



**PSGR
Krishnammal College for Women**



**DEPARTMENT OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)**

**CHOICE BASED CREDIT SYSTEM (CBCS) &
LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)**

SYLLABUS

**BACHELOR OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)**

2024 – 2027 BATCH

PROGRAMME LEARNING OUTCOMES

At the end of the programme student will be able to:

PLO1. To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

PLO2. To manifest the students with high level of knowledge and skills including theoretical, analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

PLO3. To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

PLO4. To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

PLO5. To develop competence to become global citizens through appreciating diversity, acquiring skills in digital technologies and demonstrating awareness to professional values, ethics and sustainability issues to solve complex business problems.

PROGRAMME SPECIFIC OUTCOME

At the end of the programme student will be able to:

PSO1: Identify and evaluate the complexities of international business and its impact on globalization.

PSO2: Understand trade practices, procedures, documentation and global market issues in today's competitive world.

PSO3: Gather, analyse, and evaluate business data, information and transform empirical data into useful and action able information.

PSO4: Apply knowledge paradigms in creating new products and adjust the international strategies based on global environmental changes.

PSO5: Apply proven theoretical and conceptual knowledge of global business challenges in multicultural contexts and operate effectively demonstrating teambuilding and intercultural communication skills.



BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

CHOICE BASED CREDIT SYSTEM (CBCS)

LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)

2024 -27 BATCH

SEMESTER- I

Semester	Part	Course Code	Title of the Course	Course Type	Instruction per week	Contact Hours	Tutorial Hours	Duration of the Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
I	I	TAM2301A/ FRE2301A/ HIN2301A	Tamil Paper I / Hindi Paper I / French Paper I	L	4	58	2	3	25	75	100	3
	II	ENG2301A	English Paper I	E	4	58	2	3	25	75	100	3
	III	IB24C01	Core I: Business Management and Organisational Behaviour	CC	5	73	2	3	25	75	100	3
	III	BB24C02	Core II: Financial Accounting	CC	5	73	2	3	25	75	100	3
	III	IB24C03	Core III: Introduction to Global Business	CC	5	73	2	3	25	75	100	3
	III	TH24A02	Allied: Mathematics for Management- I	GE	5	73	2	3	25	75	100	4
	IV	NME23B1/ NME23A1	Basic Tamil I / Advance Tamil I	AEC	2	28	2	-	100	-	100	2
I - V	IV	NME23WS	Women Studies	AEC	2	30	-	-	100	-	100	
	VI	24BONL1 24BONL2 24BONL3	Online Course *Online Course 1 *Online Course 2 *Online Course 3	ACC	-	-	-	-	-	-	-	-

Lang-Language

CC-Core Courses

GE – Generic Elective

AEC – Ability Enhancement Course

AEECC – Ability Enhancement Compulsory Course

English-English

CA-Continuous Assessment

ESE-End Semester Examination

ACC – Additional Credit Course

* - After Class hours



BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

CHOICE BASED CREDIT SYSTEM (CBCS)

LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)

2024 -27 BATCH

SEMESTER- II

Semester	Part	Course Code	Title of the Course	Course Type	Instruction per week	Contact Hours	Tutorial Hours	Duration of the Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
II	I	TAM2302A/ HIN2302A/ FRE2302A	Tamil Paper II / Hindi Paper II / French Paper II	L	4	58	2	3	25	75	100	3
	II	ENG2302A	English Paper II	E	4	58	2	3	25	75	100	3
	III	IB24C04	Export and Import Procedures	CC	5	73	2	3	25	75	100	3
	III	IB24C05	Strategic Corporate Communication	CC	5	73	2	3	25	75	100	3
	III	IB24C06	International Human Resource Management	CC	5	73	2	3	25	75	100	3
	III	TH24A10	Mathematics for Management- II	GE	5	73	2	3	25	75	100	4
	IV	NM24UHR	Universal Human Values and Human Rights	AECC	2	30	-	-	100	-	100	2
	IV	*NME23B2/ NME23A2	Basic Tamil II / Advanced Tamil	AEC	-	-	-	-	-	-	-	Gr.
	VI	NM23GAW	General Awareness	AEC	SS	-	-	-	100	-	100	Gr.
I - V	IV	COM15SER	Community Service - 30 Hours	GC								
	VI	24BONL1 24BONL2 24BONL3	Online Course 1 Online Course 2 Online Course 3	ACC	-	-	-	-	-	-	-	-

Lang-Language

CC-Core Courses

GE – Generic Elective

AEC – Ability Enhancement Course

AECC – Ability Enhancement Compulsory Course

English-English

CA-Continuous Assessment

ESE-End Semester Examination

ACC – Additional Credit Course

* - After Class hours



BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)
CHOICE BASED CREDIT SYSTEM (CBCS)
LEARNING OUTCOMES- BASED CURRICULUM FRAMEWORK (LOCF)
SCHEME & SYLLABUS OF EXAMINATION
2024 -2027 BATCH
SEMESTER- III

Semester	Part	Course Code	Title of the Course	Course Type	Instruction per week	Contact Hours	Tutorial Hours	Duration of the Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
III	I	TAM2303A/ HIN2303A FRE2303A	Tamil Paper III/ Hindi Paper III/ French Paper III	L	4	58	2	3	25	75	100	3
	II	ENG2403A	English Paper III	E	4	58	2	3	25	75	100	3
	III	BB24C07	Production and Materials Management	CC	7	103	2	3	25	75	100	5
	III	IB24C08	*International Marketing Management	CC	5	73	2	3	25	75	100	4
	III	IB24A01 / RM24A01	International Economics / Business Economics	GE	5	73	2	3	25	75	100	4
	III	BB24SBP1	Digital Skills for Managers	SEC	3	41	4	-	100	-	100	3
	IV	NM23DTG	Design Thinking	AEC	2	30	-	-	100	-	100	2
I-III	VI	COM15SER	Community Services 30 Hours	GC	-	-	-	-	-	-	-	-
I-V	VI	24BONL1 24BONL2 24BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-

L : Language

E : English

CC : Core Courses

ACC - Additional Credit Course

AEC : Ability Enhancement Courses

ACC: Additional Credit Course

SEC – Skill Enhancement Courses

GC- General Course

CA: Continuous Assessment

GE : Generic Elective

ESE: End Semester Examination

* - Internal evaluation through COURSERA for CA only, COURSERA conducted for 100 & converted to 25, ESE evaluation for 75 marks.

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB24C01	BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	Theory	73	2	-	3

Preamble

1. To develop conceptual knowledge of Business management and Organizational Behaviour.
2. To enable students understand and analyze practical aspects of management and organizational Behaviour to become skilled at the art of getting things done through people in a corporate business scenario.
3. To impart the students with the concept, importance and models of Business management and Organizational Behaviour.
4. To provide students with the knowledge, skills and abilities to understand Industry 4.0 and its impact on society, business and people.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1.	Understand various management concepts and the functions at various levels in the organization.	K1
CLO2.	Describe the importance and models of planning and organizing.	K2
CLO3.	Discuss the perceptions, attitudes, and behaviours impact of organizational performance.	K3
CLO4.	Analyse the Industry 4.0 and its implementation in the field of management to facilitate the skills required for Industry 4.0.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1.	S	S	S	S	S
CLO2.	S	S	M	S	S
CLO3.	S	M	S	S	S
CLO4.	S	S	S	S	L

S- Strong, M- Medium, L – Low

SYLLABUS

UNIT – I (15 Hours)

Management: Meaning & Definition - Nature - Scope -importance and characteristics – Management process–***Managerial role and skills*** -Functions of management –Early contributors of Management – ***Models and Approaches - Social and Ethical issues in management***- Artificial Intelligence in Management: Enhancing Decision-Making and Efficiency.

UNIT – II (16 Hours)

Planning: Introduction to Planning – Importance - Types of Planning - Strategic Planning Process –Tools and Techniques. Organizing: Importance - process – Controlling: Types of control- factors influencing control effectiveness. Centralization - Decentralization - Formalization - Authority & Responsibility. ***Decision making models***- ***Techniques and processes, Management by objectives (MBO)***-Management by wandering around (MBWA).

UNIT – III (15 Hours)

Organisational Behaviour : Nature and importance - Concept and relevance of OB in Modern Management –Framework – Model. Personality: Characteristics – Theories - The Big Five Model–Determinants- –Factors influencing personality. ***Perception: Concept, Types, Perceptual Process - Perceptual Distortions*** - Stereotyping - Halo Effect - selective perception – ***Projection - Impression Management ***.

UNIT – IV (14 Hours)

Meaning and nature of Leader - Leadership styles – Approaches, Management by Exception – Theories. Motivation: Concepts and their application, Need, Content, Theories of Motivation -***Organisational Structure - Organizational Behaviour Models*** – ***Organisational Climate and Culture - Organisational Change and Development***- Organisational effectiveness- Virtual Reality for Leadership Development.

UNIT – V (13 Hours)

Group Development - Stages of Group Development - Conflict Management Techniques. ***Industry 4.0 - Introduction to Industry 4.0 - Need – Reasons for Adopting Industry 4.0*** - Definition – Goals and Design Principles - Technologies of Industry 4.0- ***Skills required for Industry 4.0- Advancements in Industry 4.0*** – Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0-Opportunities and Challenges.

*** Highlighted text offered in blended mode. (Links Provided)**

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1.	Lussier, R. N	Management Fundamentals	Cengage Learning	2022, 1st Edition
2.	Stepten P. Robbins, Mary Coulter and Neharika Vohra	Management	Pearson Prentice Hall, New Delhi	2022, 15th Edition
3.	Rao V.S.P.	Management: Text & Cases	Excel Books, New Delhi	2022, 2nd Edition
4.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2022, 7th Edition

Reference Books:

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1.	Koontz. (n.d.)	Principles of Management	Tata McGraw Hill Education.	2021 1st Edition
2.	David S. Bright, Anastasia H. Cortes	Organisational Behaviour	Open Stax, Rice University	2022 18th Edition
3.	Kaliraj.P and Devi. T	Higher Education for Industry 4.0 and Transformation to education 5.0	1. Introduction to Industry 4.0 and Industrial Internet of Things by Prof. Sudip Mishra, IIT Kharagpur. 2. A Complete Guide to Industry 4.0- Udemy	2022, 1st Edition

Blended Learning Topics:

S. No	Unit	Topic	Link
1.	I	Managerial role and skills	https://unacademy.com/content/railway-exam/study-material/general-awareness/managerial-skills-leading-to-managerial-excellence/
2.	I	Models and Approaches, Social and Ethical issues in management.	https://uk.indeed.com/career-advice/career-development/ethical-issues-in-business
3.	II	Decision making models	https://www.coursera.org/learn/advanced-models-for-decision-making?action=enroll
4.	II	Techniques and processes, Management by objectives (MBO)	https://www.youtube.com/watch?v=kNs8xbAUkIQ
5.	III	Perception : Concept, Perceptual Process - Perceptual Distortions	https://www.youtube.com/watch?v=6wtFypFoUBY
6.	III	Projection - Impression Management	https://www.coursera.org/lecture/communicate-with-impact/4-1-group-influence-and-impression-management-9px0t
7.	IV	Organisational Structure , Organizational Behaviour Models	https://www.coursera.org/learn/designing-organization?action=enroll
8.	IV	Organisational Climate and Culture , Organisational Change and Development	https://www.youtube.com/watch?v=uUHuzSIAk_M&list=PLOzRYVm0a65cWsdYODPNF43wDy5mTqema
9.	V	Industry 4.0 - Introduction to Industry 4.0, Need, Reasons for Adopting Industry 4.0	https://www.youtube.com/watch?v=b9mJrzdlfR8&t=3s
10.	V	Skills required for Industry 4.0, Advancements in Industry 4.0	https://www.youtube.com/watch?v=yKPrJJSv94M

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
BB24C02	FINANCIAL ACCOUNTING	Theory	73	2	-	3

Preamble

1. To understand the basic concepts and principles of financial accounting.
2. To deepen knowledge on all the components of the final accounts, using a double entry book keeping perspective.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
4. To effectively communicate financial results and position to stakeholders.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1.	Understand the concepts, principles and the importance of financial accounting.	K1
CLO2.	Recognize the kinds of accounting and use accounting tools through application and implementation.	K2
CLO3.	Associate with the components of final accounts through the application of double-entry book keeping principles	K3
CLO4.	Analyse and perform the accounting operations.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	S	S
CLO2	S	S	M	S	M
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S

S-Strong; M-Medium

SYLLAB

US UNIT– I (15 Hours)

Nature of Accounting - ***GAAP*** - Generally Accepted Accounting Principles – Accounting Concepts and conventions–Accounting Cycle –Accounting Equations - AI in Accounting - ***Kinds of Accounts*** - Journal, Ledger - Self Balancing Ledger, Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book.

UNIT– II (14 Hours)

Trial Balance-***objectives***and methods of preparing Trial Balance-Rectification of Errors-***types of errors*** - preparation of suspense account - effect of errors on profit– Reasons for Difference between Cash Book and Pass Book Balance - Preparation of Bank Reconciliation Statement.

UNIT– III (14 Hours)

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account–Balance Sheet- ***Treatment of adjustments***.

UNIT– IV (15 Hours)

Depreciation – ***Introduction, Need*** - Methods: Straight line and Diminishing balance methods– Bills of Exchange –entries in the books of drawer and acceptor.

UNIT-V (15 Hours)

Final accounts of a company- Horizontal and vertical forms of income statement and Balance sheet and its contents - Financial statement analysis- comparative, common size statements and trend analysis-***Ethics in financial reporting***- Introduction to International Accounting standards - Introduction to Digital Assets.

(Theory and Problems in the ratio of 20% and 80% respectively)

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1	P C Tulsian, Bharat Tulsian, Tushar Tulsian	Financial Accounting	S Chand Publications	2023, 1st Edition
2	S.P.Jain, K.L.Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	2022, 12 th Edition
3	Gupta MP, Agarwal BM	Financial Accounting	S Chand Publications	2023 1st Edition

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year& Edition of Publication
1	S.N. Maheswari, Suneel K. Maheshwari, Sharad K. Maheshwari	Financial Accounting for BBA	Vikas Publishing House Private Limited	2018 6th Edition
2	Grewal T.S	Double entry bookkeeping	Sultan chand &Company	2017 2nd Edition

Reference links:

Sl.No.	Units	Topics	Links	No of Hrs
1	Unit – 1,2,3	Financial Accounting	Swayam: https://onlinecourses.swayam2.ac.in/cec19_cm04/preview	12 Weeks
2.	Unit- 4, 5	Financial Accounting	Swayam: https://onlinecourses.nptel.ac.in/noc23_mg80/preview	8 Weeks
3.	Unit-1,2	Introduction to Financial Accounting	Coursera: https://www.coursera.org/learn/wharton-accounting	12 hours

Blended Learning Topics:

S.No	Unit	Topics	Blended Learning Links
1	I	Principles	https://archive.nptel.ac.in/courses/110/106/110106147/
2	I	Kinds of Accounts	https://archive.nptel.ac.in/courses/110/106/110106147/
3	II	Objectives, Types of error	https://archive.nptel.ac.in/courses/110/106/110106147/
4	III	Treatment of Adjustments	https://archive.nptel.ac.in/courses/110/101/110101131/
5	IV	Depreciation – Meaning, Need for depreciation	https://archive.nptel.ac.in/courses/110/101/110101131/
6	V	Ethics in financial reporting.	https://www.youtube.com/watch?v=OT5RdoJAKhY

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB24C03	INTRODUCTION TO GLOBAL BUSINESS	Theory	73	2	-	3

Preamble:

1. To give students a basic understanding of core concepts and techniques for entering the international marketplace.
2. To educate relevant theories and concepts to various aspects of doing business abroad or /and dealing with foreign firms.
3. Describe methods used to analyze and assess political risk and how MNCs apply those methods as they attempt to manage the level of political risk in developed and developing countries.
4. To create an awareness about the foundations of basis of trade and gains from trade, opportunities and challenges involved , and support and strategy parameters of International Business.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1.	Understand the fundamentals, growth and development of International Business.	K1
CLO2.	Discuss the impact of globalization on businesses, reasons for Existence of MNEs and the strategies employed.	K2
CLO3.	Describe the complexities of operating in a global business environment, design efficient and effective operational strategies.	K3
CLO4.	Analyse ethical and social responsibilities of global business and to collaborate effectively in e- business diverse teams.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1.	S	S	S	S	S
CLO2.	S	S	S	S	M
CLO3.	S	S	M	S	S
CLO4.	S	S	S	S	L

S-Strong, M- Medium, L - Low

SYLLABUS

UNIT – I (15 Hours)

International Business-Meaning-Concept-Evolution of International Business-Nature of International Business – Reasons – Types - ***Need & Importance of International Business*** –International stages and orientations-Drivers and restrainers of Globalisation–International Business decisions-***Approaches to International Business***- Capitalizing on Global and regional integration.

UNIT – II (15 Hours)

Globalization - Meaning- Definition and Features, factors influencing globalization,

Essential conditions for Globalization – Globalization Strategies*-**Advantages and Disadvantages*-** global business expansion strategy for emerging market companies- Globalization and India- Economic indicators and their impact on Globalization - Artificial Intelligence (AI) in Globalization Strategies.

