: National Income model, Input-Output Analysis

Differentiation: Application of chain rule, Logarithmic differentiation, Rate of growth and decay, Elasticity of a function

Demand function: Price demand, price elasticity of demand, Income demand and Income elasticity of demand, Cross demand and cross elasticity of demand

Law of supply: Elasticity of supply

Maximization of profit: Effect of a specific tax on equilibrium output or price, Maximization of tax revenue

Integration: Total revenue and marginal revenue, Demand function from elasticity of demand, Total cost from marginal cost, Profit function from marginal profit function

Text Books

1. Business Mathematics by Mr. R. S. Bharadwaj, pub: Excel Book

Reference Books

1. Schaum's Series for problem practice
2. Business Mathematics By Mohd. Shadab Khan, pub: Vedams Book
3. Business Mathematics By V.K. Kapoor, pub: S.Chand
4. Mathematics for Economics and business by Soper Jean , pub: Blackwell
5. Sancheti & Kapoor for Business Mathematics by S.Chand
6. Business Math by Schultheis Robert , pub: South West
6. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
7. Varian H. R. Intermediate Micro Economics: A Modern Approach Affiliated East - West Press.
8. Maddala G. S. and Miller E. Micro Economics. McGraw-Hill International Editions.
9. D. N. Dwivedi. Micro Economics Theory and Applications. Pearson Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written

Examination Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

FINC 1001	Business Accounting	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Basic knowledge of Fundamentals of Accounting such as calculation of Assets, Liabilities, Expenses				
Co-requisites					

Course Objectives

1. To understand the accounting principles, procedure and practices;
2. To learn to prepare the financial statements of companies;

3. To learn analysis of financial statements of a company using Microsoft Excel;
4. To incorporate the accounting principles and practices in organisation.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Demonstrate the applicability of the concept of Accounting to understand the managerial Decisions and financial statements
- CO2. Apply the Financial Statement Analysis associate with Financial Data in the organization. CO3. Analyse the complexities associated with management of cost of product and services in the Organization
- CO4. Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems pertaining in general

Catalog Description

The main objective of Business Accounting is to help students to acquire and develop skills to take rational decisions in the process of product mix and assessment of Earning per Share. Assets and Liabilities have always been regarded as important in financial analysis in organizations.

Leverage aspects are critical in each aspects of management and equally so for the effective management of Financial Resources. In view of this, Accounting and Management Accounting has assumed great importance. This course is designed primarily for students who are being exposed to Accounting, Asset Liability Management for the first time.

This course covers the explanations about the accounting concepts in the organizational context, it details the impact of assets, liabilities, expenses, income on Financial Statement. The course also focuses on understanding of identification of Cost and framing of strategies and scenarios required to select and develop product line.

Classroom activities including lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates.

Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

UNIT – I

6 Lecture Hours

Basics of Accounting & its Principles; & Depreciation Accounting

Meaning, Need, Role and Significance of Accounting, Basic Accounting Concepts (AS-1 & 9) and Conventions (Overview of Indian GAAP, US GAAP, IAS, IFRS), Asset-Liability Equity Relationship (ALE).

UNIT – II **6 Lecture Hours**

Introduction to Accounting Cycle-Preparation of Journal, Ledger, Trial Balance. Depreciation, Depletion and Amortization (AS-6), Preparation of financial statements with adjustments.

UNIT – III **6 Lecture Hours**

Understanding & Preparation of Financial Statements

Understanding & analysis of company accounts; Analysis of Financial statements of Holding & Subsidiary Companies.

UNIT – IV **6 Lecture Hours**

Financial Statements Analysis

Analysis and Interpretation of Financial Statements-Ratio Analysis, Common-Size Statement, Du-Pont Analysis, Cash-Flow Statement (AS-3).

UNIT – V **6 Lecture Hours**

Costing

Cost Concepts, Cost Sheet, Material Costing, Labour and Overhead Costing, Absorption Costing, Activity Based Costing, Inventory Valuation (AS-2).

UNIT – VI **6 Lecture Hours**

Managerial Decision Making

Marginal Costing- PV Ratio, BEP Analysis, Relevant Costing, Standard Costing, Budgetary Control, EVA, MVA.

Text Books

1. Management Accounting, M.Y.Khan; P.K.Jain, Tata McGraw, New Delhi
2. Financial Accounting, S N Maheshwari and S K Maheshwari, Vikas Publishing House (P) Ltd

Reference Books

1. Financial Accounting; Principles and Practices, J Lal and S Srivastava, S Chand, New Delhi
2. Financial Accounting, P C Tulsian, Tata McGraw, New Delhi
3. Management Accounting, I M Pandey, Vikas Publishing House (Pvt) Ltd.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

CO/P O	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO7	PS O 1	PS O 2	PS O 3
CO1	3	2	1	2	-	2	-	2	-	-
CO2	1	2	2	1	2	2	2	-	3	2
CO3	1	2	2	2	1	2	1	3	1	1
CO4	1	-	-	-	2	-	2	1	2	3
Average	1.5	2	1.6	1.6	1.6	2	1.6	2	2	2

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

“ - ” means there is no correlation

HUMN1004	Business Communication	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

1. To provide an overview of Prerequisites to Business Communication.
2. To put in use the basic mechanics of Grammar.
3. To provide an outline to effective Organizational Communication.
4. To underline the nuances of Business communication.
5. To impart the correct practices of the strategies of Effective Business writing.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Demonstrate online learning environment successfully by developing the implication- based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.
- CO2. Apply his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
- CO3. Analyze various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
- CO4. Integrate Critical thinking by designing and developing clean and lucid writing skills.

Catalog Description

Effective communication is an integral part of life. Communication is a process of exchanging ideas, messages, information etc. through verbal or nonverbal communication. In this course, the focus will be on improving LSRW skills, i.e. listening, speaking, reading and writing. Students will learn how to communicate effectively through prescribed syllabus as well as through Pearson Global English solutions. Classroom assignments/activities specifically designed to encourage students to play an active role for enhancing their knowledge and developing learning strategies. Blended learning - online and traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, quizzes, discussions and assignments enable students towards understanding various aspects of effective communication. Class participation is a fundamental aspect of this course student are encouraged to actively take part in all group activities and to give an oral group presentation. Through an experience-based curriculum, highly interactive exercises, and powerful presentation, students will become the type of communicator that others search for and remember. Students will not only notice a huge

improvement, they will be having a lot of fun in this learning process. Students will have two F2F and one online lecture (24 + 12 = 36 sessions). Assessment process is continuous.

Course Content

Unit I: 8 Lecture hours

Prerequisites to Business Communication- Introduction to Blended Learning & Blackboard. Nuances of Academic writing will be discussed which is a prerequisite to Blended Learning.

- Paraphrasing
- Deciphering Instructions
- Interpreting Guidelines
- Dos and Don'ts of participating in Online Discussion Boards and
- Referencing Styles (MLA, Chicago, APA)

Unit II: 7 Lecture hours

Grammar Plus/ Enriching Business Vocabulary & Reading Skills

- Tenses/Passive Voice
- Conditional Sentences
- Common errors
- Building Blocks of Vocabulary
- Business Idioms and Collocations
- Reading and analysis of Business articles, short reports, success stories and caselets.

Unit III: 7 Lecture hours

Effective Business Communication. Communication – An overview.

- Origin, meaning and process of Communication.
- Goals of Communication
- Organizational Communication
- Directions/Flow of Communication.
- Barriers to Communication
- Cross-cultural/Intercultural communication.

Unit IV: 7 Lecture hours

Critical Thinking & Writing Skills – Empower your writing skills.

- Mind Mapping
- Prerequisites to paragraph writing
- Methods of Paragraph Development
- Precis writing
- Abstract writing
- Summary writing

Unit V: 7 Lecture hours

The Writing Strategy in Business messages & Presentation skills

- Preparing Effective business messages (Planning steps, organizing content, drafting, beginning & ending. Proof – reading & final editing)
- Writing Good news, Bad news and Neutral messages.

- How to draft Memo, agenda & Minutes of Meeting?
- Effective presentation skills.
- Group Presentations (Organizational communication)

Text Books

1. Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.

Reference Books

1. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
4. **C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education. ISBN: 9788131733844.**

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes

CO/P O	PO 1	PO 2	PO3	PO 4	PO 5	PO6	PO7	PS O 1	PS O 2	PS O 3
CO1	1	-	1	-	1	-	1	-	2	-
CO2	2	-	2	-	2	-	2	-	1	-
CO3	1	2	2	1	2	2	-	2	-	2
CO4	-	2	-	1	-	1	2	2	2	1
Average	1.3	2	1.6	1	1.6	1.5	1.6	2	1.6	1.5

1 – Weakly Mapped (Low) 2 – Moderately Mapped (Medium) 3 – Strongly Mapped (High)

“_” means there is no correlation

HRES1004	Organization Behavior	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Basic knowledge of General Management				
Co-requisites					

Course Objectives

1. To help the students to develop cognizance of the importance of human behaviour in framing human resource policies.
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyse specific strategic human resources demands for future action.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

Course Outcomes

On completion of this course, the students will be able to

CO1: Understand the concepts of organizational behavior and behavior of people in the organizations.

CO2: Develop the applicability of concepts associated with management of individual behavior and group behavior in an organization.

CO3: Analyze the complexities associated with management of the group behavior, structures and cultures in organizations

CO4: Demonstrate how the organizational behavior can integrate with other functional areas of management, understanding the motivation behind behavior of people in the organization

Catalog Description

The main objective of Organizational Behavior course is to help students to handle a new workforce, and cope with the challenges of the new environment and also help students to acquire and develop skill to take rational decisions related to organizational behavior.

In view of this, organizational behavior has assumed great importance. This course is designed primarily for students who are being exposed to organizational behavior for the first time.

Students study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

Classroom activities involving lectures, discussions and case studies (topped up with role-play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, analysis of video cases and debates.

Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

Unit I: 6 lecture hours

Meaning, Fundamental concepts, Characteristics & limitations of OB, Models of OB, Historical Perspective, Challenges & Opportunities of OB.

Unit II: 6 lecture hours

Personality: Definition, Features, Big five model, MBTI, Johari Window, Managerial Implications of Personality.

Perceptions and Attributions: Definition, Features, factors affecting perception, Process. Attribution, perceptual and attribution errors, Managerial Implications of Perception.

Unit III: 6 lecture hours

Learning: Definition, Features, Classical and operant conditioning, social learning theory, Behavioral modification.

Attitude: Definition, Features, ABC model of Attitude, Managerial Implications of Attitude.

Unit IV: 6 lecture hours

Motivation: Concept, Definition, Features, Types of Motivation, Process, Managerial Implications of Motivation.

Leadership: Concept, Definition, Leadership Styles, Transactional and Transformational Leadership, Leadership development.

Unit V: 6 lecture hours

Groups and Teams: Definition, Features, Group development stages, Group vs. Teams, Managing and developing effective teams.

Conflict Management: Definition, Features, Types of Conflict, Conflict Resolution Strategies, Relationship between Conflict and Performance.

Unit VI: 6 lecture hours

Organizational Culture: Elements and dimensions of organizational culture, Importance of organizational culture in shaping the behavior of people.

Organizational Change: Understanding the issues and managing change, Approaches to organizational change.

Text Books

1. Organizational Behaviour, Robbins, S.P., Judge, Sanghi, S.
2. Organizational behaviour, Fred Luthans., McGraw Hill international edition
3. ORGB, Debra Nelson & James Campbell Quick, Cengage Learning.

Reference Books

1. Organizational Behaviour: A Strategic Approach, Hitt, Miller, & Colella, Wiley India
2. Organizational Behaviour, McShane, Glinow, & Sharma, R.R, TMH

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

CO/P O	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO7	PS O 1	PS O 2	PS O 3
CO1	3	-	-	3	2	-	1	1	3	2
CO2	1	-	-	2	1	-	2	1	1	2
CO3	1	1	3	2	1	-	1	2	1	3
CO4	1	1	2	2	3	-	3	1	1	3
Average	1.5	1	2.5	2.2	1.7	-	1.7	1.2	1.5	2.5

1 – Weakly Mapped (Low) 2 – Moderately Mapped (Medium) 3 – Strongly Mapped (High)

“ - ” means there is no correlation

DSQT 1012	Spreadsheet Modeling	L	T	P	C
		3	0	0	3
Pre-requisites/Exposure	Basic Principles of Management, Basics Business Mathematics, Computer Applications.				
Co-requisites					

Course Objectives

Managers usually find spreadsheets natural, intuitive and user-friendly platforms for organizing information and performing “what-if” analyses. Spreadsheets have therefore become indispensable tools of modern business analysis. This course will focus on structuring, analyzing, and solving managerial decision problems on Excel spreadsheets. We will address problems of resource allocation (how to utilize available resources optimally), risk analysis (how to incorporate uncertainty in problem parameters), decision analysis (how to synthesize a sequence of decisions involving uncertainty), data analysis (how to summarize available data into useful information), and forecasting (how to extrapolate past data into the future). In each area, we will consider specific managerial decision problems, model them on Excel spreadsheets, analyze and solve the models using available Excel commands, functions, tools, and add-ins, and study economic interpretations of the solutions obtained.

Course Outcomes

On completion of this course, the students will be able to

CO1: Understanding linear programming solution by solver

CO2: Apply spreadsheet to solve transportation problem.

CO3: Analyse the constraints and decision variables for logistics sector using spreadsheet

CO4: Integrate the optimization techniques in solving the real life problem.

Catalog Description

Spreadsheet Modeling explores the opportunities to analyze and decide improvements in logistics, supply chain and operations management. The main focus lies on production and service processes, allocating resources to capacity and facility planning to achieve the organization’s long-range objectives by setting operational goals. Care will be taken to strike a balance between theoretical and practical perspectives in manufacturing and service organizations. Various modeling techniques to optimize the flow of goods, manpower, resources and money have are analyzed in the course and decisions are taken based on both qualitative as well as quantitative methods. Excel is used to understand the interpretations of the solutions and to perform what-if analysis.

Course Content

Unit I: 6 lecture hours

Introduction to spread sheet, Introduction to graphs, Introduction to various probability distribution functions

Unit II: 6 lecture hours

Introduction to linear programming, Profit maximization, Solution to linear Programming, Introduction to transportation problems, Solution of transportation problem

Unit III: 6 lecture hours

Introduction to inventory, safety stock and lead time, Modeling of inventory, Analysis of inventory by spreadsheets, Introduction to type of decision making, Decision making under Risk

Unit IV: 6 lecture hours

Introduction to financial Parameters, Financial calculations using Microsoft Excel, Introduction to Multi –objective Optimization

Unit V: 6 lecture hours

Quality Management, Quality Inspection, Quality Assurance, Quality Control Tools & Techniques

Unit VI: 6 lecture hours

Vehicle Routing Problem, Introduction to AHP, AHP Implementation

Text Books

Text Books

Ramesh Bangia (2013) Learning Microsoft Excel 2010

Reference Books

1. J.K Sharma (2009) Operations Research Theory and Applications 4th edition

Modes of Evaluation: Quiz/Assignment/ presentation/ Test/Written Examination

Examination Scheme:

Components	MSE I	Internal Examination	ESE
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	-	-	2	2	1	2	3	-	3
CO2	3	-	1	-	-	1	2	2	-	1

CO3	-	2	-	2	-	-	2	-	2	-
CO4	-	2	-	-	3	3	2	-	2	-
Average	3	2	1	2	2.5	1.7	2	2.5	2	2

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

HRES10131012	Spreadsheet Modeling	L	T	P	C
		2	0	0	2
Pre-requisites/Exposure	Basic Principles of Management, Basics Business Mathematics, Computer Applications.				
Co-requisites					

Course Objectives



Course Outcomes

On completion of this course, the students will be able to:

- CO1. Explain the concept of the various constituents of environment and their impact on businesses.
- CO2. Apply the trade theories, investment theories, exchange rate theories, Regional Trading Bloc (RTB) theories, and their impact on economic welfare.
- CO3. Analyze the principle and the impacts of different exchange rate regimes on businesses.
- CO4. Integrate the concept and opening economies of developing countries like India through RTB and multilateral trading route (GATT, then WTO).

