

Syllabus-2023-2024

BBA_Hons

Title of the Course	Diversity and Inclusion
Course Code	BMEC-803 HR[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 students need to have basic knowledge of social structures, human behavior, and cultural dynamics to understand the interplay between individuals and society.				Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Analyze social group differences and their impacts on individual experiences. Evaluate how various social distinctions shape personal and group experiences in contemporary issues. (BL1-Remember) CO2- Identify and interpret diverse perspectives influenced by social stratifications. Recognize how social hierarchies affect perspectives and responses to societal challenges. (BL2-Understand) CO3- Examine the role of race and ethnicity in shaping societal dynamics. Assess how race and ethnicity influence individual and collective social experiences. (BL3-Apply) CO4- Evaluate the influence of gender identity and sexual orientation on social experiences. (BL4-Analyze) CO5- Analyze how gender and sexual orientation shape perspectives on and experiences of social issues. (BL5-Evaluate)							
Courses Elements	Skill Development X Entrepreneurship X Employability ✓ Professional Ethics ✓ Gender X Human Values ✓ Environment X		SDG (Goals)		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

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

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

BComHons

Title of the Course	Diversity and Inclusion
Course Code	DCEC-803 HR[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 students need to have basic knowledge of social structures, human behavior, and cultural dynamics to understand the interplay between individuals and society.			Co-Requisite/s				
Course Outcomes & Bloom's Level	CO1- Analyze social group differences and their impacts on individual experiences. Evaluate how various social distinctions shape personal and group experiences in contemporary issues. (BL1-Remember) CO2- Identify and interpret diverse perspectives influenced by social stratifications. Recognize how social hierarchies affect perspectives and responses to societal challenges. (BL2-Understand) CO3- Examine the role of race and ethnicity in shaping societal dynamics. Assess how race and ethnicity influence individual and collective social experiences. (BL3-Apply) CO4- Evaluate the influence of gender identity and sexual orientation on social experiences. (BL4-Analyze) CO5- Analyze how gender and sexual orientation shape perspectives on and experiences of social issues. (BL5-Evaluate)							
Courses Elements	Skill Development X Entrepreneurship X Employability ✓ Professional Ethics ✓ Gender X Human Values ✓ Environment X		SDG (Goals)		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

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

Syllabus-2023-2024

BComHons

Title of the Course	Human Society in 21st Century
Course Code	GEC-201[T]

