

UNIVERSITY
GWALIOR • MP • INDIA

“ CELEBRATING DREAMS ”

SCHOOL OF MANAGEMENT

ITMU/SOM/BOS/2022/Notice/001

Date: 04 July 2022

Notice

Notice for Board of Studies Meeting

This is to inform all the esteemed members of the Board of Studies that a meeting is scheduled on **04 July 2022 at 10:00 AM** in **Room No. 326, School of Management, ITM University, Gwalior**. The agenda for the meeting is as follows:

1. Review and Approval of Schemes and Syllabus:

- MBA (Dual Specialization) – Trimester I to VI
- BBA – Semester I to VI
- B. Com (Hons.) – Semester I to VI

2. Adoption of New Education Policy (NEP) 2020:

- Deliberation on the formal adoption of the National Education Policy (NEP) 2020, aligning our institution's academic framework with the policy's vision and guidelines.

3. Restructuring of BBA and B.Com Programs:

- Transition to a 3+1 year structure for BBA and B.Com programs in accordance with NEP 2020.
- The optional fourth year will emphasize advanced coursework and research, culminating in an Honors degree.

4. Promotion of Online Certification Programs:

- Encourage students to pursue online certification programs in emerging areas such as digital marketing, data analytics, artificial intelligence, and blockchain technology to enhance their skill sets and employability.

5. Enhancing Student Engagement and Support Services:

- Discuss strategies and initiatives to improve student engagement, learning experiences, and support services.

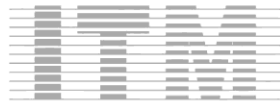
6. Other Items for Consideration:

- Any additional matters deemed necessary for discussion by the Board members.

Your presence and participation are crucial as we aim to enhance our student's academic and professional development. We look forward to your valuable insights and contributions during the meeting.


Dr. Omveer Singh
REGISTRAR
ITM University
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Keshav Kansana
Head of the Department
School of Management



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SCHOOL OF MANAGEMENT

Minutes of the Board of Studies Meeting

Date : 24 August 2020
Time : 10:00 AM - 1:00 PM
Venue : Room No. 326, School of Management, ITM University, Gwalior

Attendees:

Sn.	Name	Signature
1.	Dr. Sher Singh Bhakar	
2.	Dr. Shilpa Bhakar	
3.	Dr. Vandana Bharti	
4.	Mr. Keshav Kansana	
5.	Dr. Aditya Tripathi	
6.	Dr. Lotica Surana	
7.	Dr. Ram babu Shridhar	
8.	Dr. Shachi Gupta	
9.	Dr. Shahid Amin Bhat	
10.	Dr. Vinay Gupta	
11.	Dr. Kahmeera Shaik	
12.	Mr. Ambar Agarwal	
13.	Dr. Abhinandan Chakraborty	
14.	Dr. Neetu Singh Chauhan	

Dr. Omveer Singh
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ITM University
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Minutes:

Welcome and Opening Remarks:

Mr. Keshav Kansana, Head of the Department, warmly welcomed all members of the Board of Studies (BoS). He highlighted the meeting's significance in ensuring students' academic and professional development at the School of Management. The agenda was outlined, focusing on reviewing and enhancing the curriculum.

1. Review and Approval of Schemes and Syllabus:

- **MBA (Dual Specialization) – Trimester I to VI:**
The proposed syllabus for the MBA (Dual Specialization) was reviewed. Key subjects and their relevance were discussed.
- **BBA – Semester I to VI:**
The syllabus for BBA was examined, focusing on core and elective courses.
- **B. Com (Hons.) – Semester I to VI:**
The B. Com (Hons.) syllabus was scrutinized, highlighting essential subjects and curriculum flow.

2. Adoption of NEP 2020:

- Deliberated on the formal adoption of the National Education Policy (NEP) 2020.
- Discussed alignment of ITM University's academic framework with NEP 2020 guidelines to ensure a holistic, flexible, and multidisciplinary education system.

3. Restructuring of BBA and B. Com Programs:

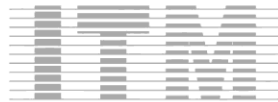
- Approved transitioning to a 3+1 year structure for BBA and B. Com programs as per NEP 2020.
- The first three years will cover core and foundational subjects, while the optional fourth year will focus on advanced coursework and research, culminating in an Honors degree.
- Eligibility criteria for the Honors degree: Students must secure a minimum CGPA of 6.5 at the end of the third year.

4. Promotion of Online Certification Programs:

- Discussed the need to encourage students to pursue online certification programs in emerging areas such as digital marketing, data analytics, artificial intelligence, and blockchain technology.
- Emphasized the enhancement of skill sets and employability through these certifications.


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5. Enhancing Student Engagement and Support Services:

- Proposed strategies and initiatives to improve student engagement, learning experiences, and support services.
- Discussed implementing mentorship programs, academic counseling, and career guidance services to better support students.

6. Other Items for Consideration:

- Proposed to develop a structured mentorship program with faculty and industry mentors guiding students through academic and career planning.
- Proposed providing holistic academic and career counseling to support students' development.
- Addressed any additional matters brought forward by Board members.

7. Introduction of New Subjects:

• MBA Dual Specialization:

Trimester I:

1. MBA 104: Accounting for Managers
2. MBA 106: Business Statistics
3. MBAW 107: Spreadsheet Workshop

Trimester II:

1. MBA 203: Computer Application in Management
2. MBA 206: Production and Operation Management
3. MBA 207: Enterprise Resource Planning and Workshop

• BBA (Hons.):

Semester I:

1. BBA 105: Fundamentals of Computer Application

Semester II:

1. BBA 203: Legal Aspects of Business
2. BBA 206: India in the 21st Century

Semester III:

1. BBA 302: Understanding the 21st Century


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Semester VII:

1. BBA 701: Econometrics
2. BBA 702: Business for Sustainable Development
3. BBA 703 FM: Merchant Banking and Financial Services
4. BBA 703 HR: Leadership Development
5. BBA 703 MM: Customer Relationship Management
6. BBA 704 FM: Financial Derivatives
7. BBA 704 HR: Talent Management
8. BBA 704 MM: International Marketing
9. ITR 101: Internship
10. IDR 101: Dissertation/Research Project

Semester VIII:

1. BBA 801: Multivariate Analysis
2. IDR 201: Dissertation/Research Project
3. BBA 801 FM: Corporate Valuation
4. BBA 802 HR: Negotiation and Conflict Resolution
5. BBA 802 MM: Social Media Marketing
6. BBA 802 FM: Financial Modeling
7. BBA 803 HR: Compensation and Benefits
8. BBA 803 MM: Digital Marketing Analytics
9. BBA 803 FM: Financial Statement Analysis
10. BBA 804 HR: Diversity and Inclusion
11. BBA 804 MM: Green Marketing


• **B. Com. Hons.:**

Semester I:

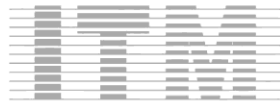
1. BCMH 101: Principles of Financial Accounting-I
2. BCMH 102: Business Regulatory Framework
3. BCMH 103: Micro Economics
4. BCMH 105: Entrepreneurship
5. BCMH 106: Hindi

Semester II:

1. BCMH 201: Business Organization
2. BCMH 202: Financial Accounting-II
3. BCMH 204: Macro Economics
4. BCMH 206: Understanding the 21st Century


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Semester VII:

1. BCMH 701: Econometrics
2. BCMH 702: Business for Sustainable Development
3. BCMH 703 FM: Merchant Banking and Financial Services
4. BCMH 703 HR: Leadership Development
5. BCMH 703 MM: Customer Relationship Management
6. BCMH 704 FM: Financial Derivatives
7. BCMH 704 HR: Talent Management
8. BCMH 704 MM: International Marketing
9. ITR 101: Internship
10. IDR 101: Dissertation/Research Project

Semester VIII:

1. BCMH 801: Multivariate Analysis
2. IDR 201: Dissertation/Research Project
3. BCMH 804 FM: Corporate Valuation
4. BCMH 802 HR: Negotiation and Conflict Resolution
5. BCMH 802 MM: Social Media Marketing
6. BCMH 802 FM: Financial Modeling
7. BCMH 803 HR: Compensation and Benefits
8. BCMH 803 MM: Digital Marketing Analytics
9. BCMH 803 FM: Financial Statement Analysis
10. BCMH 804 HR: Diversity and Inclusion
11. BCMH 804 MM: Green Marketing

8. Change in Content for MBA Dual Specialization, BBA, and B. Com. Program

• MBA Dual Specialization:

Trimester III:

1. MBA-305 HR[T] Competency Mapping
2. MBA-305 MM[T] Customer-Oriented Marketing of Services


• BBA (Hons.):

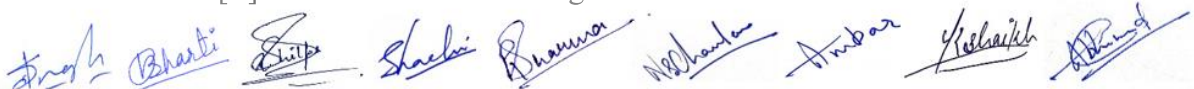
Semester III:

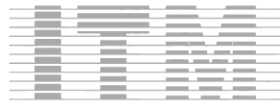
1. BBA-303[T] Quantitative Techniques

Semester IV:

2. BBA-403[T] Financial Management
3. BBA-404[T] Human Resource Management


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Semester V:

1. BBA-501[T] Management Information System

Semester VI:

1. BBA-605 MM[T] Rural and Agriculture Marketing

• **B. Com. Hons.:**

Semester I:

1. BCMH 102- Business Communication

Semester III:

1. BCMH 305- Principles of Marketing

Semester IV:

1. BCMH 406- Accounting for Managers

Semester V:


1. BCMH 503- Financial Institutions

Decisions Made:

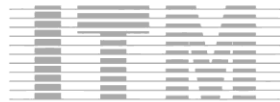
- Approved the revised schemes and syllabus for MBA (Dual Specialization), BBA, and B. Com (Hons.).
- Adopted NEP 2020 and approved restructuring BBA and B.Com programs to a 3+1 year format.
- Endorsed promoting online certification programs and initiatives to enhance student engagement and support services.
- Approved the introduction of new subjects for MBA Dual Specialization, BBA (Hons.), and B. Com (Hons.).

Action Items:

- Implement the revised syllabus and new subjects in the upcoming academic session.
- Develop a detailed plan for NEP 2020 implementation and restructuring of BBA and B.Com programs.
- Establish a committee to oversee promoting and integrating online certification programs.
- Enhance student support services and engagement strategies.


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Closing Remarks

Mr. Keshav Kansana thanked all members for their active participation and valuable contributions. The meeting was adjourned with a commitment to implement the discussed changes and improvements in the upcoming academic sessions.

Note: Further changes in any course introduced by the regularity bodies will be incorporated after the approval of the BOS/Academic Council.

Keshav Kansana
Head of the Department
School of Management

Dr. Omveer Singh
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Syllabus-2022-2023

(SOM)(BComHons)


Title of the Course	Principles of Financial Accounting-I
Course Code	BCMh-101[T]

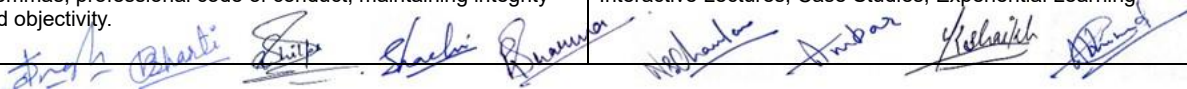
Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	Basic understanding of business transactions & math is helpful for financial accounting.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Student will be able to define the fundamental accounting equation. (BL1-Remember) CO2- Student will be able to explain the difference between financial accounting and management accounting. (BL2-Understand) CO3- Student will be able to classify transactions into different categories. (BL3-Apply) CO4- Student will be able to analyze the impact of a specific transaction on the financial statements. (BL4-Analyze) CO5- Student will be able to evaluate the underlying assumptions of different accounting methods. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies)			

Part B

Modules	Contents	Pedagogy	Hours
1	Theoretical Framework Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting: cash basis and accrual basis. Introduction to GAAP and IFRS The nature of financial accounting principles- basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures. 14 Financial accounting standards: concept, benefits, procedure for issuing accounting standards in India. Salient features of Accounting Standard (AS): ICAI	Interactive Lectures, Case Studies, Experiential Learning	12
2	Accounting Process From recording of business transactions to preparation of trial balance including rectification of errors. Preparation of cash book.	Interactive Lectures, Case Studies, Experiential Learning	12
3	Treatment of Depreciation The nature of depreciation, accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; disposal of depreciable assets change of method. Salient features of accounting standard (AS-6)	Interactive Lectures, Case Studies, Experiential Learning	12
4	Final Accounts Capital and revenue expenditures and receipts, Preparation of financial statements: from trial balance to journal, trading account, profit and loss account, balance sheet.	Interactive Lectures, Case Studies, Experiential Learning	12
5	Ethics in accounting, importance, common ethical issues and dilemmas, professional code of conduct, maintaining integrity and objectivity.	Interactive Lectures, Case Studies, Experiential Learning	12


