

# SHARDA UNIVERSITY

Sharda School of Business Studies

Batch: 2023-2027

Program / Branch: MBA (INTEGRATED)

TERM: III

Session: 2024-2025

S. No.	Paper ID	Course Code	Courses	Teaching Load			Credits	Remarks
				L	T	P		
THEORY COURSES								
1.	25475	BCM 236	Basic Business Statistics	3	0	0	3	OLD
2.	25022	BBA 231	International Marketing	3	0	0	3	OLD
3.	25476	BBA 269	Intellectual Property Rights And Competition Law	3	0	0	3	OLD
4.	6084	BBA 214	Human Resource Management	4	0	0	4	OLD
5.	25477	BBA 270	Entrepreneurship Development	4	0	0	4	OLD
6.	25027	BBA 236	Business Communication Skill - I	3	0	0	3	OLD
TOTAL CREDITS							20	

Signature of Branch Coordinator/HOD

Signature of Dean

<b>School: School of Business Studies</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2022-2023</b>
<b>Branch: -</b>		<b>Semester: III</b>
1	Course Code	BBA231
2	Course Title	International Marketing
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Discipline Specific Course
5	Course Description	<p>To give an overview of the scenario on international marketing which offer unlimited opportunities to the organization.</p> <p>2. To equip students with the understanding of environments with capability to develop products and other marketing mix elements to develop effective international market plan.</p>
6	Course Objective	<ol style="list-style-type: none"> <li>1. To make students explain the concept of International Marketing.</li> <li>2. To make students analyze the various environmental variables affecting International Marketing</li> <li>3. To make students explain various product and price strategies followed in International Marketing</li> <li>4. To make students explain various distribution and promotion strategies followed in International Marketing</li> <li>5. To make students assess the Foreign Trade Policy and Documentation structure facilitating international marketing</li> </ol>
7	Course Outcomes	<p>After the completion of the course the students will be able to:</p> <p>CO1: To make the students understand the basics of international marketing and its role in competitive Globalized markets</p> <p>CO2: To equip the students with core concepts and knowledge related to International Marketing ever changing disruptive product innovations.</p> <p>CO3: To inculcate the students with state-of-the-art Knowledge expertise and skill development to handle product innovations in international markets</p> <p>CO4: To nurture the students with strategic knowledge base of upcoming international trade facilitation trends and procedures</p> <p>CO5: To mould the students as professionals in Foreign trade documentation with sound analytical domain knowledge.</p> <p>CO6: To acquaint the students about the issues in International marketing.</p>

8	Outline syllabus			
	Unit A	Introduction to International Marketing		
	A 1	● Nature and scope, basis of international trade		
	A 2	● Difference between domestic, international, multinational, global and transnational marketing		
	A 3	● EPRG framework		
	Unit B	International Business Environment		
	B 1	● Scanning of International Environment: Social, cultural, political and legal environments		
	B 2	● Market analysis and foreign market entry strategies, trade barriers, regional and international agreements		
	B 3	● International marketing research and information system		
	Unit C	International Marketing- Product & Price		
	C 1	● Product strategies: International product planning, product design strategies – standardization v/s customization (adaptation), adoption and diffusion of new products		
	C 2	● branding strategies, international product life cycle		
	C 3	● Pricing Strategies: Methods of pricing, factors affecting international pricing, transfer pricing, dumping, price escalation, balance of trade, balance of payments		
	Unit D	International Marketing- Distribution & Promotion		
	D 1	● Distribution Strategies: Direct and indirect channels of distribution, factors affecting channel decisions, international channel members – their role and functions		
	D 2	● Promotion Strategies: Promoting product/ service in international market, advertising decisions – standardization v/s localization, media decisions		
	D 3	● IMC in International Marketing		
	Unit E	Exim Policy & Documentation		
	E 1	● Overview of EXIM Policy		
	E 2	● Basic understanding of export & import documentation and procedures		
	E 3	● Issues in international Marketing		
	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
	Distribution	25%	25%	50%
	Text book/s*	International Marketing, P.K. Vasudeva, (Excel)		

	Other Reference s	1. Jain Subhash C., 'International Marketing', South – Western Thomson Learning 2. Cateura Philip R and Graham John L, International Marketing, TMH

<b>School: SSBS</b>		<b>Batch :2021-2025</b>
<b>Program: MBA(INTGD)</b>		<b>Current Academic Year: 2022-2023</b>
<b>Branch:</b>		<b>Semester: III</b>
1	Course Code	<b>BCM 236</b>
2	Course Title	<b>Basic Business Statistics</b>
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>1. People in business, economic and social sciences are increasingly aware of the need to be able to handle a range of statistical tools.</p> <p>2. This foundation module is designed to fill this need into several practical and powerful applications of statistics.</p> <p>3. The idea is to present the basic statistics and emphasis the application of statistics for management problems.</p> <p>4. The emphasis is on developing competence in using basic statistical methods in understanding and interpreting data.</p> <p>5. The module also aims on getting students familiarize with the usage of basic tools and techniques in obtaining statistical measure and interpreting the same.</p>
6	Course Outcomes	<p>At the end of the course students will be able to:</p> <p>CO1: The student will be able to identify basic numerical processes within a statistical context.</p> <p>CO2: The student will be able to interpret data in view of evidences.</p> <p>CO3: The student will be able to solve various problems of statistics.</p> <p>CO4: The student will be able to analyze data make predictions of the future</p> <p>CO5: The students will be able to establish relationship between different variables.</p> <p>CO6: The student will be able to understand sampling procedures.</p>
7	Course Description	In this course, you will learn how to apply statistical tools to analyze data, draw conclusions, and make predictions of the future. The course will begin with data distributions, followed by probability analysis, sampling, hypothesis testing, inferential statistics, and, finally, regression.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Introduction to Statistics and Representation of Data</b>
	A	Statistics- Definition and functions. Scope and limitations of statistics.
	B	Collection of data and formulation of frequency distribution. Diagrammatic presentation of data-bar graph and pie charts.

	C	Graphical presentation of frequency distribution-Histograms, ogive curves		
	<b>Unit 2</b>	<b>Sampling and Probability</b>		
	A	Introduction, concept of population, Sampling, Probability sampling and non-Probability Sampling		
	B	Basic Probability, Conditional Probability		
	C	Applications of Probability		
	<b>Unit 3</b>	<b>Measures of Central Tendency</b>		
	A	Arithmetic Mean and its properties. Methods of calculating Mean The Weighted Arithmetic Mean, Correcting incorrect mean		
	B	Median and Mode, Significance of median and mode, Relation among Mean, median and Mode.		
	C	Partition values: quartiles, deciles and percentiles		
	<b>Unit 4</b>	<b>Measures of Dispersion</b>		
	A	Introduction to Dispersion, range, IQR, quartile deviation.		
	B	Methods of calculating Mean deviation		
	C	Methods of calculating standard deviation and coefficient of variance.		
	<b>Unit 5</b>	<b>Relationship Between Variables</b>		
	A	Basic Linear correlation (Two variables), Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient.		
	B	Simple and Multiple Linear regression		
	C	Problems based on correlation and regression		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	<ul style="list-style-type: none"> <li>Gupta S.P., Gupta, M.P., Business Statistics, Sultan Chand &amp; Co</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>Vohra N D, Business Statistics, Tata McGraw Hill, Sharma J.K, Business Statistics, Pearson</li> </ul>		

<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA(INTGD)</b>		<b>Current Academic Year: 2022-2023</b>
<b>Branch: -</b>		<b>Semester: III</b>
1	Course Code	BBA 214
2	Course Title	Human Resource Management
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	Compulsory
5	Course Description	The course has been designed to enable the students to address the human resource management practices in organizations, by providing a strong foundation in HR related issues.
6	Course Objective	<ul style="list-style-type: none"> <li>● The course is designed to impart basic knowledge about HRM scope, objectives and functions</li> <li>● The course aims to build students' interest and capability to perform basic HRM functions and tasks.</li> <li>● It further aims to build students' interest and capability to take HRM as specialization for studies at Master level.</li> </ul>
7	Course Outcomes	CO1: Explain the importance of human resources and their effective Management in organizations. CO2: Demonstrate a basic understanding of fundamental concepts, Principles, techniques of Manpower planning. CO3: Analyze the relevance & methods of recruitment, selection & Induction with reference to the effectiveness of the organization. CO4: Explore the conceptual basis of training and development & be able to choose the suitable type of training according to organizational need. CO5: Analyze the importance of the performance management system in enhancing employee performance & its impact on compensation. CO6: To understand the components of compensation management
8	Outline syllabus	
	Unit A	<b>Basics of HRM</b>
	A 1	<ul style="list-style-type: none"> <li>● Human Resources- Meaning; Concept &amp; scope; Evolution of HRM, PM Vs HRM, SHRM Vs HRM</li> </ul>
	A 2	<ul style="list-style-type: none"> <li>● HRM: HRM Functions-Managerial &amp; Operative; Current Issues &amp; Challenges, HR as competitive advantage.</li> </ul>
	A 3	<ul style="list-style-type: none"> <li>● Objectives of HRM, Role of HR Manager, HR Plans &amp; policies</li> </ul>
	Unit B	<b>Manpower Planning &amp; Recruitment</b>
	B 1	<ul style="list-style-type: none"> <li>● Job Analysis-meaning-Job Description &amp; Job Specification, Implications of Job Analysis</li> </ul>
	B 2	<ul style="list-style-type: none"> <li>● Manpower Planning- Purpose &amp; Process, Demand &amp; Supply Forecasting</li> </ul>

	B 3	● Recruitment-Concept, Sources		
	Unit C	<b>Selection &amp; Induction</b>		
	C 1	● Selection Concept- Meaning & Purpose		
	C 2	● Selection Process (From Screening to Induction)		
	C 3	● Induction / Orientation-Concept & Process		
	Unit D	<b>Training</b>		
	D 1	● Training-Importance, objectives & Process (ADDIE Model), Difference b/w Education, Training & Development		
	D 2	● Methods of Employee Training – On the Job Methods (Apprenticeship, Mentoring & Job Rotation)		
	D 3	● Training-Off the Job Methods (Lectures, Vestibule Training, Case Analysis)		
	Unit E	<b>Performance Appraisal &amp; Compensation</b>		
	E 1	● Concept and Objectives of Performance Appraisal, Process of PA		
	E 2	● Rating & Ranking Method, Forced Distribution, 360 Degree Appraisal, Errors in Performance appraisal,		
	E 3	● Direct & Indirect Compensation components		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	● Human Resource Management, K Satrapi, McGraw Hill, New Delhi		
	Other References	● Human Resource Management: Text and Cases, Rao VSP, Second edition, Excel Books, New Delhi.		
		● Fundamentals of Human resource Management, Decinzo Robbins, Eleventh Edition, Wiley		



<b>School: School of Business Studies</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA Intgd</b>		<b>Current Academic Year: 2022-2023</b>
<b>Branch: -</b>		<b>Semester: III</b>
1	Course Code	<b>BBA 269</b>
2	Course Title	<b>Intellectual Property Rights and Competition Law</b>
3	Credits	3
4	Contact Hours (L-T-P)	3-0 -0
	Course Status	Compulsory
5	Course Description	The course covers the basic aspects of IPR such as Copyrights; Patents; Trademarks; Industrial Designs; Geographical Indication. Further, the course covers the Law relating to Competition in India and its intersection with IPR.
6	Course Objective	<p>The purpose of this course is to enable students:</p> <ol style="list-style-type: none"> <li>1. Acquaint them about fundamental aspects of Intellectual Property Rights.</li> <li>2. Understand the different kinds of Intellectual Property rights</li> <li>3. Deepen their understanding for the need of protecting Intellectual Property Rights.</li> <li>4. To acquaint them with the basic knowledge of competition law and anti-competitive practices that is adopted in the commercial world.</li> </ol>
7	Course Outcomes	<p>CO1: To describe the importance and need of Intellectual Property Rights</p> <p>CO2: To classify and differentiate various types of Intellectual Property Rights</p> <p>CO3: To illustrate a Patent, Industrial design and Trade secret</p> <p>CO4: To evaluate the need of Competition Law.</p> <p>CO5: To assess the intersection between Competition and IPR</p> <p>CO6: To identify issues involved in anticompetitive practices</p>
8	Outline syllabus	
	Unit A	<b>Introduction to Intellectual Property Rights</b>
	A 1	● International Genesis and Development of IPR.
	A 2	● Introduction and the need for intellectual property rights
	A 3	● IP Law infringement in a digital world
	Unit B	<b>Copyrights and Trademarks, Geographical Indications</b>
	B 1	● Meaning and Scope.
	B 2	● Various Copyright and Trademark issues around the World.

	B 3	<ul style="list-style-type: none"> <li>Geographical Indication – Meaning, importance</li> </ul>		
	Unit C	<b>Patents, Industrial Designs, Trade Secret</b>		
	C 1	<ul style="list-style-type: none"> <li>What is a patent, what is protected by a patent</li> </ul>		
	C 2	<ul style="list-style-type: none"> <li>Rights of a patent holder</li> </ul>		
	C 3	<ul style="list-style-type: none"> <li>Industrial designs and Trade secret</li> </ul>		
	Unit D	<b>Competition Law</b>		
	D 1	<ul style="list-style-type: none"> <li>Why do we need Competition?</li> </ul>		
	D 2	<ul style="list-style-type: none"> <li>Abuse of dominant Position, Anti-competitive agreement</li> </ul>		
	D 3	<ul style="list-style-type: none"> <li>Regulation of Competition</li> </ul>		
	Unit E	<b>Competition Commission of India</b>		
	E 1	<ul style="list-style-type: none"> <li>Structure and Function of CCI</li> </ul>		
	E 2	<ul style="list-style-type: none"> <li>Competition Advocacy in India</li> </ul>		
		<ul style="list-style-type: none"> <li>Competition and IPR</li> </ul>		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	B.L. Wadehra; Law Relating to Patents, Trade Marks, Copyright, Designs & Geographical Indications; Universal law Publishing Pvt. Ltd., India 2000		
	Other References	<ul style="list-style-type: none"> <li>Intellectual Property Rights: Unleashing the Knowledge Economy by Prabuddha Ganguli, Tata McGraw-Hill Publishing Company, 2001</li> <li>Ajit Parulekar and Sarita D' Souza, Indian Patents Law – Legal &amp; Business Implications; Macmillan India ltd, 2006</li> <li>P. Narayanan; Law of Copyright and Industrial Designs; Eastern law House, Delhi, 2010</li> </ul>		

<b>School: SCHOOL OF BUSINESS STUDIES</b>		<b>Batch: MBA Integrated (2021-2025)</b>
<b>Program: MBA(Int.)</b>		<b>Academic Year 2022-2023</b>
<b>Branch: -</b>		<b>Semester: III</b>
1	Course Code	BBA 270
2	Course Title	Entrepreneurship Development
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Status	
5	Course Description	The entrepreneurship course aims at developing the entrepreneurial spirit and abilities among the students. This course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth, the business plan, and obtaining funding. The objective is to equip the students with the necessary knowledge, skills and competencies which are required to become a successful entrepreneur.
6	Course Objective	1. To provide an understanding and necessary knowledge, skills and competencies for becoming a successful entrepreneur. 2. To help in identifying and exploiting opportunities and developing business plans. 3. To give necessary knowledge required to deal with the various issues relating to starting a new enterprise. 4. Equip the necessary knowledge and skill sets required for managing the established enterprise. 5. To help the students in understanding the entrepreneurial development framework available in India along-with Start-Up India and Make in India initiative.
8	Outline syllabus	
	Unit A	<b>Understanding Entrepreneurship and the Entrepreneur</b>
	A 1	<ul style="list-style-type: none"> <li>Why Entrepreneurship</li> <li>The Concept &amp; Process of Entrepreneurship</li> <li>Exercise/Activity: Identify your entrepreneurial potential</li> </ul>
	A 2	<ul style="list-style-type: none"> <li>Types of entrepreneurships and entrepreneur</li> <li>Entrepreneur Vs. Manager Vs. Intrapreneur</li> <li>The Women &amp; Social Entrepreneurship: Opportunities &amp; Challenges</li> </ul>
	A 3	<ul style="list-style-type: none"> <li>The Qualities, Characteristics &amp; Competencies of an Entrepreneur</li> <li>An overview of corporate Entrepreneurship</li> <li>Exercise/Case study</li> </ul>
	Unit B	<b>Idea, Opportunity and the Business Plan Development</b>

