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### BBA\_Hons

<b>Title of the Course</b>	Social Media Marketing
<b>Course Code</b>	BMEC-801 MM[T]

#### Part A

Year	4th	Semester	8th	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Specific Elective							
<b>Pre-Requisite/s</b>	The student should have knowledge of Social Media .				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Defining the appropriate format for each content pillar, such as carousels, text posts, reels, images, short videos, long videos, etc.( <b>BL1-Remember</b> ) <b>CO2-</b> Employ the important concepts of social media marketing( <b>BL2-Understand</b> ) <b>CO3-</b> Practice the various theoretical aspects in Facebook marketing( <b>BL3-Apply</b> ) <b>CO4-</b> Discuss the different ways of marketing using Twitter and LinkedIn( <b>BL4-Analyze</b> ) <b>CO5-</b> Illustrate YouTube marketing and optimization( <b>BL5-Evaluate</b> ) <b>CO6-</b> Create Instagram business profile and promote business( <b>BL6-Create</b> )							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X			<b>SDG (Goals)</b>	SDG4(Quality education) SDG17(Partnerships for the goals)			

#### Part B

Modules	Contents	Pedagogy	Hours
1	Why is social media marketing important- Introduction to social media advertising Developing Social Media strategy- Social Media Management Tools: How to Cut Posting Time in Half-Different types of Social Media Platforms	Interactive Lectures, Case Studies, Experiential Learning	12
2	Facebook Marketing-Introduction to Facebook Marketing- Create Facebook Page and Cover Pages-Page Settings, Description and About Page- Post Formulas Guaranteed to Drive Engagement-Facebook Ads and Campaign- Types of Facebook Ads – In Depth Analysis □Facebook Engagement, Reporting and Insights- Facebook Analytics- How to Start a Facebook Ads Business/Agency	Interactive Lectures, Case Studies, Experiential Learning	12
3	X(formerly Twitter) and LinkedIn –Introduction to X Marketing- How X Works- What Not to Do on X - Ways to Get More Re Xeef- Steps to Optimize Your Profile- Hashtags to Increase Discoverability- X Advertisement- Introduction to LinkedIn Marketing- Optimize Your LinkedIn Profile-LinkedIn for Advertisement- Reach Your Target Audience with LinkedIn-How to Get 500+ Connections and Why you Should- How to Make Sales on LinkedIn □Advanced LinkedIn Strategies for B2B Marketing.	Interactive Lectures, Case Studies, Experiential Learning	12
4	YouTube- Introduction to YouTube Marketing- YouTube Marketing Strategy-The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SEO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetization	Interactive Lectures Case Studies Experiential Learning	12
5	Instagram- How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions & Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads □Sponsored Posts -Instagram Ads via Facebook -Instagram Analytics - Instagram Profile + Instagram Post Captions- Instagram Ads-Engagement + Instagram Algorithm- Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram	Interactive Lectures, Case Studies, Experiential Learning	12

#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Evaluating a social media marketing plan for a Startup	PBL		15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum. □ Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education.
<b>Articles</b>	Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. Psychology & Marketing, 33(12), 1029-1038.
<b>References Books</b>	Geho, P. R., & Dangelo, J. (2012). The evolution of social media as a marketing tool for entrepreneurs. The Entrepreneurial Executive, 17, 61. □ Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach. Routledge. □ Shen, C. W., Luong, T. H., Ho, J. T., & Djailani, I. (2019). Social media marketing of IT service companies: Analysis using a concept-linking mining approach. Industrial Marketing Management. □ Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=l2pwcAVonKI">https://www.youtube.com/watch?v=l2pwcAVonKI</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	1	1	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	1	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	1	-	2	1	-	-	-	-	-	-	-	-	1	1	-













## Syllabus-2023-2024

### BBA\_Hons

<b>Title of the Course</b>	Diversity and Inclusion
<b>Course Code</b>	BMEC-803 HR[T]

#### Part A

Year	4th	Semester	8th	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Specific Elective							
<b>Pre-Requisite/s</b>	The students need to have basic knowledge of social structures, human behavior, and cultural dynamics to understand the interplay between individuals and society.			<b>Co-Requisite/s</b>				
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Analyze social group differences and their impacts on individual experiences. Evaluate how various social distinctions shape personal and group experiences in contemporary issues. <b>(BL1-Remember)</b> <b>CO2-</b> Identify and interpret diverse perspectives influenced by social stratifications. Recognize how social hierarchies affect perspectives and responses to societal challenges. <b>(BL2-Understand)</b> <b>CO3-</b> Examine the role of race and ethnicity in shaping societal dynamics. Assess how race and ethnicity influence individual and collective social experiences. <b>(BL3-Apply)</b> <b>CO4-</b> Evaluate the influence of gender identity and sexual orientation on social experiences. <b>(BL4-Analyze)</b> <b>CO5-</b> Analyze how gender and sexual orientation shape perspectives on and experiences of social issues. <b>(BL5-Evaluate)</b>							
<b>Courses Elements</b>	Skill Development X Entrepreneurship X Employability ✓ Professional Ethics ✓ Gender X Human Values ✓ Environment X		<b>SDG (Goals)</b>		SDG4(Quality education)			

#### Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Diversity, Equity, and Inclusion Diversity, Inclusion, and Belonging Equity vs. Equality Evolution of the Business Case for Diversity Contemporary Social and Organizational Issues Impact of COVID-19 Pandemic on Diversity and Inclusion Race and National Recognition (e.g., Black Lives Matter Movement) Business Perspectives: Change vs. Business as Usual Equity, Belonging, and Business Value Personal and Social Identities Salience and Intersectionality Privilege and Oppression Meritocracy, Melting Pot (Assimilation), and Colorblind Ideal	Interactive Lectures, Case Studies, Experiential Learning	9
2	Understanding Human Differences Stereotyping, Prejudice, and Bias Implicit and Explicit Bias In-Groups and Out-Groups Stereotypes: Influence of Brain and Culture Discrimination: Systemic vs. Interpersonal Overt Discrimination vs. Microaggressions Legal Remedies for Employment Discrimination (US and New Jersey) Case Study: Exclusion and Discrimination at JFK Airport	Interactive Lectures, Case Studies, Experiential Learning	9
3	Creating Inclusive Environments Skills for a Just and Inclusive Workplace Addressing Microaggressions Cross-Cultural Competency: Inclusion vs. Tolerance Empathy in Diversity Management The Platinum Rule in Diversity Communication Strategies for Inclusive Workplace Practices Responding to Bias and Jokes in the Workplace	Interactive Lectures, Case Studies, Experiential Learning	9
4	Dimensions of Diversity Appearance-Based Discrimination and Intersectionality Legal Protections vs. Organizational Image Policies Research and Development in Course Projects Diversity Issues in Race and Employment Gender Issues in Employment and Stereotypes Wage Gap, Pay Transparency, and Employment Protections	Interactive Lectures Case Studies Experiential Learning	9
5	Diversity of Identities Sexual Orientation and Gender Identity Diversity Legal Protections and Workplace Policies Religious Diversity: Workplace Dynamics and Legal Remedies Diversity of Physical and Mental Abilities ADA Limitations and Workplace Inclusion Age Diversity: Challenges and Legal Recourse Extra Credit Assignment: Race, Gender, and Workplace Experiences	Interactive Lectures, Case Studies, Experiential Learning	9