CO-PO Mapping

Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
Course Outcomes										
CO 1	3	2	3	-	3	2	2	-	3	-
CO 2	1	3	-	-	-	-	-	-	-	-
CO 3	1	-	3	-	-	3	-	2	3	3
CO 4	1	-	3	2	-	3	-	-	3	-
Average	1.5	2.5	3	2	3	2.7	2	2	3	3

- Weakly Mapped (Low)
- Strongly Mapped (High)
- 2 – Moderately Mapped (Medium)
- “_” means there is no correlation

Syllabus

Unit 1: **Introduction: A Glimpse of Business Environment**

Types of business environments; internal environment; external environment; microenvironment; macroenvironment; competitive structure of industries; competitor analysis; environmental analysis and strategic management; nature, scope & objectives of business; environmental analysis & forecasting; economic environment, political & government environment; natural & technological environment; demographic environment.

Unit 2: **Business & Society**

Business and society; objectives and importance of business; professionalization; business ethics; business and culture; religion; language; culture and organizational behavior; other social/cultural factors; technological development and social change; social responsibility of business; consumer rights, consumerism & business; corporate governance.

Unit 3: **Industrial Policies & Regulations**

Industrial policy up to 1991; the new industrial policy; an evaluation of the new policy; Industries (Development & Regulation) Act; industrial licensing; the new policy; public, private, joint & cooperative sectors; privatization & disinvestment; micro-small-medium enterprises (MSME) sector; industrial sickness; price & distribution controls; Indian company law; patent & trademarks; competition policy & law.

Unit 4: **The Financial System**

Monetary policy; measures of money stock; monetary policy and money supply; instruments of monetary policy; fiscal policy; the Union budget; State budgets; finances of the Union and States; the Finance Commission; importance of the budget; financial market structure; money & capital markets; stock exchange & its regulation; industrial finance & institutions.

Unit 5: **Labor Environment, Economic Planning & Development**

Labor legislation; labor welfare & social security; industrial relations; trade unions; workers' participation in management; exit policy; quality circles; planning in India; industrial development strategy; planning & development of agriculture.

Unit 6: **Global Environment**

GATT/WTO & global liberalization; international investments; multinational corporations; globalization; development & regulation of foreign trade; foreign exchange management act.

Reference Books

Modes of Evaluation: Quiz/Assignment/ presentation/ Test/Written Examination

Examination Scheme:

Components	MSE I	Internal Examination	ESE
Weightage (%)	20	30	50

SLLS0101	LIVING CONVERSATIONS	L	T	P	C
		2	0	0	2
Pre-requisites/Exposure	--				
Co-requisites	--				

Course Objectives:

The objectives of this course are:

- Encourage critical self-reflection so as to develop empathy and clarity of expression forexchange of individual and organizational ideas and information.
- Enable qualities of deep listening and clear and concise communication skills.
- Apply and practice varied platforms and tools of communication both formal and informal.
- Appreciate and practice collaborative communication in a given environment and context.

Course Outcomes:

Knowledge & Understanding:

After completing this course, you will be able to:

CO1. **Understand** the importance of being empathetic and the role of clarity in the expression. CO2. **Identify** appropriate strategies to improve one's ability to express, listen and to understand people in a given situation and context.

CO3. **Use** speaking, writing and listening skills to create more effective and productive professional and personal relationships

CO4. **Build** collaborative relationships that emphasize cross cultural understanding.

Skills and Attributes:

CO5: **Use** a range of basic and advanced communication skills, both verbal and non-verbal to engage, inquire, ideate, collaborate and co-create.

CO6: **Choose and employ** appropriate practice tools in the execution of a project/coursework. CO7: **Critique and articulate** responses to group and individual work undertaken by self and by others.

Catalog Description: Living Conversations is a life skill course that empowers and enables learners to exchange, empathize, express, ideate, create and collaborate in any given situation - professional or personal. It aims at enabling students to converse confidently and participate in a variety of discussions appropriately in different situational and cultural contexts, making them an influential communicator.

Course Content

- 1. Basics of Communication** **6**
hours
Introduction to the course, Importance, use and its application in life (personal as well as professional), Basics of Communication with Practical Examples (need – principles - process – model), Introducing Types of Communication (Verbal & non-verbal), Types of non-verbal communication & its importance in overall communication.
- 2. Setting Communication Goals & Avoiding Breakdowns** **4**
hours
Communication goals, creating value in conversations, Internal & external factors impacting our conversations, Communication breakdowns and how to address them.
- 3. Communication Styles** **4**
hours
Recognizing your style and the styles of others, closing communication gaps, being flexible without compromising one's identity.
- 4. Listening for Improved Understanding** **4**
hours
Importance, Active & Passive listening, Barriers, Benefits, Features & Examples of Active Listening, Verbal and non-verbal signs of active listening skills, Tools & Tips for Practicing Active Listening.
- 5. Emoting, Enunciating & Expressing** **4**
hours
Intonation, Enunciation & clarity, Expressions – verbal and written), Calibrating the variance between what you want and what you express, Speaking through silence.
- 6. Cross-cultural Communication: navigating beyond boundaries** **4**
hours
Developing greater sensitivity to cultural differences, Building greater accountability and trust on virtual teams, Uncovering hidden assumptions, Recognizing filters in oneself and others.
- 7. PROJECT and E- portfolio Submission** **4**

Hours

Text Books / Reference Books:

Textbooks

- Hargie, Owen (ed.) (2018). The Handbook of Communication Skills. Routledge. London.
- Anderson, Peter & Guerrero, Laura. Handbook of Communication and Emotion. 1st Edition. Elsevier.
- Bordia Crossman, Bretag. Communication Skills. Tata Macgraw Hill.
- Tuhovsky, Ian. The Science of Effective Communication. Murphy, Herta, Thomas, Jane P. Effective Organizational Behaviour
- . Tata MacGraw Hill

JOURNALS AND ARTICLES (Will be uploaded on LMS)

- Patterson, Kerry et.al. (2011) Crucial Conversations Tools for Talking When Stakes Are High. MacMillan. Switzerland.
- A Theory of Goal Oriented Communication:
https://www.researchgate.net/publication/220138297_A_Theory_of_Goal-Oriented_Communication

WEB SOURCES

1) Effective Communication <http://www.free-management-ebooks.com/dldebk/dlcm-effective.htm>

2) Active Listening <http://www.free-management-ebooks.com/dldebk/dlcm-active.htm> TED Talks:

https://www.ted.com/playlists/211/the_art_of_meaningful_conversa

Modes of Evaluation: Project + E-Portfolio + Mega Quiz

Examination Scheme:

Component s	PROJEC T	E- PORTFOL I O	MEGA QUIZ	Total
Weightage (%)	50%	30%	20 %	100

Course Code	Course Name	L	T	P	C
SSEN0101	Environment Sustainability and Climate Change	2	0	0	2
Pre-requisites/Exposure	Fundamentals of basic ecology, chemistry and physics				
Co-requisites					

Course Objectives (CO) :

- I. To Develop a critical understanding of the nature, cause and impact of human activities on the environment.
- II. Critically engage with concepts of ecosystems, biodiversity and sustainability.
- III. Research, analyse, identify problems, develop insights, and frame sustainable solutions to living issues faced by the global and local communities.
- IV. Learning by doing, engaging, exploring and experimenting

Course Outcomes

CO-1: Understand the concepts of ecology, sustainability, climate change and environment related to everyday life.

CO-2: Distinguish and relate different types of biodiversity and natural resources and their impact on sustainable development.

CO-3: Analyse various aspects of environment and adopt eco-friendly technologies to facilitate conservation and regeneration of natural resource.

CO-4: Build environmental awareness through a wide range of curricular and co-curricular activities at the University and later in a professional/vocational practice.

Catalog Description:

This course aims at sensitizing students to the environment and the balance of natural and manmade ecosystems. Develop empathy and concern for the environment and evolve as conscious participants in resolving issues affecting local and global environment. The course seeks to build an interdisciplinary approach and analytical skills, with an element of creativity towards achieving a sustainable future. Under this programme we shall be provide indepth knowledge in various area such as climate change, pollution, waste management, sanitation, conservation of biological diversity, management of biological resources and biodiversity, forest and wildlife conservation, and sustainable development.

Course Content

Unit 1 Humans and the Environment

4 lecture hours

The man-environment interaction: Humans as hunter-gatherers; Mastery of fire; Origin of agriculture; Emergence of city-states; Great ancient civilizations and the environment; Middle Ages and Renaissance; Industrial revolution and its impact on the environment; Population growth and natural resource exploitation; Global environmental change.

The emergence of environmentalism: Anthropocentric and eco-centric perspectives (Major thinkers); The Club of Rome - Limits to Growth; UN Conference on Human Environment 1972; World Commission on Environment and Development and the concept of sustainable development; Rio Summit and subsequent international efforts.

Unit 2 Natural Resources and Sustainable Development

6 lecture hours

Overview of natural resources: Definition of resource; Classification of natural resources- biotic and abiotic, renewable and non-renewable.

Biotic resources: Major type of biotic resources- forests, grasslands, wetlands, wildlife and aquatic (fresh water and marine); Microbes as a resource; Status and challenges.

Water resources: Types of water resources- fresh water and marine resources; Availability and use of water resources; Environmental impact of over-exploitation, issues and challenges; Water scarcity and stress; Conflicts over water.

Soil and mineral resources: Important minerals; Mineral exploitation; Environmental problems due to extraction of minerals and use; Soil as a resource and its degradation.

Energy resources: Sources of energy and their classification, renewable and non-renewable sources of energy; Conventional energy sources- coal, oil, natural gas, nuclear energy; Non-conventional energy sources- solar, wind, tidal, hydro, wave, ocean thermal, geothermal, biomass, hydrogen and fuel cells; Implications of energy use on the environment.

Introduction to sustainable development: Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs.

Unit 3 Environmental Issues: Local, Regional and Global

6 lecture hours

Environmental issues and scales: Concepts of micro-, meso-, synoptic and planetary scales; Temporal and spatial extents of local, regional, and global phenomena.

Pollution: Impact of sectoral processes on Environment, Types of Pollution- air, noise, water, soil, municipal solid waste, hazardous waste; Transboundary air pollution; Acid rain; Smog.

Land use and Land cover change: land degradation, deforestation, desertification, urbanization.

Biodiversity loss: past and current trends, impact.

Global change: Ozone layer depletion; Climate change.

Unit 4 Conservation of Biodiversity and Ecosystem

6 lecture hours

Biodiversity and its distribution: Biodiversity as a natural resource; Levels and types of biodiversity; Biodiversity in India and the world; Biodiversity hotspots; Species and ecosystem threat categories.

Ecosystems and ecosystem services: Major ecosystem types in India and their basic characteristics- forests, wetlands, grasslands, agriculture, coastal and marine; Ecosystem services- classification and their significance.

Threats to biodiversity and ecosystems: Land use and land cover change; Commercial exploitation of species; Invasive species; Fire, disasters and climate change.

Major conservation policies: in-situ and ex-situ conservation approaches; Major protected areas; National and international Instruments for biodiversity conservation; the role of traditional knowledge, community-based conservation; Gender and conservation.

Unit 5 Environment Pollution and Health

6 lecture Hours

Understanding pollution: Production processes and generation of wastes; Assimilative capacity of the environment; Definition of pollution; Point sources and non-point sources of pollution.

Air pollution: Sources of air pollution; Primary and secondary pollutants; Criteria pollutants- carbon monoxide, lead, nitrogen oxides, ground-level ozone, particulate matter and sulphur dioxide; Other important air pollutants- Volatile Organic compounds (VOCs), Peroxyacetyl Nitrate (PAN), Polycyclic aromatic hydrocarbons (PAHs) and Persistent organic pollutants (POPs); Indoor air pollution; Adverse health impacts of air pollutants; National Ambient Air Quality Standards.

Water pollution: Sources of water pollution; River, lake and marine pollution, groundwater pollution; water quality Water quality parameters and standards; adverse health impacts of water pollution on human and aquatic life.

Soil pollution and solid waste: Soil pollutants and their sources; Solid and hazardous waste; Impact on human health

Noise pollution: Definition of noise; Unit of measurement of noise pollution; Sources of noise pollution; Noise standards; Adverse impacts of noise on human health.

Thermal and Radioactive pollution: Sources and impact on human health and ecosystems.

Unit 6 Climate Change Impact Adaptation and Mitigation

6 lecture Hours

Climate change from greenhouse gas emissions– past, present and future; Projections of global climate change with special reference to temperature, rainfall, climate variability and extreme events; Importance of 1.5 °C and 2.0 °C limits to global warming; Climate change projections for the Indian sub-continent.

Impacts, vulnerability and adaptation to climate change: Observed impacts of climate change on ocean and land systems; Sea level rise, changes in marine and coastal ecosystems; Impacts on forests and natural ecosystems; Impacts on animal species, agriculture, health, urban infrastructure; the concept of vulnerability and its assessment; Adaptation vs. resilience; Climate-resilient development; Indigenous knowledge for adaptation to climate change.

Mitigation of climate change: Synergies between adaptation and mitigation measures; Green House Gas (GHG) reduction vs. sink enhancement; Concept of carbon intensity, energy intensity and carbon neutrality; National and international policy instruments for mitigation, decarbonizing pathways and net zero targets for the future; Energy efficiency measures; Renewable energy sources; Carbon capture and storage, National climate action plan and *Intended Nationally Determined Contributions* (INDCs); Climate justice.

Unit 7 Environment Management

6 Lecture Hours

Introduction to environmental laws and regulation: Constitutional provisions- Article 48A, Article 51A (g) and other derived environmental rights; Introduction to environmental legislations on the forest, wildlife and pollution control.

