DEPARTMENT OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

CHOICE BASED CREDIT SYSTEM (CBCS) &

LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)

SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

2023 – 2026 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.

DEPARTMENT OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)

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

SCHEME & SYLLABUS OF EXAMINATION- 2023 -24 BATCH
SEMESTER – I – IV

Semeste	Part	Course Code	Title of the Course	Course Type	Instruction per	Instruction per sem	Tutorial	Duration of	Exam Marks CIA	ESE	TOT	Credits
I	I	TAM2301A/ FRE2301A/ HIN2301A	Tamil Paper I / Hindi Paper I / French Paper I	L	4	58	2	3	25	75	100	3
I	II	ENG2301A	English Paper I	E	4	58	2	3	25	75	100	3
I	III	*IB23C01	Core 1: Business Management and Organisational Behaviour	CC	5	73	2	3	25	75	100	3
I	III	BB23C02	Core 2: Financial Accounting	CC	5	73	2	3	25	75	100	3
I	III	IB23C03	Core 3: Introduction to Global Business	CC	5	73	2	3	25	75	100	3
I	III	TH23A02	Allied: Mathematics for Management- I	GE	5	73	2	3	25	75	100	4
I	IV	NME23B1/ NME23A1/	BasicTamil-1/ Advanced Tamil - 1	AE	2	28	2	-	100	-	100	2
		NME23WS	Introduction to Women Studies	CC	2	30	-	-				
II	I	TAM2302A/ FRE2302A/ HIN2302A	Tamil Paper II / Hindi Paper II / French Paper II	L	4	58	2	3	25	75	100	3

II	II	ENG2302A	English Paper II	E	4	58	2	3	25	75	100	3
II	III	IB23C04	Core 4 : Export and Import Procedures	CC	5	73	2	3	25	75	100	3
II	III	IB23C05	Core 5: Strategic Corporate Communication	CC	5	73	2	3	25	75	100	3
II	III	IB23C06	Core 6: International Human Resource Management	CC	5	73	2	3	25	75	100	3

II	III	TH23A24/ IB23A01	Allied - 2 Mathematics for Management - II/Problem Solving & Decision - Making	GE	5	73	2	3	25	75	100	4
II	IV	NME23B2/ NME23A2	Basic Tamil II/ Advanced Tamil II (Outside Regular Classhour)	AEC	-	-	-	-	100	-	100	Grade
II	V	23PECM1	Professional English	AEC	2	25	5	-	100	-	100	2
			Online Course									-
II	VI	NM23GAW	General Awareness (self-study)	-	-	-	-	-	100	-	100	Grade
III	I	TAM2303A/ FRE2303A/ HIN2303A	Language Paper III-Tamil/Hindi/Frenc Paper III	L	4	58	2	3	25	75	100	3
III	II	ENG2303A	English Paper III	E	4	58	2	3	25	75	100	3
III	III	IB23C07	Core VII: India's Foreign Trade	CC	7	103	2	3	25	75	100	5
III	III	IB23C08	*Core VIII : International Marketing Management	CC	5	73	2	3	25	75	100	4
III	III	IB23A01/ RM23A01	Allied-1 International Economics Fundamentals of Economics	GE	5	73	2	3	25	75	100	4
III/ IV	III	CS23SBGP/ IB23SB01	GEN-AI/ Skill Based Subject -Business Intelligence Through Internet of Things (Theory)	SEC	3	44/41	1/4	-	100	-	100	3
III	IV	NM23DTG	Design Thinking	AEC	2	30	-	-	100	-	100	2
III	IV	NM22UHR	Universal Human Values and Human Rights #	AE CC	-	-	-	-	100	-	100	Grade
I-V	VI	16BONL1 16BONL2	Online Course 1 Online Course 2	ACC	-	-	-	-	-	-	-	-

IV	I	TAM2304A/ HIN2304A/ FRE2304A	Tamil Paper IV Hindi Paper IV French Paper IV	L	4	58	2	3	25	75	100	3
	II	ENG2304A	English Paper –IV	E	4	58	2	3	25	75	100	3
	III	IB23C09	Business Law and Risk Management	CC	6	88	2	3	25	75	100	5
	III	RM23C10	Sustainable Business	CC	6	88	2	3	25	75	100	4
	III	IB23A02/ RM23A02	Taxation / Sourcing Management	GE	5	73	2	3	25	75	100	4
III/ IV	III	CS23SBGP/ IB23SB01	GEN-AI/ Business Intelligence Through Internet of Things	SEC	3	45/ 43	-/ 2	-	100	-	100	3
IV	IV	NM23EII	Entrepreneurship and Innovation (IgniteX)	AECC	2	30	-	-	100	-	100	2
	IV	NM23EVS	Environmental Studies	AECC	SS	-	-	-	100	-	100	Gr
	IV	COCOACT	Co-Curricular Activities	GC	-	-	-	-	100	-	100	1
	IV	COM15SER	Community Service - 30 hours	GC	-	-	-	-	-	-	-	-
I-V	VI	16BONL1 16BONL2	Online Course 1 Online Course 2	ACC	-	-	-	-	-	-	-	-

L-Language   E-English

CC–Core Course   CA–Continuous Assessment

GC–Generic Elective   ESE-End Semester Examination

ACC-Additional Credit Course   SEC – Skill Enhancement Course

GC - General Courses   SS – Self Study

AECC - Ability Enhancement Compulsory Course

The following is the assessment pattern for 2023-26 batch

CA Pattern – Theory (First 3 Units)

Section A– 3 x 2 = 6

Section B – 3 x 5 = 15 (either or – same CLO Level)

Section C – 3 x 8 = 24 (either or – same CLO Level)

Total   **45 Marks**

UG-Accounts Courses-(First3Units)

CA Question from each unit comprising of

One question with a weightage of 2Marks   :2 x 3 = 6 One question with a weightage of 5Marks
    :5 x 3 =15

One question with a weightage of 8Marks   :8 x 3 = 24(Internal Choice at the same CLO level)

Total : 45 Marks

ESE Pattern - Theory

Section A – 5 x 2 = 10

Section B – 5 x 5 = 25 (either or – same CLO Level)

Section C – 5 x 8 = 40 (either or – same CLO Level)

Total   75 Marks

ESE Question Paper Pattern: (for Problem Paper) 5x15=75Marks

Question from each unit comprising of One question with a weightage of 2 Marks   :2 x5=10

One question with a weightage of 5Marks   :5x5=25

One question with a weightage of 8 Marks (Internal Choice at the same CLO level)   : 8x5=40

Total : 75 Marks

Skill Based Theory courses

Test I   : 30 Marks (Conducted for 50 marks and converted to 30 Marks)

Test II   : 50 Marks

Assignment : 10 Marks

Seminar   : 10 Marks

Total   : 100 Marks

I & II Year UG		
CIA Test	5	Conducted for 45 marks after 50 days
Model Exam	7	Conducted for 75 marks(Q.P. Pattern(2m,5m,8m) - (Each Unit 15 Marks)
Sem/Ass/Quiz	5	
Class Participation	5	
Attendance	3	91%-100% -3 Marks, 81%-90% -2 Marks, 75%-80 %-1 Mark
Total	**25 Marks**	

Assessment pattern for Environmental Studies

Quiz   :   50 marks

Assignment   :   25 marks

Project/ Case study   :   25 marks

Total   :   100 marks

Assessment Pattern for Entrepreneurship and Innovation (Ignite X):

Components	Marks
3 Quizzes (25 questions in each quiz)	50
30 Venture Activities (Assignment)	30
Milestone 3 (pitch deck presentation)	20
Total	100

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)
CHOICE BASED CREDIT SYSTEM (CBCS)
LEARNING OUTCOMES- BASED CURRICULUM FRAMEWORK (LOCF)
SCHEME & SYLLABUS OF EXAMINATION
2023 -2026 BATCH
SEMESTER- V

Semester	Part	Course Code	Title of the Course	Course Type	Instruction per week	Contact Hours	Tutorial Hours	Duration of the Examination	CA	ESE	TOTAL	Credits
V	III	BB23C11	Cost and Management Accounting	CC	5	73	2	3	25	75	100	4
	III	BB23C12	Management Information System	CC	5	73	2	3	25	75	100	4
	III	IB23C13	International Financial Management	CC	5	73	2	3	25	75	100	4
	III	BB23E01/ IB23E01	Research Methods for Management / Total Quality Management	DSE	5	73	2	3	25	75	100	4
	III	BB23E03/ IB23E02	Financial Markets and Services/ E-Commerce and Reverse Logistics/	DSE	5	73	2	3	25	75	100	4
	III	BB23SBP1	AI tools for Management Research	SEC	3	41	4	-	100	-	100	3
	III	IB23AC1/ BA23AC1	Global Leadership and Skill Development/ Self-Development and Emotional Competence	ACC	SS	-	-	3	25	75	100	5
	IV	NM21CS1	Cyber Security I	AECC	2	30	-	-	100	-	100	Gr.
	IV	IB23INST	Field Work / Institutional Training	DSE	-	-	-	-	100	-	100	2
	VI	IB23COM	Comprehensive Examination	GC	-	-	-	-	100	-	100	Gr.
1-IV	VI	COM15SER	Community Services 30 Hours	GC	-	-	-	-	-	-	-	-
1-V	VI	16BONL1 16BONL2	Online Course Online Course	ACC	-	-	-	-	-	-	-	-

CC – Core Courses
DSE – Discipline Specific Elective
SEC – Skill Enhancement Course
AECC - Ability Enhancement Compulsory Course
GC- General Courses

CA – Continuous Assessment
ESE - End Semester Examination
ALC - Advanced Learner Course
ACC - Additional Credit Course
SS- Self Study
Gr – Grade

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23C01	**BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**	Core	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	M

S- Strong, M- Medium

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*.**

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 –Factors influencing personality. ***Perception : Concept, 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.

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.