	B 1	<ul style="list-style-type: none"> <li>Idea vs. Opportunity and Idea generation techniques</li> <li>Identifying/ sources of opportunities and evaluating opportunities</li> <li>Idea generation exercise</li> </ul>
	B 2	<ul style="list-style-type: none"> <li>Doing Feasibility Analysis: Product, Market, Economic, Organizational, Technical, and financial feasibility</li> <li>Exercise/ Activity to conduct Feasibility Analysis</li> </ul>
	B 3	<ul style="list-style-type: none"> <li>Writing and Presenting effective Business Plans</li> <li>Business model and its dimensions</li> <li>Exercise/ Discussion of Business Plan Formulation</li> </ul>
	Unit C	<b>Launching the New Enterprise</b>
	C 1	<ul style="list-style-type: none"> <li>Forming the New venture Team</li> <li>Selecting appropriate Business Ownership Structure</li> <li>Exercise/ Activity: Forming New Venture Team</li> </ul>
	C 2	<ul style="list-style-type: none"> <li>IPR issues in starting an enterprise</li> <li>Legal aspects of a business</li> </ul>
	C 3	<ul style="list-style-type: none"> <li>Financing the New Venture: Various sources of finance including Angel Investors; Venture capitalist; Private equity and IPO</li> <li>Steps and Procedures to start a small-scale enterprise in India</li> </ul>
	Unit D	<b>Managing the Growth and Exit of the firms</b>
	D 1	<ul style="list-style-type: none"> <li>Understanding the Stages of an Entrepreneurial Venture</li> <li>The Strategies of growth</li> <li>Case study</li> </ul>
	D 2	<ul style="list-style-type: none"> <li>Managerial mindset vs. Entrepreneurial mindset in decision making</li> <li>Key factors to be considered during the Growth Stage</li> <li>Group Presentation/ Business Plan Presentation</li> </ul>
	D 3	<ul style="list-style-type: none"> <li>The Exit Strategy for a business</li> <li>Group Presentation/ Business Plan Presentation</li> </ul>
	Unit E	<b>Understanding the Entrepreneurship Development Framework in India</b>
	E 1	<ul style="list-style-type: none"> <li>An overview of MSMEs in India and MSME Act.</li> <li>Policies, Schemes &amp; Incentives available to entrepreneurs in India</li> </ul>
	E 2	<ul style="list-style-type: none"> <li>Understanding the Institutional (National, State and District level) support Systems for Entrepreneurship Development in India</li> <li>An overview of Start-up India &amp; Make in India Initiatives</li> </ul>
	E 3	<ul style="list-style-type: none"> <li>Group Presentation/ Business Plan Presentation</li> </ul>
	Mode of examination	Theory

	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	Entrepreneurship: A South Asian Perspective by Donald F. Kuratko & T.V. Rao, Cengage Learning,		
	Other References	<ul style="list-style-type: none"> <li>● Entrepreneurship by Hirsch &amp; Peters; McGraw Hill Publication.</li> <li>● Essentials of Entrepreneurship and Small Business Management by Norman Scarborough and Jeffery R Cornwall, Published by Pearson India; 8E</li> <li>● Entrepreneurship and Innovation in Corporations (2008); Morris Michael H. Kuratko, Donald F. &amp; Covin Jeffrey G., Cengage Learning</li> </ul>		

<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA Integrated</b>		<b>Current Academic Year: 2022-2023</b>
<b>Branch:</b>		<b>Semester: III</b>
1	Course Code	BBA236
2	Course Title	Business Communication Skills - 1
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>The objectives are:</p> <ol style="list-style-type: none"> <li>1. To make students understand basics of Business Communication and their functional relationship with management.</li> <li>2. To hone students' writing skills.</li> <li>3. To develop their Speaking and listening skills.</li> <li>4. To enable students to apply various communication skills effectively.</li> </ol>
6	Course Outcomes	<p>CO1: The students will be able to understand basics of Business Communication and their relevance to business growth.</p> <p>CO2: The students will be able to prepare effective professional documents.</p> <p>CO3: The students will be able to demonstrate effective speaking skills</p> <p>CO4: The students will be able to apply various communication skills for business/Professional growth.</p> <p>CO5: The students would develop listening and communication skill.</p> <p>CO6: The students will be able to develop good business writing skills.</p>
7	Course Description	<p>Communication plays a crucially important role in the development of personality, in getting a good job and in all aspects of a business. The purpose of this course, therefore, is to equip students with required communication skills.</p>

8	Outline syllabus		
	<b>Unit 1</b>	<b>Business Communication</b>	
	A	Introduction to and Objectives of Business Communication	
	B	Elements & Process of Communication	
	C	Types & Levels of Communication, barriers to Communication	
	<b>Unit 2</b>	<b>Business Writing – 1</b>	
	A	Steps: Planning, Prewriting, Final writing, Revising	
	B	Approaches: Direct, Indirect, Tailoring language and content to the audience	
	C	7 Cs of Communication	
	<b>Unit 3</b>	<b>Business Writing - 2</b>	
	A	Drafting an application	
	B	Business Letters	
	C	Agenda, Minutes	
	<b>Unit 4</b>	<b>Listening Skills</b>	
	A	Listening as a management tool	
	B	Barriers to Listening	
	C	Guidelines for improving listening skills	
	<b>Unit 5</b>	<b>Speaking Skills</b>	
	A	Paralinguistic feature. Art of Speaking, Goals of Speaking, Styles of Speaking, Guidelines for developing speaking skills	
	B	Debate	
	C	Extempore, Speech Delivery	
	Mode of examination	Theory/Jury/Practical/Viva	
	Weightage Distribution	CA	MTE
		25%	25%
		ETE	
		50%	
	Text book/s*	P.D. Chaturvedi & Mukesh Chaturvedi, Business Communication: Concepts, Cases, and Applications. Pearson	
	Other References		

# SHARDA UNIVERSITY

Sharda School of Business Studies

Batch: 2022-2026

Program / Branch: MBA (INTEGRATED)

TERM: V

Session: 2024-2025

S. No.	Paper ID	Course Code	Courses	Teaching Load			Credits	Remarks
				L	T	P		
THEORY COURSES								
1.	25653	MBA304	Industrial Relation And Labor Law	3	0	0	3	OLD
2.	25077	MBA134	Quantitative Techniques For Business Decision	3	0	0	3	OLD
3.	25076	MBA133	Economic Analysis For Business Decision	3	0	0	3	OLD
4.	25654	MBA305	Project Planning And Management Of Innovative Ventures	3	0	0	3	OLD
5.	25212	MBA145	Cross Cultural Management	3	0	0	3	OLD
6.	25072	MBA129	Financial Reporting & Analysis	3	0	0	3	OLD
Practical/Viva-Voce/Jury								
7.	25655	MBP162	Corporate Project Report And Presentation	0	0	6	3	OLD
8.	31350	RBL001	Research Based Learning-I	0	0	4	0	OLD
TOTAL CREDITS							21	

Signature of Branch Coordinator/HOD

Signature of Dean



<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2023-2024</b>
<b>Branch:</b>		<b>Semester: V</b>
1	Course Code	<b>MBA 134</b>
2	Course Title	<b>Quantitative Techniques for Business Decisions</b>
3	Credits	<b>3</b>
4	Contact Hours (L-T-P)	3-0-0
5	Course Objective	An introductory course in statistics, designed to provide with the basic concepts and methods of statistical analysis for processes and products. The cardinal objective of the course is to increase the extent to which statistical thinking is embedded in management thinking for decision making. The course includes tools such as MS-Excel, Minitab and SPSS so as to make teaching pragmatically oriented rather being confined to books, thereby contributing towards enhancing the employability in Industry
6	Course Outcomes	<b>CO1:</b> The student will be able to demonstrate understanding of basic concepts of probability and statistics embedded in various management problems <b>CO2:</b> The student will be able to demonstrate proficiency in analyzing data using statistical methods in their course which is required as a stepping stone to study other management modules <b>CO3:</b> The student will be able to show proficiency in basic statistical skills embedded in their course for effective decision making <b>CO4:</b> The student will be able to analyse data for business organization <b>CO5:</b> The student will be able to align the business needs with corporate goals and strategies by using subject learning
7	Course Description	The course provides with the basic concepts and methods of statistical analysis so as to enhance statistical thinking for decision making
8	Outline syllabus	
	<b>Unit 1</b>	<b>Introduction to Statistics and Data Collection &amp; Presentation</b>
	A	Definition of Statistics, Importance of Statistics, Role of Statistics in Decision making, Limitations of Statistics
	B	Collection of Data, Data and Information
	C	Frequency Distribution, Bar Diagrams , Histograms, Ogives, Pie Charts,
	<b>Unit 2</b>	<b>Measures of Central Tendency</b>
	A	Introduction, Requisite of a good measures of a central tendency

	B	Averages, Combined Mean, Weighted Arithmetic Calculating Mean and Harmonic Mean
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	C	Geometric Mean for grouped and grouped data, Median, Mode, Empirical relation between mean, median and mode. Quantiles, Constructing Polygons and Ogives and using them to find median, Quantiles and mode		
	<b>Unit 3</b>	<b>Measures of Dispersion</b>		
	A	Range and Interquartile range and deviation, Mean Deviation and Mean Absolute Deviation,		
	B	Variance and Standard Deviation, Effect of shift of origin and scale, Coefficient of variation. Empirical relationship between different measures of variation		
	C	Measures of Skewness, Measures of Kurtosis, five number summary		
	<b>Unit 4</b>	<b>Correlation and Regression</b>		
	A	<b>Correlation</b> Correlation analysis-meaning and types of correlation, Karl Pearson 's coefficient of correlation, Spearman 's rank correlation		
	B	<b>Regression:</b> Regression analysis, Method of least square, Properties of regression coefficients and Relationship between and Regression coefficients and Correlation, Introduction to Multiple Correlation and Regression.		
	C	<b>Class Exercise: USING Excel to run statistics tools.</b>		
	<b>Unit 5</b>	<b>Probability &amp; Probability Distributions</b>		
	A	<b>Probability: Basic</b> set theory, Addition and Multiplication Theorem of Probability, Conditional Probability, Bayes Theorem		
	B	<b>Probability Distributions:</b> Random variable, Discrete RV and Continuous RV,		
	C	Probability Distributions: - Binomial, Poisson and Normal Probability distributions		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%

	Text book/s*	1. Business Statistics-S. P Gupta & M.P Gupta, 2014 Edition.
	Others	1. Levin & Rubin, Statistics for Business 2. Paul Newbold, Statistics for Business and Economics (Pearson Education) 3. Anderson, Quantitative Methods in Business (Thomson Learning, Bombay) 4. R.S Bhardwaj, Business Statistics (Excel, N. Delhi) 5. J.S. Chandan, An Introduction to Statistical Methods (Vikas Publishing House, Delhi)

<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA(INTGD)</b>		<b>Current Academic Year: 2023-2024</b>
<b>Branch: HR</b>		<b>Semester: V</b>
1	Course Code	MBA304
2	Course Title	Industrial Relations and labor law
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Compulsory
5	Course Objective	<p>The objective of the course is</p> <ul style="list-style-type: none"> <li>• To Expose students to labor legislations in India</li> <li>• To identify the current labour legislations and its applicability to industries</li> <li>• To learn about Various compliances under the provisions of the different Acts</li> <li>• To understand the implications of noncompliance of relevant provisions as applicable to each industry.</li> </ul>
6	Course Outcomes	<p>The students will be able to:</p> <p>CO1: Identify the different labour legislations applicable to relevant segment of industry.</p> <p>CO2: Interpret the important provisions of various labour legislations.</p> <p>CO3: Apply the relevant provisions of the act for specific industry.</p> <p>CO4: Analyse critically various provisions of the labour legislations.</p> <p>CO5: Assess the importance of each provision of the acts for its application and maintenance of records.</p> <p>CO6: To understand various labour welfare schemes under various Acts.</p>
7	Course Description	The course aims to develop an understanding of various laws under Indian labour legislation and how to apply the same to relevant industry.
8	Outline syllabus	
	<b>UNIT A</b>	<b>Payment of wages Act 1936 and Minimum Wages Act 1948</b>
	Topic 1	•Overview, important definitions and applicability of the acts
	Topic 2	•Main provisions of Payment of wages Act
	Topic 3	•Minimum wages Act
	<b>UNIT B</b>	<b>Employee provident fund and Misc. Act 1952</b>
	Topic 1	• Overview, important definition and applicability of the act
	Topic 2	• Employee Provident Fund and employee Pension schemes
	Topic 3	• Employer /employee contribution, administrative charges and various records to be maintained by the employer
	<b>UNIT C</b>	<b>Employee State Insurance Act 1948</b>

	Topic 1	● Overview, important definition and applicability of the act		
	Topic 2	● Various benefits under ESIC Scheme		
	Topic 3	● Employer /employee contribution and various records to be maintained by the employer		
	<b>UNIT D</b>	<b>Payment of Gratuity Act 1972</b>		
	Topic 1	● Overview, important definition and applicability of the act		
	Topic 2	● Eligibility for Gratuity		
	Topic 3	● Calculation of Gratuity and records to be maintained		
	<b>UNIT E</b>	<b>Payment of Bonus Act 1965</b>		
	Topic 1	● Overview, important definition and applicability of the act ● Eligibility of an employee for Bonus		
	Topic 2	● Calculation of Bonus – Process (set off and set on) and Percentage		
	Topic 3	● Records to be maintained		
	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
	Distribution	25%	25%	50%
	Text book/s*	Labour laws for Managers, B.D Singh, Excel Books		
	Other References	1.Bare Acts 2. Labour laws journal		

<b>Scholes's</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA(INTGD)</b>		<b>Current Academic Year: 2023-2024</b>
<b>Branch:</b>		<b>Semester: V</b>
1	Course Code	FINANCIAL REPORTING & ANALYSIS
2	Course Title	MBA129
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> <li>1. Understand the applications of financial accounting in various managerial decisions.</li> <li>2. Understand the Accounting Cycle and Financial statements.</li> <li>3. Apply the understanding of different techniques of analysis of financial. statements in managerial planning and decision making;</li> <li>4. To provide students with a firm foundation for their second-year studies in financial specialization.</li> <li>5. Acquire refined numerical, analytical, presentational, group work and time management skills.</li> </ol>
6	Course Outcomes	<p>CO1. Define the key concepts of financial reporting &amp; financial statements</p> <p>CO2. Explain the element of financial statement of corporate and non-corporate entities</p> <p>CO3. Application of accounting concepts, standards and IFRS.</p> <p>CO4. Analysis and understanding of different techniques of analysis of financial statements in managerial planning and decision making.</p> <p>CO5. Evaluate the financial statement of various sectors.</p> <p>CO6. Composition of important components of an annual report.</p>
7	Course Description	Financial Analysis and reporting are an integral part of overall financial analysis carried out by various business organizations in India and all around the world. It depicts the financial health of any company and helps the companies to augment their financial resources and management of generated funds efficiently. It compels the business firms to remain judicious in fund allocation to different activities and sub activities and use the generated funds carefully. Financial analysis guides the companies about their future course of action and the direction that any particular company should move on.
8	Outline syllabus	
	<b>Unit 1</b>	