Environmental management system: ISO 14001

Life cycle analysis; Cost-benefit analysis

Environmental audit and impact assessment; Environmental risk assessment

Pollution control and management; Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Ecolabeling /Ecomark scheme

Unit 8 Environment Treaties and Legislation

6 Lecture Hours

1. An overview of instruments of international cooperation; bilateral and multilateral agreements; conventions and protocols; adoption, signature, ratification and entry into force; binding and non-binding measures; Conference of the Parties (COP)

2. Major International Environmental Agreements: Convention on Biological Diversity (CBD); Cartagena Protocol on Biosafety; Nagoya Protocol on Access and Benefit-sharing; Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES); Ramsar Convention on Wetlands of International Importance; United Nations Convention to Combat Desertification (UNCCD); Vienna Convention for the Protection of the Ozone Layer; Montreal Protocol on Substances that Deplete the Ozone Layer and the Kigali Amendment; Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal; Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade; Stockholm Convention on Persistent Organic Pollutants; Minamata Convention on Mercury; United Nations Framework Convention on Climate Change (UNFCCC); Kyoto Protocol; Paris Agreement; India's status as a party to major conventions

3. Major Indian Environmental Legislations: The Wild Life (Protection) Act, 1972; The Water (Prevention and Control of Pollution) Act, 1974; The Forest (Conservation) Act, 1980; The Air (Prevention and Control of Pollution) Act, 1981; The Environment (Protection) Act, 1986; The Biological Diversity Act, 2002; The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006; Noise Pollution (Regulation and Control) Rules, 2000; Industry-specific environmental standards; Waste management rules; Ramsar sites; Biosphere reserves; Protected Areas; Ecologically Sensitive Areas; Coastal Regulation Zone; Status phase-out of production and consumption of Ozone Depleting Substances by India; National Green Tribunal; Some landmark Supreme Court judgements

Major International organisations and initiatives: United Nations Environment Programme (UNEP), International Union for Conservation of Nature (IUCN), World Commission on Environment and Development (WCED), United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC), and Man and the Biosphere (MAB) programme.

Unit 10 Living Lab Case Studies and Field Work

30 hours

The students are expected to be engaged in some of the following or similar identified activities:

- Discussion on one national and one international case study related to the environment and sustainable development.
- Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report.
- Documentation of campus biodiversity.

Campus environmental management activities such as solid waste disposal, water management, and sewage treatment

Reference Books

1. Fisher, Michael H. (2018) An Environmental History of India- From Earliest Times to the Twenty-First Century, Cambridge University Press.

2. Headrick, Daniel R. (2020) Humans versus Nature- A Global Environmental History, Oxford University Press.

2. William P. Cunningham and Mary A. (2015) Cunningham Environmental Science: A Global Concern, Publisher (McGraw Hill, USA)

3. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson)

4. Rajagopalan, R. (2011). Environmental Studies: From Crisis to Cure. India: Oxford University Press. **University Grants Commission 11.**

5. William P. Cunningham and Mary A. (2015). Cunningham Environmental Science: A global concern, Publisher (McGraw Hill, USA)

6. Bhagwat, Shonil (Editor) (2018) Conservation and Development in India: Reimagining Wilderness, Earthscan Conservation and Development, Routledge.

7. Masters, G. M., & Ela, W. P. (2008). *Introduction to environmental engineering and science* (No. 60457). Englewood Cliffs, NJ: Prentice Hall.

8. Miller, G. T., & Spoolman, S. (2015) Environmental Science. Cengage Learning.

9. Central Pollution Control Board Web page for various pollution standards. <https://cpcb.nic.in/standards/>

10. Ahluwalia, V. K. (2015). *Environmental Pollution, and Health*. The Energy and Resources Institute (TERI). **University Grants Commission 13**

11. Denle A., Azadi H., Arbiol J. (2015). Global assessment of technological innovation for climate change adaptation and mitigation in developing world, *Journal of Environmental Management*, 161 (15): 261-275.

12. Richard A. Marcantonio, Marc Lame (2022). *Environmental Management: Concepts and Practical Skills*. Cambridge University Press. **University Grants Commission 15**

13. UNEP (2007) Multilateral Environmental Agreement Negotiator's Handbook, University of Joensuu, ISBN 978-952-458-992-5

14. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions & Programmes. <https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf>

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Components	Internal Assessment	Mid-Semester Examination (MSE)	ESE
Weightage (%)	30	20	50

Correlation between the Course Outcomes (COs) and Program Outcomes (POs) Table :

PO	CO	PO						
		1	2	3	4	5	6	7
CO		2						

CO2	2	1			1		
CO3	3	1		1	2		
CO4	2	2		1	1		
Average	2.25	1.3		1	1.3		

1=Weakly mapped 2= Moderately mapped 3=Strongly mapped

Semester II

ECON1014	Macroeconomics	L	T	P		C
Version 1.0		3	0	0		3
Pre-requisites/Exposure	12th Standard Economics					
Co-requisites						

Course Objectives

1. To understand the functioning of economy at the macro level.

2. To understand how the economy is regulated through monetary and fiscal policies.
3. To study the important indicators of the economy and their significance.

Course Outcomes

On completion of this course, the students will be able to:

- CO1. To define and differentiate various concepts of macroeconomics.
- CO2. To illustrate and extend the circular flow of income and expenditure in various sectors of economy.
- CO3. To apply and analyse Keynesian Model of income determination and its application in employment, interest rate, savings, investment, consumption and demand for money
- CO4. To integrate the role of fiscal and monetary policies in real and monetary sector of the economy.

Catalog Description

Macroeconomics is a basic subject of Economics. It is required to understand the major economic phenomena at the national and international levels. It would cover the concepts like measuring the economic performance of the economy, determinants of economic performance, fiscal policy, monetary policy, trade policy, etc.

Course Content

Module 1: 4 Lecture hours

Introduction to Macroeconomics: Liberalization, Privatization, Globalization

Module 2 4 lecture hours

Measuring National Income and Output- GNP, GDP. Three methods to calculate output

Module 3 5 lecture hours

Consumption and Investment- Consumption function, Psychological law of consumption, Multiplier, Leakages of Multiplier

Module 4 5 lecture hours

Unemployment and Inflation.

Module 5 5 lecture hours

International Trade, Comparative Advantage and Protectionism.

Module 6 4 lecture hours

The Balance of Payments and Exchange Rates.

Module 7 4 lecture hours

Long-Run and Short-Run Concerns: Economic Growth, Productivity

Module 8**5 lecture hours**

Evolution, Functions and Role of WTO

Text Books

1. Colander, D. (2017). Macroeconomics. New Delhi, India: McGraw-Hill Education.
2. Fischer & Startz (2010). Macroeconomics. New Delhi, India: McGraw Hill.
3. Mankiw, G. (2010). Macroeconomics. New Delhi, India: Worth Publishers.
4. Andrew B. A. & Ben, S. B. (2011). Macroeconomics. New Delhi, India, Pearson Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written

Examination Examination Scheme:

Examination Scheme:

Components	IA	MSE	ESE
Weightage (%)	30	20	50

DSQT1004	Business Statistics	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	set theory, permutation and combination, 12 th level mathematics				
Co-requisites	Mathematical symbols and notations and few basic formulae.				

Course Objectives

1. To have a proper understanding of Statistical applications in Economics and Management.
2. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
3. To develop the students ability to deal with numerical and quantitative issues in business

Course Outcomes

On completion of this course, the students will be able to:

CO1. To demonstrate and discuss the key terminology, concepts tools and techniques used in business statistical analysis

CO2. To apply and critically discuss the issues surrounding sampling and significance CO3. To analyse critically the uses and limitations of statistical analysis

CO4. To integrate the underlying assumptions of analysis tools

Catalog Description

This course is designed to provide students with an understanding of the data and its relevance in business and develop an understanding of the quantitative techniques from statistics. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in business. Most of the examples are drawn from a variety of business applications. This course introduces business statistics and fundamental aspects of decision- making. It examines aspects of business and marketing with regards to basic statistical analysis. Students will be provided with the theoretical concepts, tools and methods of statistics as well as the opportunity to work through example problems.

Course Content

Unit I: 07 Lecture Hours

Data and Presentation of Data

Introduction: Introduction to statistics, Meaning and scope, Limitation of Statistics, Data, Types of data, Methods of data collection, Presentation of data, Tabulation, Frequency Distribution , Graphical Representation.

Unit II: 14 Lecture Hours

Measures of Central Tendency and Dispersion

Measure of Central Tendency

Mean, Median, Quartiles, Deciles, Percentiles, Mode, Geometric mean, Harmonic mean, Merit and demerit of all the averages

Measure of Variations

Introduction, Range, Mean Deviation, Quartile Deviation, Variance, Standard Deviation, Coefficient of variation, Skewness, kurtosis

Unit III: 09 Lecture Hours

Correlation & Regression Analysis

Correlation Analysis

Correlation: concept, Type of correlation, Measure of correlation

Regression Analysis

Regression: concept, Line of regression X on Y, Line of regression Y on X, Relation between correlation and regression

CO 1	3	2	-	1	-	3	1	2	3	1
CO 2	1	2	-	2	-	1	2	2	1	2
CO 3	1	2	-	1	-	3	1	1	3	1
CO 4	1	1	-	3	-	3	2	-	1	3
Average	1.5	1.8	-	1.7	-	2.5	1.5	1.7	2.0	1.7

1. **Weekly Mapped (Low)** 2. **Moderately Mapped (Medium)** 3. **Strongly Mapped (High)** “-“means there is no correlation

FINC1002	Financial Management	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Basic knowledge of Fundamentals of Financing and Accountingsuch as calculation of cost, revenue and profit				
Co-requisites	Knowledge of classification of data, data presentation				

Course Objectives

1. Provide an in-depth view of the process in financial management of the firm
2. Develop knowledge on the allocation, management and funding of financial resources.
3. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
4. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.

Course Outcomes

On completion of this course, the students will be able to

CO1.to demonstrate the main ways of raising capital and their respective advantages and disadvantages in different circumstances

CO2.to apply an understanding of fundamental financial concepts, especially time value of money. CO3.to analyse capital budgeting projects using traditional methods.

CO4. To integrate the capital market.

Catalog Description

Finance considers the requirements for financial information both external and internal to the organisation and the role of finance professionals as key players in a dynamic and ever-changing business environment, encompassing key decisions and the fundamental principles of Business.

Classroom activities including lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates.

Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

UNIT 1: Introduction to Finance

7 Lecture Hours

Introduction to three important decisions - investment decision, financing decision, dividend policy decision, scope and objectives of financial management, time-value of money, risk-return trade-off

UNIT 2: Financing Decision

7 Lecture Hours

Financing Decision: Concept and types of cost of capital, cost of various sources of finance, weighted average cost of capital, study of operating, financial and combined leverage, EBIT-EPS Analysis, Sources of Finance, Indian Financial System – SEBI, Stock Markets, and other participants

UNIT 3: Long term investment Decision

8 Lecture Hours

Investment Decision: Concept, nature of capital budgeting, determination of relevant cash flows, capital budgeting techniques & their limitations-Traditional vs. Discounted techniques

UNIT 4: Dividend Decision

7 Lecture Hours

Dividend Policy Decision:- Theories of relevance and irrelevance of dividends, dividend-pay-out ratio, stability of dividends, legal, contractual and internal constraints and restrictions

UNIT 5: Working Capital Management

7 Lecture Hours

Working Capital Management: Gross vs. net working capital, need, determinants of working capital, Management of Cash: Nature, Motives for holding cash, Determining Optimum Cash Balance, Cash Management Models, Receivables Management: Cost of maintaining Receivables. Factors Influencing Receivables. Meaning, Objects and Dimensions of Receivable Management, Inventory Management

TEXT BOOKS

1. Pandey, I.M., (2015), "Financial Management", 11th Edition, Vikas Publication, New Delhi.
 2. Sinha, Pradeep Kumar, (2009), "Financial Management", 5th Edition, The World Press, Calcutta.
- REFERENCE BOOKS**

Chandra, Prasanna, (2011), "Financial Management Theory and Practice", 8th Edition, TMH, New Delhi. Vanhorne, J, (2015), " Financial Management & Policy", 13th Edition, Pearson Education, Delhi.

Brealey and Myers, (2017), " Principles of Corporate Finance", 10th Edition , McGraw Hill, India.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Component s	MSE	IA	ESE
Weightag e (%)	20	30 <ul style="list-style-type: none"> • Case Presentation (30 Marks) • Online Assignments (40 Marks) • Quiz (30 Marks) 	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

Progra m Outcome s / Course Outcome s	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO 2	PSO 3
CO 1	3	-	-	3	2	-	1	1	3	2
CO 2	1	-	-	2	1	-	2	1	1	2
CO 3	1	1	3	2	1	-	1	2	1	3
CO 4	1	1	2	2	3	-	3	1	1	3
Average	1.5	1	2.5	2.2	1.7	-	1.7	1.2	1.5	2.5

1. Weekly Mapped (Low) 2. Moderately Mapped (Medium) 3. Strongly Mapped (High) "- means there is no correlation

MKTG1004	Marketing Management	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

1. To demonstrate the concepts of marketing management
2. To apply about marketing process for different types of products and services
3. To analyze the tools used by marketing managers in decision situations
4. To integrate the marketing strategies

Course Outcomes

On completion of this course, the students will be able to:

CO1. Students will demonstrate strong conceptual knowledge in the functional area of marketing management

CO2. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application

CO3. Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management

CO4. Students will demonstrate effective application capabilities of their conceptual understanding to the marketing

Catalog Description

Marketing is an important part of business. Most aspects of the business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions, sales & distribution. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, your business may offer the best products or services in your industry, but none of your potential customers would know about it. In this course, the focus will be on improving marketing skills, i.e. decision making, selling, communication. Students will learn marketing effectively through prescribed syllabus. Classroom activities will be designed to encourage students to play an active role in the construction of their own knowledge and in the design of their own learning strategies. We will

combine traditional lectures with other active teaching methodologies, such as group discussions, case study discussion, analysis of current market, etc. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities.

Course Content

Unit 1: 3 Lecture Hours

BASIC CONCEPTS OF MARKETING

Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing.

Unit 2: 3 Lecture Hours

MARKETING MANAGER'S ROLE IN STRATEGY FORMULATION

Delivering Values, Satisfaction & Retention: Business Components. Customer Satisfaction. Concept of Value, Attracting & Retaining Customers. Structural Ties. Relationship Marketing.

Unit 3: 3 Lecture Hours

ANALYZING MARKET OPPORTUNITIES

Marketing Environment: Competitive forces, Macro Environmental Factors.

Unit 4: 3 Lecture Hours

MARKETING AIDS/TOOLS FOR DECISION MAKING

Understanding Consumer Behavior, Organizational Markets & Buying Behavior, Market Segmentation & Market Targeting.

Unit 5: 4 Lecture Hours

PLANNING MARKETING STRATEGY

Strategic Planning Process, Marketing & Competitive Strategies.

Unit 6: 4 Lecture Hours

MARKETING MIX STRATEGY

Interaction between Marketing Mix & Environment, Assembling & Managing Marketing Mix.

Unit 7: 4 Lecture Hours

MARKETING CHANNELS AND DISTRIBUTION

Nature of Marketing Channels, Role of Marketing Channels, Functions of Marketing Channels. Designing Distribution Channels, Channel Management, Channel Dynamics, Channels & Conflicts.

Unit 8: 4 Lecture Hours

PRODUCT POLICY

Product & Product Line, Product Classification, Product Mix Strategy, Product Life Cycle, New Product Development. Branding & Packaging.

Unit 9: 4 Lecture Hours

ADVERTISING & PROMOTIONS

Benefits of Advertising, Developing an Advertising Program, Sales Promotion, Public Relation, Personal Selling, Social & Digital Media Marketing

Unit 10: 4 Lecture Hours

PRICING

Significance, Price & Non Price Competition, Pricing, Price Adjustments, Effect of Price Change.