#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Study how economic status and abilities contribute to social differentiation and experience variance.	PBL		15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Bader, T., & Boesch, D. (2021). Leading global diversity, equity, and inclusion: A guide for systemic change in multinational organizations. Berrett-Koehler Publishers.
<b>Articles</b>	Garg, S., & Sangwan, S. (2021). Literature review on diversity and inclusion at workplace, 2010–2017. Vision, 25(1), 12-22.
<b>References Books</b>	Bell, M., & Leopold, J. (2021). Diversity in organizations (4th ed.). South-Western College Publishing.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=IETTSgS4ZpE">https://www.youtube.com/watch?v=IETTSgS4ZpE</a>











## Syllabus-2023-2024

### BComHons

<b>Title of the Course</b>	Design thinking in HR
<b>Course Code</b>	DCEC-602 HR[T]

#### Part A

Year	3rd	Semester	6th	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Electives							
<b>Pre-Requisite/s</b>	The students will have Basic understanding of human resource management principles and organizational behavior.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Students will be able to recall key concepts and principles of design thinking in HR. <b>(BL1-Remember)</b> <b>CO2-</b> Students will be able to explain the fundamentals and principles of design thinking. <b>(BL2-Understand)</b> <b>CO3-</b> Students will be able to apply design thinking methodologies to solve HR challenges. <b>(BL3-Apply)</b> <b>CO4-</b> Students will be able to analyze HR processes and identify areas for improvement using design thinking. <b>(BL4-Analyze)</b> <b>CO5-</b> Students will be able to evaluate the effectiveness of design thinking solutions in HR contexts. <b>(BL5-Evaluate)</b>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender X Human Values ✓ Environment X			<b>SDG (Goals)</b>		SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG16(Peace Justice and strong institutions) SDG17(Partnerships for the goals)		

#### Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Design Thinking in HR: Definition and significance of design thinking Human-centered design approach in HR Evolution and application of design thinking in organizational contexts	interactive lectures, case studies, experiential learning	
2	Empathy and User-Centered Research: Understanding employee needs and experiences Techniques for empathetic listening and observation Conducting user-centered research in HR	interactive lectures, case studies, experiential learning	9
3	Ideation and Prototyping in HR: Generating innovative ideas for HR solutions Prototyping and iterative testing in HR processes Designing employee-centric HR services and experiences	interactive lectures, case studies, experiential learning	9
4	Implementing Design Thinking in Recruitment and Onboarding: Redesigning recruitment processes using design thinking Improving candidate experience and engagement Designing onboarding programs for new hires	interactive lectures, case studies, experiential learning	9
5	Design Thinking for Employee Engagement and Development: Enhancing employee engagement through design thinking Designing learning and development programs Employee feedback and continuous improvement	interactive lectures, case studies, experiential learning	9

#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Redesigning the Onboarding Process for Increased Employee Engagement	PBL	BL5-Evaluate	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Kelley, D., & Kelley, T. (2013). Creative confidence: Unleashing the creative potential within us all. Harper Perennial.
<b>Articles</b>	Sollitto, M. C., Ployhart, R. E., & Yu, N. (2019). Rethinking human resource management through design thinking: A review and research agenda. Human Resource Management Review, 29(2), 100718.
<b>References Books</b>	Martin, R. L. (2019). The design of business: Why design thinking is the next competitive advantage. Harvard Business Review Press.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=-e0ByXVdTs">https://www.youtube.com/watch?v=-e0ByXVdTs</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	1	1	-	-	-	-	-	1	-	1
CO2	1	-	2	-	1	-	1	2	-	-	-	-	-	2	-
CO3	-	2	-	3	-	2	-	-	-	-	-	-	1	-	-
CO4	-	3	-	1	-	-	1	-	-	-	-	-	-	-	3
CO5	1	-	1	-	2	-	-	3	-	-	-	-	-	1	-
CO6	-	1	-	1	-	3	-	-	-	-	-	-	1	-	1













































## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Service Marketing
<b>Course Code</b>	MBA -304 MM [T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	3rd	<b>Credits</b>	L	T	P	C
					4	0	0	4
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Electives							
<b>Pre-Requisite/s</b>	An essential exposure to the concepts prevailing in the service industry is desirable.			<b>Co-Requisite/s</b>				
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> ()</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>	SDG4(Quality education) SDG12(Responsible consumption and production)				

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
5	Developing a Customer-Centric Marketing Strategy for a Service-Based Business	PBL	BL6-Create	15

#### Part D(Marks Distribution)

Theory					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
100	40	40	12	60	
Practical					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>

#### Part E

<b>Books</b>	Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). Services Marketing: Integrating Customer Focus Across the Firm (7th ed.). Tata McGraw-Hill Education.
<b>Articles</b>	Angulo-Ruiz, F., Donthu, N., Prior, D., & Rialp, J. (2014). The financial contribution of customer-oriented marketing capability. Journal of the Academy of Marketing Science, 42, 380-399. Kühi, N., Mühlthaler, M., & Goutier, M. (2020). Supporting customer-oriented marketing with artificial intelligence: automatically quantifying customer needs from social media. Electronic Markets, 30(2), 351-367.
<b>References Books</b>	Lovelock, C. H., Wirtz, J., & Chew, P. (2019). Essentials of Services Marketing (3rd ed.). Pearson.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://study.com/academy/lesson/video/market-orientation-and-sales-orientation-definition-and-differences.html?wvideo=si7jhr10ls">https://study.com/academy/lesson/video/market-orientation-and-sales-orientation-definition-and-differences.html?wvideo=si7jhr10ls</a> <a href="https://youtu.be/ThXUREwZFc">https://youtu.be/ThXUREwZFc</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	-	1	-	1	1	-	-	-	-	-	1	2	-
CO2	1	-	2	1	2	1	1	-	-	-	-	-	1	-	1
CO3	2	1	1	2	1	2	-	2	-	-	-	-	-	1	1
CO4	2	1	-	3	-	1	-	1	-	-	-	-	1	-	1
CO5	1	2	1	2	1	2	1	-	-	-	-	-	2	1	-
CO6	1	-	1	-	-	-	-	1	-	-	-	-	1	-	2

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Marketing Management
<b>Course Code</b>	MBA-201[T]

#### Part A

Year	1st	Semester	2nd	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Core							
<b>Pre-Requisite/s</b>	Students should have a basic understanding of marketing principles, consumer behavior, market research techniques, communication skills, analytical thinking, and awareness of digital marketing trends and strategies.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b> <b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b> <b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b> <b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b> <b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage. <b>(BL5-Evaluate)</b> <b>CO6-</b> ()							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>		SDG4(Quality education)			