UNIT – III (15 Hours)

Multi National Enterprise-Concept- Various types - ***Impact of MNEs on host economies***, various techniques to measure MNEs internationalization, assess emerging MNEs from rapidly developing economies-International economic institutions under the UN system, ***World Bank Group, IMF***, OECD, IFC, BIS, UNCTAD. Corporate and Social responsibility and ethical issues for MNEs.

UNIT – IV (14 Hours)

International Operations Management- Nature and scope - Make or Buy –Global Sourcing- Partnering/Relationship Marketing - Leveraging Resources and Capabilities- Global Networking of Operations- ***Location Strategy*-*****Social Responsibilities of Business*-** Responsibilities to different sections-Issues and Challenges -Augmented Reality (AR) for Global Business Expansion.

UNIT – V (14 Hours)

Emerging Trends in Global Business: Technology and digital transformation- sustainable business practices- Geopolitical, ethical and environmental factors impacting Global Business. Global e-business- Conceptual framework of e-business, examine e-business technology and environment -various e-business models and strategic options, ***Global e-marketing and e-services, Impact of e-business on different industries :e-tourism***, e-learning and e-government.

*** Highlighted text offered in blended mode. (Links Provided) Text Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1.	Charles W L Hill & G Tomas M Hult	International Business	Tata McGraw Hill	2023, 13th Edition
2.	John Daniels, Lee Radebaugh, Daniel Sullivan	International Business	Pearson	2021, 17th Edition

Reference Books:

Blended Learning Topics:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1.	Sumati Varma	International Business	Pearson	2020, 2nd Edition
2.	K Aswathappa	International Business	Tata McGraw Hill	2020, 7th Edition
3.	Dr. C.B. Gupta	International Business	The World Book Depot	2020, 1st Edition
4.	Dr. Punnet Jain & Dr. Saakshi Singhal	Global Business Environment	Mahavir Books	2023, 1st Edition

S. No	Unit	Topic	Link
1.	I	Need & Importance of International Business	https://www.coursera.org/learn/international-business?action=enroll&courseSlug=international-business&showOnboardingModal=check
2.	I	Approaches to International Business	https://www.youtube.com/watch?v=-ileqRktu50
3.	II	Essential conditions for Globalization- Globalization Strategies	https://www.coursera.org/lecture/corporate-strategy/globalization-Det12
4.	II	Advantages and Disadvantages of globalization	https://www.motionpoint.com/blog/advantages-and-disadvantages-of-globalization-preparing-for-expansion/
5.	III	Impact of MNEs on host economies	https://www.youtube.com/watch?v=kwtOLurDwnw
6.	III	World Bank Group, IMF	https://www.coursera.org/lecture/international-business-context/international-trade-organizations-feald
7.	IV	Location Strategy	https://www.youtube.com/watch?v=HZvP-zsqST0
8.	IV	Social Responsibilities of Business	https://www.classcentral.com/course/swayam-corporate-social-responsibility-13965
9.	V	Global e-marketing	https://www.coursera.org/specializations/emarketing
10.	V	Impact of e-business on different industries: e-tourism	https://www.coursera.org/lecture/decision-making/business-impacts-of-technology-advancements-and-data-trends-xcGOX

Session Plan:

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB24C04	EXPORT AND IMPORT PROCEDURES	THEORY	73	2	-	3

Preamble

1. To understand the concepts of Export and Import business.
2. To familiarise Pricing and Payment Methods available for Exporters.
3. To acquaint the regulation of Documentation and Quality Inspection Procedures.
4. To understand the various Financial Aids available for Exporters.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the concepts of export and import, products and market, labelling, pricing strategies, excise clearance, export finance, and documentation.	K1
CLO2	Explain the Registration Formalities, export finance, and Shipping procedures of export and import	K2
CLO3	Illustrate the Selection of Overseas Buyers, Export procedures, Excise clearance, and Quality inspection, the Role of RBI in export finance, and employ the exchange control provisions for imports	K3
CLO4	Analyse various steps in the selection of export markets and products, methods of payment, and Export promotion measures in India.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	M	S	S
CLO4	S	S	S	S	S

S-Strong; M-Medium

SYLLABUS

UNIT- I (14 Hours)

Introduction to EXIM: EXIM: Definition of Export and Import-***Importance of International Trade***-Key terms: Exporter, Importer, Customs, Freight Forwarder. The EXIM Cycle: Basic steps in the export and import process-The role of exporters and importers in global trade

UNIT- II (15 Hours)

Export Procedures: Steps in Exporting Goods:- Receiving an order from a foreign buyer- Packaging, labeling, and preparing goods for shipment- ***Role of Customs in Export***: Export customs clearance- Export permits and licenses. The Role of e- Commerce Platforms and Digital tools in expanding Export markets. Arrangement of export finance: Meaning of export finance-**Pre-shipment finance**- Features-Types- Post-shipment finance-Features-Types-Role of reserve bank of India in export finance

UNIT- III (15 Hours)

Import Procedures: Steps in Importing Goods: Finding an overseas supplier- Placing an order and arranging payment - Import Customs Procedures: ***Customs clearance for imported goods*** -Payment of duties and taxes. Import Finance: Meaning-Benefits-Types. Exchange control provisions for imports

UNIT- IV (15 Hours)

Shipping and Documentation: Shipping Methods - Choosing the right shipping method based on cost and time. Key Export and Import Documents: Letter of credit -Bill of Lading - Certificate of Origin - Customs Declaration Form - Insurance Certificate - Inspection certificate. Understanding ***Incoterms*** (Simple Introduction) -Basic shipping terms like FOB (Free On Board) and CIF (Cost, Insurance, Freight). Impact of Digital Documentation on Exports and Import Processes.

UNIT- V (14 Hours)

Customs and Compliance: Role of Customs Authorities: ***The role of customs in protecting national interests*** - Customs inspection and documentation-Basic Compliance Rules: Avoiding prohibited and restricted items-Importance of correct documentation to avoid delays. Role of AI in Customs Procedures.

***Highlighted Text offered in blended mode**

Text book:

S.No.	Author(s)	Title of the Book	Publisher	Year of Publication and Edition
1.	Prof. C Rama Gopal	Export Import Procedures - Documentation And Logistics	New Age International (P) Ltd., Publishers	2022 and 2 nd Edition
2.	Dr. P.K. Khurana	Export-Import Theory, Practices, and Procedures	Sultan Chand & Sons	2020 and 3 rd Edition
3.	Thomas E. Johnson, Donna L. Jodrey	Export-Import Procedures and Documentation	Global Marketing Associates	2020 and 6 th Edition

Reference Books:

S.No.	Author(s)	Title of the Book	Publisher	Year of Publication and Edition
1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2021 and 8 th Edition
2.	Ram Singh	Export and Import Management	Sage Productions	2020 and 1 st Edition

Blended Learning Links:

S.No	Unit	Topics	Links
1	I	Importance of International Trade	https://www.youtube.com/watch?v=yaEtd3hZOE
2	II	Role of Customs in Export	https://www.youtube.com/watch?v=z_6uhJoTH80
3	II	Pre-shipment finance	https://www.youtube.com/watch?v=XTgT-g2x_fc
4	III	Customs clearance for imported good	https://www.youtube.com/watch?v=K6uhd9mP3pU
5	IV	Incoterms	https://in.coursera.org/lecture/international-business-operations/global-insurance-and-incoterms-q0ZlQ
6	V	The role of customs in protecting national interests	https://www.youtube.com/watch?v=2UDZwNIVqNg

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, casestudy.

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB24C05	STRATEGIC CORPORATE COMMUNICATION	THEORY	73	2	-	3

Preamble

1. To understand the role of effective communication strategies in fostering successful business operations.
2. To learn the corporate communication theories, digital communication techniques, and cross-cultural communication challenges.
3. To develop and implement strategic communication plans for multinational corporations.
4. To integrate AI tools in organizations for their communication process.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Demonstrate an understanding of the foundational theories and models of corporate communication within the context of international business.	K1
CLO2	Apply effective internal and external communication strategies to enhance corporate identity and reputation in a global business setting.	K2
CLO3	Analyze and utilize digital communication tools and social media management techniques to optimize corporate branding and engagement.	K3
CLO4	Create and implement strategic corporate communication plans, and assess the effectiveness of these plans in achieving corporate communication objectives.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	M	S
CLO3	S	M	S	S	S
CLO4	S	S	S	S	L

S-Strong; M-Medium; L- Low

SYLLABUS

UNIT – I (14 Hours)

Introduction to Strategic Corporate Communication - The role of corporate communication in organizational success - ***Developing an effective communication Strategies for International Business *** - Effective Communication Models in a Global Context - Evaluating the Effectiveness of Corporate Communication Initiatives. The Role of Augmented Reality in Corporate Strategic Communication.

UNIT – II (15 Hours)

Theoretical Frameworks in Strategic Corporate Communication - Building and Maintaining Corporate Identity and Reputation - Brand positioning and messaging - Corporate Communication through Social networks-***Identification of the key dimensions for Dialogic Communication*** . ***Role of Epics (Ramayana, Mahabharata) in Knowledge Dissemination***

UNIT – III (15 Hours)

Utilizing Digital Platforms for Global Corporate Communication - **Creating Effective Social Media Campaigns for Global Audiences** - Ethical Considerations in Digital Communication Strategies - ***Internal and External Communication Strategies *** - Social Media Management for International Brand Building – Impact of social media on corporate messaging - Incorporation of Virtual Reality in Social Media.

UNIT – IV (15 Hours)

Management Levels of Strategic Communication – Micro, Macro and Meso level sectors on strategic Communication - Understanding Cultural Diversity and Communication Challenges - ***Developing Intercultural Communication Strategies for Global Operations*** - Effective Communication Across Different Cultural Contexts –**Implementation of Industry 4.0 in Communication Strategies.**

UNIT – V (14 Hours)

Online Reputation Management - Crisis Communication and Response Strategies in international business - Identifying and prioritizing stakeholders - **Stakeholder Engagement and External Communication Practices**- Developing Comprehensive Corporate Communication Plans - Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

***Highlighted Text offered in blended mode**

Text Books:

S.No	Authors(s)	Title of the Book	Publisher	Year of Publication and Edition
1	Mark Anthony Camilleri	Strategic Corporate Communication in the Digital Age	Emerald Publishing Limited	2021 and 1 st Edition
2	Derina Holtzhausen, Jami Fullerton, Bobbi Kay Lewis, Danny Shipka	Principles of Strategic Communication	Taylor & Francis	2021 and 1 st Edition
3	Ross Brinkert ,Lisa V. Chewning	Strategic Corporate Communication: Core Concepts for Managing Your Career and Your Clients' Brands	Cognella Inc	2020 and 1 st Edition

Reference Books:

S.No	Authors(s)	Title of the Book	Publisher	Year of Publication and Edition
1	Sara LaBelle, Jennifer H. Waldeck	Strategic Communication for Organizations	University of California Press	2020 and 1 st Edition
2	Joep Cornelissen	Corporate Communication A Guide to Theory and Practice	SAGE Publications	2017 and 5 th Edition

Blended Learning Links:

S.No	Unit	Topic	Blended Learning Links
1	I	Developing an effective communication Strategies for International Business	https://www.youtube.com/watch?v=D-KXr_lvED4&t=19s
2	I	Role of Epics (Ramayana, Mahabharata) in Knowledge Dissemination	https://www.youtube.com/watch?v=0uDPj9yz43c https://www.youtube.com/watch?v=WuEoAcWW7zY

3	II	Identification of the key dimensions for Dialogic Communication	https://www.youtube.com/watch?v=kqN6nG2A7K8
4	III	Internal and External Communication Strategies	https://www.youtube.com/watch?v=VDLEW3fLegY
5	IV	Developing Intercultural Communication Strategies for Global Operations	https://www.youtube.com/watch?v=RXwxg-6dUbe
6	V	Stakeholder Engagement and External Communication Practices	https://www.youtube.com/watch?v=uvNoN2uuXbY

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, casestudy.

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB24C06	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	THEORY	73	2	-	3

Preamble

1. To provide students with a comprehensive understanding of International Human Resource Management (IHRM), and highlighting the determinants that set it apart from Domestic HRM.
2. To equip students with knowledge and insights into international recruitment and staffing.
3. To enable students to grasp the intricacies of international performance management and compensation including emerging technologies like Augmented Reality and addressing the challenges in this domain.
4. To educate students about international labor relations, and provide insights into the applications of Human Resource Information Systems (HRIS), emphasizing data security and its support for planning and control.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the basics of International Human Resource Management (IHRM) and recognizing the organizational context and barriers impacting global HRM effectiveness.	K1
CLO2	Acquire knowledge in international recruitment, covering sources, functions, and contemporary trends, such as Robotic Process Automation.	K2
CLO3	Develop a comprehensive understanding of international performance management and Gain insights into international labor relations, including key players, approaches, and the impact of global bodies.	K3
CLO4	Comprehend the concept, structure, and mechanisms of Human Resource Information Systems (HRIS) and their role in planning and control.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	M	S	S
CLO3	S	S	S	M	S
CLO4	S	S	S	S	M

S-Strong; M-Medium

SYLLABUS

UNIT – I (14 Hours)

Introduction to IHRM: Definition - Reasons for Emergence of IHRM - Approaches to IHRM- Determinants of IHRM -*** Difference Between IHRM And Domestic HRM*** - Organizational Context of IHRM - Barriers to Effective Global HRM - Cross Cultural Context and International Assignees –***HR 5.0 Model***- HR Analytics in global HR management. Concept of Vasudhaiva Kutumbakam (The World is One Family) in Cross-Cultural Context

UNIT – II (15 Hours)

International Recruitment: Sources - Functions – Head Hunters- Cross-National Advertising - E-Recruitment – ***Robotic Process Automation in Recruitment*** - Recent Trends in International Staffing - Cross-National Advertising for Talent Acquisition - Selection Criteria- ***Training and Development***: Training Strategies with International Assignments - Types of Expatriate Training - Sensitivity Training - Repatriate Training - Emerging Trends in Training for Competitive Advantage.

UNIT – III (15 Hours)

International Performance Management: Performance Management Systems in Multinational Enterprises (MNEs) - International Performance Appraisal- ***Augmented Reality to Improve Employee Performance*** - Issues and Challenges in International Performance Management -**International Compensation*** - Key Components of International Compensation - Variables Influencing International Compensation - Emerging Issues in Compensation Management.

UNIT – IV (15 Hours)

International Labour Relations: Key Players – Types – Approaches – ***Global Bodies that Affect IIR*** - Trading Blocks and Codes of Conduct for HRM Practices - Managing HR in Off Shoring Countries - Culture and Employee Management Issues - ***IHRM Future Trends and Challenges*** - Impact of Global Gig Economy on Labour Relations.

UNIT – V (14 Hours)

HRIS Applications: Concept, Structure, & Mechanisms of HRIS - ***Programming Dimensions & HR Manager*** - Data Management for HRIS - Design of HRIS - HRIS: An Investment - Information System's support for Planning & Control - ***Security of Data and Operations of HRIS Modules*** - AI-Powered HRIS for Predictive Analytics and Decision-Making. Information System's support for Planning & Control - ***Security of Data and Operations of HRIS Modules***.

***Highlighted Text offered in blended mode (Links Provided)**

Text Books:

S.No	Authors(s)	Title of the Book	Publisher	Year of Publication and Edition
1	Ashwathappa, Sadhna Dash	International Human Resource Management	McGraw Hill	2024 and 4 th Edition
2	Miguel Martínez Lucio	International Human Resource Management: The Transformation of Work in a Global Context	Sage Publications Ltd	2022 and 1 st Edition
3	Ashly H. Pinnington,	International Human Resource Management	South Asia Edition	2024 and 4 th Edition

Reference Books:

S.No	Authors(s)	Title of the Book	Publisher	Year of Publication and Edition
1	Reiche, B. S., Stahl, G. K., Mendenhall, M. E., & Oddou, G. R.	Readings and Cases in International Human Resource Management	Taylor and Francis.	2023 and 7 th Edition
2	Jane, B., & Punnet	International Perspective on Organization Behaviour and HRM	Routledge Publications	2019 and 3 rd Edition

Blended Learning Links:

S.No	Unit	Topic	Blended Learning Links
1	I	Difference Between IHRM And Domestic HRM	https://alison.com/course/international-and-strategic-human-resource-management-revised https://www.youtube.com/watch?v=7G7uhRTTyUA
2	I	HR 5.0 Model	https://www.youtube.com/watch?v=DA2elgI0DD8 https://www.youtube.com/watch?v=x1FKHqfMvGM
3	II	Robotic Process Automation in Recruitment	https://www.youtube.com/watch?v=L-7WzZWU_dA
4	II	Training and Development	https://alison.com/course/modern-human-resource-management-training-and-induction-revised
5	III	Augmented Reality to Improve Employee Performance	https://www.youtube.com/watch?v=BSYWmBoAPFU
6	III	International Compensation	https://www.youtube.com/watch?v=khhuldhjFoo
7	IV	Global Bodies that Affect IIR	https://www.youtube.com/watch?v=6tEnoGJ5sqU

8	IV	IHRM Future Trends and Challenges	https://www.youtube.com/watch?v=gSx6MICzjcM
9	V	Programming Dimensions & HR Manager	https://www.youtube.com/watch?v=3sQBqEjLLgM
10	V	Security of Data and Operations of HRIS Modules	https://www.youtube.com/watch?v=4bkobskp8q0

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, casestudy.