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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Preparation of Financial Report of any listed company for the F.Y. 2015-16 with relevant annexures and calculations	PBL	BL3-Apply	10

Part D(Marks Distribution)

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

Part E

Books	Gupta, R. L., & Radha Swami, M. (2014). Financial Accounting. Sultan Chand and Sons.
Articles	Yu, G. (2011). Bridging the GAAPs (Product No. 111114). Harvard Business School. (Rev. 2014, September 22).
References Books	Porwal, L. S. (2007). Accounting Theory. Tata McGraw Hill.
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg63/preview A
Videos	https://www.google.com/gasearch?q=videos%20on%20financial%20accounting&tbm=&source=sh/x/g/m2/5#fpstate=ive&vld=cid:c903a18a,vid:Rpa_UAcileU,st:0

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




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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Business Regulatory Framework
Course Code	BCMH-102[T]

Part A


Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	Understanding of basic business structures & legal concepts is key for Business Regulatory Framework		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Student will be able to identify the key regulatory bodies in a specific industry. (BL1-Remember) CO2- Student will be able to explain the purpose and function of different types of business regulations. (BL2-Understand) CO3- Student will be able to apply a regulatory framework to identify compliance requirements for a particular business activity. (BL3-Apply) CO4- Student will be able to analyze the impact of a new regulation on a specific business sector. (BL4-Analyze) CO5- Student will be able to evaluate the effectiveness of a regulatory framework in achieving its intended outcomes (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)		SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)	

Part B

Modules	Contents	Pedagogy	Hours
1	Indian Contract Act, 1872-Introduction, Offer and Acceptance, Consideration, Capacity of Parties, Consent, Void and Void Agreement, Discharge of Contract, Special Contracts.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Sale of Goods Act, 1930-Formation of Contract of Sale, Sale and Agreement of Sale, Hire Purchase agreement, Conditions and Warranties, unpaid seller, sale by auction.	Interactive Lectures, Case Studies, Problem-based learning	9
3	Negotiable Instruments Act, 1881- Basics of negotiable instruments, promissory notes, bill of exchange and cheques, dishonour of cheques, parties to negotiable instruments, endorsement.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Consumer Protection Act, 1986- Consumer, consumer disputes, complaints and complainants, consumer disputes redressal agencies, consumer protection councils.	Interactive Lectures, Case Studies, Experiential Learning	9
5	FEMA-2000-Basic objects of the Act, regulation of Foreign Exchange, management of Foreign Exchange contravention of rules and regulations, penalties, adjudication and appeals, appellate tribunal, directorate of enforcement.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Compliance Audit and Legal Compliance Strategy Development	PBL	BL4-Analyze	15


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Part D(Marks Distribution)

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

Part E

Books	Malik, V. (2023). Avtar Singh's Business Law.
Articles	https://indiankanoon.org/doc/122378349/ https://indiankanoon.org/doc/104238388/
References Books	N.D. Kapoor, Abbi, R., Bhushan, B., & Kapoor, R. (2022). Corporate Laws: For B.Com., LL.B, CA, CS, CMA, M.Com., MBA and Other Professional Courses. Chand and Sons (P) Ltd.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20legal%20aspects%20of%20business%20in%20english&tbm=&source=sh/x/g/m2/5#fpstate=ive&vld=cid:58a7bd57,vid:BLKCKz3T

Course Articulation Matrix

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

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Micro economics
Course Code	BCMH-103[T]

Part A


Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	The students should be familiar with the basic concepts of economics.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Student will be able to define key microeconomic terms like demand, supply, opportunity cost, and marginal cost. (BL1-Remember) CO2- Student will be able to explain the factors that influence the demand and supply of a good or service. (BL2-Understand) CO3- Student will be able to apply the concept of elasticity to analyze the impact of price changes on consumer behavior. (BL3-Apply) CO4- Student will be able to analyze the different market structures and their impact on market efficiency. (BL4-Analyze) CO5- Student will be able to evaluate the effectiveness of government interventions in a market considering potential benefits and drawbacks. (BL5-Evaluate)					
Courses Elements	Skill Development ✕ Entrepreneurship ✕ Employability ✕ Professional Ethics ✕ Gender ✕ Human Values ✕ Environment ✕	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)			

Part B

Modules	Contents	Pedagogy	Hours
1	Nature and Scope of Business Economics: Nature, Scope and Significance of business economics, fundamental concepts, Business economics v/s Traditional economics, Role and Responsibility of business economists.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Demand Analysis: Theory of demand, The law of demand & its determinants, Elasticity of demand, Types of Demand, Individual and Market demand, Demand function, Law of diminishing marginal utility, Measurement of utility. Consumer surplus. Indifference curves as an analytical tool (cash subsidy Vs kind subsidy). Revealed Preference.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Theory of Supply Theory of Supply, The law of Supply & its determinants, Elasticity of Supply, Types of Supply	Interactive Lectures, Case Studies, Experiential Learning	9
4	Theory of Production: Basic concepts of production, Laws of production, Laws of returns to scale, Short run and long run production function, input-output analysis.	Interactive Lectures, Case Studies, Experiential Learning	9
5	Market Structure & Pricing: Concept of Market, Market competition – Perfect market, Monopolistic market, oligopoly, duopoly and monopoly. Pricing – Meaning, Types and pricing strategies according to different market structures.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Market Analysis and Pricing Strategy Development	PBL	BL4-Analyze	



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Part D(Marks Distribution)

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

Part E

Books	Varian, H. R. (2014). Managerial economics and business decision making (9th ed.). W. W. Norton & Company.
Articles	Corts, K., & Rivkin, J. W. (1999). Note on microeconomics for strategists (No. 799128). Harvard Business School. (Rev. 2000, January 4).
References Books	Mehta, P. L. (2013). Managerial economics: Analysis, problems & cases (13th ed.). Sultan Chand & Sons.
MOOC Courses	https://www.coursera.org/learn/microeconomics
Videos	https://www.google.com/gasearch?q=videos%20on%20micro%20economics%20in%20english&source=sh/x/g/m/2/5#fpstate=ive&vld=cid:9dedeff,vid:1UxA6JzoT-4,st:0

Course Articulation Matrix

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

Dr. Omveer Singh, Dr. Shashi Bhanu, Dr. Anbar, Dr. Kishor, Dr. Arun

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Entrepreneurship
Course Code	BCMH-105[T]

Part A

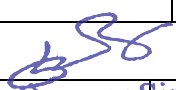
Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	The students should be familiar with the basics of business related concepts.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Student will be able to define key entrepreneurial terms. (BL1-Remember) CO2- Student will be able to explain the different types of entrepreneurial ventures and their characteristics. (BL2-Understand) CO3- Student will be able to identify a potential business opportunity, assess its feasibility, and develop a basic business model canvas. (BL3-Apply) CO4- Student will be able to analyze the competitive landscape for a chosen venture idea and develop strategies to gain a competitive advantage. (BL4-Analyze) CO5- Student will be able to evaluate different financing options for a new venture based on its stage and requirements. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)		SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)	

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction: Concept of entrepreneur, Distinction between entrepreneur and manager, Functions of an entrepreneur, Qualities of a successful entrepreneur and Types of entrepreneurs. Concept and Nature of entrepreneurship, Role of entrepreneurship in economic development.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Development of Entrepreneurship: Emergence of entrepreneurial class in India, Environmental factors affecting entrepreneurship, Locational mobility of entrepreneurs, Entrepreneurship development programmes, Institutions for entrepreneurship development and Entrepreneurial performance in India.	interactive lectures and case studies	9
3	Entrepreneurial Motivation: Concept and Theories of motivation, Motives for starting enterprises, Testing entrepreneurial motivation, Developing achievement motivation and Entrepreneurial behaviour.	interactive lectures and case studies	9
4	Rural Entrepreneurship: Meaning of rural entrepreneurship, Need for rural entrepreneurship, Rural industrialization in retrospect, Problems of rural entrepreneurship and Development of rural entrepreneurship.	interactive lectures and case studies	9
5	Establishing a Small Enterprise: The startup process, Project identification, Selection of the product, Project formulation, Assessment of project feasibility, Analysis of project, Preparation of project report, selection of site / location and Legal considerations.	interactive lectures and case studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Business Plan Development for a Startup Venture	PBL	BL3-Apply	15


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Part D(Marks Distribution)

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


Part E

Books	Hisrich, R. D., Peters, M. P., & Shepherd, D. M. (2021). Entrepreneurship (11th ed.). McGraw-Hill Education.
Articles	Factors Influencing Entrepreneurial Activities Gutterman, Alan S. Product Number:BEP427 Books & Book Chapters (PDF) • 56 pages • 2018-09-05
References Books	Kuratko, D. F., & Covin, J. G. (2018). Entrepreneurship: Theory, process, practice (10th ed.). John Wiley & Sons.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20entrepreneurship%20in%20english&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:19a9c5d0,vid:MdNNGfoxrqA,st:0

Course Articulation Matrix

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




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Part D(Marks Distribution)

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

Part E


Books	आचार्य, शिवदत्त & वाजपेयी, गिरिराज (2020)। मंजरी: हिन्दी व्याकरण एवं लेखन कौशल
Articles	
References Books	कपूर, डॉ० कुसुम (2018)। संपर्क और अभिव्यक्ति (संस्करण 11)। राधाकृष्ण प्रकाशन
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20hindi%20grammar%20&source=sh/x/gsm/2/5#fpstate=ive&vld=cid:dc6f0708,vid:Xxvco3qa284,st:0

Part F

Project 1	No project available
Project 2	No project available
Project 3	No project available
Project 4	No project available
Project 5	No project available

Course Articulation Matrix

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


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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Business Organization
Course Code	BCMh-201[T]

Part A


Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	The students should come prepared with provided handouts and subject matter.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- The student will be able to remember recall the definition and essential features of business. (BL1-Remember) CO2- The student will be able to understand the differences between business and profession/employment. (BL2-Understand) CO3- The student will be able to apply the knowledge of business organization to real-world scenarios. (BL3-Apply) CO4- Students will learn to analyze the different parts that make up a business organization. (BL4-Analyze) CO5- The student will be able to evaluate the effectiveness of different business ownership structures for achieving specific goals. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)			

Part B

Modules	Contents	Pedagogy	Hours
1	Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation . Modern Business, Business & Profession.	interactive lectures, case studies, experiential learning	9
2	Business Unit, Establishing a new business unit.Meaning of Promotion.Features for business, Plant location, Plant Layout & size of business unit.	interactive lectures, case studies, experiential learning	9
3	Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co- operatives.	interactive lectures, case studies, experiential learning	9
4	Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.	interactive lectures, case studies, experiential learning	9
5	Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Study of Stock Exchange & SEBI.	interactive lectures, case studies, experiential learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Analyzing Organizational Structures for Efficiency and Effectiveness	PBL	BL4-Analyze	15


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Part D(Marks Distribution)

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

Part E

Books	Dessler, G., Cole, C., & Yatcko, S. (2023). Human resource management (17th ed.). Pearson.
Articles	https://www.investopedia.com/terms/l/lc.asp
References Books	Stoner, J. A., Freeman, R. E., & Gilbert, D. R. (2019). Management (10th ed.). Pearson.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20business%20organization%20&tbm=&source=sh/x/g/m2/5#fpstate=ive&vld=cid:f36c516e,vid:TY11OUM5paw,st:0

Course Articulation Matrix

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

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Financial Accounting II
Course Code	BCMH-202[T]

Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	Students should be familiar with various aspect of Higher Accounting.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- The students will be able to recall the basic principles of accounting. (BL1-Remember) CO2- The student will be able to understand the purpose and importance of financial accounting for businesses (BL2-Understand) CO3- The student will be able to apply accounting principles to record basic business transactions. (BL3-Apply) CO4- The students will be able to analyze the financial health of a company using financial ratios. (BL4-Analyze) CO5- The students will be able to evaluate the usefulness of financial information for decision-making purposes. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)			

Part B

Modules	Contents	Pedagogy	Hours
1	Hire-purchase and installment purchase system; Meaning of hire-purchase contract; Legal provision regarding hire-purchase contract; Accounting records for goods of substantial sale values, and accounting records for goods of small values; Installment purchase system; After sales service.	interactive lectures, case studies, experiential learning	12
2	Consignment Account: Meaning of consignment, entries in the books of the consignor – consignment account & consignee account, other things related to consignment – types of commission, loss of goods(normal and abnormal), entries in the books of consignor when goods are sent at cost & when goods are sent on an invoice price.	interactive lectures, case studies, experiential learning	12
3	Dissolution of partnership firm, insolvency of partners (including Garner V/s Murrey Rule), gradual realization of assets and piecemeal distribution.	interactive lectures, case studies, experiential learning	12
4	Branch Accounts: Dependent branch; Debtors system, stock and debtor system; Final accounts system; Wholesale branch; Independent branch.	interactive lectures, case studies, experiential learning	12
5	Royalties Accounts: meaning; types of royalties; accounting treatment – when there is no provision of minimum rent; when there is provision of minimum rent and right of recoupment of short-workings; when there is provision of minimum rent but no right of recoupment of short-workings	interactive lectures, case studies, experiential learning	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Financial Statement Preparation and Analysis for Decision Making	PBL	BL4-Analyze	15



