



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

## **SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)**

### **Programme Handbook**

**(Programme Study and Evaluation Scheme)**

**Bachelor of Business Administration (Honours/Honours with Research) in  
Logistics and Supply Chain Management**

**Programme Code: 207**

### **FOUR YEAR UNDERGRADUATE PROGRAMME**

**As per National Education Policy 2020**

**(with effect from 2025-26session)**

**Approved in the 38th Meeting of Academic Council held on 28<sup>th</sup> June 2025**

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## 1.

At K.R Mangalam University, we believe in the transformative power of education. Our curriculum is designed to equip the learners with the knowledge, skills, and competencies necessary for success in their chosen fields and to prepare them for the challenges of the ever-evolving global landscape. The foundation of our curriculum is rooted in a Learning Outcomes-Based Curricular Framework (LOCF) that ensures that the programmes are designed with clear learning objectives in mind, guiding the teaching and learning process to facilitate learner's

growth and achievement. Our goal is to foster a holistic educational experience that not only imparts disciplinary knowledge but also nurtures critical thinking, problem-solving abilities, communication skills, and lifelong learning. The curriculum is aligned with the needs of the industry and the job market and is flexible enough to adapt to changing trends and technologies. It integrates cross-cutting issues relevant to professional ethics, gender, human values, environment and Sustainable Development Goals (SDGs). All academic programmes offered by the University focus on employability, entrepreneurship and skill development and their course syllabi are adequately revised to incorporate contemporary requirements based on feedback received from students, alumni, faculty, parents, employers, industry and academic experts. We are committed to implementing the National Education Policy (NEP) 2020 in its entirety, and to creating a more inclusive, holistic, and relevant education system that will prepare our students for the challenges of the 21st century. With the focus on Outcome-Based Education (OBE), our university is continuously evolving an innovative, flexible, and multidisciplinary curriculum, allowing students to explore a creative combination of credit-based courses in variegated disciplines along with value-addition courses, Indian Knowledge Systems, vocational courses, projects in community engagement and service, value education, environmental education, and acquiring skill sets, thereby designing their own learning trajectory.

In response to the evolving landscape of higher education and the dynamic demands of industry and society, the **School of Management and Commerce** remains deeply committed to academic excellence and the holistic development of its students. Recognizing the need for a more robust and future-ready education, the university has introduced an extended four-year undergraduate programme that goes beyond the traditional three-year model. This programme offers students a comprehensive and immersive learning experience in the domains of **management, business, finance, and commerce**.

Aligned with the vision of the **National Education Policy (NEP) 2020**, the curriculum places strong emphasis on foundational knowledge, skill development, ethical values, and the cultivation of professional abilities. The primary objective is to provide students with a deeper understanding of their discipline while enhancing their employability across diverse sectors.

Understanding that education is a lifelong journey, the four-year programme is designed not only to prepare students for successful careers but also to foster adaptability, innovation, and a commitment to lifelong learning in an ever-changing global business environment.

This **Programme Handbook** serves as a comprehensive guide, outlining the course structure, learning outcomes, subjects offered, and evaluation methodologies. Students are encouraged to use this handbook as a key resource throughout their academic journey at K.R. Mangalam University.

## **2.NEP-2020: Important features integrated in the curriculum**

K.R. Mangalam University has adopted the National Education Policy NEP-2020 to establish a holistic and multidisciplinary undergraduate education environment, aiming to equip our students for the demands of the 21<sup>st</sup> century. Following the guidelines of NEP-2020 regarding

curriculum structure and duration of the undergraduate programme, we now offer a Four-Year Undergraduate Programme with multiple entry and exit points, along with re-entry options, and relevant certifications.