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB24C07	PRODUCTION AND MATERIAL MANAGEMENT	Theory	103	2	-	5

Preamble

1. To make the students understand the roles/functions of production management in the context of business enterprise;
2. To introduce the basic concept of Production Planning and Control, Quality and Materials Management and familiarize its applications in production;
3. To understand the quality principles, frameworks, tools, and techniques for effective real-life applications in manufacturing.
4. To acquaint with TQM, JIT, Six Sigma, Lean Management and World Class Manufacturing and their contribution towards production management.

Course Learning Outcome

On the successful completion of the course students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand about Production, PPC, Quality Control, Materials Management, Supply Chain Management, AI, AR and VR.	K1
CLO2	Recognize how Plant location, Master Production Schedules, Material Requirements Plan, Inspection and Material Handling Equipments are used in production.	K2
CLO3	Apply advanced production techniques like KANBAN, JIT, Lean, World Class Manufacturing, Six Sigma and Robotic Process Automation	K3
CLO4	Analyse how Plant Layout, Work Study, TQM, ERP, Vendor Rating and Evaluation can be used towards value creation of products..	K4

Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	L	S	S	S	S
CLO2	S	S	M	S	M
CLO3	S	M	S	L	S
CLO4	S	S	M	S	S

S-Strong; M-Medium; L-Low

UNIT– I

(21 Hours)

Production Management: Meaning - Nature, Importance and Scope – ***Basic Functions of Production Management– Productivity, Efficiency and Effectiveness** – Plant Location- Importance – Problems, Advantages and Disadvantages of Urban, Suburban, Rural locations – Factors. ***Plant Layout – Principles* - Types and Hybrid layouts – Pros and Cons***. Circular Economy in Production

UNIT– II

(21 Hours)

Production Planning and Control – Functions – ***Master Production Schedule (MPS) – Material Requirement Planning (MRP) – Bill of Materials*** – Maintenance: Meaning, Objectives and Types of maintenance – ***Work study: Method study, Time study** – Importance – **Procedure*** – Types.

UNIT– III

(20 Hours)

Quality Control: Definition, Concepts, Objectives - Importance and Advantages of Quality Control System, ***Inspection: Meaning and Kinds of Inspection, Control Charts** - Types. ***Total Quality Management:** Core Concepts & Elements of TQM, - ***Steps in implementing TQM.**

UNIT – IV

(21 Hours)

Materials Management: Meaning, Objectives, and Importance, Purchasing principles – Purchase procedure – ***Vendor Rating and Vendor Evaluation, Inventory Control** – Types of inventories – EOQ- Safety Stock - Re-order Point – ***KANBAN – JIT– Outsourcing.** Material Planning, ***Material Handling:** Meaning – Principles - Categories of Material Handling Equipment.

UNIT– V

(20 Hours)

Recent Trends: An Introduction to ERP–***Total Productive Maintenance (TPM)** - Six Sigma – concept, benefits, usage – ***Types and Roles of Six Sigma Belts**, ISO 9000 Systems – ***Lean, World Class Manufacturing**, Robotic Process Automation. ***AI, Virtual and Augmented Reality Applications in Production**, Introduction to Cyber-Physical Production Systems (CPPS).

Case study (Internal valuation only)

*** Highlighted text offered in blended mode. (Links Provided)**

Text Books

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Dr. F.C. Sharma	Production & Materials Management	Mahavir Publication	2024 & 1 st Edn
2	Tony K. Arnold, Steve Chapman, Lloyd M. Clive, Ann K. Gatewood	Introduction to Materials Management	Pearson	2022 & 9 th Edn
3	K.Aswathappa	Essentials of Production Management	Himalaya Publishing House	2021 & 3 rd Edn

Reference Books

S. No	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Dr.K. Vidyakala, Dr.N. Kathiravan, Dr.K. Nithyakala	Production and Materials Management	Bonfring Publishers	2018 & 1 st Edn
2.	Chunawalla & Patel	Production and Operations Management	Himalaya Publishing House.	2022 & 9 th Edn
3	Marc Helmold & Brain Terry	Operations and Supply Management 4.0 Industry Insights, Case Studies and Best Practices	Springer Cham	2021 & 1 st Edn
4	Ankita Agrawal	Production and Materials Management	Horizon Press	2022 & 1 st Edn

Blended Learning Links

S.No	Topic	Blended Learning Links
1	Basic Concept, Functions of Production Management – Productivity, Efficiency and Effectiveness	NPTEL Video : https://youtu.be/gJDYV2SmFeY Other Youtube Links: https://www.youtube.com/watch?v=EM6OyE1GI2E https://www.youtube.com/watch?v=Brkcj6ie7ic
2	Plant Layout	NPTEL Video's https://www.youtube.com/watch?v=IhGBUcMM-rE Other youtube Links: https://www.youtube.com/watch?v=YR5jjleIoTg

3	Types and Hybrid layouts	NPTEL Video's https://www.youtube.com/watch?v=swk6Fo-BoSA
4	Master Production Schedule (MPS) – Material Requirement Planning (MRP)	NPTEL Video MPS: https://www.youtube.com/watch?v=VjSgga4E6VYMR P: https://www.youtube.com/watch?v=1kU8HG5Y9Kc
5	Work study: Method study, Timestudy	NPTEL Video WS: https://www.youtube.com/watch?v=KNFZXNWWYVno MS: https://www.youtube.com/watch?v=s4ndfNx_Q8g TS: https://www.youtube.com/watch?v=MdtHKf_Y_f0
6	Inspection: Meaning and Kinds of Inspection, Control Charts	NPTEL Video: https://youtu.be/AatGnlsOdAY NPTEL Video: https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-me16/
7	Total Quality Management	NPTEL Video: https://www.youtube.com/watch?v=ksR4Xy6tFcM
8	Steps in implementing TQM	NPTEL Video: https://youtu.be/yWIAOFs04go
9	Vendor Rating and Vendor Evaluation, Inventory Control	NPTEL: https://www.youtube.com/watch?v=FAySSHQ0org Inventory Control NPTEL: https://www.youtube.com/watch?v=9tJv5COGkD0
10	KANBAN – JIT– Outsourcing. Material Handling	NPTEL Video (KANBAN & JIT): https://www.youtube.com/watch?v=Zjx7zCjLjyw Material Handling: https://www.youtube.com/watch?v=Up1oSSJn6oM
11	Total Productive Maintenance(TPM)	NPTEL Video: https://www.youtube.com/watch?v=UOuTBCrW2_kY
12	Types and Roles of Six Sigma Belts	NPTEL Video https://www.youtube.com/watch?v=Xi12Lwmz5dE https://www.youtube.com/watch?v=vmdB14BXkGU
13	Lean Manufacturing and World Class Manufacturing	NPTEL Video Lean Manufacturing: https://www.youtube.com/watch?v=G_0bl6FHo_cNPTEL Video World Class Manufacturing: https://www.youtube.com/watch?v=l_FMr9HfEGk
14	AI, Virtual and Augmented Reality Applications in Production	NPTEL Video: https://www.youtube.com/watch?v=zLMgdYI82IE

Pedagogy: Chalk &Talk, lecture, Seminar, PPT, Group Discussion, Activity and Case Study.

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB24C08	INTERNATIONAL MARKETING MANAGEMENT	Theory	73	2	-	4

Preamble

1. To impart the students with the knowledge, concepts of the unique aspects involved in marketing internationally.
2. To give students a basic understanding of international marketing management and various risks associated with it.
3. To develop, extend and improve the ability to plan and act strategically in an International marketing environment.
4. To learn and apply skills to current on-going marketing issues involved in today's competitive world.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the basic knowledge, concepts, Market Selection Process, Setting Price, advertising Metrics and concept of international marketing Technology.	K1
CLO2	Identify and describe the marketing functions, Market Segmentation, International Distribution channel, Incremental Sales and Measuring campaign effectiveness.	K2
CLO3	Describe the Marketing mix, determinants of market selection, International Marketing Laws and Regulations, Gross Rating Points and Tracking mechanism.	K3
CLO4	Apply knowledge paradigms in international marketing to gain insights on Marketing environment, Product communication strategies, International Distribution structures, International Promotion and Frameworks.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	M	S	L	M	M
CLO2	S	S	L	M	M
CLO3	S	M	L	M	M
CLO4	S	S	M	S	S

S- Strong; M-Medium; L – Low

UNIT - I**(15 Hours)**

International Marketing: Meaning - Objectives - Characteristics - Scope -Tasks - Functions - Marketing Environment - Controllable and uncontrollable Factors - Marketing Mix - Challenges - Significance - Evolution - Sales Force Management - Role of International Marketing in the global economy.

UNIT - II**(15 Hours)**

International Market selection process - Determinants - Market profile - Market Segmentation - AI-Powered Customer Segmentation - Targeting and Positioning in global market. International Product Classification system - Product mix - International Product Life Cycle - New product development - Global branding - Packaging and Labelling - Product communication strategies - Global Product Policy

UNIT - III**(14 Hours)**

Margins, Profits and International Pricing Metrics: Unit Margin - Margin percentage - Price per statistical unit - Price sensitivity and optimization - Setting prices to maximize profits - Price Premium - Reservation Price - Transfer pricing and Gray markets - Optimal price. International distribution channel: Structure - Types . International Marketing Laws and Regulations - Ethical Considerations in Global Marketing

UNIT – IV**(15 Hours)**

Promotions and Advertising Metrics: Promotion Metrics - Temporary price promotions - Baseline Sales - Incremental Sales - and Promotional Lift - Redemption Rates for Coupons / Rebates- The central measures of advertising coverage and effectiveness - Model for consumer response to advertising. Advertising Metrics: Impressions - Gross Rating Points - Opportunities to See Cost per Thousand Impressions Rates- Frequency- Share of Voice Impressions.

UNIT - V**(14 Hours)**

International marketing Technology : Overview - Importance - Challenges - Opportunities - Frameworks (SOSTAC, RACE, PESO & AIDA) - Data capturing in online space - Types - tracking mechanism - Importance of analytics in digital space - Measuring campaign effectiveness - Co-marketing - Affiliate marketing - Influence marketing -Technology in International Service Marketing.

Text books

S..No.	Author(s)	Title of the Book	Publisher	Year& Edition
1.	Philip Kotler	Marketing Management	Pearson	202 & 17 th Edn
2.	Philip Cateora, Bruce Money, Mary Gilly and John Graham	International Marketing	McGraw Hill	2024 & 19 th Edn

Reference Books

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Kotler-i & Mukherjee	Essentials of Modern Marketing	Vikas Publishing House	2024 & 1 st Edn
2	Ritika Maheshwari Udit Kumar Chauhan	International Trade & Export Management	Orange Books	2023 & 1 st Edn
3	RL Varshney	International Marketing Management	Visionias	2020 & 1 st Edn

Coursera Links

	Links
Unit I-V	https://www.coursera.org/learn/intro-international-marketing?utm_source
	https://www.coursera.org/specializations/international-marketing?utm
	https://www.coursera.org/learn/segmenting-the-market?utm_source
	https://www.coursera.org/learn/global-marketing-building-iconic-brands
	https://www.coursera.org/learn/uva-darden-bcg-pricing-strategy-cost-economics
	https://www.coursera.org/learn/pricing-strategy
	https://www.coursera.org/learn/international-marketing-entry-execution
	https://www.coursera.org/specializations/digital-advertising-strategy
	https://www.coursera.org/learn/assess-for-success
	https://www.coursera.org/learn/customer-understanding-and-digital-marketing-channels
	https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing

Pedagogy: Chalk &Talk, Lecture, Seminar, PPT, Group Discussion, Activity and Case Study

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB24A01	INTERNATIONAL ECONOMICS	Theory	73	2	-	4

Preamble

1. To understand the concepts of international trade patterns, trade policies and address topical issues of international economics.
2. To acquire the analytical methods needed and understanding of how and when to apply different models and approaches to events in the world economy.
3. To offer explanations of the international pattern of trade and specialization and of the reasons why similar economies often trade more with each other than with dissimilar ones.
4. To provide an understanding of the intellectual and practical problems that arises from the economic interaction between countries.

Course Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand major recent developments in the world trading system and analyze their effects on countries' economies and on the wider international community.	K1
CLO2	Explain how international economic theory has been shaped by real world events and economic reasoning to the analysis of a wide range of policy issues.	K2
CLO3	Describe the economic effects of policy interventions including tariffs, quotas, export subsidies, anti- dumping duties, countervailing duties and the creation of preferential trading agreements.	K3
CLO4	Apply a specific framework to illustrate the connection between a variety of models and approaches.	K4

Mapping with Programme outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	M	S	L
CLO3	S	L	S	S	S
CLO4	M	S	M	S	M

S- Strong; M-Medium, L-Low

UNIT - I

(14 Hours)

Introduction to International Economics – Nature – Scope - Factors Influencing International Economics – ***The production possibility curve***- Demand - Law of Demand- Types of Demand - Supply- Law of Supply- Equilibrium - the community indifference curve – ***The offer curve*** – Mill's theory of reciprocal demand- Kautilya's Arthashastra on Economic Policies

UNIT - II

(15 Hours)

Haberler's theory of opportunity cost – Kravis's theory of availability – ***Linder's theory of trade and demand*** – Posner's imitation or technological gap theory – Vernon's product cycle theory – ***Kenon's theory of Human capital*** – Emmanuel's theory of unequal exchange.

UNIT – III

(15 Hours)

Pricing and Pricing Decisions - Pricing and Output decisions – Domestic market structure and performance in Global markets – Changes in the Global Market Structure - ***Methods of pricing - differential pricing*** - Government intervention and pricing – International Price discrimination and dumping- Role of Indigenous Guilds (Shrenis) in Regulating Prices - Application of AR and VR in global pricing strategies.

UNIT – IV

(15 Hours)

Imperfect Competition and trade-- Externalities and protectionism- Welfare comparisons across countries - FDI and Investment Decisions - Risk and Uncertainty in Managerial Decision making in Domestic and International Market- Trade, Growth, Development, Inequality and Poverty Relationships

UNIT - V

(14 Hours)

International Fiscal Policies - Business Cycle Stages - Inflation and Deflation- Anti Money laundering - Balance of Payments – Developments in the pattern of trade – ***Exchange Values and Currency devaluation***- Defining Balance of Trade and Balance of Payment. - Equilibrium and disequilibrium in BOP -Measures to correct BOP disequilibrium. - BOP in India– Trade Blocs and Monetary units.

*** Highlighted text offered in blended mode. (Links Provided)**

Text Book:

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Paul Krugman, Maurice Obstfeld, Marc Melitz	International Economics: Theory and Policy, Global Edition	Pearson	2024 & 12 th Edn
2	Robert Carbaugh	International Economics	Cengage Learning	2023 & 18 th Edn

Reference Books:

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Dominick Salvatore	International Economics (An Indian Adaptation)	Wiley	2024 & 13 th Edn
2	B. Mahadevan, Vinayak Rajat Bhat, and Nagendra Pavana R.N.	Introduction to Indian Knowledge System: Concepts and Applications	PHI Learning	2022 & Eastern Economy Edition
3	M.L.Jingan	International Economics	Vrinda Publishing	2021& 4 th Edn

Blended Learning Links:

S.No	Unit	Topic	Blended Link
1	I	The production possibility curve	https://www.youtube.com/watch?v=3JLoi7K2_vY
2	II	Linder's theory of trade and demand	https://www.youtube.com/watch?v=2OK3IDY6r9U
3	II	Kenon's theory of Human capital	https://www.khanacademy.org/economics-finance-domain/core-finance/investment-vehicles-tutorial/investment-consumption/v/human-capital
4	III	Methods of pricing	https://study.com/academy/lesson/video/pricing-strategy-in-marketing-definition-types-examples.html
5	III	Differential pricing	https://www.coursera.org/courses?query=pricing%20strategy
6	IV	Imperfect Competition and trade	https://onlinecourses.nptel.ac.in/noc21_hs46/preview
7	V	Exchange Values and Currency devaluation	https://www.khanacademy.org/economics-finance-domain/ap-macroeconomics/ap-open-economy-international-trade-and-finance/the-foreign-exchange-market/v/currency-exchange-introduction

Pedagogy: Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
RM24A01	BUSINESS ECONOMICS	Theory	73	2	-	4

Preamble

1. To introduce foundational concepts of Economics and its relevance to business decision-making.
2. To develop understanding of demand, supply, production, cost, revenue, and market mechanisms for managerial applications using both traditional and AI-driven methods.
3. To explore pricing and distribution theories, including the latest applications like AR/VR and the digitalization of pricing strategies.
4. To analyze factors of production, wages, rent, interest, profit, and unemployment using both classical and modern theories.
5. To enable learners to comprehend national income, inflation, trade cycles, and ancient Indian economic thought, integrating modern analytics and historical frameworks.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Remember concepts of Demand, Supply, Cost, Revenue, National Income and Inflation.	K1
CLO2	Explain economic principles like elasticity, laws of returns, market types, factor pricing theories, and inflation.	K2
CLO3	Apply economic tools to measure demand elasticity, cost and revenue, price mechanisms, and national income through traditional and modern methods.	K3
CLO4	Analyze market behaviour, pricing under various markets, unemployment, inflation trends, data - driven economic decisions.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	L	S	S
CLO2	S	L	S	M	M
CLO3	M	S	S	M	S
CLO4	M	M	S	S	L

S- Strong; M-Medium L – Low

UNIT- I**(15 Hours)**

Meaning and Definition of Economics - Nature - Scope - Firm- Industry- Objectives of firm - Profit Maximization-Social responsibilities of firm - relationship between micro, macro and managerial economics - ***Demand - Meaning - Types*** - Law of demand- Elasticity of Demand - Measurement of Elasticity of Demand – Types and Methods - AI driven demand forecasting.

