



**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	<b>Online Course</b> *Online Course 1 *Online Course 2 *Online Course 3	ACC	-	-	-	-	-	-	-	-

Lang-Language

CC-Core Courses

GE – Generic Elective

AEC – Ability Enhancement Course

AEEC – 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.
	IV	COM15SER	Community Service - 30 Hours	GC								
I - V	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.

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

#### **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:

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
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:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year &amp; Edition of Publication</b>
1.	Lussier, R. N	Management Fundamentals	Cengage Learning	2022, 1st Edition
2.	Stepten P. Robbins, Mary Coulter and NeharikaVohra	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:**

<b>S. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year &amp; Edition of Publication</b>
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	<a href="https://unacademy.com/content/railway-exam/study-material/general-awareness/managerial-skills-leading-to-managerial-excellence/">https://unacademy.com/content/railway-exam/study-material/general-awareness/managerial-skills-leading-to-managerial-excellence/</a>
2.	I	Models and Approaches, Social and Ethical issues in management.	<a href="https://uk.indeed.com/career-advice/career-development/ethical-issues-in-business">https://uk.indeed.com/career-advice/career-development/ethical-issues-in-business</a>
3.	II	Decision making models	<a href="https://www.coursera.org/learn/advanced-models-for-decision-making?action=enroll">https://www.coursera.org/learn/advanced-models-for-decision-making?action=enroll</a>
4.	II	Techniques and processes, Management by objectives (MBO)	<a href="https://www.youtube.com/watch?v=kNs8xbAUkIQ">https://www.youtube.com/watch?v=kNs8xbAUkIQ</a>
5.	III	Perception : Concept, Perceptual Process - Perceptual Distortions	<a href="https://www.youtube.com/watch?v=6wtFypFoUBY">https://www.youtube.com/watch?v=6wtFypFoUBY</a>
6.	III	Projection - Impression Management	<a href="https://www.coursera.org/lecture/communicate-with-impact/4-1-group-influence-and-impression-management-9px0t">https://www.coursera.org/lecture/communicate-with-impact/4-1-group-influence-and-impression-management-9px0t</a>
7.	IV	Organisational Structure , Organizational Behaviour Models	<a href="https://www.coursera.org/learn/designing-organization?action=enroll">https://www.coursera.org/learn/designing-organization?action=enroll</a>
8.	IV	Organisational Climate and Culture , Organisational Change and Development	<a href="https://www.youtube.com/watch?v=uUHuzSIAk_M&amp;list=PLOzRYVm0a65cWsdYODPNF43wDy5mTqema">https://www.youtube.com/watch?v=uUHuzSIAk_M&amp;list=PLOzRYVm0a65cWsdYODPNF43wDy5mTqema</a>
9.	V	Industry 4.0 - Introduction to Industry 4.0, Need, Reasons for Adopting Industry 4.0	<a href="https://www.youtube.com/watch?v=b9mJrzdIfR8&amp;t=3s">https://www.youtube.com/watch?v=b9mJrzdIfR8&amp;t=3s</a>
10.	V	Skills required for Industry 4.0, Advancements in Industry 4.0	<a href="https://www.youtube.com/watch?v=yKPrJJSv94M">https://www.youtube.com/watch?v=yKPrJJSv94M</a>

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

### **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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
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 <sup>th</sup> 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: <a href="https://onlinecourses.swayam2.ac.in/cec19_cm04/preview">https://onlinecourses.swayam2.ac.in/cec19_cm04/preview</a>	12 Weeks
2.	Unit- 4, 5	Financial Accounting	Swayam: <a href="https://onlinecourses.nptel.ac.in/noc23_mg80/preview">https://onlinecourses.nptel.ac.in/noc23_mg80/preview</a>	8 Weeks
3.	Unit-1,2	Introduction to Financial Accounting	Coursera: <a href="https://www.coursera.org/learn/wharton-accounting">https://www.coursera.org/learn/wharton-accounting</a>	12 hours