- **UG Certificate** after completing 1 year (2 semesters with the required number of credits) of study, and an additional vocational course/internship of 4 credits during the summer vacation of the first year.
- **UG Diploma** after completing 2 years (4 semesters with the required number of credits) of study, and an additional vocational course/internship of 4 credits during the summer vacation of the second year.
- **Bachelor's Degree** after completing 3-year (6 semesters with the required number of credits) programme of study.
- **Bachelor's Degree (Honours)/Honours with Research** 4-year with the required number of credits after an eight semesters programme of study.

Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. Upon completing a research project in their major area(s) of study in the 4th year, a student will be awarded **bachelor's degree (Honours with Research)**.

The advantage of pursuing a 4-year bachelor's degree programme with Honours/Honours with Research is that the master's degree will be one year duration. Also, a 4-year degree programme will facilitate admission to foreign universities.

S. No.	Broad Categories of Courses	Minimum Credit Requirement for Four Year UG
1	Major (Core)	80
2	Minor	32
3	Multidisciplinary	09
4	Ability Enhancement Course (AEC)	08
5	Skill Enhancement Course (SEC)	09
6	Value-Added Course (VAC)	06-08
7	Summer Internship	02-04
8	Research Project/Dissertation	12
9	Total	160

## 2.1 Categories of Courses

- **Major:** The major would provide the opportunity for a student to pursue in-depth

study of a particular subject or discipline.

- **Minor:** Students will have the option to choose courses from disciplinary/interdisciplinary minors and skill-based courses. Students who take enough courses in a discipline or an interdisciplinary area of study other than the chosen major will qualify for a minor in that discipline or in the chosen interdisciplinary area of study.

*(Students have multiple minor streams to choose from. They can select one minor stream from the available options, which will be pursued for the entire duration of the programme.)*

- **Multidisciplinary (Open Elective):** These courses are intended to broaden intellectual experience and form part of liberal arts and science education. These introductory-level courses may be related to any of the broad disciplines given below:

- Natural and Physical Sciences
- Mathematics, Statistics, and Computer Applications
- Library, Information, and Media Sciences
- Commerce and Management
- Humanities and Social Sciences

*(A diverse array of Open Elective Courses, distributed across different semesters and aligned with the categories, is offered to the students. These courses enable students to expand their perspectives and gain a holistic understanding of various disciplines. Students can choose courses based on their areas of interest)*

- **Ability Enhancement Course (AEC):** Students are required to achieve competency in a Modern Indian Language (MIL) and in the English language with special emphasis on language and communication skills. The courses aim at enabling the students to acquire and demonstrate the core linguistic skills, including critical reading and expository and academic writing skills, that help students articulate their arguments and present their thinking clearly and coherently and recognize the importance of language as a mediator of knowledge and identity.
- **Skills Enhancement Courses (SEC):** These courses are aimed at imparting practical skills, hands-on training, soft skills, etc., to enhance the employability of students.
- **Value-Added Course (VAC):** The Value-Added Courses (VAC) are aimed at inculcating Humanistic, Ethical, Constitutional and Universal human values of truth, righteous conduct, peace, love, non-violence, scientific and technological advancements, global citizenship values and life-skills falling under below given categories:
  - Indian Knowledge system
  - Environmental Science/Education
  - Digital and Technological Solutions
  - Health & Wellness, Yoga education, Sports, and Fitness

- **Research Project / Dissertation:** Students choosing a 4-Year Bachelor's degree (Honours with Research) are required to take up research projects under the guidance of a faculty member. The students are expected to complete the Research Project in the eighth semester. The research outcomes of their project work may be published in peer-reviewed journals or may be presented in conferences /seminars or may be patented.

### **3.University Vision and Mission**

#### **3.1.1 Vision**

K.R. Mangalam University aspires to become an internationally recognized institution of higher learning through excellence in inter-disciplinary education, research, and innovation, preparing socially responsible life-long learners contributing to nation building.