UNIT - II**(15 Hours)**

Production - Importance - Factors - functions - ***Least cost combination - Types of Utility - Law of Returns - Law of Variable Proportions***- Returns to scale - Economies of Scale - Law of Supply - Elasticity of Supply - Cost and Revenue - Concepts and curves.

UNIT – III**(16 Hours)**

Market - Meaning - Types - Equilibrium of the firm - Industry - ***Fundamentals of Pricing - Pricing under perfect competitions***- Monopoly - Price Discrimination - Pricing under Monopolistic Competition - ***Pricing under Oligopoly – Pricing under Duopoly - The Four Step Process*** - Price Ceilings and Price Floors - Application of AR and VR in pricing strategies.

UNIT – IV**(16 Hours)**

Distribution - Factor Pricing - Marginal Productivity theory - Wages - Determination of wages - ***Causes for wage difference - Trade Union and wages - Rent - Ricardian theory rent*** - Quasi – Rent-Modern theory of rent - Interest - Profit – ***Theories of Profit -Unemployment*** - Compute Unemployment Rate - Patterns of Unemployment - Changes in Unemployment over the Short Run - Changes in Unemployment over the Long Run.

UNIT - V**(11 Hours)**

National Income - Concepts- measurement – ***Problems- Uses – Leveraging Big Data Analytics and Machine Learning Techniques to measure National Income - Inflation - Types***- Causes and Control – Tracking Inflation- Measuring Changes in the Cost of Living- Current Trends of Inflation in India- ***Trade Cycle – Stages of trade cycle - Balance of Payments***- Ancient Indian Practices on governance, economics, and trade- (Kautilya's Arthashastra)

*** Highlighted text offered in blended mode. (Links Provided)**

Text book:

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	N. Gregory Mankiw	Principles of Economics	Cengage Learning	2024, 10. Edn

Reference Books:

S.No	Author(s)	Title of the Book	Publisher	Year & Edition
1.	H.L Ahuja	Business Economics	Sultan Chand & Sons	2022 & 15 th Edn
2.	Dr. S.Sankaran	Business Economics	Margham Publication	2022 & 3 rd Edn
3.	Kaveri, SudhaNayak, Girija & Meenakshi	Business Economics	Sultan Chand & Sons	2020& 6 th Edin

Blended Learning Topics:

S. No	Unit	Topic	Blended Learning Links
1	I	Demand Types - Meaning-	https://onlinecourses.swayam2.ac.in/cec20_hs26/preview
2	II	Least cost combination Types of utility-Law of Returns	https://archive.nptel.ac.in/courses/110/101/110101149/
3		Law of Supply	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview
4	III	Fundamentals of pricing Pricing under perfect competitions	https://onlinecourses.swayam2.ac.in/imb22_mg04/preview
5		Pricing under Oligopoly – Pricing under Duopoly	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview
6	IV	Causes for wage difference- Trade Union and wages- Rent Ricardian theory rent	https://onlinecourses.nptel.ac.in/noc22_mg103/preview
7		Theories of Profit Unemployment Compute	https://onlinecourses.swayam2.ac.in/cec20_hs43/preview
8	V	Problems- Uses- Inflation- Types	https://onlinecourses.swayam2.ac.in/cec22_hs49/preview
9		Trade Cycle- Stages of trade cycle – Balance of Payments	https://onlinecourses.swayam2.ac.in/cec22_hs49/preview

Pedagogy: Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB24SBP1	DIGITAL SKILLS FOR MANAGERS	Practical	-	4	41	3

Preamble

1. Introduce advanced Excel tools for data analysis, including data cleaning, transformation, and modelling for better business decision-making.
2. Explore the use of data analytics tools and project management software to support decision-making and improve team collaboration.
3. Understand how automation and workflow optimization tools enhance business process efficiency.
4. Implement cloud-based tools for data management, real-time collaboration, and backup/recovery strategies in business operations.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify key features and functionalities of Excel and analytics software to enhance business analysis skills.	K1
CLO2	Explore the application of project management tools and data analytics software in business decision-making and collaboration.	K2
CLO3	Analyze how automation tools can optimize business processes and workflow for efficiency.	K3
CLO4	Implement cloud-based tools for effective data management, collaboration, and recovery in real-world business environments.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	M	L
CLO2	S	S	S	M	M
CLO3	S	S	S	M	M
CLO4	S	S	S	L	M

S- Strong; M-Medium; L-Low

UNIT –I**(9 Hours)**

Advanced Excel for Business Analysis and Reporting: Importing – Cleaning - Transforming Data from Multiple Sources (Databases, CSV, Web) – Data Models with Power Pivot – Advanced DAX (Data Analysis Expressions) – Sparklines – Slicers.

UNIT – II**(8 Hours)**

Data Analytics Software for Decision Making - Google Analytics: Key Metrics and Reports - Analysing Website Traffic - User Engagement - Setting Up and Analysing Website Traffic Data.

UNIT –III**(9 Hours)**

Project Management Software - Tools: Asana, Trello, and Monday.com - Reporting and integrating with Google Calendar, Slack tools - Gantt charts - Dependency Tracking.

UNIT – IV**(8 Hours)**

Automation and Workflow Optimization - Zapier for Business Process Automation – Trello - Power Automate (Microsoft Flow) - Automating Repetitive Tasks.

UNIT – V**(9 Hours)**

Data Management and Cloud Tools – Creating – Organizing - Sharing Cloud Folders - Real-Time Collaboration - File Versioning - Backup Strategies in Cloud data - Recovery in the Cloud.

Text Book:

S.No.	Author	Book name	Publisher	Year & Edition
1.	Jordan Morrow	Be Data Literate: The Data Literacy Skills Everyone Needs to Succeed	Pearson	2024 & 1st Edn

Reference Books:

S.No.	Author	Book name	Publisher	Year & Edition
1.	George Mount	Modern Data Analytics in Excel: Using Power Query, Power Pivot, and DAX	O'Reilly Media	2024 & 1st Edn
2.	Felix Zumstein	Python for Excel: A Modern Environment for Automation and Data Analysis	O'Reilly Media	2024 & 1st Edn

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
NM23DTG	DESIGN THINKING	Theory	30	-	-	2

Preamble:

- To expose the students to the concept of design thinking as a tool for innovation
- To facilitate them to analyze the design process in decision making
- To impart the design thinking skills

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO 1	Understand the concepts of Design thinking and its application in varied business settings	K1
CLO 2	Describe the principles, basis of design thinking and its stages	K2
CLO 3	Apply design thinking process in problem solving	K3
CLO 4	Analyze the best practices of design thinking and impart them in business and individual day to day operations.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	S	M	M	S	S
CLO 2	M	S	S	M	M
CLO 3	S	S	S	M	S
CLO 4	S	S	S	S	S

S-Strong; M-Medium

UNIT – 1**(6 Hours)**

Design Thinking Overview: Introduction to Design Thinking and Design Research Strategies -Design Thinking Skills.

UNIT – II**(6 Hours)**

Design Thinking Mindset: Principles of Design Thinking - Basis for design thinking - Design Thinking Hats - Design thinking team.

UNIT – III**(6 Hours)**

Empathize: Definition - Listen & Empathize with the Customers and / or Users - Tools and Techniques.

UNIT – IV**(6 Hours)**

Define : Definition - Defining the Problem - Tools and Techniques - Journey mapping and Ideate - definition - Ideation techniques.

UNIT – V**(6 Hours)**

Prototype: Definition - Prototype Alternate Solutions - Test the Solutions - Visualization -Story Telling - Cautions and Pitfalls - Best Practices.

Text Books:

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Christian Mueller-Roterberg	Handbook of Design Thinking Tips & Tools for how to design thinking	Amazon Kindle Version	2018 & 1st Edn
2. .	Gavin Ambrose Paul Harris	Design Thinking	AVA Publishing Switzerland	2010 & 1st Edn
3.	Sambhrant Srivastava and Vijay Kumar	A Text Book of DESIGN THINKING	Vayu Education of India	2022 & 1st Edn

Reference Books:

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Maurício Vianna Ysmar Vianna Isabel K. Adler Brenda Lucena Beatriz Russo	Design Thinking - Business Innovation	MJV Press	2011 & 2 nd Edn
2.	Moritz Gekeler	A practical guide to design thinking	Friedrich- Ebert- Stiftung	2019 & 1 st Edn
3.	J. Berengueres	The Brown Book of Design Thinking	UAE University College, Al Ain	2014 & 1 st Edn

Blended Learning Links

UNIT	TOPICS	LINK
I	Introduction to Design Thinking	https://www.digimat.in/nptel/courses/video/109104109/L01.html
	Design Thinking skills	https://www.youtube.com/watch?v=b-9Id-Jt_PI
II	Principles & Basis of Design Thinking	https://youtu.be/6-NRiom8K9Y
	Design Thinking hats	https://www.youtube.com/watch?v=bcBvFQDmmk
III	Empathize	http://acl.digimat.in/nptel/courses/video/109104109/L02.html http://acl.digimat.in/nptel/courses/video/109104109/L03.html https://youtu.be/l52mqHs02B0
IV	Define	http://acl.digimat.in/nptel/courses/video/109104109/L04.html https://youtu.be/veixQsRnZ_ZU https://youtu.be/6-bDSKZJEAM
	Ideate	http://acl.digimat.in/nptel/courses/video/109104109/L11.html http://acl.digimat.in/nptel/courses/video/109104109/L12.html http://acl.digimat.in/nptel/courses/video/109104109/L13.html
	Prototype	http://acl.digimat.in/nptel/courses/video/109104109/L15.html
V	Testing	http://acl.digimat.in/nptel/courses/video/109104109/L16.html http://acl.digimat.in/nptel/courses/video/109104109/L17.html http://acl.digimat.in/nptel/courses/video/109104109/L18.html http://acl.digimat.in/nptel/courses/video/109104109/L19.html



**BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)
CHOICE BASED CREDIT SYSTEM (CBCS) &
LEARNING OUTCOMES- BASED CURRICULUM FRAMEWORK (LOCF)
SCHEME & SYLLABUS OF EXAMINATION
2024 -2027 BATCH
SEMESTER –IV**

Sem	Part	Course Code	Title of the Course	Course Type	Instruction Hours/Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
IV	I	TAM2304A/ HIN2304A/ FRE2304A	Tamil Paper IV Hindi Paper IV French Paper IV	L	4	58	2	3	25	75	100	3
	II	ENG2404A	English Paper IV	E	4	58	2	3	25	75	100	3
	III	IB24C09	Global Business Law and Risk Management	CC	6	88	2	3	25	75	100	5
	III	RM24C10	Sustainable Business	CC	6	88	2	3	25	75	100	4
	III	IB24A02/ RM24A02	Taxation / Sourcing Management	GE	5	73	2	3	25	75	100	4
	III	IB24SBP1	Digital Business Simulation	SEC	3	41	4	-	100	-	100	3
	IV	NM23EII	Entrepreneurship and Innovation (IgniteX)	AECC	2	30	-	-	100	-	100	2
	IV	NM24EVS	Environmental Studies	AECC	SS	-	-	-	100	-	100	Gr
	V	COCOACT	Co-Curricular Activities	GC	-	-	-	-	100	-	100	1
I-V	VI	24BONL1 24BONL2 24BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-

L – Language

CA - Continuous Assessment

CC - Core Course

ACC - Additional Credit Course

GC – General Course

AECC - Ability Enhancement Compulsory Course

E - English

ESE - End Semester Examination

GE – Generic Elective

SEC - Skill Enhancement Course

SS - Self Study

Gr - Grade

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB24C09	GLOBAL BUSINESS LAW AND RISK MANAGEMENT	Theory	88	2	-	5

Preamble

- To understand the fundamentals of business law and its impact on organizational operations
- To gain knowledge of Intellectual Property Rights, trademarks, patents, and copyright protection
- To identify, assess, and mitigate operational, financial, and legal risks in business.
- To apply AI and technology tools for legal compliance and risk management
- To integrate ethical principles and Indian knowledge systems into modern business practices.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamentals of business law, including contracts, employment laws and compliance strategies.	K1
CLO2	Identify and analyze various types of risks in business operations and the role of risk management.	K2
CLO3	Describe the importance and application of intellectual property rights, including patents, copyrights, Trade mark and traditional knowledge.	K3
CLO4	Apply knowledge of AI, Indian Knowledge Systems, and Industry 5.0 for innovative solutions in compliance and risk management.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	M	M	M	S	S
CLO2	S	S	S	S	S
CLO3	S	L	M	M	M
CLO4	S	S	S	S	S

S- Strong; M- Medium; L- Low

GLOBAL BUSINESS LAW AND RISK MANAGEMENT - IB24C09 – 88 HRS

Unit – I (17 Hrs)

Introduction to Business Law: Meaning - Scope - Objectives and Significance - Key characteristics of legal frameworks in business - Types of laws affecting business operations (Contract Law, Employment Law, Corporate Law, Consumer Protection). Indian Knowledge System: Traditional Indian principles in legal and business frameworks - Integration of Indian ethical and governance models in modern business practices.

Unit – II (18 Hrs)

Law of Agency in Cross-Border Trade - International Partnership and Joint Ventures - Company Law Basics for MNCs - Formation of Foreign Subsidiaries - Memorandum and Articles of Association - International Dispute Resolution (Arbitration - Mediation - ICC). Negotiable Instruments in International Trade: Promissory Note - Bill of Exchange - Documentary Collection - Letter of Credit - UCP 600 Guidelines - International Sale of Goods Act: Conditions - Warranties - Transfer of Property - Rights of Unpaid Seller - Competition Law in Global Markets.

Unit – III (18 Hrs)

Intellectual Property Rights: Introduction - Need - IPR in India - Different Classifications - Important Principles of IP Management - Commercialization of Intellectual Property Rights by Licensing - Intellectual Property Rights in the Cyber World. Patents: Introduction - Classification - Importance - Types of Patent Applications in India - Patentable Invention - Inventions Not Patentable. Copyright: Introduction - Conceptual Basis - Copyright and Related Rights - Author & Ownership of Copyright - Rights Conferred by Copyright - Registration - Transfer - Infringement - Copyright pertaining to Software/Internet and other Digital Media.

Unit – IV (18 Hrs)

Risk Management: Meaning - Scope – Objectives - Principles – Operational and Legal risks. Legal Compliance and Risk Mitigation: Importance of compliance – Role in avoiding penalties and disputes – Connection between compliance and risk mitigation strategies – *Legal challenges and opportunities in Industry 5.0.

Unit – V (17 Hrs)

Applications in Risk Mitigation: Practical strategies for reducing Financial, Operational and Legal risks in businesses – Implementation of AI-based tools for legal compliance - Business Continuity and Disaster Recovery Planning – Managing Global Crisis (Pandemics – Trade Wars – Sanctions) – Emerging Risks: Cybersecurity – Data Privacy (GDPR) – ESG & Sustainability Risks

Text Books

S.No.	Authors	Title	Publisher	Year and Edition
1.	Sushma Arora	Business Law	Taxmann Publications Private Limited	2024 and 12 th Edn
2.	V K Ahuja	Intellectual Property Rights	Lexis Nexis	2025 and 3 rd Edn

Books for Reference

S.No.	Authors	Title	Publisher	Year and Edition
1.	Hayden Van Der Post	Risk Management Fundamentals	Reactive Publishing	2024 and 4 th Edn
2.	Shashank S. Sharma	Business Law	Taxmann Publications Private Limited	2024 and 8 th Edn
3.	Bhuwneshwar Prasad Mishra	Business Risk Management	Bharat Law House Pvt. Ltd.	2024 and 1 st Edn

Reference Links

S. No.	Unit	Topic	Link
1	I	Traditional Indian principles in legal and business frameworks	https://www.youtube.com/watch?v=GGkLrW05Ltw https://www.youtube.com/watch?v=2e41hF2-Kq0
2	I	Integration of Indian ethical and governance models in modern business practices.	https://www.youtube.com/watch?v=CAzt8fRPjHA https://www.youtube.com/watch?v=0jHMkS23wuc
3	II	International Dispute Resolution (Arbitration – Mediation – ICC)	https://www.youtube.com/watch?v=C0S2qpU2St8
4	III	Intellectual Property Rights in the Cyber World	https://www.coursera.org/learn/intellectual-property-for-entrepreneurs
5	III	Types of Patent Applications in India	https://www.coursera.org/learn/patents
6	IV	Connection between compliance and risk mitigation strategies	https://www.coursera.org/learn/compliance-and-risk-management
7	IV	Legal challenges and opportunities in Industry 5.0	https://www.youtube.com/watch?v=tjqdlZJuCA0
8	V	Implementation of AI-based tools for legal compliance	https://www.youtube.com/watch?v=6FUzSH5kB3A

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
RM24C10	SUSTAINABLE BUSINESS	THEORY	88	2	-	4

Preamble

- To understand the concept of sustainable development and its relevance to the business environment.
- To examine the strategies and challenges related to sustainable business practices.
- To develop the knowledge and skills necessary to integrate sustainability principles into business operations, marketing, supply chains, and corporate governance.
- To create a more sustainable and responsible business environment that addresses global sustainability challenges.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify the principles and concepts of sustainable business.	K1
CLO2	Review the impact of sustainable business practices on corporate social responsibility and long-term business performance.	K2
CLO3	Apply sustainable business strategies to address global sustainability challenges and ethical dilemmas in business Operations	K3
CLO4	Analyze the role of sustainable marketing, supply chain management, and corporate governance in fostering sustainable business practices.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	M	S
CLO3	S	M	S	S	S
CLO4	S	S	S	S	L

S-Strong; M-Medium; L- Low

SUSTAINABLE BUSINESS - RM24C10 - 88 HRS

Unit–I (18 Hrs)

Introduction to Sustainable Business – Key Concepts – Perspectives on Sustainability - Environmental, Social, Economic, Stakeholders and Ethical Perspectives – Principles of Sustainability - Models - Ethical Investment Strategies - Digital Transformation – Integration of Artificial Intelligence in Sustainable Business Practices - SDG: Introduction - Impact of Sustainable Development Goals on business practices- Sustainable practices in Ancient Indian Business.