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
1	Developing a Marketing Strategy to Enhance Customer Value for a Retail Brand	PBL	BL6-Create	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Lamb, C. W., Hair, J. F., & McDaniel, C. D. (2016). Principles of Marketing: A South Asian Perspective Cengage Learning. Grewal, D. and Levy, M. (2016) Marketing Management, 5th edition, McGraw Hill, New York.
<b>Articles</b>	Leonidou, C. N., & Leonidou, L. C. (2011). Research into environmental marketing/management: a bibliographic analysis. European Journal of Marketing, 45(1/2), 68-103 Webster Jr, F. E. (2005). A perspective on the evolution of marketing management. Journal of Public Policy & Marketing, 24(1), 121-126
<b>References Books</b>	Ramaswamy, V. S., & Namakumari, S. (2009). Marketing management: Global perspective, Indian context. Macmillan.
<b>MOOC Courses</b>	<a href="https://onlinecourses.nptel.ac.in/noc22_mg57/preview">https://onlinecourses.nptel.ac.in/noc22_mg57/preview</a>
<b>Videos</b>	<a href="https://youtu.be/TL0K0Ah17kE">https://youtu.be/TL0K0Ah17kE</a> <a href="https://youtu.be/iGow39GWDal">https://youtu.be/iGow39GWDal</a> <a href="https://youtu.be/PDIXCQaaxJM">https://youtu.be/PDIXCQaaxJM</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	-	1	2	-	1	1	-	-	-	-	-	2	1
CO2	2	-	1	1	-	3	3	1	-	-	-	-	1	3	-
CO3	1	1	-	1	-	2	-	1	-	-	-	-	1	1	1
CO4	2	1	3	1	1	-	1	2	-	-	-	-	1	1	2
CO5	1	-	3	2	-	2	2	1	-	-	-	-	-	1	2
CO6	2	-	1	-	1	-	2	-	-	-	-	-	2	1	-









## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Research Methodology Using SPSS
<b>Course Code</b>	MBA-206[T]

#### Part A

Year	1st	Semester	2nd	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Core							
<b>Pre-Requisite/s</b>	Students should have an elementary level understanding of Research Methodology.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change. <b>(BL1-Remember)</b> <b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b> <b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b> <b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b> <b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b> <b>CO6-</b> ()							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>		SDG4(Quality education)			

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing and Conducting a Market Research Study to Assess Consumer Preferences	PBL	BL6-Create	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Malhotra, N. K. (2016). Marketing Research: An Applied Orientation (7th ed.). Pearson.
<b>Articles</b>	Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. Journal of business research, 104, 333-339 Ørngreen, R., & Levinsen, K. T. (2017). Workshops as a research methodology. Electronic Journal of E-learning, 15(1), 70-81.
<b>References Books</b>	Schindler, P. S., & Cooper, D. R. (2019). Business Research Methods (13th ed.). McGraw-Hill Education.
<b>MOOC Courses</b>	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/330">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/330</a>
<b>Videos</b>	<a href="https://youtu.be/JEZjwDNEHY">https://youtu.be/JEZjwDNEHY</a> <a href="https://youtu.be/9x-iZDIBYEc">https://youtu.be/9x-iZDIBYEc</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	-	1	1	-	-	-	-	2	1	1
CO2	1	-	2	-	1	-	1	1	-	-	-	-	-	1	1
CO3	2	1	2	-	-	1	1	-	-	-	-	-	1	1	1
CO4	2	-	1	2	2	1	1	1	-	-	-	-	1	2	1
CO5	2	-	3	-	2	1	2	1	-	-	-	-	-	1	1
CO6	2	1	-	2	1	2	-	1	-	-	-	-	1	1	-

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	E-Commerce
<b>Course Code</b>	MBA-208[T]

#### Part A

Year	1st	Semester	2nd	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Disciplinary Major							
<b>Pre-Requisite/s</b>	Basic understanding of business concepts and digital technologies is essential and familiarity with online consumer behavior and market dynamics is crucial for navigating the digital marketplace effectively.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> ()</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender X Human Values X Environment X			<b>SDG (Goals)</b>		SDG8 (Decent work and economic growth) SDG12 (Responsible consumption and production)		

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Develop an e-commerce website for a chosen product or service.	PBL	BL6-Create	15

#### Part D (Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Laudon, K. C., & Traver, C. G. (2020). E-commerce: Business, Technology, Society (15th ed.). Pearson.
<b>Articles</b>	Chaffey, D. (2019). Digital Business and E-Commerce Management: The Opportunities and Challenges. Journal of Management, 1(1), 8–25. <a href="https://doi.org/10.1177/0149206319843197">https://doi.org/10.1177/0149206319843197</a>
<b>References Books</b>	Turban, E., King, D., Lee, J., Liang, T., & Turban, D. (2021). Electronic Commerce 2020: A Managerial and Social Networks Perspective (8th ed.). Springer.
<b>MOOC Courses</b>	
<b>Videos</b>	

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	2	1	-	2	1	-	-	-	-	1	1	-
CO2	-	1	2	3	1	1	1	1	-	-	-	-	2	-	1
CO3	1	1	1	2	2	-	-	2	-	-	-	-	3	1	1
CO4	2	1	3	1	3	1	-	1	-	-	-	-	1	2	1
CO5	1	-	-	1	2	2	1	2	-	-	-	-	1	3	-
CO6	1	-	-	-	1	1	-	1	-	-	-	-	1	2	1

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Workshop on SPSS
<b>Course Code</b>	MBA-209[P]

#### Part A

Year	1st	Semester	2nd	Credits	L	T	P	C
					0	0	1	1
<b>Course Type</b>	Lab only							
<b>Course Category</b>	Discipline Core							
<b>Pre-Requisite/s</b>	This SPSS workshop requires the students to have a basic understanding of statistics and proficiency in Microsoft Excel.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change. <b>(BL1-Remember)</b> <b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b> <b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b> <b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b> <b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b> <b>CO6-</b> ()							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>		SDG4(Quality education)			

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Optimize the logistics and transportation network to reduce costs and improve efficiency.	PBL	BL5-Evaluate	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	0	0	100	

#### Part E

<b>Books</b>	Hinton, P. R., McMurray, I., & Brownlow, C. (2014). SPSS explained. Routledge.
<b>Articles</b>	
<b>References Books</b>	Kulas, J. T., Roji, R. G. P. P., & Smith, A. M. (2021). IBM SPSS essentials: managing and analyzing social sciences data. John Wiley & Sons.
<b>MOOC Courses</b>	
<b>Videos</b>	

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	1	-	-	-	-	-	-	-	-	-	3	-	-
CO2	2	1	1	-	-	-	-	-	-	-	-	-	2	1	-
CO3	3	2	1	-	1	-	1	-	-	-	-	-	-	1	-
CO4	1	1	-	1	-	2	-	1	-	-	-	-	2	-	1
CO5	3	2	1	-	1	-	2	-	-	-	-	-	1	1	-
CO6	1	3	2	1	1	-	2	1	-	-	-	-	-	2	1