#### **3.1.2 Mission**

- Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology
- Instill the notion of lifelong learning through stimulating research, Outcomes-based education, and innovative thinking
- Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries, and professional bodies.
- Enhance leadership qualities among the youth understanding ethical values and environmental realities

### **4. About the School of Management and Commerce**

The School of Management & Commerce takes pride in its professional and highly qualified intellectual capital and its faculty members. The school boasts of its modern infrastructure and the latest technology and resources in the field of General Management, Human Resources, Finance, Operations, Marketing, Information Technology, Economics, and International Business. The school aims at creating professionals who are committed to excellence in their personal and professional endeavours by adopting the best of industry practices with a keen focus on research, training, and consultancy programmes. The approach to pedagogy combines fieldwork, case studies, and instrumented feedback with a strong emphasis on concepts and theory.

#### **School Vision and Mission**

##### **4 .1 School Vision**

To be a Top Business School in India recognized Globally for Excellence and Innovation in Management Education and Research

#### **4.2 School Mission**

The mission of the Business School is to

- Nurture, Innovative and Ethical Leaders capable of managing change.
- Leverage Technology developing proficiency in students, enabling them to thrive in dynamic business models.
- Foster Research to advance the theory and practice of management.
- Develop compassionate and socially responsible business leaders.

#### **5.About the Programme**

The **BBA (Honours/Honours with Research) in Logistics and Supply Chain Management** curriculum is designed to equip students with the technical knowledge, industry-relevant skills, and professional mindset required to excel in the fast-paced and evolving business environment. This programme offers a comprehensive educational experience that integrates academic rigor with project-based and experiential learning.

Through a unique blend of classroom instruction and real-world exposure—including live projects, industry visits, expert guest lectures, panel discussions, role plays, business simulations, and management games—students gain practical insights and hands-on experience. The curriculum is further enriched with a strong industry interface, ensuring that graduates are well-prepared to meet the demands of global logistics and supply chain management and to thrive in future leadership roles.

#### **Definitions**

- **Programme Educational Objectives (PEOs)**

Programme Educational Objectives of a degree programme are the statements that describe the expected achievements of graduates in their career, and what the graduates are expected to perform and achieve during the first few years after graduation.

- **Programme Outcomes (POs)**

Programme Outcomes are statements that describe what the students are expected to know and would be able to do upon the graduation. These relate to the skills, knowledge, and behaviour that students acquire through the programme.

- **Programme Specific Outcomes (PSOs)**

Programme Specific Outcomes define what the students should be able to do at the time of graduation, and they are programme specific. There are two to four PSOs for a programme.

- **Credit**

Credit refers to a unit of contact hours/ tutorial hours per week or 02 hours of lab/ practical work per week

## **6.1 Programme Educational Objectives (PEO)**

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

PEO1: Lead teams in a dynamic business environment.

PEO2: Develop innovative solutions for dynamic business problems.

PEO3: Contribute to the advancement of management practices and theory by conducting research in the relevant discipline.

PEO4: Integrate sustainability & ethics in decision making ensuring inclusivity and compassion.

PEO5: Practice responsible global citizenship exhibiting environmental and social accountability.

PEO6: Exhibit skills and attitude to be a lifelong learner.

## **6.2 Programme Outcomes (PO)**

PO1: Apply conceptual, technical and technological skills to solve complex business problems.

PO2: Analyse business problems critically and design creative and innovative solutions.

PO3: Communicate effectively and negotiate to collaborate, coordinate and lead global and diverse teams.

PO4: Exhibit decision-making ability upholding universal human values, ethics, empathy, compassion and righteousness.

PO5: Practice responsible global citizenship by considering the social and environmental impact of business decisions.

PO6: Demonstrate entrepreneurial and intrapreneurial skills to start their own firms and work with ownership in organizations.

PO7: Imbibe lifelong learning skills for continuous improvement.

PO8: Contribute to management theory and practice by conducting pure and applied empirical research.



### 6.3 Programme Specific Outcomes (PSO)

PSO1: Applying conceptual knowledge of all functional areas of business management to real life business situations.