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

Text Books :

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Lussier, R. N	Management Fundamentals (1st ed.)	Cengage Learning	2020
2.	Stepten P. Robbins, Mary Coulter and NeharikaVohra	Management	Pearson Prentice Hall, New Delhi	2020
3.	Rao V.S.P.	Management: Text & Cases	Excel Books, New Delhi	2018
4.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2019

Reference Books:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Koontz. (n.d.)	Principles of Management	Tata McGraw Hill Education.	2021
2.	David S. Bright, Anastasia H. Cortes	Organisational Behaviour	Open Stax, Rice University	2020
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	2021

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=kNs8xbAUklQ
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=uUHuzSlAk_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 NUMBER BB23C02	COURSE NAME FINANCIAL ACCOUNTING	Category	L	T	P	Credit
		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 Outcomes
On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1.	Identify the importance of accounting and to gain a broad understanding of concepts, principles and terminology of financial accounting.	K1
CLO2.	Recognize and familiarize kinds of accounts and use of various accounting tools.	K2
CLO3.	Associate the components of final accounts using double entry booking keeping.	K3
CLO4.	Analyse and perform fundamental accounting operations.	K4

Mapping with Programme 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

SYLLABUS

UNIT – I (15 Hours)

Accounting - Nature- Accounting Concepts and conventions – Accounting Cycle – Accounting Equations - ***Kinds of Accounts*** - Journal, 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 Digital Assets.

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

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.P. Jain ,K.L. Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	January 2020
2	Reddy T.S & Murthy. A	Financial Accounting	Margham Publications	2021

Reference Books:

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

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	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 NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23C03	**INTRODUCTION TO GLOBAL BUSINESS**	Core	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 MNE s 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	M

 S-Strong, M- Medium
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***.

UNIT – II (15 Hours)

Globalization - Meaning- Definition and Features, factors influencing globalization, ***Essential conditions for Globalization -Globalization Strategies***- ***Advantages and Disadvantages *** - globalbusiness expansion strategy for emerging market companies-Globalization and India- Economic indicators and their impact on Globalization.

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 (15 Hours)
International Operations Management- Nature and scope - Make or Buy –Global Sourcing- Partnering/Relationship Marketing - Global Networking of Operations- ***Location Strategy***- ***Social Responsibilities of Business***- Responsibilities to different sections- Issues and Challenges.

UNIT – V (13 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 of Publication
1.	Charles W L Hill & G Tomas M Hult	International Business	Tata McGraw Hill	2021
2.	Rakesh Mohan Joshi	International Business	Oxford University Press	2020

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	SumatiVarma	International Business	Pearson	2021
2.	Charles Hill	International Business: Text & Cases	Tata McGraw Hill	2020
3.	Warren J. Keegan	Global Marketing Management	Prentice Hall of India	2020
4.	Daniel and Radebaugh and Steven L Mcshare	International Business	Pearson Education	2019

Blended Learning Topics:

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=-iIeqRktu50
3.	II	Essentialconditions 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 BankGroup, IMF	https://www.coursera.org/lecture/international-business-context/international-trade-organizations-fea1d
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

COURSE NUMBER	COURSENAME	CATEGORY	L	T	P	CREDIT
IB23C04	EXPORT AND IMPORT PROCEDURES	CORE	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)
Preliminary steps for starting export business- Meaning-Classification of goods for exports- ***Advantages and Disadvantages of Direct and Indirect Exporting***-Registration formalities-***Procedure for obtaining IEC number***-Export license.

Selection of Products and Markets**:** Selection of Export Product- Focus Product Scheme- Focus Market Scheme- Selection of Export Markets -Selection of Overseas Buyers-Provision and restrictions for import and export in India- Recent trading trends.

UNIT - II (15 Hours)

Preliminary for imports – SCOMET-Export Pricing and Methods of Payment: Export Pricing Strategies-*INCOTERMS*- Methods of Payment- Legal Dimensions, *Letter of Credit* – Types-*Export Procedure and export contract*- Steps in export procedure- Pre-shipment procedure-Shipment Procedure-Post-shipment procedure.

UNIT- III (15 Hours)

Export contract: Meaning- FOB contract- CIF Contract- Exchange rate fluctuations Risks- *Forward Contracts*- Excise clearance and Quality inspection: Excise Clearance for exportable goods - Procedure for Central Excise-Quality Systems – ISO 9000 series, Patenting, Project, -Quality Control and Pre shipment Inspection-Methods-Procedure and Exemption for Pre-shipment Inspection.

UNIT- IV (15 Hours)

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, Import Finance: Meaning-Benefits-Types-*Import procedure*: Meaning-Pre-import procedure-legal dimension of import procedure-Customs clearance for imported goods-*Warehousing of imported goods*- Exchange control provisions for imports.

UNIT- V (14 Hours)

Export Documentation: Introduction-Aligned Documentation System (ADS) - Export Documentation in India -Shipping documents - *Import Documentation*: Transport documents -Bill of entry –Certificate of Inspection, Export promotion measures in India-current trade barriers and mechanisms of international trade in India- E-commerce exports.

Text book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Neeraj	Export Import Procedures & Documentation	Neeraj Publication	2021
2.	Sultan Ahmad MadhurimaLall	Export Import: Procedure and Documentation	Sultan Chand and Sons	2021
3.	Prof. C Rama Gopal	Export Import Procedures - Documentation And Logistics	New Age International (P) Ltd., Publishers	2020

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business	PHI Learning Private Ltd	2020
2.	Ram Singh	Export and Import Management	Sage Productions	2020

Blended Learning Links:

S. No	Unit	Topics	Links
1	I	Advantages & Disadvantages of direct exporting	https://www.coursera.org/lecture/international-business-venturing-abroad/direct-exporting-FkVFS
2	I	Advantages & Disadvantages of indirect exporting	https://www.coursera.org/lecture/international-business-venturing-abroad/indirect-exporting-ux2Nj
3	I	Procedure for obtaining IEC number	https://www.youtube.com/watch?v=se92RJMCD_g&t=62s
4	II	INCOTERMS	https://in.coursera.org/lecture/international-business-operations/global-insurance-and-incoterms-q0ZlQ
5	II	Letter of credit	https://www.coursera.org/lecture/introduction-supply-chain-finance-blockchain-technology/lesson-01-enablers-m7JvJ
6	II	Export Procedure and export contract	https://in.coursera.org/lecture/international-business-venturing-abroad/successful-exporting-0rHaG
7	III	Forward Contract	https://in.coursera.org/lecture/financial-markets-global/forward-contracts-OFEwk
8	IV	Import Procedures	https://in.coursera.org/lecture/international-business-venturing-abroad/successful-importing-EHMoo
9	IV	Warehousing of imported goods	https://www.youtube.com/watch?v=FylQrBS3Eas
10	V	Import Documentation	https://in.coursera.org/lecture/international-business-venturing-abroad/successful-importing-EHMoo

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23C05	STRATEGIC CORPORATE COMMUNICATION	CORE	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 - Corporate Communication through Social networks-*Identification of the key dimensions for Dialogic Communication* .

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 – 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 - Stakeholder Engagement and External Communication Practices- Developing Comprehensive Corporate Communication Plans - ***Introduction to Integrated Marketing Communication (IMC) - Developing Global IMC Campaigns***-– Implementation of AI Tools in Communication process.

*Highlighted Text offered in blended mode
(Case studies for Internal Evaluation only)

Text Books:

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

Reference Books:

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

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	II	Identification of the key dimensions for Dialogic Communication	https://www.youtube.com/watch?v=kqN6nG2A7K8
3	III	Internal and External Communication Strategies	https://www.youtube.com/watch?v=VDLEW3fLegY
4	IV	Developing Intercultural Communication Strategies for Global Operations	https://www.youtube.com/watch?v=RXwxg-6dUbE
5	V	Introduction to Integrated Marketing Communication (IMC) - Developing Global IMC Campaigns	https://www.youtube.com/watch?v=nPTRzfi11gg

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23C06	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	CORE	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***.

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 - 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***.

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***.

*Highlighted Text offered in blended mode (Links Provided)
(Case studies for Internal Evaluation only)

Text Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Dennis R. Briscoe	International Human Resource Management	Routledge	2022
2	Miguel Martínez Lucio	International Human Resource Management: The Transformation of Work in a Global Context	Sage Publications Ltd	2022
3	Aswathappa & Sadhna Dash	International HRM	Pearson Publications	2020

Reference Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	B. Sebastian Reiche	International Human Resource Management	Tata McGrew Hill	2019
2	Jane, B., &Punnet	International Perspective on Organization Behaviour and HRM	Routledge Publications	2019

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
2	I	HR 5.0 Model	https://www.youtube.com/watch?v=2EqcYNtTGmA
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=hVpmSx-82Ps
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

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23A01	**PROBLEM-SOLVING & DECISION MAKING**	**ALLIED**	**73**	**2**	**-**	**4**

Preamble
1. To equip students with a deep understanding of problem-solving, its importance, and the steps and techniques involved, emphasizing its significance as a crucial skill in the Industry 4.0 era.
2. To introduce students to the concept of critical thinking and its role in decision-making
3. To familiarize students with various decision-making models and techniques.
4. To provide insights into the impact of technology on decision-making.

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Gain strong problem-solving skills for tackling complex issues, recognizing the significance of problem-solving in Industry 4.0, and applying various techniques effectively.	K1
CLO2	Develop critical thinking abilities to evaluate, analyze, and make informed decisions, especially in the workplace, with a focus on using virtual reality to enhance critical thinking, particularly for data analysis.	K2
CLO3	Acquire proficiency in decision-making, and understanding key models and techniques.	K3
CLO4	Analyse the impact of technology on decision-making, also, gain insights into ethical and sustainability considerations.	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	S	S	S	S
CLO4	S	S	M	S	S

S-Strong; M-Medium

SYLLABUS

UNIT – I (14 Hours)
Introduction to Problem Solving: Concept, Definition, Importance of Problem Solving; ***Steps in Problem Solving***, Process and various techniques used in Problem Solving; Types, Various skills required in solving the problem, ***Methods used in solving the problem***, Problem solving: a key skill in Industry 4.0.

UNIT – II (15 Hours)

Introduction to Critical Thinking: Concept, Definitions, Significance of Critical Thinking; ***Critical Thinking Process***, Elements of Critical Thinking; Use of Critical Thinking at the Workplace, Role of Virtual Reality in Developing Critical Thinking Skills, ***Developing Critical Thinking Skills for Data Analysis***.