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Managerial Decision Modeling Using Spreadsheet
<b>Course Code</b>	MBA-301[T]

#### Part A

Year	2nd	Semester	3rd	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Disciplinary Major							
<b>Pre-Requisite/s</b>	A basic understanding of spreadsheet software (such as Microsoft Excel) and foundational knowledge in management and business decision-making.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> ()</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X			<b>SDG (Goals)</b>	SDG8 (Decent work and economic growth) SDG11 (Sustainable cities and economies) SDG12 (Responsible consumption and production) SDG17 (Partnerships for the goals)			

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Create a financial model to support budgeting and financial planning for a company.	PBL	BL6-Create	15

#### Part D (Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Ragsdale, C. T. (2018). Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Business Analytics (8th ed.). Cengage Learning.
<b>Articles</b>	Albright, S. C., & Winston, W. L. (2019). Practical Management Science: Spreadsheet Modeling, Applications, and Analysis. INFORMS Transactions on Education, 20(2), 191-202. <a href="https://doi.org/10.1287/ited.2019.0203">https://doi.org/10.1287/ited.2019.0203</a>
<b>References Books</b>	Winston, W. L. (2016). Microsoft Excel Data Analysis and Business Modeling (5th ed.). Microsoft Press.
<b>MOOC Courses</b>	
<b>Videos</b>	

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	1	-	1	1	-	-	-	-	1	-	-
CO2	1	2	-	1	2	-	2	1	-	-	-	-	1	-	1
CO3	1	1	-	-	1	1	-	1	-	-	-	-	-	2	1
CO4	1	1	-	1	-	-	-	1	-	-	-	-	2	1	-
CO5	1	-	2	1	1	2	-	1	-	-	-	-	-	-	1
CO6	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Digital Banking System
<b>Course Code</b>	MBA-303 FM[T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	3rd	<b>Credits</b>	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Electives							
<b>Pre-Requisite/s</b>	The students will have Basic understanding of traditional banking concepts and familiarity with information technology.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as a manager for Organizational change. <b>(BL1-Remember)</b> <b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b> <b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b> <b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b> <b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b> <b>CO6-</b> ()							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>					

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
4	Designing a Secure and User-Friendly Digital Banking Platform	PBL	BL4-Analyze	15

#### Part D(Marks Distribution)

Theory					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
100	40	60	18	40	
Practical					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>

#### Part E

<b>Books</b>	Lee, I., & Lee, J. (2020). FinTech disruption: Innovation and policy in financial services (2nd ed.). Routledge. (Analyzes the impact of financial technologies on banking systems, including digital banking)
<b>Articles</b>	Chen, Y., Xu, J., Luo, Z., & Zhou, L. (2020). The impact of digital banking on financial performance: Evidence from China. International Journal of Finance & Economics, 25(1), 187-204. (Investigates the relationship between digital banking adoption and financial performance)
<b>References Books</b>	Campoverde, M., & Várzaru, I. (2019). Digital banking and financial inclusion: A global view. World Bank Publications. (Examines the role of digital banking in promoting financial inclusion)
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=fu5L18VLQjQ">https://www.youtube.com/watch?v=fu5L18VLQjQ</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	2	-	1	1	-	-	-	-	1	-	-
CO2	-	1	2	-	-	1	-	-	-	-	-	-	-	1	-
CO3	2	3	-	1	-	-	2	-	-	-	-	-	1	-	3
CO4	-	-	1	-	2	-	-	3	-	-	-	-	-	2	-
CO5	1	1	-	2	-	3	-	-	-	-	-	-	2	-	1
CO6	-	-	1	-	1	-	-	1	-	-	-	-	-	1	-

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Human Resource Analytics
<b>Course Code</b>	MBA-303 HR [T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	3rd	<b>Credits</b>	L	T	P	C
					4	0	0	4
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Electives							
<b>Pre-Requisite/s</b>	Students need to have a basic understanding of human resource management concepts, familiarity with data analysis tools, and proficiency in interpreting organizational metrics.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b> <b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b> <b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b> <b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b> <b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b> <b>CO6-</b> ()							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>		SDG4(Quality education)			

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
4	Designing an HR Metrics Dashboard to Measure HRM Effectiveness	PBL	BL4-Analyze	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Cascio, W. F., & Boudreau, J. W. (2016). Investing in People: Financial Impact of Human Resource Initiatives (2nd ed.). Pearson.
<b>Articles</b>	Singh, S., Darwish, T. K., Costa, A. C., & Anderson, N. (2012). Measuring HRM and organisational performance: concepts, issues, and framework. Management decision, 50(4), 651-667. Colakoglu, S., Lepak, D. P., & Hong, Y. (2006). Measuring HRM effectiveness: Considering multiple stakeholders in a global context. Human resource management review, 16(2), 209-218.
<b>References Books</b>	Fisher, C. D., Schoenfeldt, L. F., & Shaw, J. B. (2020). Human Resource Management (10th ed.). Tata McGraw-Hill Education.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://youtu.be/vnomHHIOIFM">https://youtu.be/vnomHHIOIFM</a> <a href="https://youtu.be/MhjY3MLJTW">https://youtu.be/MhjY3MLJTW</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	2	1	-	1	-	-	1	-	-	-	-	1	1	1
CO2	2	-	1	3	-	-	1	-	-	-	-	-	1	2	1
CO3	1	2	3	2	1	1	-	1	-	-	-	-	-	1	-
CO4	3	2	-	1	2	1	-	1	-	-	-	-	2	1	1
CO5	-	1	1	2	1	2	1	1	-	-	-	-	-	-	1
CO6	1	-	-	1	-	1	-	1	-	-	-	-	1	1	-



## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Security Analysis and Portfolio Management
<b>Course Code</b>	MBA-304 FM [T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	3rd	<b>Credits</b>	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Electives							
<b>Pre-Requisite/s</b>	A basic understanding of taxation as a concept is desirable.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> )</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)				

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
5	Designing an Optimal Investment Portfolio for High Net Worth Individuals	PBL	BL6-Create	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
	0				

#### Part E

<b>Books</b>	Sharpe, W. F., & Alexander, G. J. (2009). Investments (6th ed.). Tata McGraw-Hill.
<b>Articles</b>	.Stoughton, N. M., Wu, Y., & Zechner, J. (2011). Intermediated investment management. The Journal of Finance, 66(3), 947-980. 2.Mayfield, C., Perdue, G., & Wooten, K. (2008). Investment management and personality type. Financial services review, 17(3), 219-236.
<b>References Books</b>	Berk, J., DeMarzo, P., & Harford, J. (2017). Fundamentals of Corporate Finance (4th Global ed.). Pearson.
<b>MOOC Courses</b>	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/398">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/398</a>
<b>Videos</b>	<a href="https://youtu.be/h2YVStgnhSc">https://youtu.be/h2YVStgnhSc</a> <a href="https://youtu.be/lJ5hT_N3TU">https://youtu.be/lJ5hT_N3TU</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	2	-	-	1	-	-	-	-	-	1	2	-
CO2	2	1	2	1	-	3	3	1	-	-	-	-	1	1	1
CO3	2	-	2	1	-	2	-	1	-	-	-	-	-	1	2
CO4	-	1	3	1	2	-	2	1	-	-	-	-	1	-	1
CO5	2	-	2	1	-	1	-	1	-	-	-	-	1	1	2
CO6	1	-	-	1	1	-	-	1	-	-	-	-	-	2	1