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Part D(Marks Distribution)

Theory

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

Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation


Part E

Books	Horngren, C. T., Datar, S. M., & Rajan, M. V. (2023). Cost accounting: A managerial emphasis (7th ed.). Pearson.
Articles	Narayanan, V. G. (2017). Financial accounting reading: Preparing financial statements - The balance sheet (Product No. 5050) [PDF]. Harvard Business School
References Books	Weygandt, J. J., Kimmel, P. D., & Kieso, D. E. (2022). Financial accounting: IFRS (13th ed.). Wiley.
MOOC Courses	https://www.coursera.org/learn/wharton-financial-accounting
Videos	https://www.google.com/gasearch?q=videos%20on%20financial%20accounting%20in%20english&source=sh/x/gsm2/5#fpstate=ive&vld=cid:04ae6819,vid:DYg2jT9aUG4,st:0

Course Articulation Matrix

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




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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Macro Economics
Course Code	BCMh-204[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	Daft, R. L. (2022). The leadership experience (10th ed.). Cengage Learning. (This leans more towards leadership aspects of management)		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- The students will be able to recall the definition of macroeconomics and its distinction from microeconomics. (BL1-Remember) CO2- The students will be able to understand the importance of macroeconomics in understanding national economies. (BL2-Understand) CO3- The students will be able to apply macroeconomic concepts to analyze real-world economic situations. (BL3-Apply) CO4- The students will be able to analyze the effectiveness of different fiscal and monetary policy tools. (BL4-Analyze) CO5- The students will be able to evaluate the effectiveness of various government interventions in the economy. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production)			

Part B

Modules	Contents	Pedagogy	Hours
1	Macro economics- concept Nature, importance, limitations, difference between micro and macro economics.	interactive lectures, case studies, experiential learning	9
2	National Income - meaning, Definition, Concept of National Income, Methods for measuring national income , Problem of calculating national income in India.	interactive lectures, case studies, experiential learning	9
3	Theories of Wages, Interest and employment.	interactive lectures, case studies, experiential learning	9
4	Monitory Theories - supply and demand of theory of money, Price theory of money, liquidity of theory Money.	interactive lectures, case studies, experiential learning	9
5	Banking and credit Management - commercial banking and credit control ,central banking system, inflation and deflation of money.	interactive lectures, case studies, experiential learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Analyzing Macroeconomic Policies and Their Impact on Business Operations	PBL	BL4-Analyze	15

Part D(Marks Distribution)

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

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Part E

Books	Krugman, P. R., & Obstfeld, M. (2023). Macroeconomics (10th ed.). Pearson.
Articles	Murphy, D. (2014). A brief introduction to macroeconomics
References Books	Blanchard, O., & Johnson, D. (2022). Macroeconomics (9th ed.). Pearson.
MOOC Courses	https://www.coursera.org/learn/macroeconomics-for-business-
Videos	https://www.google.com/gasearch?q=videos%20on%20macro%20economics%20in%20english&source=sh/x/g/m2/5#fpstate=ive&vld=cid:48c48f99,vid:BLZlb7stY4o,st:0

Course Articulation Matrix

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

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Understanding 21st Century
Course Code	BCMH-206[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Interdisciplinary Major					
Pre-Requisite/s	1. *Basic Understanding of Social Systems*:		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Students will be able to define key concepts related to the 21st century, such as globalization, artificial intelligence, or big data. (BL1-Remember) CO2- Students will be able to explain the impact of the chosen 21st century concept on different aspects of society (BL2-Understand) CO3- Students will be able to apply critical thinking skills to evaluate the benefits and challenges of a specific 21st century technology. (BL3-Apply) CO4- Students will be able to analyze the ethical considerations surrounding a 21st century trend. (BL4-Analyze) CO5- Students will be able to develop a solution or plan to address a current challenge or opportunity presented by a 21st century concept. (BL5-Evaluate)					
Courses Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG6(Clean water and sanitation) SDG8(Decent work and economic growth) 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 d. Historical Evolution of Human Social System	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	9
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	9
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	9
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	9
5	Understanding the 21st Century: Responses a) Quest for Sustainable Development Goals b) Gandhi's Constructive Programme	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	9

Part D(Marks Distribution)

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



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Part E

Books	
Articles	Brian D. Fath and Sven E. Jørgensen, 2021 Managing Human and Social Systems, second edition, CRC Press, Taylor & Francis Group.
References Books	
MOOC Courses	
Videos	https://www.youtube.com/watch?v=d2wVb_Allso (9.11.2001 for Clash of Cultures discussion) https://www.youtube.com/watch?v=5G-AojlVp6g (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)

Course Articulation Matrix

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




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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Econometrics
Course Code	BCMH-701[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	Students should possess basic knowledge of mathematics, statistics and economics.		Co-Requisite/s		Students should have analytical skills	
Course Outcomes & Bloom's Level	CO1- Remember key terms such as econometrics, regression, and hypothesis testing(BL1-Remember) CO2- Understand the basic statistical concepts and their applications in econometrics.(BL2-Understand) CO3- Apply software to perform econometric analyses(BL3-Apply) CO4- Analyze heteroscedasticity, autocorrelation, and multicollinearity in regression models.(BL4-Analyze) CO5- Evaluate appropriate regression models based on criteria such as AIC and BIC(BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Econometrics- Definition and scope of econometrics, Importance of econometrics in business and economics, Statistical Review, Basic statistical concepts: mean, variance, standard deviation, Probability distributions and their applications.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Simple Linear Regression: The Simple Linear Regression Model, Concept of regression and correlation, The simple linear regression equation, Assumptions of the classical linear regression model	Interactive Lectures, Case Studies, Experiential Learning	9
3	Multiple Regression Analysis - Introduction to Multiple Regression, - Extension from simple to multiple regression, - The multiple linear regression model, Assumptions and interpretation. Criteria for model selection: AIC, BIC.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Multiple Regression Analysis - Introduction to Multiple Regression, - Extension from simple to multiple regression, - The multiple linear regression model, Assumptions and interpretation. Criteria for model selection: AIC, BIC.	Interactive Lectures Case Studies Experiential Learning	9
5	Applications and Advanced Topics, Time Series Analysis,- Basic concepts: Stationarity, Autocorrelation Function (ACF), Partial Autocorrelation Function (PACF), - ARIMA models: Identification, estimation, and forecasting. Automated model selection using AI.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Impact of macroeconomical variables on indian stock market	PBL	BL6-Create	15



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Part D(Marks Distribution)

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

Part E

Books	Gujarati, D. N., & Porter, D. C. (2020). Basic Econometrics (Sixth edition). McGraw-Hill Education. Wooldridge, J. M. (2019). Introductory Econometrics: A Modern Approach (Seventh edition). Cengage Learning.
Articles	https://www.igi-global.com/chapter/application-of-econometrics-in-business-research/273926
References Books	Kennedy, P. (2008). A Guide to Econometrics (Sixth edition). Wiley. Stock, J. H., & Watson, M. W. (2015). Introduction to Econometrics (Third edition). Pearson
MOOC Courses	Econometrics - Offered by: Indian Institute of Technology Kharagpur SWAYAM - Econometrics] (https://swayam.gov.in/nd1_noc20_hs40/preview) Introduction to Econometrics - Offered by: Indian Institute of Technology Madras SWAYAM - Introduction to Econometrics](https://swayam.gov.in/nd2_ugc20_hs23/preview)
Videos	NPTEL - Econometrics](https://nptel.ac.in/courses/112/105/112105129/)

Course Articulation Matrix

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

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Research Methodology
Course Code	BCMH-702[T]

Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
Course Type	Theory only						
Course Category	Discipline Core						
Pre-Requisite/s	Students should have an elementary level understanding of Research Methodology.			Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify and differentiate between quantitative and qualitative research methods relevant to business problems. (BL1-Remember)</p> <p>CO2- Students will be able to explain the key characteristics of different research designs and their appropriate applications. (BL2-Understand)</p> <p>CO3- Students will be able to formulate a research question and develop a research plan aligned with a specific business decision-making scenario. (BL3-Apply)</p> <p>CO4- Students will be able to critically evaluate the strengths and weaknesses of various data collection methods considering different factors. (BL4-Analyze)</p> <p>CO5- Students will be able to analyze and interpret research findings, drawing meaningful conclusions and identifying their business implications. (BL5-Evaluate)</p> <p>CO6- Students will be able to develop and present a research proposal for a business research project, outlining a clear methodology, data analysis plan, and expected outcomes.</p>						
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Research Methodology Definition, Nature, and Significance of Research in Business Types of Research (Exploratory, Descriptive, Causal) The Research Process: Steps and Ethical Considerations Formulating Research Questions and Research Objectives	Interactive Lectures, Case Studies, Experiential Learning	9
2	Research Design and Methods Designing Effective Research Studies: Quantitative, Qualitative, and Mixed Methods Sampling Techniques and Sample Size Determination Data Collection Methods: Surveys, Interviews, Observations, and Experiments	Interactive Lectures, Case Studies, Experiential Learning	9
3	Measurement and Scaling Levels of Measurement (Nominal, Ordinal, Interval, Ratio) Designing Questionnaires and Measurement Scales Reliability and Validity Testing of Measures	Interactive Lectures, Case Studies, Experiential Learning	9
4	Data Analysis Techniques Introduction to Statistical Analysis Software (e.g., SPSS) Descriptive Statistics: Summarizing Data Patterns Hypothesis Testing and Statistical Inference Basic Data Analysis Techniques (e.g., Chi-Square Test, t-Test, ANOVA) Parameters, Other Probability Sampling Techniques, Adjusting the Statistically Determined Sample Size.	Interactive Lectures, Case Studies, Experiential Learning	9
5	Research Report Writing and Communication Structure and Components of a Research Report Effective Research Report Writing Techniques Communicating Research Findings through Presentations Research Ethics and Avoiding Plagiarism	Interactive Lectures, Case Studies, Experiential Learning	9




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Part C

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

Part D(Marks Distribution)

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

Part E

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

Course Articulation Matrix

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

Dr. Anshu Bharti, Dr. Anshu, Dr. Shachi, Dr. Bhawna, Dr. Neha, Dr. Anbar, Dr. Kishan, Dr. Anand

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Merchant Banking and Financial Services
Course Code	BCMH-703 FM[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	the course will examine the present status and developments that are taking place in the financial services sector and developing an integrated knowledge of the functional areas of financial services industry in the real-world situation.			Co-Requisite/s		
Course Outcomes & Bloom's Level	CO1- Students will be able to Define the concept of merchant banking and explain its role in the financial services sector. (BL1-Remember) CO2- Students will be able to Explain the role of merchant banks in the financial system and their relationship with corporate clients and investors. (BL2-Understand) CO3- Students will be able to Apply financial analysis techniques to evaluate investment opportunities and assess project feasibility. (BL3-Apply) CO4- Students will be able to Analyze case studies of successful and unsuccessful merchant banking transactions. (BL4-Analyze) CO5- Students will be able to Evaluate the impact of global financial trends and regulatory changes on merchant banking operations and strategies. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗		SDG (Goals)		SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)	

Part B

Modules	Contents	Pedagogy	Hours
UNIT-1	Financial Systems, Markets and Services: An Overview: Indian and Global Perspective- Managing New Challenges, Regulatory Perspectives, Future Challenges for Indian Banks, Improving Risk Management Systems.	interactive lectures, case studies, experiential learning	12
UNIT-2	Merchant Banking and Issue Management: Meaning, Different Kinds of Issues, Book Building, Green Shoe Option, Depository System, Stock Exchange	interactive lectures, case studies, experiential learning	12
UNIT-3	Credit Rating Agencies: Importance, Issues, Difference in Credit Ratings, Rating Methodology and Benchmarks, Are Indian Credit Ratings Credible? International Credit Rating Agencies, Consumer Finance, Venture Capital, Factoring and Forfaiting.	interactive lectures, case studies, experiential learning	12
UNIT-4	Analyzing Bank's Financial Statements, Asset Liability Management in Banks and Financial Institutions: ALM Process, Techniques – Gap, Duration, Simulation, Value at Risk, Book value of equity and market value of equity perspective, ALM and Interest rate Swaps, Bank Capital: Risk, Regulation and Capital Adequacy, Risk Management in Banks Credit Risk Management, Operational Risk Management, Market Risk Management, Corporate Treasury Management, Liquidity Risk Management, Governance Risk and Compliance.	interactive lectures, case studies, experiential learning	12
UNIT-5	Mutual Funds and Insurance Services: Banc Assurance, Reinsurance. Private Equity and Hedge Funds, Securitization: Structuring a Securitization Deal, Securitization Process, Risks and Limitations of Securitization.	interactive lectures, case studies, experiential learning	12