	A	Introduction of course and its significance in business. Purpose of financial reporting, users of financial reports. A brief introduction of Annual report and its contents with Annexure.		
	B	Meaning and types of financial statements, Types of financial analysis; steps involved in Financial Statement Analysis; Techniques and limitations of Financial Analysis.		
	C	(i) GAAP in India, (ii) Accounting Standards (AS) –applicability, brief introduction and scope. (iii) International Financial Reporting Standards (IFRSs)		
	<b>Unit 2</b>			
	A	Definition, functions Uses, Understanding of various items of Balance-sheet and Income Statement.		
	B	Forms of Balance Sheet & Income Statement –Contents & Presentation, Relationship between Balance-sheet & Income Statement		
	C	Revenue & Capital Expenditures and Receipts, Inventories, Receivables, Assets (Fixed, Tangible, Intangible) Revenue, Retained Earnings, Income Tax, Dividend, Diluted Dividend etc.		
	<b>Unit 3</b>			
	A	The Analyst's checklist; Reformulation of Balance sheet		
	B	The Analyst's checklist; Reformulation of Income State - <b>Workshop</b>		
	C	Notes to the Accounts and Significant Accounting Policies. - <b>Workshop</b>		
	<b>Unit 4</b>			
	A	Introduction, Techniques –Comparative Financial Statements and Interpretation of Financial Statements		
	B	Common Size Statement analysis –Introduction, Analysis and Interpretation – Demonstration of various sectors - <b>Workshop</b>		
	C	Trend Analysis - Introduction, Analysis and Interpretation – Demonstration of various sectors – <b>Workshop</b>		
	<b>Unit 5</b>			
	A	Ratio Analysis-Profitability, Liquidity, Turnover, Shareholders etc. Meaning, Uses, Sources and Uses of Cash, Preparation of Cash Flow Statement as per AS-3		
	B	Annual Report –Director's Report, Auditor's Report, Report on Corporate Governance, Report on CSR etc., Management Discussion & Analysis - <b>Workshop</b>		
	C	Ratio Analysis-Profitability, Liquidity, Turnover, Shareholders etc.		
	Mode of examination	Theory		
	Weightage	CA	MTE	ETE

	Distribution	25%	25%	50%
	Text book/s*	Financial Statement Analysis and Reporting by Peddina Mohana Rao, PHI Learning Private Limited, New Delhi		
	Other References	<ul style="list-style-type: none"> <li>● Corporate Financial Reporting and Analysis by Young 3ed; WILEY India Pvt. Ltd.</li> <li>● Accounting Text and Cases by Anthony, Hawkins and Merchant 12th Edition Tata Mc Graw Hill</li> <li>● Financial Accounting: For Business Managers, Bhattacharyya Ashish K, Prentice Hall of India Pvt Ltd.</li> <li>● Financial Accounting: A Managerial emphasis, Ashok Bannerjee, Excel Books</li> <li>● Introduction to Financial Accounting, Horngren, Pearson Education</li> <li>● Financial Accounting – A Managerial Perspective by R. Narayanaswamy 3<sup>rd</sup> Edition PHI Learning Pvt Ltd.</li> </ul> <p><b>Journals</b></p> <ul style="list-style-type: none"> <li>➤ Management Accountant</li> <li>➤ Chartered Accountant</li> <li>➤ Chartered Finance Analyst</li> <li>➤ Journal of Accounting and Finance</li> </ul> <p><b>Websites</b></p> <ul style="list-style-type: none"> <li>➤ Online Courses: Financial Accounting, David F. Hawkins, Paul M. Healy, Michael Sartor by Harvard Business School Publications (<a href="http://hbsp.harvard.edu/">http://hbsp.harvard.edu/</a> )</li> <li>➤ For Accounting standards please refer to the following link <a href="http://www.icaai.org/post.html?post_id=474">http://www.icaai.org/post.html?post_id=474</a></li> <li>➤ For International Financial Reporting Standards (IFRS)refer to the following link <a href="http://www.ifrs.com/overview_landing.html">http://www.ifrs.com/overview_landing.html</a></li> <li>➤ <a href="http://www.accountingformanagement.com">www.accountingformanagement.com</a></li> </ul>		



School: SSBS		<b>Batch: 2021-2025</b>
Program: MBA(INTGD)		<b>Current Academic Year: 2023-2024</b>
Branch:		<b>Semester: V</b>
1	Course Code	<b>MBA133</b>
2	Course Title	<b>Economic Analysis for Business Decisions.</b>
3	Credits	<b>3</b>
4	Cont act Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objecti ve	<ol style="list-style-type: none"> <li>1. To provide a conceptual framework of how a business firm operates and makes decisions on output, input, pricing and strategizing</li> <li>2. To orient them towards economic theories which are critical in managerial decision-making.</li> <li>3. To expose the learners into operation of economic concepts in real time decision making and market activities around them.</li> <li>4. To make them conscious about interaction of macroeconomic factors with decision-making approaches and techniques</li> </ol>
6	Course Outcom es	<p>CO1: Describe firm level business decisions through conceptual framework of an economic unit as well as of an economic system consisting external environment.</p> <p>CO2: Analyse constraints and scope of consumer demand and producer 's supply potential with the help of economic methods.</p> <p>CO3: Evaluate the impact of business decisions in economic terms and assess their viability, efficacy and sustainability.</p> <p>CO4: Demonstrate a clear grasp on role of government policy, firm level competition and external sector in explaining economic growth.</p> <p>CO5: Assess managerial decisions in local scenarios with economic perspective.</p> <p>CO6: Assess managerial decisions in global scenarios with economic perspective.</p>
7	Course Descriptio n	<p>The Emphasis of this course is on interdisciplinary approaches of learning economic concepts and their applications. A fair bit of understanding of Economics is essential for managers for contextualizing business scenarios in view of prevailing economic conditions. This course is concerned about the application of economic methods in the managerial decision-making process. It includes microeconomic approaches along with macroeconomic variables and country specific economic policy issues. Plentiful Case Studies, Examples and Numerical Problems are key elements of pedagogical features of this course. The recommended text book is well equipped with problem solving approaches in each of chapter-ends.</p>

8	Outline syllabus	
	<b>Unit A</b>	<b>Nature, Scope and Methods of Managerial Economics Theory of Firm</b>
	A 1	Definitions and Relationships with other Disciplines Elements of Managerial Economics
	A 2	Theory of the Firm, Nature of the Firm;
		Transaction Cost Theory, Motivation Theory, Property Rights Theory
	A 3	Basic Profit Maximizing Model Multi- product strategy Product Line Profit Maximization & Product Mix Profit Maximization
	<b>Unit B</b>	<b>Demand Theory and Consumer Theory in Business Decisions</b>
	B 1	Definition, Representation and Meaning of Demand; Factors determining demand, Demand Schedule, Law of Demand and Law of Supply
	B 2	Consumer Behavior -Utility: - Cardinal and Ordinal, Budget Line, Indifference Curve, Law of Diminishing Marginal Utility
	B 3	Inferior Goods, Giffen Goods, Substitute and Complementary Goods, Consumer Equilibrium. Price Elasticity and Income Elasticity
	<b>Unit C</b>	<b>Theory of Production, Cost Theory, Pricing and Market Structure in Business Decisions</b>
	C 1	Short Run and Long Run Production Decisions , Break-Even Points, Economies of Scale, Scope and Diseconomies
	C 2	Short Run & Long Run Cost Behavior, Normal Profit, Super Normal Profit and Optimization of Cost
	C 3	Market Structure and Pricing, (Pricing Strategy, Price Discrimination, Perfect Competition & Imperfect Competitions
	<b>Unit D</b>	<b>The Economics of Information, Market Failure and Application of Game Theory</b>
	D 1	The Problem of Adverse Selection and Moral Hazard
	D 2	Market Failure- Externalities; Positive and Negative Externality, Public Goods, Merit Goods, Non-Merit Goods,
	D 3	Games of Complete Information- Pure Strategy, Mixed Strategy, Nash Equilibrium and Games of Incomplete Information- Contract, Auctions, Signaling in job markets

	Unit E	Macroeconomic Concepts and Policies in Business Decisions		
	E 1	Macroeconomic Environment, National Income Accounting, Definition and application of Key Macroeconomic Terms; (GDP, Balance of Payment, Inflation, Unemployment, Repo/Reverse Repo Rates, Fiscal Deficit and IIP- Index of Industrial Production)		
	E 2	Keynesian Aggregate Demand, Autonomous Investment,		
		Multiplier & Accelerator. Application of Monetary and Fiscal Policies in Business Decisions		
	E 3	Government Regulations in Business Decisions – Meaning, Objectives and Effects of Industrial Policy, Competition Policy and Foreign Exchange Management Policy,		
	Mode of examination :- Theory	Theory		
	Weightage Distribution	CA		MTE
		25%		25%
Textbook/s		1. Managerial Economics: A Problem-Solving Approach – Author- Nick Wilkinson, Cambridge University Press. (Available Online) <a href="http://www.railassociation.ir/Download/Article/Books/Managerial%20Economics-%20A%20Problem%20Solving%20Approach.pdf">http://www.railassociation.ir/Download/Article/Books/Managerial%20Economics-%20A%20Problem%20Solving%20Approach.pdf</a> 2. Principles of Economics – Author- N. Mankiw, Cengage Publishing. (Available in School Library) 3. Indian Economy- Sanjeev Verma, Unique Publisher 2 <sup>nd</sup> Edition		

Other References	<ol style="list-style-type: none"> <li>1. Managerial Economics: Principles and Worldwide Applications Author: Dominick Salvatore, Adapted by Raikes Srivastava (Available in School Library)</li> <li>2. Microeconomics for Management Students- Author- R.H.Dholakia and A. N.Oza, Oxford University Press, 1999. (Available in School Library)</li> <li>3. Economics for Managers, International Edition, - Mark Hirschey, South Western College Publishing, (Available in School Library)</li> <li>4. Managerial Economics: Foundations of Business Analysis and Strategy Author- Thomas and Maurice McGraw Hill Education; 10 edition (1 July 2017)</li> <li>5. Indian Economy: - Mishra and Puri, Himalya Publishing House, (Available in School Library)</li> </ol>
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<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA(INTGD)</b>		<b>Current Academic Year: 2023-2024</b>
<b>Branch:</b>		<b>Semester: V</b>
1	Course Code	MBA 145
2	Course Title	Cross Cultural Management
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	1. To introduce the key concepts and main theoretical framework of culture. 2. To introduce how cultural differences may impact the management of individuals, teams and organizations. 3. To introduce effective human resource management practice in multinational organizations. 4. To develop the students' critical thinking and creativity.
6	Course Outcomes	CO1: The student will be able to define different facets of culture like value beliefs etc. CO2: Examine components and characteristics of cultural codes. CO3: The student will be able to explain the various models related to culture. CO4: The student will be able to illustrate the role of culture, religion and intercultural communication on business. CO5: The student will be able to analyse the link between different cultural spheres CO6: The student will be able to understand challenges for Multinational Corporations.
7	Course Description	This Course provides an understanding of culture and its importance for organizational and individual success. The course describes the various facets of culture like values, beliefs, attitudes etc., This course also explains the various cultural models and concept of Industry/corporate and Professional culture.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Understanding of Culture</b>
	A	Culture and its Importance- concept of culture and cross-cultural management
	B	Facets of culture: Ethos, values, beliefs, unique history, attitudes
	C	Impact of culture on International Business.
	<b>Unit 2</b>	<b>Cultural Models</b>

	A	Hofstede cultural dimensions, cross-cultural dimensions		
	B	Hampden & Trompenaars's Model		
	C	Kluckhohn -Strodtbeck Model		
	<b>Unit 3</b>	<b>Global Business Environment and Cross-Cultural Management</b>		
	A	Major characteristics and challenges of Multinational Corporations.		
	B	Culture and workforce diversity		
	C	Impact on Expatriates-Repatriation and cross-cultural training		
	<b>Unit 4</b>	<b>Role of regional, industry/corporate culture &amp; professional culture and link between different cultural spheres</b>		
	A	Regional culture and it's role		
	B	Industry/corporate and Professional culture		
	C	Link between different cultural spheres		
	<b>Unit 5</b>	<b>Cross Culture communication and Negotiation</b>		
	A	Barriers to intercultural communication		
	B	Non - verbal communication		
	C	Negotiation in cross cultural environment		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage	CA	MTE	ETE
	Distribution	25%	25%	50%
	Text book/s*	Browaeys, M.J. 7 Prince, R., Understanding Cross Cultural Management by II edition, Pearson Publication, New Delhi		
	Other References	Luthans, F.& Doh, P.J. (2006), International management: Culture, Strategy and Behaviour, 8 Edition, Tata Mc -Graw Hill		

<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA-Intgd</b>		<b>Current Academic Year: 2023-2024</b>
<b>Branch:</b>		<b>Semester: V</b>
1	Course Code	MBA305
2	Course Title	Project Planning and Management of Innovative Ventures
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> <li>1. Understand the nuances of project management.</li> <li>2. Understand the key functions to launch an innovative venture</li> <li>3. Understand the various growth and strategic exit options available to an innovative venture</li> </ol>
6	Course Outcomes	<p>CO1: The student will be able to describe the basics of project management</p> <p>CO2: The student will be able to identify different requirements for and functions of an innovative venture</p> <p>CO3: The student will be able to develop a marketing plan for the venture</p> <p>CO4: The student will be able to prepare a blueprint for their innovative venture</p> <p>CO5: The student will be able to assess and choose suitable growth and exit strategies.</p> <p>CO6: The student will understand importance of new product development in terms of entrepreneurship.</p>
7	Course Description	Project planning and management is an essential skillset for many entrepreneurial ventures. The course aims to guide students by exposing students to various facets such as what is project management; how to

		understand and start an entrepreneurial venture; operational and financial landscape of an entrepreneurial set-up; marketing; the new product development associated with a project and growth and exit strategies available to the projects
8	Outline syllabus	
	<b>Unit 1</b>	<b>Introduction to Project Management and Entrepreneurial Landscape in India</b>
	A	Characteristics of projects, Definition and objectives of Project Management
	B	Doing Business in India-Challenges; Types of Organizations and Legal Compliances
	C	The Role of Intellectual Property Rights in the Entrepreneurial Landscape
	<b>Unit 2</b>	<b>Operations and Financial Management for Innovative Ventures</b>
	A	Introduction; Purchasing Process and Inventory Management Managing During Disasters-Identifying; reducing; planning for disasters
	B	Understanding and Preparing Financial Statements and their limitations
	C	Understanding Cash Flow Management-Cash Management; Financial Blue-Print for One's own venture
	<b>Unit 3</b>	<b>Human Resource Management of an Innovative Venture</b>
	A	Introduction-Hunting for Suitable Candidates; Conducting Interviews and Induction and creating a blue print for the same.
	B	Motivating Employees-Fixing a salary; perks and other ways of motivating employees and creating a blue-print for the same.
	C	Training and Termination-Different kinds of training and dealing with situations of firing
	<b>Unit 4</b>	<b>Marketing for an Innovative Venture</b>
	A	Characteristics of Entrepreneurial Marketing
	B	Market Research and Segmentation, Targeting and Positioning; Branding and creating a blue -print for the same.