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Talent Management
<b>Course Code</b>	MBA-304 HR [T]

#### Part A

Year	2nd	Semester	3rd	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Electives							
<b>Pre-Requisite/s</b>	The students will have Basic understanding of human resource management concepts and organizational behavior.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as a agent for Organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> )</p>							
<b>Courses Elements</b>	Skill Development X Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>		SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)			

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Developing a Talent Acquisition Strategy for a High-Growth Startup	PBL	BL5-Evaluate	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Collings, D. G., Melcher, C. L., & Holt, J. R. (2016). Talent management: Building a competitive advantage through strategic workforce planning (2nd ed.). Kogan Page Publishers.
<b>Articles</b>	Dyer, J. H., Hanges, P. J., & Teng, C. M. (2008). DHRM: HRM in a cross-cultural context. Society for Human Resource Management Research Quarterly, 1(1), 69-92. (Explores talent management practices within a global context)
<b>References Books</b>	Ulrich, D., Brockbank, W., Brockbank, A., & Moi, M. (2015). The talent code: Deciphering the secrets of high-performance teams (Updated and expanded ed.). Harvard Business Review Press. (Focuses on building high-performing teams through talent management practices)
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=NwufhwariTI">https://www.youtube.com/watch?v=NwufhwariTI</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	1	-	1	-	-	-	-	-	1	-	-
CO2	-	1	-	-	1	-	-	1	-	-	-	-	-	2	-
CO3	2	-	1	1	-	1	-	-	-	-	-	-	-	-	3
CO4	1	1	-	-	2	-	1	-	-	-	-	-	1	-	-
CO5	-	1	-	2	-	-	2	-	-	-	-	-	-	1	-
CO6	1	-	1	-	2	-	-	1	-	-	-	-	-	-	1

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Financial Analytics
<b>Course Code</b>	MBA-305 FM[T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	3rd	<b>Credits</b>	L	T	P	C
					4	0	0	4
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Specialization Elective Courses							
<b>Pre-Requisite/s</b>	Proficiency in statistics, understanding of financial markets, familiarity with financial software/tools, knowledge of programming languages like Python/R, and critical thinking skills for data interpretation are desirable				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b> <b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b> <b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b> <b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b> <b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b> <b>CO6-</b> ()							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>		SDG4(Quality education)			

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
4	Applying Financial Analytics for Investment Decision Making and Risk Management	PBL	BL5-Evaluate	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Ruey S. Tsay (2012), "An Introduction to Analysis of Financial Data with R", Wiley, ISBN: 978-0-470-89081-3
<b>Articles</b>	Kumar, S., Sharma, D., Rao, S., Lim, W. M., & Mangla, S. K. (2022). Past, present, and future of sustainable finance: insights from big data analytics through machine learning of scholarly research. <i>Annals of Operations Research</i> , 1-44. Artzi, I. (2022). Predictive Analytics Techniques: Theory and Applications in Finance. In <i>Financial Data Analytics: Theory and Application</i> (pp. 59-126). Cham: Springer International Publishing.
<b>References Books</b>	Argimiro Arratia (2014), "Computational Finance An Introductory Course with R", Atlantis Press, ISBN 978-94-6239-069-0 • Bernhard Pfaff (2013), "Financial risk modelling and portfolio optimization with R", Wiley, ISBN 978-0-470-97870-2
<b>MOOC Courses</b>	<a href="https://www.coursera.org/learn/applying-data-analytics-business-in-finance">https://www.coursera.org/learn/applying-data-analytics-business-in-finance</a>
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=_LkcKZ9FpHQ">https://www.youtube.com/watch?v=_LkcKZ9FpHQ</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	1	-	1	1	1	-	-	-	-	-	1	1	-
CO2	1	-	2	1	-	-	1	-	-	-	-	-	1	-	1
CO3	-	1	-	1	-	2	2	1	-	-	-	-	1	1	-
CO4	2	-	3	1	2	-	1	2	-	-	-	-	-	-	1
CO5	2	3	1	-	3	-	1	-	-	-	-	-	2	1	-
CO6	3	1	2	1	-	1	2	-	-	-	-	-	1	-	2

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Industrial Relation and Employment Laws
<b>Course Code</b>	MBA-305 HR[T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	3rd	<b>Credits</b>	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Electives							
<b>Pre-Requisite/s</b>	Students need to have basic understanding of human resource management and organizational behavior.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as a agent for Organizational change. <b>(BL1-Remember)</b> <b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b> <b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b> <b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining <b>(BL4-Analyze)</b> <b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b> <b>CO6-</b> ()							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender ✓ Human Values ✓ Environment X		<b>SDG (Goals)</b>		SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)			

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
5	Developing a Talent Acquisition Strategy for a High-Growth Startup	PBL	BL6-Create	15

#### Part D(Marks Distribution)

Theory					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
100	40	60	18	40	
Practical					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>

#### Part E

<b>Books</b>	1. Collings, D. G., Melcher, C. L., & Holt, J. R. (2016). Talent management: Building a competitive advantage through strategic workforce planning (2nd ed.). Kogan Page Publishers
<b>Articles</b>	1. Dyer, J. H., Hanges, P. J., & Teng, C. M. (2008). DHRM: HRM in a cross-cultural context. Society for Human Resource Management Research Quarterly, 1(1), 69-92.
<b>References Books</b>	2. Ulrich, D., Brockbank, W., Brockbank, A., & Moi, M. (2015). The talent code: Deciphering the secrets of high-performance teams (Updated and expanded ed.). Harvard Business Review Press.
<b>MOOC Courses</b>	
<b>Videos</b>	

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-
CO2	1	1	2	-	1	-	2	-	-	-	-	-	-	1	1
CO3	1	2	-	2	-	2	-	-	-	-	-	-	2	-	-
CO4	1	-	1	2	-	1	-	1	-	-	-	-	-	1	2
CO5	2	-	1	-	1	-	2	2	-	-	-	-	1	1	-
CO6	1	-	1	1	-	2	1	-	-	-	-	-	-	1	1

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Brand Management
<b>Course Code</b>	MBA-305 MM(T)

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	3rd	<b>Credits</b>	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Core							
<b>Pre-Requisite/s</b>	A basic understanding of strategy and marketing is desirable.			<b>Co-Requisite/s</b>				
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> )</p>							
<b>Courses Elements</b>	Skill Development X Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)				

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
5	Creating a Brand Revitalization Strategy for a Legacy Product	PBL	BL6-Create	15

#### Part D(Marks Distribution)

Theory					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
100	40	40	12	60	
Practical					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>

