

**KARNATAK LAW SOCIETY'S
GOGTE INSTITUTE OF TECHNOLOGY
UDYAMBAG, BELAGAVI-590008
(An Autonomous Institution under Visvesvaraya Technological University, Belagavi)
(APPROVED BY AICTE, NEW DELHI)**



Department of MBA

Scheme and Syllabus (2024 Scheme)

1st and 2nd Semester

Name of the Programme

MBA

INSTITUTION VISION

Gogte Institute of Technology shall stand out as an institution of excellence in technical education and in training individuals for outstanding caliber, character coupled with creativity and entrepreneurial skills.

MISSION

To train the students to become Quality Engineers with High Standards of Professionalism and Ethics who have Positive Attitude, a Perfect blend of Techno-Managerial Skills and Problem-solving ability with an analytical and innovative mindset.

QUALITY POLICY

- Imparting value-added technical education with state-of-the-art technology in a congenial, disciplined and a research-oriented environment.
- Fostering cultural, ethical, moral and social values in the human resources of the institution.
- Reinforcing our bonds with the Parents, Industry, Alumni, and to seek their suggestions for innovating and excelling in every sphere of quality education.

DEPARTMENT VISION

To be Recognized as a Progressive Department for Business Education, Research and create Meaningful Students Engagement for Learning Management Education

MISSION

Developing excellence through learning to develop effective and responsible leaders by creating insightful knowledge and inspiring students to develop managerial skills, problem solving ability, analytical and innovative mindset

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)	
1.	Students of the programme will contribute by understanding and application of knowledge in the field of management science
2.	Students of the programme will be trained in analytical and decision-making competencies to identify, analyze and understand business process and environment
3.	Students of the programme will acquire necessary managerial skills to think strategically and to lead, motivate and manage teams, thereby enhancing managerial effectiveness
PROGRAM OUTCOMES (POs)	
1.	Apply knowledge of management theories and practices to solve business problems.
2.	Foster analytical and critical thinking abilities for data-based decision making
3.	Ability to develop value-based leadership ability
4.	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business
5.	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
6.	Ability to make use of relevant skills acquired during the programme for career advancement
7.	Ability to acquire entrepreneurial competencies to create value for the society at large

PROGRAM SPECIFIC OUTCOMES (PSOs)	
1.	To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices
2.	To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement
3.	To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community

Scheme of Teaching and Examination
1st to 4th Semester MBA
Total credits for MBA Program: 100

	Semester	Credits per Sem	Total credits
1st year	1	26	54
	2	28	
2nd year	3	28	46
	4	18	
	Total	100	100

Curriculum frame work:

Sl. No.	Course		Credits
1	Professional Core	PC	50
2	Professional Elective	PE	37
3	Online Courses (SWAYAM)	PC	0
4	Minor Project / Skill Development / Teaching Assistantship		0
5	Internship	PI	12
6	Project	PR	01
	Total		100

Theory Course Credits		Online Course Credits	
Duration of course	Credits	Online course duration	Credits
50 hours of course content	4	04 weeks	1
40 hours of course content	3	08 weeks	2
Lecture (L) One Hour /week	1	12 weeks	3
Practical (P) Two hours /week	1		

1st Sem MBA

S. No	Course Code	Course		Contact Hours			Contact Hours/week	Credit Allocation			Total credits	Marks		
				Lecture	Tutorial	Practical Component		Lecture	Tutorial	Practical Component		CIE	SEE	TOTAL
1.	MBA101	Management Sciences & OB	PC	4	0	0	4	4	0	0	4	100	100	200
2.	MBA102	Managerial Economics	PC	4	0	0	4	3	0	0	4	100	100	200
3.	MBA103	Quantitative Techniques (integrated Course)	PC	3	0	2	5	3	0	1	4	100	100	200
4.	MBA104	Marketing Management	PC	4	0	0	4	4	0	0	4	100	100	200
5.	MBA105	Accounting for Managers	PC	3	2	0	5	3	1	0	4	100	100	200
6.	MBA106	Human Resource Management	PC	3	0	0	3	3	0	0	3	100	100	200
7.	MBA107	Business Communication	PC	3	0	0	3	3	0	0	3	100	100	200
8.	MBA108	General Aptitude - 1	MNC	1	0	0	1	0	0	0	0	100	00	100
9.	MBA109	Business English	MNC	1	0	0	1	0	0	0	0	100	00	100
		Total					30				26	900	700	1600

2nd Sem MBA

S.No	Course Code	Course	Contact Hours			Contact Hours/week	Credit Allocation			Total credits	Marks			
			Lecture	Tutorial/Skill Development	Practical Component		Lecture	Tutorial/Skill Development	Practical Component		CIE	SEE	TOTAL	
1	MBA201	AI for Business Management	PC	4	0	0	4	4	0	0	4	100	100	200
2	MBA202	Business Research Methods& IPR	PC	4	0	0	4	4	0	0	4	100	100	200
3	MBA203	Financial Management (Integrated Course)	PC	3	0	2	5	3	0	1	4	100	100	200
4	MBA204	Legal and Business Environment	PC	4	0	0	4	4	0	0	4	100	100	200
5	MBA205	Entrepreneurship Development	PC	3	2	0	4	3	2	0	4	100	100	200
6	MBA206	Elective-1	PC	4	0	0	4	4	0	0	4	100	100	200
7	MBA207	Elective-2	PC	4	0	0	4	4	0	0	4	100	100	200
8	MBA208	General Aptitude - 2	MNC	1	0	0	1	0	0	0	0	100	0	100
9	MBA209	Societal Project	MNC	0	0	2	2	0	0	0	0	100	0	100
		Total					32				28	900	700	1600

- Major Specialization is indicated as *
- Minor Specialization is indicated as #

PROFESSIONAL ELECTIVES

Marketing Specialization

S.No.	Course Code	Course	PE	Contact Hours			Contact Hours/week	Credit Allocation			Total credits	Marks		
				L	T	P		L	T	P		CIE	SEE	TOTAL
1.	MBAMM206	*Strategic Brand Management	PE	3	2	0	4	3	1	0	4	100	100	200
2.	MBAMM207	#Rural Marketing	PE	3	2	0	4	3	1	0	4	100	100	200

Finance Specialization

S.No.	Course Code	Course	PE	Contact Hours			Contact Hours/week	Credit Allocation			Total credits	Marks		
				L	T	P		L	T	P		CIE	SEE	TOTAL
1.	MBAFM206	*Corporate Taxation	PE	4	0	0	4	4	0	0	4	100	100	200
2.	MBAFM207	#Managing Banks & Financial Institutions	PE	4	0	0	4	4	0	0	4	100	100	200

HRM Specialization

S.No.	Course Code	Course	PE	Contact Hours			Contact Hours/week	Credit Allocation			Total credits	Marks		
				L	T	P		L	T	P		CIE	SEE	TOTAL
1.	MBAHR206	*Recruitment & Selection	PE	4	0	0	4	4	0	0	4	100	100	200
2.	MBAHR207	#Change and Knowledge Management	PE	4	0	0	4	4	0	0	4	100	100	200

IT and BA Specialization

S.No.	Course Code	Course	PE	Contact Hours			Contact Hours/week	Credit Allocation			Total credits	Marks		
				L	T	P		L	T	P		CIE	SEE	TOTAL
1.	MBAITBA206	*Managing online Business Operations	PE	3	0	2	4	3	0	2	4	100	100	200
2.	MBITABA207	#Business Analytics using Excel	PE	3	0	2	4	3	0	2	4	100	100	200

ED Specialization

S.No.	Course Code	Course	PE	Contact Hours			Contact Hours/week	Credit Allocation			Total credits	Marks		
				L	T	P		L	T	P		CIE	SEE	TOTAL
1.	MBAED206	#Family Business and Entrepreneurship	PE	4	0	0	4	4	0	0	4	100	100	200

3rd Sem MBA

S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBA301	Strategic Management	PC	4 - 0 - 0	4	4	0	0	4	100	100	200
2.	MBA302	Internship	PI	0 - 0 - 4	25	0	0	4	4	100	100	200
3.		Elective - 1	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
4.		Elective - 2	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
5.		Elective - 3	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
6.		Elective - 4	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
7.		Elective - 5	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
		Total			49				28	700	700	1400

PROFESSIONAL ELECTIVES

Marketing Specialization

S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBAMM303	*B 2 B Marketing	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
2.	MBAMM304	*Sales Management	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
3.	MBAMM305	*Retail Management	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
4.	MBAMM306	#Digital Marketing	PE	3 - 0 - 2	5	3	0	2	4	100	100	200
5.	MBAMM307	#Consumer Behavior	PE	4 - 0 - 0	4	4	0	0	4	100	100	200

Finance Specialization

S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBAFM308	*Security Analysis & Portfolio Management	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
2.	MBAFM309	*Advanced Financial Management	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
3.	MBAFM310	*Financial Derivatives	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
4.	MBAFM311	#Financial Analytics	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
5.	MBAFM312	#Cost Management	PE	4 - 0 - 0	4	4	0	0	4	100	100	200

Human Resource Specialization

S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBAHR313	*Compensation Management	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
2.	MBAHR314	*Management of Industrial Relations	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
3.	MBAHR315	*Training and Development	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
4.	MBAHR316	#International Human resource Management	PE	4 - 0 - 0	4	4	0	0	4	100	100	200
5.	MBAHR317	#Talent Management	PE	4 - 0 - 0	4	4	0	0	4	100	100	200

Entrepreneurship Development Specialization												
S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBAED318	#Entrepreneurial Management	PE	4 -0 -0	4	4	0	0	4	100	100	200
3.	MBAED319	#Social Entrepreneurship	PE	4 -0 -0	4	4	0	0	4	100	100	200

Information Technology and Business Analytics Specialization												
S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBAITBA320	*Data Analysis and Visualization	PE	3 -0 -2	5	3	0	2	4	100	100	200
2.	MBAITBA321	*Block Chain Management	PE	3 -0 -2	5	3	0	2	4	100	100	200
3.	MBAITBA322	*Data Science Using Python and R	PE	3 -0 -2	5	3	0	2	4	100	100	200
4.	MBAITBA323	#Management Information System	PE	3 -0 -2	5	3	0	2	4	100	100	200
5.	MBAITBA324	#Data Warehousing and Data Mining	PE	3 -0 -2	5	3	0	2	4	100	100	200

4th Sem MBA

S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBA401	Excel for Managers (Online Course)	FC	0-0-0	0	0	0	0	0	100	00	100
2.	MBA402	Business Ethics/ CSR/ International Business (Online Course)	FC	0-0-0	0	0	0	0	0	100	00	100
3.	MBA403	Research Activity/Live Project	PR	0-0-2	2	0	0	2	1	100	00	100
4.	MBA404	Internship/Project	PI	0-0-8	25	0	0	8	8	100	100	200
5.		Elective - 1	PE	3-0-0	3	3	0	0	3	100	100	200
6.		Elective - 2	PE	3-0-0	3	3	0	0	3	100	100	200
7.		Elective -3	PE	3-0-0	3	3	0	0	3	100	100	200
		Total			36				18	700	400	1100

PROFESSIONAL ELECTIVES

Marketing Specialization

S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBAMM405	*Integrated Marketing Communications	PE	3-0-0	3	3	0	0	3	100	100	200
2.	MBAMM406	*International Marketing Management	PE	3-0-0	3	3	0	0	3	100	100	200
3.	MBAMM407	#Services Marketing	PE	3-0-0	3	3	0	0	3	100	100	200

Finance Specialization												
S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBAFM408	*International Financial Management	PE	3 - 0 - 0	3	3	0	0	3	100	100	200
2.	MBAFM409	*Project Appraisal and Finance	PE	3 - 0 - 0	3	3	0	0	3	100	100	200
3.	MBAFM410	#Mergers Acquisition and corporate restructuring	PE	3 - 0 - 0	3	3	0	0	3	100	100	200

Human Resource Specialization												
S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBAHR411	*HR Analytics	PE	3 - 0 - 0	3	3	0	0	3	100	100	200
2.	MBAHR412	*Performance Management & Competency Mapping	PE	3 - 0 - 0	3	3	0	0	3	100	100	200
3.	MBAHR413	#Organizational Development	PE	3 - 0 - 0	3	3	0	0	3	100	100	200

Entrepreneurship Development Specialization												
S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBAED414	#Financing the Entrepreneurial Business	PE	3 - 0 - 0	3	3	0	0	3	100	100	200
2.	MBAED415	#Startup Management	PE	3 - 0 - 0	3	3	0	0	3	100	100	200

Information Technology and Business Analytics

S.No.	Course Code	Course		Contact Hours	Contact Hours/week	Credit Allocation			Total credits	Marks		
				L - T - P		L	T	P		CIE	SEE	TOTAL
1.	MBAITBA416	*Database Management System	PE	2 -0 -2	4	2	0	2	3	100	100	200
2.	MBAITBA417	*Social Media Web and Text Analysis	PE	2 -0 -2	4	2	0	2	3	100	100	200
3.	MBAITBA418	#Enterprise Resource Planning	PE	2 -0 -2	4	2	0	2	3	100	100	200

- Major Specialization is indicated as *
- Minor Specialization is indicated as #
- Online course should be of minimum 12 weeks from NPTEL/Swayam/VTU online

FIRST SEMESTER

Detailed Syllabus

Management & Organizational Behavior

Course Code	MBA101	Course type	PC	Credits L-T-P	4 – 0 - 0
Hours/week: L - T- P	4– 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	To expose students to the basic concepts and functions of management
2.	To help in understanding the complexity and wide variety of issues managers face in today's business firms
3.	To appraise student's role of psychology, sociology, political science and change management in organizational behavior with understanding the impact of individual behavior, personality and attitudes
4.	To appraise students with regards to impact of groups and impact of power and politics in the organizations
Pre-requisites: Students need to be aware of the latest trends in management concepts on planning, decision making and ethics in business	

Unit – I	Contact Hours = 08 Hours
Concept, Nature and Evolution of Management Thought: Historical evolution of Management, Schools of Management thoughts, Role of managers, Functions of Management. Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies. Decision Making- Types of decision- Decision making process- Rational decision-making process- Decision making under different conditions.	

Unit – II	Contact Hours = 08 Hours
Organizing: Nature and purpose of organizing- Organization structure- Formal and informal groups/ organization- Line and staff authority - Departmentation - Span of control- Centralization and decentralization- Delegation of authority. Directing: Managing people, Staffing Controlling: Process of controlling- Types of control- Budgetary and non-budgetary control techniques- Managing productivity- Cost control- Purchase control- Maintenance control- Quality Control-Planning operations, Introduction to Balanced score card.	

Unit – III	Contact Hours 08 Hours
Field of Organizational Behavior, Emergence & OB as a Discipline, Evolution and OB in India, Models of OB, OB Trends, Organizational Culture The Individual: Foundations of Individual Behavior – Ability, Intellectual Abilities, Physical Abilities, Ability for job fit, Gen- Z behavior, Remote Work behaviors. Learning – Theories of Learning Attitudes and Job Satisfaction – Components of an Attitude.	

Unit – IV	Contact Hours = 08 Hours
<p>Personality and Values- what is personality, Personality Determinants, Personality Traits, Measuring Personality: Psychometric Theories (Big Five, MBTI,) Personal Effectiveness (Johari Window).</p> <p>Perception: Concept of perception, perceptual process, Attribution Theory, Attribution Errors, Perceptual Errors, Improving Perceptions</p> <p>The Group: Group and Interpersonal behavior – group dynamics – why groups form, types, group, formation of group, group decision making techniques, Teams –types of teams, Creating effective teams.</p>	

Unit – V	Contact Hours = 08 Hours
<p>Motivation: Meaning, theories of motivation,</p> <p>Leadership: Meaning, theories of leadership, Styles of leadership, managerial grid</p> <p>Power and political behavior – sources of power, effective use of power. Conflict – Sources and strategies to resolve conflict</p>	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	02	02	02	02	02

Books	
Text Books:	
1.	Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9th edition. Tata McGraw-Hill Education (2005)
2.	Stephen Robbins, T. J.Organizational Behavior 14thEd, Pearson Publication
Reference Books:	
1.	Charles W.L Hill and Steven L McShane, Principles of Management, McGraw Hill Education
2.	Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson Education
E-resources (NPTEL/SWAYAM. Any Other)- mention links	
1.	Edx – Leading High-Performing Teams/ https://www.edx.org/course/leading-high-performing-teams
2.	Organizational Design: Creating Competitive Advantage: https://www.edx.org/course/organizational-design-creating-competitive-advantage-0

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)				
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create		Learning Level	PO (s)	PSO (s)
1.	Analyse the pivotal role of planning and decision making in management and business practice.	4	1,3	2
2.	Critically analyze and evaluate the basic function of an Organization	4	2,4	2

3.	Students would be able to Apply crucial dimensions of organizational behavior in the dynamic scenario	3	1,2	2
4.	Students will be able to analyze personality types and demonstrate appropriate group behavior for organization effectiveness	4	2,4	2
5.	Students will be able to exhibit and apply leadership skills and choose appropriate conflict management strategies	5	1.3.5	2

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open /Industry/Certification etc)	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of at least 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

1.	It will be conducted for 100 marks of 3 hours duration.
2.	Minimum marks required in SEE to pass: Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
3.	Question paper contains three parts A, B and C. Students have to answer <ol style="list-style-type: none"> 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO	CO-PO Mapping (Planned)							CO-PSO Mapping (Planned)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO2	PSO3
1	✓		✓						✓	
2		✓		✓					✓	
3	✓		✓						✓	
4		✓		✓					✓	
5	✓		✓			✓			✓	

Name & Signature of Faculty members

Name & Signature of Faculty members
involved in designing the syllabus

verifying/approving the syllabus

Managerial Economics

Course Code	MBA102	Course type	PC	Credits L-T-P	4 – 0 - 0
Hours/week: L - T- P	4– 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100 marks
Flipped Classes content	10 Hours			SEE Marks	100 marks

Course learning objectives	
1.	To understand micro economic tools and explain the optimal allocation of resources within the firm.
2.	To understand price determination in different markets and how market participants benefit in the form of consumer surplus and producer surplus
3.	To measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services and income
4.	To understand the different costs of production and how they affect short and long-run decisions
5.	To understand four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model

Pre-requisites: The student should have basic knowledge about market, demand, supply and latest economic trends in Indian economy.