Text Books

Kotler Philip, Keller, Kevin Lane (2015) Marketing Management, Pearson education, 14th edition, ISBN: 9789332557185, 9332557187

Kotler, Keller, Koshy, Jha, Marketing Management, A south Asian Perspective, (2002) Prentice Hall 12th Edition..ISBN: 8120316096.

Kotler, Philip. Marketing Management, Millennium Edition. (2002) Intl ed. US: Prentice Hall, .ISBN: 8120316096.

Kotler and Armstrong, Principles of Marketing, 12th edition.,(2008), Pearson, ISBN: 978-81- 317-1547-5

Reference Material

Harvard Business Review, Business week, Forbes, Fortune 500, Journals of Marketing, Business and Advertising.*Newspaper*: Any national daily, The Economic Times

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Component s	MSE	IA	ESE
Weightage (%)	20	30 <ul style="list-style-type: none">• Case Presentation(15)• Assignments (10)• Quiz / Discussions(5)	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

Program Outcomes / Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO2	PSO 3
CO 1	3	-	1	3	2	1	3	1	2	3
CO 2	1	-	2	2	1	2	3	2	2	1
CO 3	1	-	2	-	1	1	1	1	1	1
CO 4	1	-	2	-	3	2	1	2	2	1
Average	1.5	-	1.8	2.5	1.7	1.5	2.0	1.5	1.8	1.5

1. Weekly Mapped (Low) 2. Moderately Mapped (Medium) 3. Strongly Mapped (High) “-“means there is no correlation

HRES1005	Human Resource Management	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Basic knowledge of general Management				

Course Objectives

1. To acquaint and understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To make ready for self-selling by the prospective new incumbent to suit to the requirements of the organization.
3. To help the students to develop cognizance of the significance of human resource practices.
4. To enable students on how to develop HR policies under changing conditions.

Course outcomes

On completion of this course, students will be able to

CO1: To demonstrate the understanding of the concept of human resource management and to understand its relevance in organizations.

CO2: To apply the applicability of analyzing the complexities associated with management of workforce.

CO3: To analyze the complexities associated with designing HR policies.

CO4: To integrate how human resource management can integrate in understanding the people aspects in organizations.

Catalog Description

The main objective of Human Resource Management is to help the students to acquire and develop skills to design rational decisions in the discipline of human resource management. An efficient HR manager must guide the work force, influence their behavior and motivate them to conduct maximum towards the achievement of organizational goals. This course focuses on issues and strategies required to select and develop manpower resources.

Workforce is regarded as the most valuable asset of an organization. Human aspects are critical in each functional aspects of management and equally so for the effective utilization of resources. In this view, studying human resource management has a great deal of importance. This course is mainly designed for the students who are being exposed to human resourced management or the first time.

The course encompasses the various sub-functions of human resource management in the organizational context. It highlights the significance of recruitment and selection, training and development, compensation and benefits, performance management, employee welfare schemes, and contemporary issues in human resource management discipline.

Classroom activities involving lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved and absorb & assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, analysis of video cases and debates.

Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

Unit I: 4 lecture hours

INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Meaning, Functions, Significance, Job Analysis, Job Evaluation, Job Design, Challenges of HRM, HR Policies. **STRATEGIC HUMAN RESOURCE MANAGEMENT (SHRM) :**

Introduction, Strategic HR systems, Strategic role of HR and Strategic HR business implications.

Unit II: 4 lecture hours

HUMAN RESOURCE PLANNING

Introduction to HRP, Various Methods of HRP, Forecasting and HR Effectiveness.

Unit III: 4 lecture hours
RECRUITING, SELECTING & SOCIALIZING

Policy Issues, Sources of people, Selection process & tests, Socialization,

Unit IV: 4 lecture hours

TRAINING & DEVELOPING WORKFORCE

Concept, Need of Training & Development, Methods of Training & Development, Importance & evaluation of training & development, Principle of learning,

Unit V: 4 lecture hours

PERFORMANCE MANAGEMENT SYSTEM

Definition, Importance, objectives, Components and Methods of performance management system.

Unit VI: 4 lecture hours

COMPENSATION MANAGEMENT

Principal compensation issues, Job evaluation, Job Description and Job Specification, Pay- structures, Individual & group incentives,

Unit VII: 4 lecture hours

INTERNAL MOBILITY

Introduction, Career Planning and Development.

Unit VIII: 4 lecture hours

SOCIAL SECURITY AND LABOUR WELFARE

Concept of Social Security, Significance of Workers Participation in Management and Various social security legislations in India.

Unit IX: 4 lecture hours

CONTEMPORARY ISSUES IN HUMANA RESOURCE MANAGEMENT

Competency Mapping, HR Outsourcing, Knowledge Management and Learning Organizations.

Text

Books

Text

books

1. Human Resource Management, Gary Dessler and Biju Varkkey, Pearson education.
2. Managing Human Resources, Bohlander and Snell, Thomson Publications.
3. Human Resource Management, VSP Rao, Excel publishers.
4. Human Resource Management, Mizra S.Saiyadain, Tata McGraw Hill Publishers.

Reference books

1. The Management of People at Work, Dale S.Beach, Tata McGraw Hill Publishers.
2. Personnel Management, CB Memoria , Himalaya Publishers .

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Presentation/Assignment/ etc.	ESE
Weightage (%)	20	30	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO2	PSO 3
Course Outcomes										
CO 1	3	-	1	3	2	1	3	1	2	3
CO 2	1	-	2	2	1	2	3	2	2	1
CO 3	1	-	2	-	1	1	1	1	1	1
CO 4	1	-	2	-	3	2	1	2	2	1
Average	1.5	-	1.8	2.5	1.7	1.5	2.0	1.5	1.8	1.5

1. Weekly Mapped (Low) 2. Moderately Mapped (Medium) 3. Strongly Mapped (High) “-“means there is no correlation

Fostering Social Responsibility, Community Engagement and Social Internship

Course Objectives

1. To develop an understanding of how the operations have strategic importance and can provide a competitive advantage in the business environment.
2. To understand techniques of location and facility planning; line balancing; job designing; and capacity planning.
3. To understand the Materials Management function starting from Demand Management through Inventory Management, Lean Operation/JIT systems,
4. To sensitize students to the advanced concepts like TQM, SCM, ERP and PLM.

Course Outcomes

On completion of this course, the students will be able to:

1. Demonstrate the elements of operations management and various transformation processes.
2. Apply techniques to enhance productivity and competitiveness in operations. Analyze the logistic driven flow to develop a balanced line of production.
3. Analyze the scheduling and sequencing techniques in operation environments.
4. Integrate the inventories in operations environments, quality control measures in Quality Circles to TQM.

CO-PO Mapping

Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
Course Outcomes										
CO 1	3	2	3	-	3	2	2	-	3	-
CO 2	1	3	-	-	-	-	-	-	-	-
CO 3	1	-	3	-	-	3	-	2	3	3
CO 4	1	-	3	2	-	3	-	-	3	-
Average	1.5	2.5	3	2	3	2.7	2	2	3	3

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

“ - ” means there is no correlation

Syllabus

Unit I: 12 lecture hours

Introduction to Operations Management: Introduction to operations and Materials Management, Evolution Scope and Development Stages of OM, Operations Vs Projects, Operations strategy: As a competitive weapon & Concept of productivity. Forecasting: Introduction to Forecasting, Time Series Introduction, Components of Time Series, Types of Forecasting, Regression Method, Moving Average, Exponential method, Double Exponential method

Unit II: 12 lecture hours

Facility Location & Layout: Parameters & Criterion for selection of a location, Different types of layouts, their planning and production systems, Service Layouts & Operations. Assembly line balancing & Scheduling: Networking of Process Flow, Assembly Line Balancing, Scheduling of Operations. Capacity Planning: Planning Capacity across the Organization, Planning Long-Term Capacity, Capacity Timing and Sizing strategies.

Unit III: 12 lecture hours

Materials Management: Materials Handling, Role of purchase department, Inventory Basics, ERP, KANBAN System, Lean operations and JIT. Inventory planning & control: EOQ Models, Inventory Control Techniques: ABC, VED analysis etc. Quality planning & control: Total Quality Management (TQM), Statistical Process Control, Control Charts.

Reference Books

1. James R Evans, David A Collier & Kunal Ganguly – Operations Management, Cengage Learning.
2. Operations Management for Competitive Advantage; Richard B Chase, F Robert Jacobs, Nicholas J Aquilano & Nitin K Agarwal; Tata McGraw-Hill (11th Edition)
3. Richard B. Chase, Ravi Shankar and F. Robert Jacobs (2014) Operations & Supply Chain Management. McGraw-Hill(12th and 14th Edition)
4. Chary S. N. Theory and Problems in Production & Operations Mgt. Tata McGraw Hill (14th Edition)
5. Krajewski Lee Operations Mgt. Process for Value Chains, Prentice Hall (8th Edition).

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Presentation/Assignment/ etc.	ESE
Weightage (%)	20	30	50

Course Code	Critical Thinking and Writing	L	T	P	C
SLSG0102		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives.

The objectives of this course are:

- To introduce the essential tools and approaches of critical thinking.
- To realize how the fallacies and biases hinder the process of critical thinking and how to overcome them.
- To understand and the various components and conventions of critical writing and create appropriate documents.

Course Outcomes

On completing this module, the student should be able to:

CO 1 identify, understand and define the various arguments in different

contexts CO 2 to draw logical conclusions

CO 3 introspect and reflect on their thought

processes CO 4 identify the errors in reasoning

CO 5 listen, read and write critically

Catalog Description

The ability to think clearly and rationally is important in whatever we choose to do. **Critical thinking is the ability to think clearly and rationally about what to do or what to believe** and includes the ability to engage in reflective and independent thinking. Critical Thinking and Writing skills are important to help the one progress in their professional and personal life effectively. This course aims to introduce the various tools and methods available to develop their critical thinking. It will equip students to utilize critical thinking concepts and strategies in learning, and apply those skills for effective written communication, thus developing the ability to think critically and communicate effectively

Course Content

Unit 1 – Heading – 0 Lectures

Module-1 Understanding the process of critical thinking

- What is critical thinking: definition and theories
- Importance of Critical Thinking
- Critical thinking Structures
- Metacognitive skills; understanding our minds

Unit 2 – Heading – 0 Lectures

Module-2 Barriers to critical thinking

- The critical thinking model
- Information Literacy
- Cognitive Biases
- Logical Fallacies

Unit-3

Module-3 Approaches for Critical Thinking

- Arguments and Rationality
- Reasoning and Persuasion
- Six Thinking hats
- Simplification

Unit-4

Module-4 Critical thinking and writing

- Critical thinking and clear writing
- Presenting and communicating ideas

Text Books / Reference Books

- Lewis Vaughn, The power of critical thinking, effective reasoning about ordinary and extraordinary claims, second edition, Oxford University Press
- Walter Sinnott Armstrong and Robert Fogelin, Understanding Arguments: An Introduction to Informal Logic. 8th Ed., Wadsworth Cengage Learning.
- Edward de Bono, Six Thinking Hats, ISBN 0-316-17831-4
- Richard Paul and Linda Elder, The miniature guide to critical thinking, concepts and tools, the foundation for critical thinking
- Encourage critical thinking with 3 questions: <https://www.youtube.com/watch?v=0hoE8mtUS1E>
- Wile E Coyote Into- Introduction to critical thinking: <https://www.youtube.com/watch?v=xOjl3jm-GrA>

- Psychologist Diane Halpern on Critical Thinking:
https://www.youtube.com/watch?v=rn_7aJP5BTw

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	QUIZ	E-PORTFOLIO	PROJECT	Total
Weightage (%)	20%	30%	50%	100

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	2	-	2	2
CO2	-	-	-	1	-	-	1	-	2	-
CO3	-	3	-	-	-	-	3	-	1	1
CO4	3	-	-	3	1	2	1	-	-	2
CO5	-	-	-	-	3	1	-	-	-	-
CO6	-	-	-	-	2	2	-	1	3	3
CO7	-	-	-	-	-	-	-	2	-	1
Average	3	3	-	2	2	1.7	1.8	1.5	2	1.8

1 = weakly mapped,

2 = moderately mapped,

3 = strongly mapped

Course Code	Course Name	L	T	P	C
SSEN0101	Environment Sustainability and Climate Change (Living Lab)	2	0	0	2
Pre-requisites/Exposure	Fundamentals of basic Environment Sustainability and Climate Change				
Co-requisites					

Course Objectives (CO) :

- I. Understand the concept of Living Labs and their application in the environmental sustainability.
- II. Develop a critical understanding of the nature, cause and impact of human activities on the environment.
- III. Apply design thinking and innovative principles to develop sustainable solutions.
- IV. Evaluate and address legal, policy and ethical consideration in environmental research.

Course Outcomes

CO-1: Gained practical skills in stakeholder engagement, environmental data collection and analysis.

CO-2: Develop expertise in designing and managing Living Lab for environmental sustainability and climate action.

CO-3: Acquired hands on experience with environmental monitoring tools and technologies.

CO-4: Enhance the ability to think critically and creatively in developing sustainable solutions.

Catalogue Description

This course offers a unique learning experience that blends theory and practice in the dynamic field of living labs. Students will engage with real-world challenges, collaborate with external stakeholders, and develop innovative solutions. Through hands-on projects and case studies, participants will gain the skills and knowledge needed to thrive in today's innovation-driven environments. This course is suitable for students interested in fields such as urban planning, technology development, social sciences, and business, as it provides a multidisciplinary perspective on the concept of living labs and their impact on communities and industries. The syllabus provide students with a storing foundation in using Living Lab to addressing pressing environmental challenges and contribute to sustainable solution in the context of climate change.

Course Content

. A two-credit course in practicum or lab work, community engagement and services, and field work in a semester means two-hour engagement per week. In a semester of 15 weeks duration, a one credit practicum in a course is equivalent to 30 hours of engagement.

2. Case Studies and Field Work

The students are expected to be engaged in some of the following or similar identified activities:

Discussion on one national and one international case study related to the environment and sustainable development.

Examples: Bhopal Gas Tragedy, Chipko Movement, Narmada Valley Projects, National Park, Sanctuaries, Biosphere Reserve, London Smog 1952, Air Pollution in Delhi, Case studies on Current Environmental Issues, Oil Spills – Deep Water Horizon Oil Spill, BP Oil Spill etc.

3. Field Visit

Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report.

4. Campus Environmental Management.

Campus environmental management activities such as solid waste disposal, water management, and sewage treatment.

Group Project: Students are required to submit group projects on various topics related to environmental pollution, climate change, biodiversity, natural resource and sustainable development.

Broadly, Living Lab may fall in one of seven thrust areas:

1. Indigenous technology and Traditional Ecological Knowledge (TEK)

The project aims to document, preserve and revitalize Traditional Ecological Knowledge (TEK) held by indigenous communities. TEK encompasses the deep understanding of local ecosystems, sustainable solution resource management practices and cultural connection to environment. This project emphasizes a collaborative approach involving indigenous elders, community members and researcher. The project not only respects and preserves the rich cultural heritage of indigenous communities but also harnesses their valuable ecological knowledge to address contemporary environmental challenges and promote sustainable practices. It emphasizes the importance of community-driven conservation efforts and the recognition of TEK as a valuable source of ecological wisdom.