#### Part E

<b>Books</b>	Kotler, P., & Keller, K. L. (2016). Marketing Management (15th Global ed.). Pearson.
<b>Articles</b>	Shocker, A. D., Srivastava, R. K., & Ruekert, R. W. (1994). Challenges and opportunities facing brand management: An introduction to the special issue. Journal of Marketing Research, 31(2), 149–158. 2. Bernard, P., Hulbert, J. M., & Pitt, L. F. (1999). Brand management prognostications. MIT Sloan Management Review, 40(2), 53.
<b>References Books</b>	Elliott, R. H., Rosenbaum-Elliott, R., Percy, L., & Pervan, S. (2015). Strategic brand management. Oxford University Press, USA.
<b>MOOC Courses</b>	<a href="https://www.coursera.org/learn/brand-management">https://www.coursera.org/learn/brand-management</a>
<b>Videos</b>	<a href="https://youtu.be/9OZ_Y-pNim8">https://youtu.be/9OZ_Y-pNim8</a> <a href="https://www.youtube.com/watch?v=HKK6YAj_59U">https://www.youtube.com/watch?v=HKK6YAj_59U</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	2	1	-	-	-	-	-	1	1	-
CO2	-	2	1	1	-	3	3	2	-	-	-	-	-	1	1
CO3	1	-	2	1	2	-	2	1	-	-	-	-	2	1	-
CO4	-	1	3	1	-	1	-	1	-	-	-	-	1	1	-
CO5	-	1	3	-	2	-	1	-	-	-	-	-	-	3	1
CO6	1	2	-	1	-	-	1	1	-	-	-	-	1	2	1

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Supply Chain Analytics
<b>Course Code</b>	MBA-401 [T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	4th	<b>Credits</b>	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Disciplinary Major							
<b>Pre-Requisite/s</b>	A foundational understanding of supply chain management principles and basic proficiency in data analysis tools, such as Excel and familiarity with statistical methods and business operations is beneficial for effectively applying analytical techniques to supply chain challenges.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> ()</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>		SDG3(Good health and well-being) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production) SDG13(Climate action) SDG17(Partnerships for the goals)			

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Chopra, S., & Meindl, P. (2021). Supply Chain Management: Strategy, Planning, and Operation (8th ed.). Pearson.
<b>Articles</b>	Chopra, S., & Meindl, P. (2003). Supply Chain Coordination in the Presence of Revenue Sharing Contracts. Management Science, 49(10), 1287–1309. <a href="https://doi.org/10.1287/mnsc.49.10.1287.17308">https://doi.org/10.1287/mnsc.49.10.1287.17308</a>
<b>References Books</b>	Simchi-Levi, D., Schmidt, W., & Wei, Y. (2021). Data-Driven Science and Engineering: Machine Learning, Dynamical Systems, and Control (1st ed.). Cambridge University Press.
<b>MOOC Courses</b>	
<b>Videos</b>	

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	2	1	-	1	1	-	-	-	-	1	-	1
CO2	1	2	1	-	1	-	1	1	-	-	-	-	-	2	-
CO3	1	-	-	2	-	1	-	1	-	-	-	-	1	-	2
CO4	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-
CO5	1	1	-	-	1	1	-	1	-	-	-	-	-	1	1
CO6	1	1	-	1	-	-	1	1	-	-	-	-	-	-	1

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Foreign Exchange Management
<b>Course Code</b>	MBA-403 FM [T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	4th	<b>Credits</b>	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Specific Elective							
<b>Pre-Requisite/s</b>	A fundamental understanding of international finance and basic economic principles and familiarity with financial instruments and currency markets is beneficial for effectively managing foreign exchange risk.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> ()</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X			<b>SDG (Goals)</b>	SDG8 (Decent work and economic growth) SDG10 (Reduced inequalities) SDG12 (Responsible consumption and production) SDG17 (Partnerships for the goals)			

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
3	Create a comprehensive currency hedging policy for an import/export business to manage foreign exchange risk.	PBL	BL6-Create	15

#### Part D (Marks Distribution)

Theory					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
100	40	60	18	40	
Practical					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>

#### Part E

<b>Books</b>	Steiner, B. (2012). "Foreign Exchange and Money Markets: Theory, Practice, and Risk Management" (2nd ed.). Elsevier.
<b>Articles</b>	<a href="https://rdoc.rbi.org.in/rdocs/speeches/pdfs/60912.pdf">https://rdoc.rbi.org.in/rdocs/speeches/pdfs/60912.pdf</a>
<b>References Books</b>	Jeevanandam, C. (2020). "Foreign Exchange: Concepts, Practices, and Control" (6th ed.). Sultan Chand & Sons. Avadhani, V. A. (2018). "Foreign Exchange Management" (7th ed.). Himalaya Publishing House. Batten, G. S. (2016). "Foreign Exchange Risk Management". Jaico Publishing House. Eiteman, D. K., Stonehill, A. I., & Moffett, M. H. (2021). "Multinational Business Finance" (15th ed.). Pearson. Madura, J. (2020). "International Financial Management" (13th ed.). Cengage Learning.
<b>MOOC Courses</b>	Economics of Banking and Financial Markets ( <a href="https://nptel.ac.in/courses/110/104/110104132/">https://nptel.ac.in/courses/110/104/110104132/</a> ) Foreign Exchange Markets: Concepts, Instruments, Risks, and Derivatives ( <a href="https://limbx.iimb.ac.in/courses/course-v1:IMBx+RM01x+2023_T1/about">https://limbx.iimb.ac.in/courses/course-v1:IMBx+RM01x+2023_T1/about</a> )
<b>Videos</b>	

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	1	-	-	1	1	-	-	-	-	1	1	1
CO2	1	2	-	1	-	1	-	1	-	-	-	-	-	1	2
CO3	1	-	2	2	1	3	-	1	-	-	-	-	1	3	-
CO4	-	1	3	-	1	-	2	1	-	-	-	-	-	1	1
CO5	2	1	1	-	1	1	1	1	-	-	-	-	1	2	-
CO6	1	-	1	-	1	-	-	1	-	-	-	-	1	1	1

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	International Human Resource Management
<b>Course Code</b>	MBA-403 HR[T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	4th	<b>Credits</b>	L	T	P	C
					4	0	0	4
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Specific Elective							
<b>Pre-Requisite/s</b>	Student should have a basic understanding of the Human Resource Management.			<b>Co-Requisite/s</b>				
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> )</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics ✓ Gender X Human Values X Environment X		<b>SDG (Goals)</b>	SDG4(Quality education) SDG8(Decent work and economic growth)				