Unit – I	Contact Hours = 8 Hours
Introduction to Managerial Economics: Fundamental Concepts used in Decision Making: Incremental concept, Opportunity Cost Discounting Principles Equity Marginal Principle, Principle of Time Perceptive.	

Unit – II	Contact Hours = 8 Hours
Demand Analysis: Meaning of Demand, Law of demand, Law of Diminishing Marginal Utility, Elasticity of Demand- Price, Income, Promotional/ Advertising and Cross (Theory and Problems) Demand Forecasting: Techniques, Problem on demand forecasting using trend projection method	

Unit – III	Contact Hours = 8 Hours
Theory of Production: Production function, Cobb Douglas Production Function, Indifference curve, Law of variable proportions and Law of returns to scale.	
Theory of Cost and Break-Even Analysis: Iso-cost & Iso quant, Economies and Diseconomies of Scale, Break Even Analysis: Introduction to BEA, BEP in terms of value and volume. Problems on BEA	

Unit – IV	Contact Hours = 8 Hours
Market Structure: Perfect Competition, Monopoly, Monopolistic competition and Oligopoly.	
Pricing Practices: Price Discrimination- First degree, Second-degree and Third-degree price discrimination, Transfer Pricing.	

Unit – V	Contact Hours = 8 Hours
Introduction to macroeconomics: Concepts of GDP, GNP, Inflation, Balance of Payment, Current Account Deficit, Fiscal Policy and Fiscal deficit, Monetary Policy, Business Cycle and Purchasing Power Parity. Industrial Policy in India: Production Linked Incentive (PLI) scheme in India. Introduction to International Business.	

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2
Books					
Text Books:					
1.	Geetika, Ghosh & Choudhury, Managerial Economics, McGrawHill 2/e,2011				
2.	Dominick Salvatore, Managerial Economics, Oxford Publishers, 2e, 2016				
3.	D.M Mithani, Managerial Economics, HPH publications, 2016				
4.	Samuelson & Marks, Managerial Economics, Wiley, 5/e,2015				
Reference Books:					
1.	Peterson, Lewis and Jain, Managerial Economics, Pearson Education, 4/e, 2008				
2.	G.S.Gupta, Managerial Economics, McGraw Hill Education, 2/e, 2018				
E-resources (NPTEL/SWAYAM.. Any Other)- mention links					
1.	https://www.edx.org/learn/managerial-economics				
2.	https://www.indiabudget.gov.in/				
3.	https://onlinecourses.swayam2.ac.in/imb19_mg16/preview				
4.	https://www.youtube.com/watch?v=ZXDKdJO3V6Y				

Course Outcome (Cos)				
At the end of the course, the student will be able to		Learning Level	PO (s)	PSO (s)
1.	Comprehend the fundamental concepts, theories, and principles of managerial economics	2	2	2
2.	Demonstrate the application of the laws and concepts of economics for informed business decision-making	3	1	1
3.	Analyze the changing economic and business landscape in-order to overcome challenges faced by a businessman	4	4	2
4.	Analyze the different market structures and develop suitable business strategies	4	1	1
Course delivery methods		Assessment methods		
1.	Chalk and Talk	1.	IA tests	
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)	
3.	Flipped Classes	3.	Open Book Tests (OBT)	
4.	Online classes	4.	Course Seminar	
		5.	Semester End Examination	

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments –(Open /Industry/Certification	Course project (CP)/ Casestudy etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2marks).
- Remaining 20 marks questions in Part B & C should be descriptive -Certification earned by passing the standard Online MOOCs course (1 course of atleast 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

1.	It will be conducted for 100 marks of 3 hours duration.
2.	Minimum marks required in SEE to pass: Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
3.	Question paper contains three parts A, B and C . Students have to answer <ol style="list-style-type: none"> From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

Mapping through Direct Assessment:

Rubrics:

CO-PO Mapping (planned)								CO-PSO Mapping (planned)		
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	✓	✓		✓				✓	✓	✓
2	✓	✓					✓	✓	✓	✓
3	✓	✓				✓		✓	✓	✓
4	✓	✓		✓		✓		✓	✓	✓
5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Name & Signature of Faculty members
involved in designing the syllabus

Name & Signature of Faculty members
verifying/approving the syllabus

Quantitative Techniques

Course Code	MBA103	Course type	Integrated	Credits L-T-P	3 - 0 - 2
Hours/week: L - T- P	3 - 0 - 2			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 20 Hrs Total = 60 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course Learning Objectives

1.	To facilitate the students to compute the various measures of central tendency and dispersion using descriptive statistics.
2.	To enhance the skills to visualize and estimate the relationship between variables using correlation and regression analysis.
3.	To equip with the skills of decision-making using probability techniques.
4.	To make the students understand the procedure of hypothesis testing using appropriate parametric and non-parametric tests
5.	To familiarize the students with analytical package SPSS.

Required Knowledge of: Basic Mathematics

Unit – I

Contact Hours = 8 Hours

Introduction to Statistics: Meaning and Definition, Importance, Types, Measures of Central Tendency -Mean, Median, Quartiles, Percentiles, Mode. Measures of Dispersion -Range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Skewness (Theory and Problems). Overview of SPSS, Creating, saving and editing files, Importing files from other formats. Transforming Variables

Unit – II

Contact Hours = 8 Hours

Correlation and Regression: Correlation - Significance, Types, and Methods, Scatter diagram, Karl Pearson correlation, Spearman's Rank correlation, Regression, Significance, Linear Regression Analysis, Types of regression models, Lines of Regression, Standard error of Estimate (Theory and Problems).

Unit – III

Contact Hours = 8 Hours

Probability Distribution: Concept of probability, counting rules for determining number of outcomes - Permutation and Combination, Rules of probability- Addition and Multiplication. Concept of Probability Distribution, Theoretical Probability Distributions - Binomial, Poisson, Normal (Theory and Problems).

Unit – IV

Contact Hours = 8 Hours

Time Series Analysis: Objectives, Variations in Time Series. Measurement of Trend, Graphic Method, Moving Average Method, Semi-Average Method, Least Square Method. (Theory and Problems)

Unit – V	Contact Hours = 8 Hours
Hypotheses Testing: Definition, Types, Procedure for testing, Errors in hypotheses testing. Parametric and Non-Parametric Tests t-test, z-test, Chi-square test, ANOVA (problems on all tests).	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

List of Experiments

Unit No.	No. of Experiments	Topic(s) related to Experiment
1	1	Overview of SPSS, Creating, saving and editing files, Importing files from other formats. Transforming Variables
1	1	Frequency Distributions and cross-tabulation
1	1	Charts and Graphs
1	2	Measures of Central Tendency and Variability,
2	2	Correlation
2	2	Regression Analysis Linear,
2	2	Analysis of Variance- One Way ANOVA, ANOVA in regression.
5	2	Hypotheses testing using means
5	2	Paired t, Independent, Sample t, Chi- square

Unit No.	Self-Study Topics
1	Overview of SPSS
2	Correlation - Significance, Types, and Methods, Scatter diagram,
3	Probability Distribution: Concept of probability, counting rules for determining number of outcomes - Permutation and Combination, Rules of probability
4	Variations in Time Series
5	Hypotheses Testing: Definition, Types, Procedure for testing

Books

Text Books:	
1.	J K Sharma (2020), Business Statistics 5th edition Vikas Publishing House.
2.	S C Gupta (2018), Fundamentals of Statistics, 7th edition Himalaya Publications.
3.	C R Kothari (2015), Research Methodology- Methods and Techniques, Viswa Prakasham Publications.
4.	William E. Wagner, III (2015), Using IBM SPSS- Statistics for Research Methods and Social Science Statistics 5th edition Sage Publications.
Reference Books:	

1.	S P Gupta (2021), Statistical Methods 46th edition Sultan Chand Publications.
	E-resources (NPTEL/SWAYAM.. Any Other)- mention links
1.	Students can opt Swayam NPTEL Course on Business Statistics offered by Prof. M.K.Barua Dept. of Management studies IIT Roorkee.
2.	https://www.youtube.com/watch?v=VDLyk6z8uCg Swayam NPTEL Course on Business Statistics by Dr. P. M. Shiva Prasad, Department of Commerce, Teresian College, Mysuru.

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Open Assignment (OA)/ Lab Project/ Industry assignment/Certification/ Course project
3.	Flipped Classes	3.	Lab Test
4.	Practice session/Demonstrations in Labs	4.	Semester End Examination
5.	Virtual Labs (if present)		

Course Outcome (COs)					
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create					
At the end of the course, the student will be able to			Learning Level	PO (s)	PSO (s)
1.	Understand how to organize, manage, and present the data		2	1, 5	1
2.	Use and apply a wide variety of specific statistical tools		3	2, 3	2
3.	Understand the applications of probability in business		2	4	1
4.	Effectively interpret the results of statistical analysis		5	2, 4	1,3
5.	Develop competence of using computer packages to solve the problems		5	1, 2	3

Scheme of Continuous Internal Evaluation (CIE) for Integrated course (1-0-1, 2-0-1, 3-0-1):

For integrated courses, a lab test also will be conducted at the end of the semester. The lab test (**COMPULSORY**) will be part of the CIE. **No SEE for Lab.**

THEORY (60 marks)		LAB (40 marks)		Total
IA test 1	IA test 2	Conduction	Lab test	
30 marks	30 marks	10 marks	30 marks	100 marks
IA Test:				
1. 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).				
2. Remaining 20 marks questions in Part B & C should be descriptive.				
Conduct of Lab:				
1. Conducting the experiment and journal: 5 marks				
2. Calculations, results, graph, conclusion and Outcome: 5 marks				
Lab test: (Batchwise with 15 students/batch)				
1. Test will be conducted at the end of the semester				
2. Timetable, Batch details and examiners will be declared by Exam section				
3. Conducting the experiment and writing report: 5 marks				
4. Calculations, results, graph and conclusion: 15 marks				
5. Viva voce: 10 marks				

Eligibility for SEE:

1. Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests. Lack of minimum score in IA test will make the student Not Eligible for SEE
2. Student should score minimum 50% of 30 marks (i.e. 15 marks) in Lab test & should score 50% of 40 marks (i.e. 20 marks) in Lab component.
3. Lab test is **COMPULSORY**
4. Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.
5. Not eligible in any one of the two components will make the student **Not Eligible** for SEE

Scheme of Semester End Examination (SEE):

1. It will be conducted for 100 marks of 3 hours duration.
2. **Minimum marks required in SEE to pass:** Score should be $\geq 40\%$ &, however overall score of CIE+SEE should be $\geq 50\%$.
3. Question paper contains three parts **A,B and C**. Students have to answer
 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks.
 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks.
 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (planned)								CO-PSO Mapping (planned)		
C	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PSO1	PSO2	PSO3
1	✓				✓			✓		
2		✓	✓						✓	
3				✓				✓		
4		✓		✓				✓		✓
5	✓	✓								✓
6										

Name & Signature of Faculty members
involved in designing the syllabus

Name & Signature of Faculty members
verifying/approving the syllabus

Marketing Management

Course Code	MBA104	Course type	PC	Credits L-T-P	4 – 0 - 0
Hours/week: L - T- P	4 – 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	To understand the fundamental concepts of marketing and related operating environment
2.	To gain knowledge on consumer buying behavior and influencing factors
3.	To understand the basic concepts pertaining to segmentation, targeting and positioning
4.	To understand the fundamental concepts of Product Management, Pricing and Distribution
5.	Analyze the marketing communication strategies

Pre-requisites: The student should have basic awareness of market, products, services, buying-selling transaction and promotional activities

Unit – I	Contact Hours =8 Hours
Introduction to Marketing: Importance of marketing, Definitions of market and marketing, Needs, Want and demand, Elements of Marketing Concept, Functions of Marketing, Marketing Orientations, Marketing V/s Selling, Customer Value and Satisfaction, 4P's of Marketing, 7P's of service marketing, Marketing Environment (Micro and Macro), Porters 5 force Model	

Unit – II	Contact Hours =8 Hours
Analyzing Consumer Behavior: Meaning of Consumer Behavior, Buying Motives and types, Characteristics affecting consumer behavior- cultural, social, personal, psychological, Decision-making process, The black box model of consumer behavior, Types of Buyer Behavior, Consumerism and related rights	

Unit – III	Contact Hours =8 Hours
Market Segmentation, Targeting, Positioning and Branding: Need for segmentation and factors affecting segmentation, Bases for consumer marketing segmentation, Targeting and approaches, Positioning and related strategies, Branding -Brand name, elements, types and Brand equity	

Unit – IV	Contact Hours =8 Hours
Product Management, Pricing and Distribution: Product levels, product hierarchy, Classification, New Product development process, Product Life Cycle, Packaging and Labelling, Pricing and its significance, Types of Pricing Channels of Distribution-Meaning, Role and importance, Factors affecting channel choice, Channel conflict	

Unit – V	Contact Hours =8 Hours
Integrated Marketing Communication- Promotion Mix/Tools, Advantages and disadvantages, Objectives, Steps in developing effective communication, 5M's of Advertising,	

Budgeting Methods, AIDA model, Types of Sales promotion, Steps in Personal Selling, E-commerce Marketing, CRM

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books				
Text Books:				
1.	Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. Marketing management: an Asian Perspective. Pearson Publication, (2018).			
2.	Kotler, P., Kartajaya, H., & Setiawan, I. Marketing 4.0: Moving from traditional to digital. John Wiley & Sons, (2016).			
3.	Ramaswamy, Namakumari, Marketing Management: Global Perspective, McGraw-Hill, (2019).			
Reference Books:				
1.	Dhruv Grewal, Michael Levy, Marketing Management, McGraw-Hill, (2018)			
2.	Baines, P., Fill, C, Page, K. and Sinha, P.K, Marketing, Asian edition, Oxford University Press, New Delhi (2013)			
E-resources (NPTEL/SWAYAM.. Any Other)- mention links				
1.	https://youtu.be/5fdx5Laavkc			
2.	https://youtu.be/ob5KW53I3aY?t=131			
Course delivery methods		Assessment methods		
1.	Chalk and Talk	1.	IA tests	
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)	
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification	
4.	Online classes	4.	Course Seminar	
		5.	Semester End Examination	
Course Outcome (COs)				
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create		Learning Level	PO(s)	PSO (s)
1.	Comprehend the fundamental concepts, theories, and principles of marketing	2	1	1
2.	Demonstrate the application of the knowledge with respect to strategic and tactical use of the primary decision-making areas of marketing	3	2	1
3.	Analyze the changing technological and business landscape in-order to overcome challenges faced by a marketer	4	1	2
4.	Evaluate different marketing options and their suitability for the company's product	5	1	2
5.	Convert ideas and create a viable marketing plan for various modes of marketing and entrepreneurial venturing	6	6	3

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open /Industry/Certification etc)	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100
<p>IA Test:</p> <ol style="list-style-type: none"> 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks). Remaining 20 marks questions in Part B & C should be descriptive Certification earned by passing the standard Online MOOCs course (1 course of at least 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 				
<p>Eligibility for SEE:</p> <ul style="list-style-type: none"> -Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests. -Lack of minimum score in IA test will make the student Not Eligible for SEE. -Minimum score in CIE to be eligible for SEE: 50 OUT OF 100. 				
<p>Scheme of Semester End Examination (SEE):</p> <ol style="list-style-type: none"> It will be conducted for 100 marks of 3 hours duration. Minimum marks required in SEE to pass: Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$. Question paper contains three parts A, B and C. Students have to answer <ol style="list-style-type: none"> From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks. 				

CO-PO Mapping (Planned)								CO-PSO Mapping (Planned)		
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
1	✓							✓		
2		✓						✓		
3	✓								✓	
4	✓								✓	
5						✓				✓

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Accounting for Managers

Course Code	MBA105	Course type	PC	Credits L-T-P	3 – 1 - 0
Hours/week: L - T- P	3 – 2 – 0			Total credits	4
Total Contact Hours	L = 30 Hrs ; T = 20 Hrs ; P = 0 Hrs Total = 50 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives

1.	Understanding Accounting terminologies
2.	Preparation of accounting records
3.	Constructing Financial Statements
4.	Analyzing the financial ratios with the help of financial statements.