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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Evaluate the potential impacts of cultural, legal, and financial differences on the success of the transaction.	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	Paul, H. (2014). Fundamentals of Risk Management. (3rd ed.). Kogan Page Publishers. MacDonald, S.S., & Koch, T.W. (2015). Bank Management. (8th ed.): Cengage Learning
Articles	Schrader, H. (2019). Moneylenders and merchant bankers in India and Indonesia. In Financial Landscapes Reconstructed (pp. 341-356). Routledge.
References Books	Madura, J. (2018). Financial Markets and Institutions. (12th ed.). Thomson Business Information.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=Rjj1b9twyJ8&list=PLk2KOLi5Nw3DvBfuzIzy2j0adDysC75Q

Course Articulation Matrix

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

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Leadership Development
Course Code	BCMH-703 HR[T]

Part A


Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	This course is designed to orient the students of management towards the art and science of influence and Leadership in organizations. Power and politics are an integral part of organizational dynamics and thus it is pertinent for young leaders to know the ways of navigating through the political jungle to wield influence. As an astute head and strategist, a leader should be able to diagnose the negative forces, anticipate moves and handle resistance to the initiatives that he wants to take.			Co-Requisite/s		
Course Outcomes & Bloom's Level	CO1- Students will be able to Define the concept of leadership and its fundamental theories in the context of business administration.() CO2- Students will be able to Explain the importance of effective leadership in achieving organizational goals.() CO3- Students will be able to Implement leadership strategies to enhance team performance and foster innovation within a business context.() CO4- Students will be able to Analyze case studies of successful and unsuccessful leadership practices to identify key factors contributing to outcomes.() CO5- Students will be able to Evaluate the ethical implications of different leadership decisions and()					
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
UNIT-1	Leadership and business of living, Art and Science of Leadership, Leadership as a process and not a position, Approaches to Leadership, Myths about Leadership	interactive lectures, case studies, experiential learning	12
UNIT-2	Personality and Leadership, Founder as a leader, Developing junior leaders, Courage, Morals and Leadership, Leadership Skills, Leader-Communication	interactive lectures, case studies, experiential learning	12
UNIT-3	Shaping Culture and Values through Leadership, Leadership Diversity, Leading Teams, Developing Vision and Direction, Leading Learning Organizations, Development Planning and Leading Change, Startups, Lifecycle and Leadership choice	interactive lectures, case studies, experiential learning	
UNIT-4	Sources of Leader power, Leader motives, Influence Tactics, Individual attributes of Power, Reputation, Personality and Power, Building Bases of power through Resources, Relationships and Trust, Institutionalization of Power in Organizations, Power Sharing: Empowerment, Participation, Delegation and Empowerment, Power Distribution, Gender and Power, Pitfalls of Power	interactive lectures, case studies, experiential learning	12
UNIT-5	Positive and Negative Politics, Organizational politics and Silos, Coalition Politics, Career Politics, Network politics, Diagnosis of Organizational politics, Survival in the political jungle	interactive lectures, case studies, experiential learning	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Design innovative approaches to measure the impact of leadership development programs on organizational performance.	PBL	BL5-Evaluate	15


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Part D(Marks Distribution)

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

Part E

Books	Cabane, O. F. (2013). The charisma myth: How anyone can master the art and science of personal magnetism. Penguin Cropanzano, R., & Kacmar, K. M. (Eds.). (1995). Organizational politics, justice, and support: Managing the social climate of the workplace. Greenwood Publishing Group.
Articles	Hernez-Broome, G., & Hughes, R. J. (2004). Leadership development: Past, present, and future. Human resource planning, 27(1).
References Books	Buchanan, D., & Badham, R. (2008). Power, politics, and organizational change: Winning the turf game. Sage.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=jCcP92Dtky8

Course Articulation Matrix

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

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(SOM)(BComHons)

Title of the Course	Customer Relationship Management
Course Code	BCMH-703 MM[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Electives					
Pre-Requisite/s	Students should have knowledge of customer relations and marketing.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Cultivate the effective and efficient customer relationship ability.(BL1-Remember) CO2- Able to manage CRM marketing in order to leverage CRM technology.(BL2-Understand) CO3- Understand the needs in adoption of CRM in the tourism industry(BL3-Apply) CO4- Students are able to analyse how to develop customer relationship based on the customer expectations.(BL4-Analyze) CO5- Students are trained in of communication in the successful handling of customers.(BL5-Evaluate) CO6- Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services.(BL6-Create)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)			

Part B

Modules	Contents	Pedagogy	Hours
1	Customer Relationship Management in Tourism - Meaning and definitions of CRM. Need for CRM in hospitality sector. Salient features of CRM. Advantages of CRM system. Types of customers. Customer acquisition and retention - Customer Loyalty - Customer Profitability and value Modeling - Customer Satisfaction Measurement - Customer Feedback and Service Recovery.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Analytics of CRM - Customer Information Databases - Ethics and Legalities of data use - Data Warehousing and Data Mining - Data Analysis - Market Basket Analysis (MBA) * Stream Analysis - Personalization and Collaborative Filtering.	Interactive Lectures, Case Studies, Experiential Learning	9
3	CRM in Marketing - Tourism as a Service industry - Characteristics of Services - Classification of Services - Building Service Aspirations - Consumer Behaviour in Service Encounters, Service Design and Development - Technology as an enabler of Service. Technology based customer relationship management.	Interactive Lectures, Case Studies, Experiential Learning	9
4	CRM Implementation - Managing Customer relationships: resetting the CRM strategy: Selling CRM internally: CRM development team, scoping and prioritizing; Development and delivery, Measurement; Types and Causes of Service Quality Gaps - Measuring and Improving service Quality - Strategies to resolve the gaps.	Interactive Lectures Case Studies Experiential Learning	9
5	Relationship Marketing in Tourism Business; Model of buyer - seller relationship; The customer relationship audit; Relationship Marketing and distribution channels; Benefit evaluation and relationship pricing; Relationship building and brand management; Role of communication in building relationship.	Interactive Lectures, Case Studies, Experiential Learning	9


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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Creating a customer relationship management plan for a Startup	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	Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi. 2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi. 3. Yal, Parasuraman & Berry - Delivering quality service, The Free press, New 4. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
Articles	Winer, R. S. (2001). A framework for customer relationship management. California management review, 43(4), 89-105.
References Books	5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown. Customer Relationship Management, John Wiley & Sons. 6. Lovelock (2003). Services Marketing - People, Technology & Strategy, Pearson Edn. Singapore. 7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=SlhESAKF1Tk

Course Articulation Matrix

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

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(SOM)(BComHons)

Title of the Course	Financial Derivatives
Course Code	BCMH-704 FM[T]

Part A

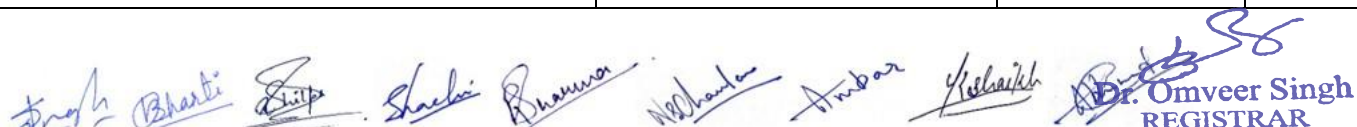
Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	The course will acquaint students with derivative securities, markets, pricing, hedging and trading strategies of derivative instruments, and uses of these instruments with risk management.			Co-Requisite/s		
Course Outcomes & Bloom's Level	CO1- Students will be able to Define key concepts and terminologies related to financial derivatives, including options, futures, forwards, and swaps. (BL1-Remember) CO2- Students will be able to Explain the fundamental principles and theories underlying financial derivatives. (BL2-Understand) CO3- Students will be able to Apply derivative strategies to manage risk in various financial scenarios. (BL3-Apply) CO4- Students will be able to Analyze market data to evaluate the performance and risks associated with different derivatives. (BL4-Analyze) CO5- Students will be able to Evaluate the ethical and regulatory considerations involved in the trading and usage of financial derivatives. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)		SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)		

Part B

Modules	Contents	Pedagogy	Hours
UNIT-1	: Introduction to financial markets: Introduction to Derivatives, their uses, applications, markets, trades, common terms, Forwards and Futures, options, bonds, swaps and other derivative instruments	interactive lectures, case studies, experiential learning	12
UNIT-2	Determination of forward and futures prices: Pricing of futures and forwards on investment assets, commodities, currencies and interest rate, basis risk, cost of carry, arbitrage, convergence,	interactive lectures, case studies, experiential learning	12
UNIT-3	Hedging strategies using futures: Short hedge and long hedge and using futures, Optimal Hedge Ratio, cross hedging of portfolio and commodities using futures	interactive lectures, case studies, experiential learning	12
UNIT-4	Introduction to Options: European options, American options, forward-spot parity, putcall parity, exercising American calls early, exercising American puts early	interactive lectures, case studies, experiential learning	12
UNIT-5	: Basic Option Pricing: The binomial option-pricing model.	interactive lectures, case studies, experiential learning	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Students will investigate a well-known financial derivatives crisis (e.g., the 2008 financial crisis, Long-Term Capital Management collapse) and analyze the role derivatives played in the crisis. They will identify key factors that led to the crisis and propose measures to prevent similar occurrences in the future.	PBL	BL4-Analyze	15


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Part D(Marks Distribution)

Theory

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

Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Hull, J.C. (2014).Options Futures and other Derivatives. 9th edition, Prentice Hall of India. Neftci, S.N. (2000). An Introduction to the Mathematics of Financial Derivatives.Academic Press.
Articles	Bartram, S. M. (2019). Corporate hedging and speculation with derivatives. Journal of Corporate Finance, 57, 9-34.
References Books	Bhalla, V.K. (2012). Investment Management. New Delhi: Sultan Chand Wimott, P. (2012). Quantitative Finance. Wiley & Sons
MOOC Courses	
Videos	https://www.youtube.com/watch?v=m3im-iJdhv4

Course Articulation Matrix

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




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(SOM)(BComHons)

Title of the Course	Talent Management
Course Code	BCMH-704 HR[T]

Part A


Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	The syllabus is intended to help students identify best practices and approaches for talent management. The course is designed for students and executives who will be significantly involved in creating and managing talent.			Co-Requisite/s		
Course Outcomes & Bloom's Level	CO1- Students will be able to Recall and summarize key theories and concepts related to talent management. (BL1-Remember) CO2- Students will be able to Explain the importance of talent management in organizational success. (BL2-Understand) CO3- Students will be able to Apply talent management frameworks to analyze case studies or real-world scenarios. (BL3-Apply) CO4- Students will be able to Compare and contrast different talent management strategies used by organizations. (BL4-Analyze) CO5- Students will be able to Design a comprehensive talent management plan for a hypothetical organization. (BL5-Evaluate)					
Courses Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG13(Climate action) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
UNIT-1	Define Talent and Talent Management; historical context of talent management; Challenges and Dilemmas; single-ladder pipeline versus multiple pipelines; aligning strategy and talent management for competitive advantage.	interactive lectures, case studies, experiential learning	12
UNIT-2	Best HRM Practices for managing talent/star employees (hiring, rewarding, retaining, performance management and succession planning etc.); employer branding and talent management; Role of social media in talent management	interactive lectures, case studies, experiential learning	12
UNIT-3	Talent management in different organizational contexts: global context, disruptive organizations, complex and uncertain scenarios etc.	interactive lectures, case studies, experiential learning	12
UNIT-4	Diversity and Talent; Talent management and future directions	interactive lectures, case studies, experiential learning	12
UNIT-5	Talent Analytics; Preparing a talent development plan	interactive lectures, case studies, experiential learning	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Students will analyze and compare talent management practices across different global organizations or industries. The project involves conducting case studies, identifying best practices, and critically evaluating their applicability and effectiveness in various cultural and economic contexts.	PBL	BL4-Analyze	15


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Part D(Marks Distribution)

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

Part E

Books	Collings, D.G., Mellahi, K. & Cascio, W.F. (2017). The Oxford Handbook of Talent Management: Oxford University Press Wilcox, M. (2016). Effective Talent Management: Aligning Strategy, People and Performance. Routledge.
Articles	Scullion, H., & Collings, D. G. (2011). Global talent management: Introduction. In Global talent management (pp. 19-32). Routledge.
References Books	Sparrow, P., Scullion, H. & Tarique, I. (eds) (2014) Strategic Talent Management: Contemporary Issues in Global Context. Cambridge: Cambridge University Press.
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	-	-	-	-	-	-	-	-	-	-	-	-	-	1
CO2	-	1	1	-	-	-	-	-	-	-	-	-	1	-	2
CO3	1	-	-	2	-	-	-	-	-	-	-	-	-	1	-
CO4	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO5	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-




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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	International Marketing
Course Code	BCMh-704 MM[T]