PSO2: Analysing business problems based on theoretical constructs.

PSO3: Communicating effectively to create build & lead teams.

PSO4: Evaluating alternative solutions and design creative and innovative product and process decisions.

PSO5: Displaying decision making abilities upholding ethics & universal human values.

PSO6: Exhibiting responsibility towards environment, society & governance in all decisions and processes.

PSO7: Demonstrating continuous improvement through lifelong learning.

### 6.4 Career Avenues

The **Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management** is thoughtfully designed to develop future-ready professionals equipped with technical expertise, strategic thinking, and leadership skills essential for navigating the complexities of global supply chains. The curriculum blends foundational business knowledge with specialized training in logistics, operations, procurement, and distribution management.

Students benefit from an immersive learning experience that combines academic depth with practical exposure through project-based learning, industry internships, and real-time case studies. Enrichment activities such as industrial visits, expert talks, simulations, role plays, and supply chain labs provide critical insights into the real-world functioning of logistics and supply networks.

This comprehensive approach ensures that graduates are not only academically sound but also well-prepared to take on key roles in the logistics and supply chain sector, both in India and globally.

### 6.5 Duration

Name of the Programme	Duration
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Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management	4 Year's (8 Semesters)
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## 6.6 Criteria for award of certificates and degree:

Undergraduate Certificate	49 Credits and an additional vocational course/internship of 4 credits to be covered within 6-8 weeks
Undergraduate Diploma	99 Credits and an additional vocational course/internship of 4 credits to be covered within 6-8 weeks during the summer vacation of the second year
Bachelor of Business Administration	138 Credits
Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management	173 Credits

## 6.6 Eligibility criteria:

Candidates must have completed their 10+2 education from a recognized educational board or equivalent with a minimum of 50% marks in aggregate. The reservation and relaxation for SC/ST/OBC/PWD and other categories shall be as per the rules of central/state government, whichever is applicable.

## 7. Student's Structured Learning Experience from Entry to Exit in the Programme

### 7.1 Education Philosophy and Purpose:

#### Learn to Earn Living:

At KRMU we believe in equipping students with the skills, knowledge, and qualifications necessary to succeed in the job market and achieve financial stability. All the programmes are tailored to meet industry demands, preparing students to enter specific careers and contributing to economic development.

#### Learn to Live:

The university believes in the holistic development of learners, fostering sensitivity towards society, and promoting a social and emotional understanding of the world. Our aim is to nurture well-rounded individuals who can contribute meaningfully to society, lead fulfilling lives, and engage with the complexities of human experience.

## **7.2 University Education Objective: Focus on Employability and Entrepreneurship through Holistic Education using Bloom's Taxonomy**

By targeting all levels of Bloom's Taxonomy—remembering, understanding, applying, analyzing, evaluating, and creating—students are equipped with the knowledge, skills, and attitudes necessary for the workforce and entrepreneurial success. At KRMU we emphasize learners critical thinking, problem-solving, and innovation, ensuring application of theoretical knowledge in practical settings. This approach nurtures adaptability, creativity, and ethical decision-making, enabling graduates to excel in diverse professional environments and to innovate in entrepreneurial endeavors, contributing to economic growth and societal well-being.

## **7.3 Importance of Structured Learning Experience:**

A **Structured Learning Experience (SLE)** plays a pivotal role in ensuring effective education for students in commerce and management disciplines. It offers a systematic and organized approach that supports the progressive development of both conceptual understanding and practical skills. Through a clearly articulated curriculum—blending a variety of teaching-learning methods and evidence-based assessment strategies—students are empowered to master foundational concepts before moving on to more advanced business applications. This model not only deepens subject knowledge but also promotes analytical and critical thinking by connecting theory with real-world business challenges.