Pre-requisites: Students are required to be aware of the basics of accounting concepts

Unit – I: Introduction to Accounting	Contact Hours = 8 Hours
Need and Forms of Accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Standards, relation of accounting with other disciplines, Accounting Cycle, Capital and revenue expenditure and receipts. Introduction to GAAP, IFRS, Forensic Accounting, and Window Dressing, Sustainability Reporting (Theory)	

Unit – II: Books of Accounts	Contact Hours = 8 Hours
Recording of transactions: journalizing, ledger posting, preparation of Trial Balance, Three Column Cash Book, Depreciation- Straight line and Written down Value Method, Annuity Method.	

Unit – III: Financial Statements	Contact Hours = 8 Hours
Preparation of final accounts (vertical form) of financial statements. Problems on Company final accounts. Preparation of Cash Flow Statement – Uses and Limitations – Distinction between Funds flow and Cash Flow (Basic problems)	

Unit – IV: Analysis of Financial Statements	Contact Hours = 8 Hours
Comparative, common size and trend analysis, Ratio Analysis, Uses and Limitations – Classification of Ratios – Preparation of financial statements using ratios.	

Unit – V: Introduction to Cost Accounting	Contact Hours = 8 Hours
Meaning, Objectives and Scope, Concepts of Costs and its Classifications and Elements of Cost, Cost Centre and Cost Unit, Methods and Techniques of Costing. Introduction to Job order costing, Process costing, Activity Based Costing, Marginal costing and Budgetary Control (only theory).	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books	
	Text Books:
1.	Jawaharlal, Accounting for Managers, Himalaya Publication (2010)
2.	Bhattacharya , John Dearden ,Accounting for management, Vikas Publishing(2008
3.	Maheswari S. N,MaheswariSharad K. Maheswari, A Text book of Accounting For Management, Vikas Publishing (2010
4.	Jawahar lal ,Seema Srivastav, Cost Accounting, Tata McGraw – Hill Publication (Fourth Edition
	Reference Books:
1.	Tulsian P. C, Financial Accounting 1/e, Pearson Education
2.	Bhattacharya, Essentials of Financial Accounting (Based on IFRS) 3/e, Prentice Hall
	E-Resources (NPTEL/SWAYAM.. Any Other)- mention links
1.	https://www.edx.org/course/financial-accounting-and-analysis-2
2.	https://drive.google.com/open?id=12Ir0OnwVvhVLrcf4h4d0gpNPnNRAUjHb

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs) :

At the end of the course, the student will be able to		Learning Level	PO(s)	PSO(s)
1.	Apply Accounting concept in business decision making	3	1	1
2.	Classify monetary transactions as per accounting rules, apply various methods of depreciation to determine the value of asset	3	2	2
3.	Develop Trading and Profit & Loss account, Balance sheet of sole trading concern	3	4	3
4.	Analyze the companies' financial statements	4	6	1
5.	Understand the concept of cost accounting and appraise the recent developments in Accounting	5	1,6	3

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Skill Development Tutorials	Course project (CP)/ Case study / Industry	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
- Remaining 20 marks questions in Part B & C should be descriptive
-Certification earned by passing the standard Online MOOCs course (1 course of at least 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

1. It will be conducted for 100 marks of 3 hours duration.
2. Minimum marks required in SEE to pass: Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
3. Question paper contains three parts A,B and C. Students have to answer
 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks.
 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks.
 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)							CO-PSO Mapping (Planned)			
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
1		✓							✓	
2	✓	✓	✓						✓	
3		✓							✓	
4		✓				✓	✓	✓	✓	✓
5										

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Human Resources Management

Course Code	MBA106	Course type	PC	Credits L-T-P	4 – 0 - 0
Hours/week: L - T- P	4 – 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 10 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	To effectively manage and plan key human resource functions within organizations
2.	To examine current issues, trends, practices, and processes in HRM
3.	To contribute to employee performance management and organizational effectiveness
4.	To examine human resource challenges in the current scenario

Pre-requisites: Students need to understand the basics of human resource management with regards to the role of HRM in India, the recruitment industry in India, and compensation patterns in India

Unit – I	Contact Hours = 8 Hours
Introduction to Human Resource Management, Personnel Management to HRM, HR Operation or Sub Functions, Equal Opportunity, and the Law (Articles 15 and 16 of the Indian Constitution), HRM in Virtual / Remote working, Challenges in HRM, The Manager’s Role in Strategic Human Resource Management, Digital HRM – LMS and HRIS – Demo based.	

Unit – II	Contact Hours = 8 Hours
Diversity, equity, inclusion, and belonging (DEIB). AI in HRM, HR driving climate change adaptation Job Analysis with changing times, Green HRM/ Green Jobs, Modern ways of HR Hiring and Selection, Contractual Hiring, Types of Interviews for Hiring	

Unit – III	Contact Hours = 8 Hours
Learning and Development of Employees Meaning, Difference Learning and Development, Learning Styles, Training Methods – Virtual, OJT, OFT, OBT, Simulation, Activity Based, Training for Sustainability, Employee Engagement Strategies and Techniques, Employee Holistic wellness - POSH	

Unit – IV	Contact Hours = 8 Hours
Statutory compliance and Statutory benefits, PF, ESI, Insurance, Gratuity, CTC, Allowances (DA, HRA, CCA), Benefits – Types, Fringe Benefits, Contents, estimating techniques, Leave Policy- Types of Employee Leaves	

Unit – V	Contact Hours = 8 Hours
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Performance Appraisal- Meaning, Types, Rating Errors, Performance Management, Labor Relations, Collective Bargaining and Grievance Handling, Employee Safety and Health, and Managing Global Human Resources.

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books	
	Text Books:
1.	Gary Dessler, Human Resource Management, Pearson Education, 16th Edition, 2020
2.	Holland, P. (2019). Contemporary HRM issues in the 21st Century. Emerald Publishing Limited.
3.	Wilhelm, K. (2016). Sustainability Jobs: The Complete Guide to Landing Your Dream Green Job. United States: Lulu.com.
	Reference Books:
1.	Hill, T. (2024). DEIB Strategies & Vision Planner. Thill Consultant LLC.
2.	Bohlander, S. S., Managing Human Resources. Newyork: Thomson Learning. 2012
3	Bányai, T. (2019). <i>Sustainable Human Resource Management</i> . MDPI - Multidisciplinary Digital Publishing Institute.
	E-resources (NPTEL/SWAYAM. Any Other)- mention links
1.	https://nptel.ac.in/courses/122105020
2.	https://nptel.ac.in/courses/110105069

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)					
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)					
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create			Learning Level	PO (s)	PSO(s)
1.	Demonstrate an integrated perspective on the role of HRM in modern business. Ability to plan human resources and implement techniques of job design		3	1	1
2.	Develop Competency to recruit, train, and appraise the performance of employees		3	2	1
3.	Develop a rational design of compensation and salary administration		4	1,2	1

4.	Ability to handle employee issues and evaluate new trends in HRM globally	4	2.4	2
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Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	The addition of two IA tests	Two Assignments –(Open /Industry/Certification etc.)	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of the IA question paper should also include an OBE-related question (max 2 marks).
- The remaining 20 marks questions in Parts B & C should be descriptive
-Certification earned by passing the standard Online MOOCs course (1 at least 8 hours defined by BOS) can be considered as a Course activity and awarded a maximum of 10 marks.

Eligibility for SEE:

- Student should score a minimum of 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score on the IA test will make the student not eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):	
1.	It will be conducted for 100 marks and will last 3 hours.
2.	Minimum marks required in SEE to pass: The score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
3.	The question paper contains three parts A, B and C . Students have to answer 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)								CO-PSO Mapping (Planned)			
CO	PO1	PO2	PO3	PO 4	PO 5	PO6	PO7		PSO1	PSO2	PSO3
1	✓								✓		
2						✓				✓	
3		✓							✓	✓	
4				✓							✓
5		✓									

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Business Communication

Course Code	MBA107	Course type	PC	Credits L-T-P	4 – 0 - 0
Hours/week: L - T- P	4 – 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
2.	To understand the importance of specifying audience and purpose and to select appropriate communication choices.
3.	To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
4.	To develop the ability to research and write a documented paper and/or to give an oral presentation.

Pre-requisites: The student should have basic knowledge communication and English.

Unit – I	Contact Hours = 8 Hours
<p>Introduction to Communication: Communication definition-classification of communication-process of communication-elements of communication-barriers of communication-seven C's of communication, Organizational Communication-Purpose of writing – Clarity in writing – Principles of effective writing –The 3X3 writing process for business communication – Electronic writing process</p> <p>Types of Communication, Informal Communication: Grapevine Communication, Difference between formal and informal communication</p>	

Unit – II	Contact Hours = 8 Hours
<p>Interpersonal Communication: Oral Communication-Principles of successful oral communication-Guidelines of effective oral communication-Barriers to effective oral communication, Conversation skills, Listening-Process of listening-Factors that affect listening-Types of Listening, Non-Verbal Communication. Presentation Skills - Preparing Presentation-Delivering Presentation and Negotiation Skills - Factors affecting negotiation-Negotiation Process-Negotiation Strategies</p>	

Unit – III	Contact Hours = 8 Hours
<p>Application of Business Communication: Introduction to business letters – Types of Business Letters -Writing routine and persuasive letters – Positive and Negative messages - Writing memos – Writing the press release. Reports Writing and Writing Proposals: Structure & preparation. Research Paper Writing Format.</p>	

Unit – IV	Contact Hours = 8 Hours
<p>Group Communication: Meetings –objectives – Planning & Conducting meetings. Meeting Documentation: Notice, Agenda, and Minutes of the meeting. Employment communication: Composing Application Messages – Writing Resumes. Press conference,</p>	

Unit – V	Contact Hours = 8 Hours
Essentials of Communication for Employability: Introduction to Public Speaking, Effective Public Speaking. Interview skills- Types of Interviews, fundamentals of facing interviews, Do's and Dont's of interviews, Group Discussions- Introduction, methodology, Mannerisms, Do's and Dont's of Group Discussion.	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books	
	Text Books:
1.	Lesikar, Flatley, Rentz & Pande, Business Communication, McGraw-Hill, 11th ed., 2010.
2.	P. D. Chaturvedi & Mukesh Chaturvedi, Business Communication: Concepts, Pearson Education, 2011.
3.	Penrose, Rasberry, Myers, Advanced Business Communication, Cengage Learning, 5th Ed
	Reference Books:
1.	Mary Ellen Guffey, Business Communication: Process and Product, Cengage Learning, 3rd ed.,2002
2.	Lehman, DuFrene, Sinha, BCOM, Cengage Learning, 2nd ed., 2012
	E-resources (NPTEL/SWAYAM.. Any Other)- mention links
1.	https://onlinecourses.nptel.ac.in/noc18_hs30/preview

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)					
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)					
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr – Create			Learning Level	PO (s)	PSO (s)
1.	Understand and apply the principles of Communication		2	1	1
2.	To able to explain and analyse the organizational communications		3	2	1
3.	To able to draft business letters and analyse applications of business reports		5	4	2
4.	To develop the ability to organize business meetings, write meeting agenda and prepare minutes of the meeting & To design Resume/CV's for employment communication		4	3	2
5	To apply the employability skills		3	2,5	3

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of atleast 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

- It will be conducted for 100 marks of 3 hours duration.
- Minimum marks required in SEE to pass:** Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
- Question paper contains three parts **A, B and C**. Students have to answer
 - From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks.
 - From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks.
 - From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)								CO-PSO Mapping (Planned)		
C	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3
1	✓							✓		
2		✓						✓		
3				✓					✓	
4			✓						✓	
5		✓			✓					✓

Name & Signature of Faculty members
involved in designing the syllabus

Name & Signature of Faculty
verifying/approving the syllabus

General Aptitude - I

Course Code	MBA108	Course type	MNC	Credits L-T-P	0 – 0 - 0
Hours/week: L - T- P	3 – 0 – 0			Total credits	0
Total Contact Hours	L = 30 Hrs; T = 0 Hrs; P = 0 Hrs Total = 30 Hrs			CIE Marks	100
Flipped Classes content	30 Hours			SEE Marks	NA

Course learning objectives

- | | |
|----|--|
| 1. | Course is designed to develop employability skills of the student. |
|----|--|

Pre-requisites : The students should have basic arithmetical knowledge

Unit – I	Contact Hours = 06 Hours
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Quantitative Aptitude: Number System, HCF and LCM, Decimal Fractions and Simplification Logical Reasoning: Number and Letter Series
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Unit – II	Contact Hours = 06 Hours
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Quantitative Aptitude: Ratios, Proportions and Variations, Verbal Ability: Reading Comprehension, Ordering of Sentences

Unit – III	Contact Hours = 06 Hours
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Quantitative Aptitude: Averages, Percentages Logical Reasoning: Blood Relations

Unit – IV	Contact Hours = 06 Hours
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Quantitative Aptitude: Profit and Loss, Partnership Verbal Ability: Sentence Correction
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Unit – V	Contact Hours = 06 Hours
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Quantitative Aptitude: Simple and Compound Interest Logical Reasoning: Analogy and Coding & Decoding, Seating and Data Arrangement

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	NA	NA	NA	NA	NA

Books

Text Books:

- | | |
|----|---------------------------|
| 1. | Bizotic Aptitude Book – I |
|----|---------------------------|

Course delivery methods

- | | |
|----|----------------|
| 1. | Chalk and Talk |
| 2. | PPT and Videos |

Assessment methods

- | | |
|----|---|
| 1. | IA tests |
| 2. | Online Quizzes (Surprise and Scheduled) |

3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)		
At the end of the course, the student will be able to		Bloom's Level
1.	Able to clear aptitude exams	3
2.	Able to interpret data.	4

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open /Industry/Certification)	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of atleast 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility :

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE): NA

	CO-PO Mapping (planned)				CO-PSO Mapping(planned)		
	PO1	PO2	PO4	PO6	PSO1	PSO2	PSO3
CO1	✓				✓	✓	
CO2		✓	✓	✓			✓

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Business English

Course Code	MBA109	Credits	0
Course type	MNC	CIE Marks	100
Hours/week: L-T-P	2-0-0	SEE Marks	NA
Total Hours:	Lecture = 20 Hrs; Tutorial = 0 Hrs Total = 20 Hrs		

Course learning objectives

1.	Familiarize the students with the content and format of the English Proficiency examination. Providing exam-specific exercises and useful guidelines.
2.	Know about Fundamentals of Business English in general.
3.	Train to identify the nuances of phonetics, intonation, stress, and enhance pronunciation skills for better communication skills.
4.	Impart basic English grammar and essentials of important language skills and assist the students in developing necessary business language skills.
5.	Enhance with Business English vocabulary and language proficiency.
6.	Help the students in understanding the importance of Non-verbal communication.

Pre-requisites:

1. Understand the spoken English,
2. Speak simple and grammatically correct sentences,
3. Conversant [familiar] with basic English Grammar

Unit – I

4Hours

Listening Skills: Introduction to listening and its importance in Business setup and work place. The Listening Comprehension, Importance of Listening, Types of Listening, Understanding and Interpreting, Listening Barriers, Improving Listening Skills. Attributes of a good and poor listener. Interpretation of recorded audio script/text. Listening for making analysis- Language laboratory practice.

Unit – II

4 Hours

Speaking Skills Introduction: Phonetic and Pronunciation guidelines related to consonants and vowels Sounds, silent and non-silent letters, syllables, stress and Stress Shift, Intonation – purposes of intonation. General interaction. Oral Presentation on a business theme. Sharing information and expressing opinions. **Non-Verbal Communication Skills** (Body Language) and its importance in oral communication

Unit – III

4 Hours

Reading Skills: Meaning and importance, Reading techniques, Tips for effective reading
Data interpretation: Charts/ graphs. Comprehension of short and long texts. Interpretation of notices, short messages and email contents.

Unit – IV

4 Hours

Writing Skills: Organizing Principles of Paragraphs in Documents, Writing Introduction and Conclusion, Creating Coherence and Cohesion. Writing Formal Letters. Writing business emails, memos, and reports.

Unit – V	4 Hours
Introduction to Business English Proficiency Tests: Introduction to Business English: Fundamentals of Business English. Grammar and Vocabulary: Use of parts of Speech and their forms, subject-verb agreement, sequence of Tenses, articles, narrations, voices, Question Tags, One Word Substitutes. Advanced Business English Vocabulary [used in workplace, finance, marketing, HR and other business setup]. Introduction to vocabulary, All Types of Vocabulary –Exercises on it.	

Self-Study Topics	
Unit No.	Topic description
1.	Practice- synonyms, antonyms, affixations, etc. Test your learning with online English grammar quizzes. Use different platforms to learn language skills.
2.	Read different kinds of texts or online e-books, materials, etc.
3.	Listen to different English native speakers.
4.	Practice speaking in English, where you go. Make English speaking groups.
5.	Train writing different texts and get the most out of English media.