2. Climate change and its impact on Bird Migration

In recent years, climate change has been affecting the migration patterns of many bird species worldwide. This project aims to study and mitigate the impact of climate change on avian migration and contribute to conservation efforts. This project not only addresses the ecological impact of climate change but also contributes to the conservation of bird species that play vital roles in ecosystem health and biodiversity. It emphasizes the importance of interdisciplinary collaboration and community engagement in tackling climate-related ecological challenges. This project will focus on developing targeted conservation strategies to mitigate the impact of climate change on bird population and help in enhancing collaboration among scientists, conservationists, and local communities for bird conservation.

3. Sustainable Communities

How can co-production and social learning with stakeholder communities help us understand how climate action can be implemented 'on the ground'?

The 'living lab' offer for active engagement with a diverse student body and neighborhood groups. It reflects the wider academic recognition that universities are significant economic, social and environmental catalysts for cities and regions, offering the potential for change at a spatial scale that connects the local with the global. Project activities to empower the local community-based people to enhance their lifestyle by doing activities. For example, we can do a few projects like utilization of Himalayan biomass for various uses. Our students can give this training and awareness program to localities.

- We can work on the SMART village project by following the SDG goals given by United Nations.

- Identification and selection of such communities who have some native or ancestral knowledge. For example one farmer in Kerala has huge seed bank from the very old time (more than 200 Years).
- Projects in this area will explore how meaningful policy change can be driven in expanding circles from the level of university communities to the cities, states and nations they are embedded in.

4. Ecology, Conservation, and Climate Change

Project within this domain will investigate the ecological characteristics of ecosystem undergoing degradation, examine the dynamics of shifts in parasite ecology and explore the enduring adaptation in hosts, parasites and explore the evolutionary adaptation in host, parasites and wildlife influenced by climate fluctuation and various environmental stressors.

UPES can work on the preservation of untouched Himalayan flora and fauna and propose one flora and fauna bank. This may be followed by the several awareness program for the locals by our staffs and students. The primary aim of projects in this area will be to establish and sustain long-term studies of how climate change impacts ecological aspects of our natural world.

5. One Health

This project is centered around the concept of "One Health," which is an approach that recognizes the interconnectedness of human health, animal health, and the health of the environment. It aims to address the broader context of ecological health, acknowledging that various factors such as climate change, habitat alterations, and biodiversity loss play a significant role in shaping the overall health of ecosystems and, consequently, human health. In essence, this project seeks to broaden our understanding of health by looking beyond the human dimension and recognizing the intricate web of relationships that connect human health to animal health and the environment.

One of the primary concerns is to examine the potential sources of new zoonotic diseases. Zoonotic diseases are those that can be transmitted from animals to humans, and understanding their origins is crucial for preventing future outbreaks.

6. Climate and society

Climate action will require disruptive transformations for society, but how can that 'transformational intent' be developed? The digital revolution and data science show how rapid transformation can happen, history offers perspectives on such transformations in the past while the business world illuminates how rapid change continues to occur in the commercial and financial sector.

- ✓ This group of projects will study the interface between climate, sustainable living, and the forces that drive society and societal change.

7. Communities Based Water Testing Kits and Soil Testing Kits and promotion of low cost water purification technologies

- ✓ Identify water borne disease in surrounding villages by conducting field surveys and sensitize local communities about water borne diseases and suggest low-cost water treatment methods.
- ✓ Training local people for water and soil testing.
- ✓ Sampling and analysis of drinking water

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Components	Continuous Assessment	ESE
Weightage (%)	100	100

Correlation between the Course Outcomes (COs) and Program Outcomes (POs) Table :

PO/CO	PO	PO	PO	PO	PO	PO	PO
	1	2	3	4	5	6	7
CO1	2						
CO2	2	1			1		
CO3	3	1		1	2		
CO4	2	2		1	1		
Average	2.25	1.3		1	1.3		

1=Weakly mapped 2= Moderately mapped 3=Strongly mapped

Course: Technologies of the Future (SLSG0103)

Objective: To provide essential foundation elements of new age emerging technologies which are disrupting the post covid world.

Digital Transformation

Digital Business Transformation, Digital Business Models, Big Data Analytics, Disruptions Through Io

AI transformation

AI impact on the economy, New structure of the digital world and Machine Learning, Why AI Matters

Business Effects of the Cloud

Software as a service, What is Cloud, Business on Cloud, types of Cloud Architecture

Business of Internet of Things

Introduction to IoT, Business model of IoT, basics of network and sensing , implication of IOT across industries.

Web 3.0 and decentralized world

Decentralization, Bitcoin, Blockchain concepts, the Business impact of decentralization, web3.0 concepts and services.

Cyber security and its regulation

Privacy concerns, cyber security at a glance, global laws for cyber security, Recent issues and cases

Practices

Basics of working on Python, Google Analytics



SEMESTER III

Digital Economy (DSIT2016)

This course will help student understand digital platforms and their network effects at the local, national and global levels

Module 1 : The Growth of the global Digital

Economy Module 2 : Digital Platforms and

Network Effects

Module 3 : The Digital Transformation of Traditional Business

Module 4 : Internationalization of Digital Firms

Learning outcome

A. Knowledge: 1) To get broad knowledge in digital economics 2) To get broad knowledge in digital business models 3) To get broad knowledge of selected socio-technical topics in the digital economy such as: privacy and market regulation 4) To get basic knowledge on the concept of sustainability and perspectives relating to sustainable business models and Corporate Social Responsibility (CSR) 5) To get a basic understanding on how to achieve Sustainable Development Goals (SDGs) through digital transformation

B. Skills: 1) To perform a network effect analysis of a digital service 2) To analysis and construct a business model 3) To model digital markets 4) To understand and evaluate sustainable business model, CSR policies and practices

ECON2036	Business and Global Economy	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Content

➤ **Indian Economy and Business Environment**

Anatomy of Indian Economy: Indian Economy-Overview, Economic Reforms in India, Analysis of Sectors,

SWOT Analysis of Indian Economy

➤ **Globalization and Business Environment:** Globalisation- Meaning and Scope, Phases and Indicators, Business

Environment-Sectorwise Analysis

Technological Environment of Business: Role of Information Technology, Remote Banking, Technology

Implementation for Card Based Business: Case of Deutsche Bank, Italy, Technology and Banks' Strategies

Effect of Technology on Risks in Banking, Delivery Channels and Channel Migration

➤ **GATT/ WTO**

Its Origin, Introduction to WTO/GATT, Historical Background, Its main philosophy, Basic Tenets

➤ **STRUCTURE OF WTO AND ITS MAIN TENETS**

Legal Framework of WTO, Its Decision Making Process, Its Secretariat

➤ **LEGAL FRAMEWORK OF WTO**

Trade Policy Review Committee, Dispute Settlement Mechanism

➤ **GENERAL AGREEMENT ON TRADE IN SERVICES**

Opportunities and Threats for Indian Services Sector: Its Main Provisions, Various Modes of Services

➤ **DOHA ROUND**

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DSRM 2001	Research Methodology and Report Writing	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Students should have an aptitude and interest of computational mathematics and statistics				
Co-requisites	Students should have ability to connect with business/social issues				

Course Objectives

1. To have the knowledge to Identify a business problem and making a functional research design
2. To be able to develop a procedure for data collection through instrument design
3. To be able to analyze data using Hypothesis testing
4. To be able to write and present a good research report

Course Outcomes

On completion of this course, the students will be

- able to CO1 to demonstrate business problem
- CO2 to apply making appropriate Research Design
- CO3 to analyse the concept of probability, estimation and hypothesis testing so as to choose The appropriate analytical tools.
- CO4 to integrate an excellent research report.

Catalog Description All Business students require the ability to deal with quantitative material, including the collection, collation and analysis of data. This course introduces students to research methods in business mainly centered on statistical aspects. It also provides them with experience in designing questionnaires and report writing. In order to effectively carry out statistical analysis, the students are required to have experience of computing.

Course Content

1 lecture hour=60 minutes

Unit I: Research Process & Research Designs

11 lecture hours

- Introduction to research
- Objectives of Research
- Applications of Research
- Role of Research

- Problem formulation
- Various Steps in Research process
- Types of Qualitative Research
- Types of Quantitative research
- Types of research design
 - Exploratory
 - Descriptive
 - Experimental

Unit II: Data Collection Methods & Measurement

12 lecture hours

- Types of data Collection
 - Primary
 - Secondary
- Data Collection Methods
- Data Sources
- Sampling fundamentals
- Determination of sample size
- Sampling errors
- Measurement & Scaling Techniques
- Questionnaire Designing

Unit III: Estimation and Hypothesis testing

10 lecture hours

- Point and Interval Estimates of Means
- Hypothesis formulation & Testing
 - Basic Concepts
 - Type-I and Type-II Error
 - One Tailed and Two Tailed Tests.
 - Concept of level of significance
 - Degree of freedom
- Z-Test (for large sample)
- t-Test (for small sample)
- F-Test
- Chi-square Test (Non-parametric)

Unit IV: Report Writing Mechanics

03 lecture hours

- Structure and Components of Research Report
- Types of Research Report,
- Criterion for Good Research Report
- Methodology of writing technical reports.
- Components of research Reports
- Formulation of research report

- Presentation of research reports

Text Books

Kothari, C. R. (2016), Research Methodology, New age international publishers, ISBN: 978-93-86649-22-5.

Pannerselvam, R (2016), Research Methodology, PHI Pvt. Ltd., New Delhi, ISBN: 978-81-203-4946-9.

Reference Books

Branica, T & Roche, W.K. (1997), Business Research Methods, Jaycob Publishing House, ISBN: 1860760007 9781860760006

Chawla, Deepak & Sondhi, Neena (2016), Research Methodology- Concept & Cases, Vikas Publication, ISBN: 978-93259-8239-0.

Eswaran, S & Singh, S J (2010), Marketing Research, OXFORD University Press, ISBN: 978-0-19-567696-9.

Ghauri, Pervez & Gronhaug, Kjell (2010), Research Methods in Business Studies, Pearson, ISBN: 978-0273712046.

Gupta, S L & Gupta, H (2012), Business Research Methods, TMHE Pvt. Ltd, ISBN: 978-1-25-900503-9.

Gupta and Kapoor (2014), Fundamentals of Applied Statistics, Sultan Chand & Sons, ISBN: 978-8180547058.

Gupta and Kapoor, (2002), Fundamentals of Mathematical Statistics, Sultan Chand & Sons, ISBN: 81-7014-791-3.

Krishnaswamy, K N, Siva Kumar, A and Mathirajan, M (2011), Research Methodology, Pearson, ISBN: 978-81-7758-563-6.

Wilson (2013), Essential of Research Methods, SAGE Publication, ISBN:

9781446257333. Sachdeva, J.K. (2009), Business Research Methodology, Himalaya Publishing House, ISBN: 9781441676108.

Trochim, W.M.K. (2003), Research methods, Dreamtech Press, ISBN: 9788177223729.

Shao & Zhou (2006), Marketing Research, Cengage Learning Pvt. Ltd, ISBN: 978-

1592602889. Cauvery, R., Nayak, U. K. S., Girija, M. & Meenakshi, R. (2003), Research Methods, Sultan Chand & company Ltd, ISBN: 9788121922203.

Lee, Nick & Lings, Ian (2009), Doing Business Research, Sage South Asia, and ISBN: 978-8132104544.

Mark Saunders, Lewis. & Thornhill, A. (2015), Research Methods for Business Students, Pearson Education, ISBN: 978-12920166,

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written

Examination Examination Scheme:

Components	Quiz I	Quiz II	Assignment	Live Project
Weightage (%)	10	10	20	60

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

Program Outcome Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO 3
CO 1	3	2	-	1	-	3	1	2	3	1
CO 2	1	2	-	2	-	1	2	2	1	2
CO 3	1	2	-	1	-	3	1	1	3	1
CO 4	1	1	-	3	-	3	2	-	1	3
Average	1.5	1.8	-	1.7	-	2.5	1.5	1.7	2.0	1.7

1. Weekly Mapped (Low) 2. Moderately Mapped (Medium) 3. Strongly Mapped (High) “-“means there is no correlation

Trade and Competition Policy, Multilateral Agreement on Investment, Environment and Trade, Labor Issues, Government Procurement, Trade Facilitation

➤ **REGIONAL TRADING BLOCS**

RTBs in Historical Perspective, Evolution of RTB, Economics of Regional Trading Blocs, Constraints of RTBs among Developing /Least Developed countries ,Status of RTB in WTO, Study of Various Regional Trading Blocs

➤ **MULTILATERALISM VS REGIONALISM**

Multilateralism Vs Regionalism, Assessment of the Impact on Development

SLLS0202	WORKING WITH DATA	L	T	P	C
		2	0	0	2
Pre-requisites/Exposure	--				
Co-requisites	--				

COURSE OBJECTIVES

The objectives of this course are:

- ❖ To perform basic operations such as reading data into excel using various data formats, organizing and manipulating data, to some of the more advanced functionality of Excel.
- ❖ To collate data, analyze that data, and present the decision-making process for their chosen organizational problem.
- ❖ To collaborate with team members and execute group projects in a timely manner.

COURSE OUTCOMES

Knowledge & Understanding:

On completion of this course, the students should be able to:

CO1. Understand the use and importance of data in our daily lives and business decisions.

CO2. Apply mathematical and statistical operations on collected datasets using MS Excel.

CO3. Analyse data collected from open-source platforms to find hidden patterns.

CO4. Develop a small project using analytical and visualization techniques on a real dataset using data analytical tool like MS Excel.

Skills and Attributes:

- ❖ **Use a range of basic operations** to draw appropriate conclusions in the development of a decision to a problem that the team decided to solve.
- ❖ **Work Collaboratively.**

Catalog Description: This course provides an understanding of the essential spreadsheet functions to organize data in our day-to-day life, particularly at our workplace, and also to analyse data for decision-making. It focuses on enabling the students to consciously apply the acquired knowledge to grow to be an expert data-driven decision-maker.