**Blended Learning Topics:**

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

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

**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:

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
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	<a href="https://www.coursera.org/learn/international-business?action=enroll&amp;courseSlug=international-business&amp;showOnboardingModal=check">https://www.coursera.org/learn/international-business?action=enroll&amp;courseSlug=international-business&amp;showOnboardingModal=check</a>
2.	I	Approaches to International Business	<a href="https://www.youtube.com/watch?v=-ileqRktu50">https://www.youtube.com/watch?v=-ileqRktu50</a>
3.	II	Essential conditions for Globalization- Globalization Strategies	<a href="https://www.coursera.org/lecture/corporate-strategy/globalization-Det12">https://www.coursera.org/lecture/corporate-strategy/globalization-Det12</a>
4.	II	Advantages and Disadvantages of globalization	<a href="https://www.motionpoint.com/blog/advantages-and-disadvantages-of-globalization-preparing-for-expansion/">https://www.motionpoint.com/blog/advantages-and-disadvantages-of-globalization-preparing-for-expansion/</a>
5.	III	Impact of MNEs on host economies	<a href="https://www.youtube.com/watch?v=kwtOLurDwnw">https://www.youtube.com/watch?v=kwtOLurDwnw</a>
6.	III	World Bank Group, IMF	<a href="https://www.coursera.org/lecture/international-business-context/international-trade-organizations-feald">https://www.coursera.org/lecture/international-business-context/international-trade-organizations-feald</a>
7.	IV	Location Strategy	<a href="https://www.youtube.com/watch?v=HZvP-zsqST0">https://www.youtube.com/watch?v=HZvP-zsqST0</a>
8.	IV	Social Responsibilities of Business	<a href="https://www.classcentral.com/course/swayam-corporate-social-responsibility-13965">https://www.classcentral.com/course/swayam-corporate-social-responsibility-13965</a>
9.	V	Global e-marketing	<a href="https://www.coursera.org/specializations/emarketing">https://www.coursera.org/specializations/emarketing</a>
10.	V	Impact of e-business on different industries: e-tourism	<a href="https://www.coursera.org/lecture/decision-making/business-impacts-of-technology-advancements-and-data-trends-xcGOX">https://www.coursera.org/lecture/decision-making/business-impacts-of-technology-advancements-and-data-trends-xcGOX</a>

### Session Plan:

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

### **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:

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	S	S	S	S	S
<b>CLO2</b>	S	S	S	S	M
<b>CLO3</b>	S	S	M	S	S
<b>CLO4</b>	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 <sup>nd</sup> Edition
2.	Dr. P.K. Khurana	Export-Import Theory, Practices, and Procedures	Sultan Chand & Sons	2020 and 3 <sup>rd</sup> Edition
3.	Thomas E. Johnson, Donna L. Jodrey	Export-Import Procedures and Documentation	Global Marketing Associates	2020 and 6 <sup>th</sup> 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 <sup>th</sup> Edition
2.	Ram Singh	Export and Import Management	Sage Productions	2020 and 1 <sup>st</sup> Edition

**Blended Learning Links:**

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

**Pedagogy:**

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

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

### **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:

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	S	S	S	S	S
<b>CLO2</b>	S	S	S	M	S
<b>CLO3</b>	S	M	S	S	S
<b>CLO4</b>	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 <sup>st</sup> Edition
2	Derina Holtzhausen, Jami Fullerton, Bobbi Kay Lewis, Danny Shipka	Principles of Strategic Communication	Taylor & Francis	2021 and 1 <sup>st</sup> 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 <sup>st</sup> 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 <sup>st</sup> Edition
2	Joep Cornelissen	Corporate Communication A Guide to Theory and Practice	SAGE Publications	2017 and 5 <sup>th</sup> Edition

**Blended Learning Links:**

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

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

**Pedagogy:**

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

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

### **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:

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	S	S	S	S	S
<b>CLO2</b>	S	S	M	S	S
<b>CLO3</b>	S	S	S	M	S
<b>CLO4</b>	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 <sup>th</sup> Edition
2	Miguel Martínez Lucio	International Human Resource Management: The Transformation of Work in a Global Context	Sage Publications Ltd	2022 and 1 <sup>st</sup> Edition
3	Ashly H. Pinnington,	International Human Resource Management	South Asia Edition	2024 and 4 <sup>th</sup> 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 <sup>th</sup> Edition
2	Jane, B., & Punnet	International Perspective on Organization Behaviour and HRM	Routledge Publications	2019 and 3 <sup>rd</sup> Edition

**Blended Learning Links:**

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

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

**Pedagogy:**

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

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

### **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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	L	S	S	S	S
<b>CLO2</b>	S	S	M	S	M
<b>CLO3</b>	S	M	S	L	S
<b>CLO4</b>	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 <sup>st</sup> Edn
2	Tony K. Arnold, Steve Chapman, Lloyd M. Clive, Ann K. Gatewood	Introduction to Materials Management	Pearson	2022 & 9 <sup>th</sup> Edn
3	K.Aswathappa	Essentials of Production Management	Himalaya Publishing House	2021 & 3 <sup>rd</sup> 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 <sup>st</sup> Edn
2.	Chunawalla & Patel	Production and Operations Management	Himalaya Publishing House.	2022 & 9 <sup>th</sup> Edn
3	Marc Helmold & Brain Terry	Operations and Supply Management 4.0 Industry Insights, Case Studies and Best Practices	Springer Cham	2021 & 1 <sup>st</sup> Edn
4	Ankita Agrawal	Production and Materials Management	Horizon Press	2022 & 1 <sup>st</sup> Edn

### Blended Learning Links

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

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

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

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

#### **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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	M	S	L	M	M
<b>CLO2</b>	S	S	L	M	M
<b>CLO3</b>	S	M	L	M	M
<b>CLO4</b>	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 <sup>th</sup> Edn
2.	Philip Cateora, Bruce Money, Mary Gilly and John Graham	International Marketing	McGraw Hill	2024 & 19 <sup>th</sup> 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 <sup>st</sup> Edn
2	Ritika Maheshwari Udit Kumar Chauhan	International Trade & Export Management	Orange Books	2023 & 1 <sup>st</sup> Edn
3	RL Varshney	International Marketing Management	Visionias	2020 & 1 <sup>st</sup> Edn