Books	
Text Books:	
1.	Norman Whitby, “Cambridge English Business Benchmark”, Cambridge University Press, 3 rd Printing 2014.
2..	A Textbook of English Language Communication Skills, Infinite Learning Solutions– (Revised Edition) 2021.
Reference Books:	
1.	Communication Skills by Sanjay Kumar and Pushp Lata, Oxford University Press - 2019.
2.	English for Engineers by N.P.Sudharshana and C.Savitha, Cambridge University Press – 2018.
3.	Practical English Usage by Michael Swan, Oxford University Press – 2016.
4.	T. M. Farhathulla, “Communication Skills for Undergraduates” – RBA-Chennai, 2006.
5.	K.R. Lakshminarayanan, “English for Technical Communication”, Scitech-Chennai, 2002.
6.	Prof. G.S. Mudambadithya, “Functional English”, Sapana- Bangalore.
7.	Prof. M.B. Kudari, “Passage to English” Self-Publication, Gokak, 2011.
E-resources:	
1.	NPTEL- SWAYAM website
2.	Cambridgeenglish.org

Course delivery methods		Assessment methods	
1.	Black Board Teaching	1.	Internal Assessment Test/ CIE
2.	Power Point Presentation	2.	Assignments/ Workshops/ seminars
3.	Class Room Exercise	3.	Online and offline-Quizzes

Course Outcome (COs)		
At the end of the course, the student will be able to		Bloom’s Level
1.	Students will be able to identify different grammatical concepts.	2
2.	Students will be able to interpret, infer from business texts and explain their ideas in English.	2
3.	Students will be able to strengthen their business communication skills and interpersonal skills.	2

4.	Students will be able to organize and structure their ideas resulting in a coherent manner.	3
5.	Students will be able to analyze the data provided and arrive at logical conclusions.	3

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

1. 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).

2. Remaining 20 marks questions in Part B & C should be descriptive

-Certification earned by passing the standard Online MOOCs course (1 course of atleast 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Scheme of Semester End Examination (SEE): NA

CO-PO Mapping (planned)				CO-PSO Mapping(planned)		
	PO1	PO2	PO3	PSO1	PSO2	PSO3
CO1		✓		✓		
CO2			✓		✓	
CO3		✓		✓		
CO4			✓			✓
Mention the levels: 1, 2, 3						

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

SECOND SEMESTER

Detailed Syllabus **Artificial Intelligence for Business Management**

Course Code	MBA201	Course type	PC	Credits L-T-P	4 – 0 - 0
Hours/week: L - T- P	4– 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives

1.	To introduce the students to domain of AI and make them aware with its importance
2.	To develop a strong conceptual clarity on AI and associated terminologies
3.	To enable the students gain contextual understanding of AI, its history, and evolution and help them make relevant predictions
4.	To enable the students, understand the phases of AI implementation and its implications on managerial functions

Pre-requisites: Students need to be aware of the basics of Artificial Intelligence

Unit – I Fundamentals of AI

Contact Hours = 6 Hours

Understanding AI Meaning of AI, Definition, Need Scope of AI, History and Evolution, Historical Events, examples and innovations such as Driverless Cars and Taxis, AI v/s Machine Learning V/s Data Science.

Unit – II Principles of AI Journey

Contact Hours = 8 Hours

Big Problem, Principles, Initiating the AI journey, Influencing the AI effectiveness, Data Processing, Prerequisites, Fab4 model, TUSCANE approach, Types of AI.

Unit – III Understanding AI Tools

Contact Hours = 8 Hours

AI modeling, Phases of AI deployment, Concept of Deep learning, Factors influencing AI, Concepts of Generative AI – Benefits-Application & Risks -Chat GPT-Gemini, Use of AI to design virtually attractive presentation, use of AI in excel & word.

Unit – IV AI Disruptions in Management & Industry

Contact Hours = 10 Hours

Impact of AI in Management functions -HR-Marketing-Finance-Supply Chain
Impact of AI in Sectors- Logistics, Telecom, Retail, Traffic Management, Medical Care, Defense, Entertainment -Case Studies relevant to the concepts.

Unit – V Ethical Considerations of AI and Future Job prospects

Contact Hours =8 Hours

Job Opportunities shrink or expand after AI revolution, Job opportunities for AI, Ethical consideration of AI, Influence of AI equipped professionals, Values and skills in AI era.

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books	
	Text Books:
1.	UPADHYAY, M. A. (2020). Artificial Intelligence for managers leverage the power of AI to Transform Organizations &... reshape your career (English edition). BPB PUBLICATIONS.
2.	Dandu, R. (2020b). Artificial Intelligence for Managers For Individuals Aspiring to Get into the AI Domain (First). Notion Press.
	Reference Books:
1.	Watson, M. R. (2023). Career AI: Navigating the Job Market in the Age of Artificial Intelligence. United States: Amazon Digital Services LLC - Kdp.
2.	Understanding the impact of artificial intelligence on skills development. (2021). (n.p.): UNESCO Publishing.
	E-resourceces (NPTEL/SWAYAM.. Any Other)- mention links
1.	https://www.coursera.org/articles/types-of-ai
2.	https://www.youtube.com/watch?v=w5nEf-HahZM

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)				
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create	Learning Level	PO (s)	PSO (s)	
1.	Students would be able to understand basic concepts of AI.	L1	1	1,2
2.	Students would be able to differentiate between AI v/s ML V/s Data Science	L3	2	1,2
3.	Students will be able to analyze the impact of AI on business functions, Managerial Functions	L4	2,4	1,2,3
4.	Students will be able to identify appropriate AI tools that can enhance business	L5	4	1,2,3
5.	Design & develop a strategy for effective implementation of AI	L6	1,2	1,2

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments (Open	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of at least 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

- It will be conducted for 100 marks of 3 hours duration.
- Minimum marks required in SEE to pass:** Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
- Question paper contains three parts **A, B and C**. Students have to answer
 - From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks.
 - From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks.
 - From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)								CO-PSO Mapping (Planned)		
C	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	✓							✓	✓	
2		✓						✓	✓	
3		✓		✓				✓	✓	✓
4				✓				✓	✓	✓
5	✓	✓						✓	✓	

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Business Research Methods

Course Code	MBA202	Course type	PC	Credits L-T-P	4 - 0 - 0
Hours/week: L - T- P	3 - 0 - 0			Total credits	4
Total Contact Hours	L= 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	Understand the fundamental concepts of business research.
2.	Learn different research methodologies and how to apply them.
3.	Develop skills in data collection, analysis, and interpretation.
4.	Understand the ethical considerations in research.

Required Knowledge of : Basics of MS Excel

Unit – I Introduction to Business Research	Contact Hours =8 Hours
Concept of Business research methods, Nature of business research, Scope of research methods in business, Need and Role of Business Research, Characteristic of Research, Types of Research- Basic vs. Applied, Qualitative vs. Quantitative, Exploratory vs. Descriptive Research Process: Business Research Process: Steps in the Research Process- Formulating Research Problems	

Unit – II Research Design	Contact Hours = 8 Hours
Introduction to Research Design, Types of Research Design: Exploratory, Descriptive and Causal Research, Nature of good research design, Sampling Design Sampling Techniques (Probability and Non-Probability Sampling) Sample Size Determination, Measurement and Scaling Techniques: Levels of Measurement (Nominal, Ordinal, Interval, Ratio) Attitude Measurement Scales (Likert, Semantic Differential, Guttman Scale)	

Unit – III Data Collection Methods	Contact Hours = 8 Hours
Primary Data Collection - Survey Methods (Questionnaires, Interviews) Observation Methods Experimentation in Business Research Secondary Data Collection Types of Secondary Data Sources of Secondary Data, Questionnaire Design Structure of a Questionnaire Designing Questions and Response Formats	

Unit – IV Data Analysis	Contact Hours = 8 Hours
Introduction to Data Processing -Data Preparation: Editing, Coding, Data Entry- Handling Missing Data Statistical Techniques: Descriptive Statistics -Measures of Central Tendency, Measures of Dispersion, Measures of symmetry; Hypothesis Testing; Correlation and Regression Analysis	

Unit – V Research Report Writing	Contact Hours = 8 Hours
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Structure of a Research Report: Title, Abstract, Introduction, Methodology, Results, Discussion, Conclusion Presentation of Data: Tabulation and Graphical Representation Use of Charts, Diagrams, and Graphs in Reporting Referencing and Citation Styles: APA, MLA, Chicago Styles - Intellectual Property Rights -Meaning, Types of intellectual property rights.

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Unit No.	Self-Study Topics
1	Features of good research study
2	Importance of Good Research Design
3	Errors in sampling
4	Conduct a market survey to know the consumer perception towards any FMCG
5	Importance of report writing

Books	
	Text Books:
1.	Business Research Methods: A South-Asian Perspective with CourseMate– 10 November 2016 by William G. Zikmund Et Al (Author)
2.	Research Methods for Business, 8ed, An Indian Adaptation: A Skill-Building Approach– 1 May 2021 by Roger Bougie (Author), Uma Sekaran (Author), Mala Srivastava (Author)
3.	Predictive Analytics, Data Mining and Big Data- S. Finlay, Palgrave Macmillan Publishing.
	Reference Books:
1.	Business Research Methods– 1 November 2021 by Raju T. & Prabhu (Author)
2.	Essentials of Business Research Methods– 23 October 2019 by Joe F. Hair Jr. (Author), Michael Page (Author), Niek Brunsveld (Author)
	E-resources (NPTEL/SWAYAM.. Any Other)- mention links
1.	https://nptel.ac.in/courses/110107080/
2.	https://onlinecourses.swayam2.ac.in/cec20_mg14/preview

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Open Assignment (OA)/ Lab Project/ Industry assignment/Certification/ Course project
3.	Flipped Classes	3.	Lab Test
4.	Practice session/Demonstrations in Labs	4.	Semester End Examination
5.	Virtual Labs (if present)		

Course Outcome (COs)			
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create			
At the end of the course, the student will be able to	Learning Level	PO (s)	PSO (s)

1.	To develop an understanding of the basic framework of the research process.	L4	PO1	1
2.	To develop an understanding of various research designs and techniques.	L3	PO2	2
3.	To identify various sources of information for literature review and data collection.	L3	PO3	2
4.	To demonstrate knowledge of the research process by conducting a literature review in their research area interest	L4	PO4	2
5.	To conduct an independent publishable research project.	L3	PO5	3

Scheme of Continuous Internal Evaluation (CIE) for integrated course (1-0-1, 2-0-1, 3-0-1):

Components	Addition of two IA tests	Two Assignments – (Open	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of atleast 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

1.	It will be conducted for 100 marks of 3 hours duration.
2.	Minimum marks required in SEE to pass: Score should be $\geq 40\%$ &, however overall score of CIE+SEE should be $\geq 50\%$.
3.	Question paper contains three parts A,B and C . Students have to answer <ol style="list-style-type: none"> 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (planned)								CO-PSO Mapping (planned)		
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
1	✓			✓				✓		
2		✓							✓	
3				✓					✓	
4					✓				✓	
5	✓		✓			✓				✓

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabu

Financial Management

Course Code	MBA203	Course type	Integrated	Credits L-T-P	3 - 0 - 1
Hours/week: L - T- P	3 - 0 - 2			Total credits	4
Total Contact Hours	L = 30 Hrs; T = 0 Hrs; P = 20 Hrs Total = 50 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	To learn the Basics of Financial management
2.	To understand time value of Money
3.	To make investment Decisions
4.	To select appropriate capital structure
Required Knowledge of: Students needs to be aware of basic of financial terminologies	

Unit – I	Contact Hours = 8 Hours
Introduction to Financial Management: Introduction to Financial Management, Objectives of Financial management- Profit maximization and wealth maximization, Role of a finance manager, Financial management and other functional areas. Sources of financing: shares, debentures, Lease financing, Hybrid financing, Venture capital, Primary market & Secondary market	

Unit – II	Contact Hours = 8 Hours
Time Value of Money & Cost of Capital: Present value & future value of single cash flow, Annuity and perpetuity. Simple Interest & Compound interest, Capital recovery and loan amortization Cost of Capital: Cost of equity (dividend discounting and CAPM model), preference and debenture capital, Cost of retained earnings, Weighted Average Cost of Capital (WACC).	

Unit – III	Contact Hours = 8 Hours
Capital Budgeting: Investment evaluation techniques- Net present value, Internal rate of return, modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return. Estimation of cash flow for replacement projects. Workshop on Excel for investment evaluation	

Unit – IV	Contact Hours = 8 Hours
Working Capital Management: Factors influencing working capital requirement, operating cycle and cash cycle. Estimation of working capital requirements of a firm (does not include cash, inventory and receivables management)	

Unit – V	Contact Hours = 8 Hours
-----------------	--------------------------------

Capital Structures and Dividend Decisions: Planning the capital structures of a firm. (No theories), EBITEPS analysis Leverages- Operating leverage, financial leverage and total leverage. Dividend policy, factors affecting dividend policy.

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

List of Experiments

Unit No.	No. of Experiments	Topic(s) related to Experiment
2	2	1. Analyzing the present value and future value of cashflows for company's decision making 2. Preparing loan amortization schedule
3	4	1. Estimation of Nep present value for a given project 2. Estimation of Internal rate of return for a given project 3. Estimation of Modified internal rate of return 4. Estimation of cashflows for replacement projects
5	1	Determining optimum capital structure using EBIT-EPS analysis technique

Unit No.	Self-Study Topics
1	Role of Finance Manager in modern Business
2	Long term sources of finance
3	Short term sources of finance
4	Factors influencing working capital requirement
5	Factors Influencing Capital structure decision

Books

Text Books:	
1.	Prasanna Chandra , Financial Management,8thEd, TMH
2.	I.M .Pandey, Financial Management, 10 th Ed, Vikas Publishing House
3.	M. Y. Khan & Jain , Financial Management, 6thEd, TMH
4.	Shahshi K Gupta & R K Sharma, Financial Management,8thEd, Kalyani Publishers
Reference Books:	
1.	Paresh P. Shah, Financial Management, 2ndEd, Biztantra
2.	V K Bhalla , Financial Management, 1stEd, S. Chand
E-resources (NPTEL/SWAYAM.. Any Other)- mention links	
1.	https://archive.nptel.ac.in/courses/110/107/110107144/
2.	https://onlinecourses.swayam2.ac.in/cec20_mg05/preview

Course delivery methods	Assessment methods
1. Chalk and Talk	1. IA tests

2.	PPT and Videos	2.	Open Assignment (OA)/ Lab Project/ Industry assignment/Certification/ Course project
3.	Flipped Classes	3.	Lab Test
4.	Practice session/Demonstrations in Labs	4.	Semester End Examination
5.	Virtual Labs (if present)		

Course Outcome (COs)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr – Create				
At the end of the course, the student will be able to		Learning Level	PO (s)	PSO (s)
1.	To Describe the effects of decision making of finance manager on shareholders wealth maximization	2,3&4	1&6	1
2.	To Analyze the role of time value of money and its use for valuing and will be able to calculate cost of capital for the organization.	2,3,&4	2&4	2
3.	Appraise and evaluate different capital budgeting methods and their applications	2,3,&4	1,2&6	2
4.	To Examine the working capital needs and financing of the firm and apply methods to measure the operating efficiency of business.	2,3,&4	1,2&6	2
5.	To Plan capital structure of the firm and to Interpret and illustrate the investment, financing and dividend policy decision making in an organization.	2,3,&4	2&6	3

Scheme of Continuous Internal Evaluation (CIE) for Integrated course (1-0-1, 2-0-1, 3-0-1):

For integrated courses, a lab test also will be conducted at the end of the semester. The lab test (COMPULSORY) will be part of the CIE. No SEE for Lab.

THEORY (60 marks)		LAB (40 marks)		Total
IA test 1	IA test 2	Conduction	Lab test	
30 marks	30 marks	10 marks	30 marks	100 marks
IA Test:				
1. 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).				
2. Remaining 20 marks questions in Part B & C should be descriptive.				
Conduct of Lab:				
1. Conducting the experiment and journal: 5 marks				
2. Calculations, results, graph, conclusion and Outcome: 5 marks				
Lab test: (Batch wise with 20 students/batch)				
1. Test will be conducted at the end of the semester				
2. Timetable, Batch details and examiners will be declared by Exam section				
3. Conducting the experiment and writing report: 5 marks				
4. Calculations, results, graph and conclusion: 15 marks				
5. Viva voce: 10 marks				

Eligibility for SEE:

1. Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests. Lack of minimum score in IA test will make the student Not Eligible for SEE
2. Student should score minimum 50% of 30 marks (i.e. 15 marks) in Lab test & should score 50% of 40 marks (i.e. 20 marks) in Lab component.
3. Lab test is **COMPULSORY**
4. Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.
5. Not eligible in any one of the two components will make the student Not Eligible for SEE

Scheme of Semester End Examination (SEE):

1. It will be conducted for 100 marks of 3 hours duration.
2. Minimum marks required in SEE to pass: Score should be $\geq 40\%$ &, however overall score of CIE+SEE should be $\geq 50\%$.
3. Question paper contains three parts A,B and C. Students have to answer
 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks.
 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks.
 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PSO Mapping (planned)

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
1	✓					✓		✓		
2		✓		✓					✓	
3	✓	✓				✓			✓	
4	✓	✓				✓			✓	
5		✓				✓				✓

Name & Signature of Faculty members
involved in designing the syllabus

Name & Signature of Faculty members
verifying/approving the syllabus

Legal and Business Environment

Course Code	MBA204	Course type	PC	Credits L-T-P	4 – 0 – 0
Hours/week: L - T- P	3 – 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives

- | | |
|----|---|
| 1. | To enable the students, understand about the application of overall legal scenario in India |
| 2. | To develop and understanding towards various acts of Indian legal system |

Pre-requisites: Basic understating of legal terms and terminologies

Unit – I

Contact Hours = 8 Hours

Introduction to business Law and the Contract Act- Meaning of law, Law of Contract: definition, nature and sources of business law in India, types of contracts, offer – definition and essentials, acceptance and consideration – definition and essentials, exceptions to the rule, no consideration, no contract, capacity of parties, performance of contract, termination of contract, remedies for breach of contract.