Part A

Year	1st	Semester	2nd	Credits	L	T	P	C
					3	0	0	3
Course Type	Theory only							
Course Category	Ability Enhancement Courses							
Pre-Requisite/s	1. "Basic Understanding of Social Systems": Before delving into the elements and evolution of human social systems, it's essential to have a basic grasp of concepts such as values, institutions, processes, and historical context. This includes understanding how societies organize themselves, the values they uphold, the institutions they create, and how these have evolved over time. 2. "Foundational Knowledge of Economics and Politics": To grasp the economic and political basis of human societies, familiarity with basic economic and political concepts is necessary. This includes understanding different economic systems (such as nomadic, pastoral, industrial, and post-industrial) and political structures (like tribes, kingdoms, empires, and nation-states) and how they shape societies. 3. "Awareness of 20th Century Movements": A solid understanding of the contributions of 20th-century movements is crucial. This includes familiarity with significant movements like civil rights, women's rights, peace movements, and environmental activism. Understanding their goals, methods, and impact provides context for societal changes and challenges. 4. "Knowledge of 21st Century Challenges": Before discussing responses to 21st-century challenges, it's important to comprehend the challenges themselves. This includes understanding globalization, environmental crises, and cultural clashes, and their implications for societies worldwide. 5. "Awareness of 21st Century Responses": Finally, to appreciate the responses to 21st-century challenges, it's essential to be familiar with initiatives like the quest for Sustainable Development Goals (SDGs) and Gandhi's Constructive Programme. Understanding these responses provides insight into efforts to address pressing global issues and create positive change.			Co-Requisite/s		1. "Comprehensive Understanding of Human Social Systems": Readers will gain a deep understanding of the elements and evolution of human social systems, including values, institutions, processes, and historical context. They will be able to analyze how societies organize themselves and how these structures have developed over time. 2. "Insight into Economic and Political Dynamics": With foundational knowledge of economics and politics, readers will be equipped to understand the economic and political basis of human societies. They will comprehend different economic systems and political structures and their roles in shaping societies at various stages of development. 3. "Appreciation of 20th Century Movements": Readers will develop an appreciation for the significant contributions of 20th-century movements such as civil rights, women's rights, peace movements, and environmental activism. They will understand the goals, methods, and impacts of these movements on societal changes and challenges. 4. "Awareness of 21st Century Challenges": Having acquired knowledge of 21st-century challenges, readers will be able to identify and comprehend pressing global issues such as globalization, environmental crises, and cultural clashes. They will understand the implications of these challenges for societies worldwide. 5. "Understanding of 21st Century Responses": Readers will gain insight into the responses to 21st-century challenges, including initiatives like the quest for Sustainable Development Goals (SDGs) and Gandhi's Constructive Programme. They will appreciate efforts to address global issues and create positive change, contributing to their engagement with contemporary societal issues.		
Course Outcomes & Bloom's Level	CO1- Students will be able to list and define key values such as honesty, respect, and equality. (BL1-Remember) CO2- Students will be able to explain how values such as justice and equality shape social norms and influence individual behaviors. (BL2-Understand) CO3- Students will be able to apply theoretical frameworks to analyze how values like honesty and respect manifest in different cultural contexts. (BL3-Apply) CO4- Students will be able to analyze the transitions from nomadic to post-industrial economies and their societal impacts. (BL4-Analyze) CO5- Students will be able to critically evaluate international efforts to address environmental challenges and propose improvements. (BL5-Evaluate)							
Courses Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics ✓ Gender ✓ Human Values ✓ Environment ✓		SDG (Goals)		SDG1(No poverty) SDG2(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG6(Clean water and sanitation) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG12(Responsible consumption and production) SDG13(Climate action)			

Part B

Modules	Contents	Pedagogy	Hours
1	Elements and Evolution of human Social system a. Values b. Institutions c. Processes	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
2	Economic and Political basis of human societies a) Nomadic, Pastoral, Industrial and Post Industrial b) Political Evolution of Human Society: Tribes, Kingdoms, Empires, Nation states and beyond Nation-states.	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
3	Contributions of the 20th Century a) Civil rights movements in the US b) Women's movement c) Peace movements d) Environmental movements	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
4	Understanding the 21st Century: Challenges a) Globalization b) Environmental Crises c) Clash of cultures	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
5	Understanding the 21st Century: Responses a) Quest for Sustainable Development Goals b) Gandhi's Constructive Program	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	4

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Analyzing Key Trends and Challenges of the 21st Century	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	28
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Tyson-Bernstein, H., & Woodward, A. (1989). Nineteenth century policies for 21st century practice: The textbook reform dilemma. Educational Policy, 3(2), 95-106.
Articles	1. Brian D. Fath and Sven E. Jørgensen, 2021 Managing Human and Social Systems, second edition, CRC Press, Taylor & Francis Group. 2.. Mohamed Rabie, 2013, Saving Capitalism and Democracy (pp.15-40), Palgrave Macmillan US
References Books	Harari, Y. N. (2018). 21 Lessons for the 21st Century. Spiegel & Grau.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=5G-AqjVp6g (solar cities of the future) https://www.youtube.com/watch?v=pyQaUDLW6ts (Economics of happiness, abridged version) https://www.youtube.com/watch?v=M2kHUKbPogQ (Economics of happiness, full version) https://www.youtube.com/watch?v=d2wVb_AIso (9.11.2001 for Clash of Cultures discussion)

Syllabus-2023-2024

MBA-Dual_Specialization

Title of the Course	Strategic Human Resource Management
Course Code	MBA-202[T]