Unit–II (18 Hrs)

Designing Sustainable Business Models – Concept and Technologies – Exploring IoT enabled strategies to drive sustainable consumption- Financial Viability-Sustainable Business Strategies and Corporate Social Responsibility - Circular Economy Strategies- Integration of Artificial Intelligence in Sustainable Business Models.

Unit–III (18 Hrs)

Sustainable Marketing and Sustainable Supply Chain- Sustainable Product Development and Green Marketing Strategies - Sustainable Packaging Solutions – Green Product Certifications and Standards - Sustainable Entrepreneurship and Innovation- Sustainable Consumer Behavior and Ethical Consumption - Sustainable Operations Management - Branding and Communication for Sustainable Business.

Unit–IV (17 Hrs)

Global Sustainability Challenges and Policies - Global Water Management - Climate Change Mitigation and Adaptation Strategies - AI for Climate Risk Assessment and Disaster Management – Sustainability and Leadership - Sustainability in Global Human Resource Management (HRM) – ESG.

Unit–V (17 Hrs)

Creating sustainable Business practice – Integrating Industry 4.0 - Government regulation and policy – Renewable Energy Integration in Global Business Sustainability Environmental Management System – The Role of Smart Cities in Sustainable Business Practices – Life Cycle Sustainability Assessment (LCSA).

Text Book

S.No	Authors	Title	Publishers	Year and Edition
1	Helen Kopnina, Rory Padfield and Josephine Mylan	Sustainable Business – Key issues (Third Edition)	Taylor & Francis	2023 and 3 rd edn.
2	Vladimir Obradović	Sustainable Business Change Project Management Toward Circular Economy	Springer International Publishing	2023 and 1 st edn.
3	Rishi Raj Sharma, Tanveer Kaur, Amanjot Singh Syan	Sustainability Marketing New Directions and Practices	Emerald Publishing Limited	2021 and 1 st edn.
4	Arora, Mutz, Mohanraj (Eds.)	Innovating for the Circular Economy	CRC Press	2023 and 1 st edn.

Books for Reference

S.No	Authors	Title	Publishers	Year and Edition
1	Paul Marushka, CEO and Founder of Sphera	Sustainable Success: How Businesses Win as a Force for Good	Rivertowns Books	2025 and 1 st edn.
2	Kevin Duncan, Sarah Duncan	The Sustainable Business Book Building a Resilient Modern Business	LID Publishing	2023 and 1 st edn.
3	Margaret Robertson	Sustainability Principles and Practices	Routledge	2021 and 3 rd edn.

Reference Links

S. No	Unit	Topic	Links
1	I	Sustainable practices in Ancient Indian Business	https://www.youtube.com/watch?v=gsUxjFs_UJo
2	II	Circular Economy Strategies	https://www.youtube.com/watch?v=lhMooyLGWkc
3	III	Sustainable Operations Management	https://www.youtube.com/watch?v=ORjascUfAYI&list=PLsbEjOcTg6luxCmVra-07L7LUFo9Nbe_P

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB24A02	TAXATION	Theory	73	2	-	4

Preamble

- To understand the basic concepts and definitions under the Income Tax Act, of 1961.
- To Acquire knowledge about the Computation of Income under different heads of Income.
- To provide taxation Compliance in the Digital Age.
- To Prepare students to understand the importance of Direct Tax, GST and Customs Act in Indian tax.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Define key terms and to know how income is assessed and to have an understanding of basic tax concepts and their applications	K1
CLO2	Compute income from Salary and House Property	K2
CLO3	Apply to have adequate knowledge and understanding of computing Business and Profession Income and Capital Gains	K3
CLO4	Understand the inter-state transactions and imported goods or services, and an Integrated GST (IGST) ,	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	M	S
CLO3	S	M	S	S	S
CLO4	S	S	S	L	S

S-Strong; M-Medium; L- Low

TAXATION - IB24A02 – 73 Hrs

Unit – I (14 Hrs)

Income Tax Act 1961 - Basic Concepts and Definitions – Scope, Objectives & Canons of Taxation - Direct and Indirect Taxes - Varied Categories of income- Basis of Charge- Residential status -Incidence of Taxation (Simple Problems) -Exempted Income (Theory only).

Unit – II (15 Hrs)

Computation of Income under Salary – Allowances – Perquisites (Simple Problems). Income from House Property - Let out and Self-Occupied House Property- Computation of Income from House Property and Deductions u/s 24 (Simple Problems).

Unit – III (15 Hrs)

Capital Gains- Computation of Capital Gains and Exemptions u/s 54 (Simple Problems)-Income from Business and Profession (Simple Problems) - Income from Other Sources (Simple Problems).

Unit – IV (15 Hrs)

Customs Act - Introduction, Definitions, Objectives - Functions and powers of customs authorities, different types of custom duties - Classification of goods, procedure for assessment and methods of valuation for customs - Exemptions from Customs duty - Clearance of goods.

Unit – V (14 Hrs)

Introduction: GST - Concept – Overview – Features - Benefits - Types of GST - Exemption from GST, GST tax rate - Procedure for GST online registration - Penalties for not completing GST - GST Return - Steps for filing GST returns - Kinds of GST return forms - Concept of Supply: Meaning, Features, Types - exempt supply - Levy and collection of Tax - AI in GST Compliance and Return Filing.

(Theory and Problems in the ratio of 60% & 40% respectively.)

Text Book

S.No.	Authors	Title	Publisher	Year and Edition
1	V.P. Gaur, D.B. Narang, Puja Gaur, and Rajeev Puri	Income Tax Law & Practice Assessment Year 2025-26	Kalyani Publishers	2025 and 53 rd Edn
2	Prof. Preeti Rani Mittal, & Dr. Anshika Bansal	Income Tax – Law and Practice Assessment Year 2025-26	Sultan Chand and Sons	2025 and 7 th Edn
3	Dr. H.C. Mehrotra, Prof. V.P. Agarwal	Goods and Services Tax (G.S.T.) & Customs Duty	Sahitya Bhawan Publications	2025 and 14 th Edn

Books for Reference

S.No.	Authors	Title	Publisher	Year and Edition
1	R. K. Jain, CA Manoj Kumar Agarwal, CA Sanjeev S. Thakur, CA Nikhil Gupta	Income Tax Law & Practice with GST (Assessment Year 2025-26)	SBPD Publication	2024 and 25 th Edn
2	CA Anoop Modi, CA Mahesh Gupta, CA Nikhil Gupta	Goods And Services Tax (GST) Latest Edition	SBPD Publication	2022 and 1 st Edn
3	Ramamurthy. S	Commentary on the Customs Act, 1962	Bloomsbury Professional India	2022 and 1 st Edn

Reference Links

S.No.	Unit	Topic	Links
1	I	Direct and Indirect tax	https://www.youtube.com/watch?v=dqA2yO4sbvM
2	I	Exempted Income (Theory only).	https://www.youtube.com/watch?v=IkKPzy7VDOw
3	II	Income from House Property	https://www.youtube.com/watch?v=1lqvHOLoJO0
4	III	Income from Business and Profession	https://www.youtube.com/watch?v=vDrYBJReG5Q
5	IV	Exemptions from Customs duty	https://www.youtube.com/watch?v=_s1C1XyM8kQ
6	V	Types of GST	https://www.youtube.com/watch?v=2v5gnpwBSBQ

Pedagogy

- PowerPoint Presentations, Group Discussion, Seminar, Quiz Assignment, Experience Discussion.

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
RM24A02	SOURCING MANAGEMENT	THEORY	73	2	-	4

Preamble

- To enable the students to understand the elementary concepts of sourcing and sourcing management.
- To help the students develop the skills and knowledge in suppliers' selection, evaluation, price determination, and negotiation in sourcing.
- To enlighten the students about global sourcing and its importance.
- To inculcate the students about the importance of information technology in sourcing management.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the importance of sourcing and sourcing management.	K1
CLO2	Identify potential suppliers and negotiate the terms and conditions for effective sourcing.	K2
CLO3	Describe global sourcing strategies, legal considerations, and the role of the global trade management system.	K3
CLO4	Analyse and apply the appropriate technology in sourcing management.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	L	S
CLO3	S	S	M	S	S
CLO4	S	M	S	S	S

S-Strong; M-Medium; L- Low

SOURCING MANGEMENT- RM24A02-73 HRS

Unit- I (14 Hrs)

Sourcing – Meaning – Sourcing Vs Procurement – Objectives – Principles – Types – Role of Sourcing in Supply Chain - Sourcing Process Steps – RFQ, RFP, Auctions and Supplier Delivery - Sourcing Strategies – Supplier Relationship Management – Importance – Opportunities – Challenges - Sustainable Sourcing Models * Green Sourcing Strategies* – E-Sourcing – Challenges in E-Sourcing Platforms

Unit-II (15 Hrs)

Supplier Selection and Evaluation – Identifying Potential Supplier – Supplier Database– Supplier Segmentation – Supplier Selection Process – Criteria for Assessing Supplier Performance –Supplier Evaluation Metrics – Supplier Performance Measurement – Balanced Scorecard – Vendor Rating Systems – Performance Dashboards – Supplier Relationship Management (SRM) Systems in the Digital Age - AI and Machine Learning.

Unit-III (15 Hrs)

Price Determination and Negotiation – Pricing Objectives – Factors Influencing Pricing – Types of Pricing Strategies – Market Analysis – Cost Analysis – Supplier Cost Analysis – Total Cost of Ownership – Value-Based Pricing – Benchmarking – AI in Market and Cost Analysis – Negotiation in Sourcing: Types – Process - Skills for Successful Negotiation – Game Theory & Analytics in Negotiation – AI-Powered Negotiation Bots.

Unit-IV (15 Hrs)

Global Sourcing – Meaning – Importance – Challenges – Sustainability, Ethical Considerations in Global Sourcing– Criteria for Selecting Countries and Suppliers for Global Sourcing – Risk Assessment — Total Cost Analysis – Legal Frameworks – Blockchain for Transparency.

Unit-V (14 Hrs)

Role of Technology in Sourcing Management – Application of Technology: Supplier Portals –Market Intelligence Tools – Big Data – Integrating Market Intelligence with Supplier Portals - Document Management.

Text Book

S.No	Authors	Title	Publishers	Year and Edition
1	Ashley McDonough	Operations and Supply chain Management	Vibrant	2020 and 1 st edn.
2	Kenneth Lyson & Brain Farrington	Procurement and Supply Chain Management	Pearson	2020 and 10 th edn.
3	Selvan Athishtaraj V.	Basics of Strategic Sourcing	Notion Press	2020 and 1 st edn.

Reference Link

S.No	Authors	Title	Publishers	Year and Edition
1	Carlos Mena, Remko van Hoek, Martin Christopher	Leading Procurement Strategy: Driving Value Through the Supply Chain	Kogan Page, Limited	2025 and 4 th edn.
2	Jonathan O'Brien	Sustainable Procurement: A Practical Guide to Corporate Social Responsibility in the Supply Chain	Kogan Page	2023 and 1 st edn.
3	Hans J. Dau	Strategic Sourcing: Theory and Practice	Mitchell Madison Group	2020 and 1 st edn.
4	Cindy Brown	Strategic Sourcing and CATEGORY Management	Amazon Direct Publishing	2023 and 1 st edn.

Reference Links

S.No	Unit	Topic	Links
1	I	Sourcing Process	https://www.prokuria.com/post/sourcing-strategy- steps-effective-sourcing-process
2	II	Supplier Evaluation Metrics	https://www.youtube.com/watch?v=QI5PpY8xz3k
3	II	Supplier Relationship Management System	https://www.prokuria.com/post/supplier- relationship-management-platform-benefits

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB24SBP1	DIGITAL BUSINESS SIMULATION	Practical	-	4	41	3

Preamble

- To develop an understanding of digital tools (Miro, MURAL, EdApp, Investopedia Simulator, Simformer) for business decision-making.
- To enable students to apply design thinking and visualization methods (mind maps, customer journey maps) for startup ideas.
- To provide experiential learning through business simulations (SBS) and trading simulators (Investopedia).

Course Learning Outcomes

On the successful completion of the course, students will be able

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the fundamental concepts of mind mapping, customer journey mapping, SWOT analysis, microlearning, and trading simulations.	K1
CLO2	Explain the use of digital platforms (Miro, MURAL, Simformer, EdApp, Investopedia Simulator) in business decision-making.	K2
CLO3	Apply digital tools to create mind maps, customer journey maps, microlearning modules, and execute demo trades.	K3
CLO4	Analyze financial results from business simulations and trading platforms using R programming and interpret SWOT for strategic decision-making.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	L	L	M
CLO2	S	S	M	M	M
CLO3	S	M	S	S	S
CLO4	S	S	S	L	S

S-Strong; M-Medium; L-Low

DIGITAL BUSINESS SIMULATION- IB24SBP1 – 41 HRS

UNIT – I (9 Hours)

MIRO

Exercise 1: Design a mind map for a startup idea using sticky notes and connectors. Submit a screenshot of the completed mind map with labelled branches.

Exercise 2: Build a customer journey map for an online store with at least three touchpoints. Record customer flow across touchpoints and submit a short report with visuals.

UNIT – II (8 Hours)

MURAL

Exercise 3: Sign up for the free education plan and create a team workspace. Submit a screenshot of workspace setup.

Exercise 4: Conduct a SWOT analysis for a company using MURAL's template. Submit the completed SWOT table and a short interpretation.

UNIT – III (9 Hours)

SIMFORMER

Exercise 5: Create a student demo account and choose an industry for virtual company. Submit a short profile of selected industry and company setup.

Exercise 6: Analyze company's financial results after one simulation cycle. Record revenue, expenses, and profit, and submit a summary table with insights.

UNIT – IV (8 Hours)

EDAPP

Exercise 7: Sign up for EdApp's free plan and create first microlearning course. Submit a screenshot of the course overview.

Exercise 8: Add a 5-question quiz to course and enable gamification features. Record learner engagement metrics and submit a short evaluation report.

UNIT – V (9 Hours)

INVESTOPEDIA

Exercise 11: Create a trading account in Investopedia Simulator and set up your portfolio. Submit a table with company names, tickers, shares purchased, purchase price, and total value.

Exercise 12: Add three companies from different sectors to watchlist in Investopedia Simulator. Submit a table with company names, sectors, tickers, current price, and market cap.

Text Book

S.No.	Authors	Title	Publishers	Year and Edition
1.	Thiagi, Sivasailam & Sundar, Rekha	Design Your Own Learning Games	Wiley	2024 and 1 st Edn
2.	Kathy Lien	Day Trading and Swing Trading the Currency Market	Wiley	2024 and 3 rd Edn

Books for Reference

S.No.	Authors	Title	Publishers	Year and Edition
1.	Karl M. Kapp & Robyn A. Defelice	Microlearning: Short and Sweet	ATD Press	2023 and 2 nd Edn
2.	Jim Brown	Forex Trading: The Basics Explained in Simple Terms	Good Reads listing	2024 and 3 rd Edn

Pedagogy

- Practical Exercises, Mind maps, customer journey maps, simulations and trading simulations.

Course Designer

1. Dr. Deepana. P

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
NM23EII	Entrepreneurship and Innovation (Ignite X)	THEORY	30	-	-	2

Course Learning Objectives

1	Inspire; develop entrepreneurial mind-set and attributes; entrepreneurial skill sets for venture creation and intrapreneurial leadership
2	Apply process of problem-opportunity identification and validation through developing a macro perspective of the market, industries and customers while using design thinking principles.
3	Understand and analyse Customer and Market segmentation, estimation of Market size, Customer personae development and validation
4	Understand and Initiate Solution design, Prototyping for Proof of Concept. Understand MVP development and validation to determine Product-Market fit
5	Craft initial Business and Revenue models, financial planning and pricing strategy for profitability and financial feasibility of a venture. Understand relevance and viability of informal and formal funding with respect to different business models.
6	Understand and develop Go-to-Market strategies with a focus on digital marketing channels.
7	Understand and apply story telling skills in presenting a persuasive and defensible Venture Pitch.

Course Content

Unit I: Entrepreneurship Fundamentals & Context

Meaning and concept, attributes and mindset of entrepreneurial and intrapreneurial leadership, role models in each and their role in economic development. Gamified role play based exploration aligned to one's short term career aspiration and ambition. An understanding of how to build entrepreneurial mindset, skillsets, attributes and networks while on campus.