	C	4Ps and creating a blue-print for the same and New Product Development in the context of Entrepreneurship		
	<b>Unit 5</b>	<b>Growth and Exit Strategies for an Innovative Venture</b>		
	A	Stages of Growth; Growth Strategies; Global Expansion and Financing Growth for an entrepreneurial firm		
	B	Reason for exiting; long- and short-term preparation for an exit		
	C	Seller Financing and IPO		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	Entrepreneurship by Rajeev Roy; 2e; Published by Oxford Higher Education.		
	Other References	Articles from various publications.		

# SHARDA UNIVERSITY

Sharda School of Business Studies

Batch: 2021-2025

Program / Branch: MBA (Integrated)

TERM: VII

Session: 2024-2025

S. No.	Paper ID	Course Code	Courses	Teaching Load			Credits	Remarks
				L	T	P		
THEORY COURSES								
1.	25810	DSC079	Sales and Distribution Management (MM)	3	0	0	3	OLD
2.	25809	DSC078	Advertising and Brand Management (MM)	3	0	0	3	OLD
3.	25731	DSC003	Consumer Behavior (MM)	3	0	0	3	OLD
4.	25816	DSC025	Organizational Change & Development (HRM)	3	0	0	3	OLD
5.	25818	DSC027	Talent Acquisition & Retention_ (HRM)	3	0	0	3	OLD
6.	25819	DSC028	Employees Training & Development (HRM)	3	0	0	3	OLD
7.	25730	DSC002	Regulatory Framework for Financial Sector (B&F)	3	0	0	3	OLD
8.	25828	DSC047	Security Analysis and Portfolio Management (B&F)	3	0	0	3	OLD
9.	25829	DSC048	Tax Planning and Management (B&F)	3	0	0	3	OLD
10.	25843	DSC090	Global Marketing Strategies (IB)	3	0	0	3	OLD
11.	25844	DSC052	International Financial Management (IB)	3	0	0	3	OLD
12.	25743	DSC015	Export Import Documentation (IB)	3	0	0	3	OLD

13.	26276	DSC148	Data Management Using R and Excel (BA)	3	0	0	3	OLD
<b>PRACTICAL/VIVA-VOCE/JURY</b>								
14.	25166	MBA 256	Introduction To Business Analytics (CORE)	0	0	6	3	OLD
15.	25847	DSC100	Fundamentals of Python (BA)	0	0	6	3	OLD
16.	25850	DSC103	Data Visualization Techniques (BA)	0	0	6	3	OLD
17.	25167	MBA 257	Summer Training Report & Presentation (CORE)	0	0	8	4	OLD
18.	25490	MBP 213	Employability Skill Development – 2 (CORE)	0	0	6	3	OLD
19.	26058	VAB101	Prominent Indian Ethos and their Relevance in Management (30 HOURS)	0	0	0	0	NEW
TOTAL CREDITS							28	

Signature of Branch Coordinator/HOD

Signature of Dean

<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Programme: MBA Intg</b>		<b>Current Academic Year: 2024-2025</b>
<b>Branch:</b>		<b>Term: VII</b>
1	Course Code	DISCIPLINE SPECIFIC COURSE079
2	Course Title	SALES AND DISTRIBUTION MANAGEMENT
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Compulsory
5	Course Objective	<ul style="list-style-type: none"> <li>To familiarize the students with the various Sales &amp; Distribution concepts and strategies used.</li> <li>To enable them to develop the Sales &amp; Distribution strategies and plans</li> <li>To develop an acumen among the students to understand the practices of Sales &amp; Distribution industry in India.</li> </ul>
6	Course Outcomes	<p>On successful completion of this module students will be able to:</p> <p>CO1: To define fundamental concepts of sales management</p> <p>CO2: To explain various sales management models for organizations</p> <p>CO3: To understand various concepts of distribution management</p> <p>CO4: To illustrate various channels of distribution and new trends in distribution.</p> <p>CO5: To analyze different aspects of supply chain management</p> <p>CO6: Remembering the practices of Sales &amp; Distribution industry in India.</p>
7	Course Description	This course intent to cover the basic aspect of sales management and distribution management. It also covers the basic aspects of supply chain management
8	Outline syllabus	
	<b>UNIT 1</b>	
	A	Evolution of Sales Management, Nature and Importance, Roles, Types and Skills of Sales Managers, Difference in sales and Marketing.
	B	Sales Objectives, Different sales Strategies and Tactics, Emerging Trends, Linking Sales and Distribution Management
	C	Sales Knowledge and Sales Related Marketing Policies, Sales Process, Transactional and Relationship Selling
	<b>UNIT 2</b>	
	A	Selling process, Marketing and personal selling strategies
	B	Sales forecasting, Market Demand and Methods of Forecasting.
	C	Concepts of Sales Organization, Types of Sales Organization Structures, Recruitment of Sales force, Sales force motivation and compensation, Evaluating and Controlling the performance of Sales Force, Sales Force Audit. Sales budget, Sales territory management, Sales Quotas

	<b>UNIT 3</b>	<b>Distribution Management</b>		
	A	Definition, Need for Distribution Management, Need for Distribution Channels, Value Addition of Distribution Management,		
	B	Introduction to Distribution Channels – Designing Distribution Channels Structure, Functions and Flows – Channel Participants, Channel Levels, Service Channels.		
	C	Retailer as a Salesman, Trading /Retail Formats, E-Tailing, Wholesale – Functions & Classification, Major Wholesaling decisions, Distributors, Dealers / Stockists		
	<b>UNIT 4</b>			
	A	Logistic Management, Channel Design Factor, Channel Planning Process, Ideal Channel Structure, Training, Motivating & Evaluating Channel members.		
	B	Channel Design Comparison, Implementation, Vertical Integration, Channel Management, Power & Conflict, Principles of Channel Management, Channel Information System		
	C	E- Distribution, International Sales and Distribution Management.		
	<b>UNIT 5</b>			
	A	Introduction to SCM, Inbound, Outbound Logistics		
	B	Benefits & Issues Related to SCM		
	C	Reverse Logistics		
	Mode of examination	Theory/Practical		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	<b>Sales and Distribution Management by DrTapan K. Panda ,Dr Sunil Sahadev – OxfordPress</b>		
	Other References	Marketing Channels, Stern, L.W. El Ansari, A.L.,Coughlan, A.T.PHI		

<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Programme: MBA Intg</b>		<b>Current Academic Year: 2024-2025</b>
<b>Branch:</b>		<b>Term: VII</b>
1	Course Code	DISCIPLINE SPECIFIC COURSE078
2	Course Title	Advertising and Brand Management
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Compulsory
5	Course Objective	<ol style="list-style-type: none"> <li>1. To make the students aware of the theoretical principles and best practices of advertising</li> <li>2. To make the students familiar with the mechanics of campaign planning and execution</li> <li>3. To make the students comprehend the intricacies of media management in advertising</li> <li>4. To make the students aware of the conceptual constructs of branding</li> <li>5. To make the students familiar with the formulation and execution of branding strategies in the marketplace</li> </ol>
6	Course Outcomes	<p>On successful completion of this module students will be able to:</p> <p>CO1: The student will be able to clearly define the different components of promotion-mix and types of advertising</p> <p>CO2: The student will be able to explain the different creative strategies that can be used in a proposed advertisement.</p> <p>CO3: The student will be able to prepare a media plan for a proposed advertising campaign.</p> <p>CO4: The student will be able to distinguish between brand identity and brand image</p> <p>CO5: The student will be able to recommend strategies for brand positioning, repositioning and rejuvenation</p> <p>CO6: Remembering execution of branding strategies in the marketplace</p>
7	Course Description	This course aims to familiarize the students with the intricacies of advertising and also equip them with the fundamental knowledge of branding and brand management.
8	Outline syllabus	
	<b>UNIT 1</b>	
	<b>A</b>	Introduction To Advertising: Meaning, Objectives, Functions and importance of Advertisement; Growth of modern advertising; advertising and the marketing mix; types and classification of advertisement; advertising spiral; Advertising as part of integrated marketing

		communications		
	B	Marketing communication models- AIDA, hierarchy of effect, innovation adoption model, action first model, quick decision model; Planning framework of promotional strategy.		
	C	Objective of Advertising-The DAGMAR approach		
	<b>UNIT 2</b>			
	A	Message design strategy and tactics		
	B	Creative approaches, copy writing and copy testing		
	C	Advertising copy design -copy layout		
	<b>UNIT 3</b>			
	A	Advertising Appeals and Themes.		
	B	Advertising Media: Types of Media, Media planning, Media decision-Media class, media vehicle and media scheduling.		
	C	Advertising Budgeted, Advertising agency, Advertising Regulation, Advertisement Evaluation techniques, Ethics and social responsibilities in advertising		
	<b>UNIT 4</b>			
	A	Introduction to branding and brand management; meaning and importance of brand; product versus brand,		
	B	branding challenges and opportunities; strategic brand management process		
	C	Concept of brand equity; sources of brand equity; brand elements; brand loyalty, brand personality, brand identity versus brand image		
	<b>UNIT 5</b>			
	A	Brand building, Brand positioning and values brand repositioning.		
	B	Designing and implementing brand strategies; brand extension; brand hierarchy, Brand reinforcement, Brand revitalization.		
	C	Brand rejuvenation; Managing brands overtime, globalizing a domestic brand - standardization versus customization.		
	Mode of examination	Theory/Practical		
	Weightage	CA	MTE	ETE
	Distribution	25	25	50
	Text book/s*			
	Other References			

<b>School: School of Business Studies</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA Intg</b>		<b>Current Academic Year: 2024-2025</b>
<b>Branch:</b>		<b>Semester: VII</b>
1	Course Code	DISCIPLINE SPECIFIC COURSE003
2	Course Title	Consumer Behaviour
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Discipline Specific Course
5	Course Description	This course is aimed at imparting students an understanding of consumer behavior, such that they are able to strategize and design for the marketing function in business organizations.
6	Course Objectives	<ol style="list-style-type: none"> <li>1. To provide an overview and understanding of the basic premises of Consumer Behaviour.</li> <li>2. To introduce students to the various theories that model consumer behaviour while illustrating the unique challenges faced by marketers.</li> <li>3. To assist students to integrate into their thinking the important individual and social dimensions that shape up decision making.</li> <li>4. To develop an approach to handle post purchase consumer behaviour.</li> </ol>
7	Course Outcomes	<p>CO1: The students will be able to define and explain key theories and concepts underlying consumer behaviour.</p> <p>CO2: The students will be able to describe and identify the Consumer Decision Making Process.</p> <p>CO3: The students will be able to illustrate and assess individual factors that shape consumer behaviour along with their marketing implications.</p> <p>CO4: The students will be able to recognize and examine group and social influences that guide consumer behaviour and their marketing implications.</p> <p>CO5: The students will be able to recognize and interpret post-purchase processes as an inherent aspect of modern day consumer behavior</p> <p>CO6: Remembering the individual and social dimensions that shape up decision making</p>
8	Outline syllabus	
	Unit A	
	A 1	Development of Marketing Concept; Customer Value,Satisfaction & Retention
	A 2	A Simplified Model of Consumer Decision Making;Consumer Decision Making & Problem Recognition



	A 3	Information Search;		
	Unit B			
	B 1	Alternative Evaluation & Selection		
	B 2	Consumer Motivation: as a psychological force; goals; types & system of needs		
	B 3	Consumer Perception: elements and dynamics;		
	Unit C			
	C 1	Consumer Imagery		
	C 2	Consumer Learning: elements, learning theories		
	C 3	Consumer Attitude Formation: attitude, structural models,		
	Unit D			
	D 1	Attitude formation & strategies		
	D 2	Reference Groups & Family Influences: reference groups,		
	D 3	Family decision making		
	Unit E			
	E 1	Social Class & Consumer Behaviour: measurement		
	E 2	Culture & Consumer Behaviour: measurement		
	E 3	Post-purchase Processes: Dissonance, Dispositions, Evaluation		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s	1. Schiffman, L. G., & Kanuk, L. L., <i>Consumer Behavior</i> , Ninth Edition, Pearson <ul style="list-style-type: none"> <li>Hawkins, D. I., Mothersbaugh, D. L., &amp; Mookerjee, A., <i>Consumer Behavior – Building Marketing Strategy</i>, Eleventh Edition, McGraw Hill</li> </ul>		
	Other References	<ul style="list-style-type: none"> <li>Solomon, M. R., <i>Consumer Behavior – Buying, Having &amp; Being</i>, Ninth Edition, Prentice Hall India</li> </ul>		

<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Programme: MBA Intg(HR)</b>		<b>Current Academic Year: 2024-2025</b>
<b>Branch:</b>		<b>Term: VII</b>
1	Course Code	DISCIPLINE SPECIFIC COURSE025
2	Course Title	Organizational Change and Development
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Elective
5	Course Objective	<ol style="list-style-type: none"> <li>1. To understand the functioning of business organisations, basic concepts of organisational structure and design.</li> <li>2. To explain the various concepts related to organizational change and development.</li> <li>3. To understand the organisational change process and examine individual, group as well as organisational reactions to change.</li> <li>4. To provide different perspectives on Organizational Development at the individual, group, and organizational levels of analysis.</li> <li>5. To identify organizational situations that would benefit from Organisational Development interventions.</li> </ol>
6	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Describe the functioning of organizations, basic concept of Organizational design, structure and system.</p> <p>CO2: Explain the concept of organizational change, different approaches of its management, how organizations behave and react to change, why change efforts can fail, overcoming organizational resistance, making change successful, the strategic role of change in the organization and the impact of change (or failure to change) on Organizational performance.</p> <p>CO3: Apply the competencies which are required for effective change Management at organization, group and individual levels.</p> <p>CO4: Analyze change management process in an organization.</p> <p>CO5: Develop effective organizational development intervention strategies and functions for an organization in transition.</p> <p>CO6: Remembering benefit from Organizational Development interventions.</p>
7	Course Description	This course aims to provide a deep understanding about the key concepts of organizational changes, issues in managing organizational changes, the need for change, why organizations fail to change, why individuals resist for change and how change helps organizations become more competitive and profitable.