Part A

Year	1st	Semester	2nd	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 terminologies related to strategic human resource management. (BL1-Remember) CO2- Students will be able to explain the role of SHRM in achieving organizational goals. (BL2-Understand) CO3- Students will be able to apply strategic HR practices to enhance organizational performance. (BL3-Apply) CO4- Students will be able to analyze HR issues and align them with organizational strategy. (BL4-Analyze) CO5- Students will be able to evaluate the effectiveness of different HR strategies. (BL5-Evaluate) CO6- Students will be able to design innovative HR strategies that contribute to long-term organizational success. (BL6-Create)							
Courses Elements	Skill Development X Entrepreneurship X Employability X Professional Ethics ✓ Gender ✓ Human Values ✓ Environment X		SDG (Goals)		SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Strategic Human Resource Management: Definition and importance of SHRM Differences between traditional HRM and SHRM Evolution of SHRM practices	interactive lectures, case studies, experiential learning	9
2	Strategic HR Planning and Implementation: Aligning HR strategy with business strategy Workforce planning and forecasting Implementing HR strategies and overcoming challenges	interactive lectures, case studies, experiential learning	9
3	Talent Management and Development: Strategic recruitment and selection Training and development aligned with organizational goals Succession planning and leadership development	interactive lectures, case studies, experiential learning	9
4	Performance Management and Reward Systems: Designing performance management systems Linking rewards with performance Strategic compensation and benefits	interactive lectures, case studies, experiential learning	9
5	Gender Diversity in the Indian Workplace, Gender Pay Gap in India, Career Development and Advancement Opportunities for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations.	interactive lectures, case studies, experiential learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing a Strategic HR Plan for a Growing Company	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	Beer, M., & Ruf, B. (2011). Strategic HRM: Choices for people and organizations (2nd ed.). Routledge.
Articles	Barney, J. B. (1995). Looking inside: How market power creates sustainable competitive advantage. Strategic Management Journal, 16(8), 99-122.
References Books	Boselie, P., & Boxall, P. (2018). Managing human resources and the firm (7th ed.). Sage Publications.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=2A_YrAVJukI

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	1
CO3	-	1	-	2	-	1	-	1	-	-	-	-	1	-	-
CO4	1	-	1	-	2	-	1	-	-	-	-	-	-	-	3
CO5	-	2	-	-	1	-	-	1	-	-	-	-	-	1	-
CO6	2	-	-	1	-	2	-	-	-	-	-	-	1	2	-

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	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	Business Ethics and Corporate Governance
Course Code	MBA-402[T]

Part A

Year	2nd	Semester	4th	Credits	L	T	P	C
					3	0	0	3
Course Type	Theory only							
Course Category	Discipline Core							
Pre-Requisite/s	A solid foundation in global business concepts and an understanding of technological trends and innovations and familiarity with digital transformation strategies and their implications for international business operations is beneficial.			Co-Requisite/s				
Course Outcomes & Bloom's Level	CO1- Student will be able to Recall key emerging technologies and their applications in the global business context. (BL1-Remember) CO2- Student will be able to Explain the principles and underlying concepts of emerging technologies and their relevance to the global business environment. (BL2-Understand) CO3- Student will be able to Apply emerging technologies to solve real-world business problems in the global context. (BL3-Apply) CO4- Student will be able to Analyze the implications of emerging technologies on global business strategies and competitive dynamics. (BL4-Analyze) CO5- Student will be able to Assess the risks and opportunities associated with adopting emerging technologies in the global business environment. (BL5-Evaluate) CO6- Student will be able to Design innovative strategies leveraging emerging technologies to gain a competitive advantage in the global marketplace. (BL6-Create)							
Courses Elements	Skill Development X Entrepreneurship X Employability X Professional Ethics ✓ Gender X Human Values ✓ Environment ✓		SDG (Goals)		SDG3(Good health and well-being) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)			