Part A

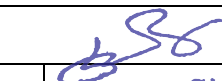
Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	Basic understanding of Business Management concepts			Co-Requisite/s		
Course Outcomes & Bloom's Level	CO1- Understand the foundational principles and frameworks of International Business. (BL1-Remember) CO2- Analyze driving and restraining forces impacting International Marketing strategies (BL2-Understand) CO3- Evaluate challenges and opportunities in International Business environments. (BL3-Apply) CO4- Compare and contrast factors influencing standardization versus adaptation in global markets. (BL4-Analyze) CO5- Apply theoretical knowledge of macroeconomic terms and foreign exchange rates to real-world scenarios. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)			

Part B

Modules	Contents	Pedagogy	Hours
1	Foundations of International Business Introduction to International Business EPRG Framework Driving forces of International Marketing Restraining forces of International Marketing Challenges in International Business Factors encouraging standardization vs. adaptation Macroeconomic terms: GDP, GNP, BoP, BoT Foreign exchange rates, exchange rate determination, and exchange rate regimes	Interactive Lectures, Case Studies, Experiential Learning	9
2	Export Marketing and International Trade Theories Export Marketing: Indirect & Direct Exports Theories of International Trade Internationalization Theories for Entry Modes	Interactive Lectures, Case Studies, Experiential Learning	9
3	Cultural Dimensions in International Business Tools & Techniques for Cultural Dimensions Cross-cultural Sales Negotiations Implications of Hofstede's Work on International Business	Interactive Lectures, Case Studies, Experiential Learning	9
4	Import and Export Processes Concepts of Import & Export Processes Methods of Payments: Bill of Exchange, Letter of Credits INCO Terms Trade Barriers and Customs Procedures Customs House Agents and Bill of Entry	Interactive Lectures Case Studies Experiential Learning	9
5	Global Marketing Strategies Designing a Global Marketing Programme Concept of Marketing Mix in International Context Product Mix and Product Classifications Standardization vs. Adaptation of the International Marketing Mix Customer Value Hierarchy Pricing, Distribution, and Communication Decisions in International Markets	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Hours
5		PBL	15


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Part D(Marks Distribution)

Theory

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

Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Cui, A., Ronkainen, I., & Czinkota, M. (2022). International marketing. South-Western College Publishing.
Articles	Cateora, P. R., Money, R. B., Gilly, M. C., & Graham, J. L. (2019). International marketing (SIE, 18th ed.). McGraw-Hill Education.
References Books	Cateora, P. R., Money, R. B., Gilly, M. C., & Graham, J. L. (2019). International marketing (SIE, 18th ed.). McGraw-Hill Education.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=1YyXprunSfY&list=PLWOx4cbGdwRLMWVWsTKWF1VoMD0dkUWY7

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
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	1	-	-	1	1	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Multivariate Analysis
Course Code	BCMH-801[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	Students should possess knowledge of statistics and mathematics		Co-Requisite/s	Students should possess analytical and decision making		
Course Outcomes & Bloom's Level	CO1- Remember the definition and scope of multivariate analysis.(BL1-Remember) CO2- Understand the purpose and process of Principal Component Analysis (PCA).(BL2-Understand) CO3- Apply Multivariate Analysis of Variance (MANOVA) to test differences across groups.(BL3-Apply) CO4- Analyze the fit and adequacy of Structural Equation Models (SEM).(BL4-Analyze) CO5- Evaluate the methodology and findings of multivariate analyses in business research.(BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Multivariate Analysis: Introduction and Overview, Definition and scope of multivariate analysis, Importance in business and management, Multivariate Data,- Types of multivariate data, Data collection and preparation, Measures of central tendency and dispersion	Interactive Lectures, Case Studies, Experiential Learning	9
2	Key Multivariate Techniques: Principal Component Analysis (PCA), Purpose and concept of PCA,- Interpretation of principal components in business context, Factor Analysis, Basic concepts and applications in market research, Factor rotation and interpretation, Cluster Analysis, Market segmentation using clustering	Interactive Lectures, Case Studies, Experiential Learning	9
3	Advanced Multivariate Techniques: Canonical Correlation Analysis (CCA), Understanding relationships between two sets of variables, Business applications, Multivariate Analysis of Variance (MANOVA), Testing differences in business outcomes across groups	Interactive Lectures, Case Studies, Experiential Learning	9
4	Applications in experimental and survey data, Multidimensional Scaling (MDS), Perceptual mapping in marketing, Applications in brand positioning, Structural Equation Modeling (SEM), Basics of SEM, Applications in business research and strategy	Interactive Lectures Case Studies Experiential Learning	9
5	Implementation of Artificial Intelligence in Multivariate Analysis: Integration of AI with multivariate methods, Machine Learning Algorithms for Business Data, Supervised learning (e.g., regression, classification), Unsupervised learning (e.g., clustering, dimensionality reduction.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Market Segmentation Analysis for a Retail Chain	PBL	BL5-Evaluate	15


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Part D(Marks Distribution)

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

Part E

Books	Levin, R. I., Rubin, D. S., Rastogi, S., & Siddiqui, M. H. (2020). *Statistics for Management* (8th ed.). Pearson Education India. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (8th ed.). Pearson.
Articles	Provost, F., & Fawcett, T. (2013). *Data Science for Business: What You Need to Know About Data Mining and Data-Analytic Thinking*. O'Reilly Media.
References Books	Johnson, R. A., & Wichern, D. W. (2019). *Applied Multivariate Statistical Analysis* (6th ed.). Pearson. Anderson, T. W. (2003). *An Introduction to Multivariate Statistical Analysis* (3rd ed.). Wiley.
MOOC Courses	Multivariate Procedures with R[https://onlinecourses.nptel.ac.in/noc24_mg03/preview Applied Multivariate Statistical Modeling] [https://onlinecourses.nptel.ac.in/noc21_mg27/preview]
Videos][https://archive.nptel.ac.in/courses/110/104/110104045/

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
CO2	1	2	-	1	-	1	-	-	-	-	-	-	-	1	-
CO3	1	1	-	2	1	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	1	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Syllabus-2022-2023

(SOM)(BComHons)


Title of the Course	Financial Modeling
Course Code	BCMH-802 FM[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	Student must have basic knowledge of accounting concepts.		Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- To become well versed with Intermediate level Microsoft Excel Functions for the purpose of financial modelling(BL1-Remember)</p> <p>CO2- To analyze, understand and interpret performance of companies through their financial statements (BL2-Understand)</p> <p>CO3- To identify revenue and cost drivers and start forecasting data(BL3-Apply)</p> <p>CO4- To build scenarios for financial modelling (BL4-Analyze)</p> <p>CO5- To acquire the skills necessary to create, analyze, and interpret financial models effectively. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG9(Industry Innovation and Infrastructure)			

Part B

Modules	Contents	Pedagogy	Hours
1	Basic to Intermediate Excel and Advanced Excel Formatting of Excel Sheets, Use of Excel Formula Function, Advanced Modeling Techniques- Extrapolation, Histogram, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building Lookups: Lookup Match & offset, pivot tables	Interactive Lectures, Case Studies, Experiential Learning	9
2	Basic and Advanced Finance Concepts Time Value of Money (TVM): Present Value (PV), Future Value (FV), Investment Analysis, Discounted Cash Flow (DCF), Capital Budgeting Risk and Return. Advanced Concepts: Capital Asset Pricing Model (CAPM), Portfolio Theory, Mergers and Acquisitions (M&A), Cost of Capital	Interactive Lectures, Case Studies, Experiential Learning	9
3	financial model with forecasting of three financial statements and schedules: Input historical financial information into Excel, Determine the assumptions that will drive the forecast. Forecast the income statement, forecast long-term, capital assets, forecast financing activity (e.g., debt and equity), Complete the income statement, Complete the balance sheet (excluding cash), Complete the cash flow statement and cash on the balance sheet.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Financial Feasibility Study and Comparable Company Analysis Financial Ratios, Ratio analysis of industries, Du point Analysis, Peer to peer analysis, Preparation of Financial Analysis report on an industry. Comparable Company Analysis: Select an appropriate set of comparable public companies. Determine the metrics and multiples you want to use. Calculate the metrics and multiples for all the companies. Estimate its Implied Equity Value and Enterprise Value.	Interactive Lectures Case Studies Experiential Learning	9
5	Precedent Transaction Analysis and Discounted Cash Flow Valuation Precedent Transaction Analysis Introduction to PTA, Comparison with other valuation methodologies, Identifying Comparable Transactions, Selection criteria and data sourcing methods. Data Collection and Organization, Structuring transaction data for analysis. Valuation Multiples and Metrics, Analyzing and Interpreting Results, Sensitivity analysis and trend identification. Cash Flow Statement Projection, Valuation-Discounted Cash Flow Method (DCF), Valuation – Relative Valuation (Football Field Chart)	Interactive Lectures, Case Studies, Experiential Learning	9


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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5		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	Benninga, S. (2014). Financial Modelling (4th ed.). The MIT Press
Articles	
References Books	Pignataro, P. (2016). Financial Modelling (3rd ed.). Wiley.
MOOC Courses	Financial Statement Analysis And Reporting
Videos	https://www.youtube.com/watch?v=ZH8Vw-j2Db4 https://www.youtube.com/watch?v=mKBKuuEmzoM https://www.youtube.com/watch?v=Pp_qhxHUziQ

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
CO2	-	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	1	-	-	-	1	-	-	-	-	-	-	1	-	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Negotiation and Conflict Resolution
Course Code	BCMH-802 HR[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	This course is designed to facilitate students in rethinking of negotiation as a problem-solving tool and improving their negotiating skills and confidence when engaging in important real-world negotiations at work and other settings.			Co-Requisite/s		
Course Outcomes & Bloom's Level	CO1- Students will be able to Explain the basic principles, theories, and models of negotiation. (BL1-Remember) CO2- Students will be able to Acquire practical skills in preparing for and conducting negotiations. (BL2-Understand) CO3- Students will be able to Analyze the sources and dynamics of conflicts within organizational and interpersonal settings. (BL3-Apply) CO4- Students will be able to Apply various conflict resolution techniques, such as negotiation, mediation, and arbitration, to resolve disputes effectively. (BL4-Analyze) CO5- Students will be able to Evaluate the impact of different conflict resolution strategies on relationship management and organizational performance. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)		SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)		

Part B

Modules	Contents	Pedagogy	Hours
UNIT-1	Basics of Influence; Managerial influence tactics; Social and Psychological Influence strategies; learning to apply influence strategies in work and other settings; power and influence.	interactive lectures, case studies, experiential learning	12
UNIT-2	Persuasion concepts; role of persuasion in strategic leadership	interactive lectures, case studies, experiential learning	12
UNIT-3	Negotiation basics; Types of negotiation: distributive and integrative; Negotiation Process; Negotiation strategy.	interactive lectures, case studies, experiential learning	12
UNIT-4	Influence of culture on negotiation; Gender issues in negotiation	interactive lectures, case studies, experiential learning	12
UNIT-5	Ethical issues to guide negotiation	interactive lectures, case studies, experiential learning	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Analyze case studies of successful and unsuccessful negotiation outcomes in multinational team environments.	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




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Part E

Books	Cialdini, R. B. (2008). Influence: Science and practice. New York: Allyn and Bacon Lewicki, R., Barry, B. & Saunders, D. (2015). Essentials of Negotiation (6th ed.). McGraw Hill
Articles	Furlong, G. T. (2020). The conflict resolution toolbox: Models and maps for analyzing, diagnosing, and resolving conflict. John Wiley & Sons.
References Books	Brett, J. M. (2014). Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Cultural Boundaries (3rd ed.). Jossey-Bass Carrell, M. R., and Heavrin, C. (2008) Negotiating Essentials: Theory, Skills, and Practices. Pearson Prentice Hall.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=wYb_PKTawE4

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

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Syllabus-2022-2023

(SOM)(BComHons)


Title of the Course	Social Media Marketing
Course Code	BCMh-802 MM[T]

Part A

Year	Semester	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 ✗ Gender ✗ Human Values ✗ Environment ✗	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


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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	-

Dr. Singh, Bharti, Gupta, Shachi, Bhanu, Neha, Anbar, Kishan, Arora

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Financial Statement Analysis
Course Code	BCMh-803 FM[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	To gain ability to analyze financial statements including consolidated financial statements of group companies and financial reports of various types of entities, to gain ability to apply valuation principles, to familiarize with recent developments in the area of financial reporting, to gain ability to solve financial reporting and valuation cases.			Co-Requisite/s		
Course Outcomes & Bloom's Level	CO1- Students will be able to Define key financial reporting terms such as balance sheet, income statement, and cash flow statement. (BL1-Remember) CO2- Students will be able to Explain the relationship between financial reporting and the stakeholders of a business. (BL2-Understand) CO3- Students will be able to Prepare a basic income statement and balance sheet for a hypothetical company based on provided financial data. (BL3-Apply) CO4- Students will be able to Compare and contrast financial statements of different companies to evaluate their financial strengths and weaknesses. (BL4-Analyze) CO5- Students will be able to Critique the ethical implications of financial reporting practices such as earnings management and transparency. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)		SDG8(Decent work and economic growth) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)		