		In this course, students will also be exposed to the concept and significance of organizational development and its intervention.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Understanding Organizational System, Structure and Design</b>
	A	Definition – Organization, Organizing, Organizational Structure;
	B	Types of Organizational Structure-Hierarchical, Matrix, Bureaucratic model of Max weber, Adhocracy
	C	Organizational Design-Concept, importance and principles
	<b>Unit 2</b>	<b>Introduction to Organizational Change</b>
	A	Concept and Nature and need for Organizational Change; Barriers to Change
	B	Types of Change: Continuous or Incremental Change, Discontinuous or Radical Change, Participative and Directive Change, Planned Change, Transitional and Transformational Change
	C	Levels of Change: Fine Tuning, Incremental adjustment, Process Re-engineering, modular transformation, corporate transformation
	<b>Unit 3</b>	<b>Managing Organisational Change</b>
	A	Organisational Change Process, Requirement for change management, Change Management Iceberg
	B	Organizational Change- models; Kotter's Change Management Model, Lewin's Change Management Model, Kübler-Ross Five Stage Change Management Model, ADKAR Change Management Model. McKinsey 7-S Change Management Model.
	C	Resistance to Change, Forms of Resistance, Reactions to Change, Techniques to Overcome Resistance, Change Agents- Meaning and role, Types of Change Agents, Change Agent Styles
	<b>Unit 4</b>	<b>Organizational Development (OD)</b>
	A	Meaning and Concept of OD, Characteristics of OD; Need and Significance of OD in organizations; Goals of OD
	B	Assumptions of OD, Process of OD, Model of OD- Action Research, Business Process Re-engineering & Leavitt's Model
	C	OD and Leadership Development; TQM and OD
	<b>Unit 5</b>	<b>Organizational Development (OD) Interventions</b>
	A	Definition and concept of OD Interventions, Factors Affecting Success of Interventions
	B	Types and Process of OD Interventions, Evaluating OD Interventions, OD Intervention Strategies
	C	Human process interventions – coaching, training and

		development, third party intervention, and team building. Techno structural interventions – downsizing, reengineering, employee involvement, work design.		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	<ol style="list-style-type: none"> <li>1. Organizational Change and Development, DipakKumar Bhattacharyya, Oxford University Press.</li> <li>2. Kavitha Singh Organizational change and Development, Excel Books New Delhi, 2010.</li> </ol>		
	Other References	<ol style="list-style-type: none"> <li>1. Nilakant, V. and Ramnaryan, S., Managing Organisational Change, Response Books, New Delhi.</li> <li>2. Hurst, David K., Crisis and Renewal: Meeting theChallenge of Organisational Change, Harvard University Press, Mass.</li> <li>3. Robert A Paton, James Mc Calman, ‘Change Management; A guide to effective implementation’, Response books, 2005.</li> </ol>		

<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Programme: MBA Intg</b>		<b>Current Academic Year: 2024-2025</b>
<b>Branch: -</b>		<b>Term: VII</b>
1	Course Code	DISCIPLINE SPECIFIC COURSE027
2	Course Title	Talent Acquisition & Retention
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Discipline Specific Course
5	Course Description	The course aims to develop an understanding of talent and how to manage talent through proper acquisition and retention. The course, further aims to Examine the importance of managing the talent globally.
6	Course Objective	<ol style="list-style-type: none"> <li>1. To develop an appreciation of the talent environment and the criticality of Recruitment and selection process.</li> <li>2. To draw inspiration from the best practices in the industry to be able to design and implement talent acquisition &amp; retention strategies for critical mass</li> <li>3. To develop a strategic view of the levers every company &amp; every leader should pull to attract, develop, assess and retain highly talented managers</li> </ol>
7	Course Outcomes	CO1: Understand the concept and importance of talent.CO2: Apply a detailed Manpower Planning Strategy. CO3: Develop and implement talent retention strategy. CO4: Evaluate the complete cycle of managing talent and design a robust talent pipeline for the team and organization. CO5: Understand and apply the latest tools and techniques in hiring and retaining talent CO6: Rembering implementing of talent acquisition & retention strategies
8	Outline syllabus	
	Unit 1	Human Resources Planning and Job analysis
	A	HRP defined, Issues and challenges
	B	HRP Process, Demand Forecasting- Benchmarking, Supplyforecasting- Markov analysis, skill inventories, replacement charts, staffing tables, wastage analysis,succession planning
	C	Job analysis- steps in job analysis, methods, job descriptionand job specification, application of job analysis
	Unit 2	Talent acquisition
	A	Internal and external environmenteffecting recruitment
	B	Internal and External methods of recruitment

	C	Recruitment through various sources - social media (LinkedIn, whatsapp), Portals (naukri.com, Monster.com), Recruiting for diversity. New career opportunities Recruiting in good and bad times		
	Unit 3	Selection		
	A	Process of selection, different types of interviews- Behavioral, Situational, technical, tests, reliability & validity of tests, Assessment center,		
	B	Evaluating the recruitment/selection process: Budget. Time, Selection and acceptance rates. Induction & socialization, Exit & stay interview.		
	C	Legal issues: Apprenticeship Act, Compulsory notification of employment Act.		
	Unit 4	Retention		
	A	Concept of retention, Retention model- Discussion model, employee turnover, employee loyalty, Retirement and Redundancy		
	B	Employee Engagement Strategy		
	C	Career progression, career development in generating employee engagement		
	Unit 5	Contemporary issues		
	A	Job sculpting, employer branding, changing workforce-options ahead		
	B	Global talent acquisition		
	C	Global talent management		
	Mode of examination	Theory		
	Weightage Distribution	CA 25%	MTE 25%	ETE 50%
	Text book/s*	1. Human Resource Selection, <a href="#">published</a> : 2009 Author <a href="#">Gatewood</a> , Field (Cengage)		
	Other References	1 Employee Selection: Lilly Berrty (Cengage) 2. Human Resource management: Sharon Pande (Pearson) Human Resource Management: Biswajit Pattanayak (PHI)		

School: SSBS		<b>Batch: 2021-2025</b>
Programme: MBA Intg		<b>Current Academic Year: 2024-2025</b>
Branch: - HR		<b>Term: VII</b>
1	Course Code	DISCIPLINE SPECIFIC COURSE028
2	Course Title	<b>Employee Training and Development</b>
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Discipline Specific Course
5	Course Description	<p>This course aims to develop comprehensive knowledge of the basic fundamentals of training and development. The system of training is described through the framework of ADDIE model.</p> <p>The course aims to offer basic skills of gap identification, content designing, training delivery &amp; training evaluation etc, which are crucial for the success of a learning &amp; development professional.</p> <p>This course guides the students to conduct training needs analysis, create a suitable design, develop the appropriate material, successfully implement training and finally evaluate the effectiveness of training and management development programmes.</p>
6	Course Objective	<ol style="list-style-type: none"> <li>1. To provide the students with fundamental knowledge about the training &amp; development process used across the globe.</li> <li>2. Guide them to comprehend, analyze and apply the effective T &amp; D practices. Provide them practice &amp; feedback opportunity through the use of hands-on approach aiming towards experiential learning.</li> <li>3. Develop the ability to discern between the various methods/ practices available &amp; choose the appropriate strategic aspect required for each step of T &amp; D.</li> <li>4. Inculcate &amp; hone the training skills lurking beneath each student.</li> </ol>

7	Course Outcomes	<p>The students will be able to:</p> <p>CO1: Describe the concept, need, objectives, importance, process, opportunities, challenges, associated strategies and trends of Training and Management Development Program.</p> <p>CO2: Analyze the training and non-training needs in the organizational setting.</p> <p>CO3: Design &amp; Develop training program.</p> <p>CO4: Choose suitable training method(s) for the implementation of the training program.</p> <p>CO5: Evaluate the outcomes of the training program for maximizing the effectiveness of the program.</p> <p>CO6: Evaluating appropriate strategic aspect required for each step of T&amp;D.</p>
8	Outline syllabus	
	<b>Unit 1</b>	<b>Introduction to Employee Training</b>
	A	<ul style="list-style-type: none"> <li>● Meaning and Concept of Training</li> <li>● Need, Objectives and Importance of Training</li> <li>● Benefits of Training to Employees &amp; Employers</li> </ul>
	B	<ul style="list-style-type: none"> <li>● Align training with Strategy</li> <li>● Developing an HRD Strategy</li> <li>● Opportunities and Challenges for Training</li> <li>● Roles and Responsibilities of Trainers and Trainees</li> <li>● Trends in Training</li> </ul>
	C	<ul style="list-style-type: none"> <li>● Training Process Model (ADDIE)</li> <li>● Difference between Training, Development &amp; Education</li> <li>● KSAs</li> <li>● Understanding Learning, Motivation and Performance</li> </ul>
	<b>Unit 2</b>	<b>Training Need Analysis, Design &amp; Develop</b>
	A	<ul style="list-style-type: none"> <li>● Understanding Training &amp; Non-Training Needs</li> <li>● TNA Model - A systematic view to TNA</li> <li>● Why &amp; When to Conduct TNA</li> </ul>
	B	<ul style="list-style-type: none"> <li>● Training Design</li> <li>● Key consideration in designing a training program</li> <li>● Organizational Constraints in Designing a Training Program</li> <li>● Facilitation of Learning: Focus on Trainees and Training Design</li> </ul>
	C	<ul style="list-style-type: none"> <li>● Development of Training – Instructional strategy, materials and equipment</li> </ul>



	<b>Unit 3</b>	<b>Training Methods</b>		
	A	<ul style="list-style-type: none"> <li>On-the-Job Training Methods</li> <li>Off-the-Job Training Methods</li> </ul>		
	B	<ul style="list-style-type: none"> <li>Traditional Training Methods: Lectures and Demonstrations, Games and Simulations, Business Games, In-Basket Technique, Case Studies, Role Play, Behavior Modeling.</li> </ul>		
	C	<ul style="list-style-type: none"> <li>Technology-Based Training Methods – E- learning, MOOC, Virtual Reality, LMS, Webcasts, Podcasts, Social-Media, Video Conferencing, Satellite TV, CD-ROM, DVD.</li> </ul>		
	<b>Unit 4</b>	<b>Training Implementation &amp; Evaluation</b>		
	A	<ul style="list-style-type: none"> <li>Implementation of Training</li> <li>Dry Run and Pilot Program</li> <li>Transfer of Training</li> </ul>		
	B	<ul style="list-style-type: none"> <li>Evaluation of Training</li> <li>Resistance to Training Evaluation</li> </ul>		
	C	<ul style="list-style-type: none"> <li>Types of evaluation Data Collected - Process Data and Outcome data</li> <li>Kirkpatrick Four Level Approach for Evaluation</li> </ul>		
	<b>Unit 5</b>	<b>Management Development Program</b>		
	A	<ul style="list-style-type: none"> <li>Understanding Management Development Programs and its Purpose</li> </ul>		
	B	<ul style="list-style-type: none"> <li>Types of Management Development Programs</li> </ul>		
	C	<ul style="list-style-type: none"> <li>Strategies for Development of Executives and Future Executives</li> </ul>		
	Mode of Examination	<b>Theory</b>		
	Weightage Distribution	MTE	CA	ETE
		25%	25%	50%
	Text book/s* Other	Blanchard P. Nick and James W. Thacker (2009) Effective Training- Systems, Strategies and Practices. Pearson Education		
	<b>References</b>	<ul style="list-style-type: none"> <li>Rao, P. L. (2008). Enriching Human Capital Through Training &amp; Development. Excel Books</li> <li>Sahu, R. K. (2005). Training for Development. Excel Books.</li> </ul>		

<b>School: SSBS</b>		<b>Batch :2021- 2025</b>
		<b>Current Academic Year: 2024-25</b>
		<b>Term: VII</b>
1	Course Code	DSC002
2	Course Title	<b>Regulatory Framework for Financial Sector</b>
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Discipline Specific Course
5	Course Objective	<p>The students with specialization in banking &amp; finance are to be prepared to work in financial sector. They may either work in the banks/financial institutions/ financial services or in corporate. They must have knowledge and skill in this area. For them to have the requisite skill, it is important for them:</p> <ol style="list-style-type: none"> <li>1: To Understand the Concept of Banking.</li> <li>2: Clear Understanding of the Indian Financial System.</li> <li>3: Banking Technology applications.</li> </ol>
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO 1: describe the concept of banking</p> <p>CO 2: explain the Indian Financial System</p> <p>CO 3: relate understanding of documentation aspect of Practice, Process and Compliance of all the assets and liabilities products of the banking system.</p> <p>CO 4: analyze the marketing channels of the bank</p> <p>CO 5: evaluate banking technology application on different processes</p> <p>CO 6: write customized documentation which will help the bank customer for their different requirements.</p>
7	Course Description	<p>This course explores the fundamental principles and practices of banking and credit in India. These fundamentals of banking course give an excellent overview of financial services. Topics to be covered include: money and interest, negotiable instruments, mortgages, commercial lending, security and the role of banking in today's economy. Textbook chapter topics include:</p> <ul style="list-style-type: none"> <li>• The Business of Banking</li> <li>• Development of the Indian Banking System</li> <li>• Money and Interest</li> <li>• Deposit Accounts</li> <li>• Negotiable Instruments</li> <li>• Mortgages</li> <li>• Commercial Lending</li> </ul>

		<ul style="list-style-type: none"> <li>• Specialized Banking</li> <li>• Security and Frauds</li> </ul>
8	Outline syllabus	
	<b>Unit 1</b>	<b>Indian Financial System with focus on banking</b>
	A	Structure of Banking and financial institutions.
	B	RBI, SEBI, IRDA etc: their major functions, Role&Functions.
	C	Negotiable Instruments- Definition, Characters tics, NI Act
	<b>Unit 2</b>	<b>Banking Deposit Products</b>
	A Basic Understanding of Banking Products	Banker-Customer relations - Know your Customer (KYC)guidelines- Different Deposit Products - servicesrendered by Banks
	B Managing different accounts	Opening of accounts for various types of customers - minors - joint account holders - HUF - firms - companies -trusts - societies - Govt. and public bodies Importance ofAML
	C Banking Process and Regulation	Garnishee Order, Income Tax Attachment Order, Conductof Account and Supervision. Customers” Grievance Redressal – Mechanism ofOmbudsman
	<b>Unit 3</b>	<b>Credit Products</b>
	A Basics of Credit Products	Principles of lending - various credit Products / Facilities -working capital and term loans - credit management -credit monitoring - NPA Management.
	B Credit products and development with Indian Banking Perspective	Lending - sectors - targets - issues / problems - recentdevelopments - Financial Inclusion. Agriculture / SMEs / SHGs / SSI/ Tiny Sector financing

	C Banking	Credit Cards / Home Loans / Personal Loans / Consumer Loans-Brief outline of procedures and practices.		
	Products of the Bank	Ancillary Services: Remittances, Safe Deposit lockers		
	<b>Unit 4</b>	<b>Risk Management</b>		
	A Risk Management	Importance of risk Management in banking with Indian Scenario		
	B Regulatory Process	Credit Information Bureau Ltd.(CIBIL), Basel-II norms Money Laundering - KYC & Prevention of Money Laundering Act		
	C Present Banking Scenario	Alliances / mergers / consolidation		
	Unit 5	<b>Technology and Marketing of Banking Service Products</b>		
	A Technology applied	Anywhere Anytime Banking - Home banking (Corporate and personal) Electronic Payment systems. Electronic funds transfer systems - data communication) - structured messages (SWIFT, etc... Information Technology Act, Right to Information Act, Foreign Exchange Management Act		
	B Global Trends in Banking	Global developments in Banking Technology - Information Technology in finance and service delivery Impact of Technology on Banks - Protecting the confidentiality and secrecy of data - effect on customers and service quality		
	C Banking Product Pricing & Distribution	Pricing of bank products and services - Factors Influencing the Pricing Decisions, Importance of Pricing. Distribution, Factors Influencing - Direct and Indirect Channels of bank products		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%

	Text book/s*	<ol style="list-style-type: none"> <li>1. Indian Financial System by Bharti V Pathak.</li> <li>2. Indian Financial System By M Y Khan.</li> <li>3. 1.Banking Theory and Practice- K. C Shekhar</li> <li>4. Modern Banking- Muraleedharan D</li> <li>5. Banking Service and Information Technology- TheIndian Experience by R.K .Uppal</li> </ol>
	Other References	<b>Online Resources:</b>
		<a href="http://www.capitalideasonline.com">www.capitalideasonline.com</a> <a href="http://www.sebi.gov.in">www.sebi.gov.in</a> <a href="http://www.amfiindia.com">www.amfiindia.com</a> <a href="http://www.capitalmarket.com">www.capitalmarket.com</a>