Part B

Modules	Contents	Pedagogy	Hours
1	Business ethics: Introduction: Meaning of ethics, Types of business ethic issues, why ethical problems occur in business, Ethical dilemmas in business Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties Justice and fairness. Computer ethics and business: Computer crime, Computers and corporate responsibility Property: information and software, Computer and privacy Professional ethics: Ethics in international business.	Interactive Lecture, Experiential Learning, case studies	9
2	Corporate governance: concept, Different Approaches to Corporate Governance, Leadership and Corporate Governance, Different models of Corporate Governance, Landmarks of Corporate Governance, Rights and Privileges of shareholders, Investor's Problem and protection, Corporate Governance and Other Stakeholders, Board of Directors; Role, Duties and Responsibilities of Auditors, Bank and Corporate Governance, Business Ethics and Corporate Governance.	Interactive Lecture, Experiential Learning, case studies	9
3	Moral issues in business: Importance of moral issues and reasoning, Principles of moral reasoning, Quality of work life, implications of moral issues in different functional areas of business like finance, HR and marketing. Whistleblowing: Kinds of whistleblowing, Blowing as morally prohibited, Whistleblowing as morally permitted, Whistleblowing as morally required, precluding the need for whistleblowing.	Interactive Lecture, Experiential Learning, case studies	9
4	Corporate social responsibility: Meaning, Evolution of corporate social responsibility, Limits of corporate social responsibility, Voluntary responsibility Vs. Legal requirements, Profit maximization vs. social responsibility.	Interactive Lecture, Experiential Learning, case studies	9
5	Socially Responsive Management: Strategies of response, formulating socially responsive strategies, Implementing social responsiveness, making a social strategy work, Conceptual framework of social responsibilities of business, SWOT analysis for evaluating organizational framework for discharging social responsibility, Financial incentives for social responsibility, Role of self-regulation in discharge of social responsibility.	Interactive Lecture, Experiential Learning, case studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Ethical Dilemma and Corporate Governance Response	PBL	BL3-Apply	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	Velasquez, M. G. (2018). Business ethics: Concepts and cases. Pearson.
Articles	Ghosh, S. (2015). Is corporate social responsibility in India still in a confused state?—A study of the participation of the private sector companies of India in corporate social responsibility activities. Global Business Review, 16(1), Kavadis, N., & Thomsen, S. (2023). Sustainable corporate governance: A review of research on long-term corporate ownership and sustainability. Corporate Governance: An International Review, 31(1), 198-226.
References Books	Sharma J P (2017). Corporate Governance, Business Ethics & CSR, Ane Books.
MOOC Courses	
Videos	

Syllabus-2023-2024

MBA-Dual_Specialization

Title of the Course	International Human Resource Management
Course Code	MBA-403 HR[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	Student should have a basic understanding of the Human Resource Management.			Co-Requisite/s				
Course Outcomes & Bloom's Level	CO1- Students will be able to remember key concepts and terminology related to International Human Resource Management (IHRM)(BL1-Remember) CO2- Students will be able to understand the cultural contexts of IHRM using Hofstede's approach and cross-cultural theory(BL2-Understand) CO3- Students will be able to apply the processes involved in recruiting and selecting international managers(BL3-Apply) CO4- Students will be able to analyze standardized versus customized performance appraisal systems(BL4-Analyze) CO5- Students will be able to evaluate the effectiveness of HR process in different international contexts(BL5-Evaluate) CO6- Students will be able to create comprehensive international training programs(BL6-Create)							
Courses Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics ✓ Gender X Human Values X Environment X			SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction IHRM: Managing people in an international context: Expatriates, Inpatriates Cultural Context of IHRM: Hofstede's Approach, Cross-cultural theory, Standardization and Localization of HRM practices. Linking HR to international expansion strategies: HRM in Cross Border Mergers and Acquisitions, International Alliances and SMEs.	Interactive Lectures, Case Studies, Experiential Learning	12
2	Recruitment and Selection: Approaches to staffing, Roles of an Expatriate, Non-Expatriates, Inpatriates, recruitment and selection of international managers, Expatriate Failure and Success, Expatriate Selection criteria, processes	Interactive Lectures, Case Studies, Experiential Learning	12
3	International Performance Management: performance criteria, standardized or customized performance appraisal, High-performance work system, International Training and Management Development: Expatriate training, Cross-cultural training, pre-departure training, Repatriation: Process, challenges, designing a repatriation program.	Interactive Lectures, Case Studies, Experiential Learning	12
4	International Compensation: Objectives, components of international compensation program and approaches: Going rate approach, Balance Sheet Approach	Interactive Lectures Case Studies Experiential Learning	12
5	International Industrial Relations: Trade Unions & International Labour Relations; Key Issues in International Industrial Relations Codes of Conduct – Monitoring HRM Practices around the world; IHRM trends and Future challenges.	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 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

Books	• 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
Articles	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.
References Books	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 Ruysseveldt, 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.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=9YY4UYrflqg

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

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, Composition levy (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 goods or 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	-