Part B

Modules	Contents	Pedagogy	Hours
UNIT-1	Corporate Financial Reporting - Issues and problems with special reference to published financial statements. Consolidated Financial Statements of Group Companies. Concept of a Group, purposes of consolidated financial statements minority interest, Goodwill, Consolidation procedures – Minority interests, Goodwill, Treatment of pre-acquisition and post-acquisition profit. Consolidated profit and loss account, balance sheet and cash flow statement. Treatment of investment in associates in consolidated financial statements. Chain holding.	interactive lectures, case studies, experiential learning	12
UNIT-2	Earnings Per Share, Treatment of Bonus Issues and Right Issues and Treatment of convertibles on EPS	interactive lectures, case studies, experiential learning	12
UNIT-3	Lease accounting and analysis—Pricing a lease deal and Structuring a lease transaction accounting and legal aspects for lease	interactive lectures, case studies, experiential learning	12
UNIT-4	Accounting for Investments—issues relating to accounting for investment by companies others than banks and financial instruments, issues relating to accounting for investment in JV, issues relating to accounting for investment in banking companies	interactive lectures, case studies, experiential learning	12
UNIT-5	Developments in Financial Reporting Value Added Statement, GVA, NVA Economic Value Added, Market Value Added, Shareholders' Value Added Hedge Accounting. Accounting of derivatives. Human Resource Accounting	interactive lectures, case studies, experiential learning	12



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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Evaluate the ethical considerations and implications of different financial reporting practices, such as transparency and disclosure.	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	Banerjee Ashok (2009). Financial Accounting a Managerial Perspective (3rded.). Excel Books. Brigham, E.F& Houston, J.F. (2007). Fundamentals of Financial Management. Thomson
Articles	Barth, M. E., & Schipper, K. (2008). Financial reporting transparency. Journal of Accounting, Auditing & Finance, 23(2), 173-190.
References Books	Chandra P. (2015). Corporate Creation. New Delhi Tata Mc-Graw Hill. Damodaran, A. (2006). Damodaran on Valuation. New York.: Wiley and Sons
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
CO2	-	1	2	-	-	-	-	-	-	-	-	-	1	-	-
CO3	-	1	-	-	-	-	-	-	-	-	-	-	-	2	1
CO4	1	-	-	2	-	-	-	-	-	-	-	-	1	-	3
CO5	-	1	-	3	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Compensation and Benefits
Course Code	BCMH-803 HR[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Electives					
Pre-Requisite/s	A basic understanding of human resource management is desirable.		Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to define the various components of a total compensation package and their purposes within an organization. (BL1-Remember)</p> <p>CO2- Students will be able to explain the relationship between compensation strategies, employee motivation, and organizational performance. (BL2-Understand)</p> <p>CO3- Students will be able to develop a compensation plan for a specific job role, considering internal equity, external competitiveness, and relevant legal requirements. (BL3-Apply)</p> <p>CO4- Students will be able to evaluate the effectiveness of different reward systems in achieving organizational goals. (BL4-Analyze)</p> <p>CO5- Students will be able to critique the ethical implications of various compensation practices, considering fairness, transparency, and potential for discrimination. (BL5-Evaluate)</p> <p>CO6- Students will be able to design an innovative compensation and reward system to address a specific organizational challenge. (BL6-Create)</p>					
Courses Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✗	SDG (Goals)	SDG1(No poverty) SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Compensation Management Compensation-concept, Forms of Pay, Objectives of Compensation System, Factors Influencing Compensation Policy, Internal Alignment and External Competitiveness, Dimensions of Compensation System.	Interactive Lectures Case Studies	9
2	Job Analysis and Job Evaluation Concept of Job Analysis, Job Description and Job Specification, Process of conducting Job Analysis, The Ranking method, Concept of Job Evaluation, Process of Job Evaluation, Ranking Method, Job Grading Method, Point Ranking methods and Factor Comparison method.	Interactive Lectures Case Studies	9
3	Performance Related Compensation and Employee Motivation Concept of Performance Appraisal, Performance Based Compensation System - Objectives, Benefits, Types, Pay for Performance Plans, Tax Implications of compensation package to the employee.	Interactive Lectures Case Studies	9
4	Employee Benefits Benefit Determination Process, Employee benefits - Classification	Interactive Lectures Case Studies Experiential Learning	9
5	Legal and Taxation Issues of Compensation The Minimum Wages Act, The Payment of Wages Act, The Equal Remuneration Act, The Payment of Bonus Act, Employee State Insurance Act, The Employee's Provident Fund Act, The payment of Gratuity Act, The Maternity Benefit Act.	Interactive Lectures Case Studies	9

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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Designing a Performance-Based Compensation System for a Sales Team	PBL	BL6-Create	15

Part D(Marks Distribution)

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

Part E

Books	Armstrong, M. (2016). Armstrong's Handbook of Reward Management Practice (5th ed.). Tata McGraw-Hill.
Articles	1.Lawler, E. E., Benson, G. S., & McDermott, M. (2012). Performance management and reward systems. WorldatWork Journal, 21(4), 19-28. 2.Martono, S., Khoiruddin, M., & Wulansari, N. A. (2018). Remuneration reward management system as a driven factor of employee performance. International Journal of Business & Society, 19.
References Books	Martocchio, J. J. (2017). Strategic Compensation: A Human Resource Management Approach (9th ed.). Pearson.
MOOC Courses	https://www.coursera.org/learn/human-resources-analytics
Videos	https://youtu.be/wwb0tGdEvAY https://youtu.be/RMOQCni4DZM

Course Articulation Matrix

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

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Digital Marketing Analytics
Course Code	BCMh-803 MM[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	Students should have a basic understanding of marketing principles, familiarity with internet usage, and foundational knowledge of social media platforms. Prior coursework in marketing, communications, or information technology is recommended.			Co-Requisite/s		
Course Outcomes & Bloom's Level	<p>CO1- Understand Digital Media and Analytics: Demonstrate knowledge of various types of digital media and distinguish between paid, owned, and earned media. (BL1-Remember)</p> <p>CO2- Understand the core concepts of digital analytics and apply metrics for evaluating digital performance. (BL2-Understand)</p> <p>CO3- Develop Content Strategies: Create and implement effective content planning and creation strategies. Evaluate and optimize website UX and landing pages using content analysis tools. (BL3-Apply)</p> <p>CO4- Execute Online Advertising Campaigns: Identify and utilize various forms of e-advertising, including mobile marketing, and understand the pricing models and effectiveness of digital ads. (BL4-Analyze)</p> <p>CO5- Leverage Social Media in Marketing: Integrate social media into marketing communication strategies. Assess the impact of social media platforms, identify opportunities and threats, and leverage AI and automation to enhance social media marketing. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)		SDG4(Quality education)	

Part B

Modules	Contents	Pedagogy	Hours
1	Digital Media, Types, Paid & Owned Media Understanding Digital Analytics Concepts: Owned & Earned Social Metrics, Demystifying Web Data, Searching for the Right Metrics, Paid & Organic Searches, Aligning Digital and Traditional Analytics.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Content Planning, Content Creation Strategy, Distribution & Promotion of content, Optimize Website UX & Landing Pages, Content Analysis Tools, and Optimizing Content Distribution & Content Consumption.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Online Advertising; Ways of E-advertising; Types of Digital Ads; On the Internet; On Mobile Devices; Pros and Cons of Mobile Marketing; Pricing of Digital Ads; E- direct Marketing; Esales Promotion; E-Public Relations.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Social Media, Significance of Social Media in Marketing Communication Strategies, Key Social Media Platforms, Opportunities and Threats of Social Media Application, Harnessing the Power of AI and Automation.	Interactive Lectures Case Studies Experiential Learning	9
5	Audience Segmentation, Audience Analysis Tool, Audience Analysis Tools types, Digital, Content & Engagement, Search Engine Optimization, Content Optimization, User Experience Design	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 Comprehensive Digital Marketing Campaign	PBL	BL5-Evaluate	15



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Part D(Marks Distribution)

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

Part E

Books	Analyze a problem of a multinational corporation (MNC) entering a middle-east market. Hemann, C., & Burbary, K. (2018). Digital marketing analytics: Making sense of consumer data in a digital world.
Articles	Basu, R., Lim, W. M., Kumar, A., & Kumar, S. (2023). Marketing analytics: The bridge between customer psychology and marketing decision-making. Psychology & Marketing, 40(12), 2588-2611.
References Books	Hemann, C., & Burbary, K. (2023). Digital marketing analytics: In theory and in practice.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=2VUgpNIF8ec

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
CO2	1	2	-	1	-	1	-	-	-	-	-	-	-	1	-
CO3	1	1	-	2	1	1	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-




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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Corporate Valuation
Course Code	BCMh-804 FM[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	Student should have basic knowledge of corporate accounting and Excel.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Remember the key objectives and importance of corporate valuation(BL1-Remember) CO2- Understand the process of cost of capital estimation(BL2-Understand) CO3- Apply multiples to estimate the value of a company(BL3-Apply) CO4- Analyze the financial health of distressed companies for valuation purposes (BL4-Analyze) CO5- Evaluate the effectiveness of traditional vs. modern valuation methods. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG9(Industry Innovation and Infrastructure)			

Part B

Modules	Contents	Pedagogy	Hours
1	Foundations of Corporate Valuation: Introduction to Valuation - Importance and objectives of corporate valuation - Overview of different valuation methods: intrinsic vs. relative - Role of valuation in corporate finance and investment decisions.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Discounted Cash Flow (DCF) Valuation:: Time Value of Money and DCF Basics - Principles of time value of money - Forecasting cash flows: techniques and challenges - Cost of capital estimation: WACC (Weighted Average Cost of Capital).DCF Valuation Techniques: - Terminal value calculation and assumptions - Sensitivity analysis and scenario planning - Real options in valuation: flexibility and strategic value	Interactive Lectures, Case Studies, Experiential Learning	9
3	Relative Valuation Methods: Comparable Company Analysis (CCA) - Understanding comparable company analysis - Selection of comparable companies and transactions - Multiples: P/E, EV/EBITDA, EV/Sales, etc.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Advanced Valuation Techniques: Asset-Based and Sum-of-the-Parts Valuation - Asset-based valuation methods - Sum-of-the-parts valuation: applications and challenges - Valuation in distressed or special situations	Interactive Lectures Case Studies Experiential Learning	9
5	Applied Valuation Scenarios and Emerging Trends: Valuation for mergers and acquisitions - Valuation for IPOs and private placements - Valuation for financial reporting: purchase price allocation, impairment testing. Contemporary Issues and Future Trends - Impact of AI and machine learning on valuation	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Calculate the discounted cash flow of Tata Motors	PBL		15


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Part D(Marks Distribution)

Theory

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

Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Koller, T., Goedhart, M., & Wessels, D. (2020). Valuation: Measuring and Managing the Value of Companies (7th ed.). Wiley.
Articles	https://www.mdpi.com/2078-2489/14/2/85
References Books	Damodaran, A. (2022). Investment Valuation: Tools and Techniques for Determining the Value of Any Asset (4th ed.). Wiley India.
MOOC Courses	https://onlinecourses.nptel.ac.in/noc21_mg93/preview https://onlinecourses.swayam2.ac.in/imb24_mg18/preview
Videos	https://www.youtube.com/watch?v=VcbU6_CbEpo

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
CO2	1	2	1	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	-	2	-	-	1	-	-	-	-	-	-	1	1	1
CO4	-	1	-	1	1	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-




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Syllabus-2022-2023


(SOM)(BComHons)

Title of the Course	Diversity and Inclusion
Course Code	BCMH-804 HR[T]

Part A

Year	Semester	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	<p>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)</p> <p>CO2- Identify and interpret diverse perspectives influenced by social stratifications. Recognize how social hierarchies affect perspectives and responses to societal challenges. (BL2-Understand)</p> <p>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)</p> <p>CO4- Evaluate the influence of gender identity and sexual orientation on social experiences. (BL4-Analyze)</p> <p>CO5- Analyze how gender and sexual orientation shape perspectives on and experiences of social issues. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG9(Industry Innovation and Infrastructure)			




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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

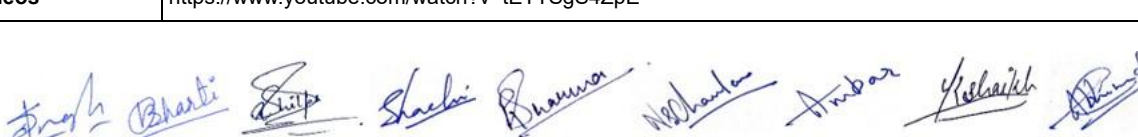
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Study how economic status and abilities contribute to social differentiation and experience variance.	PBL		15

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=tETTSgS4ZpE



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

Dr. Anshu Bharti *Dr. Anshu* *Dr. Sachin Sharma* *Dr. Anshu* *Anbar* *Dr. Anshu* *Dr. Anshu*

