

Syllabus-2023-2024

BBA_Hons

Title of the Course	Social Media Marketing
Course Code	BMEC-801 MM[T]

Part A

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

Books	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.
Articles	Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. Psychology & Marketing, 33(12), 1029-1038.
References Books	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.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=l2pwcAVonKI

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

BComHons

Title of the Course	Design thinking in HR
Course Code	DCEC-602 HR[T]

Part A

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

Books	Kelley, D., & Kelley, T. (2013). Creative confidence: Unleashing the creative potential within us all. Harper Perennial.
Articles	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.
References Books	Martin, R. L. (2019). The design of business: Why design thinking is the next competitive advantage. Harvard Business Review Press.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=-e0ByXVdTs

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

Title of the Course	E-Commerce
Course Code	MBA-208[T]

Part A

Year	1st	Semester	2nd	Credits	L	T	P	C
					3	0	0	3
Course Type	Theory only							
Course Category	Disciplinary Major							
Pre-Requisite/s	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.				Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Student will be able to Recall key terms, concepts, and technologies relevant to e-commerce. (BL1-Remember) CO2- Student will be able to Explain the principles and models of e-commerce and their applications. (BL2-Understand) CO3- Student will be able to Apply e-commerce tools and platforms to create and manage online businesses. (BL3-Apply) CO4- Student will be able to Analyze the impact of e-commerce on businesses, consumers, and society. (BL4-Analyze) CO5- Student will be able to Assess the effectiveness of e-commerce strategies and techniques in achieving business objectives. (BL5-Evaluate) CO6- Student will be able to Design innovative e-commerce solutions and strategies to address emerging challenges and opportunities. (BL6-Create)							
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender X Human Values X Environment X			SDG (Goals)		SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)		

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to E-Commerce: o History of E-Commerce o Types of E-Commerce Businesses o Legal and Ethical Aspects of E-Commerce	Interactive Lecture, Experiential Learning, Case Studies	9
2	E-Commerce Marketing: o Online Marketing Strategies o E-Commerce Advertising o E-Commerce Customer Relationship Management	Interactive Lecture, Experiential Learning, Case Studies	9
3	E-Commerce Management: o E-Commerce Business Models o E-Commerce Operations o E-Commerce Security	Interactive Lecture, Experiential Learning, Case Studies	9
4	E-Commerce Technologies: o Web Development o E-Commerce Software o E-Commerce Payment Systems	Interactive Lecture, Experiential Learning, Case Studies	9
5	E Commerce Analysis: o Analysis of E-Commerce Businesses o Developing E-Commerce Strategies	Interactive Lecture, Experiential Learning, Case Studies	9

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

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

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

Title of the Course	Talent Management
Course Code	MBA-304 HR [T]

Part A

Year	2nd	Semester	3rd	Credits	L	T	P	C
					3	0	0	3
Course Type	Theory only							
Course Category	Discipline Electives							
Pre-Requisite/s	The students will have Basic understanding of human resource management concepts and organizational behavior.				Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Students will be able to recall key concepts and terminologies related to talent management. (BL1-Remember) CO2- Students will be able to explain the importance and processes of talent management in organizations. (BL2-Understand) CO3- Students will be able to apply talent management strategies to attract and retain top talent. (BL3-Apply) CO4- Students will be able to analyze talent management practices to identify strengths and areas for improvement. (BL4-Analyze) CO5- Students will be able to evaluate the effectiveness of various talent management practices. (BL5-Evaluate) CO6- Students will be able to design comprehensive talent management plans that align with organizational goals. (BL6-Create)							
Courses Elements	Skill Development X Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)		SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Talent Management: Definition and scope of talent management The evolution of talent management practices Key components of talent management: acquisition, development, retention	interactive lectures, case studies, experiential learning	9
2	Talent Acquisition Strategies: Workforce planning and job analysis Recruitment strategies: traditional vs. modern methods Selection process and tools	interactive lectures, case studies, experiential learning	9
3	Talent Development and Training: Identifying training needs Designing effective training and development programs Leadership development and succession planning	interactive lectures, case studies, experiential learning	9
4	Employee Engagement and Retention: Strategies for employee engagement Managing performance and career development Retention strategies and turnover management	interactive lectures, case studies, experiential learning	9
5	Future Trends in Talent Management: Impact of technology on talent management (AI, data analytics) Diversity and inclusion in talent management Future challenges and opportunities in managing talent	interactive lectures, case studies, experiential learning	9