Unit – II

Contact Hours = 8 Hours

Law of partnership and Insurance- Bailment and Pledge: Definition, essential elements, rights and duties of bailor and bailee. Pledge – essentials, rights and duties of pledger and pledge. Law of insurance – General principles of insurance, life, fire and marine, Difference between Life insurance and General Insurance. Law of partnership: Definition, essentials of partnership, formation of partnerships, kinds of partners, authorities, rights and liabilities of partners, dissolution of partnership firm.

Unit – III

Contact Hours = 10 Hours

Companies Act- Basic of Companies Act of 2013, definition, characteristics and essentials, Types of companies, Difference between Public and Private Companies, Steps in formation of company. Memorandum of Association, Articles of Association, Prospectus and types. Directors: appointment, power, duties and liabilities, meeting and resolutions: types of meetings. Auditor: appointment, rights and liabilities, Modes of winding up of a company.

Unit – IV

Contact Hours = 6 Hours

Sale of Goods Act and Consumer Protection Act- Sale of Goods Act : Definition, Essentials, sale v/s agreement to sell, types of goods, Condition v/s warranties, Kinds of conditions and warranties, rights of unpaid seller and remedies, Consumer Protection Act: Objectives, definition, rights and responsibilities of consumer

Unit – V

Contact Hours = 8 Hours

Information Technology Act, 2000- IT act background, need and importance, objectives, salient features of IT Act 2000, Digital signatures, Important Section of ITA 2000-offences and penalty

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books	
	Text Books:
1.	N.D.Kapoor, Elements of Mercantile Law. 1st Ed , Sultan Chand
2.	Goel, P, Business Law for Managers, 1st Ed Dreamtech.
	Reference Books:
1.	Saravanavel & Sumathi, Business Law for Management, 1st Ed , HPH
	E-resources (NPTEL/SWAYAM.. Any Other)- mention links
1.	https://www.sci.gov.in/judgments
2.	http://www.judicialadda.in/LiveClasses

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)					
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)					
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create			Learning Level	PO(s)	PSO(s)
1.	Define the basic provisions of the various legal acts mentioned		1	1,2,4	1
2.	Summarize the constitutional rights and responsibilities of individuals in legal proceedings.		2	1,2,4	2
3.	Interpret statutory laws and case laws to resolve real-world legal issues.		3	1,2,4	2
4.	Analyze legal arguments/Situations to differentiate between majority and dissenting opinions.		4	1,2,4	2
5.	Evaluate the ethical implications of legal decisions in cases		5	1,2,4	1

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments (Open /Industry/Certification etc)	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of at least 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

- It will be conducted for 100 marks of 3 hours duration.
- Minimum marks required in SEE to pass:** Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
- Question paper contains three parts **A, B and C**. Students have to answer
 - From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks.
 - From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks.
 - From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)								CO-PSO Mapping (Planned)		
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
1	✓	✓		✓				✓		
2	✓	✓		✓					✓	
3	✓	✓		✓					✓	
4	✓	✓		✓					✓	
5	✓	✓		✓				✓		

Name & Signature of Faculty members
involved in designing the syllabus

Name & Signature of Faculty members
verifying/approving the syllabus

Entrepreneurship Development

Course Code	MBA205	Course type	PC	Credits L-T-P	3 – 1 - 0
Hours/week: L - T- P	3 – 2 – 0			Total credits	4
Total Contact Hours	L = 30 Hrs; T = 20 Hrs; P = 0 Hrs Total = 50 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	To understand the basic concepts in the area of entrepreneurship,
2.	To understand the role and importance of entrepreneurship for economic development
3.	To develop personal creativity and entrepreneurial initiative
4.	To adopt the key steps in the elaboration of business idea
5.	To understand the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

Pre-requisites: Basic knowledge of Business Plan

Unit – I	Contact Hours = 8 Hours
<p>Overview of Entrepreneurship: Meaning, Definition, Scope, and Concept of Enterprise, Economic role of Entrepreneurship in India.</p> <p>Characteristics and Skills: Essential traits and skills for successful entrepreneurship</p> <p>Entrepreneurial Types and Process: Types of Entrepreneurships, Stages in the Entrepreneurial Process</p> <p>Challenges and Emerging Trends: Problems in Entrepreneurship; Sustainable Entrepreneurship, Gig and Platform Economy</p>	

Unit – II	Contact Hours = 8 Hours
<p>Entrepreneurial Competencies and Culture: Developing necessary competencies and fostering an entrepreneurial culture.</p> <p>Entrepreneurial Mobility and Motivation: Entrepreneurial Mobility (types, factors) and Motivation (theories and meaning)</p> <p>Business Planning: Concept and process of creating a Business Plan; Developing a Model B-Plan for a New Venture</p>	

Unit – III	Contact Hours = 8 Hours
<p>Overview of Support Institutions: Financial institutions, government policies, New Industrial Policy, MSME policy in India</p> <p>Financial Support Systems: Types and sources of financial support (short and long-term)</p> <p>Start-Up Management: Overview of start-up management and ecosystem in India</p>	

Unit – IV	Contact Hours = 8 Hours
<p>Women, Social, Rural, and Family Business Entrepreneurship: Concepts, challenges, development, and significance in India</p> <p>Family Business Management: Types, shareholder responsibilities, succession planning, pitfalls, and strategic enhancement</p> <p>Emerging Focus: Digital Entrepreneurship- App Based Business.</p>	

Unit – V	Contact Hours = 8 Hours
<p>Global Opportunities in Entrepreneurship: Importance, international vs. domestic entrepreneurship. Modes of Entry: Exploring ways to enter international markets and understanding trade barriers</p> <p>Venture Capital: Overview, types of venture capitalists, the venture capital process, locating and approaching investors</p> <p>Emerging Financial Tools: Overview of Fintech and Crowdfunding Platforms</p>	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books	
	Text Books:
1.	Jayashree K. Poornima S. C., Abraham K., Kumar S. Anil, Entrepreneurship Development, Newage International Pvt Ltd, First Edition
2.	Poornima Charantimath, Entrepreneurship and Small Business Development, Pearson Education First Edition
	Reference Books:
1.	Rabindra N. Kanungo, Entrepreneurship and Innovation, Sage Publications, New Delhi, 1998
2.	S.S.Khanka Entrepreneurial Development, S.Chand & Co. Ltd. 1999.
3.	EDII, Faculty and External Experts – A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development Institute of India, Ahmadabad 1986
	E-resources (NPTEL/SWAYAM.. Any Other)- mention links
1.	Develop, organize and manage your own business https://www.edx.org/micromasters/iimbxentrepreneurship

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)				
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create		Learning Level	PO (s)	PSO (s)
1.	Demonstrate Comprehensive Understanding of Entrepreneurial Concepts	1,2,3,4	1,4,7	1
2.	Develop and Apply Entrepreneurial Skills and Competencies	1,2,3,4	2,5,6	3
3.	Analyze the Role of Entrepreneurship in Various Sectors	1,2,3,4	3,4,7	3
4.	Evaluate Financial Support and Institutional Frameworks	1,2,3,4	1,2,4	2
5	Understand the Dynamics of International and Family Business Entrepreneurship	1,2,3,4	4,5,7	2

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Skill Development	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of at least 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

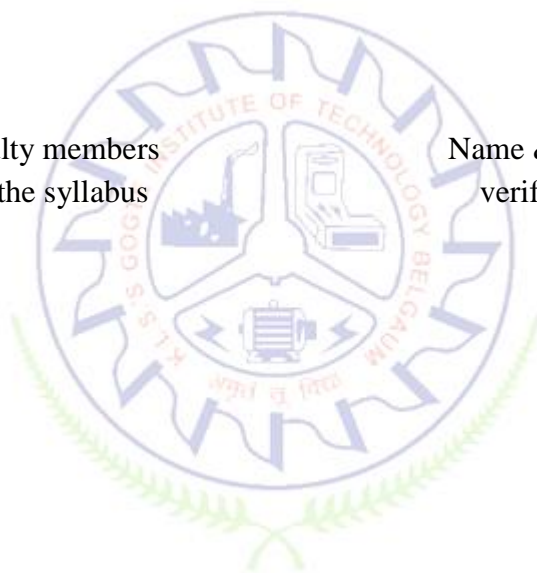
Scheme of Semester End Examination (SEE):

1.	It will be conducted for 100 marks of 3 hours duration.
2.	Minimum marks required in SEE to pass: Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
3.	Question paper contains three parts A,B and C . Students have to answer <ol style="list-style-type: none"> 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)										CO-PSO Mapping (Planned)		
C O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7			PSO1	PSO2	PSO3
1	✓			✓			✓			✓		
2		✓			✓	✓						✓
3			✓	✓			✓					✓
4	✓	✓		✓							✓	
5				✓	✓		✓				✓	

Name & Signature of Faculty members
involved in designing the syllabus

Name & Signature of Faculty members
verifying/approving the syllabus



STRATEGIC BRAND MANAGEMENT

Course Code	MBAMM206	Course type	PE	Credits L-T-P	3 – 1- 0
Hours/week: L-T-P	3 – 2 – 0			Total credits	4
Total Contact Hours	L = 30 Hrs; T = 20 Hrs;P = 0 Hrs Total = 50 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	To understand the concepts of Branding and Process
2.	To evaluate Brand Equity and understand the positioning in the market place
3.	To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.
4.	To explore avenues in Global Branding

Pre-requisites: Knowledge of Marketing Management, Strategic Management

Unit – I	Contact Hours = 4 Hours
Introduction to Brand Management: Concepts, Evolution, Functions, Advantages of Branding. Product V/s Brand, Challenges to Brand builders, Strategic Brand Management Process	

Unit – II	Contact Hours = 12 Hours
Customer Based Brand Equity (CBBE) Meaning, Model of CBBE, Brand Equity: Meaning, Sources, Steps in Building Brands, David Aaker’s Brand Equity Model.	
Brand Identity & Positioning: Meaning of Brand identity, Need for Identity & Positioning, Dimensions of brand identity, Brand identity prism, Brand positioning – Meaning, point of parity & Point of difference, positioning guidelines Brand values, Brand mantras	

Unit – III	Contact Hours = 12Hours
Choosing Brand Elements to Build Brand Equity: Criteria for choosing brand elements, options & tactics for brand elements-Brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & Symbols and their benefits, Characters & Benefits, Slogans & Benefits and Packaging.	
Leveraging Brand Knowledge: Meaning and Dimensions of Brand Knowledge, Meaning of Leveraging Secondary Brand Knowledge & Conceptualizing the leverage process.	

Unit – IV	Contact Hours = 12 Hours
Measuring and Managing Brand Equity: Brand Value Chain, Qualitative and Quantitative Research Techniques, Comparative methods, Conjoint Analysis, Holistic methods, Establishing Brand Equity Management System, Brand Reinforcement, Brand Revitalization, Brand Architecture, Brand hierarchy, Brand extension and brand transfer, Brand Imitations-Meaning and types of imitations, first mover advantages, Free rider effects	
Unit –V	Contact Hours = 12 Hours
Global Branding: Rationale for going global, Advantages and Disadvantages, Standardization V/s Customization, Luxury Brand Management	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books			
	Text Books:		
1.	Strategic Brand Management, Building Measuring & Managing , Kevin Lane Keller, Pearson Educational Latest Edition		
2.	Brand Management -The Indian Context – Y L R Moorthi – Vikas Publication.		
3	Loken, B., & Ahluwalia, R. (Eds.). (2023). Brands and brand management: Contemporary research perspectives. Psychology Press		
	Reference Books:		
1.	Brand Management- Harish V Verma, 2/e, Excel BOOKS.		
2.	Compendium Brand Management – Chunnawalla, 1/e, HPH, 2003		
3.	Creating powerful brands – Chernatony, 1/e, Elsevier Publication.		
	E-resources (NPTEL/SWAYAM.. Any Other)- mention links		
1.	https://www.youtube.com/watch?v=0dX0g5XFm8g		
2.	https://www.youtube.com/watch?v=uGZMLMXhric&t=11s		
Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Book Tests (OBT)
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)

At the end of the course, the student will be able to (Highlight the **action verb** representing the learning level.)

Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create		Learning Level	PO (s)	PSO (s)
1.	Understand the steps involved in the brand development process	2	1	1
2.	Analyze case studies to identify effective brand management practices.	3	2	2
3.	Compare and contrast brand management strategies used by different companies	4	4	2
4.	Assess the effectiveness of brand management strategies in achieving business objectives.	5	6	3
5	Develop Branding strategies for business growth	5	2	2

Scheme of Continuous Internal Evaluation (CIE):

Components	Addition of two IA tests	Two Assignments – (Open /Industry/Certification etc)	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of atleast 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

1	It will be conducted for 100 marks of 3 hours duration.
2	Minimum marks required in SEE to pass: Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
3	Question paper contains 3 parts - A,B & C, wherein students have to answer any 5 out of 7 questions in part A, 5 out of 10 questions choosing 1 question from each unit in part B & 1 out of 2 questions in part C.

CO-PO Mapping (Planned)								CO-PSO Mapping (Planned)		
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1		✓						✓		
2			✓						✓	
3				✓					✓	
4					✓					✓
5					✓				✓	

Name & Signature of Faculty member involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Rural Marketing

Course Code	MBAMM207	Course type	PE	Credits L-T-P	3- 1 - 0
Hours/week: L - T- P	3 – 2 – 0			Total credits	4
Total Contact Hours	L = 30 Hrs; T = 20 Hrs; P = 0 Hrs Total = 50 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	To provide a conceptual understanding on the Rural Marketing with special reference to Indian context
2.	To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.
3.	To familiarize with the special problems related to sales in rural markets.

Pre-requisites: Students are expected to have fundamentals of marketing. And students are required to be aware of the latest strategies adapted by Indian companies for rural markets.

Unit – I	Contact Hours = 10 Hours
Introduction to Indian Rural Marketing: Definition, scope of rural marketing, concepts, classification of rural markets, rural vs. urban markets. Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, rural credit institutions.	

Unit – II	Contact Hours = 12 Hours
Rural Consumer behavior: Factors affecting Consumer Behavior, Social factors, Technological Factors, Economic Factors, Political Factors, Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand belief, Information Search and pre-purchase Evaluation, Rural Consumer Buying Process. Rural Market Research: Limitations & Challenges in Rural Marketing Research,	

Unit – III	Contact Hours = 10 Hours
Rural Marketing of FMCG's: Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in the FMCG industry, Rural Marketing of FMCG's. Rural Marketing of Consumer durables: Rural Marketing of Consumer durables, Issues related to marketing of consumer durables in the rural market. Rural marketing of financial services: Marketing of Banking Services in Rural Markets, Challenges in marketing for banking services in rural market, opportunities for banking in rural areas	

Unit – IV	Contact Hours = 10 Hours
Marketing of agricultural inputs: Indian tractor industry: A brief overview, Challenges for Indian tractor industry, future prospects for tractor industry, marketing strategies for tractor industry. Fertilizer industry in India: Marketing of fertilizer industry, classification of fertilizer industry, Challenges for marketing of fertilizer industry, Brief on Marketing of Cottage Industry Products	

Unit – V	Contact Hours = 10 Hours
Marketing of Rural Industry Products: Artisans & Products, Marketing Problems of Artisans, Marketing Initiatives, Role of NGOs, Future of Rural Marketing: Change in Rural Patterns, Emerging Segments, ICT (Information & Communication Technology) –Transformation Agent, Technology & Innovation – A Driver	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books	
	Text Books:
1.	Gopal Swamy T. P, Rural Marketing, Vikas Publishing House, 3/e
2.	Pradeep Kashyap & Siddhartha Raut, Rural Marketing, Biztantra, 2009
3.	CSG Krishnamacharyulu & Llitha Ramakrishnnan, Rural Marketing, Pearson, 2/e, 2011
	Reference Books:
1.	Dogra & KarminderGhuman, Rural Marketing, 1/e, TMH
2.	Sanal Kumar Velayudhan, Rural Marketing, 2/e, Response Publication, 2007
3.	Acharya, Agricultural Marketing In India, Oxford I B H.
	E-resources (NPTEL/SWAYAM.. Any Other)- mention links
1.	https://www.youtube.com/watch?v=zK08dn-hy5g
2.	https://www.youtube.com/watch?v=XDHcLI9c_6Y

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)			
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)			
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create	Learning Level	PO (s)	PSO (s)

1.	To identify the rural premises on which the business functions	L2	1	1
2.	Compare the internal and external factors those influence crafting arural strategy	L2	2	2
3.	Distinguish rural corporate strategies adopted by the different companies	L3	3	2
4.	Evaluate the influence of business level in rural areas	L4	4	3
5.	Design & develop strategy implementation and control	L5	5	3

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100
IA Test:				
1. 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).				
2. Remaining 20 marks questions in Part B & C should be descriptive				
-Certification earned by passing the standard Online MOOCs course (1 course of atleast 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.				
Eligibility for SEE:				
-Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.				
-Lack of minimum score in IA test will make the student Not Eligible for SEE.				
-Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.				