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Green Marketing
Course Code	BCMH-804 MM[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	Student should have knowledge of marketing			Co-Requisite/s		
Course Outcomes & Bloom's Level	CO1- Understand the concepts and importance of green marketing. (BL1-Remember) CO2- Identify environmental issues and challenges related to marketing. (BL2-Understand) CO3- Develop strategies for sustainable product design and production. (BL3-Apply) CO4- Analyze consumer behavior and ethical consumerism. (BL4-Analyze) CO5- Evaluate the impact of green marketing efforts on business success. (BL5-Evaluate)					
Courses Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✓	SDG (Goals)	SDG4(Quality education)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Green Marketing & Environmental Issues Overview of green marketing, History and evolution, Importance of sustainability in marketing, Environmental challenges and their impact on marketing, Sustainability and corporate social responsibility (CSR), Greenwashing and ethical concerns	Interactive Lectures, Case Studies, Experiential Learning	9
2	Sustainable Product Development - Principles of eco-design, Life cycle assessment (LCA), Green product certification and labeling	Interactive Lectures, Case Studies, Experiential Learning	9
3	Consumer Behavior and Ethical Consumerism - Understanding consumer motivations, Ethical consumerism and green consumer segments, Communication and education strategies for consumers	Interactive Lectures, Case Studies, Experiential Learning	9
4	Green Marketing Strategies - Green branding and positioning, Pricing strategies for sustainable products, Distribution and logistics with sustainability in mind	Interactive Lectures Case Studies Experiential Learning	9
5	Measuring and Evaluating Green Marketing- Metrics and key performance indicators (KPIs), Case studies of successful green marketing campaigns, Final project presentations and discussion	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 Sustainable Green Marketing Campaign for a New Eco-Friendly Product	PBL	BL5-Evaluate	15

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Part D(Marks Distribution)

Theory

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

Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Green Marketing: Opportunities and Challenges" by John and Irene Crowther
Articles	Mishra, P., & Sharma, P. (2014). Green marketing: Challenges and opportunities for business. BVIMR Management Edge, 7(1).
References Books	1. Various journal articles and case studies 2. https://www.igi-global.com/chapter/marketing-of-greener-products/230598
MOOC Courses	
Videos	https://www.youtube.com/watch?v=eKtG-jGzdRw

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
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	-	2	-	-	1	-	-	-	-	-	-	1	-	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Dissertation/Research Project
Course Code	IDR- 101[P]

Part A

Year	Semester	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	


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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	-

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Dissertation/Research Project
Course Code	IDR- 201[P]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
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

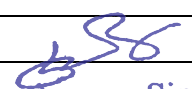
Modules	Contents	Pedagogy	Hours
1	Research Proposal Development	Workshops, Case Studies, Mentorship	60
2	Review of Literature	Workshops, Case Studies, Mentorship	60
3	Research Methodology	Workshops, Case Studies, Mentorship	60
4	Data Collection and Analysis	Workshops, Case Studies, Mentorship	60
5	Discussion,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


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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	-

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Syllabus-2022-2023

(SOM)(BComHons)

Title of the Course	Internship
Course Code	ITR- 101[P]

Part A

Year	Semester	Credits	L	T	P	C
			0	0	3	3
Course Type	Project					
Course Category	Projects and Internship					
Pre-Requisite/s	Successful completion of the summer internship program and familiarity with the tasks, projects, challenges, and solutions encountered during the internship period.			Co-Requisite/s		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to reflect on their summer training experience and articulate the knowledge and skills gained. (BL3-Apply)</p> <p>CO2- Students will be able to demonstrate critical thinking and problem-solving abilities in discussing real-world business scenarios encountered during the internship. (BL4-Analyze)</p> <p>CO3- Students will be able to communicate effectively about their internship projects, tasks, and responsibilities. (BL3-Apply)</p> <p>CO4- Students will be able to apply theoretical concepts learned in the MBA program to practical situations encountered during the internship. (BL3-Apply)</p> <p>CO5- Students will be able to receive constructive feedback on their performance and areas for improvement from faculty evaluators. (BL3-Apply)</p> <p>CO6- Students will be able to gain insights into professional conduct, ethical behavior, and workplace dynamics through reflective discussions. (BL6-Create)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)		SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)	

Part B

Modules	Contents	Pedagogy	Hours
1	Review of Internship Experience: Reflecting on overall experience Highlighting key learnings Identifying significant achievements	Experiential Learning	45
2	Analysis of Learned Skills and Knowledge: Evaluating skills acquired during the internship Assessing knowledge gained in various areas Relating internship experiences to academic learning	Experiential Learning	45
3	Discussion of Challenges Faced and Solutions Implemented: Identifying obstacles encountered during the internship Describing strategies employed to overcome challenges Reflecting on lessons learned from overcoming difficulties	Experiential Learning	45
4	Presentation of Internship Projects: Showcasing projects completed during the internship Discussing the objectives, methods, and outcomes of projects Sharing insights gained from project experiences	Experiential Learning	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	40	



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Part E

Books	
Articles	
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	-	2
CO2	2	-	3	-	1	1	2	-	-	-	-	-	1	1	-
CO3	1	-	2	-	1	-	-	1	-	-	-	-	-	-	1
CO4	1	2	-	1	-	1	2	1	-	-	-	-	1	1	-
CO5	-	1	2	1	2	1	1	-	-	-	-	-	-	1	-
CO6	1	-	1	2	1	1	-	1	-	-	-	-	-	-	1

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OMVEER SINGH

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Syllabus-2022-2023

(SOM)(MBA-Dual_Specialization)

Title of the Course	Accounting for Managers
Course Code	MBA-104[T]

Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
Course Type	Theory only						
Course Category	Discipline Core						
Pre-Requisite/s	Students should have a basic understanding of accounting concepts and the jargon of the subject.			Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify and define key financial statements and their components. (BL1-Remember)</p> <p>CO2- Students will be able to explain the fundamental accounting principles and concepts underlying financial reporting. (BL2-Understand)</p> <p>CO3- Students will be able to apply accounting principles to interpret financial data and assess the financial health of an organization. (BL3-Apply)</p> <p>CO4- Students will be able to analyze the impact of different accounting methods on financial statements. (BL4-Analyze)</p> <p>CO5- Students will be able to critically assess the ethical implications of accounting practices and propose strategies for ensuring financial reporting transparency. (BL5-Evaluate)</p> <p>CO6- Students will be able to develop financial forecasts and budgets to support business planning and decision-making. (BL6-Create)</p>						
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)	SDG4(Quality education)			


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Part B

Modules	Contents	Pedagogy	Hours
1	Introduction of Accounting: Meaning of bookkeeping, accounting and accountancy (comparative study in terms of objectives, scope & application), Objectives, scope, and limitations of accounting. Accounting information systems, Users of accounting information, accounting concepts, conventions and principles of accounting (GAAP), Introduction to accounting standards, Need, Benefits and limitations.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Accounting Cycle: Double entry system of accounting, Classification of accounting: traditional and modern and rules of journal entry, classification, journalizing of transactions, Sub division of journal, Posting to ledger, Preparation of trial balance, Practical problems on all aspects of journal, ledger and trial balance.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Final Accounts: Preparation of final accounts, Advance practical problems on all aspects.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Depreciation Accounts: Depreciation Methods and Handling of Depreciation Accounts	Interactive Lectures, Case Studies, Experiential Learning	9
5	Accounts for non-profit making organizations: Commercial Organization Accounts V/S NPO Accounts; Types of NPO accounts and there handling.	Interactive Lectures, Case Studies, Experiential Learning	9

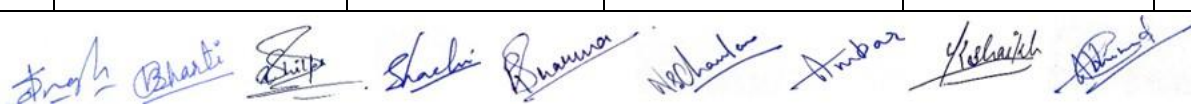
Part C

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

Part D(Marks Distribution)

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


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Part E

Books	Khan, M. Y., & Jain, P. K. (2012). Cost & Management Accounting. New Delhi: Tata McGraw-Hill Publishing House.
Articles	Glynn, J. J., Murphy, M., & Abraham, A. (2003). Accounting for managers. Noreen, E. W. (2011). Managerial accounting for managers. New York.
References Books	Sharma, R. K., & Gupta, Shashi K. (2014). Management Accounting. New Delhi: Kalyani Publishers
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg65/preview
Videos	https://youtu.be/3lwlnzB0BPU https://youtu.be/ZJ3tG42laxk

Course Articulation Matrix

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




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Syllabus-2022-2023

(SOM)(MBA-Dual_Specialization)

Title of the Course	Business Statistics
Course Code	MBA-106[T]

Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
Course Type	Theory only						
Course Category	Discipline Core						
Pre-Requisite/s	Basic understanding of mathematical functions and data.			Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to define and differentiate between common statistical measures used in business.(BL1-Remember)</p> <p>CO2- Students will be able to interpret statistical results presented in business reports, financial statements, and market research data.(BL2-Understand)</p> <p>CO3- Students will be able to Select and apply appropriate statistical tests to analyze business data and draw data-driven conclusions for decision-making.(BL3-Apply)</p> <p>CO4- Students will be able to Evaluate the strengths and limitations of different statistical methods used in business contexts.(BL4-Analyze)</p> <p>CO5- Students will be able to critically appraise the validity and reliability of statistical inferences drawn from business research studies.(BL5-Evaluate)</p> <p>CO6- Students will be able to develop a statistical model to forecast future trends or assess business risks based on historical data.(BL6-Create)</p>						
Coures Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)	SDG4(Quality education)			




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Part B


Modules	Contents	Pedagogy	Hours
1	Role of Statistics: Applications of inferential statistics in managerial decision- making; Measures of central tendency: Mean, Median and Mode and their implications. Measures of Dispersion: Range, Mean deviation, standard deviation, coefficient of variation (C.V.), Skewness, Kurtosis.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Probability Theory: Basic Terminology, Discrete and Continuous probability distributions, basic concepts and applications of Binomial, Poisson and Normal distributions.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Time Series Analysis: Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making	Interactive Lectures, Case Studies, Experiential Learning	9
4	Correlation and Regression: Correlation: Meaning, and types of correlation, Karl Pearson and Spearman rank correlation. Regression: Meaning, Regression equations and their applications.	Interactive lectures, Case studies, problem based learning, interactive workshops	9
5	Estimation Theory and Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of z test, t-test, F-test and Chi-Square test.	Interactive lectures, Case studies, problem based learning, interactive workshops	9

Part C

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

Part D(Marks Distribution)

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



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Part E

Books	Gupta, S. P. (2014) Statistics (43rded.). S. Chand & Sons. Berl, G.C. (2009). Business Statistics (3rded.). Tata McGraw Hill.
Articles	McClave, J. T., Benson, P. G., & Sincich, T. (2008). Statistics for business and economics. Pearson Education. Zanakis, S. H., & Valenzi, E. R. (1997). Student anxiety and attitudes in business statistics. Journal of Education for Business, 73(1), 10-16.
References Books	Sharma, J.K. (2006). Business statistics (2nded.). Pearson Education, ISBN: 8131798666, 9788131798669
MOOC Courses	
Videos	https://youtu.be/NF0lrqXlkQ https://youtu.be/ROpbdO-gRUo

Course Articulation Matrix

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




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Syllabus-2022-2023

(SOM)(MBA-Dual_Specialization)

Title of the Course	Computer Application in Management
Course Code	MBA-203[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Core					
Pre-Requisite/s	Students should have basic computer literacy, understanding of business processes, familiarity with productivity software (e.g., spreadsheets, databases), and awareness of information systems concepts and applications.			Co-Requisite/s		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to identify common types of business software used in management tasks (BL1-Remember)</p> <p>CO2- Student will be able to explain the basic functionalities of a specific business software application (BL2-Understand)</p> <p>CO3- Student will be able to apply appropriate software tools to analyze data for management decisions(BL3-Apply)</p> <p>CO4- Student will be able to analyze the strengths and weaknesses of different software solutions for a specific management need(BL4-Analyze)</p> <p>CO5- Student will be able to evaluate the impact of technology adoption on organizational efficiency and decision-making processes(BL5-Evaluate)</p> <p>CO6- Student will be able to develop a plan to implement a new software application in a department, considering training needs and potential challenges(BL6-Create)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✗		SDG (Goals)		SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)	