<b>School: SSBS</b>		<b>Batch :2021- 2025</b>
		<b>Current Academic Year: 2024-25</b>
		<b>Term: VII</b>
1	Course Code	DSC047
2	Course Title	Security Analysis and Portfolio Management
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Discipline Specific Course
5	Course Objective	<p>To acquaint the students with theoretical and practical background of financial investments.</p> <p>To highlight the importance of valuing financial securities</p> <p>To comprehend the working knowledge of the methods of calculating risk and managing it.</p> <p>To adept in developing portfolio of financial securities and measuring its performance.</p>
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO1. Describe the basic concept of investment, securities, security market, risk, and return.</p> <p>CO2. Analyze the security's performance through Fundamental and Technical analysis</p> <p>CO3: Apply security analysis techniques to select financial securities for investment.</p> <p>CO4: Construct portfolio of financial investments for investors. CO5: Appraise and review portfolio performance.</p> <p>CO6: Evaluating portfolio construction of financial securitiesand measuring its performance.</p>
7	Course Description	Security Analysis and Portfolio Management concerns itself with investment in financial assets with specific attention to the returns and risk associated with investing in securities. The Course is aimed at providing insight to the various analytical techniques used in evaluation of the various investment opportunities. The course also provides of extension ofthese concepts to the portfolio of securities and the concept of diversification, management of a portfolio.
8	Outline syllabus	
	Unit 1	Introduction to Security Analysis and Portfolio Management
	A	Investment: A conceptual framework, Objectives, Investment V/S Speculation, Investment Attributes and Avenues, Meaning of Security- Types of Securities
	B	Structure of Indian Security markets- An overview, Investment Alternatives, Securities, and Exchange Board of India – regulatory functions and role, Recent development in Securitiesmarkets

	C	Understanding the risk and return of a security, Systematic and Unsystematic Risks, Measurement of Risk, Beta Coefficient and its applications.
	Unit 2	Valuation of Securities and introduction to Financial Derivatives
	A	Valuation of Equity Shares: Constant growth rate, two stage growth model and Multiple periods holding models, Valuation through P/E ratio.
	B	Valuations of Bonds: Measurement of bond prices and yields -Yield to maturity, risk in bonds.
	C	An overview of Financial Derivatives – Forward, Futures, Options and Swaps
	Unit 3	Fundamental and Technical Analysis
	A	Introduction to Fundamental Analysis: E-I-C Framework –Economic Analysis: Macroeconomic activities and security markets, The Cyclical Indicator Approach, Monetary Variables.
	B	Fundamental Analysis: E-I-C Framework – Industry Analysis –Business Cycles and industry sectors, Evaluating Industry life cycle, analysis of industry competition and industry rate of returns Company Analysis, SWOT Analysis, Analysis of Financial Statement and Stock Valuation
	C	Fundamental v/s Technical Analysis, Advantages, Challenges, Tools and Techniques of Technical Analysis: Charting Techniques, Dow Theory, technical indicators, Efficient Market Hypothesis: Concept of „Efficient Market“ and its implications for security analysis and portfolio management
	Unit 4	Portfolio Analysis and Selection
	A	Portfolio Construction: Analysis of Constraints, Determination of Objectives
	B	Portfolio Analysis: Portfolio Risk and Return upto three security. Markowitz and Sharpe index model.
	C	Portfolio Analysis: Sharpe index model and selecting optimal Portfolio
	Unit 5	Asset Pricing Theories and Portfolio Performance Measurement
	A	Capital Market Theory, Capital Asset Pricing Model (CAPM), Arbitrage Pricing Theory (APT)
	B	Sharpe's Performance measure, Treynor's Performance measure, Jensen's Performance measure.
	C	Mutual Fund Operations, Mutual Funds Performance Evaluation Portfolio revision and strategies

	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	Security Analysis and Portfolio Management, Punithavathy Pandian, Vikas publications, Reprint 2018		
		<p>Reference Books</p> <p>Security Analysis and Portfolio Management – Donald E. Fischer &amp; Ronald J. Jordan (Prentice Hall of India, New Delhi)</p> <p>Investment Analysis and Portfolio Management – M. Ranganathan &amp; R Madhumathi (Peason Education)</p> <p>Investments (6th edition) by W.F. Sharpe, G.J. Alexander and J.V. Bailey.</p> <p>Investment Management – V.A.AVADHANE (Himalaya Publishing House)</p> <p>Investment Management – V.K. Bhalla (S. Chand)</p> <p>Gitman and Joehnk (2008) Fundamental of Investments. Pearson.</p> <p>Investment Analysis and Portfolio Management –R.P. Rustagi (Sultan Chand &amp; Sons, New Delhi)</p> <p>Investment Analysis and Portfolio Management, Reilly and Brown (2006), (Thomson)</p> <p>Bodie, Zvi (2008) Investments. McGraw'Hill/Irwin</p>		



<b>School: SSBS</b>		<b>Batch :2021- 2025</b>
PROGRAMME: MBA		<b>Current Academic Year: 2024-25</b>
Branch : Finance		<b>Term: VII</b>
1	Course Code	DSC048
2	Course Title	TAX PLANNING & MANAGEMENT
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Discipline Specific Course
5	Course Objective	The basic objective of this course is to provide an in-depth insight into the concept of Corporate Tax Planning & Management and to equip the students with a reasonable knowledge of tax planning devices. The focus of this course would be exclusively on Direct Taxes.
6	Course Outcomes	The specific learning outcome of this course is able to:CO1: define the key terms used in Taxation; CO2: describe the significance of tax planning & management in various business decisions; CO3: Analyze the tax planning strategies to increase the return on investment CO4: Evaluate and monitor the various tax compliances applicable to business entity. CO5: To make them to be a tax consultant in preparing the tax planning, tax management. Payment of tax and filing of tax returns. CO6: Evaluate knowledge of tax planning devices
7	Course Description	As a Finance Manager, you have to take the various decisions. The objective of this course is to provide you with the conceptual framework necessary to understand above taxation issues and the techniques to manage tax efficiently and effectively. Here in this course, students will learn and able to analyses the various constituents of tax planning, tax evasion, tax avoidance and tax management etc. You may choose a career in manufacturing companies, non-governmental or service sector, investment banks or management consultancy, thorough learning of the art of Taxation management is a must.
8	Outline syllabus	
	Unit 1	Introduction to Income Tax Act, 1961. – An Overview
	A Basic concepts	Income, Agricultural Income, Person, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income.
	B Residential Status	Individual, Hindu Undivided Family (HUF), Firm, Company, Association of Persons (AOP), Body of individuals (BOI) etc.
	C	Scope of Total Income, Exempted Income, Agricultural

	Incidence of Tax	Income & its tax treatment, Aggregation of Income & Tax computation.
	Unit 2	Introduction to Tax Planning
	A Tax Planning	Meaning, objectives, per-cautions in tax planning, Limitations of tax planning, Tax evasion, Tax avoidance, Tax management
	B Taxation of Companies & Tax planning	Computation of tax liability and tax liability of companies; Minimum Alternative Tax.
	C Dividend Tax	Dividend tax – When the additional tax should be paid? Basis of charge
	Unit 3	Employee Remuneration and Tax Planning
	A Income under the head of Salary	Meaning of Employee Remuneration, Allowances, Perquisites, Deductions etc.
	B Special provisions for tax planning	Special provisions for tax planning relating to Employee's remunerations from the point of view of Employer and Employee.
	C Total Income and tax computation	Computation of Taxable Salaries, and tax liability on employee remuneration.
	Unit 4	Tax Planning and Managerial Decisions
	A Tax Planning for new business	Tax Planning for new business with reference to location, nature and form of organization of new business
	B Tax Planning relating to Financial Management	Tax Planning relating to capital structure decision, dividend policy and bonus shares
	C Tax Planning relating to various corporate decisions.	Tax Planning in respect of own or lease, Make or Buy decisions, Repair, Replace, Renewal or Renovation and Shut-down or Continue Decisions & Tax issues relating to Amalgamation

	Unit 5	Tax Management		
	A	Payments covered by TDS Schemes		
	Tax Deductions and Collection at Source	When and how tax is to be deducted at source from various incomes; Tax collection at source – who is responsible to collect tax at source. Tax compliance about the tax deductions and collection at source.		
	B Advance payment of tax	Liability to advance tax – when to arise; Due dates of payment of advance tax; Tax compliance about the advance payment of tax.		
	C Filing of Return & Assessments	Time for filing return of income, when return of loss should be filed? Types of Return, Interest and Penalties on default.		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	Ahuja Girish, Dr. Gupta Ravi, Simplified Approach to Corporate tax, Planning and Management, Flair Publications Pvt Ltd. New Delhi		
	Other References	Dr. Vinod Singhania & Dr Monica Singhania - Direct Taxes Planning & Management by Taxman Publications Pvt., Ltd., Latest publication; Dr. S.P. Goyal - Corporate Tax Planning and Management; Sahitya Bhawan Publications, Agra		

School: SSBS		Batch : 2021-2025
Programme: MBA Intg		Current Academic Year: <b>2024-2025</b>
Branch: - IB		Sem- VII
1	Course Code	DSC090
2	Course Title	Global Marketing Strategies
3	Credits	3
4	Contact Hours (L-T-P)	(3-0-0)
	Course Status	Discipline Specific Course
6	Course Objective	<ol style="list-style-type: none"> <li>1. To primarily make the students understand the role of Global marketing in changing dynamic global markets.</li> <li>2. To have an overview of Global markets and opportunities and challenges ahead for Organizations in view of Global trends and products competitiveness</li> </ol>
	Course Outcomes	<p>After the completion of the course the students will be able to:</p> <p>CO1: Differentiate between Domestic markets, International Markets and Global Markets with their key characteristics and differentiation</p> <p>CO2: Identify the Global Trading Environment with focus on social, cultural environment and regulatory issues in foreign markets</p> <p>CO3: Relate with Global demographic profiles of ever-changing Global markets and formulate requisite pricing strategies to sustain in Globalization</p> <p>CO4: Categorize the factors impacting pricing and media communication in global environment</p> <p>CO5: Identify the role of Mobile commerce and digital global marketing in the 21st century trading environment and its role in handling security aspects of global trade</p> <p>CO6: Remembering Global trends and products competitiveness</p>
	Course Description	<p>The course is designed to nurture the students with upcoming trends in Global marketing and its implications for Global Companies to re-design their Global Marketing strategies to succeed in the competitive environment. The course primarily aims to provide the students with thorough understanding of ever-changing Global Markets, the role of Governments in restructuring the goods and services taxes on Products crossing across Borders. The course facilitates the students understanding of Global markets with focus on various types of Orientations of Companies operating in various regions across the Globe.</p>
8	Outline syllabus	
	Unit 1	Global Marketing Environment
	A	<ul style="list-style-type: none"> <li>• Domestic, International, Transnational, Global company</li> <li>• Global Trade enviro</li> </ul>

	B	<ul style="list-style-type: none"> <li>Global Economic and Trade Environments,</li> <li>Social and Cultural Environments</li> </ul>		
	C	<ul style="list-style-type: none"> <li>Political, Legal, and Regulatory Environments</li> <li>Global Information Systems and Market Research</li> </ul>		
	Unit 2	Global Markets and Segmentation		
	A	<ul style="list-style-type: none"> <li>Global market Segmentation</li> </ul>		
	B	<ul style="list-style-type: none"> <li>Targeting &amp; Positioning</li> <li>Target Market strategy Options</li> </ul>		
	C	<ul style="list-style-type: none"> <li>Global market entry mode</li> <li>Product Market decisions</li> </ul>		
	Unit 3	Global Strategic partnerships		
	A	<ul style="list-style-type: none"> <li>Portfolio Analysis , PLC, Portfolio model of analysis,BCG Matrix, GE &amp; McKinsey Matrix</li> </ul>		
	B	<ul style="list-style-type: none"> <li>Sustainable Competitive Advantage, Core Competency</li> </ul>		
	C	<ul style="list-style-type: none"> <li>Generic Strategies, Growth Strategies</li> </ul>		
	Unit 4	Global Pricing Strategies		
	A	<ul style="list-style-type: none"> <li>Brand and Product Decisions in Global Marketing</li> <li>Global Packaging and Labeling</li> </ul>		
	B	<ul style="list-style-type: none"> <li>Pricing Decisions, Dumping and Marketing Channels</li> <li>Environmental influences on Pricing decisions</li> </ul>		
	C	<ul style="list-style-type: none"> <li>Global Marketing Communication</li> <li>Global Media decisions</li> </ul>		
	Unit 5	Global Strategy and Leadership		
	A	<ul style="list-style-type: none"> <li>Global Marketing and the Digital Revolution</li> <li>Mobile Commerce and Wireless connectivity</li> </ul>		
	B	<ul style="list-style-type: none"> <li>Global marketing Audit</li> </ul>		
	C	<ul style="list-style-type: none"> <li>Role of WTO in Global Trade facilitation</li> <li>I.M.F and International Liquidity</li> </ul>		
	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
	Distribution	25%	25%	50%

	Text book/s*	Keegan, W. J., & Green, M. C. (2015). Globalmarketing. Pearson/ Prentice Hall. 8e
	Other References	<ul style="list-style-type: none"> <li>• Johansson, Johny K., Global Marketing, Tata McGrawHill.</li> <li>• International marketing by Rakesh Mohan Joshi, (Oxford)</li> </ul> <p>Case Studies</p> <ol style="list-style-type: none"> <li>1. WTO and Global Trade disputes settlement</li> <li>2. Emami (Entry into foreign markets)</li> <li>3. Procter &amp; Gamble Market Expansion strategies</li> <li>4. Amazon Expansion into Asian markets</li> <li>5. Reliance industries &amp; ONGC Arbitration case KG Basin</li> </ol>

School: SSBS		Batch : 2021-2025
Programme: MBA Intg		Current Academic Year: 2024-2025
Branch: IB		Term: VII
1	Course Code	DISCIPLINE SPECIFIC COURSE052
2	Course Title	<b>International Financial Management</b>
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>This course aims the students to:</p> <ul style="list-style-type: none"> <li>• <b>Provide</b> the students with an in-depth knowledge of international finance fundamentals and an overview about the types of financial management problems confronted by the modern-day Multinational and Transnational Corporations.</li> <li>• <b>Introduce</b> to the International finance theory international financing/investing activities/ Working and International financial markets.</li> <li>• <b>Describe</b> the international monetary system and the foreign exchange markets. Examine the Balance of Payments (BOP) data and determine its implications for international competition.</li> <li>• <b>Develop</b> knowledge, capability, and skills necessary for making sound financial decisions for a multinational firm in a global environment.</li> </ul>
6	Course Outcomes	<p>The student will be able to</p> <p><b>CO1: Define</b> International Financial &amp; Monetary Environment and <b>recognize</b> the nature &amp; scope of International Financial functions in the operation of a MNC.</p> <p><b>CO2: Identify risk</b> relating to exchange rate fluctuations and develop strategies to deal with them.</p> <p><b>CO3: Discover &amp;</b> appraise investment &amp; financing opportunities in the international environment.</p> <p><b>CO4: Explain &amp; analyze</b> various aspects of international financial management, including the operations of currency markets, capital structure, capital budgeting and short-term working capital needs in international business environment.</p> <p><b>CO5: Evaluate</b> foreign direct investment and international acquisition opportunities.</p> <p><b>CO6:</b> Remembering international finance fundamentals</p>

7	Course Description	This course is concerned with the financial management of the firms that operate in the increasingly globalized business environment. Emphasizing broad concepts and real-world practices rather than extensive quantitative material, the course offers a concise introduction to international finance and provides a clear, conceptual framework for analyzing key financial decisions in multinational firms. The approach of the course is to treat international financial management as a natural and logical extension of the principles learned in the introductory financial management course.
8	Outline syllabus	
	<b>Unit 1</b>	<b>International Financial and Monetary Environment</b>
	A	International Business and its modes, MNC: the Key participants in International Financial functions, Nature of International Financial Functions and the Scope of IFM. Issues in Financial decisions of a Multinational firm.
	B	IFM v/s Domestic Financial Management, Understanding of International Flow of Funds :
	C	Balance of Payments, Capital Account Convertibility. International Liquidity & Bretton Woods System of
		Exchange rates.
	<b>Unit 2</b>	<b>Markets for Foreign Exchange rate and Mechanism</b>
	A	Understanding of the Foreign Exchange Market, Distinctive features and its major participants.
	B	Exchange rate Quotations , Understanding of Nominal, Real and Effective Exchange rates
	C	Understanding of SPOT and FORWARD markets and determination of Exchange rate in the spot market. Theories of Exchange rate behaviour and determination of Exchange rate in Forward Market.
	<b>Unit 3</b>	<b>International Investment Decisions</b>
	A	Foreign Direct Investment- Theories of FDI and Costs and benefits of FDI.
	B	International Capital Budgeting- Evaluation criteria, Computation of Cash flows, Cost of Capital and Adjusted present value approach, Sensitivity analysis
	C	Non Financial Factors in Capital Budgeting/ Evaluation and Management of Political Risks./ International Investment.
	<b>Unit 4</b>	<b>International Financial Decisions</b>
	A	Overview of the International Financial Market- Channels for International Flow of Funds, Selection of Sources and forms of Funds.