UNIT – III (15 Hours)

Decision-Making Models and Techniques: Rational Decision-Making Model and the Bounded Rationality Model, Introduction to tools like Decision Trees and ***Multi-Criteria Decision Analysis (MCDA)***, Application of Artificial Intelligence and ***Machine Learning in optimizing decision-making processes***.

UNIT – IV (15 Hours)

Decision making and Current Scenarios: Impact of Technology in Decision making; Challenges before Marketing Managers in the Decision-making process; ***Critical Thinking and Problem-Solving skills for the 21st century***; Role of Decision-making strategies at the global level; Recent trends in the Critical Thinking process; ***Challenges before Marketing Managers in the area of Problem solving***.

UNIT – V (14 Hours)

Ethical and Sustainable Decision-Making: The ethical dimension of decision-making, including ethical dilemmas and moral reasoning, Strategies for incorporating sustainability principles into decision-making processes, ***Real-world examples of organizations making socially responsible and sustainable decisions***.

*Highlighted Text offered in blended mode
(Case studies for Internal Evaluation only)
Text Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Barnaby Hum	Critical Thinking & Problem Solving	Asia Publish Holdings	2023
2	John Adair	Decision Making and Problem Solving: Break Through Barriers and Banish Uncertainty at Work	Kogan Page	2022
3	Basavaraju H R, Dr. Melanie Lourens, Dr. Ashvine Kumar, Dr. Alpana Sharma	Decision Making and Problem Solving	Book Rivers	2022

Reference Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Albert Rutherford	Tools of Systems Thinkers: Learn Advanced Deduction, Decision-Making, and Problem-Solving Skills with Mental Models and System Maps	Vdz	2021
2	Pamela Hughes	Beginners Guide to Critical Thinking and Problem Solving	Jc Publishing	2020

Blended Learning Links:

S.No	Unit	Topic	Blended Learning Links
1	I	Steps in Problem Solving	https://alison.com/course/art-of-creative-problem-solving
2	I	Methods used in solving the problem	https://alison.com/course/turn-your-thinking-around-new-approaches-to-problem-solving
3	II	Critical Thinking Process	https://www.udemy.com/course/critical-thinking-course/
4	II	Developing Critical Thinking Skills for Data Analysis	https://www.youtube.com/watch?v=Cm5ukdquISE
5	III	Multi-Criteria Decision Analysis (MCDA)	https://www.youtube.com/watch?v=7OoKJHvsUbo
6	III	Machine Learning in optimizing decision-making processes	https://www.youtube.com/watch?v=JhImME2UgXQ
7	IV	Critical Thinking and Problem-Solving skills for the 21st century	https://www.youtube.com/watch?v=2s6PIrXwt7M
8	IV	Challenges before Marketing Managers in the area of Problem solving	https://www.youtube.com/watch?v=Mx-xpx8tMSU
9	V	Real-world examples of organizations making socially responsible and sustainable decisions	https://www.youtube.com/watch?v=ydPNQ7nTHyE

COURSE NUMBER 23PECM1	COURSE NAME Professional English for Commerce and Management	Category	L	T	P	Credit
		AEC	25	5		2
	(Class: I B.Com & BBA; SEMESTER – II)					

Objectives:

1. To develop the language skills of students by offering adequate practice in professional contexts.
2. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year commerce and management students
3. To focus on developing students' knowledge of domain specific registers and the required language skills.
4. To develop strategic competence that will help in efficient communication
5. To sharpen students' critical thinking skills and make students culturally aware of the target situation.

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recognise their own ability to improve their own competence in using the language	K1
CLO2	Use language for speaking with confidence in an intelligible and acceptable manner	K2
CLO3	Read independently unfamiliar texts with comprehension and understand the importance of reading for life	K3
CLO4	Understand the importance of writing in academic life	K3

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PL05
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S

S- Strong, M- Medium, L- Low

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT   (25 Hours)

UNIT 1: COMMUNICATION   5 hours

Listening: Listening to audio text and answering question Listening to Instructions

Speaking: *Pair work and small group work*

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: *Developing a story with pictures*.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION   **5 hours**
Listening: Listening to process description - Drawing a flow chart.

Speaking: Role play (formal context)

Reading: *Skimming/Scanning- Reading passages on products, equipment and gadgets*.

Writing: Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES   **5 hours**
Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)

Speaking: *Brainstorming. (Mind mapping). Small group discussions (Subject- Specific) *

Reading: Longer Reading text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS   **5 hours**
Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: ***Writing Recommendations Interpreting Visuals inputs***

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS   **5 hours**
Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading: ***Comprehension passages –Note making*.**

> (Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

Textbook:

S.No.	Authors	Title of the Book	Publishers	Year of Publication
1	TamilNadu State Council for Higher Education (TANSCHE)	English for Commerce and Management Semester 1	--	--

Reference Books:

S.No.	Authors	Title of the Book	Publishers	Year of Publication
1	Sreedharan, Josh	The Four Skills for Communication	Foundation books	2016
2	Pillai, G Radhakrishna, K Rajeevan, P Bhaskaran Nair	Spoken English for you	Emerald	1998
3	Pillai, G Radhakrishna, K Rajeevan, P Bhaskaran Nair	Written English for you	Emerald	1998

Blended Learning Links:

S.No	Units	Topics	Links
1	Unit I	Pair work and small group work, Developing a story with pictures	https://www.youtube.com/watch?v=9Jb1SgPFC9U
2	Unit II	Skimming/Scanning- Reading passages on products, equipment and gadgets	https://www.youtube.com/watch?v=T6LZNhNTIq8
3	Unit III	Brainstorming. (Mind mapping). Small group discussions (Subject-Specific)	https://www.youtube.com/watch?v=-h8RpvqJKoI
4	Unit IV	Writing Recommendations Interpreting Visuals inputs	https://www.youtube.com/watch?v=9OXvTSEDI2Q
5	Unit V	Comprehension passages –Note making.	https://www.youtube.com/watch?v=zn8mbYFAEa0

Evaluation pattern: Internal 50 marks

ESE 50 marks

NOTE 1**:**

Internals 5 tests x 10 marks each

Test 1 : Listening

Test 2 : Speaking

Test 3 : Reading

Test 4 : Listening

Test 5 : Speaking

ESE**:** Only Reading, Writing and Vocabulary components from all 5 units

Question Paper pattern for ESE

Section A: 5 x 2 = 10 marks

Section B: 4/6 x 5 = 20 marks

Section C: 2/3 x 10 = 20 marks Total = 50 Marks

COURSE CODE- IB23C07	COURSE NAME- INDIA'S FOREIGN TRADE	Category	L	T	P	Credit
		Theory	103	2	-	5

Preamble

1. To give students a basic understanding of trade strategies and their implications for business.
2. To impart the students with the nature, scope and trends in economic trading policies over the decades.
3. To get a broad picture of functions, role and impact of trade policies in globalized economy.
4. To analyse the trade performance of India.

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 India's foreign trade policies.	K1
CLO2	Discuss the theoretical foundations of international trade and enabling them to learn the pattern, structure and policy framework of India's foreign trade.	K2
CLO3	Compare various aspects relating to India's Foreign Trade practices.	K3
CLO4	Analyse the trade performance of India by examining the determinants of India's exports and imports procedures.	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	S	M
CLO4	S	S	S	S	S

S- Strong; M-Medium

SYLLABUS

UNIT – I (20 Hours)

Development of Foreign trade policy- *Role of Foreign Trade-Features of Foreign trade- India's foreign trade since 1951*- Foreign trade policy 2023- 2028 -Recent changes in Foreign Trade policy – Foreign Trade programme under five-year plans.

UNIT – II (21 Hours)

Recent trends and Directional pattern in foreign trade-*Composition of foreign trade-Major items of India's exports and Imports*-Traditional and Non-traditional exports- Direction of Foreign trade-Comparative export performance of India. - Application of AR and VR in Foreign Trade.

UNIT – III (21 Hours)

Institutional infrastructure or Exports- Department of commerce- Consultative and Deliberative Bodies-Export Promotion councils- Directorate of export promotion *Commodity Boards*: Tea, Coffee, Rubber, Spices and Tobacco, Central Silk Board, Coir Board, Coconut Development Board (CDB), Agriculture and Processed Food Products Export Development Authority (APEDA) , Marine Products Export Development Authority(MPEDA) -Export potential of important commodities - Ministry of Textiles.

UNIT – IV (21 Hours)

Service Institutions- Indian Institute of foreign trade- Trade development authority-*Indian Institute of Packaging*- Indian council of arbitration-Department of commerce Intelligence and statistics- Government participation in foreign trade- International trade fair and exhibitions - Export Credit Agencies (ECAs) – Functions – EPCG Scheme.

UNIT – V (20 Hours)

Trade prospects of India with other countries – Regional groupings –FIEO services- Export Inspection council (EIC) – Objectives – Functions – Certification Schemes in EIC - *International Trade Promotion Organization - Role of WTO in India's Foreign Trade*. Implications of Industry 4.O in India's Foreign Trade.