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Part B

Modules	Contents	Pedagogy	Hours
1	Computer hardware and software, Framework of computer, input and output devices, computer memories, central processing unit, types of computers; types of software: system software and application software, some basic terms related to operating system.	Interactive Lecture	9
2	MS Word: Some basic terms: toolbar, format bar, and status bar; insert tables, charts, and smart arts; add graphics; pages options; insert citations; create, edit, and save Word documents; use auto text; spelling and grammar tool; create a cover letter; mail merge. MS Powerpoint: Preparation of powerpoint presentation, what to include and what not to include in slides, inserting new slides and deleting any slide, use of master slides, insertion of figures, graphics, and charts in presentation.	Interactive Lecture, Interactive workshops	9
3	MS Excel: Understanding Basic working with Excel, Quick review on MS Excel Options, ribbon, sheets, Saving Excel File as PDF, CSV and older versions, Copy, Cut, Paste, Hide, Unhide and link the data in Rows, Columns and Sheet; Using paste special options, Formatting cells, Rows, Columns and sheets, Protecting and Unprotecting cells, rows, columns and sheets with or without password, Page Layout and Printer properties, Consolidation, Consolidating With Identical Layouts , Consolidating With Different Layouts.	Interactive Lecture, Interactive workshops	9
4	Data Processing File Management System, Database Management System, Database Models, Main Components of a DBMS, Creating and Using a Database, Introduction to MS Access: Introduction to DBMS, Databases. Basic Working of MS-Access, Tools, and Menus in MS-Access, creating tables is MS-Access.	Interactive Lecture, Interactive workshops	9
5	Basic Elements Of A Communication System Data Transmission Modes, Transmission Basics; Types of Data Transmission Media; Modulation Techniques, Modems, Analog versus Digital Transmission, Multiplexing Techniques, Need for Computer Communication Networks, Types of Network, Network Topologies, Network Protocol, OSI and TCP/IP model, The Future of Internet Technology, Internet Protocol, World Wide Web, E-mail, Search Engines.	Interactive Lecture, Interactive workshops	9


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Part C

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


Part D(Marks Distribution)

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

Part E

Books	Sinha, P. K., & Sinha, P. (2017). Computer fundamentals, BPB publication (6th ed.) Lambert, J., & Cox, J. (2007). MS-Office word step by step. Microsoft Press, ISBN: 9780735637887
Articles	Fitzmaurice, J. M., Adams, K., & Eisenberg, J. M. (2002). Three decades of research on computer applications in health care: medical informatics support at the Agency for Healthcare Research and Quality. Journal of the American Medical Informatics Association, 9(2), 144-160 Kandasamy, N., Abdelwahed, S., & Hayes, J. P. (2004, May). Self-optimization in computer systems via on-line control: Application to power management. In International Conference on Autonomic Computing, 2004. Proceedings. (pp. 54-61). IEEE.
References Books	2. Morley and Parker (2010). Understanding Computers: Today and Tomorrow, Cengage Learning
MOOC Courses	
Videos	https://youtu.be/kOunec3yF_Q https://youtu.be/zc2_N1WZhU0




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Course Articulation Matrix

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




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Syllabus-2022-2023

(SOM)(MBA-Dual_Specialization)

Title of the Course	Production and Operation Management
Course Code	MBA-206[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Core					
Pre-Requisite/s	Students should have a basic understanding of supply chain basics, quantitative analysis skills, familiarity with manufacturing processes, knowledge of quality management principles, and awareness of technology's role in operations.			Co-Requisite/s		
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to define key concepts in production and operations management.(BL1-Remember)</p> <p>CO2- Students will be able to explain the difference between various production systems. (BL2-Understand)</p> <p>CO3- Students will be able to apply forecasting techniques to predict future demand for a product or service.(BL3-Apply)</p> <p>CO4- Students will be able to analyze the impact of different inventory management strategies on cost and customer service.(BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the effectiveness of a production line layout based on efficiency and safety considerations(BL5-Evaluate)</p> <p>CO6- Students will be able to design a production schedule that optimizes resource allocation and meets customer delivery deadlines.(BL6-Create)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)	SDG4(Quality education)		




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Part B


Modules	Contents	Pedagogy	Hours
1	Introduction - An overview of production and operations management, Production Cycle, Process Selection and Design, Responsibilities of Operations Manager, Product Design, Plant Location models, Layout Planning.	Interactive Lectures, Case Studies, Problem-Based Learning, Interactive Workshops	9
2	Forecasting as a planning tool; Forecasting types and methods (Qualitative and Quantitative); Measurement of errors.	Interactive Lectures, Case Studies, Problem-Based Learning, Interactive Workshops	9
3	Production planning techniques, Capacity Management, Lean Production, Line of balance, Aggregate Planning- Techniques, Disaggregating the aggregate plan, Master Scheduling Process.	Interactive Lectures, Case Studies, Problem-Based Learning, Interactive Workshops	9
4	Inventory management –Objectives, Inventory ordering Policies, Inventory control techniques- ABC, VED, SED, FSN, Numerical on EOQ and EBQ, Just in Time Production.	Interactive Lectures, Case Studies, Problem-Based Learning, Interactive Workshops	9
5	Project Management –Introduction, Principles, Project Process Flows. Project Implementation- Introduction, Project Management Life Cycle, Project Monitoring and Control (CPM and PERT), Risk Management, Project Closure	Interactive Lectures, Case Studies, Problem-Based Learning, Interactive Workshops	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Optimizing Supply Chain Processes for a Logistics Company	PBL	BL6-Create	15

Part D(Marks Distribution)

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


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Part E

Books	Stevenson, W. J. (2018). Operations Management, 12th Ed. McGraw Hill Education. Krajewski, L. J., Ritzman, L. P., Malhotra, M. K. and Srivastava, S. K. (2011). Operations Management: Processes and Supply Chains, 9th Ed. Pearson. Chary, S. N. (2009). Production & Operations Management, 4th Ed., Tata McGraw Hill.
Articles	Kang, N., Zhao, C., Li, J., & Horst, J. A. (2016). A Hierarchical structure of key performance indicators for operation management and continuous improvement in production systems. International journal of production research, 54(21), 6333-6350 Mahmoud, M. I., Ammar, H. H., Hamdy, M. M., & Eissa, M. H. (2015, December). Production operation management using manufacturing execution systems (MES). In 2015 11th international computer engineering conference (ICENCO) (pp. 111-116). IEEE.
References Books	Chase, R. B., Jacobs, F. R., Aquilano, N. J. (2003). Operations Management for Competitive Advantage, 10th Ed. Tata McGraw Hill. Mahadevan, B. (2010). Operations Management: Theory and Practice, 2nd Ed. Pearson.
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg15
Videos	https://youtu.be/aXWw1hlhevY?list=PLLy_2iUCG87A-kHGx4YUY97ShTTqBfA6- https://youtu.be/2OBKUR5cjlM?list=PLLy_2iUCG87A-kHGx4YUY97ShTTqBfA6-

Course Articulation Matrix

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




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Syllabus-2022-2023

(SOM)(MBA-Dual_Specialization)

Title of the Course	Enterprise Resource Planning Workshop
Course Code	MBA-207[P]

Part A

Year	Semester	Credits	L	T	P	C
			0	0	1	1
Course Type	Lab only					
Course Category	Discipline Core					
Pre-Requisite/s	The students need to have basic understanding of business processes and computer literacy, including familiarity with fundamental software applications and concepts related to organizational management.			Co-Requisite/s		
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to understand the fundamentals of Enterprise Resource Planning systems and their role in organizational management. (BL2-Understand)</p> <p>CO2- Student will be able to navigate and utilize ERP software to perform various business functions such as finance, HR, and supply chain management. (BL3-Apply)</p> <p>CO3- Student will be able to analyze business processes and propose improvements through ERP implementation. (BL4-Analyze)</p> <p>CO4- Student will be able to demonstrate proficiency in ERP system configuration and customization to meet organizational needs. (BL4-Analyze)</p> <p>CO5- Student will be able to collaborate effectively with team members in ERP project implementation and management. (BL5-Evaluate)</p> <p>CO6- Student will be able to evaluate the ethical implications of ERP usage and adhere to professional standards in ERP implementation. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)	SDG4(Quality education)		

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Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to ERP Systems: Overview of Enterprise Resource Planning (ERP) Importance and Benefits of ERP Evolution of ERP Systems	Interactive Lectures, Case Studies, Experiential Learning	6
2	Modules of ERP (Finance, HR, SCM): Finance Module: Financial Accounting, Budgeting, Reporting HR Module: Personnel Management, Payroll, Training SCM Module: Inventory Management, Procurement, Logistics	Interactive Lectures, Case Studies, Experiential Learning	6
3	ERP Implementation Lifecycle: Planning Phase: Needs Assessment, Goal Setting Design Phase: Business Process Mapping, System Configuration Implementation Phase: Data Migration, User Training Testing Phase: System Testing, User Acceptance Testing Go-Live Phase: System Deployment, Post-Implementation Support	Interactive Lectures, Case Studies, Experiential Learning	6
4	ERP Configuration and Customization: System Configuration: Setting up Modules and Parameters Customization: Tailoring ERP to Fit Organizational Needs Integration: Connecting ERP with Other Systems	Interactive Lectures, Case Studies, Experiential Learning	6
5	ERP Project Management: Project Planning: Scope Definition, Resource Allocation Project Execution: Task Implementation, Progress Monitoring Project Control: Issue Management, Risk Mitigation Project Closure: Documentation, Lessons Learned Ethical Considerations in ERP: Data Security: Protection of Confidential Information Privacy: Safeguarding Personal Data Compliance: Adherence to Legal and Regulatory Requirements Transparency: Open Communication and Accountability	Interactive Lectures, Case Studies, Experiential Learning	6

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Students will work on simulated ERP implementation projects, identifying business requirements, configuring ERP systems, and addressing challenges.	PBL	BL5-Evaluate	10


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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			100	

Part E

Books	Garg, V. K., & Venkitakrishnan, N. K. (2004). Enterprise resource planning: Concepts and practice. PHI.
Articles	Dey, P. K., Clegg, B. T., & Bennett, D. J. (2010). Managing enterprise resource planning projects. Business Process Management Journal, 16(2), 282-296. Holland, C. P., Light, B., & Gibson, N. (1999). A critical success factors model for enterprise resource planning implementation. In ECIS 1999: 7th European conference on information systems (pp. 273-287).
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	3	2	-	1	1	-	2	1	-	-	-	-	-	-	1
CO2	1	2	1	-	2	-	1	1	-	-	-	-	1	-	-
CO3	2	1	2	2	2	1	1	1	-	-	-	-	1	-	2
CO4	2	2	2	1	1	-	1	-	-	-	-	-	1	1	-
CO5	2	1	-	1	2	1	-	1	-	-	-	-	-	1	1
CO6	2	-	3	-	-	-	1	1	-	-	-	-	2	1	-




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Syllabus-2022-2023

(SOM)(MBA-Dual_Specialization)

Title of the Course	Spreadsheet Workshop
Course Code	MBAW-107[P]

Part A

Year		Semester	Credits	L	T	P	C
				0	0	1	1
Course Type	Lab only						
Course Category	Discipline Core						
Pre-Requisite/s	Basic understanding of MS Excel.			Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to demonstrate proficiency in using spreadsheet software for data entry, manipulation, and analysis.(BL2-Understand)</p> <p>CO2- Student will be able to apply advanced functions and formulas to perform complex calculations and data transformations.(BL3-Apply)</p> <p>CO3- Student will be able to create visually appealing and informative charts and graphs to present data effectively.(BL6-Create)</p> <p>CO4- Student will be able to design and format professional-looking spreadsheets for various business purposes.(BL3-Apply)</p> <p>CO5- Student will be able to collaborate with others by sharing and editing spreadsheets, demonstrating effective teamwork.(BL3-Apply)</p> <p>CO6- Student will be able to practice ethical and responsible use of spreadsheet software, ensuring data integrity and confidentiality.(BL5-Evaluate)</p>						
Coures Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)	SDG4(Quality education)			




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Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Spreadsheet Software- Overview of Spreadsheet Applications Introduction to Excel, Google Sheets, etc. Basic Navigation and Interface Familiarization	Interactive Lectures, Case Studies, Experiential Learning	6
2	Data Entry and Manipulation- Entering Data into Cells Copying, Cutting, and Pasting Data Sorting and Filtering Data	Interactive Lectures, Case Studies, Experiential Learning	6
3	Advanced Functions and Formulas- Using Formulas for Calculations (SUM, AVERAGE, etc.) Applying Logical Functions (IF, AND, OR, etc.) Working with Lookup Functions (VLOOKUP, HLOOKUP, etc.)	Interactive Lectures, Case Studies, Experiential Learning	6
4	Charting and Graphing- Creating Basic Charts (Column, Line, Pie, etc.) Customizing Chart Elements (Titles, Axes, Legends, etc.) Formatting and Enhancing Charts	Interactive Lectures, Case Studies, Experiential Learning	6
5	Spreadsheet Design and Formatting- Cell Formatting (Font, Alignment, Borders, etc.) Managing Rows and Columns Conditional Formatting for Data Visualization	Interactive Lectures, Case Studies, Experiential Learning	6

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Students will engage in real-world business scenarios where they must utilize spreadsheet skills to solve problems, analyze data, and make decisions.	PBL	BL5-Evaluate	10

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	



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Part E

Books	
Articles	
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	2	2	1	2	-	1	2	-	-	-	-	1	-	-
CO2	2	1	-	-	1	-	1	2	-	-	-	-	1	-	-
CO3	1	-	1	-	1	-	1	1	-	-	-	-	-	1	-
CO4	2	2	3	2	-	1	2	-	-	-	-	-	2	1	-
CO5	3	1	2	1	-	1	-	1	-	-	-	-	1	-	1
CO6	2	3	2	-	2	1	2	-	-	-	-	-	-	1	-




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