	B	The World Bank and International Finance Corporation Asian Development Bank, The Process of Internationalization and International Banking, Direction and purposes of lending and Lending risk.		
	C	Global Cash Management and Control of International Banks. International Financial Market instruments and Financial Swaps.		
	<b>Unit 5</b>	<b>International Working Capital and Miscellaneous Issues</b>		
	A	International Working Capital policy, Basics of managing cash and Near Cash assets, Management of Receivables and Inventory, Financing of current assets.		
	B	Financing of Foreign trade and modes of payment in International trade.		
	C	International Accounting, Indebtedness and International Taxation		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50%
	Text book/s*	Vyuptakesh Sharan, International Financial Management, Prentice Hall of India.		
	Other References	P.G.Apte, International Financial Management, Tata McGraw-Hill, New Delhi, 2004. Alan C.Shapiro, Multinational Financial Management, 4/e, Prentice Hall India Private Ltd, 2004 Jeff Madura, International Financial Management, 6th edition, Thomson Publications.		

School: SSBS			Batch:2021-2025
SEM-VII			Academic Session: 2024-25
1	Course number		DSC015
2	Course Title		Export Import Documentation
3	Credits		3
4	Learning Hours L-T-P		3-0-0
5	Course Objective		<div>The course aims:</div> <ul style="list-style-type: none"><li>To provide an overview and understanding of the basic foundational processes of export import documentation</li><li>To introduce students to various organizations and agencies involved in export import.</li><li>To assist students to integrate the concept export-import policy in export import documentation</li><li>To develop an understanding about custom and shipment procedures</li></ul>
6	Course Outcomes		<div>On successful completion of this module students will be able to:</div> <div>CO1 explain the role of export import documentation in global business.</div> <div>CO2 describe the role of export promotion council and procedures involved in export.</div> <div>CO3 illustrate the role of logistics, Inspection agencies and promotion councils</div> <div>CO4 illustrate the role Insurance, ECGC, Foreign Embassies and chambers of commerce in Export and Import from India</div> <div>CO5 illustrate the procedures in export import clearance.</div> <div>CO6 Remembering export-import policy in export import documentation</div>
7	Outline syllabus		
7.01	1	Unit 1	Introduction to Export Import Documentation
		A	What is export- import documentation

		B	Need for export- import documentation
		C	Brief introduction to India's export import policy
	2	Unit 2	<b>Regulation, Customs and Central and Commercial Banks in Export Import</b>
		A	Statutory regulations on trade control
		B	Role of Customs and Central Excise Deptt
		C	Role of RBI and Banks
	3	Unit 3	<b>Transportation, Inspection and Promotion councils</b>
		A	Role of Transport companies: shipping, airfreighting, road,rail etc
		B	Role of Export Inspection Agency
		C	Role of Export Promotion Councils
	4	Unit 4	<b>Documentation Insurance and Commercial Organizations</b>
		A	Role of Insurance Companies
		B	Role of ECGC and Foreign Embassies
		C	Role of Chambers of Commerce
	5	Unit 5	<b>Custom Documentation and Post-Shipment Documentation</b>
		A	Procedure for Custom Clearance
		B	Preshipment Documentation
		C	Post shipment Documentation
8.01	Course Evaluation	Continuous Assessment (CA) – 25 % Mid Term Examination (MTE)– 25 %End Term Examination (ETE)– 50%	
8.02	Continuous Assessment( CA)	► [Total No. = 5] – Assignments / Class Activity (Average of Best 3) – {10marks} ► [Total No. = 1]- Project – {10 marks} ► [Total No. = 4] – Quiz (Average of Best 2) – {5 marks} ► Group/Individual Presentations – {5 marks}	
9.01	References		

9.02	Text book*	Book: Export Import Management by Justin Paul (Oxford Press) Rs 225/-
9.03	Readings	<b>Export-Import and Logistics Management By Usha Kiran Rai</b> <b>Export-Import Management By Ajay Pathak</b>

<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Program: MBA Intg</b>		<b>Current Academic Year: 2024-2025</b>
<b>Branch:</b>		<b>Semester: VII</b>
<b>1</b>	<b>Course Code</b>	DSC148
<b>2</b>	<b>Course Title</b>	Data Management Using R and Excel
<b>3</b>	<b>Credits</b>	3
<b>4</b>	<b>Contact Hours (L-T-P)</b>	3-0-0
<b>5</b>	<b>Course Type</b>	Compulsory
<b>6</b>	<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. To develop a foundational understanding of R and Excel including running programs, managing datasets, and utilizing formulas and functions for data manipulation and analysis.</li> <li>2. To learn key statistical analysis techniques, including measures of central tendency and dispersion, graphical analysis methods, and hypothesis testing procedures</li> <li>3. To understand and apply parametric tests such as Z-test, t-test, and ANOVA, as well as non-parametric tests like Kruskal-Wallis test, for comparing means and proportions across groups.</li> <li>4. To gain proficiency in simple and multiple regression analysis, including interpretation of regression output and assessment of model significance and fit.</li> <li>5. To apply learned concepts to real-world datasets, both in R and Excel, and develop skills in interpreting analysis results to derive meaningful insights for decision-making purposes.</li> </ol>
<b>7</b>	<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. The student will be able to recall and explain the basic concepts of R and Excel, including running programs, managing datasets, and utilizing formulas and functions.</li> <li>2. The student will be able to demonstrate an understanding of techniques for importing and preparing datasets in both R and Excel environments.</li> <li>3. The student will be able to apply statistical analysis techniques such as measures of central tendency, dispersion, and hypothesis testing to analyze datasets.</li> <li>4. The student will be able to analyze and evaluate datasets using parametric tests (Z-test, t-test, ANOVA) and non-parametric tests (Kruskal-Wallis test) to compare means and proportions across groups.</li> <li>5. The student will be able to evaluate and interpret the results of regression analysis, including assessing model significance, goodness of fit, and the significance of regression coefficients.</li> <li>6. The student will be able to create meaningful insights and conclusions from analysis results derived from real-world datasets, demonstrating the ability to apply learned concepts in practical scenarios.</li> </ol>

<b>8</b>	<b>Course Description</b>	This course provides a comprehensive introduction to data analysis using R and Excel. Students will develop foundational skills in data management, statistical analysis, and interpretation of results. Topics include importing and preparing datasets, applying statistical techniques such as measures of central tendency and dispersion, hypothesis testing, parametric and non-parametric tests, and regression analysis. Through hands-on exercises and real-world applications, students will gain proficiency in analyzing data, interpreting results, and deriving meaningful insights to support decision-making processes.
<b>9</b>	<b>Outline syllabus</b>	
	<b>Unit 1</b>	<b>Fundamental of R and Excel</b>
	<b>A</b>	Intro to R, Running R programs, Getting familiar with R data sets, Creating R data sets
	<b>B</b>	Intro to Excel, Formulas- If, Sumif, Sumifs, Countif, Countifs, Averageif, Averageifs, VLOOKUP, HLOOKUP, Match, Index, Filters, Quick Filtering, Filtering by Multiple Criteria, Saving the Filtered Data, Performing Calculations on Filtered Data
	<b>C</b>	Importing data into R and Excel
	<b>Unit 2</b>	<b>Fundamental of Data Science</b>
	<b>A</b>	Measures of Central Tendency with emphasis on choosing right central tendency
	<b>B</b>	Measures of Dispersion- Absolute and Relative
	<b>C</b>	Introduction to Skewness and Kurtosis- Stem and Leaf Plot, Box and Whiskers Plot
	<b>Unit 3</b>	<b>Hypothesis Testing</b>
	<b>A</b>	Null and Alternative Hypothesis, Type I Error, Type II Error, checking normality of data- Shapiro wilk test,
	<b>B</b>	Definition of Parametric and Non Parametric Test, Parametric Test: Test for Equality of Means- Z test, t test, Equality of proportions for one and two samples using R and Excel- when data is given, when mean and standard deviation is given
	<b>C</b>	Equality of variances- F test using R and Excel- when data is given, when mean and standard deviation is given, Test for consistency/uniformity/stability
	<b>Unit 4</b>	<b>Analysis of Variance (ANOVA) and Kruskal Wallis Test</b>
	<b>A</b>	Definition, need for ANOVA, assumptions of ANOVA
	<b>B</b>	One Way ANOVA using R and Excel, Two Way ANOVA using R and Excel

	<b>C</b>	Non Parametric Test- Kruskal Wallis Test, Run test for randomness, sign test		
	<b>Unit 5</b>	<b>Regression Analysis</b>		
	<b>A</b>	Simple and Multiple Regression		
	<b>B</b>	Interpreting Regression output from R and Excel- R Square, Adjusted R Square, VIF, Significance of model, goodness of fit, Significance of Regression coefficients		
	<b>C</b>	Interpreting Regression coefficients for predicting dependent variable for given values of dependent variables, Identifying the most and least contributing variables		
10	<b>Mode of examination</b>	Theory		
11	<b>Weightage Distribution</b>	CA	MTE	ETE
		25%	25%	50%
12	<b>Text book/s*</b>	<b>Introduction to Data Science"</b> by Jeffrey Stanton. Paperback. September 2015		
13	<b>Other References</b>	<b>R for Data Science"</b> by Hadley Wickham and Garrett Grolemund. Paperback. September 2015.  <b>1. Statistics for Data Science"</b> by James D. Miller. Paperback. September 2015.		





	<b>School: SSBS</b>	<b>Batch: 2021-2025</b>
	<b>Program me: MBA Intg</b>	<b>Current Academic Year: 2024-2025</b>
	<b>Branch:</b>	<b>Term: VII</b>
	Course Code	DSC100
	Course Title	Fundamentals of Python
	Credits	3
	Contact Hours (L-T-P)	0-0-6
	Course Status	Practical
5	Course Objective	<ul style="list-style-type: none"> <li>• To provide prospective management studies students with the skills necessary to use Python Programming Language to generate reports, analyses and decisions based on a study of relevant data.</li> <li>• To provides the set of skills that are most frequently used in the work place for business analytics.</li> <li>• To enrich students with various programming skills with their applications in various Industries</li> </ul>
		<p>CO1: The students will be able to recognize the significance of Python Programming Language to solve management problems.</p> <p>CO2: The students will be able to compare the programming techniques in appropriate manner for managerial decision making</p> <p>CO3: The students will be able to use basic knowledge and understanding of data analysis and interpretation using Python Programming</p> <p>CO4: The students will be able to select an appropriate technique of Python Programming for addressing the requirement of data analysis</p> <p>CO5: The students will be able to evaluate different programming approaches.</p> <p><b>CO6:</b> The students will be write basic program in Python for evaluating mathematical functions and solving basic business models</p>
7	Course Description	The course provides with the basic concepts and methods of Python programming skills so as to enhance business analytics programming skills.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Introduction to Python</b>
	A	<b>Introduction to Python:</b> What is Python? Python vs R, Installing Python based IDE, learning to run basic programs.

	B	<b>Working with Data and Datatypes:</b> tuples, lists, dictionaries, and sets		
	C	<b>Writing Functions:</b> organize larger programs into functions.		
	<b>Unit 2</b>	<b>Modules and Libraries</b>		
	A	How to organize programs into modules		
	B	Designing modules for efficient programming.		
	C	Learning to write Module based programming		
	<b>Unit 3</b>	<b>Classes and Objects</b>		
	A	Introduction to object-oriented programming in Python		
	B	Designing and using object-oriented programming		
	C	Application of object-oriented programming		
	<b>Unit 4</b>	<b>Testing, Debugging, and Software Development Practice</b>		
	A	How to test Python programs		
	B	How to debug Python programs		
	C	Best practices for Python based Software Development		
	<b>Unit 5</b>	<b>Creating plots.</b>		
	A	Python programming for creating managerial plots.		
	B	Usage of Python Package Matplotlib		
	C	Application programs for plotting for managerial reports.		
	Mode of examination	Lab		
	Weightage Distribution	Internal	External	
		60%	40%	
	Text book/s*	1. Kenneth A. Lambert, The Fundamentals of Python:First Programs, 2011, Cengage Learning 2. Y. Daniel Liang “Introduction to Programmingusing Python” Pearson		
	Other References	Robert Sedgewick, Kevin Wayne, Robert Dondero,“Introduction to Programming in Python” Pearson		

<b>School: SSBS</b>		<b>Batch: 2021-2025</b>
<b>Programme: MBA Intg</b>		<b>Current Academic Year: 2024-25</b>
<b>Branch: Business Analytics</b>		<b>Term: VII</b>
<b>1</b>	<b>Course Code</b>	DSC 103
<b>2</b>	<b>Course Title</b>	Data Visualization Techniques
<b>3</b>	<b>Credits</b>	3
<b>4</b>	<b>Contact Hours (L-T-P)</b>	0-0-6
	<b>Course Type</b>	Practical
<b>5</b>	<b>Course Objective</b>	1. To understand, interpret, and evaluate changes in a phenomenon in the hope of anticipating the course of future events correctly 2. To teach the practical approach (using software) of visualizing the data 3. To help student identify the right visual that represent the data 4. To explain the underlying concepts and methods of visualization
<b>6</b>	<b>Course Outcomes</b>	<b>CO1:</b> The student will be able to list the application of visualization techniques in Managerial Decision Making <b>CO2:</b> The student will be able to describe some real time business situations in the form of visualization <b>CO3:</b> The student will be able to design various kind of visualization using contemporary software <b>CO4:</b> The student will be able to infer the visualization for taking business decisions <b>CO5:</b> The student will be able to construct dashboard. <b>CO6:</b> The student will be able to create visualizations using Excel and Tableau to enable Managers to make informed business decisions
<b>7</b>	<b>Course Description</b>	<b>Data Visualization</b> is the process of presenting the large volume of complex data in a graphical format which is much simpler to understand. It helps the business to understand the hidden facts and its significance. Due to its ability to transform the complexity of the data in much simpler form, Data Visualization has now becoming an indispensable part of the business world. An effective data visualization should be informative, efficient, appealing and in some cases, interactive and predictive. This program will help you to understand data better, using one of the most popular and powerful tools, Tableau, and make your data powerful and efficient. Tableau enables businesses to make critical decisions using its visualization feature, available for business users of any background and industry. It empowers businesses to keep up with the continuously evolving technology and out perform its competition through an innovative means of visualizing their data.
<b>8</b>	<b>Outline syllabus</b>	
	<b>Unit 1</b>	<b>Visual Analytics:</b>
	<b>A</b>	Visual Analytics: Introduction and Purpose