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

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2022, 22nd Edition

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1.	R.K.Jain	Foreign Trade Policy & Handbook of Procedures	Centax Law Publications	2024, 28th Edition
2.	M.Yadagiri, V. Rana Pratap and Rudra Saibaba	Foreign Trade	Kalyani Publishing House	2019, 3rd Edition
3.	Dr. H.S. Madhusudana	Foreign Trade and Export – Import Policy of India	New Century Publications	2020, 3rd Edition

Blended Learning Topics:

S.No	Unit	Topics	Links
1	I	Role of Foreign Trade	https://www.youtube.com/watch?v=V4AjcG3-z38
2	I	India's foreign trade since 1951	https://www.coursera.org/lecture/india/4-2-the-seven-phases-of-india-foreign-policy-f51u5
3	II	Composition of foreign trade	https://www.youtube.com/watch?v=y76bCMO1Nhg
4	II	Major items of India's exports and Imports	https://www.youtube.com/watch?v=5-rsJz0hdTU
5	III	Commodity Boards	https://www.youtube.com/watch?v=MvQr06Ka5Uw (Nptel video)
6	IV	Indian Institute of Packaging	https://www.youtube.com/watch?v=sP7h5W3r_NM
7	V	International Trade Promotion Organization	https://www.youtube.com/watch?v=GI-C03d-8gc (Nptel video)
8	V	Role of WTO in India's Foreign Trade	https://www.coursera.org/lecture/trade-immigration-exchange-rates-globalized-world/the-wto-and-global-free-trade-xZh7O

COURSE CODE- IB23C08	COURSE NAME INTERNATIONAL MARKETING MANAGEMENT	Category	L	T	P	Credit
		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 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 and role of International Business Intelligence, Market Selection Process, Product Decisions, Marketing Research, Personal Selling.	K1
CLO2	Identify and describe the marketing functions, Market Segmentation, Product life cycle, International Distribution channel, International Promotion.	K2
CLO3	Describe the Factors influencing Marketing functions, determinants of market selection, New product development, Role of export promotion organisation.	K3
CLO4	Apply knowledge paradigms in international marketing to gain insights on similarities/differences across cross-cultural markets and their marketing implications.	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium; L - Low

SYLLABUS

UNIT – I (15 Hours)

Introduction to Marketing: Meaning and Nature of Marketing - Market – Objectives and Characteristics- Marketing Functions- Factors influencing Marketing functions - International Marketing – Nature and scope –Significance -AI-Powered Customer Segmentation- Role of International Marketing in economic development -Role of Services in global economy - ***International Business Intelligence: source of information – International marketing information system and market research***.

UNIT – II (15 Hours)

Market selection process – determinants of market selection – market profile – ***market segmentation – market segment selection***- Market entry strategies – ***Exporting, licensing and franchising*** – Contract manufacturing – Management Contracting – Turnkey contracts – Joint ventures – Greenfield Investment.

UNIT – III (14 Hours)

International product decisions – Product mix - ***Product Life Cycle – New product development*** – AI-Powered Market Research and Analysis-Branding - Packaging and Labelling - Business Environment and Product Strategies- ***Product communication strategies*** –Global Product Policy - Globalization Vs Localization- AI-Driven Localization and Personalization.

UNIT – IV (15 Hours)

Margins & Profits, Pricing Metrics**:** Unit Margin- Margin percentage - ***Channel Margins*** - Average Price per unit - Price per statistical unit - ***Variable and fixed costs***-Marketing spending- Contribution per unit- Contribution margin percentage - Break even sales - Target volume - Target revenues. Price sensitivity and optimization - setting prices to maximize profits - Price Premium, Reservation Price, Percent Good Value- Price elasticity of demand - optimal price - residual elasticity.

UNIT – V (14 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, and Opportunities to See Cost per Thousand Impressions (CPM) Rates- Reach/Net Reach and Frequency- Share of Voice Impressions.

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

Text books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year& Edition of Publication
1.	Philip Kotler	Marketing Management	Pearson	2024, 1st Edition
2.	Masaaki (Mike) Kotabe, Kristiaan Helsen, Prateek Maheshwari	International Marketing	Wiley	2023, 8th Edition

Reference Books:

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

Coursera Links:

Unit	Links
I to V	https://nptel.ac.in/courses/110105089
	https://onlinecourses.nptel.ac.in/noc20_mg49/preview
	https://www.coursera.org/learn/illinois-tech-marketing-strategy
	https://www.coursera.org/learn/market-research-course-1
	https://www.coursera.org/learn/market-research-course-1
	https://www.coursera.org/learn/customer-understanding-and-digital-marketing-channels
	https://www.coursera.org/learn/illinois-tech-competitive-strategy
	https://www.coursera.org/learn/global-marketing-building-iconic-brands
	https://nptel.ac.in/courses/105105157
	https://www.coursera.org/lecture/customer-insights-orientation/stages-in-new-product-development-iztWt
	https://nptel.ac.in/courses/110104084
	https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing
	https://www.coursera.org/lecture/microeconomics-part2/1-1-2-defining-fixed-costs-and-variable-costs-1VJvp
	https://www.coursera.org/lecture/corporate-entrepreneurship-project/what-is-a-channel-IFBwP
	https://nptel.ac.in/courses/110108141
	https://www.coursera.org/learn/brand-and-content-marketing
	https://www.coursera.org/learn/uva-darden-bcg-pricing-strategy-cost-economics

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23A01	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 Learning 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. Explain the connections between Ricardian, Heckscher-Ohlin and the specific factors models in trade theory, and between the 'monetary approach' and the 'asset approach' in exchange rate theory.	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	S	S
CLO4.	S	S	S	S	M

S- Strong; M-Medium

SYLLABUS

UNIT - I (14 Hours)

Introduction to International Economics – Nature – Scope - Factors Influencing International Economics – *The production possibility curve*, the community indifference curve – *The offer curve* – Smiths theory of absolute difference in costs – Ricardo's theory of comparative difference in costs – Mill's theory of reciprocal demand.

UNIT - II (15 Hours)

Heckscher – Ohlin theory- 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 **-** Market structure - characteristics - 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-Application of AR and VR in global pricing strategies.

UNIT - IV (15 Hours)

Profit Policies and Investment Analysis **-** Profit - Meaning and nature - Profit Methods - Profit planning and forecasting- Role of AI in assessing international profits - ***Cost – volume profit analysis*** – FDI and investment decisions - Risk and Uncertainty in Managerial Decision making in domestic and international market.

UNIT - V (14 Hours)

National Income and Fiscal Policies **-** National Income Methods- Leveraging Big Data-Analytics and Machine Learning Techniques to measure National Income - Business cycle Stages - inflation and deflation - balance of payments – Developments in the pattern of trade – ***Exchange Values and Currency devaluation***- International institutions – IMF and IBRD – WTO – Trade Blocs and Monetary units.

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

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1.	Dr. V Basil Hans	International Economics	HSRA Publications	2023, 1st edition

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1.	Dominick Salvatore, Chandan Sharma	International Economics	Wiley publication	2023 , 13th Edition
2.	Paul Krugman, Maurice Obstfeld, Marc Melitz	International Economics: Theory and Policy	Pearson publication	2022, 12th Edition

Blended Learning Topics:

S. No	Unit	Topic	Link
1.	I	The production possibility curve	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview
2.	I	The offer curve	https://onlinecourses.nptel.ac.in/noc23_hs149/preview
3.	II	Linder's theory of trade and demand	https://nptel.ac.in/courses/109107173
4.	II	Kenon's theory of Human capital	https://www.coursera.org/learn/wharton-social-human-capital
5.	III	Methods of pricing -differential pricing	https://www.coursera.org/lecture/pricing-strategy/pricing-approaches-KsckH
6.	IV	Cost – volumeprofit analysis	https://www.coursera.org/lecture/uva-darden-managerial-accounting/what-is-cvp-analysis-8NXPt
7.	V	Exchange Values and Currency devaluation	https://www.youtube.com/watch?v=7gMP4HFxRmw

COURSE CODE-IB23SB01	COURSE NAME - BUSINESS INTELLIGENCE THROUGH INTERNET OF THINGS	Category	L	T	P	Credit
		Theory	41	4	-	3

Preamble

1. To provide an overview of the technology of BI and the application of BI to an organization's strategies and goals.
2. To achieve and establish vital understanding of big data application in business intelligence.
3. To institute the concept of systematic transformation of process-oriented data into information of underlying business process.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall and identify the concepts and components of Business Intelligence (BI).	K1
CLO2	Identify the technological architecture that makes up BI systems.	K2
CLO3	Apply business intelligence concepts for enterprise reporting.	K3
CLO4	Identify solutions to decision making problems.	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium

SYLLABUS

UNIT –I (8 Hours)

Business Intelligence and Internet of Things (IoT) - Introduction to Business Intelligence (BI) - Overview of Internet of Things (IoT) Technology - Data Collection Methods and Sensors in IoT - Communication Protocols for IoT Devices - Data Storage and Management in IoT Environments.

UNIT – II (8 Hours)

Data Processing and Analytics in BI through IoT -.Data Preprocessing Techniques for IoT Data - Real-time Data Analytics in IoT - Predictive Analytics and Machine Learning in BI through IoT - Integration of BI Tools with IoT Platforms - Applications Demonstrating BI through IoT.

UNIT –III (9 Hours)

Virtual And Augmented Reality - Virtual Reality : Definition –Tools for Virtual Reality – Applications of VR in Education, Industries – Difference between VR and AR - Augmented Reality : Definition – Tools for Augmented Reality – HoloLens – Advantages and Challenges of AR – Applications of AR -Mixed Reality.

UNIT – IV (8 Hours)

R Introduction and Basic Statistics – Overview of R programming -Downloading and installing -Viewing Documentation – Data types – Reading from CSV files – Computing basic statistics – Comparing means of two samples – Regression.

UNIT – V (8 Hours)

Data Visualization Using R – Creating bar chart& dot plot – Creating histogram & box plot – Plotting with basic graphics – Plotting and coloring in R.

Text Book:

S.No.	Author	Book name	Publisher	Year & Edition of Publication
1.	Dr.Dhaval Maheta	Data Analytics Using R	Notion Press	2021, 1st Edition

Reference Books:

S.No.	Author	Book name	Publisher	Year & Edition of Publication
1.	A Ohri	R for Business Analytics	Springer	2021 2nd Edition
2.	Hadley Wickham	R for Data Science	O'Reily Media	2023, 2nd Edition

Course Code	Course Name	Category	L	T	P	Credit
CS23SBGP	**SBS I - Gen-AI**	Practical	-	1	44	3

Preambl

The objective of this course is to understand the breadth and depth of Generative Artificial Intelligence (Gen AI) and to impart knowledge on its ethical implications, practical applications, and emerging trends.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamental concepts and ethical considerations of Generative AI.	K2
CLO2	Apply AI principles in practical settings using basic AI tools and platforms	K3
CLO3	Develop advanced skills in specialized AI applications such as text analysis, natural language processing, and image recognition.	K3
CLO4	Explore emerging trends in AI, integrating advanced AI tools into diverse professional practices.	K4

Mapping with Programme Learning Outcomes

CLOs	PO1	PO2	PO3	PO4	PO5
CLO1	S	S	S	S	M
CLO2	S	S	S	S	S
CLO3	S	S	M	S	S
CLO4	S	M	S	M	S

S- Strong; M-Medium

SBS I: Gen-AI - CS23SBGP   (44 Hrs)

Unit 1: Introduction to Gen AI   (9 hours)

Understanding Gen AI: Definition and scope of Gen AI - Overview of its applications in various fields - Introduction to essential skills needed for Gen AI. Ethical Considerations: Discussion on ethical guidelines and responsible use of AI - Understanding the impact of AI on society and individuals.