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

Books	Collings, D. G., Meicher, C. L., & Holt, J. R. (2016). Talent management: Building a competitive advantage through strategic workforce planning (2nd ed.). Kogan Page Publishers.
Articles	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)
References Books	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)
MOOC Courses	
Videos	https://www.youtube.com/watch?v=NwufHwariTI

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

Title of the Course	Workshop on Entrepreneurship Skill Development
Course Code	MBA-307 [P]

Part A

Year	2nd	Semester	3rd	Credits	L	T	P	C
					0	0	1	1
Course Type	Lab only							
Course Category	Discipline Core							
Pre-Requisite/s	Students need to have a basic understanding of business management principles and entrepreneurial concepts.			Co-Requisite/s				
Course Outcomes & Bloom's Level	CO1- Students will be able to recall key entrepreneurial concepts, theories, and terminologies. (BL1-Remember) CO2- Students will be able to explain the characteristics and traits of successful entrepreneurs. (BL2-Understand) CO3- Students will be able to apply entrepreneurial tools and techniques to identify business opportunities. (BL3-Apply) CO4- Students will be able to analyze market trends and customer needs to develop viable business models. (BL4-Analyze) CO5- Students will be able to evaluate the feasibility and scalability of entrepreneurial ventures. (BL5-Evaluate) CO6- Students will be able to create comprehensive business plans and pitches for potential investors. (BL6-Create)							
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability X Professional Ethics ✓ Gender X Human Values ✓ Environment X		SDG (Goals)		SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Entrepreneurship: Definition and importance of entrepreneurship Evolution of entrepreneurship theories Entrepreneurial mindset and characteristics	Interactive Lectures, Case Studies, Experiential Learning	9
2	Identifying Business Opportunities: Methods for identifying market gaps and customer needs Opportunity recognition and feasibility analysis Innovation and creativity in entrepreneurship	Interactive Lectures, Case Studies, Experiential Learning	9
3	Developing Business Models: Types of business models (e.g., lean startup, social entrepreneurship) Value proposition and competitive advantage Lean canvases and business model canvases	Interactive Lectures, Case Studies, Experiential Learning	9
4	Entrepreneurial Finance and Funding: Sources of funding for startups (e.g., bootstrapping, angel investors, venture capital) Financial planning and budgeting Pitching to investors and preparing business proposals	Interactive Lectures, Case Studies, Experiential Learning	9
5	Managing Risks and Challenges: Risk assessment and management strategies Legal and regulatory considerations for startups Scaling and growth strategies	Interactive Lectures, Case Studies, Experiential Learning	9

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

Books	Hisrich, R. D., Peters, M. P., & Shepherd, D. (2018). Entrepreneurship (10th ed.). McGraw-Hill Education.
Articles	Gartner, W. E. (1985). Those entrepreneurial myths: A realistic look at the causes of corporate entrepreneurship. Strategic Management Journal, 6(3), 379-390.
References Books	
MOOC Courses	
Videos	

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	1	-	1	2	1	-	1	-	-	-	-	1	-	1
CO3	2	1	1	-	1	-	1	1	-	-	-	-	1	1	2
CO4	2	2	1	2	-	1	1	-	-	-	-	-	1	1	-
CO5	2	1	1	1	1	2	1	1	-	-	-	-	-	1	2
CO6	2	1	1	2	1	-	2	1	-	-	-	-	2	1	-

Syllabus-2023-2024

MBA-Dual_Specialization

Title of the Course	Foreign Exchange Management
Course Code	MBA-403 FM [T]