COURSE CONTENT

- 1. Decision Making and Risks:** Informed decisions and Intuition **2 Hour**
- 2. Sources of Data:** Data collection methods, Referencing, deriving interpretations, Decision-making processes. **4 Hours**
- 3. Introduction to Spreadsheets:** Reading data into Excel using various formats, Basic functions in Excel, arithmetic as well as various logical functions, Formatting rows and columns, using formulas in Excel and their copy and paste using absolute and relative referencing **6 Hours**
- 4. Spreadsheet Functions to Organize Data:** IF and the nested IF functions VLOOKUP and HLOOKUP, The RANDBETWEEN function **4 Hours**
- 5. Introduction to Filtering, Pivot Tables, and Charts:** VLOOKUP across worksheets, Data filtering in Excel, Use of Pivot tables with categorical as well as numerical data, Introduction to the charting capability of Excel **6 Hours**
- 6. Advanced Graphing and Charting:** Line, Bar and Pie charts, Pivot charts, Scatter plots, Histograms. **2 Hours**
- 7. Capstone Project Submission & Presentation** **6 hours**

TEXT BOOKS / REFERENCE BOOKS

Textbooks

- **Hector Guerrero, 18 Jan 2019:** Excel Data Analysis Modeling and Simulation, Springer International Publishing ISBN: 9783030012786
- **Ash Narayan Sah,** Data Analysis Using Microsoft Excel ISBN: 9788174467164, 8174467165

E-book Link:

[https://www.google.co.in/books/edition/Excel Data Analysis/V3B DwAAQBAJ?hl=en&gbpv=1&dq=data+analysis+with+excel&printsec=frontcover](https://www.google.co.in/books/edition/Excel+Data+Analysis/V3B+DwAAQBAJ?hl=en&gbpv=1&dq=data+analysis+with+excel&printsec=frontcover)

[https://www.google.co.in/books/edition/Data Analysis Using Microsoft Excel/IekT1py5WPUC?hl=en&gbpv=1&dq=data+analysis+with+excel&printsec=frontcover](https://www.google.co.in/books/edition/Data+Analysis+Using+Microsoft+Excel/IekT1py5WPUC?hl=en&gbpv=1&dq=data+analysis+with+excel&printsec=frontcover)

Reference Books:

- **Denise Etheridge, 2007:** Microsoft Office Excel 2007 Data Analysis Publishing, Wiley ISBN: 9780470132296, 0470132299

E-book Link:

[https://www.google.co.in/books/edition/Microsoft Office Excel 2007 Data Analysis/04sQhDOPDiAC?hl=en&gbpv=1&dq=data+analysis+with+excel&printsec=frontcover](https://www.google.co.in/books/edition/Microsoft+Office+Excel+2007+Data+Analysis/04sQhDOPDiAC?hl=en&gbpv=1&dq=data+analysis+with+excel&printsec=frontcover)

WEB SOURCES

- <https://excelwithbusiness.com/>
- <https://www.excel-easy.com/>

Modes of Evaluation: (Capstone Project {50%} + Excel Quiz-1 {30%} + Excel Quiz-2 {20%})

EXAMINATION SCHEME

Components	Quiz (Based on Weekly Exercises & Coursera)	Capstone Project	Coursera Course
Weightage (%)	<p style="text-align: center;">50%</p> <p style="text-align: center;">(Quiz ↓ {30%} {Week-1 to Week-4 + Coursera}) + Quiz-2 {20%} {Week-6 to Week-9 + Coursera})</p>	<p style="text-align: center;">50%</p> <p style="text-align: center;">↓ 50%</p>	Audit Mode

PROGRAMME OUTCOMES

PO1	Entrepreneurial Mindset Development: Students will demonstrate an entrepreneurial mindset by showcasing creativity, adaptability, and resilience throughout the project.
PO2	Innovative Business Idea: Each student or team will generate and present an innovative business idea that addresses a specific problem or opportunity.

PO3	Business Opportunity Evaluation: Students will identify and assess the potential business opportunities for their ideas, evaluating their viability and market fit.
PO4	Market Research and Competitor Analysis: Students will develop skills in conducting thorough market research and competitor analysis to gather data and insights related to their chosen business idea.
PO5	Data-Driven Decision-Making: Students will utilize the findings from their market research to make informed decisions about their startup's direction, product or service offerings, and target market.
PO6	Comprehensive Business Plan: Each student or team will create a well-structured and comprehensive business plan that outlines the key elements of their startup, including the business model, marketing strategy, financial projections, and implementation timeline.
PO7	Effective Team Building and Management: Students will demonstrate an understanding of the importance of effective team building and management by forming teams, assigning roles, and collaborating on their startup projects.

Relationship between the Program Outcomes (POs) and Course Outcomes (COs)

CO-PO Mapping

Program Outcomes										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
Course Outcomes										
CO 1					3					
CO 2				3		1	1			
CO 3				2	3	2	2			
CO 4				2	1	2				
CO5				1	-		3			

Relationship between the Course Outcomes (COs) and Program Outcomes (POs):

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	1	1	1	1	-	-	1	1	1	1
CO2	1	2	1	1	1	1	-	-	1	1	1	1
CO3	1	1	1	1	1	1	-	-	1	1	2	1
CO4	1	1	2	1	1	1	-	-	2	1	2	1
CO5	1	2	1	1	1	1	-	-	1	1	1	1
CO6	1	1	1	1	1	1	-	-	1	1	2	1
CO7	1	1	2	1	1	1	-	-	2	1	2	1
Average	1	1.25	1.25	1	1	1	0	0	1.25	1	1.5	1

1 = Weakly Mapped,

2 = Moderately Mapped,

3 = Strongly Mapped

SLSG 0201	Ethical Leadership in the 21st Century	L	T	P	C
		3	0	0	3
Pre-requisites/Exposure	Critical Thinking & Writing				
Co-requisites	--				

Course Objectives:

The objectives of this course are to:

- Explore and define the concepts of integrity and ethics
- Develop an understanding of the varied culture specific values in society
- Appreciate ideas of values, ethics and morality in a multicultural context
- Explore a deeper understanding of values and ethics based on case studies.
- Articulate and defend a preferred position on the relationship between ethics and society while appreciating its limitations

Course Outcomes:

After completing this course, Students will be able to:

1. **Understand** the concepts and challenges of ethical practices related to everyday life involved in aligning Ethics, Law, Morality through interactions and discussions.
2. **Recollect concepts** necessary for ethical practices and leadership through objective exercises to evolve as a global citizen.
3. **Apply ethical concepts** to challenging situations faced in a personal, community and national context through direct observation and discussions.

Catalog Description

The course aims at developing values and ethics as an inherent part of individuals development in the social and professional context as a global citizen. This course providing holistic perspective to the students towards life, profession and happiness based on value-based living.

Unit 1 : Introduction to the concepts and definitive theory of Integrity and Ethics

- define the concepts of integrity and ethics
- major theoretical approaches in integrity and ethics
- ethical dilemmas
- the concept of personal integrity

Unit 2: Ethics and Universal Values

- Human rights
- Gender Equality
- Values, ethics and morality in a multicultural context

Unit 3 : Ethics and Society

- Define the concept of society
- The relationship between ethics and society
- Social Values, Moral Values and

Ethics Unit 4: Ethical Leadership

- Defining Ethical Leadership
- Responsibilities of Ethical Leadership

- Scope and limitations of Ethical Leadership
- Effective Ethical

Leadership Unit 5 : Ethics, diversity and

Pluralism

- Define diversity, tolerance and pluralism
- Value of cultures, identities, histories and points of view other than one's own
- Case studies/role models of values of tolerance and pluralism
- Diversity, identity and subcultures

Unit 6: Challenges of Ethical Living in the 21st Century

- Ethics and Business
- Media Integrity and Ethics
- Public Integrity and Ethics
- Gender and Ethics
- Professional practice and Ethics

Text Books / **Reference Books**

1. R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2
2. R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics – Teachers Manual, Excel books, New Delhi, 2010

Reference Books:

1. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008
2. Subhas Palekar, 2000, How to practice Natural Farming, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati
3. A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Relevant websites, movies and documentaries

1. Value Education websites, <http://uhv.ac.in>, <http://www.uptu.ac.in>

2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, An Inconvenient Truth, Paramount Classics, USA
4. Charlie Chaplin, Modern Times, United Artists, USA
5. IIT Delhi, Modern Technology – the Untold Story

6. Gandhi A., Right Here Right Now, Cyclewala Productions

**Modes of Evaluation:
Quiz/Assignment/ presentation/ extempore/ Written Examination Examination**

Scheme:

Formative Assessment Methods

Type	Description
	(online Portfolio & Project Presentation)
Class & Online Discussions and practice sessions	<ul style="list-style-type: none"> • Interim Reviews • Reflective Blog/ Journal (on-line – LMS or physical) • Discussion Forum (on-line - LMS) • Quiz

Summative Assessment Methods

This indicates the type and weighting of assessment elements in the course

Weightage	Type	Description
20%	<ul style="list-style-type: none"> • Quiz 	To evaluate understanding of the definitive theory of learning processes
30%	<ul style="list-style-type: none"> • Portfolio • Group Project 	<p>Compilation of work done through the semester in the course.</p> <p>Composite exercise/s using different media/platforms that demonstrate the understanding and application of learning methods and tools</p>

50%



SEMESTER IV

INTB 2017	Comparative Country Studies	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Undergraduate				
Co-requisites	--				

Course Objectives

This course seeks to introduce the phenomenon of strategy to the students at undergraduate level. The primary goal of the course is to provide an insight on how to build up a workable strategy. Thus, it lays out the different dimensions of strategy such as grand strategy, military strategy, operational art, tactics and business strategies. More, it focuses on material and non- material, actor-level and structure-level sources of strategy. In order for substantializing the theory it looks at various practices and examples from different countries. These examples include Greece, France, Britain, Germany, the United States, Russia, China, India and Japan.

Course Outcomes

On completion of this course, the students will be able to

CO1	Students will demonstrate strong insights on building a workable strategy.
CO2	Students will demonstrate effective understanding of grand strategy, military Strategy, operational art, and tactics.
CO3	Students will exhibit the ability integrate their knowledge with various practices Of different countries.
CO4	Students will have local and global perspective through the detailed study of Greece, France, Britain, Germany, the United States, Russia, China, India and Japan.

Catalog Description

The course introduces students to the grand strategies of different countries. Topics include grand strategy, military strategy, operational art, tactics and business strategies with the help of leading countries such as Greece, France, Britain, Germany, the United States, Russia, China, India and Japan. The primary goal of the course is to provide an insight on how to build up a workable strategy

Course Content

.No.	Description
1	Introduction
2	Strategy
3	France
4	Great Britain
5	Germany
6	Russia
7	The United States
8	China
9	India and Japan

TEXT AND REFERENCE BOOKS:

S. No	Relat e to Topic No.	Description
1	2	Silove, Nina, "Beyond the Buzzword: The Three Meanings of Grand Strategy," Security Studies, Vol. 27, No. 1, 2017, pp. 27-57.
2	2	Martel, William C., "Foundations of Grand Strategy," in W. C. Martel, Grand Strategy in Theory and Practice: The Need for an Effective American Foreign Policy, Cambridge: Cambridge University Press, 2015, pp. 23-56.
3	2	Strachan, Hew, "The Lost Meaning of Strategy," Survival, Vol. 47, No. 3, 2005, pp. 33-54.
4	2	Platias, Athanassios G. and Constantinos Koliopoulos, "Grand Strategy: A Framework for Analysis," in A. G. Platias and C. Kolopoulos, Thucydides on Strategy: Grand Strategies in the Peloponnesian War and Their Relevance Today, New York: Columbia University Press, 2010, pp. 1-20.
5	3	Lynn, John A. "A Quest for Glory: The Formation of Strategy under Louis

		XIV, 1661-1712,” in W. Murray, M. Knox and A. Bernstein, eds., The Making of Strategy: Rulers, States, And War, Cambridge: Cambridge University Press, 1994, pp. 178-204.
6	3	Kissinger, Henry, “From Universality to Equilibrium: Richelieu, William of Orange and Pitt,” in H. Kissinger, Diplomacy, New York: Simon & Schuster, 1994, pp. 56-77.
7	3	Schroeder, Paul W., “Napoleon’s Foreign Policy: A Criminal Enterprise,”The Journal of Military History, Vol. 54, No. 2, 1990, pp. 147-162
8	3	Porch, Douglas, “Arms and Alliances: French Grand Strategy and Policy in 1914 and 1940”in P. Kennedy, ed., Grand Strategies in War and Peace, New Haven, CT: YaleUniversity Press, 1991, pp. 125-143.
9	3	Martin, Garret, “Conclusion: A Gaullist Grand Strategy,”in C. Nuenlist, A. Locher, and G. Martin, eds. Globalizing de Gaulle: International Perspective on French Foreign Policies, 1958-1969, Lanham: Lexington Books, 2010, pp. 291-308.
10	3	Simon, Luis, “The Spider in Europe’s Web? French Grand Strategy from Iraq to Libya,” Geopolitics, Vol. 18, 2013, 403
11	4	Maltby, William S., “The Origins of a Global Strategy: England from 1558 to 1713,”in W. Murray, M. Knox and A. Bernstein, eds., The Making of Strategy: Rulers, States, And War, Cambridge: Cambridge University Press, 1994, pp. 151-177.
12	4	Kissinger, Henry, “The Concert of Europe: Great Britain, Austria and Russia,”in H. Kissinger, Diplomacy, New York: Simon & Schuster, 1994, pp.78-102.
13	4	Murray, Williamson, “The Collapse of Empire: British Strategy, 1919- 1945,”in W. Murray, M. Knox and A. Bernstein, eds., The Making of Strategy: Rulers, States, And War, Cambridge: Cambridge University Press, 1994, pp. 393-427
14	4	Deighton, Anne, “Britain and the Cold War, 1945-1955,”in M. P. Lefflerand O. A. Westad, The Cambridge History of the Cold War, Vol. 1: Origins, Cambridge: Cambridge University

		Press, 2010, pp. 112-132.
15	4	Whitman, Richard G., "Brexit or Bremain: What Future for the UK's European Diplomatic Strategy," <i>International Affairs</i> , Vol. 92, No. 2, 2016, pp. 509-529.
16	5	Jones, Marcus, "Bismarckian Strategic Policy, 1871-1890," in W. Murray and R. H. Sinnreich, eds., <i>Successful Strategies: Triumphant in War and Peace from Antiquity to the Present</i> , Cambridge: Cambridge University Press, 2014, pp. 214-240
17	5	Deist, Wilhelm, "The Road to Ideological War, 1918-1945," in W. Murray, M. Knox and A. Bernstein, eds., <i>The Making of Strategy: Rulers, States, and War</i> , Cambridge: Cambridge University Press, 1994, pp. 352-392.
18	5	Showalter, Dennis E., "German Grand Strategy: A Contradiction in Terms?" <i>Militargeschichtliche Mitteilungen</i> 2, 1990, pp. 65-102
19	5	Speck, Ulrich, "Kant vs. Hobbes: Elements of Germany's Emerging Grand Strategy," <i>Elcano Royal Institute</i> , September 2017
20	5	Dijkink, Gertjan, "The Country of Angst," in G. Dijkink, <i>National Identity and Geopolitical Visions</i> , London and New York: Routledge, 1997, pp. 17-35.
21	6	Le Donne, John P., "Introduction," in J. P. Le Donne, <i>The Grand Strategy of the Russian Empire, 1650-1831</i> , Oxford: Oxford University Press, 2004, pp. 3-12.
22	6	Le Donne, John P., "Conclusion," in J. P. Le Donne, <i>The Grand Strategy of the Russian Empire, 1650-1831</i> , Oxford: Oxford University Press, 2004, pp. 219-233.
23	6	Haas, Mark L., "Soviet Grand Strategy in the Interwar Years: Ideology as Realpolitik," in J. W., Taliaferro, N. M. Ripsman and S. E. Lobel, eds., <i>The Challenge of Grand Strategy: The Great Powers and the Broken Balance between the World Wars</i> , Cambridge: Cambridge University Press, 2012, pp. 279-307.
24	6	Gaddis, John L., "Grand Strategies in the Cold War," in M. P. Leffler and O. A. Westad, <i>The Cambridge History of the Cold War, Vol. 2: Crises and Détente</i> , Cambridge: Cambridge