**Coursera Links**

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

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

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

#### **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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
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 <sup>th</sup> Edn
2	Robert Carbaugh	International Economics	Cengage Learning	2023 & 18 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> Edn

**Blended Learning Links:**

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

**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 <sup>th</sup> Edn
2.	Dr. S.Sankaran	Business Economics	Margham Publication	2022 & 3 <sup>rd</sup> Edn
3.	Kaveri, SudhaNayak, Girija & Meenakashi	Business Economics	Sultan Chand & Sons	2020& 6 <sup>th</sup> Edin

**Blended Learning Topics:**

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

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

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

#### **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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
<b>CLO1</b>	S	S	M	M	L
<b>CLO2</b>	S	S	S	M	M
<b>CLO3</b>	S	S	S	M	M
<b>CLO4</b>	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

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>NM23DTG</b>	<b>DESIGN THINKING</b>	<b>Theory</b>	<b>30</b>	<b>-</b>	<b>-</b>	<b>2</b>

**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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
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**

<b>CLOs</b>	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>
<b>CLO 1</b>	S	M	M	S	S
<b>CLO 2</b>	M	S	S	M	M
<b>CLO 3</b>	S	S	S	M	S
<b>CLO 4</b>	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 <sup>nd</sup> Edn
2.	Moritz Gekeler	A practical guide to design thinking	Friedrich- Ebert- Stiftung	2019 & 1 <sup>st</sup> Edn
3.	J. Berengueres	The Brown Book of Design Thinking	UAE University College, Al Ain	2014 & 1 <sup>st</sup> Edn

**Blended Learning Links**

UNIT	TOPICS	LINK
<b>I</b>	Introduction to Design Thinking	<a href="https://www.digimat.in/nptel/courses/video/109104109/L01.html">https://www.digimat.in/nptel/courses/video/109104109/L01.html</a>
	Design Thinking skills	<a href="https://www.youtube.com/watch?v=b-9Id-Jt_PI">https://www.youtube.com/watch?v=b-9Id-Jt_PI</a>
<b>II</b>	Principles & Basis of Design Thinking	<a href="https://youtu.be/6-NRiom8K9Y">https://youtu.be/6-NRiom8K9Y</a>
	Design Thinking hats	<a href="https://www.youtube.com/watch?v=bcBvFQDmmk">https://www.youtube.com/watch?v=bcBvFQDmmk</a>
<b>III</b>	Empathize	<a href="http://acl.digimat.in/nptel/courses/video/109104109/L02.html">http://acl.digimat.in/nptel/courses/video/109104109/L02.html</a>
		<a href="http://acl.digimat.in/nptel/courses/video/109104109/L03.html">http://acl.digimat.in/nptel/courses/video/109104109/L03.html</a>
		<a href="https://youtu.be/ls2mqHs02B0">https://youtu.be/ls2mqHs02B0</a>
<b>IV</b>	Define	<a href="http://acl.digimat.in/nptel/courses/video/109104109/L04.html">http://acl.digimat.in/nptel/courses/video/109104109/L04.html</a> <a href="https://youtu.be/veixQsRnZ_ZU">https://youtu.be/veixQsRnZ_ZU</a> <a href="https://youtu.be/6-bDSKZJEAM">https://youtu.be/6-bDSKZJEAM</a>
	Ideate	<a href="http://acl.digimat.in/nptel/courses/video/109104109/L11.html">http://acl.digimat.in/nptel/courses/video/109104109/L11.html</a>
		<a href="http://acl.digimat.in/nptel/courses/video/109104109/L12.html">http://acl.digimat.in/nptel/courses/video/109104109/L12.html</a>
		<a href="http://acl.digimat.in/nptel/courses/video/109104109/L13.html">http://acl.digimat.in/nptel/courses/video/109104109/L13.html</a>
<b>V</b>	Prototype	<a href="http://acl.digimat.in/nptel/courses/video/109104109/L15.html">http://acl.digimat.in/nptel/courses/video/109104109/L15.html</a>
	Testing	<a href="http://acl.digimat.in/nptel/courses/video/109104109/L16.html">http://acl.digimat.in/nptel/courses/video/109104109/L16.html</a>
		<a href="http://acl.digimat.in/nptel/courses/video/109104109/L17.html">http://acl.digimat.in/nptel/courses/video/109104109/L17.html</a>
		<a href="http://acl.digimat.in/nptel/courses/video/109104109/L18.html">http://acl.digimat.in/nptel/courses/video/109104109/L18.html</a>
		<a href="http://acl.digimat.in/nptel/courses/video/109104109/L19.html">http://acl.digimat.in/nptel/courses/video/109104109/L19.html</a>