Part A

Year	2nd	Semester	4th	Credits	L	T	P	C
					3	0	0	3
Course Type	Theory only							
Course Category	Discipline Specific Elective							
Pre-Requisite/s	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.			Co-Requisite/s				
Course Outcomes & Bloom's Level	CO1- Student will be able to Remember key terms and concepts related to foreign exchange markets (e.g., Inter-Bank Forex Markets, OTC markets). (BL1-Remember) CO2- Student will be able to Understand the exchange rate mechanism and its components. (BL2-Understand) CO3- Student will be able to Apply how to calculate spot, cross, and forward rates. (BL3-Apply) CO4- Student will be able to Analyze the portfolio management strategies involving global securities. (BL4-Analyze) CO5- Student will be able to Evaluate the effectiveness of current regulations in managing external commercial borrowings. (BL5-Evaluate) CO6- Student will be able to Create a comprehensive plan for dealing room operations, including the management of Nostro/Vostro/Loro. (BL6-Create)							
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X			SDG (Goals)		SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)		

Part B

Modules	Contents	Pedagogy	Hours
1	Fundamentals of Foreign Exchange Markets-Foreign Exchange Markets- Inter-Bank Forex Markets- Highly Traded Markets: Cash/OTC-- Nature of Transactions-- Cross Border Currency Flows - Liberalization of Exchange Control- Role of Banks in Forex Market- Factors Impacting Forex Market.Convertibility and Balance of Payments (BOP).	Interactive Lectures, Case Studies, Experiential Learning	9
2	Forex Concepts- Exchange Rate Quotes- Factors Affecting Exchange Rates- Exchange Rate Mechanism. Exchange Rate Dynamics and Instruments- Forex Concepts- Spot, Cross, and Forward Rates. Premium and Discount- Forward Contracts: Booking, Extension, Cancellation.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Advanced Forex and International Treasury Management-International Treasury- Market Participants- Various Forex Treasury Products- Volatility of Major Currencies- Currency Trading. Global Securities: Portfolio Management.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Regulatory and Compliance Framework- External Commercial Borrowings (ECBs)-- FEMA Regulations for Import/Export Transactions- Current Account Rules- Capital Account Transactions	Interactive Lectures, Case Studies, Experiential Learning	9
5	Treasury Operations and Management- Liquidity and Cash Flow Management- Objectives, Sources, and Deployment- Internal Control, Netting, Gap Management- Treasury Management Processes - Domestic Remittances- International Remittances- Payment & Settlement Systems: CCIL, CLS, RTGS, NEFT, SWIFT- Dealing Room Operations: Nostro/Vostro/Loro & Mirror Accounts, Open Currency Position, Cash Position by Dealers.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
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					
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

Books	Steiner, B. (2012). "Foreign Exchange and Money Markets: Theory, Practice, and Risk Management" (2nd ed.). Elsevier.
Articles	https://rbidocs.rbi.org.in/rdocs/speeches/pdfs/60912.pdf
References Books	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.
MOOC Courses	Economics of Banking and Financial Markets(https://nptel.ac.in/courses/110/104/110104132/) Foreign Exchange Markets: Concepts, Instruments, Risks, and Derivatives (https://iimbx.iimb.ac.in/courses/course-v1:IIMBx+RM01x+2023_T1/about)
Videos	

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

Title of the Course	Social Media Marketing
Course Code	MBA-403 MM[T]

Part A

Year	2nd	Semester	4th	Credits	L	T	P	C
					4	0	0	4
Course Type	Theory only							
Course Category	Discipline Specific Elective							
Pre-Requisite/s	The student should have knowledge of Social Media .				Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Defining the appropriate format for each content pillar, such as carousels, text posts, reels, images, short videos, long videos, etc.(BL1-Remember) CO2- Employ the important concepts of social media marketing(BL2-Understand) CO3- Practice the various theoretical aspects in Facebook marketing(BL3-Apply) CO4- Discuss the different ways of marketing using Twitter and LinkedIn(BL4-Analyze) CO5- Illustrate YouTube marketing and optimization(BL5-Evaluate) CO6- Create Instagram business profile and promote business(BL6-Create)							
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)		SDG4(Quality education) SDG9(Industry Innovation and Infrastructure) 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 Xeet- 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

Books	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.
Articles	Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. Psychology & Marketing, 33(12), 1029-1038.
References Books	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.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=l2pwcAVonKI