Hands-on Activity: Exploring AI Tools

- Working with appropriate content creation Gen-AI tools to engage with ChatGPT to explore various subjects, simulate interviews, or create imaginative written content.
- Working with appropriate writing and rephrasing Gen-AI tools to drafting essays on designated topics and refining the content with improved clarity, coherence, and correctness.

Unit 2: Basic AI Concept　　　　(8 hours)

Introduction to AI: Basic concepts and terminology of artificial intelligence - Examples of AI in everyday life - Real-world examples of AI applications in different domains. Machine Learning Basics: Understanding the principles of machine learning - Overview of supervised and unsupervised learning.

Hands-on Activity: Simple AI Projects

- Working with appropriate educational content creation Gen-AI tools to generate quizzes and flashcards based on classroom material.
- Working with appropriate language learning Gen-AI tools to practice and enhance language skills through interactive exercises and games across multiple languages.

Unit 3: AI in Practice　　　　(9 hours)

Text Analysis and Natural Language Processing (NLP): Introduction to NLP concepts and techniques - Hands-on exercises analyzing text data and extracting insights. Image Recognition and Processing: Basics of image recognition algorithms and techniques - AI Tools for Text and Image Processing

Hands-on Activity: Text and Image Projects

- Working with appropriate image processing Gen-AI tools to experiment with AI-generated images.
- Working with appropriate object recognition Gen-AI tools to identify various objects such as text, images, products, plants, animals, artworks, barcodes, and QR codes.

Unit 4: AI for Productivity and Creativity　　　　(9 hours)

AI-enhanced Productivity and creativity Tools: Overview of productivity and creativity tools enhanced with AI capabilities - Tips for integrating AI into daily tasks and workflows. AI and Jobs: Exploring how AI impacts jobs and industries - Discussion on opportunities and challenges - Exploration of AI-powered creative tools and applications.

Hands-on Activity: Productivity and Creativity

- Working with appropriate content creation Gen-AI tools togenerate interactive videos / blog posts / art / drawing / music and storytelling experience.
- Working with appropriate resume generation Gen-AI tools to create professional resumes efficiently.

Unit 5: Future of Gen AI and Final Project　　　　(9 hours)

Emerging Trends in Gen AI - Applications of Generative AI - Ethical andSocietal Impact of Gen AI - Future Directions and Challenges - Case Studies in Generative AI.

Hands-on Activity: Trends in Gen AI

- Working with appropriate speech generation Gen-AI tools to customize synthetic speech for virtual assistance across different applications.
- Working with appropriate data analysis Gen-AI tools to perform data analysis, visualization, and predictive modeling tasks.
- Working with appropriate Gen-AI design tools to simplify the creation of visually appealing presentations.
- Working with appropriate website builder Gen-AI tools to develop professional websites with AI assistance.

Pedagogy

Demonstration of AI Tools, Lectures and Case studies.

Evaluation pattern for Gen-AI

Quiz   : 50 Marks (5 quizzes with each 10 marks)
Case study   : 25 Marks
Online Exam : 25 Marks (Departments to plan and conduct the exam)
Total   : **100 Marks**

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23C09	**BUSINESS LAW AND RISK MANAGEMENT**	Theory	88	2	-	5

Preamble:

1. To provide students with foundational knowledge of business law and its role in ensuring compliance and resolving disputes.
2. To familiarize students with intellectual property rights, including patents, copyrights, geographical indications, and their significance in protecting innovations and traditional knowledge.
3. To introduce the principles of risk management and its significance in minimizing operational and legal risks in business.
4. To explore the integration of emerging technologies such as AI, Industry 5.0, and Indian Knowledge Systems (IKS) in modern business practices and risk 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 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, 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

SYLLABUS

UNIT – I (17 Hours)

Introduction to Business Law: Meaning and scope of Business Law – 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 Hours)

IPR Introduction: and the need for intellectual property right – IPR in India –Different

Classifications – Important Principles of IP Management – Commercialization of Intellectual

Property Rights by Licensing – Intellectual Property Rights in the Cyber World.

UNIT – III (18 Hours)

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 Hours)

Risk Management: Meaning and scope – Objectives and principles – Operational and Legal risks – Strategies for minimizing 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 Hours)

Applications in Risk Mitigation: Practical strategies for reducing financial, operational, and legal risks in businesses – Case Study Analysis and examples - Technology in Compliance: ***Implementation of AI-based tools for legal compliance*.**

* Highlighted text offered in blended mode.

Text books:

S.NO.	Author(s)	Title of the Book	Publisher	Year of Publication and Edition
1.	Sushma Arora	Business Law	Taxmann Publications Private Limited	2024 and 12th Edition
2.	Lexis Nexis	Intellectual Property Laws	Universal Lexis Nexis	2024 and 1st Edition

Reference Books:

S.NO.	Author(s)	Title of the Book	Publisher	Year of Publication and Edition
1.	Hayden Van Der Post	Risk Management Fundamentals	Reactive Publishing	2024 and 4th Edition
2.	Shashank S. Sharma	Business Law	Taxmann Publications Private Limited	2024 and 8th Edition
3.	Piotr Jedynak & Sylwia Bak	Risk Management in Crisis	Routledge	2021 and 1st Edition

Blended Learning Topics:

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	Different Classifications	https://www.youtube.com/watch?v=avSdoMz6OuA&t=12s
4	II	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

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
RM23C10	SUSTAINABLE BUSINESS	Theory	88	2	-	4

Preamble

1. To understand the concept of sustainable development and its relevance to the business environment.
2. To examine the strategies and challenges related to sustainable business
3. To develop the knowledge and skills necessary to integrate sustainability principles into business
4. To create a more sustainable and responsible business environment.

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

SYLLABUS

UNIT – I (18 Hours)

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 – SDG: Introduction - Impact of Sustainable Development Goals on business practices- ***Sustainable practices in Ancient Indian Business***

UNIT – II (18 Hours)

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 Hours)

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 Operations Management***- Branding and Communication for Sustainable Business

UNIT – IV (17 Hours)

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 Hours)

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

*Highlighted Text offered in blended mode.

Text Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication & Edition
1	Helen Kopnina, Rory Padfield and Josephine Mylan	Sustainable Business – Key issues (Third Edition)	Taylor & Francis	2023 & 3rd edition
2	Vladimir Obradović	Sustainable Business Change Project Management Toward Circular Economy	Springer International Publishing	2023 & 1st edition
3	Rishi Raj Sharma, Tanveer Kaur, Amanjot Singh Syan	Sustainability Marketing New Directions and Practices	Emerald Publishing Limited	2021 & 1st edition

Reference Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication & Edition
1	Kevin Duncan, Sarah Duncan	The Sustainable Business Book Building a Resilient Modern Business	LID Publishing	2023 and 1st edition
2	Margaret Robertson	Sustainability Principles and Practices	Rouledge	2021 and 3rd Edition

Blended Learning Links:

S.No	Unit	Topic	Blended Learning 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
4	IV	Sustainability and Leadership	https://www.youtube.com/watch?v=FXPiSS3w14E
5	V	Environmental Management System	https://www.youtube.com/watch?v=oRCNIrqtKN4

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
IB23A02	**TAXATION**	**Theory**	**73**	**2**	**-**	**4**

Preamble

1. To understand the basic concepts and definitions under the Income Tax Act, of 1961.
2. To Acquire knowledge about the Computation of Income under different heads of Income.
3. To provide taxation Compliance in the Digital Age
4. 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

SYLLABUS

UNIT – I (14 Hours)

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 Hours)

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 Hours)

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

UNIT – IV (15 Hours)

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 Hours)

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.)

 *Highlighted Text offered in blended mode

Text Books:

S.NO	Authors(s)	Title of the Book	Publisher	Year of Publication and Edition
1	V.P. Gaur, D.B. Narang, Puja Gaur, and Rajeev Puri	Income Tax Law & Practice Assessment Year 2024-25	Kalyani Publishers	2024 and 52nd edition
2	Prof. Preeti Rani Mittal, Dr. Anshika Bansal	Income Tax – Law and Practice Assessment Year 2024-25	Sultan Chand and Sons	2024 and 1st edition
3	Dr. H.C. Mehrotra, Prof. V.P. Agarwal	Goods and Services Tax (G.S.T.) & Customs Duty	Sahitya Bhawan Publications	2023 and 11th Edition
4	T. P. Mukerjee	Commentary on the Customs Act, 1962	Delhi Law House	2022 and 17th Edition

Reference Books:

S.NO	Authors(s)	Title of the Book	Publisher	Year of Publication 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 2024-25)	SBPD Publication	2024 and 25th edition
2	CA Anoop Modi, CA Mahesh Gupta , CA Nikhil Gupta ·	Goods And Services Tax (GST) Latest Edition	SBPD Publication	2022 and 1st edition
3	Ramamurthy. S	Commentary on the Customs Act, 1962	Bloomsbury Professional India	2022 and 1st Edition

Blended Learning Links:

S.No	Unit	Topic	Blended Learning 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:

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

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
RM23A02	SOURCING MANAGEMENT	Theory	73	2	-	4

Preamble

1. To enable the students to understand the elementary concepts of sourcing and sourcing management.
2. To help the students develop the skills and knowledge in suppliers' selection, evaluation, price determination, and negotiation in sourcing.
3. To enlighten the students about global sourcing and its importance.
4. 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

SYLLABUS

UNIT – I (14 Hours)

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

UNIT – II (15 Hours)

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 Hours)

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 – * **AI-Powered Negotiation Bots*.**

UNIT – IV (15 Hours)