		University Press, 2010, pp. 1-21
25	6	Pechatnov, Vladimir O., "The Soviet Union and the World, 1944-1953," in M. P. Leffler and O. A. Westad, <i>The Cambridge History of the Cold War, Vol. 1: Origins</i> , Cambridge: Cambridge University Press, 2010, pp. 90-111.
26	6	Monaghan, Andrew, "Putin's Russia: Shaping a Grand Strategy," <i>International Affairs</i> , Vol. 89, No. 5, 2013, pp. 1221-1236.
27	6	Michael McFaul, "Russia as It is: A Grand Strategy for Containing Putin," <i>Foreign Affairs</i> , July/August 2018.
28	7	Dueck, Colin, "The Lost Alliance: Ideas and Alternatives in American Grand Strategy, 1918-1921," in C. Dueck, <i>Reluctant Crusaders: Culture and Change in American Grand Strategy</i> , Princeton, NJ: Princeton University Press, 2006, pp. 44-81.
29	7	Dueck, Colin, "Conceiving Containment: Ideas and Alternatives in American Grand Strategy, 1945-1951," in C. Dueck, <i>Reluctant Crusaders: Culture and Change in American Grand Strategy</i> , Princeton, NJ: Princeton University Press, 2006, pp. 82-113.
30	7	Dueck, Colin, "Hegemony on the Cheap: Ideas and Alternatives in American Grand Strategy, 1992-2000," in C. Dueck, <i>Reluctant Crusaders: Culture and Change in American Grand Strategy</i> , Princeton, NJ: Princeton University Press, 2006, pp. 114-146
31	7	Brands, Hal, "American Grand Strategy in the Age of Trump," in H. Brands, <i>American Grand Strategy in the Age of Trump</i> , Washington, DC: Brookings Institute Press, 2018, pp. 255-302
32	8	Johnston, Alastair I., "Chinese Strategic Culture and Grand Strategic Preferences," in A. I. Johnston, <i>Cultural Realism: Strategic Culture and Grand Strategy in Chinese History</i> , Princeton, NJ: Princeton University Press, 1995, pp. 109-154
33	8	Goldstein, Avery, "Stimuli for a New Strategy," in A. Goldstein, <i>Rising to the Challenge: China's Grand Strategy and International Security</i> , Stanford, CA: Stanford University Press,

		SS
34	8	Jisi, Wang, "Chinese Search for a Grand Strategy: A Rising Great Power Finds its Way," Foreign Affairs, Vol. 90, No. 2, 2011, pp. 68-97.
35	8	Danner, Lukas K., "China's Peaceful Development Grand Strategy," in L. K. Danner, China's Grand Strategy: Contradictory Foreign Policy?, New York: PalgraveMacmillan, 2018, pp. 27-50.
36	8	Luttwak, Edward N., "The Rise and Fall of Peaceful Rise," in E. N. Luttwak, The Rise of China vs. the Logic of Strategy, Cambridge, MA: Harvard University Press, 2012, pp. 273-276.
37	9	Bajpai, Kanti, "Indian Grand Strategy: Six Schools of Thought," in K. Bajpai, S. Basit and V. Krishnappa, eds., India's Grand Strategy, New York and London: Routledge, 2014, pp. 113-150
38	9	Ganguly, Sumit, "Modi's Foreign Policy Revolution?" Foreign Affairs, March 2018
39	9	Matsumuro, Masahiro, "The Japanese State Identity as a Grand Strategic Imperative," Brookings Institution, May 2008.
40	9	Kawasaki, Tsuyoshi, "The Rising Sun Was No Jackal: Grand Strategy, the Tripartite Pact, and Alliance Formation Theory," in J. W. Taliaferro, N. M. Ripsman and S. E. Lobel, eds., The Challenge of Grand Strategy: The Great Powers and the Broken Balance between the World Wars," Cambridge: Cambridge University Press, 2012, pp. 224-245.
41	9	Akimoto, Daisuke, "The Abe Doctrine: Emergence of Japan's New Grand Strategy," in A. Daisuke, The Abe Doctrine, New York: Palgrave Macmillan, 2018, pp. 173-196.

Modes of Evaluation: Quiz/Assignment/ presentation/ Written

Examination Examination Scheme:

Components	Group	Written	Case study &	ESE
	presentations/ Project	assignment	Class Participation	
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes (PSOs) and Course Outcomes (COs)

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PS O 1	PS O 2	PS O 3
CO1										
CO2										
CO3										
CO4										
CO5										
Average										

1 – Weakly Mapped (Low)

2 – Moderately Mapped

(Medium) 3 – Strongly Mapped (High)

STGM 2008	COMPETITIVE DYNAMICS AND STRATEGY	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Undergraduate				
Co-requisites	--				

I. BASICS OF STRATEGY

1. & 2. Introduction to Competitive Strategy
3. Industry Analysis
4. Strategy Identification and Evaluation

II. COMPETITIVE ADVANTAGE

5. First Mover Advantages
6. Positioning
7. Coopetition and the Value-Net

III. STRATEGIC INTERACTION

8. Concentrated Markets
9. Strategic Interaction Game
10. Strategic Complements/Substitutes Framework
11. Quantity Competition/Entry Decisions
12. Price Competition

IV. INDUSTRY DYNAMICS AND COMPETITION

13. Flexibility and Real Options
14. Entry Strategies
15. Commitment and Wars of Attrition
16. Judo Strategy

V. CORPORATE STRATEGY

17. Horizontal Scope/Diversification
18. Vertical Scope
19. Strategic Alliances and Joint Ventures
20. Strategy and Not-for-Profit Organizations

VI. TECHNOLOGY STRATEGY

21. Network Effects

22. Compatibility and Standards

VII. APPLICATIONS: NEW VENTURES, NON-PROFITS, STRATEGIC CHANGE

23. New Ventures

24. Strategic Change

DSBA2005	Business Analytics	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Basic Knowledge of data management				
Co-requisites					

Course Objectives

1. To help the students for understanding the importance of data and their analytics in Business in Big Data Analysis.
2. To enable students for describing and analysis technologies, applications and processes used by organizations to gain insight in to their business based on data and statistics to drive business planning under different conditions
3. To provide the students to analysis specific characteristics of Business
4. To enable students to synthesis related information and evaluated option for most logical and optimal solution.

Course Outcomes

On completion of this course, the students will be able to

CO1 Demonstrate the concept of Analytics Lifecycle & Process in Big Data Analysis.

CO2 Apply the different tools used for analytics to enhance the functionality of a Business and decide the complexities associated with Business analytics

CO3 Analyse ddescriptive, Predictive and Prescriptive analytics while identifying and resolving problems.

CO4 Integrate business Analytics that is useful to make data-driven decision in corporate

Catalog Description

The main objective of this course is to help students to finding ways to improve efficiency, reduce waste, identify and implement solutions, meet project deadlines and accurately document the necessary requirements. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, etc.

Course Content

- UNIT 1: Overview of Business Analytics** **6 lecture hours**
 What is analytics, Analytics Lifecycle & Process, Data cleaning, handling missing data, outliers
- UNIT 2: Descriptive Analytics** **12 lecture hours**
 Data Visualization & Data exploration, Regression Analysis (Simple & Multiple) Linear & Non-Linear
- UNIT 3: Predictive Analytics** **12 lecture hours**
 Time Series Analysis and Forecasting, Data Mining
- UNIT 4: Prescriptive Analytics** **6 lecture hours**
 Optimization Models: Linear & Non-Linear, Simulation

Reference Books

1. Guide to Learn And Master Data Analysis “Too Big To Ignore: The Business Case For Big Data” by Phil Simon.
2. “Business Intelligence for Dummies” by Swain Scheps.
3. “Successful Business Intelligence, Second Edition: Unlock the Value Of BI & Big Data” by Cindi Howson.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written

Examination Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	1	-	3	3	3	-	-	3	2	2
CO2	2	2	1	-	-	2	2	2	-	2
CO3	-	1	2	2	-	1	3	1	2	1
CO4	2	2	-	1	2	2	1	-	1	-
Average	1.6	1.6	2	2	2.5	1.6	2	2	1	1.6

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

“_” means there is no correlation

Environmental, Social and Governance

EDGE – Advance Communication

SLLS 0201	Design Thinking	L	T	P	C
		2	0	0	2
Pre-requisites/Exposure	Knowledge of analyzing society problems and product usage problems and a zeal to improve the current situation, in addition to knowing to using laptop/computers, internet, social media interaction, file sharing and uploading, email and communication etiquettes.				
Co-requisites	--				

Course Objectives

This course aim to inspire the essential element of creativity, the ability to take an abstract idea and create something with it. The course stresses on innovation by creative problem solving process, keeping humans at the centre.

The objectives of this course are to:

- Understand human centred design/problem solution
- explore and apply design thinking process by using tools that are collaborative, innovative and effective
- develop a framework for solving complex problems
- Learning by doing, engaging, exploring and experimenting

Course Outcomes

On completion of this course, the students will be able to

Course Content

This is a hands on project driven course that may look to integrate learning from other courses in the students selection of signature courses for identification/problem definition and ideation. The content will be driven more by practice rather than definitive text book based theory learning. Broadly the areas that will be covered are:

- Understanding human centred design through identifying needs
- Interviews and empathy building techniques
- Observations and insights
- Definition, dissections and discussions
- Ideation
- Prototypes development
- Experimenting and viability
- Feedback, critiques and feed forward
- Solutions and variations

Reference Books

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme: All evaluation on the online course is done based on continuous basis for each of the 5 units throughout the semester. The assignment submission formats are in the form of qualitative discussion boards and online submissions of research data and developed product lifecycle and originally designed/redesigned prototype images.

Components	Internal Assessment	MSE	ESE
Weightage (%)	0	0	100



SEMESTER V

MKTG 3027	International marketing	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Marketing Management				
Co-requisites	--				

Course Content

Module 1: The International Marketing Environment

- Management Orientations in the context of International Marketing
- Forces affecting global integration and international marketing
- Global Economic, Socio-Cultural, Political, Legal and Regulatory Environment
- The Global Trade Environment

Module 2: Approaching International Markets

- Information Technology, Management Information Systems, and Big Data for International Marketing
- Global Market Segmentation, Targeting and Positioning Strategy
- Global Market Entry and Expansion Strategies
- Importing, Exporting and Sourcing in the context of International Marketing

Module 3: The International Marketing Mix

- Product and Brand Decisions
- Pricing Decisions
- Marketing Channels and Physical Distribution in the context of International Marketing
- Global Marketing Communications decisions

Module 4: Digital Revolution, Strategy and Leadership in International Marketing

- Global E-commerce
- Value Networks and Disruptive Technologies in the context of International Marketing
- The Digital Revolution: New Products and Services
- Global Competition and National Competitive Advantage
- Leadership and Organisation for International Marketing
- Ethics, Corporate Social Responsibility and Social Responsiveness in the context of International Marketing

Text Books:

1. Keegan, W.J., and Green, M.C., Global Marketing, New Delhi: Pearson India Education Services Pvt. Ltd.
2. Czinkota, M.R., and Ronkainen, I.A., International Marketing, New Delhi: Cengage Learning Indi Pvt. Ltd.

- Albaum, G., and Duerr, E., International Marketing and Export Management, New Delhi: Pearson India Education Services Pvt. Ltd.

LSCM3001	Project Management	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Content

Module I: Legal framework

i

Legal framework of international business: nature and complexities; code and common laws and their implications to business; international business contract – legal provisions with Foreign direct investments (incl. Mergers & acquisitions, joint-ventures, share deals and asset deals) ; payments terms; international sales agreements; rights and duties of agents and distributors.

Module 3: Rules of International Trade

The rules of international trade in detail: the question of subsidies; dumping and anti-dumping; agriculture; Multinational corporations

Module 4: International Property Rights

Intellectual property law and the world trading system: the major conventions; trips; and other international agreements; patents; trademarks; copyright in international law; other forms of protected intellectual property

Module 6: Legal Provisions of WTO Organizations

- WTO legal Provisions
- Beyond the world trade organization- the environment and international economic law, competition law, competition policy and world economic integration

Text Books:

- Richard Schaffer, Filiberto Agusti, Lucien J. Dhooge (2018), International Business Law And Its Environment 9th Ed., Cengage Learning
- [Ray A. August](#), [Don Mayer](#), [Michael Bixby](#) (2013) International Business Law, Pearson.
- Andreas F. Lowenfeld (2003) International Economic Law, Oxford University Press.

STGM 3017	Growth Strategy	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

1. To make them understand the concepts of Project Management for planning to execution of projects.
2. To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
3. To enable them to comprehend the fundamentals of Contract Administration, Costing and Budgeting.
4. Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

Course Outcomes

On completion of this course, the students will be able to:

1. Demonstrate an understanding of various stages of a project and its characteristics
2. Demonstrate an understanding how to set up a project organization
3. Demonstrate the conceptual clarity about feasibility analyses – Market, Technical, Financial and Economic.
4. Demonstrate the learning and understand techniques for Project planning, scheduling and Execution Control
5. Appreciate the description of the project execution plan and role of stakeholders.
6. Understanding and applying Resource Scheduling and Cost Estimation for projects
7. How Cost Engineering is practiced
8. Demonstrate the analytic skills regarding various aspects of Detailed Engineering.
9. Appreciate the Process of Project Procurement.
10. Appreciate the How Subcontract Administration and Control are practiced in the Industry.

CO-PO Mapping

Program	P01	P02	P03	P04	P05	P06	P07	PS01	PS02	PSO 3
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Outcomes										
Course Outcomes										
CO 1	3	-	-	3	2	-	1	1	3	2
CO 2	1	-	-	2	1	-	2	1	1	2
CO 3	1	1	3	2	1	-	1	2	1	3
CO 4	1	1	2	2	3	-	3	1	1	3
Average	1.5	1	2.5	2.2	1.7	-	1.7	1.2	1.5	2.5

1 – Weakly Mapped (Low) 2 – Moderately Mapped (Medium)
3 – Strongly Mapped (High) “ - ” means there is no correlation

Syllabus

Module I	:	Introduction to Applied Project Management	6 lecture hour (1-6)
Module II	:	Project Definition: Project Feasibility Analysis	8 lecture hours (7-14)
Module III	:	Developing a Project Execution Plan	3 lecture hours (15)
Module IV	:	Setting up a Project Organization	2 lecture hour (16-17)
Module V	:	Resource Scheduling, Cost Estimating	3 lecture hours (18-20)
Module VI	:	Controlling Project Execution, Project Control: Planning and Scheduling	4 lecture hours (21-24)
Module VII	:	Cost Engineering and Detailed Engineering	4 lecture hours (25-29)
Module VIII	:	Project Procurement	3 lecture hours (30-32)
Module IX	:	Construction Management, Construction Progress, Productivity and Supervision	2 lecture hours (33-34)
Module X	:	Subcontract Administration and Control	2 lecture hours (35-36)

Reference Books

Prasanna Chandra; Projects- Planning, Analysis, Selection, Financing, Implementation and Review', VI Edition, Tata Mc Graw Hill, 8th Edition 2015.
Chaudhary S.; Project Management, Tata Mc Graw Hill
Kerzner H.; Project Management, II Edition, CBS Publishers
Meredith Jack R., Mantel Samuel J.; Project Management, IV Edition, John Wiley & Sons
Sopalakrishnan P., Ramamoorthy V.E; Textbook of Project Management, MacMillan Publishers

Maylor Harvey, Project Management, MacMillan Publishers
 Mathen A. Prof., Comprehensive Project Management, Laxmi Publications (P) Ltd.