At **K.R. Mangalam University**, the SLE is designed as a comprehensive learning process that merges academic instruction with experiential learning opportunities. Students engage in two main components:

- **Inside the Classroom:** Activities include lectures, interactive discussions, case study analysis, presentations of research papers, data interpretation exercises, and structured debates on economic theories and business strategies.
- **Outside the Classroom:** Learning is extended beyond the classroom through industry visits, community engagement, seminars, field surveys, and **workshops on business analytics, Excel modelling, and financial tools**, giving students hands-on exposure to practical business environments.

A strong emphasis is placed on **Project-Based Learning (PBL)**, where students work on individual and group projects that involve real-time problem solving, market research, and data-driven decision-making. These projects enhance critical thinking, collaboration, and application of theoretical knowledge in practical contexts—key skills for future professionals.

Educational planning under this framework addresses **what** students will learn, **when** it will be taught, and **how** it will be delivered and assessed. In the **Four-Year Undergraduate Programme** for commerce and management, the curriculum combines rigorous core subjects (e.g., Accounting, Finance, Marketing, Organizational Behaviour) with flexible minors in areas such as Data Science, Human Resource Management, Psychology, Media Studies, and International Business.

To enhance employability, students undertake practical skill-building courses in **Microsoft Excel, Digital Marketing, and Entrepreneurship**. Furthermore, their personal and professional development is strengthened through **Ability Enhancement Courses (AECs)** and **Value-Added Courses (VACs)**, focusing on communication, leadership, ethics, and life skills.

#### **Assessment and Learning Methodologies:**

- **Course Planning:** Assessment methods and timelines are planned at the beginning of the semester and aligned with course learning outcomes.
- **Transparent Communication:** Faculty clearly communicates rubrics, submission formats, and deadlines to ensure fairness and clarity.
- **Mid-Semester Review:** Student feedback is actively collected and integrated into teaching strategies to improve learning outcomes.
- **Continuous Assessment:** Students are assessed through a blend of projects, presentations, essays, quizzes, participation, and case studies—ensuring a well-rounded evaluation process.
- **End-of-Course Evaluation:** Teaching and assessment methods are reviewed based on feedback and student performance, informing future course design.

### **7.4. Academic and Career Support Services for Commerce and Management Students**

#### **7.4.1. Academic Support System**

The School of Management and Commerce offers comprehensive academic support to help students meet their educational and professional goals. Key components include:

- **Mentoring and Academic Guidance:** Faculty members serve as academic mentors, offering personalized guidance on coursework, projects, internships, and career planning. One-on-one meetings help students address academic challenges and develop long-term strategies for success.
- **Skill-Based Tutorials and Workshops:** Special sessions are conducted to strengthen conceptual understanding in core areas such as quantitative techniques, business statistics, accounting, marketing analytics, and strategic management. These workshops emphasize real-world application and hands-on learning.
- **Peer Learning and Discussion Forums:** Students are encouraged to collaborate through peer-led study circles and group discussions. These platforms enhance critical thinking, problem-solving, and the practical application of theories to business scenarios.
- **Access to Learning Resources:** Through the Learning Management System (LMS) – Moodle, students access a rich repository of learning materials including textbooks, e-resources, industry reports, academic journals, and multimedia content for independent and group learning.
- **Focus on Research and Analytics:** Students are guided in research methodology, data analytics, and the use of tools such as MS Excel, SPSS, and Power BI to develop strong research capabilities. This foundation prepares them for higher education, consulting roles, and industry research projects.

- **Soft Skills and Career Preparedness:** The Career Development Centre (CDC) collaborates with faculty to deliver workshops on résumé writing, group discussions, interview preparation, corporate etiquette, and entrepreneurship. These initiatives bridge the gap between academic knowledge and employability.
- **Ongoing Evaluation and Feedback:** Regular quizzes, assignments, mock exams, and performance reviews ensure students receive constructive feedback for continuous improvement.