Scheme of Semester End Examination (SEE):	
1.	It will be conducted for 100 marks of 3 hours duration.
2.	Minimum marks required in SEE to pass: Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
3.	Question paper contains three parts A,B and C . Students have to answer 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

C O	CO-PO Mapping (Planned)							CO-PSO Mapping (Planned)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO3
1	✓							✓		
2		✓							✓	
3			✓						✓	
4				✓						✓
5					✓					✓

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Corporate Taxation

Course Code	MBAFM206	Course type	PE	Credits L-T-P	4 – 0 - 0
Hours/week: L - T- P	4 – 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	The course helps students to develop a thorough, critical understanding of the basic concepts of income tax such as residential status, tax incidence
2.	To develop a competency to analyse and Compute Salary Income
3.	To understand the computation of Business Income and Capital Gains Taxation
4.	To understand the fundamental concepts of GST

Pre-requisites: The course helps students to develop a thorough, critical understanding of the basic concepts of income tax such as residential status, tax incidence

Unit – I	Contact Hours = 6 Hours
Introduction to Basic Concepts: Assessment year, Previous Year, Person, Assessee, Charges on Income, Gross Total Income, Capital and Revenue Receipts, Residential Status, Tax Planning, Tax Evasion, and Tax Management. Alternate Tax Regime	

Unit – II	Contact Hours = 10 Hours
Income from Salary: Income from Salary (Theory and Problems Old and Alternate Tax regime) different forms of salary – leave salary, Gratuity, commutation of pension, Provident fund. Income from House Property (Theory and Concepts), Income from Other sources (Theory and Concepts) – Permissible deductions under section 80C to 80U. Setoff and carry forward of losses and clubbing of Incomes.	

Unit – III	Contact Hours = 8 Hours
Income from Business and Profession: Computation- basis- method of accounting- scheme of business deductions, Depreciation (problems on computation of income from business/profession of individual assessee) Computation of Tax liability of a firm and partners, Computation of taxable income of a company with special reference to MAT (Theory and Concepts).	

Unit – IV	Contact Hours = 8 Hours
Income under Capital Gain: Basis of charge, Transfer of capital asset, inclusion & exclusion from capital asset, capital gain, computation of capital gain (theory & problems), deduction from capital gain. Filing of Returns.	

Unit – V	Contact Hours = 8 Hours
Indirect Taxation: Nature and types of Excise duty, Customs: nature of customs, types of customs duties. Introduction to GST, Implications of GST on various sectors of Business, impact of pre and post implementation of GST, norms and procedures of GST	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books	
Text Books:	
1.	Student's Guide to Income tax including GST, Vinod K Singhania, Monica Singhania, 68th Edition. Taxman's Publication (P) Ltd.
2.	Taxman's Students Guide to Income Tax, Basic Personal Taxation. Taxmann Publications Private Limited; Assessment Year 2022-23 edition (24 November 2022); Taxmann Publications Private Limited, 59/32, New Rohtak Road, New Delhi
3.	Dr. Girish Ahuja, Dr. Ravi Gupta, Direct and Indirect Taxes (Income Tax and GST), (2018)
4.	Manjula Navale, S.A. Quadri, Income Tax, Renuka Prakashan, (6e), 2020
Reference Books:	
1.	Taxman's Students guide to GST and Customs Laws, axmann Publications Pvt. Ltd.; 9th Edition August 2022 (17 August 2022); Taxmann Publications Private Limited, 59/32, New Rohtak Road, New Delhi-110005
2.	Manjula Navale, S.A. Quadri, Income Tax, Renuka Prakashan, (6e), 2020
E-resources (NPTEL/SWAYAM.. Any Other)- mention links	
1.	Personal Finance, Part 1: Investing in Yourself, https://www.edx.org/course/personal-financepart-1-investing-wellesleyx-pfinan101x0

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)				
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create		Learning Level	PO (s)	PSO (s)
1.	Identify and describe the nature and law of Income tax and the tax incidence on individuals.	3	2	1
2.	Identify and demonstrate the calculation of income from salary	3	1	2
3.	Apply and Analyze tax provisions learnt to determine the tax liability of business firms.	3,4	2	2
4.	Evaluation of tax liability of Partnership firms and Companies	4	2	2,3
5.	Compute and Analyze tax liability under Indirect taxation	5	2	2

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of at least 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

- It will be conducted for 100 marks of 3 hours duration.
- Minimum marks required in SEE to pass:** Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
- Question paper contains three parts **A, B and C**. Students have to answer
 - From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks.
 - From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks.
 - From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)								CO-PSO Mapping (Planned)					
C	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7				PSO1	PSO2	PSO3
1		✓									✓		
2	✓											✓	
3		✓										✓	
4		✓										✓	✓
5		✓										✓	

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Managing Banks & Financial Institutions

Course Code	MBAFM207	Course type	PE	Credits L-T-P	4 – 0 - 0
Hours/week: L - T- P	4 – 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	To Evaluate and analyze various Regulations of Banking Regulation Act
2.	To understand the various products of banks and to know the relation between banker and customer.
3.	To understand the negotiable Instrument and the process of cheque realization.
4.	To enable the students to analyze various components of Assets and liabilities of Banks

Pre-requisites : Students needs to be aware of changing scenario in banking sector of India

Unit – I	Contact Hours = 8 Hours
Banking system and structure in India- Evolution of Indian Banks-Types of banks, Performance of Public Sector banks, Private Sector Banks. Commercial banking: Structure, Functions - Primary & secondary function, Functions of RBI	

Unit – II	Contact Hours = 8 Hours
Products and Services of Banks, Banker and customer – Types of relationship between banker and customer – Banker’s obligations to customers – Right of lean, setoff, appropriation, KYC norms and operation – Types of accounts and customers – Nomination – Settlement of death claims	

Unit – III	Contact Hours = 8 Hours
The Negotiable Instruments Act 1881-Features of Negotiable Instruments-Important concepts & explanations under the Negotiable Instruments Act- The Paying Banker Dishonor of cheques Negotiation- Endorsement. Banking Technology: digital banking, AI in Banking, NEFT, RTGS, IMPS, Wallet Payments, BHIM and Crypto-Currency, FinTech.	

Unit – IV	Contact Hours = 8 Hours
Asset Liability Management and Basel II and III: Asset Liability Management (ALM) in banks, Purpose and objectives Components of Liabilities and Components of Assets, Significance of Asset Liability management. Basel II: About Basel committee on Banking supervision, Basel 1 Accord, Basel 2 Accord, Basel III: Introduction, Objectives, Major Features of the Guidelines issued by RBI	

Unit – V	Contact Hours = 8 Hours
International banking: International Banking: Exchange rates and Forex Business, Types of International Banking Correspondent banking and NRI Accounts, Letters of Credit, Facilities for Exporters and Importers, International Interbank Business	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books	
Text Books:	
1.	IIBF. (2015). Principles and Practices of Banking. Chennai: Macmillan
2.	IIBF. (2008). Principles of Banking. Chennai: Macmillan.
3.	Koch, T. W., & S. Scott MacDonald. (2006). Bank Management. Cengage Learning.
Reference Books:	
1.	IBF. (2010). Risk Management. Chennai: Macmillan.
E-resources (NPTEL/SWAYAM.. Any Other)- mention links	
1.	Personal Finance, Part 1: Investing in Yourself, https://www.edx.org/course/personal-financepart-1-investing-wellesleyx-pfinan101x0

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)				
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create		Learning Level	PO(s)	PSO(s)
1.	Students will be able to Analyze the regulations of Banking Regulation Act.	3	1,2,4,5	1
2.	Students will be able to Analyze Banker and customer Relationships	3	1,2,4,5	2
3.	Students will be able to Evaluate the rules relating to Negotiable Instruments	3,4	1,2,4,5	1
4.	Students will be able to Apply importance of exchange rate transactions in the banking system.	4	1,2,4,5	1,3
5.	Students will be able to apply the trends on International Banking system	4	1,2,4,5	2

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of atleast 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

1.	It will be conducted for 100 marks of 3 hours duration.
2.	Minimum marks required in SEE to pass: Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
3.	Question paper contains three parts A, B and C . Students have to answer <ol style="list-style-type: none"> From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)								CO-PSO Mapping (Planned)				
C	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7			PSO1	PSO2	PSO3
1	✓	✓		✓	✓					✓		
2	✓	✓		✓	✓						✓	
3	✓	✓		✓	✓					✓		
4	✓	✓		✓	✓					✓		✓
5	✓	✓		✓	✓						✓	

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Recruitment and Selection

Course Code	MBAHR206	Course type	PE	Credits L-T-P	4 – 0 - 0
Hours/week: L - T- P	4 – 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 50 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	To teach and appraise on role of recruitment and selection in the organizations
2.	To appraise students on importance of methods of recruitment and selection
3.	To provide information on changing trends in employee hiring
4.	To appraise students with regards to influence of skill gap on recruitment and selection

Pre-requisites : Students should refresh recruitment and selection concepts studied in the second semester subject human resource management.

Unit – I	Contact Hours = 08 Hours
<p>Introduction: Strategic Human Resources Management, Human Resource Planning, Factors affecting HRP, Process of HRP. Employee Forecasting – Trend analysis, Ratio Analysis, Scatter Plot, Forecasting, Delphi Method, Manager Judgment, Supply forecasting. Barriers, requisites to successful HRP.</p>	

Unit – II	Contact Hours = 08 Hours
<p>Job Analysis: Introduction to Job Analysis. Competency approach to job analysis. Job Description: Definition and Purpose of JD (Job Description). Key Components of a Job Description. Best Practices for Writing Job Descriptions. Examples of Job Descriptions. Meaning of Job Specification, and Job Enrichment, Job Enlargement. Job Evaluation: Meaning & Importance of Job Evaluation.</p>	

Unit – III	Contact Hours = 08 Hours
<p>Recruitment Strategy: Sources of Recruitment, Internal and External Sources, Modern Techniques of Recruitment, HR Chatbots, Sources- Internet Based, Placement Agencies. Selection - Meaning, Essentials of Selection Procedure, Selection Hurdles, Selection Procedure - Application Blank; Employment Tests- Utility and Validity. Introduction to “de- jobbed world”.</p> <p>Activities: Mock Interviews (Peer to Peer in Classroom)</p>	

Unit – IV	Contact Hours = 08 Hours
<p>Reference checking & Appointment orders: Meaning, definition, and purpose. Verification of character, criminal antecedents, previous work behavior, and education qualifications. Verification of community certificates in public sector companies. Statutory requirements of appointment letter. Medical Examination & acceptance of offer for joining.</p>	

Unit – V	Contact Hours = 08 Hours
Induction Programme –Steps, Contents of orientation programs. Strategic choices of orientation-formal or informal, individual or collective, serial or disjunctive Investiture or Disinvestiture, Requisites of effective program Problems of orientation. Analysis of the effectiveness of recruitment & selection system.	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books	
Text Books:	
1.	Arthur Diane (2010). Recruiting, Interviewing, Selecting and Orienting New Employee, JICO 5/e,
2.	K Ashwatappa, (2013). Human Resource Management – Text And Cases — Tata McGraw Hill 7/E
Reference Books:	
1.	Cynthia Fisher, James B. Shaw Lyle F Scheoenfeldt, (2013).Human Resource Management – Prentice India
2.	Gatewood, Field & Barrick, (2008), Human Resource Selection, India Edition, South Western, Cengage Learning
E-resources (NPTEL/SWAYAM.. Any Other)- mention links	
1.	Edx–Essential Career Skills for Investment Banking and Finance https://www.edx.org/course/essential-career-skills-for-investment-banking-and-finance-2
2.	Edx- Introduction to Inclusive Talent Acquisition https://www.edx.org/course/introduction-inclusive-talent-acquisition-4

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)				
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create		Learning Level	PO (s)	PSO (s)
1.	Apply modern recruitment and selection practices effectively.	3	1	1
2.	Choose appropriate recruitment and selection methods that align with organizational needs.	4	2	2
3.	Plan human resource requirements and assess the effectiveness of recruitment processes.	L3	3	2
4.	Conduct comprehensive background verification to analyze candidate	L4	4	3

	suitability.			
5.	Design and develop comprehensive recruitment strategies.	L5	5	3

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report &	100
IA Test:				
1. 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).				
2. Remaining 20 marks questions in Part B & C should be descriptive				
-Certification earned by passing the standard Online MOOCs course (1 course of atleast 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.				
Eligibility for SEE:				
-Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.				
-Lack of minimum score in IA test will make the student Not Eligible for SEE.				
-Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.				

Scheme of Semester End Examination (SEE):	
1.	It will be conducted for 100 marks of 3 hours duration.
2.	Minimum marks required in SEE to pass: Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
3.	Question paper contains three parts A,B and C . Students have to answer <ol style="list-style-type: none"> From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)											CO-PSO Mapping (Planned)			
C	PO	PO	PO	PO	PO	PO	PO					PSO	PSO	PSO
O	1	2	3	4	5	6	7					1	2	3
1	✓											✓		
2		✓											✓	
3			✓										✓	
4				✓										✓
5					✓									✓
Tick mark the CO, PO and PSO mapping														

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Change and Knowledge Management

Course Code	MBAHR207	Course type	PE	Credits L-T-P	4 – 0 - 0
Hours/week: L - T- P	4 – 0 – 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives	
1.	Developing an understanding of the strategic role of change in the organization and the impact of change (or failure to change) on organizational performance.
2.	Developing a basic understanding and fundamental knowledge of the models and theories of change management
3.	Acquainting the understanding and knowledge of various strategies to facilitate change in the organizational context through leadership and shared vision
4.	Apprising the understanding of Knowledge and the concept of Knowledge management and models of knowledge management.
5	Appreciate the role and use of knowledge Management in organizations and institutions, emerging trends, and challenges that the New Knowledge Management aims to overcome

Pre-requisites: Students should understand rapidly changing business scenarios.

Unit – I	Contact Hours =08 Hours
Content of the Unit: Understanding Change: Need for Change, Nature of change, Forces of change, Types of change, Models of change - Lewis’s Force field, Systems Model, HRs as Change Agents Communicating Change: Need for Communicating Change, Factors Involved in Communicating Change, Methods and Techniques for Communicating Change, Role of Top Management in Communicating Change	

Unit – II	Contact Hours = 08 Hours
Content of the Unit: Process of Change Management: Change Management Process, Phases of the Change Management Process, Change Management Process Control, Resistance to change: Concept of Resistance to Change, Forms of Resistance, Reactions to Change, systematic approach to making change- factors for effective change, skills of leaders in change management, designing the change, Overcoming the Resistance to Change, Techniques to Overcome Resistance.	
Unit – III	Contact Hours = 08 Hours
Content of the Unit : Strategies for Implementing Change: Introduction, Types of Change Management Strategies, Factors Affecting the Choice of a Change Strategy, Formulating and Facilitating Change management, Evaluating Organizational Change, Maintaining Organization effectiveness through change. Post-pandemic employee engagement changes moonlighting. Leading Changes: Creating Shared Vision, Role of Leaders in the Phases of Organizational Change	

Unit – IV	Contact Hours =08 Hours
Content of the Unit Concept of Knowledge: Data, Information & Knowledge, wisdom (Meaning, Need, Importance), Basic types of knowledge. Knowledge Management & Information Management Knowledge creation and capture: Knowledge Creation, SECI Model, Knowledge Maps	
Unit – V	Contact Hours = 08 Hours
Content of the Unit : The knowledge management cycle: Knowledge Management System Life Cycle, Major Approaches to the KM Cycle, The Zack KM Cycle, The Bukowitz and Williams KM Cycle. Concept of knowledge sharing culture (Intellectual capital) Emerging Trends and Challenges In Knowledge Management: Knowledge Mining, Knowledge Bots, Cloud Based Performance/ Knowledge, Ethical Issues.	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

Books			
	Text Books:		
1.	K.Harigopal, Management of Organizational Change, Sage Publications, Second Edition, 2006		
2.	R L Nandeshwar, Balakrishna Jayasimha, Change & Knowledge Management, Excel Books, 2nd Edition, 2010		
3.	Stuart Barnes, Knowledge Management Systems, Thomson Learning.		
4.	J.M. Firestone, M.W. Mcelroy, Key issues in the New Knowledge Management		
	Reference Books:		
1.	V.Nilakant, S. Ramnarayan, Managing Organization Change, Sage Publications, 2006		
2.	Elias M Awad Hassan M Ghazir, Knowledge Management Pearson Education, Pearson education, 2008		
	E-resources (NPTEL/SWAYAM. Any Other)- mention links		
1.	https://onlinecourses.nptel.ac.in/noc17_mg07/preview		
Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs) : At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create		Learning Level	PO (s)	PSO (s)
1.	Apply the concept of change for enhanced organization performance	3	1,3	1
2.	Develop Strategies to implement change	3,4	2,3	2

3.	Analyze Knowledge Gaps and Develop an effective KM strategies.	3,4	5,6	2
4.	Develop Knowledge sharing culture and Apply knowledge management techniques for organizational development	3,4	3,4	3
5	Evaluate the role and use of Knowledge Management in current scenarios through appraising the emerging trends and challenges	5	1,5,6	3

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	The addition of two IA tests	Two Assignments – (Open /Industry/Certification etc)	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

1. 10 mark questions in Part A of the IA question paper should also include an OBE-related question (max 2 marks).

2. The remaining 20 marks questions in Part B & C should be descriptive

-Certification earned by passing the standard Online MOOCs course (1 at least 8 hours defined by BOS) can be considered as a Course activity and awarded a maximum of 10 marks.

Eligibility for SEE:

-Student should score a minimum of 50% of 60 marks (i.e. 30 marks) in IA tests.