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

MBA-Dual_Specialization

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

Part A

Year	2nd	Semester	4th	Credits			
				L	T	P	C
				3	0	0	3
Course Type	Theory only						
Course Category	Discipline Specific Elective						
Pre-Requisite/s	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.			Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Student will be able to : Remember the basic concepts and principles of GST, define key terms and vocabulary related to GST and Identify the components of the GST framework. (BL1-Remember) CO2- Student will be able to Understand the taxable event and the scope of GST and key provisions of GST laws and regulations. (BL2-Understand) CO3- Student will be able to Apply the ability to calculate GST liabilities for different scenarios and the rules of input tax credit to calculate the net GST liability. (BL3-Apply) CO4- Student will be able to Analyze the impact of GST on various sectors of the economy and compare and contrast GST provisions with the previous tax regime. (BL4-Analyze) CO5- Student will be able to Evaluate the implications of timing and value rules on tax planning and compliance. (BL5-Evaluate) CO6- Student will be able to Develop strategies for maximizing ITC utilization within the regulatory framework. (BL6-Create)						
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender X Human Values X Environment X		SDG (Goals)		SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)		

Part B

Modules	Contents	Pedagogy	Hours
1	Basic concept of Indirect taxes and Introduction of GST Constitutional background (pre GST regime), Constitution (101st Amendment Act,2016), Need for GST, Taxes Subsumed in GST and Taxes Not Subsumed in GST,Benefits of GST,Salient features of GST.	Interactive lectures, case studies, experiential learning	9
2	Supply, Levy& Collection Meaning and scope of supply – of CGST/SGST Act,Types of Supply, Activities which shall be treated neither supply of goods nor a supply of services, Power of Government to specify the nature of certain transactions of supply, Intra-state and Inter-state supply, Zero rated Supply, Exemption from GST. Levy and Collection under CGST/IGST and UTGST Act,Tax payable on reverse charge basis of CGST/IGST and UTGST Act,Taxability of Composite and Mixed Supply.	Interactive lectures, case studies, experiential learning	9
3	Location of the Supplier and Place of Supply of Goods and Services Location of supplier of Goods and services, Place of Supply of goods and services, Compositionlevy (Composition Scheme), Restriction on the registered person, Benefits of Composition Schemes.	Interactive lectures, case studies, experiential learning	9
4	Time of Supply and Value of Supply Time of supply of goods, Time of supply of services, Time of supply of goodsor services with respect to rate of tax. Value of Supply, Value of Supply when consideration is not wholly in money, value of supply in case of lottery, betting, gambling and horse racing.	Interactive lectures, case studies, experiential learning	9
5	Input Tax Credit and its Utilisation Concept of ITC,Principles on Input Tax Credit,Conditions for Availment of ITC by a Registered Taxable Person,ITC in case of Capital Goods,ITC on the Basis of use of Inputs,Restrictions on ITC.	Interactive lectures, case studies, experiential learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
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

Books	Ahuja, C. G., & Gupta, R. (2022). Systematic Approach to Taxation Containing Income Tax & GST (Set of 2 Vol.) - 47th Edition, 2023 [Paperback].
Articles	
References Books	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 world 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.
MOOC Courses	Introduction to GST by Professor Anirban Ghosh, Netaji Subhas Open University: (https://onlinecourses.swayam2.ac.in/nou21_cm05/preview)
Videos	

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

Title of the Course	Dissertation
Course Code	MBA-405 [P]

Part A

Year	2nd	Semester	4th	Credits	L	T	P	C
					0	0	10	10
Course Type	Project							
Course Category	Projects and Internship							
Pre-Requisite/s	Completion of core MBA courses				Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Student will be able to apply research methodologies to investigate a specific business problem or phenomenon in depth. (BL3-Apply) CO2- Student will be able to synthesize and analyze relevant literature to inform the research topic and support findings. (BL4-Analyze) CO3- Student will be able to design and execute a structured research plan, including data collection and analysis. (BL4-Analyze) CO4- Student will be able to interpret research findings and draw meaningful conclusions based on empirical evidence. (BL4-Analyze) CO5- Student will be able to communicate research findings effectively through a written dissertation and oral defense. (BL5-Evaluate) CO6- Student will be able to demonstrate ethical conduct in all aspects of the research process. (BL5-Evaluate)							
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)				