#### 7.4.2. Addressing Diverse Learning Needs: Slow and Advanced Learners

- **Identification:** A structured assessment system is used to identify slow learners (scoring  $\leq 55\%$  in internals) and advanced learners (scoring  $\geq 80\%$ ). Performance is monitored throughout the semester to implement targeted support.
- **Support for Slow Learners:** Tailored remedial classes, concept-reinforcement tutorials, digital learning tools, and peer mentoring help students improve their academic performance.
- **Opportunities for Advanced Learners:** Students with advanced capabilities are encouraged to engage in faculty-led research, develop business models or prototypes, and present their work at national and international conferences.

#### 7.4.3. Digital and Online Learning Support

Faculty members utilize **Learning Management Systems (LMS)** and digital tools to ensure effective communication, resource sharing, and real-time feedback. Online learning is enhanced through multimedia content, simulations, case-based learning, virtual labs, and interactive quizzes to support blended and flipped classroom models.

#### 7.4.4. Student Development & Wellness Services

##### A. Mentor-Mentee Program

This program fosters close guidance relationships between faculty mentors and students. It aims to:

- Support students' academic, personal, and career growth.
- Encourage regular mentor-mentee meetings to review academic progress and goals.
- Create student groups under assigned mentors who maintain records, monitor progress, and submit reports to the Dean for review.

Mentees are expected to set goals, take initiative, communicate openly, and seek guidance proactively ensuring a two-way relationship that promotes success.

##### B. Counselling and Wellness Services

The **Counselling and Mental Wellness Centre** at K.R. Mangalam University offers dedicated emotional and psychological support to both students and staff. The aim is to cultivate a healthy, inclusive, and growth-focused environment. Services include:

- **Individual Counselling:** Confidential sessions to address academic, personal, or emotional challenges.
- **Group Counselling:** Peer support groups dealing with shared concerns to promote empathy and collective well-being.
- **Workshops & Seminars:** Interactive events on stress management, emotional resilience, time management, study habits, and personal development.
- **Crisis Intervention:** Immediate support is available for students facing critical or emergency situations, ensuring safety and care.

These integrated academic and wellness initiatives aim to create a holistic learning environment where commerce and management students thrive intellectually, emotionally, and professionally.

### C. Career Services and Industry Readiness

The **Career Development Centre (CDC)** at K.R. Mangalam University plays a pivotal role in preparing *Management and Commerce* students for the professional world. The centre provides personalized support for internships, placements, skill-building, and career exploration.

Acting as a bridge between students and the industry, the CDC ensures that learners are equipped with the right competencies through real-world exposure and expert-led training.

#### Key Support Areas:

- **Internships** with reputed companies to gain hands-on experience.
- **Placement assistance** across diverse sectors including finance, marketing, analytics, HR, and entrepreneurship.
- **Career Counselling & Industry Guidance** through personalized sessions.
- **Seminars & Skill Workshops** with top industry leaders and recruiters.
- **Training and Development Programs** focused on resume building, mock interviews, aptitude, and soft skills.
- **Project-Based Learning (PBL)** to integrate classroom learning with industry application.
- **Corporate Connects and Industry Interface** via industrial visits, guest lectures, and live case discussions.

### D. Academic Assessment and Evaluation

#### ➤ Evaluation Scheme

Assessment Components	New Scheme
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Internal Assessment	Marks
I. Continuous Assessment	40 Marks: Assessment I: 20–25 Marks components is: Project-Based Learning:  Assessment. II: 15-20 Marks Components are: Quizzes/Assignments/Essays/Presentations/Participation/Case Studies/Reflective Journals: (minimum five components)-
II. Mid-Term Examination	20 Marks
External Assessment-End Term Examination (Theory) 40 Marks	

### ➤ Grading and Credit System:

The evaluation system for *Commerce and Management* programs is designed to ensure comprehensive learning and consistent academic progress.