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 Hours)

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

*Highlighted Text offered in blended mode

Text Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Ashley McDonough	Operations and Suppply chain Management	Vibrant	2020 and 1st edition
2	Kenneth Lyson & Brain Farrington	Procurement and Supply Chain Management	Pearson	2020 and 10th edition
3	Selvan Athishtaraj V.	Basics of Strategic Sourcing	Notion Press	2020 and 1st edition

Reference Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Jonathan O'Brien	Sustainable Procurement: A Practical Guide to Corporate Social Responsibility in the Supply Chain	Kogen Page	2023 and 1st edition
2	Hans J. Dau	Strategic Sourcing: Theory and Practice	Mitchell Madison Group	2020 and 1st edition
3	Cindy Brown	Strategic Sourcing and CATEGORY Management	Amazon Direct Publishing	2023 and 1st edition

Blended Learning Links

S.No	Unit	Topic	Links
1	I	Sourcing Process	https://www.prokuria.com/post/sourcing-strategy-steps- effective-sourcing-process
3	I	Supplier Evaluation Metrics	https://www.youtube.com/watch?v=QI5PpY8xz3k
4	I	Supplier Relationship Management System	https://www.prokuria.com/post/supplier-relationship- management-platform-benefits
	III	AI in Market and Cost Analysis	https://www.youtube.com/watch?v=TLXn_GnAr1k
5		AI-Powered Negotiation Bots	https://www.youtube.com/watch?v=vXP7L8sduis

7		Criteria for Selecting Countries and Suppliers for Global Sourcing	https://www.aerostarmfg.com/
8	IV	Blockchain for Transparency	https://blog.aajjo.com/post/blockchain-technology-in- procurement-and-supply-chain-management
9	V	Market Intelligence Tools	https://www.crayon.co/market-intelligence
10		Document Management System	https://www.youtube.com/watch?v=M57ZEnKDB-4

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
IB23SB01	BUSINESS INTELLIGENCE THROUGH INTERNET OF THINGS	Theory	43	2	-	3

Preamble

1. To provide an overview of the technology of BI and the application of BI to an organization's strategies and goals.
2. To achieve and establish vital understanding of big data application in business intelligence.
3. To institute the concept of systematic transformation of process-oriented data into information of underlying business process.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall and identify the concepts and components of Business Intelligence (BI).	K1
CLO2	Identify the technological architecture that makes up BI systems.	K2
CLO3	Apply business intelligence concepts for enterprise reporting.	K3
CLO4	Identify solutions to decision making problems.	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium

SYLLABUS

UNIT –I (9 Hours)
Business Intelligence and Internet of Things (IoT) - Introduction to Business Intelligence (BI) - Overview of Internet of Things (IoT) Technology - Data Collection Methods and Sensors in IoT - Communication Protocols for IoT Devices - Data Storage and Management in IoT Environments.

UNIT – II (9 Hours)
Data Processing and Analytics in BI through IoT -.Data Preprocessing Techniques for IoT Data - Real-time Data Analytics in IoT - Predictive Analytics and Machine Learning in BI through IoT - Integration of BI Tools with IoT Platforms - Applications Demonstrating BI through IoT.

UNIT –III (9 Hours)
Virtual And Augmented Reality: Virtual Reality: Definition –Tools for Virtual Reality – Applications of VR in Education, Industries – Difference between VR and AR - Augmented Reality : Definition – Tools for Augmented Reality – HoloLens – Advantages and Challenges of AR – Applications of AR - Mixed Reality.

UNIT – IV (8 Hours)
R Introduction and Basic Statistics – Overview of R programming -Downloading and installing - Viewing Documentation – Data types – Reading from CSV files – Computing basic statistics – Comparing means of two samples – Regression.

UNIT – V (8 Hours)
Data Visualization Using R – Creating bar chart& dot plot – Creating histogram & box plot – Plotting with basic graphics – Plotting and coloring in R.

Text Book:

S.No.	Author	Book name	Publisher	Year of Publication and Edition
1	Ramesh Sharda, Dursun Delen, Efraim Turban	Business Intelligence and Analytics: Systems for Decision Support	Pearson	2020 and 11th Edition

Reference Books:

S.No.	Author	Book name	Publisher	Year of Publication & Edition
1.	Dr.Dhaval Maheta	Data Analytics Using R	Notion Press	2023 and 1st edition
2.	Hadley Wickham	R for Data Science	O'Reily Media	2023 and 2nd edition

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

COURSE NUMBER	COURSE NAME	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

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB23C11	**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.

Course 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 Outcomes

COs	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

UNIT – I (14 Hrs)

*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.**

UNIT – II (15 Hrs)

*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 andPiece rate system- Halsey and Rowan Plan - Taylor's and Merrick's Differential Piece rate system.

UNIT – III (16 Hrs)

*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 (14 Hrs)

*Fund Flow Analysis – Meaning & Scope - Difference between Fund Flow Statement & Balance Sheet – Preparation of Fund Flow Statement.

UNIT – V (14 Hrs)

*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 & Sustainable Accounting - Carbon Reporting: Overview, Importance, and Global Standards (Theory Only).

* Highlighted Text offered in blended mode (Links Provided)
- Theory and problems in the ratio of 20% and 80% respectively

Text Books

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

Reference Books

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

Reference Links

NPTEL Web Links:
1. Cost Accounting, Preparation of cost sheet, Management accounting, , Different types of Budgets & Marginal Costing :
https://nptel.ac.in/courses/110/107/110107127/
2. Introduction to Cost Accounting Classification of CostsMarginal Costing, Cost Volume Profit Analysis : NPTEL :: Management - NOC: Cost Accounting
https://archive.nptel.ac.in/courses/110/101/110101132/#

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.greenbusinessbenchmark.com/archive/what-is-carbon-accounting
- https://portal.cemasys.com/blog/carbon-accounting-management/blog-carbon- accounting-standards/
- https://www.wolterskluwer.com/en/expert-insights/esg-carbon-emissions

Blended Learning Links

S. No.	Unit	Topic	Blended Learning Links
1	I	Meaning- Definition – Scope	https://youtu.be/_z4-7xr6ur8
2		Cost concepts and Cost Classification	https://youtu.be/X3c4XOmP7AE
3		Preparation of Cost Sheet	https://youtu.be/PObHZkcPZN4
4	II	Inventory Control	https://youtu.be/U44RQAzf4NI
5		EOQ –Pricing of material issues	https://youtu.be/fFR1nYhF_iw
6	III	Ratio analysis	https://youtu.be/nY43DTjsKyo https://youtu.be/y132ILD4Vvg
7		Preparation of balance sheet from ratios.	https://youtu.be/Qw4HHMqX5I4
8		Dupont Analysis	https://youtu.be/hHuItcTJJcs
9	IV	Fund Flow analysis	https://youtu.be/n8VKcJxkUeo https://youtu.be/JI1WC7JB2Qo
10	V	Marginal Costing: Meaning-Importance	https://youtu.be/Ri1BQIACVpM
11		CVP analysis	https://youtu.be/dtnbWUXOwgI
12		Budgets and Budgetary Control	https://youtu.be/P_aSB60mR1s
13		Flexible Budget	https://youtu.be/mWlaxOGD-f4
14		Introduction to ESG Reporting & Sustainable Accounting	https://youtu.be/SAvjVYHgt4c

Pedagogy: Chalk & Talk, lecture, Seminar, PPT, Activity Based

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB23C12	**MANAGEMENT INFORMATION SYSTEM**	Theory	73	2	-	4

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

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 Outcome

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

UNIT I   **(14 Hrs)**

Managing Information Systems in Organisations: Introduction- ***Objectives- Foundations-Levels – Features***- Real world systems - Human-Centered Design in Information Systems - Types of Decisions- Strategic - Operational – Tactical - ***Information System Resources***- Competitive Advantage - Managing Challenges in Information System - Business Process Re-engineering - Creating Agile and Virtual Company.

UNIT II   **(15 Hrs**)

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*** - 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.

UNIT III   **(14 Hrs)**

Decision Making and Technologies: Introduction, - Decision Support System -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.

UNIT IV   **(16 Hrs)**

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 Hrs)**

Application Systems in Business: Manufacturing - Inventory- Marketing - Order Processing – Accounting – Finance - Accounts Payables - Accounts Receivables - ***HR – Payroll*** - AI-driven HR Analytics & Payroll Automation **-** Electronic Commerce: E-commerce Technology-Business over the Internet - ***Electronic Data Interchange (EDI)***- Online Payment Technology - Mobile Commerce – Mobile based application - E- E-Commerce – Portals - Search Engines.

* Highlighted Text offered in blended mode (Links Provided)

Text Books

S. No	Author(s)	Title of the Book	Publisher	Year & Edition
1.	James A OBrien, et al	Management Information Systems	McGraw Hill Education (India) P Ltd	2023 & 19thEdn
2.	Paige Baltzan	Information Systems	McGraw Hill Education (India) P Ltd	2023 & 7thEdn
3.	Amanda Rose	Management Information Systems	Vinod Publications	2024 & 1stEdn

Reference Books

S. No	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Dr. Suriti Gupta, Er. Dhananjay Gupta	Management Information System	SBPD Publishing House	2024 & 1st Edn
2.	Laudon	MIS-Managing the digitalfirm	Pearson Publications	2023 & 17thEdn
3.	Kenneth C. Laudon Jane P. Laudon	Management Information System	Pearson Education	2022 & 7th Edn

Blended Learning Links

S. No	Units	Topics	Blended Learning Links
1.		Objectives, Foundations, Features	https://www.youtube.com/watch?v=pMm5TnupegI
2.	I	Information System Resources	https://study.com/academy/lesson/video/information-systems-resources-networks-hardware-software-data-people.html
3.	II	Data Base Management System, Concept, Database Models	https://www.youtube.com/watch?v=mj0hkR4Jtms
4.	III	Knowledge ManagementSystems	https://www.youtube.com/watch?v=Xy1t0uJJf8I&list=PL4719F414C9FBD659&index=11
5.	IV	Cloud Computing	https://www.youtube.com/watch?v=RWgW-CgdIk0
6.		PaaS – IaaS – SaaS – NaaS	https://www.youtube.com/watch?v=n7B4icXvs74
7.	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, PPT, Group Discussion, Activity and Case Study

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB23C13	INTERNATIONAL FINANCIAL MANAGEMENT	Theory	73	2	-	4

Preamble
1. To provide students with a strong foundation in the concepts, and contemporary issues in international financial management and global finance operations.
2. To enable students to understand and interpret the cost structures, investment evaluation methods and international monetary frameworks.
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, 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, cost of capital for foreign investments, multinational capital budgeting techniques, international monetary systems, and the structure of foreign exchange markets.	K1
CLO2.	Explain and summarize the international financial management concepts, the computation of cost of capital, evaluation of international projects, and foreign exchange transactions.	K2
CLO3.	Apply financial techniques to calculate cost of equity, WACC, discounted cash flows, adjusted present value (APV), and apply currency arbitrage, speculation, hedging, and swapping strategies for managing international financial operations.	K3
CLO4.	Analyze challenges and risks in international financial management, assess the impact of exchange rate fluctuations, evaluate foreign investment decisions using sensitivity analysis, and critically review the role of DeFi, SWIFT framework, and emerging financial trends	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

UNIT I (14 Hrs)

International Financial Management- **Importance, Nature, Scope**- Sources of International Finance -Government Support – Emerging Trends - Challenges - International Financial Management Vs Domestic Financial Management - Role of Finance Manager- Contemporary issues - **Multinational Tax Management** (theory).