Part B

Modules	Contents	Pedagogy	Hours
1	Research Proposal Development	Workshops, Case Studies, Mentorship	60
2	Review of Literature	Workshops, Case Studies, Mentorship	60
3	Research Methodology	Workshops, Case Studies, Mentorship	60
4	Data Collection and Analysis	Workshops, Case Studies, Mentorship	60
5	Discussion, Conclusion, Presentation and Defense	Workshops, Case Studies, Mentorship	60

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

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

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

Title of the Course	Management Concept and Organization Behavior
Course Code	MBA101[T]

Part A

Year	1st	Semester	1st	Credits	L	T	P	C
					3	0	0	3
Course Type	Theory only							
Course Category	Disciplinary Major							
Pre-Requisite/s	A foundational knowledge of basic business principles and introductory psychology is essential for understanding Management Concept & Organizational Behavior. Strong communication and analytical skills are also necessary for effectively engaging with course material and discussions.				Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Student will be able to Define key management concepts and organizational behavior theories. (BL1-Remember) CO2- Student will be able to Explain the role of management in organizations and the impact of individual and group behavior on organizational performance. (BL2-Understand) CO3- Student will be able to Apply management theories and principles to real-world organizational scenarios to solve basic management problems. (BL3-Apply) CO4- Student will be able to Analyze organizational case studies to identify issues related to management practices and employee behavior. (BL4-Analyze) CO5- Student will be able to Evaluate different management approaches and organizational behavior strategies to determine their effectiveness in various contexts. (BL5-Evaluate) CO6- Student will be able to Design a comprehensive management plan that incorporates organizational behavior principles to enhance productivity and employee satisfaction. (BL6-Create)							
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability X Professional Ethics X Gender ✓ Human Values X Environment X		SDG (Goals)		SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)			

Part B

Modules	Contents	Pedagogy	Hours
1	Fundamentals of Management: Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions, Case Studies Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies	Interactive Lecture, Experiential Learning, Case Studies	9
2	Organising & Staffing- Types of organization, Organization structure and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development, Directing & Controlling- Principle of directing, Essence of coordination, Different control techniques, Management by exception. Case Studies	Interactive Lecture, Experiential Learning, Case Studies	9
3	Fundamentals of individual behavior, Personality, types of personality, Personal effectiveness, meaning of Attitudes, Types, Components, attitude formation and attitude change, Meaning & Type of Group Behavior, Interpersonal skills, Transactional Analysis, Johari Window.	Interactive Lecture, Experiential Learning, Case Studies	9
4	Motivation: Theory of Motivation: Maslow's, Herzberg's, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self-Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory, Meaning of Perception, process, behavioral applications of perception. Case Studies	Interactive Lecture, Experiential Learning, Case Studies	9
5	Leadership Styles and Effectiveness Among Indian Women, Work-Life Balance and Flexibility for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations Career Development and Advancement Opportunities for Indian Women, Sexual Harassment Prevention and Response.	Interactive Lecture, Experiential Learning, Case Studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Design a leadership development program tailored to an organization's needs.	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

Books	1.Robbins, S. P., & Judge, T. A. (2023). Organizational Behavior (18th ed.). Pearson. 2. Bateman, T. S., & Konopaske, R. (2023). Management: Leading & Collaborating in a Competitive World (14th ed.). McGraw-Hill Education.
Articles	1.Edmondson, A. C., & Lei, Z. (2014). Psychological safety: The history, renaissance, and future of an interpersonal construct. Annual Review of Organizational Psychology and Organizational Behavior, 1(1), 23-43. https://doi.org/10.1146/annurev-orgpsych-031413-091305 2. Grant, A. M., & Parker, S. K. (2009). Redesigning work design theories: The rise of relational and proactive perspectives. Academy of Management Annals, 3(1), 317-375. https://doi.org/10.5465/19416520903047327
References Books	1.Luthans, F., Luthans, B. C., & Luthans, K. W. (2015). Organizational Behavior: An Evidence-Based Approach (13th ed.). Information Age Publishing. 2.Daft, R. L. (2021). Organization Theory and Design (13th ed.). Cengage Learning.
MOOC Courses	
Videos	

Course Articulation Matrix

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