	<b>B</b>	Concept of Dashboard		
	<b>C</b>	Business cases of Visual Analytics: Choosing the right visual		
	<b>Unit 2</b>	<b>Visualization using Excel</b>		
	<b>A</b>	Bar Chart; Column Chart		
	<b>B</b>	Pie Chart; Line Graph		
	<b>C</b>	Scatter Plot; Limitation of Excel Visualization		
	<b>Unit 3</b>	<b>Visualization using Tableau: Part-I</b>		
	<b>A</b>	Tableau Overview: Dimension & Measure; Visual Construct		
	<b>B</b>	Creating Simple Table: Total-Subtotal-Table Calculations		
	<b>C</b>	Chart & Graph: Bar-Column-Pie		
	<b>Unit 4</b>	<b>Visualization using Tableau: Part-II</b>		
	<b>A</b>	Advanced Visualization: Area Chart, Bubble Chart, Trend		
	<b>B</b>	Tableau Features: Filter, Tooltip, Color, Format		
	<b>C</b>	Calculated Field and Parameter		
	<b>Unit 5</b>	<b>Visualization using Tableau: Part-III</b>		
	<b>A</b>	Working with various Data Sources; Export data		
	<b>B</b>	Constructing Dashboard		
	<b>C</b>	Internal Evaluation – Project Allocation		
	<b>Mode of examination</b>	Theory and Practical		
	<b>Weightage Distribution</b>	Internal	External	
		60%	40%	
	<b>Text book/s*</b>	<b>Tableau Your Data: Fast and Easy Visual Analysis with Tableau Software by Daniel G. Murray (Wiley)</b>		
	<b>Other References</b>	Tableau Public Web Tutorials		

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<b>Program: MBA(INTGD)</b>		<b>Current Academic Year: 2024-25</b>
<b>Branch:</b>		<b>Semester: VII</b>
1	Course Code	<b>MBA256</b>
2	Course Title	<b>Introduction to Business Analytics</b>
3	Credits	3
4	Contact Hours (L-T-P)	0-0-6
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> <li>1. To develop the understanding of the basics, intermediate and advanced concepts of data analysis.</li> <li>2. To apply data analysis techniques with R and Microsoft Excel.</li> <li>3. To apply quantitative modelling and data analysis techniques to the solution of real-world business problems, communicate findings, and effectively present results using data visualization techniques.</li> <li>4. To demonstrate knowledge of statistical data analysis techniques utilized in business decision making.</li> <li>5. To apply principles of Data Science to the analysis of business problems.</li> <li>6. To use data mining software to solve real-world problems.</li> </ol>
6	Course Outcomes	<p>CO1: The student will be able to recognize the concept of Business Analytics</p> <p>CO2: The student will be able to describe deterministic and stochastic data</p> <p>CO3: The student will be able to use Monte Carlo Simulation and carry out risk analysis</p> <p>CO4: The student will be able to analyse trendline and R2 Analysis.</p> <p>CO5: The student will be able to solve the mathematical and statistical problems using Excel and R</p> <p>CO6: The student will be able to create visualization of data and mathematical model of problem solving.</p>
7	Course Description	<p>The problems faced by decision makers in today's competitive business environment are often extremely complex and can be addressed by numerous possible courses of action. Evaluating these alternatives and gaining insight from past performance is the essence of business analytics. This course is designed as an introduction to Business Analytics, an area of business administration that considers the extensive use of data, methods, and fact-based management to support and improve decision making. While business intelligence focuses on data handling, queries and reports to discover patterns and generate information associated with products, services and customers, business analytics uses data and models</p>

		to explain the performance of a business and how it can be improved. This course discusses the benefits of employing analytics and a structured approach to problem-solving in management situations.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Analytics on Spreadsheets and Using R</b>
	A	Excel as an Analytics tool, functions and formulas
	B	Using R as an Analytics Tool, R and R Studio, Using Packages, Variables and Data Sets; Mathematical and statistical functions in Excel and R Visualisation and Exploring Data in Excel and R Modelling
	C	Performa Income Statement for a company using specific data set (Both using R and Excel); Using Histogram Tool to develop a frequency distribution for Credit Risk Analysis of a bank using specific data set (Both using R and Excel)
	<b>Unit 2</b>	<b>Business Analytics and Data Sets</b>
	A	Introduction to Business Analytics; Evolution and Applications
	B	Scope of Business Analytics (Descriptive, Predictive and Prescriptive); Tools for Business Analytics
	C	Data, Big Data and Data Sources; Data Reliability and Validity; Data Validation; Data Classification and Measurement Scales (Ordinal, Interval and Ratio)
	<b>Unit 3</b>	<b>Models in Business Analytics</b>
	A	Three Forms of a Model (Verbal, Visual and Mathematical); Decision Models: Assumptions, Uncertainty and Risks
	B	Prescriptive Decision Models (Deterministic, Stochastic); Problem Solving with analytics (Problem Recognition, Analysis, Decision and Implementation)
	C	Building Mathematical Model (e.g., Costing Model); Building a Prescriptive Pricing Model
	<b>Unit 4</b>	<b>Predictive Analytics</b>
	A	Modelling Relationships and Trends in Data; Common Mathematical Functions and Predictive Analytics
	B	Trendline and R <sup>2</sup> analysis; Simple Linear Regression, Multiple Regression
	C	Cluster Analysis; Agglomerative and Divisive Clustering; Modelling Price-Demand Function with Historical Data; Home Market Value Analysis using regression Clustering Colleges and Universities Data
	<b>Unit 5</b>	<b>Simulation and Risk Analysis</b>
	A	Introduction to Monte Carlo Simulation; Monte Carlo Simulation using Data Tables
	B	Monte Carlo Simulation Using Risk Solver Platform
	C	Simulations for New Product Development; Creating and Interpreting the Sensitivity Charts and the Overlay Charts
	Mode of examination	Practical

	Weightage Distribution	CA	MTE	ETE
		25%	-	75%
	Text book/s*	Business Analytics by James R Evans, Pearson Education “R In Action” by Robert I. Kickoff, Dramatic Press; Second edition		
	Other References	1. “Integrated Business Analytics Principles, Concepts and Applications: What, Why and How with SAS” By Marc J. Schneiderman’s, Dara G. Schneiderman’s Abd Christopher M. Starkey, Pearson Education 2. “Handbook of statistical analysis and data mining applications” By Gary Miner, Robert Nisbet, John Elder, Academic Press 3. Business Analytics: An Application Focus” by Purba Hlady Rao		

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<b>Programme: MBA Intg</b>		<b>Current Academic Year: 2024-2025</b>
<b>Branch:</b>		<b>Term: VII</b>
1	Course Code	MBA257
2	Course Title	Summer Training Report & Presentation
3	Credits	4
4	Contact Hours (L-T-P)	0-0-8
	Course Status	Compulsory
5	Course Objective	1. Introduce and Acquaint Students with the Concept and Significance of Summer Internship 2. Familiarize Students with functioning of various departments of organization where the students goes for the internship 3. Explain the basic Structure and Content of Summer Training Report
6	Course Outcomes	CO1: Understanding the basics of internship CO2: Applying the theoretical knowledge gain into the practical perspective CO3Examining the functioning of various departments of organization where the students goes for the internship CO4: Analyzing the internal and external factors affecting the business and taking the decision CO5: Hypothesizing the problem of the organization and reviewing it CO6: Solving the problem and writing the final internship report
7	Course Description	This course enables students to get practical knowledge of how to do a job, various functions of an organization and will enable them to appreciate the work/job environment.
8	Outline syllabus	
		<b>Guidelines for Summer Training Report</b>
		Every student has to do minimum <b>four to six weeks' mandatory summer internship</b> in any industry/ company. All students have to submit the <b>details of their summer internship to their respective faculty guides</b> and based on student's internship, all students need to prepare summer internship project report also, which will be evaluated for 100 marks (60 internal and 40 external)
		<b>Please consider the following points for the preparation of project report:</b>
	1.	Topic for Project Report <ul style="list-style-type: none"> <li>The selected topic should be problem oriented as well as product, market and industry specific.</li> <li>It must have the potential to make a significant research work of</li> </ul>



		<p>products or services in relation to the identified problem.</p> <ul style="list-style-type: none"> <li>It should pertain to original and individual work performance. Exactly same work will not be accepted from students. All the same reports will be cancelled and will result in zero marking for the students.</li> </ul>
	2.	<p><b>All students must have summer internship completion/experience certificate from the organization</b> they are joining. This certificate must be attached in the summer internship report.</p>
	3.	<p>The Report will consist of the following:</p> <ol style="list-style-type: none"> <li>Cover page on specified format</li> <li>Certificate from College, signed by the Faculty Supervisor</li> <li>Certificate from Summer Training Organization</li> <li>Preface</li> <li>Acknowledgement</li> <li>Table of Contents</li> <li>Suggested headings (You may incorporate more topics as per your learning) <ul style="list-style-type: none"> <li>About the summer training organization and the industry</li> <li>Work done in the company (Students' Profile in Company)</li> <li>Brief history of the organization</li> <li>Organizational structure</li> <li>Performance</li> <li>Products/services</li> <li>Competitors</li> <li>SWOT analysis</li> <li>Problems encountered</li> <li>Solutions / Recommended</li> <li>Key Learnings</li> </ul> </li> </ol>
	4.	<p>The average size of Report must be 30 - 40 A-4 pages, typed in Times New Roman font size 12, with 1.5 spacing. Chapter Headings and Major Headings must be in Font Size 16 and Sub Headings in Size 14. The margin should be 1-inch on top, right and bottom sides and 1.5-inch margin on left side.</p>
	5.	<p>The page numbering for the pages up to and including Table of Contents should be in Roman small numbers (i.e. i, ii, iii and so on). Thereafter, starting from Part 1, pages should be numbered as 1, 2, 3 and so on. Before submitting the report to the concerned faculty supervisor students are required to check the plagiarism of the report using Turnitin software i.e. less than 10%.</p>
	6.	<p>In Bibliography of References, detailed reference is required for each data source, whether it is a book, journal, magazine, newspaper, government publication or a website. The format of providing reference:  <u>Book</u></p>

		Baron Robert A., <i>Psychology</i> , Pearson Education, Fifth Edition, 2008 <u>Journal</u> Kahneman D and Tversky Amos., <i>Prospect Theory: An Analysis of Decision under Risk</i> , <i>Econometrica</i> , Volume 47, No. 2, 1979, Page 263 – 291 <u>Magazine</u> Money Today, October 30, 2008, <i>A Road Map to Retirement</i> , Pg 49 <u>Newspaper</u> Business Standard, 16 March 2009, <i>Regulation of Banks</i> , Pg 12 <u>Website</u> RBI Bulletin, March 2009, <a href="http://rbidocs.rbi.org.in/rdocs/Bulletin/PDFs/BUL0309.pdf">http://rbidocs.rbi.org.in/rdocs/Bulletin/PDFs/BUL0309.pdf</a>	
	Mode of examination	Practical/Viva	
	Assessment Criteria	Internal Evaluation	External Evaluation
		50%	50%

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<b>Program: MBA Intgd</b>		<b>Current Academic Year: 2024-2025</b>
<b>Branch:</b>		<b>Semester: VII</b>
1	Course Code	MBP 213
2	Course Title	Employability Skills Development-II
3	Credits	3
4	Contact Hours (L-T-P)	0-0-6
	Course Status	Compulsory
5	Course Objective	<p>The objectives are to:</p> <ol style="list-style-type: none"> <li>1. Enable students to understand themselves.</li> <li>2. Hone their employability skills.</li> <li>3. Develop professional attitude.</li> <li>4. Improve soft skills.</li> </ol>
6	Course Outcomes	<p>The students will be able to:</p> <p>CO1: Identify their strengths and weaknesses.</p> <p>CO2: Face job selection process.</p> <p>CO3: Work smoothly at workplace.</p> <p>CO4: Manage people effectively</p> <p>CO5: Enhance overall personality and professional Skills</p> <p>CO6: To enhance interview skills.</p>
7	Course Description	This course is designed to train students comprehensively in employability skills so that they could make their way in different business and corporate environments.
8	Outline Syllabus	
	<b>Unit 1</b>	<b>Self-Awareness</b> <b>BELLS (Building Essential Language and Life Skills)</b>
	A	Know Yourself, SWOT Analysis, Johari Window, Personality Test - DISC
	B	Self- Awareness, Goal Setting, Building Positive Attitude
	C	Enhancing L S R W (Listening Speaking Reading Writing)
	<b>Unit 2</b>	<b>Campus to Corporate</b>
	A	Resume and CV Writing
	B	Workplace communication
	C	Email Etiquette
	<b>Unit 3</b>	<b>Soft Skills</b>
	A	Mind Power, Attitude, Motivation, Time Management.
	B	Avoiding Arguments, Empathy vs. Sympathy, Critical Thinking
	C	Teamwork, Interpersonal Skills,

	<b>Unit 4</b>	<b>Group Discussion</b>		
	A	Dos and Don'ts, Art of Assertiveness, Constructive Criticism, Personal effectiveness.		
	B	GD rounds, assessment and feedback		
	C	GD rounds, assessment and feedback		
	<b>Unit 5</b>	<b>Interview Skills</b>		
	A	Frequently Asked Questions in Interviews		
	B	Mock Interviews		
	C	Grilling Interviews		
	Mode of examination	Practical		
	Weightage Distribution	CA	MTE	ETE
		25%	-	75%
	Text book/s*	News Papers, TV/Radio News etc.		
	Other References			

<b>School: SBS</b>		<b>Current Academic Year: 2024-2025</b>
1	Course Code	VAB101
2	Course Title	Prominent Indian Ethos and Their relevance in Management
3	Credits	N.A.
4	Contact Hours (L-T-P)	30
5	Course Type	Audit
6	Course Objective	<p>The objectives are:</p> <ol style="list-style-type: none"> <li>1.To make students understand basics of Indian ethos and values.</li> <li>2. To Acquaint students with rich Indian culture and values</li> <li>3. To make students realize their relevance in every sphere of life</li> <li>4. To enable students to inculcate positive life skills.</li> <li>5.Create good human beings with positive energy.</li> </ol>
7	Course Outcomes	<p>The students will be able to –</p> <p>CO1: Understand basics of Indian Ethos and values.</p> <p>CO2: Acquaint themselves with rich Indian culture and values.</p> <p>CO3: Comprehend their relevance in every sphere of life.</p> <p>CO4: Inculcate positive life skills.</p> <p>CO5: Turn out good human beings with positive energy.</p> <p>CO6: Feel proud of the cultural heritage of their country.</p>
8	Course Description	<p>Ethos and values are the best way to get connected with the society and to live a full life but, today these are fading. Globally values refer to spiritual, ethical and moral values. Ethical and moral values point to what is considered right or wrong as per the tenets of society; spiritual values relate to matters of the spirit or religious beliefs. These values act as the base for thoughts, actions, skills and behaviour and shape good character A human being has both -soul and body. There must be a harmonious development of these components of our personality because all parts are interconnected, interrelated and interdependent This course is designed to serve this purpose.</p>
9	Outline syllabus	
	<b>Unit 1</b>	<b>Introduction</b>
	A	What constitutes Indian Ethos?
	B	Introduction to Life lessons: family values, social values and Art of living life
	C	Need of Indian ethos and values
	<b>Unit 2</b>	<b>The Ramayana</b>
		Brief introduction to The Ramayan
	A	
	B	A few important incidents in the Ramayana
	C	Life Lessons from the Ramayana

	<b>Unit 3</b>	<b>The Gita</b>
	A	Brief Introduction to The Gita
	B	A few important points covered in The Gita
	C	Life lessons from The Gita
	<b>Unit 4</b>	<b>The Mahabharata</b>
	A	Brief introduction to The Mahabharata
	B	A few important incidents in the Mahabharata
	C	Life lessons from the Mahabharata
	<b>Unit 5</b>	<b>The Panchtantra</b>
	A	Introduction to The panchtantra
	B	Five stories from the Panchtantra
	C	Life lessons from The Panchtantra
10	Mode of examination	Practical/Viva/Project
11	Text book/s*	N M Khandelwal – <i>Indian Ethos &amp; Values for Management</i> -Himalayan Publishing
12	Other References	