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
2	Evaluating a International HR Plan for a Startup	PBL		15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	• Peter J. Dowling , Marion Festing Sr. Allen D. Engle ,5ed, Cengage Learning India Pvt Ltd. • K. Aswathapa , International Human Resource Management, Tata Mc Graw Hill Publishing Co
<b>Articles</b>	Boon, C., Eckardt, R., Lepak, D. P., & Boselie, P. (2018). Integrating strategic human capital and strategic human resource management. The International Journal of Human Resource Management, 29(1), 34-67.
<b>References Books</b>	Peter J. Dowling Denice E Welch, Randall S. Schuler, International Human Resource Management, Thomson South-Western Publishers • Tony Edwards and Chris Rees . International Human Resource Management ,Pearson Education Ltd. • Anne-Wil Harzing and Joris Van Ruyseveldt, International Human Resource Management ,2nd ed, SAGE Publications Ltd. • Dennis R. Briscoe and Randall S. Schuler, International Human Resource Management, Policy and practice for the global enterprise, Second Edition, Routledge. • P. Subba Rao, International Human Resource Management, Himalaya Publishing House.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=9YY4UYrflqg">https://www.youtube.com/watch?v=9YY4UYrflqg</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	1	1	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	1	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-





## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Goods and Service Tax
<b>Course Code</b>	MBA-404 FM [T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	4th	<b>Credits</b>	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Specific Elective							
<b>Pre-Requisite/s</b>	A foundational understanding of basic taxation principles and financial accounting and familiarity with the Indian tax system and its regulatory framework will be beneficial for comprehending GST concepts and applications.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> ()</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗			<b>SDG (Goals)</b>	SDG8 (Decent work and economic growth) SDG10 (Reduced inequalities) SDG12 (Responsible consumption and production) SDG17 (Partnerships for the goals)			

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
5	Analyze the effect of GST implementation on SMEs in a specific industry.	PBL	BL4-Analyze	15

#### Part D (Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Ahuja, C. G., & Gupta, R. (2022). Systematic Approach to Taxation Containing Income Tax & GST (Set of 2 Vol.) - 47th Edition, 2023 [Paperback].
<b>Articles</b>	
<b>References Books</b>	Acharjee, M. (2017). Goods and Service Tax. Chatterjee, T. B., & Sony, V. (2018). Goods and Service Tax. Book Corporation. Subramanian, P. L. (2017). Guide to GST: Show white Publications, India: 3rd Edition - April 2017. Datey, V. S. (2017). GST Ready Reckoner: Taxmann Publications, New Delhi, India: Ed. 1. April 2017. Garg, K. R. (2017). GST Ready Reckoner: Bharat Publisher, New Delhi, India: Ed. 3. Gupta, S. S. (2017). GST Law & Practice: Taxmann Publications, New Delhi, India: 2017 Edition.
<b>MOOC Courses</b>	Introduction to GST by Professor Anirban Ghosh, Netaji Subhas Open University: ( <a href="https://onlinecourses.swayam2.ac.in/nou21_cm05/preview">https://onlinecourses.swayam2.ac.in/nou21_cm05/preview</a> )
<b>Videos</b>	

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	2	1	1	-	-	-	-	1	1	-
CO2	1	2	2	1	-	1	2	1	-	-	-	-	-	2	1
CO3	1	2	3	-	1	1	1	1	-	-	-	-	1	2	-
CO4	1	1	2	-	-	1	1	1	-	-	-	-	1	3	1
CO5	1	1	1	3	2	1	1	1	-	-	-	-	1	1	-
CO6	1	-	-	1	-	1	1	1	-	-	-	-	1	1	-

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Organizational Development and Change Management
<b>Course Code</b>	MBA-404 HR [T]

#### Part A

<b>Year</b>	2nd	<b>Semester</b>	4th	<b>Credits</b>	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Specific Elective							
<b>Pre-Requisite/s</b>	A foundational understanding of management principles and organizational behavior and familiarity with basic psychological concepts and human resource practices will enhance comprehension and application of change management strategies.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> ()</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X			<b>SDG (Goals)</b>		SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)		

#### Part B

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Analyze and develop strategies for managing organizational change during a merger or acquisition.	PBL	BL4-Analyze	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	1. Organization Development and Transformation: Managing Effective Change by Wendell L. French, Cecil Bell, Robert A. Zawacki, Irwin/McGraw-Hill, 2000 2. Organization Development Strategies & Models; Richard Beckhard; Tata MC Graw Hill.
<b>Articles</b>	
<b>References Books</b>	1. Organization Development & Change, Tenth Edition, Thomas G. Cummings and Christopher G. Worley, Cengage Learning 2. Organization Development; Wendell L. French and Cecil H. Bell; Pearson Publication. 3. Organizational design & Development- Concepts and applications – Dr. Bhupen Srivastava, Biztantra. 4. Organizational Design for Excellence, Pradip N. Khandwalla, TMH, 2005.
<b>MOOC Courses</b>	
<b>Videos</b>	

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	2	-	2	1	1	-	-	-	-	1	2	1
CO2	1	1	3	2	-	1	-	1	-	-	-	-	2	1	-
CO3	1	3	2	1	1	-	1	1	-	-	-	-	1	3	1
CO4	1	-	1	2	2	-	1	2	-	-	-	-	3	2	1
CO5	2	2	1	-	2	1	-	1	-	-	-	-	1	1	1
CO6	2	1	-	2	-	1	1	1	-	-	-	-	-	1	1



## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Dissertation
<b>Course Code</b>	MBA-405 [P]

#### Part A

Year	2nd	Semester	4th	Credits	L	T	P	C
					0	0	10	10
<b>Course Type</b>	Project							
<b>Course Category</b>	Projects and Internship							
<b>Pre-Requisite/s</b>	Completion of core MBA courses				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> ()</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)				

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Students will work on real-world business problems related to their research topic, applying theoretical knowledge to practical scenarios.	Field work	BL5-Evaluate	45

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	0	0	100	

#### Part E

<b>Books</b>	Creswell, J. W. (2018). Qualitative inquiry and research design: Choosing among five approaches. Sage Publications.
<b>Articles</b>	Ridley, D. (2008). The role of literature review in the research process. Journal of Business & Management, 14(1), 45-52.
<b>References Books</b>	Kumar, R. (2020). Research methodology: A step-by-step guide for beginners. Sage Publications.
<b>MOOC Courses</b>	
<b>Videos</b>	Scribbr. (2019, October 3). How to write a thesis: Step by step guide [Video]. YouTube. <a href="https://www.youtube.com/watch?v=-qFi5h9OaGw">https://www.youtube.com/watch?v=-qFi5h9OaGw</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	1	2	1	-	-	-	-	1	2	1
CO2	2	1	3	-	1	-	-	1	-	-	-	-	-	1	-
CO3	2	-	-	1	-	2	-	-	-	-	-	-	1	2	1
CO4	2	1	-	3	3	-	1	-	-	-	-	-	-	1	1
CO5	2	1	3	1	-	2	1	1	-	-	-	-	1	-	1
CO6	2	-	1	-	1	-	1	-	-	-	-	-	1	1	-

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Quantitative Technique
<b>Course Code</b>	MBA104[T]

#### Part A

Year	1st	Semester	1st	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Core							
<b>Pre-Requisite/s</b>	Basic understanding of mathematical functions and data.			<b>Co-Requisite/s</b>				
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> ()</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>		SDG4(Quality education)			