Modes of Evaluation: Quiz/ Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Continuous Internal evaluation (Case study presentation/Assignment/ Quiz/ Project)	End Term Exam
Weightage (%)	70	30

STGM 3017	Growth Strategy	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

1. To make them understand the concepts of Project Management for planning to execution of projects.
2. To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
3. To enable them to comprehend the fundamentals of Contract Administration, Costing and Budgeting.
4. Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

Course Outcomes

On completion of this course, the students will be able to:

1. Demonstrate an understanding of various stages of a project and its characteristics
2. Demonstrate an understanding how to set up a project organization
3. Demonstrate the conceptual clarity about feasibility analyses – Market, Technical, Financial and Economic.
4. Demonstrate the learning and understand techniques for Project planning, scheduling and Execution Control
5. Appreciate the description of the project execution plan and role of stakeholders.

6. Understanding and applying Resource Scheduling and Cost Estimation for projects
7. How Cost Engineering is practiced
8. Demonstrate the analytic skills regarding various aspects of Detailed Engineering.
9. Appreciate the Process of Project Procurement.
10. Appreciate the How Subcontract Administration and Control are practiced in the Industry.

CO-PO Mapping

Program Outcomes										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
Course Outcomes										
CO 1	3	-	-	3	2	-	1	1	3	2
CO 2	1	-	-	2	1	-	2	1	1	2
CO 3	1	1	3	2	1	-	1	2	1	3
CO 4	1	1	2	2	3	-	3	1	1	3
Average	1.5	1	2.5	2.2	1.7	-	1.7	1.2	1.5	2.5

- Weakly Mapped (Low)
- Strongly Mapped (High)
- 2 – Moderately Mapped (Medium)
- “_” means there is no correlation

Syllabus

- Module I : Introduction to Applied Project Management 6 lecture hour (1-6)
- Module II : Project Definition: Project Feasibility Analysis 8 lecture hours (7-14)
- Module III : Developing a Project Execution Plan 3 lecture hours (15)
- Module IV : Setting up a Project Organization 2 lecture hour (16-17)
- Module V : Resource Scheduling, Cost Estimating 3 lecture hours (18-20)
- Module VI : Controlling Project Execution, Project Control: Planning and Scheduling 4 lecture hours (21-24)
- Module VII : Cost Engineering and Detailed Engineering 4 lecture hours (25-29)
- Module VIII : Project Procurement 3 lecture hours (30-32)
- Module IX : Construction Management, Construction Progress, Productivity and Supervision 2 lecture hours (33-34)

Module X : Subcontract Administration and Control 2 lecture hours (35-36)

Reference Books

Prasanna Chandra; Projects- Planning, Analysis, Selection, Financing, Implementation and Review', VI Edition, Tata Mc Graw Hill, 8th Edition 2015.
 Chaudhary S.; Project Management, Tata Mc Graw Hill
 Kerzner H.; Project Management, II Edition, CBS Publishers
 Meredith Jack R., Mantel Samuel J.; Project Management, IV Edition, John Wiley & Sons
 Sopalakrishnan P., Ramamoorthy V.E; Textbook of Project Management, MacMillan Publishers
 Taylor Harvey, Project Management, MacMillan Publishers
 Matheen A. Prof., Comprehensive Project Management, Laxmi Publications (P) Ltd.

Modes of Evaluation: Quiz/ Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Continuous Internal evaluation (Case study presentation/Assignment/ Quiz/ Project)	End Term Exam
Weightage (%)	70	30

STGM 3017	Growth Strategy	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Mod-I

- Leveraging assets and organizing for success
- Recognizing and managing risk
- Structure a risk control plan for your venture

Mod-II:

Assessment of vital resources and capabilities required for growth strategies

Mod-III

Business Models: New Economy vs. Old Economy Analyses

Alliances and Diversification, Mode of Growth, Vertical Growth: Integration

Horizontal Growth: Integration

Diversification: concentric and Conglomerate

Mod -IV : Mergers and Acquisitions : Mergers- Concept and Types; Reasons for Mergers; Legal and Tax Aspects of Mergers; Evaluating a Merger-Capital Budgeting Framework; Valuation of Purchase of a Division/Plant; Takeovers – Concept and Rationale; A Brief Overview of Regulations; Measures to Tackle Hostile Takeover Attempts.

Mod-V**International mode of Growth**

Export, Licensing, franchising, joint venture, countertrade, piggy backing, mutual service consortia, Management contract, brown and green field project

INTB 2018	French (Foreign Language)	L	T	P	C
Version 0.0		2	0	0	2
Pre-requisites/Exposure					
Co-requisites	--				

Course Content

Module I: Introductions

- Introduction to French Language
- Alphabets
- Certain Rules of pronunciation
- Greetings and responses
- Farewells
- Introducing one's name and others' names
- Conjugations etre,avoir,faire,aller & s'appeler
- French and its usage in Legal system

Module 2: Meeting people

- Rencontre
- Professions
- Conjugation: habiter
- Numbers (0-50)
- Introductions : Amongst peers, younger to older, female to male,
- Addressing persons
- Short conversation Dialogues
- How to tell time, examples related to clock

Module 3: Getting to know people

- Sympathies
- Numbers (51-100)
- Days of the week
- Names of months
- Indefinite articles
- Feminine and masculine
- Conjugations: parler, écouter, venir
- Negative sentence formation
- A look into French Culture

Text Books:

2. Complete French (Learn French with Teach Yourself) by Gaelle Graham, 2012

STGM3001	Essentials of Strategic Management	L	T	P	C
Version 1.0		3	0	0	0
Pre- requisites/Exposure	Basic understanding of strategy				
Co-requisites	--				

Course Objectives

- 1 To disseminate knowledge regarding the concept and tools of Business Policy and strategy
- 2 To understand how to analyse the benefits of strategic management for foreign trade
- 3 To understand how to apply concept and tools of Business and strategy in foreign trade
- 4 To enable the students understand the strategic issues related to foreign trade

Course Outcomes

On completion of this course, the students will be able to

1. To define, describe and identifies, the elements of Strategy
2. To comprehend how a firms behave in competitive environment of foreign trade.
3. To apply contextual issues related to business policy and strategic management of foreign trade
4. To analyze and integrate the structure and business model of foreign trade

Catalog Description

This course comprises the interdisciplinary study of performance differences between firms. Firm performance is often related to match between the firm and its environment. The environment carries market opportunities, which the firm tries to respond with its resources and capabilities. Firm performance is the result of a proper alignment of firm design with the context it operates in. Since environment keeps on changing all the time, so there is a continuous need for adjustment of the fit between the firm and its environment. From the firm's viewpoint, this process of adapting to changes is critical for its survival. Strategic management has traditionally focused on business concepts that affect firm performance. As a field, strategy is a combination of organizational research that spans multiple disciplines and its fundamental question is the pursuit of competitive advantage in a single market or industry. The first emphasis in the course is on business-level strategy and second emphasis is corporate strategy, the pursuit of competitive advantage by simultaneously operating in multiple businesses or industries. By the end of the semester, you should have an understanding of how strategic issues are framed, the range of strategic decisions that are faced by most organizations, and how some of the concepts you have been exposed to in other courses can generate information used for strategic problem solving. The overall goal of this course is to develop your capacity to think and execute strategically

Course Content

Unit I: 4-Lecture Hours

Introduction to Business Policy & Strategy

Unit II: 4-Lecture Hours

External Analysis- Environment Analysis & Industry Analysis- (Opportunities and threats)

Unit 3: 4-Lecture Hours

Internal Analysis- Distinctive and Core Competencies, Resource based view (Identifying Strengths and Weaknesses)

Unit IV- Competitive strategy 4-Lecture Hours

Unit V: 5-Lecture Hours

Industry specific strategy, Strategic choices & formulation

Unit VI - Corporate strategy 5-Lecture Hours

Unit VII: Strategic implementation and control 5-Lecture Hours

SLLS0103	LEADERSHIP AND TEAMWORK	L	T	P	C
		2	0	0	2
Pre-requisites/Exposure	--				
Co-requisites	--leadership and team work				

Unit VII:

Corporate Governance & Managing Strategic Change 5-Lecture Hours

Text Books

Rothaerm, T. (2016) *Strategic management, 111 r d edition*, New York: McgrawHill Publication 2016

Reference Books

Porter, M. E. (1980) *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. New York: Free Press

Program Outcome / Course Outcome mapping

Relationship between the Program Outcomes (POs), Program Specific Outcomes (PSOs) and Course Outcomes (COs)

PO/CO	PO 1	PO 2	PO 3	PO4	PO5	PO 6	PO7	PSO 1	PSO 2	PSO 3
CO1	3	3	3	3	2	2	3	3	2	3
CO2	3	3	3	1	2	2	3	3	2	3
CO3	2	3	2	1	1	2	1	3	2	3
CO4	3	2	3	3	3	2	2	3	2	3
Average	2.75	2.75	2.75	2	2	2	2.25	3	2	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

Course Objectives:

The objectives of this course are:

- Formulate and articulate a personal point of view about the meaning of leadership and teamwork, and why they are important.
- Explore and appreciate the scope of leadership and teamwork in one's day to day life.
- Understand the concepts of effective leadership and teamwork in organizations.
- Identify and assess the skills and motivations associated with effective leadership and teamwork.
- Improve effective communications in groups and manage team conflict to resolve issues.
- Learn how to perform in teams to achieve results on personal and professional levels.

Course Outcomes:**Knowledge & Understanding:**

After completing this course, you will be able to:

CO1. **Understand** the importance of being an empathetic leader and a collaborative team member.

CO2. **Understand** the skills of leadership and teamwork – including analysis of leadership and teamwork theory, as well as how they are assessed in the professional and social process.

CO3. **Build** collaborative relationships that emphasize team building and problem solving.

Skills and Attributes:

CO4: **Use** a range of basic reflective practice techniques, to evaluate their own teamwork and leadership skills.

CO5: **Use** leadership and teamwork skills to create more effective and productive professional and personal relationships.

CO6: **Choose and employ** appropriate practice tools in the execution of a project/coursework. CO7: **Critique and articulate** responses to group and individual work undertaken by self and by others.

Catalog Description: Leadership and teamwork are the essence of community living both social and professional. The aim of this course is to explore and appreciate the scope of both these attributes in varied aspects of one's day to day working. When taking this course, you will raise your own self-awareness and gain self-confidence for a better leadership.

Course Content**1. Leadership: Introduction, Self-Awareness & Leadership Examples****5 Hours**

Introduction to the Course, Importance and Its Application in Life, Self Awareness and Leadership Examples from Different Walks of Life, Personality Assessment

through (i) BIG 5, (ii) MBTI.

2. Defining Leaders and Leadership 3 hours

Defining Leaders and Leadership, Historical Perspective, Contemporary Perspective, Types of Leaders and Leadership Styles.

3. Leadership Toolkit 6 hours

Leadership Tools - Locus of Control, Goal Setting, Time Management, Interpersonal Relationship, Role of Perception, Powerful First Impression, Body Language, Elevator Pitch, Small Talk, Constructive Criticism, Assertiveness Skills, Dealing with Difficult People.

4. What is a Team? 6 hours

What is a Team? Why is a Team needed? 4 Phase Model of Team Formation, What to Do as a Leader and What to Do as a Team Member in Each Phase? Effective Teams and Solving Problems as a Team – Brief Introduction to The Six Thinking Hats

5. Positive Leadership & Team Building Activity 6 hours

Positive Leadership - Communication, Appreciation, Empathy, Feedback, Leaders and Teams: Working Effectively towards Common Goals, Team Building Activity.

6. PROJECT and E- portfolio Submission 4 hours

Text Books / Reference Books:

Textbooks

- Carroll, John, and Sachi Hatakenaka. "Driving Organizational Change in the Midst of Crisis." *MIT Sloan Management Review* 42, no. 3 (Spring 2001): 70-79.
- Senge, Peter M., Art Kleiner, Charlotte Roberts, Rick Ross, and Bryan Smith. "The Ladder of Inference." *In The Fifth Discipline Fieldbook*. New York, NY: Currency Publishers, pp. 242-250. ISBN: 0385472560.
- Organizational Behavior, Stephen P. Robbins, Timothy A. Judge and Seema Sanghi, 12th ed, Prentice Hall India.
- Organizational behavior-Human behavior at work by John W Newstrom, 12th edition, McGrawHill

Additional Reading/Viewing:

- Stephen R. Covey, The 7 Habits of Highly Effective People: Powerful

Lessons in Personal Change

- Katie Shonk (2018, June 19). 3 Types of Conflict and How to Address Them. Harvard Law School.
climerconsulting.com/episode-23-how-conflict-impacts-team-creativity
- Charas, S. (2013, February 27). Boardroom conflict: Productive or not?

Business Insider. businessinsider.com/boardroom-conflict-productive-or-not-2013-3?r=AU&IR=T

- Mitchell, R. (2014, January 21). Team innovation and success: Why we should fight at work. The Conversation

theconversation.com/team-innovation-and-success-why-we-should-fight-at-work-20651

Modes of Evaluation: Project + E-Portfolio + Mega Quiz

Examination Scheme:

Components	PROJECT	E-PORTFOLIO	MEGA QUIZ	Total
Weightage (%)	50%	30%	20%	100



SEMESTER VI

Start your start up (SLSG0205)

Course Objective

By end of this course the students will know how to go about identifying start up ideas and start your start up Session 1: Why start a start up

What are benefits of entrepreneurship. What are various kinds of entrepreneurship-small business, self-employment, high growth start up. What are the reasons for not doing a start up. When is not a good time to start a new company. What are the risks

Session 2: All about ideas

How to find start up ideas and evaluate them. How to work on a start up without even having an idea. Session 3: Minimum viable product

How to build something quickly, prototyping, testing key assumptions about your business. How to launch your start up

Session 4: Customer acquisition

How to do sales. How to find the customers. Session 5 :The art of raising money

When to raise money, making pitches, boot strapping and crowd funding Session 6 : Working with co-founders/teams

How to find team members, co-founders for your start up. What are the things to look at. How to work in teams Session 7 : Managing your time

How to prioritize tasks and do what is most important for the start up Session 8 : Understanding Finance- 1

Reading a basic balance sheet and profit and loss, understanding of cash flows, costing Session 9 : Understanding finance- 2

Unit economics for start ups
Session 10 : Legal and structure

What to set up- company, LLP, Proprietary set up, equity structure, statutory requirements like GST, FSSAI Session 11 : How to make a pitch

How to pitch your idea to a investor. How to share your idea in a clear and crisp way.

Session 12 : One page business plan

Putting it all together. Business model

canvas. Session 13: Pitches of selected

business ideas Session 14: Pitches of

selected business ideas Session 15:

Pitches of selected business ideas