Core Teaching Tool: Simulation, Game, Industry Case Studies (Personalized for students – 16 industries to choose from), Venture Activity

Unit II: Problem & Customer Identification

Understanding and analysing the macro-Problem and Industry perspective, technological, socio-economic and urbanization trends and their implication on new opportunities. Identifying passion, identifying and defining problem using Design thinking principles. Analysing problem

and validating with the potential customer. Iterating problem-customer fit. Understanding customer segmentation, creating and validating customer personas. Competition and Industry trends mapping and assessing initial opportunity.

Core Teaching Tool: Several types of activities including Class, game, Gen AI, ‘Get out of the Building’ and Venture Activity.

Unit III : Solution design & Prototyping, Opportunity Assessment and Sizing

Understanding Customer Jobs-to-be-done and crafting innovative solution design to map to customer’s needs and create a strong value proposition. Developing Problem-solution fit in an iterative manner. Understanding prototyping and MVP. Developing a feasibility prototype with differentiating value, features and benefits. Initial testing for proof-of-concept and iterate on the prototype.

Core Teaching Tool: Venture Activity, no code Innovation tools, Class activity

Unit IV : Business & Financial Model, Go-to-Market Plan

Introduction to Business model and types, Lean approach, 9 block lean canvas model, riskiest assumptions to Business models. Importance of Build - Measure – Lean approach Business planning: components of Business plan- Sales plan, People plan and Financial plan, Financial Planning: Types of costs, preparing a financial plan for profitability using financial template, understanding basics of Unit economics and analysing financial performance. Introduction to Marketing and Sales, Selecting the Right Channel, creating digital presence, building customer acquisition strategy. Choosing a form of business organization specific to your venture, identifying sources of funds: Debt & Equity, Map the Start-up Lifecycle to Funding Options.

Core Teaching Tool: Founder Case Studies – Sama and SecurelyShare; Class activity and discussions; Venture Activities.

Unit V: Scale Outlook and Venture Pitch readiness

Understand and identify potential and aspiration for scale vis a vis your venture idea. Persuasive Storytelling and its key components. Build an Investor ready pitch deck.

Core Teaching Tool: Class activity and discussions; Venture Activities.

References

1. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGrawHill, 11th Edition.
2. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business
3. Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons.
4. Chowdhry Ajay, (2023) Just Aspire: Notes on Technology, Entrepreneurship and the Future,
5. Simon Sinek (2011) Start With Why, Penguin Books limited
6. Brown Tim (2019) Change by Design Revised & Updated: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Business
7. Namita Thapar (2022) The Dolphin and the Shark: Stories on Entrepreneurship, Penguin Books Limited
8. Collins Jim, Porras Jerry, (2004) Built to Last: Successful Habits of Visionary Companies
9. Burlington Bo, (2016) Small Giants: Companies That Choose to Be Great Instead of Big
10. Saras D. Sarasvathy, (2008) Effectuation: Elements of Entrepreneurial Expertise, Elgar Publishing Ltd

Web Resources

- Learning resource- IgniteX Course Wadhwani platform (Includes 200+ components of custom created modular content + 500+ components of the most relevant curated content)



BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

**CHOICE BASED CREDIT SYSTEM (CBCS) &
LEARNING OUTCOMES - BASED CURRICULUM FRAMEWORK (LOCF)
SCHEME & SYLLABUS OF EXAMINATION
2024 -2027 BATCH
SEMESTER- V**

Sem	Part	Course Code	Title of the Course	Course Type	Instruction Per week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
	III	BB24C11	Cost and Management Accounting	CC	5	73	2	3	25	75	100	4
	III	BB24C12	Management Information System	CC	5	73	2	3	25	75	100	4
	III	BB24C13	Research Methods for Management	CC	5	73	2	3	25	75	100	4
	III	IB24E01 / IB24E02	International Financial Management / Total Quality Management	DSE	5	73	2	3	25	75	100	4
	III	BB24E03 / IB24E03	Financial Markets and Services/ E-Commerce and Reverse Logistics	DSE	5	73	2	3	25	75	100	4
	III	BB24SBP2	AI tools for Management Research	SEC	3	41	4	-	100	-	100	3
	III	IB24AC1 / BA24AC1	Global Leadership and Skill Development / Self-Development and Emotional Competence	ACC	SS	-	-	3	25	75	100	5
	IV	NM21CS1	Cyber Security	GC	2	30	-	-	100	-	100	Gr.
	IV	IB23INST	Field Work / Institutional Training	GC	-	-	-	-	100	-	100	2
	VI	IB24COM	Comprehensive Examination	GC	-	-	-	-	100		100	Gr.
I-V	VI	24BONL 1 24BONL 2 24BONL 3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-

ACC - Additional Credit Course

DSE - Discipline Specific Elective

CC - Core Courses

CA - Continuous Assessment

SS- Self Study

SEC - Skill Enhancement Course

GC - General Course

ESE - End Semester Examination

Gr- Grade

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB24C11	COST AND MANAGEMENT ACCOUNTING	Theory	73	2	-	4

Preamble

1. To understand the fundamental concepts and principles of cost and management accounting.
2. To enhance knowledge of financial statements and their components through ratio analysis.
3. To develop the ability to interpret, analyze, and effectively utilize cost and management accounting information.
4. To communicate cost-related insights and management decisions effectively to stakeholders.

Prerequisites

Students should have completed the Financial Accounting Course and possess a basic understanding of accounting principles, numerical skills, and analytical ability.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Define and explain key concepts, scope, objectives, and functions of cost and management accounting, along with ESG principles and sustainable accounting.	K1
CLO2	Identify and describe inventory management techniques, budgeting, fund flow analysis, and CVP analysis as essential planning and control tools.	K2
CLO3	Apply cost and management accounting techniques such as cost sheets, labor cost methods, ratio analysis, fund flow statements, and marginal costing in real-world scenarios.	K3
CLO4	Evaluate cost and management accounting tools, ESG reporting, and carbon reporting to make informed financial and strategic business decisions.	K4

Mapping with Programme Learning Outcome

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	L	S	S
CLO2	S	S	M	S	L
CLO3	S	S	M	S	S
CLO4	S	S	S	S	M

S-Strong; M-Medium; L-Low

COST AND MANAGEMENT ACCOUNTING– BB24C11 - 73 Hrs

UNIT – I (14 Hours)

Meaning- Definition – Scope – Objectives – Functions – Merits and Demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial Accounting – Elements of Cost – Cost Concepts and Cost Classification- Preparation of Cost Sheet - Tenders & Quotation.

UNIT – II (15 Hours)

Inventory Control – Maximum, Minimum and Re-order levels – EOQ –Pricing of material issues – FIFO, LIFO, Simple average and Weighted average price methods. Labour cost – remuneration – Time rate and Piece rate system- Halsey and Rowan Plan - Taylor's and Merrick's Differential Piece rate system.

UNIT – III (16 Hours)

Ratio analysis – Liquidity, Profitability, Solvency, Efficiency, Capital Structure Ratios – Preparation of Balance Sheet from Ratios- Dupont Analysis - Applications of AI in Management Accounting.

UNIT – IV (16 Hours)

Funds flow Statement & Cash flow Statement - Meaning & Scope - Difference between Fund Flow & Cash Flow Statement – Preparation of Fund Flow Statement & Cash Flow Statement.

UNIT – V (12 Hours)

Marginal Costing: Meaning – Importance - CVP analysis – Key Factor-Application of Marginal Costing for Decision Making - Budgets and Budgetary Control – Types of Budget - Cash Budget – Flexible Budget.

Introduction to ESG Reporting – Overview of Sustainable Accounting – Business Responsibility and Sustainability Reporting (BRSR) - Carbon Reporting: Overview, and Importance (Theory Only)

* Theory and problems in the ratio of 20% and 80% respectively

Text Books:

S. No	Authors	Title	Publishers	Year & Edition
1.	S.P. Jain, K.L. Narang, Simmi Agrawal, Monika Sehgal	Cost and Management Accounting	Kalyani Publisher	Revised 2025 18 Edn
2.	M N Arora	Cost and Management Accounting	Sultan Chand & Sons	Revised 2024 11 Edn
3.	Shashi. K. Gupta, R. K.Sharma & Neeti Gupta.	Cost and Management Accounting	Kalyani Publishers	Revised 2022 15 Edn
4.	Gupta MP, Gupta Ajay	Cost and Management Accounting	Sultan Chand & Sons	Revised 2024 2 Edn

Books for Reference:

S. No	Authors	Title	Publishers	Year & Edition
1.	Narang K.L. Jain S.P	Practical Problems in Cost Accounting	S. Chand & Company	2023, 19 Edn
2.	Shashi K. Gupta, R.K. Sharma & Neeti Gupta	Management Accounting	Kalyani Publishers	2023,15 Edn
3.	Maheshwari S.N, CA Sharad K. Maheshwari, Dr Suneel K Maheshwari	Principles of Management Accounting	Sultan Chand & Sons	2021,18 Edn

Reference Links**NPTEL Web Links:**

1. Management Accounting – Cost Sheet, Budgets, Managerial Applications
<https://nptel.ac.in/courses/110107127>
2. Cost Accounting – Cost Classification, Marginal Costing, CVP Analysis
<https://nptel.ac.in/courses/110101132>

Web-Links:

1. **AI in Accounting:**
 - <https://futurefirm.co/ai-in-accounting/>
 - <https://www.netsuite.com/portal/resource/articles/accounting/ai-in-accounting.shtml>
 - <https://karbonhq.com/resources/ai-in-accounting/>
2. **ESG & Carbon Reporting:**
 - <https://www.ibm.com/think/topics/carbon-accounting>
 - <https://portal.cemasys.com/blog/carbon-accounting-management/blog-carbon-accounting-standards/>
 - <https://www.wolterskluwer.com/en/expert-insights/esg-carbon-emissions>

Pedagogy

- Chalk & Talk, lecture, Seminar, PPT, Activity-Based.

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB24C12	MANAGEMENT INFORMATION SYSTEM	THEORY	73	2	-	4

Preamble

- To provide foundational knowledge on management information systems in organizations.
- To explain how MIS supports decision-making and competitive advantage.
- To outline the process of system analysis, design, and implementation.
- To introduce key technologies like AI, cloud, IoT, and telecommunications in MIS.
- To understand functional subsystems and global applications of MIS.

Prerequisites

Basic understanding of computer applications and information systems used in business environments, along with an interest in how technology supports managerial decision-making and organizational operations.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify the fundamental concepts, functions, levels, and challenges of Management Information Systems, including human-centered design, eco-friendly data centers, and AI- powered automation in business.	K1
CLO2	Recognize and outline the processes involved in systems analysis, design, and implementation, covering database models, business process automation, open-source tools, and AI-based software testing and evaluation.	K2
CLO3	Apply modern technologies such as AI & ML in MIS, predictive analytics in ERP, Internet of Things (IoT), and multi-cloud or hybrid cloud computing models to enhance business performance and competitive advantage.	K3
CLO4	Analyze and evaluate the uses of information and information systems for effective decision-making, integrating AI-powered decision support systems, expert systems, and Knowledge Management in Ancient India.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	S	M	L
CLO4	S	S	M	S	L

S-Strong; M-Medium; L-Low

MANAGEMENT INFORMATION SYSTEM – BB24C12 - 73 Hrs

UNIT I

(14 Hours)

Managing Information Systems in Organisations: Introduction - Objectives - Foundations - Levels - Features - Real world systems - Computers and Information - Classification of Computer – Input Devices - Output Devices - Storage Devices - Batch and Online Processing. Human-Centered Design in Information Systems - Types of Decisions: Strategic - Operational - Tactical - Information System Resources - Competitive Advantage - MIS Structure - Managing Challenges in Information System - Business Process Re-engineering - Creating Agile and Virtual Company.

UNIT II

(15 Hours)

Information System to Build in Organisations: System Development Life Cycle - System Analysis Design and Development -Steps in Implementation - Data Base Management System - Concept - Database Models: Hierarchical - Network - Relational - Business Process Automation - Software Types: System Software - Application Software - Middleware - Groupware - Software Testing - Role of AI in Software Testing & Evaluation - Software Licensing - Open-Source Software -Software Evaluation - Maintenance - Client Server Architecture.

UNIT III

(14 Hours)

Decision Making and Technologies: Introduction - Decision Support System - Business Process Outsourcing - Components - GDSS – Structured - Semi-Structured and Unstructured decisions - What if analysis - Sensitivity Analysis - Goal-seeking - Analysis and Optimizing Analysis - Expert Systems in Decision Making - Knowledge Management Systems - Executive Intelligence Systems - Eco- friendly Data centres - Enterprise Portal and Decision Support - Artificial Intelligence Technologies – AI & ML in MIS - Fuzzy Logic – Ethical issues in DSS.

UNIT IV

(16 Hours)

Managing in Internet Era-Industry 4.0 Technologies: ERP - Concept- Evolution - Integration - Steps - Gap Analysis - ERP Options: Make or Buy – Phases - Benefits and Limitations - Vendors in Market. Cloud Computing: History - Deployment Models - Characteristics - Phases - Architecture - Infrastructure - Models - Public - Private - Hybrid - Community - Multi-cloud and Hybrid Cloud Strategies - PaaS - IaaS - SaaS - NaaS - Benefits - Issues - Cloud Computing Management - Cloud technologies.

Internet of Things (IoT): Introduction to IoT - Architecture of IoT - Technologies for IoT - Applications of IoT. Robotics Process Automation: Introduction and Applications in Industry.

UNIT V

(14 Hours)

Application Systems in Business: Manufacturing - Inventory - Marketing - Order Processing - Accounting - Finance - Accounts Payables - Accounts Receivables - Personnel - AI-driven HR Analytics & Payroll Automation.

Electronic Commerce: E-commerce Technology - Business over the Internet – Telecommunication Revolution - Electronic Data Interchange (EDI) - Online Payment Technology - Mobile Commerce - Mobile based application - E-Commerce - Portals - Search Engines.

Text Books:

S. No	Authors	Title	Publishers	Year & Edition
1.	James A O Brien, et al	Management Information Systems	McGraw Hill Education (India) P Ltd	2024,19 Edn
2.	Amanda Rose	Management Information Systems	Vinod Publications	2024, 1 Edn
3.	Paige Baltzan	Information Systems	McGraw Hill Education (India) P Ltd	2023, 7 Edn

Books for Reference:

S. No	Authors	Title	Publishers	Year & Edition
1.	Dr. Suriti Gupta, Er. Dhananjay Gupta	Management Information System	SBPD Publishing House	2024, 1 Edn
2.	Laudon	MIS-Managing the digital firm	Pearson Publications	2024 ,17 Edn
3.	Kenneth C. Laudon Jane P. Laudon	Management Information System	Pearson Education	2022, 7 Edn

Reference Links:

S. No	Units	Topics	Links
1.	Unit I	Objectives, Foundations, Features	https://www.youtube.com/watch?v=pMm5TnupegI
2.		Information System Resources	https://study.com/academy/lesson/video/information-systems-resources-networks-hardware-software-data-people.html
3.	Unit II	Data Base Management System, Concept, Database Models	https://www.youtube.com/watch?v=mj0hkR4Jtms
4.	Unit III	Knowledge Management Systems	https://www.youtube.com/watch?v=Xy1t0uJJf8I&list=PL4719F414C9FBD659&index=11
5.	Unit IV	Cloud Computing	https://www.youtube.com/watch?v=RWgW-CgdIk0
6.		PaaS – IaaS – SaaS – NaaS	https://www.youtube.com/watch?v=n7B4icXvs74
7.	Unit V	HR Payroll, Electronic Data Interchange	https://www.youtube.com/watch?v=3QekBr0iLpY https://www.youtube.com/watch?v=StZXPRTJu38

Pedagogy

- Chalk & Talk, lecture, Seminar, PowerPoint presentation, Group Discussion and Case Study.

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB24C13	RESEARCH METHODS FOR MANAGEMENT	Theory	73	2	-	4

Preamble

- To understand the basic concepts of research.
- To deepen knowledge in all the components of data collection and analysis in research.
- To impart knowledge on interpretation and use the information provided by research in an effective manner.
- To effectively communicate research solution in the form of report for future use.