-Lack of minimum score in IA test will make the student Not Eligible for SEE.

-Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE):

1.	It will be conducted for 100 marks of 3 hours duration.
2.	Minimum marks required in SEE to pass: The score should be $\geq 40\%$, however, the overall score of CIE + SEE should be $\geq 50\%$.
3.	The question paper contains three parts A, B, and C . Students have to answer 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)											CO-PSO Mapping (Planned)		
C	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7				PSO 1	PSO 2	PS O3
1	✓		✓								✓		
2		✓	✓									✓	
3					✓	✓						✓	
4			✓	✓									✓
5	✓				✓	✓							✓
Tick mark the CO, PO and PSO mapping													

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Managing Online Business Operations

Course Code	MBAITBA206	Course type	Integrated	Credits L-T-P	3 - 0 - 1
Hours/week: L - T- P	3 - 0 - 2			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 20 Hrs Total = 60 Hrs			CIE Marks	100
Flipped Classes content	0 Hours			SEE Marks	100

Course learning objectives	
1.	To analyze the growth and impact of E-Business on industries, employing evaluative techniques to assess its evolution and significance
2.	To evaluate different types of e-commerce models and assess their relevance in contemporary business landscapes
3.	To examine emerging paradigms like M-Commerce, T-Commerce, and WAP in the context of electronic business, focusing on their distinctive features and applications.
4.	To assess the role of digital marketing strategies, such as email marketing, PPC, and social media marketing, in the promotion of electronic products and services.
5.	To analyze the technological and security aspects of E-Business, including payment protocols, cryptographic currencies, and privacy issues, to understand the architectural framework for secure online transactions.

Required Knowledge of : A foundational understanding of business concepts, technology fundamentals, and internet usage, along with a grasp of basic marketing principles and e-commerce terminology, is required as prerequisites for this course.

Unit – I	Contact Hours = 10 Hours
Introduction to Online Business and E-Commerce Models Overview of Online Business and E-Commerce Models Understanding key e-commerce business models: B2C, B2B, C2C, C2B. The evolution of online business and the role of digital transformation, Benefits and challenges of operating an online business. Digital Transformation and Impact on Traditional Businesses. The role of mobile commerce, social commerce, and omni-channel strategies. Global trends in e-commerce, including cross-border selling and marketplaces. Components of an E-Commerce Business. Core components: website, mobile app, payment systems, customer support, and marketing	

Unit – II	Contact Hours = 10 Hours
E-Commerce Platforms and Infrastructure Management Types of E-Commerce Platforms. Overview of popular platforms: Shopify, WooCommerce, Magento, Open-source vs. SaaS-based e-commerce platforms. Choosing the Right Platform for Your Business Needs. Platform comparison based on different business models (B2C, B2B, dropshipping). Back-End Infrastructure: Web Hosting, Security, Payment Gateways. Understanding hosting options (shared hosting, cloud	

hosting, dedicated servers). Essential security features (SSL, encryption, fraud prevention). Integrating payment gateways (PayPal, Stripe, local payment methods). Building Scalable Systems and Integrating Third-Party Solutions. How to scale e-commerce platforms as your business grows.

Unit – III	Contact Hours = 10 Hours
<p>Digital Marketing and Customer Acquisition</p> <p>Search Engine Optimization (SEO) for E-Commerce. The importance of SEO for driving organic traffic to e-commerce sites. On-page and off-page SEO strategies (keywords, meta tags, backlinks). Technical SEO for site performance, load time, and mobile optimization. Social Media Marketing, Content Marketing, and Paid Advertising. Crafting effective social media campaigns (Facebook, Instagram, Pinterest, TikTok). Content marketing strategies: blogs, videos, product guides. Paid advertising: Google Ads, social media ads, retargeting strategies. Customer Journey Mapping and Conversion Optimization. Mapping the customer journey from awareness to purchase. Email Marketing and Customer Retention Strategies, Building email lists and segmentation.</p>	

Unit – IV	Contact Hours = 10 Hours
<p>Supply Chain Management and Fulfillment in E-Business</p> <p>E-Commerce Supply Chain Basics. The role of supply chain management in online businesses</p> <p>Key players in the e-commerce supply chain (suppliers, warehouses, fulfillment centers, delivery services), Inventory Management and Automation, managing stock levels to avoid stockouts or overstocking, Automated inventory management tools and solutions, Using AI to forecast demand and optimize stock levels.</p>	

Unit – V	Contact Hours = 10 Hours
<p>Data Analytics and Business Optimization</p> <p>Business Analytics and Key Performance Indicators (KPIs), Overview of key metrics for tracking business performance: conversion rate, average order value, customer acquisition cost</p> <p>The importance of data analytics for decision-making.</p> <p>Using machine learning for personalized product recommendations and targeted marketing, Data-Driven Decision Making for Operational Efficiency, Using data to make informed decisions in areas like inventory, marketing spend, and customer experience, Understanding predictive analytics and forecasting tools</p>	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

List of Experiments

Unit No.	No. of Experiments	Topic(s) related to Experiment
1	2	<p>1. Website Traffic Analysis Using Google Analytics Students will set up Google Analytics on an e-commerce site to track traffic and user behavior. They will monitor key metrics such as sessions, bounce rates, and traffic sources, and analyze customer interactions with the site.</p> <p>2. Comparing Different E-Commerce Business Models Students will research and compare various e-commerce models (B2C, B2B, C2C, etc.) by studying real-world companies like Amazon (B2C), Alibaba (B2B), and eBay (C2C). This experiment will help them understand how different business models influence operations and marketing strategies.</p>
2	2	<p>1. Setting Up an E-Commerce Store on Shopify/woocommerce In this experiment, students will create a Shopify account, choose a theme, add products, and set up payment gateways. They will also configure shipping settings, gaining hands-on experience in setting up a fully functioning e-commerce store.</p> <p>2. Configuring Payment Gateways and Security Measures This experiment involves configuring secure payment systems on an e-commerce store, such as PayPal, Stripe, and integrating SSL encryption. Students will learn how to ensure secure transactions and protect customer data.</p>
3	4	<p>1. Conducting an SEO Audit on an E-Commerce Website Students will use tools like Google Search Console and SEMrush to perform an SEO audit of an existing e-commerce website. They will analyze on-page SEO elements (meta tags, URLs, keywords) and identify areas for improvement to optimize search engine rankings.</p> <p>2. Creating and Running a Facebook Ads Campaign In this experiment, students will set up a Facebook Ads campaign, targeting specific customer demographics, and monitor its performance in terms of engagement and conversion. This experiment helps them understand the core aspects of social media advertising.</p> <p>3. Setting Up an Email Marketing Campaign Using HubSpot Using HubSpot's free CRM, students will design and automate an email marketing campaign, such as a welcome series or an abandoned cart recovery email. They will track open rates and click-through rates to measure the campaign's effectiveness.</p> <p>4. Creating Social Media Content Using Canva This experiment will teach students how to use Canva's free design tools to create visually engaging promotional materials for social media platforms (e.g., Instagram, Facebook). They will design graphics such as product images, promotional banners, and ad creatives.</p>

Unit No.	Self-Study Topics
1	Google Analytics
2	E-Commerce Store on Shopify/woocommerce
3	E-Commerce Website
4	SEO Audit
5	Creating Social Media Content

Books	
	Text Books:
1.	E-Commerce 2024: Business, Technology, Society by Kenneth C. Laudon & Carol Guercio Traver,
2.	Building E-Commerce Websites: The Complete Guide by Andrew D. McLean
3.	Digital Marketing: Strategy, Implementation, and Practice by Dave Chaffey and Fiona Ellis-Chadwick
4.	E-Commerce Marketing: Strategies for Success by Alexis R. de Leeuw
5.	Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking by Foster Provost and Tom Fawcett
6.	Logistics and Supply Chain Management by Martin Christopher
	Reference Books:
1.	Digital Business and E-Commerce Management by Dave Chaffey
2.	E-Commerce Platform Strategies by Jason V. Z.
3.	The Everything Store: Jeff Bezos and the Age of Amazon by Brad Stone
4.	Analytics for E-Commerce: Using Data for Marketing and Optimization by Daniel N. Berman
	E-resources (NPTEL/SWAYAM.. Any Other)- mention links
1.	https://skillshop.docebos.com/learn/courses/8108/get-started-using-google-analytics
2.	https://www.wpbeginner.com/wp-tutorials/woocommerce-tutorial-ultimate-guide/

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Open Assignment (OA)/ Lab Project/ Industry assignment/Certification/ Course project
3.	Flipped Classes	3.	Lab Test
4.	Practice session/Demonstrations in Labs	4.	Semester End Examination
5.	Virtual Labs (if present)		

Course Outcome (COs)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create				
At the end of the course, the student will be able to		Learning Level	PO (s)	PSO (s)
1.	Students will be able to analyze contemporary E-Business strategies and their impact on industries	4	2,3	1
2.	Students will be able to evaluate diverse e-commerce models in real-world business scenarios.	4	2,3	1
3.	Students will understand the role of emerging paradigms like M-Commerce, T-Commerce, and WAP	2	2,4	2
4.	Students will grasp digital marketing techniques for promoting e-products and services effectively.	3	2,4	1
5.	Students will gain insights into secure online transactions, payment protocols, and cryptocurrency in E-Business.	4	1,3	3

Scheme of Continuous Internal Evaluation (CIE) for Integrated course (1-0-1, 2-0-1, 3-0-1):
 For integrated courses, a lab test also will be conducted at the end of the semester. The lab test **(COMPULSORY)** will be part of the CIE. **No SEE for Lab.**

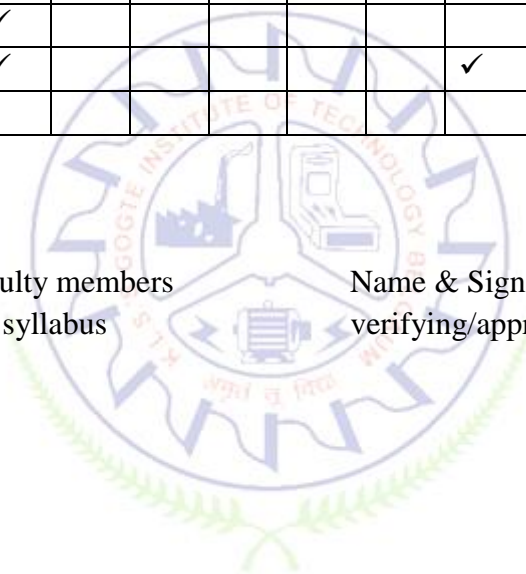
THEORY (60 marks)		LAB (40 marks)		Total
IA test 1	IA test 2	Conduction	Lab test	
30 marks	30 marks	10 marks	30 marks	100 marks
IA Test: 1. 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks). 2. Remaining 20 marks questions in Part B & C should be descriptive.				
Conduct of Lab: 1. Conducting the experiment and journal: 5 marks 2. Calculations, results, graph, conclusion and Outcome: 5 marks				
Lab test: (Batchwise with 15 students/batch) 1. Test will be conducted at the end of the semester 2. Timetable, Batch details and examiners will be declared by Exam section 3. Conducting the experiment and writing report: 5 marks 4. Calculations, results, graph and conclusion: 15 marks 5. Viva voce: 10 marks				
Eligibility for SEE: 1. Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests. Lack of minimum score in IA test will make the student Not Eligible for SEE 2. Student should score minimum 50% of 30 marks (i.e. 15 marks) in Lab test & should score 50% of 40 marks (i.e. 20 marks) in Lab component. 3. Lab test is COMPULSORY 4. Minimum score in CIE to be eligible for SEE: 50 OUT OF 100. 5. Not eligible in any one of the two components will make the student Not Eligible for SEE				

Scheme of Semester End Examination (SEE):	
1.	It will be conducted for 100 marks of 3 hours duration.
2.	Minimum marks required in SEE to pass: Score should be $\geq 40\%$ &, however overall score of CIE+SEE should be $\geq 50\%$.
3.	Question paper contains three parts A,B and C . Students have to answer 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (planned)									CO-PSO Mapping (planned)			
C O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7			PSO1	PSO2	PSO3
1		✓	✓							✓		✓
2		✓	✓							✓	✓	
3		✓		✓							✓	
4		✓		✓						✓	✓	
5	✓		✓								✓	✓

Name & Signature of Faculty members
involved in designing the syllabus

Name & Signature of Faculty members
verifying/approving the syllabus



Business Analytics Using Excel

Course Code	MBAITBA207	Course type	Integrated	Credits L-T-P	3 - 0 - 2
Hours/week: L - T- P	3 - 0 - 2			Total credits	4
Total Contact Hours	L = 30 Hrs; T = 0 Hrs; P = 20 Hrs Total = 0 Hrs			CIE Marks	100
Flipped Classes content	50 Hours			SEE Marks	100

Course learning objectives

1.	To Understand the fundamental concepts of business analytics and its applications.
2.	To Develop proficiency in using Excel for data analysis, including data cleaning, summarization, and visualization.
3.	To Apply statistical techniques to solve business problems.
4.	To Build and interpret predictive models for business decision-making.
5	To apply business analytics concepts to real-world scenarios, solving complex problems and presenting insights through interactive dashboards and reports.

Pre-requisites : Students should be aware of basics of computer and excel.

Unit – I Introduction to Business Analytics and Excel Basics | Contact Hours = 10

Overview of Business Analytics: Importance in business and decision-making contexts; Excel Basics: Interface overview, navigation, and basic functions; Data Entry and Management: Importing data, cleaning basics, data formatting ; Simple Formulas and Functions: SUM, AVERAGE, COUNT, and simple logical functions like IF.

Unit – II Data Summarization and Visualization | Contact Hours = 10

Descriptive Statistics: Mean, median, mode, range, and standard deviation; Basic Data Visualization: Creating and formatting charts (Bar charts, histograms, line graphs, and scatter plots). Combo Charts, Sparklines; Introduction to Pivot Tables: Summarizing large datasets and extracting insights; VLOOKUP and HLOOKUP, INDEX and MATCH, IFERROR and ISERROR, Named Ranges and Data Validation

Unit – III Statistical Analysis for Business Decisions | Contact Hours = 10 Hours

Statistical Tests: Conducting t-tests, chi-square tests, and ANOVA in Excel; Correlation and Regression Analysis: Understanding relationships between variables; Predictive Analytics Basics: Simple and multiple linear regression models in Excel.

Unit – IV Advanced Excel Tools for Business Analytics | Contact Hours = 10

Advanced Data Visualization with Excel (Slicers, Timelines); What-If Analysis: Using Goal Seek for single-variable adjustments; Scenario Manager: Creating simple scenarios for business planning. Basic Financial Models in Excel: Simple profit and loss modeling.

Unit – V Risk Analysis and Creating Dashboard	Contact Hours = 10 Hours
Using Excel Solver: Basic applications in resource allocation and cost minimization; Risk Analysis Basics: Introduction to risk and uncertainty; Building Interactive Dashboards and Reports, Data Preparation and ETL Process, Defining Key Performance Indicators (KPIs), Storytelling with Data.	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	2	2	2	2	2

List of Experiments

Unit No	No. of Experiment	Topic(s) related to the Experiment
1	2	Excel Basics and Data Management: Creating and Formatting Worksheets Entering and Editing Data, Using Formulas and Functions, Cell Referencing, Sorting and Filtering Data, Data Validation and Error Handling, Basic Data Visualization with Charts
2	2	PivotTables and Data Analysis: Introduction to PivotTables, Creating PivotTables, Modifying PivotTables (Grouping, Filtering, Sorting), PivotTable Calculations (Sum, Average, Count), PivotTable Slicers and Timelines, PivotTable Charts and Formatting
3	2	Predictive Analytics Basics: Simple and multiple linear regression models in Excel.
4	2	Advanced-Data Analysis: Using What-If Analysis Tools (Scenario Manager, Goal Seek), Data Tables for Sensitivity Analysis, Introduction to Excel Macros, Recording and Running Macros, Customizing Excel with VBA
5	2	Advanced-Data Visualization: Building Interactive Dashboards with Slicers, Introduction to Excel Solver, Goal Seek and Scenario Analysis, Introduction to Regression Analysis, Linear Regression in Excel

Unit No.	Self-Study Topics
1	Explore advanced Excel functions like INDEX, MATCH, OFFSET, and CHOOSE. Practice using these functions for more complex data manipulation tasks.
2	Dive deeper into Excel's charting capabilities. Learn how to create advanced charts like bubble charts, radar charts, and Pareto charts to visualize data effectively.
3	Focus on time series forecasting techniques in Excel. Study methods like ARIMA (Auto Regressive Integrated Moving Average) and Exponential Smoothing for accurate predictions.
4	Explore the integration of Power BI with Excel. Learn how to import data from Excel into Power BI, build interactive reports, and create stunning dashboards.
5	Explore advanced data analysis tools and techniques in Excel, such as Data Analysis ToolPak's regression analysis and ANOVA capabilities. Practice applying these tools to solve complex business problems