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Conducting a Statistical Analysis of Consumer Behavior Patterns	PBL	BL4-Analyze	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Gupta, S. P. (2014) Statistics (43rd ed.). S. Chand & Sons. Beri, G.C. (2009). Business Statistics (3rd ed.). Tata McGraw Hill.
<b>Articles</b>	McClave, J. T., Benson, P. G., & Sincich, T. (2008). Statistics for business and economics. Pearson Education. Zanakis, S. H., & Valenzi, E. R. (1997). Student anxiety and attitudes in business statistics. Journal of Education for Business, 73(1), 10-16.
<b>References Books</b>	Sharma, J.K. (2006). Business statistics (2nd ed.). Pearson Education, ISBN: 8131798666, 9788131798669
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://youtu.be/NF0lrkqXikQ">https://youtu.be/NF0lrkqXikQ</a> <a href="https://youtu.be/ROpbdO-gRUo">https://youtu.be/ROpbdO-gRUo</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	1	-	1	-	1	1	-	-	-	-	1	-	1
CO2	2	-	1	1	-	3	3	-	-	-	-	-	-	1	1
CO3	2	1	-	1	-	-	-	1	-	-	-	-	1	1	-
CO4	-	1	3	1	-	1	-	1	-	-	-	-	2	1	2
CO5	2	1	1	-	-	1	-	1	-	-	-	-	-	1	1
CO6	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Accounting for Managers
<b>Course Code</b>	MBA105[T]

#### Part A

Year	1st	Semester	1st	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Core							
<b>Pre-Requisite/s</b>	Students should have a basic understanding of accounting concepts and the jargon of the subject.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b> <b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b> <b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b> <b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b> <b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b> <b>CO6-</b> ()							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		<b>SDG (Goals)</b>		SDG4(Quality education)			

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing a Financial Reporting System for Non-Profit Organizations	PBL	BL6-Create	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Khan, M. Y., & Jain, P. K. (2012). Cost & Management Accounting. New Delhi: Tata McGraw-Hill Publishing House.
<b>Articles</b>	Glynn, J. J., Murphy, M., & Abraham, A. (2003). Accounting for managers. Noreen, E. W. (2011). Managerial accounting for managers. New York.
<b>References Books</b>	Sharma, R. K., & Gupta, Shashi K. (2014). Management Accounting. New Delhi: Kalyani Publishers
<b>MOOC Courses</b>	<a href="https://onlinecourses.nptel.ac.in/noc22_mg65/preview">https://onlinecourses.nptel.ac.in/noc22_mg65/preview</a>
<b>Videos</b>	<a href="https://youtu.be/3lwinzB0BPU">https://youtu.be/3lwinzB0BPU</a> <a href="https://youtu.be/ZJ3tG42laxk">https://youtu.be/ZJ3tG42laxk</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	1	-	1	-	1	1	-	-	-	-	-	2	1
CO2	2	-	1	1	-	3	2	-	-	-	-	-	2	-	1
CO3	2	1	-	1	-	1	-	1	-	-	-	-	1	2	-
CO4	1	1	3	1	-	-	1	-	-	-	-	-	1	2	-
CO5	-	-	3	-	-	1	1	1	-	-	-	-	-	1	2
CO6	1	-	-	1	-	-	2	-	-	-	-	-	2	-	1

## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Computer Concept and Managerial Application
<b>Course Code</b>	MBA108[T]

#### Part A

Year	1st	Semester	1st	Credits	L	T	P	C
					3	0	0	3
<b>Course Type</b>	Theory only							
<b>Course Category</b>	Discipline Core							
<b>Pre-Requisite/s</b>	Students should have basic computer literacy, understanding of business processes, familiarity with productivity software (e.g., spreadsheets, databases), and awareness of information systems concepts and applications.				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> ()</p>							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X			<b>SDG (Goals)</b>		SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)		

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Developing a Comprehensive Financial Model Using Spreadsheets for Business Planning	PBL	BL6-Create	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Part E

<b>Books</b>	Sinha, P. K., & Sinha, P. (2017). Computer fundamentals, BPB publication (6th ed.) Lambert, J., & Cox, J.(2007). MS-Office word step by step. Microsoft Press, ISBN: 9780735637887
<b>Articles</b>	Fitzmaurice, J. M., Adams, K., & Eisenberg, J. M. (2002). Three decades of research on computer applications in health care: medical informatics support at the Agency for Healthcare Research and Quality. Journal of the American Medical Informatics Association, 9(2), 144-160 Kandasamy, N., Abdelwahed, S., & Hayes, J. P. (2004, May). Self-optimization in computer systems via on-line control: Application to power management. In International Conference on Autonomic Computing, 2004. Proceedings. (pp. 54-61). IEEE.
<b>References Books</b>	2. Morley and parker(2010). Understanding Computers: Today and Tomorrow, Cengage Learning
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://youtu.be/kOuNec3yF_Q">https://youtu.be/kOuNec3yF_Q</a> <a href="https://youtu.be/zc2_N1WZhU0">https://youtu.be/zc2_N1WZhU0</a>

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	2	1	1	-	-	-	-	-	1	1
CO2	2	1	-	1	-	3	3	-	-	-	-	-	1	-	2
CO3	1	2	-	1	2	-	1	1	-	-	-	-	1	-	1
CO4	-	2	3	1	1	-	1	2	-	-	-	-	2	1	-
CO5	-	1	3	-	1	2	-	-	-	-	-	-	-	2	1
CO6	1	-	-	2	-	-	2	1	-	-	-	-	2	-	1



## Syllabus-2023-2024

### MBA-Dual\_Specialization

<b>Title of the Course</b>	Business Simulation Workshop
<b>Course Code</b>	MBA109[P]

#### Part A

Year	1st	Semester	1st	Credits	L	T	P	C
					0	0	1	1
<b>Course Type</b>	Lab only							
<b>Course Category</b>	Discipline Core							
<b>Pre-Requisite/s</b>	Students should have the basic understanding of business principles and management concepts				<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. <b>(BL1-Remember)</b> <b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b> <b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b> <b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. <b>(BL4-Analyze)</b> <b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b> <b>CO6-</b> ()							
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X			<b>SDG (Goals)</b>	SDG4(Quality education) SDG5(Gender equality) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)			

#### Part B

Modules	Contents	Pedagogy	Hours
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#### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Simulating Market Entry Strategies for a New Product in a Competitive Industry	PBL	BL6-Create	15

#### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	0	0	100	

#### Part E

<b>Books</b>	
<b>Articles</b>	Jenkins, J. R. (1998). The role of simulations in international management education. Journal of Teaching in International Business, 9(3), 43-58.
<b>References Books</b>	
<b>MOOC Courses</b>	
<b>Videos</b>	

#### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	-	1	-	-	-	-	-	1	2	1
CO2	1	2	-	1	-	3	-	1	-	-	-	-	-	1	-
CO3	2	-	1	-	1	2	1	-	-	-	-	-	1	-	1
CO4	1	2	1	1	-	1	-	-	-	-	-	-	-	1	-
CO5	1	2	1	-	-	1	-	1	-	-	-	-	1	1	-
CO6	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1