UNIT II (15 Hrs)

The Cost of Capital for Foreign Investments : The Cost of Equity Capital - **The Weighted Average Cost of Capital for Foreign Projects** - Discount Rates for Foreign Investments - The Cost of Debt Capital(Simple Problems).

UNIT III: (15 Hrs)

Multinational Capital Budgeting: - Overview - Issues in Foreign Investment Analysis- evaluating International Projects using Adjusted Present Value model (APV)- Risk Adjustment- Sensitivity Analysis.(Simple Problems)

UNIT IV: (15 Hrs)

International Monetary System: Introduction- Exchange Rate regimes – Overview of **Gold Standard and Bretton Woods System** - Optimal Exchange Rate Regime- Exchange Rate Mechanism : Exchange Rate quotations- Nominal, Real Effective Rates- -DeFi **- SWIFT Framework** (Theory)

UNIT V: (14 Hrs)

Foreign Exchange Market: Overview- Major Participants - Structure- Spot Market – Features - Currency Arbitrage -Speculation - **Forward Market**: Features Arbitrage - Hedging-Speculation - Swapping Forward Contracts (Simple Problems)

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

(50% Theory and 50% Problem)

Text Book

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Cheol S. Eun & Bruce G. Resnick	International Financial Management	McGraw Hill	2024 & 10th Edn
2	Vyuptakesh Sharan	International Financial Management	PHI Learning	2023 & 6th Edn

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Alan C. Shapiro	Multinational Financial Management	Wiley	2024, 12th Edn
2.	Thummuluri Siddaiah	International Financial Management: An Analytical Framework	Pearson India	2021, 3rd Edn
3	P.G. Apte	International Financial Management	McGraw Hill Education	2022, 8th Edn

Blended Learning Links

S.no	Unit	Topics	Blended Learning Links
1	I	International Financial Management- Importance, Nature, Scope	https://www.youtube.com/watch?v=HN2eHsTl4U4
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=dV51IwwAdqY
4	III	Multinational Capital Budgeting	https://www.youtube.com/watch?v=cEBDDZ51uQg
5	IV	Gold Standard and Bretton Woods System	https://study.com/academy/lesson/video/what-is-the-gold-standard-definition-history.html
6	IV	SWIFT Framework	https://www.youtube.com/watch?v=ndsKx9KjeFE
7	V	Forward Market	https://www.youtube.com/watch?v=J0sKv8cples

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

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB23E01	RESEARCH METHODS FOR MANAGEMENT	Theory	73	2	-	4

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

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

COs	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

UNIT – I   **(15 Hrs)**

Meaning, Importance and Scope of Research – Concept of Theory : Empiricism – Deductive – Inductive - Characteristics of good research – Methods of research – Defining and identifying a Research Problem - Research process – Research in Business - ***Importance of Research in Management Decisions***

UNIT – II   **(15 Hrs)**

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 - Probability sampling and Non- probability Sampling – ***Criteria for selection of a sampling technique***

UNIT – III   **(15 Hrs)**

Data - Quantitative and qualitative – Data Collection methods – Primary and Secondary Data – Designing of Questionnaire – ***Interview Schedule – Observation –**Experimentation - details and evaluation **– Pilot Study and Case Study***. Measurement and Scaling Techniques. ***Data Processing: Editing, Coding, Classification and Tabulation***

UNIT – IV   **(15 Hrs)**

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

UNIT – V   **(13 Hrs)**

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.

* Highlighted text offered in blended mode. (Links Provided)
- Mini project – Internal Evaluation only
- Theory and problems in the ratio of 80% and 20% respectively.

Text Book

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	C.R.Kothari & Gaurav Garg	Research Methodology Methods & Techniques	New Age International(P) Ltd Publishers	2023 & 5th Edn
2	HK Dangi & Shruti Dewen	Business Research Methods	S Chand Publishing	2024 & 2nd Edn

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Ram Ahuja	Research Methods	Rawat Publications	2022 & 2nd Edn
2	Pamela S. Schindler	Business Research Methods	Pearson Education	2021 14th Edn

Blended Learning Links

S.No	Unit	Topic	Blended Learning 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=_lQXLT4evdo
6	IV	Introduction to SPSS	https://www.youtube.com/watch?v=_zFBUfZEBWQ
7	V	Interpretation – Techniques of Interpretation and Report Writing	https://www.youtube.com/watch?v=k5DJotTayhA

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

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB23E01	TOTAL QUALITY MANAGEMENT	Theory	73	2	-	4

Preamble

1. To explain the basic concepts in Total Quality Management (TQM).
2. To impart the students with 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.	Develop an understanding on quality management philosophies and frameworks.	K1
CLO2.	Develop in-depth knowledge on various tools and techniques of quality management.	K2
CLO3.	Enable students to obtain a basic understanding of quality principles and practices.	K3
CLO4.	Learn the applications of quality tools and techniques in both manufacturing and service industry.	K4

Mapping with Programme Learning Outcomes

CLO's	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

UNIT – I (15 Hrs)

Introduction to quality-meaning of quality-dimensions of quality-introduction to total quality management- Meaning – ***Objectives and Importance of TQM in Business***-Eight building blocks of TQM-**The four P's of TQM*-** Implementing Blockchain Technology in Total Quality Management.- Quality in Vedic literature and scriptures

UNIT - II (15 Hrs)

TQM need and importance-customer satisfaction- **Principles*-** Employee involvement-Benefits- Supplier partnership and selection-Performance measuring-Strategies followed.

UNIT – III (14 Hrs)

Statistical quality control-Total quality control-Benefits-**Role of Senior management in maintaining quality*-Quality statements-*TQM implementation*-** Barriers- Utilizing Artificial Intelligence for Predictive Quality Control .

UNIT - IV (15 Hrs)

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.

UNIT – V (14 Hrs)

Bench marking – Introduction-Definition-Reasons to bench marking-Process. Quality need for quality system **ISO 9000 quality standards*-** introduction –benefits-quality auditing-techniques and procedures Quality Auditing - QS 9000 - ISO 14000- Benefits- **TQM Implementation in manufacturing and service sectors*-** Introduction to software quality.

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

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Poornima M. Charantimath	Total Quality Management	Pearson Education	2021 & 4th Edn

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Subburaj Ramasamy	Total Quality Management	McGraw Hill Education	2020 & 3rd Edn
2.	John S. Oakland, Robert J. Oakland, Michael A. Turner	Total Quality Management and Operational Excellence: Text with Cases	Routledge	2021 & 5th Edn

Blended Learning Topics

S.No	Unit	Topic	Blended Learning 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/yWlAOFs04go
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 NAME	CATEGORY	L	T	P	CREDIT
BB23E03	FINANCIAL MARKETS AND SERVICES	Theory	73	2	-	4

Preamble
1.   To provide knowledge of the fundamentals of the financial system.
2.   To highlight the functions, methods of trading, and speculative transactions in the capital market
3.   To provide knowledge on various financial services like Merchant banking, mutual funds, credit rating, venture capital, and securitization.
4.   To elaborate on the types of derivatives, risk, and types of commodity markets.

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify and define the structure, components, and functions of the Indian financial system	K1
CLO2	Understand the functions and regulations of primary and secondary markets and the process behind merchant banking, venture capital, and securitization.	K2
CLO3	Apply the schemes and evaluation methods of fund investment	K3
CLO 4	Analyse the pros and cons of credit rating and credit rating agencies, as well as the merits and demerits of derivatives trading, commodity markets, and risks in the derivatives market.	K4

Mapping with Programme Learning Outcome

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	L	M	L
CLO2	S	S	M	S	M
CLO3	M	S	M	S	M
CLO 4	M	S	S	S	S

S - Strong; M – Medium; L – Low

UNIT - I (14 Hrs)

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 Hrs)

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 – NSE - 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 Hrs)

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

UNIT - IV (15 Hrs)

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 Hrs)

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.