Prerequisites

- Basic understanding of business concepts and elementary statistics. Familiarity with data interpretation and analytical thinking skills.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify and understand key research concepts, research design, and the role of statistical measures in research.	K1
CLO2	Demonstrate the ability to design a research study by selecting appropriate sampling techniques, drafting a questionnaire, and organizing data collection methods.	K2
CLO3	Apply statistical tools and AI-driven techniques to analyze and interpret research data for decision-making.	K3
CLO4	Evaluate research findings, effectively communicate insights through reports and visualizations, and uphold ethical research practices.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	M	S	L	M	L
CLO2	M	S	M	S	M
CLO3	S	S	M	S	S
CLO4	M	S	S	M	S

S-Strong; M-Medium; L-Low

RESEARCH METHODS FOR MANAGEMENT – BB24C13 - 73 Hrs

UNIT I (15 Hours)

Meaning, Importance and Scope of Research – Concept of Theory: Empiricism – Deductive – Inductive - Criteria of good research – Qualities of Researcher – Methods of research – Defining and selecting a Research Problem - Research process – Growing importance of online research - Importance of Research in Management Decisions

UNIT II (15 Hours)

Research Design – Components and Types - Formulation of Research Design – , Characteristics of sound measurement tools - Sampling design – Population, sample size determination, Characteristics of good sample - Sampling Techniques - Sampling Errors and Non-Sampling Errors - Probability sampling and Non- probability Sampling – Criteria for selection of a sampling techniques

UNIT III (15 Hours)

Data - Quantitative and qualitative – Data Collection methods – Primary and Secondary sources – Survey Observation, Experimentation - details and evaluation - Designing of Questionnaire – Interview Schedule – Observation –Experimentation - details and evaluation – Pilot Study and Case Study. Measurement and Scaling Techniques

UNIT IV (15 Hours)

Statistical Measures for Data Analysis: Types of Hypothesis - Formulation and testing of Hypothesis – Statistical Techniques: t-test, Chi- Square Test, Correlation, One-way Anova (Simple problems only) – Introduction to SPSS - Cross tabs

UNIT V (13 Hours)

Interpretation – Techniques of Interpretation – Norms for data presentation - using Index, Tables, Charts, Diagram - Visualizations and Infographics for Data Presentation - Report Writing – Steps, Layout and Types of Report, Appendix and Bibliography - Ethical Considerations in Research and Reporting -Plagiarism - Application of Arthashastra and Tirukkural in Research Ethics.

Text Books:

S. No	Authors	Title	Publishers	Year & Edition
1.	HK Dangi & Shruti Dewen	Business Research Methods	S Chand Publishing	2024 , 2 Edn
2.	C.R.Kothari & Gaurav Garg	Research Methodology Methods & Techniques	New Age International(P) Ltd Publishers	2023, 5 Edn

Books for Reference:

S. No	Authors	Title	Publishers	Year & Edition
1.	Ram Ahuja	Research Methods	Rawat Publications	2022, 2 Edn
2.	Pamela S. Schindler	Business Research Methods	Pearson Education	2021, 14 Edn

Reference Links:

S. No	Unit	Topic	Links
1	I	Importance of Research in Management Decisions	https://archive.nptel.ac.in/courses/110/107/110107080/
2	II	Research Design – components and Types	https://www.youtube.com/watch?v=LpmGSioXxdo
3	II	Criteria for selection of a sampling technique	https://www.youtube.com/watch?v=rPHk7AkQepI
4	III	Interview Schedule - Observation – Pilot Study and Case Study	https://archive.nptel.ac.in/courses/110/107/110107080/
5	III	Data Processing: Editing, Coding, Classification and Tabulation	https://www.youtube.com/watch?v=_lQXL T4evdo
6	IV	Introduction to SPSS	https://www.youtube.com/watch?v=_zFB UfZEBWQ
7	V	Interpretation – Techniques of Interpretation and Report Writing	https://www.youtube.com/watch?v=k5DJotTayhA

Pedagogy

- Chalk& Talk, lecture, Seminar, PowerPoint presentation, Group Discussion and Case Study

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB24E01	INTERNATIONAL FINANCIAL MANAGEMENT	Theory	73	2	-	4

Preamble

1. To provide students with a strong foundation in the concepts and contemporary issues of international financial management, including capital structure decisions, dividend policies and global financial operations.
2. To enable students to understand and evaluate the cost of capital for foreign investments, multinational capital budgeting techniques and international monetary systems.
3. To develop the ability to apply financial tools and techniques for cost computation, capital budgeting and foreign exchange management in international business contexts.
4. To cultivate analytical skills for assessing challenges, risks, foreign investment decisions, global financial institutions and emerging trends in international finance.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall and define the concepts, importance, scope, sources of international finance, capital structure theories, dividend policies, cost of capital for foreign investments, multinational capital budgeting techniques, international monetary systems, and the structure of foreign exchange markets.	K1
CLO2	Explain the concepts of international financial management, capital structure planning, dividend theories, determination of cost of capital, evaluation of international projects, and foreign exchange market operations.	K2
CLO3	Apply financial techniques to calculate cost of equity, weighted average cost of capital (WACC), discounted cash flows, adjusted present value (APV), and implement currency arbitrage, speculation, hedging, and swap strategies in international financial operations.	K3
CLO4	Analyze exchange rate risks, examine foreign investment decisions using sensitivity analysis, analyze the role of global financial institutions such as the International Monetary Fund and the World Bank, and examine contemporary developments like decentralized finance and the SWIFT framework in international finance.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	M	S
CLO2	S	S	L	S	M
CLO3	S	M	S	S	S
CLO4	L	S	S	M	S

S- Strong; M-Medium, L- Low

INTERNATIONAL FINANCIAL MANAGEMENT - IB24E01 - 73 Hrs

UNIT I

(14 Hours)

International Financial Management: Importance, Nature, Scope -Sources - Government Support- International Financial Management vs. Domestic Financial Management - Role of the Finance Manager in International Business - Challenges & Contemporary Issues in International Financial Management – Emerging Trends in International Financial Management - Global Financial Environment – International Financial Markets and Instruments

UNIT II

(15 Hours)

Capital Structure: Concept, Planning and Theories - Dividend Policy: Forms, Determinants and Theories - Cost of Capital for Foreign Investments - Cost of Debt Capital -Cost of Equity Capital - Weighted Average Cost of Capital (WACC) for Foreign Projects- Discount Rates for Foreign Investments - Adjusting Cost of Capital for Exchange Rate Risk.

UNIT III

(15 Hours)

Multinational Capital Budgeting: Overview – Issues in Foreign Investment Analysis - Techniques of Multinational Capital Budgeting – Evaluating International Projects using the Adjusted Present Value (APV) Model – Risk Adjustment – Sensitivity Analysis.

UNIT IV

(15 Hours)

International Monetary System: Introduction- Overview of the Gold Standard - Bretton Woods System – Post Bretton Woods System - Exchange Rate Regimes - Optimal Exchange Rate Regime - Exchange Rate Mechanism-Exchange Rate Quotations- Nominal and Real Effective Rates- Role of the International Monetary Fund and World Bank - SWIFT Framework - Decentralized Finance (DeFi).

UNIT V

(14 Hours)

International Investment Decisions – Global Capital Flows and Cross-Border Investments – International Portfolio Diversification – Sovereign Wealth Funds – Sustainable and Green Finance – Financial Technology (FinTech) in International Finance – Global Payment Systems and Innovations – Global Financial Risk Management.

(70% Theory and 30% Problem)

Text Books:

S.No.	Authors	Title	Publisher	Year & Edition
1.	Jeff Madura & Chad Zipfel,	International Financial Management	Cengage Learning	2026, 15 Edn
2.	Cheol S. Eun & Bruce, G. Resnick	International Financial Management	McGraw Hill	2024, 10 Edn
3.	Vyuptakesh Sharan	International Financial Management	PHI Learning	2023, 6 Edn

Books for Reference:

S. No.	Authors	Title	Publisher	Year & Edition
1.	Alan C. Shapiro	Multinational Financial Management	Wiley	2024, 12 Edn
2.	Thummuluri Siddaiah	International Financial Management: An Analytical Framework	Pearson India	2021, 3 Edn
3.	P.G. Apte	International Financial Management	McGraw Hill Education	2022, 8 Edn

Reference Links:

S.no	Unit	Topics	Links
1	I	International Financial Management- Importance, Nature, Scope	https://www.youtube.com/watch?v=H N2eHsTl4U4
2	I	Multinational Tax Management	https://www.coursera.org/learn/taxation -of-multinationals#modules
3	II	The Weighted Average Cost of Capital for Foreign Projects	https://www.youtube.com/watch?v=dV 51IwwAdqY
4	III	Multinational Capital Budgeting	https://www.youtube.com/watch?v=cE BDDZ51uQg
5	IV	Gold Standard and Bretton Woods System	https://study.com/academy/lesson/what-is-the-gold-standard-definition- history.html
6	IV	SWIFT Framework	https://www.youtube.com/watch?v=nds Kx9KjeFE
7	V	Forward Market	https://www.youtube.com/watch?v=J0s Kv8cples

Pedagogy

- Chalk &Talk, Lecture, Seminar, PPT, Group Discussion, Activity and Case Study

3	Problem Based Learning	51%
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COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB24E02	TOTAL QUALITY MANAGEMENT	Theory	73	2	-	4

Preamble

1. To explain the basic concepts in Total Quality Management (TQM).
2. To impart to the students the latest techniques followed in maintaining quality in the competitive environment.
3. To explain specific tools and techniques for quality improvement.
4. To develop analytical skills for investigating and analyzing quality management issues in the industry
5. To explain the process of planning for quality.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Explain the fundamental concepts, principles and philosophies of Total Quality Management.	K1
CLO2	Describe various tools and techniques used in quality management and statistical quality control.	K2
CLO3	Apply quality management principles and practices to improve organizational performance.	K3
CLO4	Analyze the use of quality tools and techniques in manufacturing and service industries.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PL02	PLO3	PLO4	PLO5
CLO1	S	L	S	M	S
CLO2	S	S	L	S	S
CLO3	S	M	S	S	S
CLO4	S	S	S	M	S

S- Strong; M-Medium, L- Low

TOTAL QUALITY MANAGEMENT - IB24E02 - 73 Hrs

UNIT – I

(15 Hours)

Introduction to Quality: Meaning - Dimensions. Introduction to Total Quality Management: Meaning – Objectives - Importance of TQM in Business- Eight building blocks of TQM - The four P's of TQM- Implementing Blockchain Technology in Total Quality Management - Contemporary Trends in Quality Management - Quality in Vedic literature and scriptures.

UNIT – II

(15 Hours)

Customer Satisfaction and TQM Principles: Customer focus – Principles - Employee Involvement - Benefits - Supplier partnership and selection - Performance Measurement - Strategies - Service Quality and SERVQUAL Model.

UNIT – III

(14 Hours)

Continuous Quality Improvement (CQI) -Role of Senior Management in Maintaining Quality - Quality Statements -TQM Implementation- Barriers -Digital Transformation and Quality Management - Utilizing Artificial Intelligence for Predictive Quality Control - IoT Applications in Quality.

UNIT – IV

(15 Hours)

Statistical Quality Control -Tools of Quality Control- Process Charts - Types and Benefits - Flow Diagram-Control Charts - Objectives - Types - Advantages -Six Sigma Concepts- Advantages- Sustainability Integration in Quality Management: A Green Approach - Green Quality Management

UNIT – V

(14 Hours)

Benchmarking: Introduction - Definition - Reasons for Benchmarking - Process. Quality need for Quality System ISO 9000 quality standards - Introduction – Benefits - Quality Auditing: Techniques and Procedures - QS 9000 - ISO 14000- Benefits- TQM Implementation in Manufacturing and Service Sectors- Introduction to Software Quality - Cybersecurity and Data Quality Issues

Text Books:

S. No.	Authors	Title	Publisher	Year & Edition
1.	Dale H. Besterfield, Carol Besterfield-Michna, Glen Besterfield & Mary Besterfield-Sacre	Total Quality Management	Pearson Education	2024, 4 Edn
2.	Poornima M. Charantimath	Total Quality Management	Pearson Education	2022, 4 Edn

Reference Books:

S. No.	Authors	Title	Publisher	Year & Edition
1.	Subburaj Ramasamy	Total Quality Management	McGraw Hill Education	2020, 3 Edn
2.	John S. Oakland, Robert J. Oakland, Michael A. Turner	Total Quality Management and Operational Excellence: Text with Cases	Routledge	2021, 5 Edn

Reference Links

S.No	Unit	Topic	Links
1	I	Objectives and Importance of TQM in Business	https://onlinecourses.nptel.ac.in/noc20_mg34/preview?utm_source=chatgpt.com
2	I	The four P's of TQM	https://petroknowledge.com/courses/total-quality-management-1?utm_source=chatgpt.com
3	II	TQM principles	https://youtu.be/yWIAOFs04go
4	III	Role of Senior management in maintaining quality	https://youtu.be/XxH3duLOIEg
5	III	TQM implementation	https://www.classcentral.com/course/swayam-total-quality-management-i-17825?utm_source=chatgpt.com
6	IV	Tools of quality control-process	https://youtu.be/B4KPUCVioT0
7	IV	Six sigma concepts	https://www.coursera.org/courses?query=six%20sigma&utm_source=chatgpt.Com
8	V	ISO 9000 quality standards	https://www.dau.edu/courses/eng-0720-0?utm_source=chatgpt.com
9	V	TQM Implementation in manufacturing and service sectors	https://youtu.be/-osbn2yDJhE

Pedagogy

- Chalk& Talk, lecture, Seminar, PPT, Group Discussion, Activity and Mini project.

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB24E03	FINANCIAL MARKETS AND SERVICES	THEORY	73	2	-	4

Preamble

1. To provide comprehensive knowledge on the structure, functioning, instruments, and regulatory frameworks governing financial markets and services.
2. To develop an understanding of innovations like ESG investing, blockchain, and AI applications, and their impact on global and Indian financial systems.
3. To enhance application skills by enabling students to utilize various financial services like mutual funds, venture capital, and credit ratings in practical decision-making.
4. To build analytical ability to assess market risks, technological advancements, and sustainability challenges, and formulate responsible financial strategies.

Prerequisites

Students should understand business law, types of organizations, the Indian legal system, share capital, corporate governance, and ethics. Familiarity with digital platforms and e- governance aids in online registration and compliance.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	List the structure, nature, stages, tools, financial markets, services, regulatory bodies, and blockchain concepts of the Indian and global financial systems.	K1
CLO2	Explain the functions of capital markets, SEBI, NSE, depositories (NSDL, CDSL), and the importance of ESG investing, green finance, algorithmic and high-frequency trading, and their effects on Indian and global financial systems.	K2
CLO3	Apply knowledge of financial services, such as mutual funds (NAV, SIP), merchant banking, P2P lending, venture capital, credit ratings, and securitization, to solve business and financial issues in accordance with SEBI and RBI regulations.	K3
CLO4	Analyze derivatives (forwards, futures, options, swaps), commodity market mechanisms, and the use of AI and ML in stock analysis. Critically assess market risks (currency, interest rate, equity, commodity) to recommend responsible mitigation and investment strategies.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	M	M	L	L	M
CLO2	S	S	M	M	S
CLO3	S	S	M	S	M
CLO4	S	S	S	M	S

S-Strong; M-Medium; L-Low

FINANCIAL MARKETS AND SERVICES – BB24E03 - 73 Hrs

UNIT – I

(14 Hours)

Financial System – Nature – Role – Structure – Stages – An overview of the Indian Financial System- Financial Markets – Services – Instruments – Financial services – Concept - Objectives – Functions – Features – Growth – Problems - Financial Inclusion and Digital Literacy Initiatives - Global financial system - Blockchain in Financial Systems – Introduction - Key features - Applications in finance – Challenges.

UNIT – II

(15 Hours)

Capital Market – functions – New Issues Market – functions – intermediaries - Stock Market - role – functions– listing– registration of broker - types of brokers – method of trading – speculators – speculative transactions – DEMAT - settlement – Depositories – NSDL – CDSL – NSE – SEBI – Nifty Index - Financial risk - An Overview, Evolution, Environment - Types: Market Risk, Credit Risk, Liquidity Risk, Operational Risk - Green Finance - Instruments - Benefits & Challenges - ESG Investing – Significance in Capital Market - Ratings and Reporting - Algorithmic and High-Frequency Trading (HFT) – Mechanism – Risks – Advantages – SEBI Regulations.

UNIT – III

(15 Hours)

Merchant Banking –functions – SEBI regulations, Mutual funds – features – structure – types – benefits–RBI regulations – measurement – mutual funds in India - SEBI Digital Mutual Fund Mandates - AI Applications for share market in India – selection of fund – Net Asset Value method - Systematic Investment Plans (SIP) and Robo-Advisory Platforms - P2P Lending Platforms - RBI's NBFC-P2P guidelines — Major platforms in India (LenDenClub, Faircent, Lendbox) — Risk management and credit scoring

UNIT – IV

(15 Hours)

Credit rating – features – symbols – validity – functions – benefits – process – credit rating agencies – limitations – ESG Scores in Credit Rating – problems in credit rating - Venture capital – Characteristics – evolution process – stages – advantages – forms – venture capital in India and abroad – Private Equity vs. Venture Capital – Securitization of debt – structure – securing assets – role of institutions – benefits, conditions – securitization in India and abroad

UNIT – V

(14 Hours)

Derivatives – kinds – forwards – types – benefits– options – features – types – benefits - futures - swaps – benefits - growth of derivatives in India and abroad - AI & ML for Stock Market analysis - Commodities market – types – features - exchange platform – clearing and settlement – different forms of risk (currency, interest rate, equity, commodity) Gold ETF – features – working – growth – problem.