Books	
	Text Books:
1.	Winston, W. L. (2019). <i>Microsoft Excel 2019: Data analysis and business modeling</i> (6th ed.). Microsoft Press.
	MANOHAR, HANSA LYSANDER. (2016). DATA ANALYSIS AND BUSINESS MODELLING USING MICROSOFT EXCEL. PHI Learning Pvt. Ltd
2.	Provost, F., & Fawcett, T. (2013). <i>Data science for business: What you need to know about data mining and data-analytic thinking</i> . O'Reilly Media, Inc.
3.	Albright, S. C., Winston, W. L., & Zappe, C. J. (2020). <i>Business Analytics: Data Analysis & Decision Making</i> . Cengage Learning.
4.	Knafllic, C. N. (2015). <i>Storytelling with data: A data visualization guide for business professionals</i> . Wiley.
	Reference Books:
1.	Hyndman, R. J., & Athanasopoulos, G. (2018). <i>Forecasting: Principles and practice</i> . Texts.
2.	Alexander, M., & Kusleika, R. (2018). <i>Excel 2019 Bible</i> . Wiley.
	E-resources (NPTEL/SWAYAM.. Any Other)- mention links
1.	https://www.simplilearn.com/free-business-analytics-excel-course-skillup
2.	https://alison.com/course/excel-for-business-analysts

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)				
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create		Learning Level	PO (s)	PSO (s)
1.	Apply advanced Excel functions and techniques proficiently to analyze and visualize business data.	3	1,3	2
2.	Develop predictive models for business forecasting using regression analysis and time series methods in Excel.	5	2,4	1,2
3.	Analyze complex data for decision making using Correlation, Regress and ANOVA	3	1,3	1, 2
4.	Implement automation in data processing and decision-making by utilizing advanced Excel features,	3	1,3	2
5	Apply business analytics concepts to real-world scenarios, solving complex problems and effectively communicating insights through interactive dashboards and reports.	4	1,2,4	2,3

Scheme of Continuous Internal Evaluation (CIE) for Integrated course (1-0-1, 2-0-1, 3-0-1):
For integrated courses, a lab test also will be conducted at the end of the semester. The lab test (**COMPULSORY**) will be part of the CIE. **No SEE for Lab.**

THEORY (60 marks)		LAB (40 marks)		Total
IA test 1	IA test 2	Conduction	Lab test	
30 marks	30 marks	10 marks	30 marks	100 marks
IA Test: 1. 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks). 2. Remaining 20 marks questions in Part B & C should be descriptive.				
Conduct of Lab: 1. Conducting the experiment and journal: 5 marks 2. Calculations, results, graph, conclusion and Outcome: 5 marks				
Lab test: (Batchwise with 15 students/batch) 1. Test will be conducted at the end of the semester 2. Timetable, Batch details and examiners will be declared by Exam section 3. Conducting the experiment and writing report: 5 marks 4. Calculations, results, graph and conclusion: 15 marks 5. Viva voce: 10 marks				
Eligibility for SEE: 1. Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests. Lack of minimum score in IA test will make the student Not Eligible for SEE 2. Student should score minimum 50% of 30 marks (i.e. 15 marks) in Lab test & should score 50% of 40 marks (i.e. 20 marks) in Lab component. 3. Lab test is COMPULSORY 4. Minimum score in CIE to be eligible for SEE: 50 OUT OF 100. 5. Not eligible in any one of the two components will make the student Not Eligible for SEE				
Scheme of Semester End Examination (SEE):				
1.	It will be conducted for 100 marks of 3 hours duration.			
2.	Minimum marks required in SEE to pass: Score should be $\geq 40\%$ &, however overall score of CIE+SEE should be $\geq 50\%$.			
3.	Question paper contains three parts A,B and C . Students have to answer 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks. 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks. 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.			

CO-PO Mapping (planned)											CO-PSO Mapping (planned)		
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7				PSO1	PSO2	PSO3
1	✓		✓									✓	
2		✓		✓							✓	✓	
3	✓		✓								✓	✓	
4	✓											✓	
5												✓	✓
Tick mark the CO, PO and PSO mapping													

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

Family Business and Entrepreneurship

Course Code	MBAED206	Course type	PE	Credits L-T-P	4- 0 - 0
Hours/week: L - T- P	4- 0 - 0			Total credits	4
Total Contact Hours	L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs			CIE Marks	100
Flipped Classes content	10 Hours			SEE Marks	100

Course learning objectives

1. To empower students with the understanding of Corporate Governance and Corporate Sustainability
2. To sensitize students to the issues at various life cycle stages of the family business.
3. To empower students to understand and handle family business issues.
4. To assist family-owned businesses in understanding the changing dynamics of competition brought about by liberalization, privatization and globalization

Pre-requisites: Students should have basic knowledge about entrepreneurship and management

Unit – I

Contact Hours = 08 Hours

Introduction to Family Business: Definition, What constitutes a family business? Succession and Continuity, Economic impact, What Makes it Unique - The Nature, Importance, and Uniqueness of Family Business - Special strengths - family business culture and values, Dilemmas and challenges for family businesses- Business challenges, Emotional issues, Leadership. The system theory perspective, Blurred System Boundaries, The Alternative to Blurred system boundaries: joint optimization, The agency theory perspective, The strategic perspective: competitive challenges faced by family businesses, Competitive advantage: the resource based view, The stewardship perspective. Dynamics of Family Business Governance, Corporate Governance and Social Responsibility..

Unit – II

Contact Hours = 08 Hours

Family business dynamics: People, system and growing complexity: Family culture, organizational culture, and cultural blur in family firms, generational conflict and culture change, Family business people – Founders, Women in family businesses, Husband and wife teams, In-laws, Multifamily ownership, Non-family employees, Managing conflicts in family firms. Family business systems, ownership dimensions. Family business life cycles stages, Ownership transitions. The family's relationship with business: developing a strategic vision and building teamwork: Articulating values and shared vision, Family emotional intelligence, Family Communication: Family Meetings, The family employment policy, Ownership and family policy making, Guidelines for policy making,. Unifying plans, processes and structures - Designing family governance

Unit – III

Contact Hours 08 Hours

Professionalizing the boardroom: The role of balanced board of directors: Ownership of an Enterprise Built to Last, Shareholder priorities, Responsibilities of shareholders to the company, Effective governance of the shareholder-firm relationship, Information, communication, and education of shareholders, Family Business Governance - Advisory Boards and Boards of Directors, Recruitment and selection, Compensation and motivation, The rubber stamp board, Making the transition, Establishing a well-balanced board, Board composition, Organizing the board. Effective

working boards -Relationship with the family. Two-tier boards. The impact of Sarbanes-Oxley on the family business and its board.

Unit – IV	Contact Hours = 08 Hours
<p>Cousin companies: Cousin companies: family governance in multigenerational family firms: Introduction, Evolution of family business ownership, Culture shock. Complexity in cousin companies - Family complexity, Ownership complexity. Responding to growing complexity - Ownership policies, Business policies, Family policies. Setting up a family governance process - Recording decisions- the family constitution. Structuring family governance - Family council, Boundaries between the board and the family council, The family assembly, The annual shareholders meeting, The family office, The top management team. Other governance entities, Roles and membership. Getting the structure working. Mergers and Acquisitions, Sickness and Turnaround Strategies. Innovation in Family Governance. Conflict Resolution and Mediation in Family Businesses</p>	

Unit – V	Contact Hours = 08 Hours
<p>Managing succession: The succession paradox, Resistance to succession planning - The founder, The family, Employee and environmental factors. Leading the transition. Succession planning process in family business. Transfer of Power and Building financial security and relinquishing control. Building financial security. Change and Adaptation. Entrepreneurship: Intergenerational growth in entrepreneurial families, Global opportunities, Positive-Sum dynamics through family and enterprise leadership, Family firm recourses for the future. Crisis Management</p>	

Flipped Classroom Details

Unit No.	I	II	III	IV	V
No. for Flipped Classroom Sessions	02	02	02	02	02

Books

Text Books:	
1.	The Ultimate Family Business Survival Guide by Priyanka Gupta Zielinski, Pan; 1st edition (26 April 2021)
2.	Family Business Management by Rajiv G Agarwal, SAGE Publications Pvt. Ltd; 1st edition (25 January 2022)
3	Anilkumar, S. C. Poornima, Abraham, Jayashree (2010) Entrepreneurship Development- Newage international.
4	Family business: The essentials by Peter Leach, Profile books Ltd. Family Business by Ernesto J. Poza
5	Robert Hisrich and Michael Peters: Entrepreneurship, Tata McGraw Hill, 2002 Jack Kaplan: Patterns of Entrepreneurship, Wiley, 2004
Reference Books:	
1.	Perpetuating the Family Business: 50 Lessons Learned From Long Lasting, Successful Families in Business by J. Ward, Palgrave Macmillan; 1st ed. 2004
2.	Building a Successful Family Business Board: A Guide for Leaders, Directors, and Families by J. Pendergast, J. Ward, Stephanie Brun de Pontet, Palgrave Macmillan; 2011
3	Entrepreneurs: Talent, Temperament, Technique 2nd Edition. By – Bolton, Bill and John, Thompson. Butterworth-Heinemann, MA. 2004. ISBN: 978-81-312- 1366-7

4	Unleashing your Entrepreneurial Potential. By – Raghu Nanadan. Response Business Book from Sage, New Delhi.2009. ISBN: 978-81-7829-908-2 Peter Drucker: Innovation and Entrepreneurship – Practice and Principles, Affiliated East West Press, 1986
E-resources (NPTEL/SWAYAM. Any Other)- mention links	
1.	https://nptel.ac.in/course.php
2.	https://www.coursera.org/in

Course delivery methods		Assessment methods	
1.	Chalk and Talk	1.	IA tests
2.	PPT and Videos	2.	Online Quizzes (Surprise and Scheduled)
3.	Flipped Classes	3.	Open Assignment (OA)/ Certification
4.	Online classes	4.	Course Seminar
		5.	Semester End Examination

Course Outcome (COs)				
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)				
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr - Create		Learning Level	PO(s)	PSO(s)
1.	Understand operate as effective family business owner-manager..	2,4	1,2	1
2.	Understand & Develop themselves as successful Entrepreneurs	4	2	1
3.	Understand and use conceptual frameworks and best management practices	2,4	3	2
4.	Evaluate and emerge as socially responsible business persons.	4,5	4	2
5.	Analyze, evaluate and develop effective succession plans.	3,4,5	5,6	3

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open /Industry/Certification etc)	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of at least 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

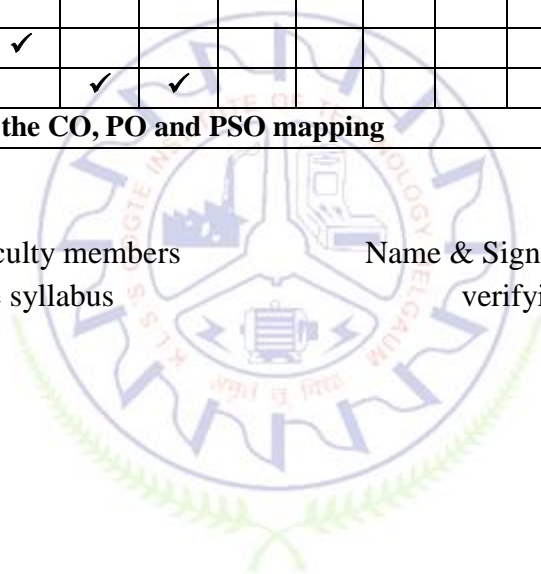
Scheme of Semester End Examination (SEE):

1. It will be conducted for 100 marks of 3 hours duration.
2. **Minimum marks required in SEE to pass:** Score should be $\geq 40\%$, however overall score of CIE + SEE should be $\geq 50\%$.
3. Question paper contains three parts A, B and C. Students have to answer
 1. From Part A answer any 5 out of 7 questions, each Question Carries 6 Marks.
 2. From Part B answer 5 out of 10 questions choosing any one full question from each unit, each Question Carries 10 Marks.
 3. From Part C answer 1 out of 2 questions, each Question Carries 20 Marks.

CO-PO Mapping (Planned)										CO-PSO Mapping (Planned)			
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7				PSO 1	PSO2	PS O3
1	✓	✓										✓	
2		✓										✓	
3			✓									✓	
4				✓								✓	
5					✓	✓						✓	
Tick mark the CO, PO and PSO mapping													

Name & Signature of Faculty members
involved in designing the syllabus

Name & Signature of Faculty members
verifying/approving the syllabus



General Aptitude - II

Course Code	MBA208	Credits	0
Course type	MNC	Total credits	0
Hours/week: L-T-P	3-0-0	CIE Marks	100
Total Hours:	L = 30 Hrs; T = 0 Hrs;P = 0 Hrs Total = 30 Hrs	SEE Marks	NIL

Course learning objectives

1.	Course is designed to develop employability skills of the student.
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Pre-requisites : The students should have basic logical reasoning

Unit - I

6 Hours

Quantitative Aptitude: Time and Work Data Interpretation, **Logical Reasoning:** Syllogisms

Unit - II

6 Hours

Quantitative Aptitude: Ages

Verbal Ability: Change of Speech and Voice, Sentence Completion

Unit - III

6 Hours

Quantitative Aptitude: Time, Speed and Distance Problems on Trains, Boats and Streams

Logical Reasoning: Direction Sense Test

Unit - IV

6 Hours

Quantitative Aptitude: Permutation and Combination, Probability

Verbal Ability: Critical Reasoning

Unit - V

6 Hours

Quantitative Aptitude: Allegations and Mixtures, **Logical Reasoning:** Data Sufficiency Vis Reasoning

Self Study Topics

Unit No.	Topic description
1	Practice the homework questions on the topics covered in Unit I
2	Practice the homework questions on the topics covered in Unit II
3	Practice the homework questions on the topics covered in Unit III
4	Practice the homework questions on the topics covered in Unit IV
5	Practice the homework questions on the topics covered in Unit V

Books

	Text Books:
1.	Bizotic reading and learning material

Course delivery methods

Assessment methods

1.	Black Board Teaching	1.	Internal Assessment Test
2.	Power Point Presentation	2.	Assignments
3.	Class Room Exercise	3.	Case Studies
4.		4.	Quizzes
		5.	Workshops

Course Outcome (COs)	
At the end of the course, the student will be able to	Bloom's Level
1. Able to attempt logical reasoning question.	3

Scheme of Continuous Internal Evaluation (CIE) for Theory course (2-0-0, 3-0-0, 4-0-0):

Components	Addition of two IA tests	Two Assignments – (Open /Industry/Certification etc)	Course project (CP)/ Case study etc	Total Marks
Marks	30+30 = 60	10 + 10 = 20	20 marks (with report & presentation)	100

IA Test:

- 10 marks questions in Part A of IA question paper should also include an OBE related question (max 2 marks).
 - Remaining 20 marks questions in Part B & C should be descriptive
- Certification earned by passing the standard Online MOOCs course (1 course of atleast 8 hours defined by BOS) can be considered as a Course activity and awarded maximum of 10 marks.

Eligibility for SEE:

- Student should score minimum 50% of 60 marks (i.e. 30 marks) in IA tests.
- Lack of minimum score in IA test will make the student Not Eligible for SEE.
- Minimum score in CIE to be eligible for SEE: 50 OUT OF 100.

Scheme of Semester End Examination (SEE): NA

	CO-PO Mapping (planned)			CO-PSO Mapping(planned)		
	PO1	PO2	PO6	PSO1	PSO2	PSO3
CO1	2	2	2		3	
Mention the levels: 1, 2, 3						

Societal Project

Course Code	MBA209	Course type	MNC	Credits L-T-P	0 – 0 - 2
Hours/week: L - T- P	0 – 0 – 02			Total credits	0
Total Contact Hours	L = 0 Hrs; T = 0 Hrs; P = 2Hrs Total = 2 Hrs			CIE Marks	100
Flipped Classes content	0			SEE Marks	0

Course learning objectives	
1.	To understand the society and identify the problem areas of the society
2.	The societal project will help the students to empathize with the societal issues
3.	To develop innovative and sustainable solutions to the societal problems

Pre-requisites: students should have the basic understanding of social responsibility.

Chapter I: Introduction:

- About the Area of project .
- Carry out regional societal analysis

Chapter II: Problem Identification

- Identify the societal problem in the area of project
- Problem analysis

Chapter III: Solution

- Findings and contribution to the societal problems identified
- Suggesting and developing sustainable and feasible solution

Course Outcome (COs)					
At the end of the course, the student will be able to (Highlight the action verb representing the learning level.)					
Learning Levels: Re - Remember; Un - Understand; Ap - Apply; An - Analysis; Ev - Evaluate; Cr – Create			Learning Level	PO (s)	PSO (s)
1.	Examine the various elements of the society.		4	1,2,4	1
2.	Analyze the root cause of the problem or issue		4	2,4	2
3.	Apply relevant theoretical concepts in finding solutions for real issues of society		3	5,6	3
4.	Construct appropriate framework or methodology to find solutions for problems of the society		5	2,6	2

Scheme of Continuous Internal Evaluation (CIE):

Components	Project Report	Viva Presentation (Internal)	Viva Presentation (Mentor)	Total
Marks	50	25	25	100

CO-PO Mapping (Planned)												CO-PSO Mapping (Planned)		
C	PO	PO	PO	PO	PO	PO	PO					PSO	PSO	PSO
O	1	2	3	4	5	6	7					1	2	3
1	✓	✓		✓								✓		
2		✓		✓									✓	
3					✓	✓								✓
4		✓				✓							✓	
Tick mark the CO, PO and PSO mapping														

Name & Signature of Faculty members involved in designing the syllabus

Name & Signature of Faculty members verifying/approving the syllabus