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

Text Books

S. No	Author(s)	Title of the Book	Publisher	Year & Edition
1	Gurusamy.S,	Financial Markets and Institutions	Tata McGraw Hill Publishing co Ltd	2023 & 5th Edn
2	Frederic S. Mishkin & Stanley G. Eakins	Financial Markets and Institutions	Pearson Education	2024 & 10th Edn

Reference Books

S. No	Author(s)	Title of the Book	Publisher	Year & Edition
1	Bharati V. Pathak	Indian Financial System	Pearson India	2024 & 6th Edn
2	E. Gordon & K. Natarajan	Financial Markets and Services	Himalaya Publishing House	2025 & 6th Edn
3	Zvi Bodie, Alex Kane, and Alan J. Marcus	Investments	McGraw-Hill	2024 & 13th Edn
4	Dr.S.Poornima	Financial Markets and Services	Bonfring Publications	2015 & 1st Edn

Reference Links

S. No	Topic	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 8weeks	https://nptel.ac.in/courses/110/105/110105071/

Blended Learning Links

S. No	Title	Links
1.	Overview of Indian Financial System	https://www.youtube.com/watch?v=IHdy8u8RRjE
2.	Global financial system	https://www.youtube.com/watch?v=OdB_fJAAcN8&list=PLbMVo
3.	Stock Market	https://www.youtube.com/watch?v=OrvaDq8oy3Q&list=PLwdnzlV3ogoV-4hbV6DP3BjdmjuaQPjcr
4.	Financial Risk	https://www.youtube.com/watch?v=5DGwoLGI12Q&list=PLDfJoyVy2hk71YkWCfjK60cvUZe_hyXQW&index=6 https://www.youtube.com/watch?v=gXuS9Frn1WM&list=PLDfJoyVy2hk71YkWCfjK60cvUZe_hyXQW&index=7
5.	RBI regulations	https://www.youtube.com/watch?v=GJdj_6B7sBk&list=PLbRMhDVUMngcXR5rE7oKtbFwM3R9RBJUc&index=18
6.	credit rating agencies	https://www.youtube.com/watch?v=eNOpNc-u-tE
7.	Venture capital - Characteristics	https://archive.nptel.ac.in/courses/110/105/110105121/
8.	Securitization of debt	https://www.youtube.com/watch?v=VZqbFoi8TSc
9.	Commodities market– types – features	https://www.youtube.com/watch?v=udiQ7r5Y7H8
10.	Gold ETF	https://www.youtube.com/watch?v=eCI1NIPgdLk

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

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB23E02	E-COMMERCE AND REVERSE LOGISTICS	Theory	73	2	-	4

Preamble
1. E-commerce has transformed global trade through digital platforms, business models, and last-mile delivery innovations.
2. Technological infrastructure and digital marketing tools are essential for building effective and engaging online businesses.
3. Security, legal compliance, and performance metrics ensure trust and efficiency in e-commerce operations.
4. Reverse logistics plays a strategic role in managing returns, recycling, and reverse supply chain flows.
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	Understand the fundamental concepts, components, and business models of e-commerce, including the impact of digital transformation and Industry 4.0 technologies.	K1
CLO2	Analyze the technological infrastructure, internet standards, and digital marketing strategies essential for successful e-commerce operations.	K2
CLO3	Evaluate the legal, regulatory, security, and financial aspects of e-commerce, including digital payments and key performance indicators (KPIs).	K3
CLO4	Examine the principles, processes, and technologies involved in reverse logistics, with a focus on sustainability, customer satisfaction, and cost optimization.	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

UNIT – I (14 Hrs)

E- Commerce – Definition – Concepts – Principles- Components- Factors- Applications – Types- Digital Transformation in E- Commerce – Applications of Industry 4.O in E-Commerce.- *E-commerce Business Models* - Overview of e-commerce business models - *Revenue models in e-commerce* - Order Processing and Last-Mile Delivery

UNIT – II (15 Hrs)

Technology Infrastructure for E Commerce - The internet technology and standards - Marketing for E Commerce - Promoting the products and services - Internet marketing technologies - *Internet protocols* - Types of browsers, Search engines and E mail, 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 Hrs)

E-commerce security challenges and solutions - Regulatory and legal aspects of e-commerce transactions - Performance metrics - Digital Advertising and Promotions -KPIs (Key Performance Indicators) for evaluating e-commerce. - Online Payment Systems and Gateways - E-Wallets, UPI, Cryptocurrency - *Cyber Security and Threats in E-Commerce* - Legal and Regulatory Framework for E-Commerce - Data Protection and Privacy Laws

UNIT– IV (15 Hrs)

Reverse Logistics: overview -Types - Strategies and 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 Hrs)

Return of Goods – Return of goods for recycle and for marketplace – Challenges and opportunities in managing reverse logistics -Cost Structures in 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.

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

Text Books

Sl.No	Authors(s)	Title of the Book	Publisher	Year & Edition
1	Kenneth C. Laudon, Carol Guercio Traver	E-commerce 2023–2024: Business, Technology, Society	Pearson Education	2023 & 18th Edn
2	Sanjivan Saini	Introduction to Reverse Logistics	Sanjivan Saini	2023& 1ˢᵗ Edn
3	Zheng Qin, Qinghong Shuai, Guolong Wang	E-Commerce Concepts, Principles, and Application	Springer publication	2022 & 1st Edn

Reference Books

Sl.No	Authors(s)	Title of the Book	Publisher	Year & Edition
1	Kenneth C. Laudon, Carol Guercio Traver	E-commerce Business,Technology, Society	Pearson	2023 & 16ᵗʰ Edn
2	A. Ravi Ravindran	Supply Chain Engineering: Models and Applications	Routledge	2022& 2ⁿᵈ Edn
3	Hubert Francis	Assessing Reverse Logistics Drivers Practices in Ghana	GRIN Verlag	2022 & 1ˢᵗ Edn
4	Julie Gosse, Scott Loveland	Emerald Books: e-Commerce or Traditional Retail	Ivey Publishing	2020

Blended Learning 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?querye-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.	III	Cyber Security and Threats in E-Commerce	https://www.coursera.org/articles/internet-of-things?utm
6.	IV	Role of Blockchain in Reverse Logistics	https://www.coursera.org/learn/web3-and- blockchain-transformations-in- global-supply-chains
7.	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
BB23SBP1	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.

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

Unit 1: AI Tools for Ideation   **(9 Hrs)**

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 Hrs)**

Literature Review Searches -- AI for Summarizing & Thematic Clustering– Building Knowledge Maps to Visualize Research Gaps.

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   **(9 Hrs)**

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   **(9 Hrs)**

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
                                                                                    (9 Hrs)

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

Sl.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Valentina Alto	Practical Generative AI: Unleash your prompt engineering potential with OpenAI technologies for productivity and creativity	Packt Publishing	2025 & 2nd Edn
2	Anugamini Priya Srivastava, Sucheta Agarwal	Utilizing AI Tools in Academic Research Writing	IGI Global	2024 & 1st Edn,

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Kathleen Sacco, Alison Norton, Kevin Arms	Navigating AI in Academic Libraries: Implications for Academic Research	IGI Global	2024 & 1st Edn,
2	Nitin Seth	Mastering the Data Paradox	Penguin Business	2024 & 1st Edn,

Weblinks

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

Evaluation Criteria

   Test I : Problem Identification, Literature Review & Form Creation
   Test II : Content, Data, Citation Management & Presentation

Skill Based Subject (Practical) : 100 Marks

Test I	30 Marks (Conducted for 50 Marks Converted to 30 Marks)
Test II	50 Marks
Lab Performance	10 Marks
Regularity	10 Marks

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23AC1	GLOBAL LEADERSHIP AND SKILL DEVELOPMENT	Theory	-	-	-	5

Preamble

1. To provide a sound conceptual and theoretical understanding of the basic concepts of leadership, birth of global leadership and skills development.

2. To equip students with the knowledge and skills to analyse, examine critical components of effective international leadership in the global culture of change.

3. To enable students to adopt technology and innovation in leadership 2.0, how it is reshaping the role of executives.

4. To prepare students for the evolving future trends in leadership development by exploring the role of AR, VR, block chain and how leadership abilities will transform in the fourth & fifth Industrial revolution.

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 leadership, birth of global leadership and skills development, AI & automation.	K1
CLO2	Review the impact of cultural differences on organizations, decoding culture, developing intercultural intelligence, leadership in the global context and steps for developing your intercultural communication skills.	K2
CLO3	Apply leadership skills and strategies for effectively managing organizational change, developing networking across cultures.	K3
CLO4	Analyze the role of AR, VR, block chain and how leadership abilities will transform in the fourth & fifth Industrial revolution	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium; L-Low

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: How Automation is Reshaping the Role of Executives.

UNIT – III

Overview of Technology will Shape leadership — Digital Transformation - Challenges — Data Privacy - Cyber security — Ethical Standards across Cultures — Transparency - Integrity – Continuous Learning and Development — The Impact of Technology on Leadership — AR & VR are 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 — Communication Skills — Decision-Making – Problem Solving — Sustainability Leadership — Pillars of Sustainability Leadership — AI and Automation in Skill Development

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

Sl.No	Authors (s)	Title of the Book	Publisher	Year & Edition
1	Satinder K. Dhiman	Handbook of Global Leadership and Followership	Springer International Publishing AG	2023, 2nd Edn
2	J. Stewart Black, Allen Morrison	The Global Leadership Challenge	Routledge	2020, 3rd Edn

Reference Books

Sl.No	Authors(s)	Title of the Book	Publisher	Year & Edition
1	David Novak	How Leaders Learn: Master the Habits of the World's Most Successful People.	Harvard Business	2024. 1st Edn
2	Karen E. Mishra, Aneil K. Mishra	Intentional Leadership Becoming a Trustworthy Leader	Routledge	2023, 2nd Edn
3	Rajiv Vij	Inside Out Leadership	Westland Business	2021 & 3rd Edn

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BA23AC1	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.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamental managerial skills essential for effective organizational functioning.	K1
CLO2	Associate theoretical knowledge with practical business situations to enhance problem-solving abilities.	K2
CLO3	Apply key concepts of leadership, communication, and decision-making in real-world scenarios.	K2
CLO4	Analyse workplace dynamics, team behaviour, and strategic challenges from a managerial perspective.	K3

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium; L-Low

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-Regard.

UNIT–III

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase 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

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

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Dr. Steven Aldana	The Power of Knowing Yourself: Navigating Life with Self-Awareness and Confidence	Well Steps Press	2023& 1st Edn
2.	Travis Bradberry	Emotional Intelligence Habits: Build Self- Awareness, Improve Relationships, and Achieve Your Goals	Talent Smart	2023& 1st Edn

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Katie Sturino	Confidence: Your Best Self in the Age of Self- Doubt	Dey Street Books	2024& 1st Edn
2.	Rick Rubin	The Creative Act: A Way of Being	Penguin Press	2023& 1st Edn