Text Books:

S. No	Authors	Title	Publishers	Year & Edition
1.	Gurusamy. S	Financial Markets and Institutions	Tata McGraw-Hill	2023, 5Edn
2.	Frederic S. Mishkin & Stanley G. Eakins	Financial Markets and Institutions	Pearson Education	2024, 10th Edn

Reference Books:

S. No	Authors	Title	Publishers	Year & Edition
1.	Bharati V. Pathak	Indian Financial System	Pearson India	2024, 6 Edn
2.	E. Gordon & K. Natarajan	Financial Markets and Services	Himalaya Publishing House	2024, 6 Edn
3.	Zvi Bodie, Alex Kane, and Alan J. Marcus	Investments	McGraw-Hill	2024, 13 Edn
4.	Dr.S.Poornima	Financial Markets and Services	Bonfring Publications	2015, 1 Edn

Reference Links

S. No	Topics	Hours & Modules	Web Link
1	Introduction to the Financial System and Commercial Banking	Unit:1,2,3,5 12 Weeks	https://nptel.ac.in/courses/110/105/110105121/
2	Derivatives, Commodity Exchanges, and Commodity Contracts. Commodity Forward, Futures & Options. Risk Management.	Unit: 5 - 8 Weeks	https://nptel.ac.in/courses/110/105/110105071/

Pedagogy

Chalk & Talk, Lecture, Seminar, PPT, Group Discussion, Case Study and Activity.

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB24E03	E-COMMERCE AND REVERSE LOGISTICS	Theory	73	2	-	4

Preamble

1. E-commerce has transformed global trade through digital platforms, advanced business models, social and live commerce, and last-mile delivery innovations.
2. Technological infrastructure and digital marketing tools, including headless commerce, omnichannel platforms, AR/VR, and metaverse-based engagement, are essential for building effective and engaging online businesses.
3. Security, legal compliance, and performance metrics strengthened by AI-driven fraud detection, global data governance frameworks, and advanced analytics ensure trust, transparency, and efficiency in e-commerce operations.
4. Reverse logistics plays a strategic role in managing returns, recycling, and reverse supply chain flows by integrating circular economy models, IoT-enabled tracking systems, and blockchain-based transparency.
5. Emerging technologies like AI, AR/VR, and blockchain drive sustainability and innovation in reverse logistics.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Define and explain the fundamental concepts, components, types, and business models of e-commerce and their role in digital transformation.	K1
CLO2	Describe the technological infrastructure, internet technologies, and digital marketing strategies used in e-commerce operations.	K2
CLO3	Apply the concepts of security, legal, regulatory, and financial aspects of e-commerce including digital payment systems and performance metrics.	K3
CLO4	Analyze the concepts, processes, and strategies of reverse logistics and their role in sustainable supply chain management.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	M	S	S
CLO3	S	M	S	S	L
CLO4	S	L	S	L	M

S-Strong; M-Medium; L-Low

E-COMMERCE AND REVERSE LOGISTICS - IB24E03 - 73 Hrs

UNIT I

(14 Hours)

E-Commerce: Definition – Concepts – Principles – Components – Factors – Applications – Types – Digital Transformation in E-Commerce – Applications of Industry 4.0 in E-Commerce – Overview of E-Commerce Business Models – Revenue Models in E-commerce – Order Processing and Last-Mile Delivery – AI-Driven Personalization in E-Commerce – Social Commerce & Live Commerce Models.

UNIT-II

(15 Hours)

Technology Infrastructure for E-Commerce – Internet Technology and Standards – Marketing for E-Commerce – Promoting the Products and Services – Internet Marketing Technologies – Internet Protocols – Types of Browsers, Search Engines and Email Bots – E-learning – Marketing and Branding Strategies in E-Commerce – Sustainability in E-Commerce Operations – Augmented Reality (AR) and Virtual Reality (VR) in E-Commerce.

UNIT-III

(15 Hours)

Online Payment Systems and Gateways – E-Wallets, UPI, Cryptocurrency – E-Commerce Security Challenges and Solutions – Cyber Security and Threats in E-Commerce – Legal and Regulatory Framework for E-Commerce – Data Protection and Privacy Laws – Global Data Governance and Cross-Border Compliance – Digital Advertising and Promotions – KPIs (Key Performance Indicators) for Evaluating E-Commerce.

UNIT-IV

(15 Hours)

Reverse Logistics: Overview – Types – Strategies - Policies – Reverse Flow Process and Documentation – Roles and Responsibilities Associated with Reverse Logistics – Freight and other expenses on Reverse logistics – Global Best Practices and Statistics Associated with Reverse Logistics - Role of Blockchain in Reverse Logistics.

UNIT-V

(14 Hours)

Return of Goods: Return of goods for Recycle and for Marketplace –Cost Structures in Reverse Logistics- Predictive Analytics for Returns Management – Challenges and Opportunities in Managing Reverse Logistics – Disposal of Goods in Lieu of Reverse Logistics – Settlement of Claim in Reverse Logistics – Customer Service and Satisfaction in Reverse Logistics – AR and VR Technologies to Transform the Reverse Logistics – AI and Automation in Circular Supply Chain Management – Environmental Impact.

Text Books:				
S.No	Authors	Title	Publisher	Year & Edition
1	Robert Stanisławski, Andrzej Szymonik	Supply Chains in Reverse Logistics	Routledge	2024, 1 Edn
2	Kenneth C. Laudon, Carol Guercio Traver	E-commerce 2023 - 2024: Business, Technology, Society	Pearson Education	2023, 18 Edn
3	Sanjivan Saini	Introduction to Reverse Logistics	Sanjivan Saini	2023 , 1Edn

Reference Books:				
S.No	Authors	Title	Publisher	Year & Edition
1	Kenneth C. Laudon, Carol Guercio Traver	E-commerce Business, Technology, Society	Pearson	2023, 18 Edn
2	A. Ravi Ravindran	Supply Chain Engineering: Models and Applications	Routledge	2022, 2 Edn
3	Hubert Francis	Assessing Reverse Logistics Drivers Practices in Ghana	GRIN Verlag	2022, 1 Edn

Reference Links			
S. No	Unit	Topic	Link
1.	I	E-commerce Business Models	https://nptel.ac.in/courses/110105083?utm
2.	I	Revenue models in e-commerce	https://www.coursera.org/courses?query=e-commerce&utm
3.	II	Internet protocols	https://archive.nptel.ac.in/noc/courses/noc20/SEM1/noc20-cs23/?utm
4.	II	Augmented Reality (AR) and Virtual Reality (VR) in E-Commerce	https://archive.nptel.ac.in/courses/121/106/121106013/
5	II	Metaverse Marketing in E-Commerce	https://www.linkedin.com/learning/metaverse-and-nfts-for-marketing
6.	III	Cyber Security and Threats in E-Commerce	https://www.coursera.org/articles/internet-of-things?utm
7.	IV	Role of Blockchain in Reverse Logistics	https://www.coursera.org/learn/web3-and-blockchain-transformations-in-global-supply-chains
8.	V	Customer Service and Satisfaction in Reverse Logistics	https://www.amu.apus.edu/online-bachelor-degrees/bachelor-of-arts-in-reverse-logistics-management

Pedagogy

- Chalk &Talk, Lecture, Seminar, PPT, Group Discussion, Activity and Case Study

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB24SBP2	AI TOOLS FOR MANAGEMENT RESEARCH	Practical	-	4	41	3

Preamble

1. To introduce the fundamental concepts of Artificial Intelligence in management research.
2. To explore AI tools for efficient data collection, analysis, and visualization.
3. To understand the use of open-source libraries and platforms for academic research.
4. To enhance skills in research writing, citation management, and infographic creation using AI tools.

Prerequisites

Basic knowledge of management and research methodology, along with fundamental computer skills, introductory statistics, and an interest in using AI tools for academic research.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify basic AI tools used in management research	K1
CLO2	Examine research problems using AI-driven data interpretation and presentation.	K2
CLO3	Demonstrate the role of AI in data collection, literature review, and analysis.	K3
CLO4	Analyze and apply AI-based platforms and techniques for report writing and visualization.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	M	M
CLO2	S	S	M	M	L
CLO3	S	S	S	M	M
CLO4	S	S	L	S	M

S-Strong; M-Medium; L-Low

AI TOOLS FOR MANAGEMENT RESEARCH – BB24SBP2 - 41 Hrs

Unit 1: AI Tools for Ideation

(8 Hours)

Ideating research problems using Prompt – Research Domains: HR, Marketing, Finance & General Management.

Tools Introduced:

- ChatGPT (OpenAI)/ Google Gemini – for ideation, Q&A, and content generation
- QuillBot – for paraphrasing

Unit 2: AI Tools for Identification of Research Gap & Literature Review (9 Hours)

Literature Review Searches -- AI for Summarizing & Thematic Clustering– Building Knowledge Maps to Visualize Research Gaps - PRISMA Flow Diagram (Preferred Reporting Items for Systematic Reviews and Meta-Analyses).

Tools Introduced:

- Google Scholar – for searching scholarly articles
- Chattube/ Chatpdf/ Chatdoc – for document summarization & collaboration
- ResearchRabbit/ Connected Papers / Elicit/– for key paper discovery & citation tracking
- Lucidchart / Napkin AI – for creating knowledge maps

Unit 3: AI Assisted Survey Design, Sample Size & Data Collection

(8 Hours)

AI Generated Unbiased Research Survey Questions – Fundamentals of Sample size Determination – Online Survey form Creation & Distribution.

Tools Introduced:

- Google Forms / Survey Monkey- for creating research forms
- Raosoft - Sample Size calculation
- Canva AI (Magic Write) – AI-powered content creation for surveys & communication

Unit 4: AI for Data Cleaning & Analysis

(8 Hours)

Data Import – Data cleaning using spreadsheets –Apply Basic Statistical Test– Structured Result Reporting.

Tools Introduced:

- Google Sheets with GPT Add-ons (like GPT for Sheets) – for AI enhanced spreadsheets
- PSPP / jamovi –for statistical analysis

Unit 5: AI Assisted Writing, Citation, Reference Management & Plagiarism Detection (8 Hours)

Write & edit academic content with AI – Manage Citations & References- Plagiarism Checking & Ethical Consideration.

Tools Introduced:

- Grammarly – for AI-powered writing assistant – (grammar, clarity, Style)
- Mendeley / Zotero/ Endnote – for AI Assisted Citation & Reference Management
- QuillBot AI Detector / ZeroGPT / SmallSeo Tools -Plagiarism & AI Content Checker.

Text Books

S. No	Authors	Title	Publishers	Year & Edition
1.	Valentina Alto	Practical Generative AI: Unleash your prompt engineering potential with OpenAI technologies for productivity and creativity	Packt Publishing	2025, 2 Edn
2.	Anugamini Priya Srivastava, Sucheta Agarwal	Utilizing AI Tools in Academic Research Writing	IGI Global	2024, 1 Edn

Books for Reference:

S. No	Authors	Title	Publishers	Year & Edition
1.	Kathleen Sacco, Alison Norton, Kevin Arms	Navigating AI in Academic Libraries: Implications for Academic Research	IGI Global	2024, 1 Edn
2.	Nitin Seth	Mastering the Data Paradox	Penguin Business	2024, 1 Edn

Web Links:

1. **AI Tools for Research - Artificial Intelligence (Generative) Resources:**
<https://guides.library.georgetown.edu/ai/tools>

2. **ChatGPT and AI Tools Faculty Research Guide:**
<https://libguides.tcc.edu/c.php?g=1313261&p=10209997>
3. **Overview of AI for OA: University of South Florida Libraries:**
<https://guides.lib.usf.edu/c.php?g=1394810&p=10316077>
4. **Artificial Intelligence Tools for Detection, Research and Writing:**
<https://guides.library.ttu.edu/artificialintelligencetools/aitools>

Pedagogy:

Practical Exercises

Course Designer

- 1.Dr.B.Devi Priya
- 2.Dr.Deepana

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB24AC1	GLOBAL LEADERSHIP AND SKILL DEVELOPMENT	Theory	-	-	-	5

Preamble

1. To provide a sound conceptual and theoretical understanding of leadership, including the evolution of global leadership and the development of essential leadership skills.
2. To equip students with the knowledge and skills to analyse and evaluate the critical components of effective international, digital, and cross-cultural leadership in a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity).
3. To enable students to understand and adopt emerging technology and innovation in leadership 2.0, and examine how automation and digital transformation are reshaping the role of executives.
4. To prepare students to navigate future leadership challenges by analyzing technological advancements such as AR, VR, and blockchain, while exploring the evolving leadership competencies required in the Fourth and Fifth Industrial Revolutions.

UNIT - I

Introduction to Leadership - Birth of Global Leadership - Leadership Styles - Leadership Approaches - Traits and Characteristics of Effective Leaders - Leadership Theories - Vision and Strategy - Cultural Intelligence (CQ) in Global Leadership - Importance & Strategies - Remote Leadership: Inspiring and Leading Virtual Teams.

UNIT - II

Building Effective Global Teams - Global Trends - Disruptions - Global Strategies - Global Consistency - Cross - Cultural Communication Skills - Change - Uncertainty - Communicating Vision - Communicating Networking - Leadership 2.0: Impact of Automation on the Role of Executives. Digital & Remote Leadership.

UNIT - III

Overview of Technology - Digital Transformation - Challenges - Data Privacy - Cyber security -Responsible AI and Ethical AI Governance- Ethical Standards across Cultures – Transparency - Integrity - Continuous Learning and Development - The Impact of Technology on Leadership – Role of AR & VR in Shaping the Future - Industry Leaders’ Perspective.

UNIT - IV

Skills for Leading People - Culture in the Global Era - Self Awareness - Personal Development - Goal Setting - Time Management - Emotional Intelligence - Decision-Making - Problem Solving -Resilience and Adaptive Leadership- Sustainability Leadership - Pillars of Sustainability Leadership - AI and Automation in Skill Development - Leadership Competencies in the Digital and Global Era.

UNIT - V

Proactive Management Techniques - Traits - Implement - Benefits - Being a proactive manager - Personal Branding - Leadership Presence - Managing Conflicts - Networking - The Future of Leadership In Industry 4.0 & 5.0 - AI-Driven Leadership.

Text Books:

S. No	Authors	Title	Publisher	Year & Edition
1	Afsaneh Nahavandi	The Art and Science of Leadership – Global Edition	Pearson	2024, 8 Edn
2	Satinder K. Dhiman	Handbook of Global Leadership and Followership	Springer International Publishing AG	2023, 2 Edn

Reference Books:

S. No	Authors	Title	Publisher	Year & Edition
1	David Novak	How Leaders Learn: Master the Habits of the World's Most Successful People.	Harvard Business	2024, 1 Edn
2	Tony Blair	On Leadership: Lessons for the 21st Century	Crown Publishing Group	2024, 1 Edn

Course Designers:

1. Dr. Sathiyapriya
2. Dr. Deepica. M.R

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BA24AC1	SELF-DEVELOPMENT AND EMOTIONAL COMPETENCE	Theory	-	-	-	5

Preamble

1. To enhancing essential managerial skills for effective leadership and decision-making.
2. To bridge the gap between theoretical knowledge and practical application in business management.
3. To develops communication, team building, problem-solving, and strategic thinking abilities.
4. To Prepare students to adapt to dynamic business environments and lead with confidence.

UNIT-I

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills-Extended Self-Efficacy and Agency in the Modern World- Self awareness and Reflective Practices – Values, Beliefs and Personal Vision– Goal Setting and Personal Development Plans – Growth Mindset and Grit –Emotional Agility and Mental Flexibility – Role of Feedback in Self-Development – Digital Identity and Online Persona – Mindset Shifts for Lifelong Learning – Personal Branding and Professional Presence.

UNIT-II

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence. Self-Esteem and Life Transitions- Relationships and Self-Esteem- Self-Talk and Inner Dialogue-Self-Esteem in the Age of Social Media-Building and Sustaining Healthy Self-Esteem – Role of Affirmations and Visualization – Impact of Body Image on Self-Esteem – Cultural Influences on Self-Esteem – Overcoming Negative Self-Perception – Role of Achievement and Recognition – Social Comparison and Self-Worth – Self-Esteem and Mental Well-being – Strategies for Developing Positive Self-Regards.

UNIT-III

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The sixphase model of Creative Thinking: ICEDIP model- Application of Emotional Intelligence in the Workplace – Digital Emotional Intelligence – Managing Emotions in the Virtual Environment.

UNIT-IV

Thinking skills: The Mind/Brain/Behavior, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking-Emotional Intelligence and Rational Thinking - Role of Emotion in Judgment and Decision-Making Stress, Anxiety, and Their Cognitive Implications- Developing Resilience and Emotional Regulation for Clear Thinking - Well-being and Burnout Management in the Digital Age.

UNIT –V

Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brainstorming), Image generation and evaluation. Cross-Disciplinary Creativity-Flow State and Mindfulness in Creative Performance- Creativity in Constraint-Based Environments- Cultural and Global Perspectives on Creativity.

Textbooks:

S. No.	Authors	Title	Publisher	Year & Edition
1.	Sam Yo	The Monk's Mindset: Finding Stillness in a World That Won't Stop Moving	Blackstone Publishing	2026, 1 Edn
2.	Travis Bradberry	Emotional Intelligence Habits: Build Self-Awareness, Improve Relationships, and Achieve Your Goals	Talent Smart	2023, 1 Edn
3	Dr. Steven Aldana	The Power of Knowing Yourself: Navigating Life with Self-Awareness and Confidence	Well Steps Press	2023, 1 Edn

Reference Books:

S No.	Authors	Title	Publisher	Year & Edition
1.	Scott Galloway	Notes on Being a Man: Lessons on Self-Awareness and Personal Growth	Simon & Schuster	2025, 1 Edn
2.	Katie Sturino	Confidence: Your Best Self in the Age of Self-Doubt	Dey Street Books	2024, 1 Edn
3	Rick Rubin	The Creative Act: A Way of Being	Penguin Press	2023, 1 Edn