- The academic year is divided into Odd and Even Semesters.
- The medium of instruction is English.
- Letter Grades are assigned based on total marks obtained in each course. Below is the grading scale:

Marks Range (%)	Grade	Grade Point	Performance Description
> 90%	O	10.0	Outstanding
81–90%	A+	9.0	Excellent
71–80%	A	8.0	Very Good
61–70%	B+	7.0	Good
56–60%	B	6.0	Above Average
51–55%	C	5.5	Average
41–50%	P	5.0	Pass
≤ 40%	F	0	Fail
-	AB	0	Absent

Note: A student passes the course if they earn **A, B+, B, C, or P** grades.

## E. Continuous Feedback and Learning Improvement

The teaching-learning process is outcome-based and continuously monitored for effectiveness. Each **Course Outcome (CO)** is assessed through diverse methods such as class tests, assignments, presentations, and projects. Gaps between desired and actual outcomes are identified and addressed in the following semester using:

- Personalized academic interventions
- Remedial sessions and bridge courses
- Faculty mentoring and peer learning initiatives

## F. Academic Integrity and Ethical Learning

Academic integrity is a fundamental value at K.R. Mangalam University and is crucial in Commerce and Management education. It promotes original thinking, fair assessment, and professional ethics.

### Objectives:

- Foster awareness about **plagiarism**, ethical research practices, and responsible academic conduct.
- Incorporate **training sessions** on citation styles, research ethics, and originality in coursework.
- Implement strict **plagiarism-check protocols** using digital tools.
- Ensure submission of **student undertakings** and **faculty certifications** for originality.
- Archive student dissertations on **Shod Ganga** and institutional repositories.

### Anti-Plagiarism Practices Include:

- Use of software to check all research outputs.
- Mandatory originality declaration from students.
- Supervisor verification of plagiarism compliance.
- Hosting of final research on **INFLIBNET** and university platforms.

These well-structured academic and professional development initiatives at the **School of Management and Commerce, K.R. Mangalam University** ensure that students are equipped with industry-relevant skills, a strong ethical foundation, and critical thinking abilities. Graduates emerge as competent professionals, ready to make meaningful contributions to both the corporate sector and society at large.

## Scheme of studies

Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management Semester-I								
S. No.	Category of Course	Course Code	Course	L	T	P	C	Multiple Entry and Exit
1	Major -I	<a href="#">MCBBAAG101</a>	Business Statistics	3	0	0	3	
2	Major -II	<a href="#">MCBBAG102</a>	Financial Accounting and Reporting	3	0	0	3	
3	Major - III	<a href="#">MCBBAG103</a>	Microeconomics	3	0	0	3	
4	Major - IV	<a href="#">MCBBAG104</a>	Principles of Management	3	0	0	3	



5	Major -V	<a href="#">MCBBAG105</a>	Fundamentals of Marketing	3	0	0	3	
6	Major - VI	<a href="#">MCBBAG106</a>	Operation Management	3	0	0	3	
7	SEC- I		E-Commerce	2	0	2	3	
8	VAC- I		Environmental Studies	0	0	0	2	
Total				20	0	2	23	
Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management Semester-II								Award: UG Certificate [after completing 1 year of study (2 semesters with 49 credits as prescribed), and an additional vocational course/internship of 4 credits during the summer vacation of the first year]
S. No.	Category of Course	Course Code	Course	L	T	P	C	
1	Major - VII	<a href="#">MCBBAG201</a>	Individual and Organisational Behaviour	3	0	0	3	
2	Major VIII	<a href="#">MCBBAG202</a>	Cost and Management Accounting	3	0	0	3	
3	Major- IX	<a href="#">MCBBSC201</a>	Fundamentals of Logistics Management	3	0	0	3	
4	Minor -I		Prompt Engineering with Gen AI	4	0	0	4	
5	Minor -II		Business Intelligence with Power BI	4	0	0	4	
6	OE -I		Open Elective	3	0	0	3	
7	SEC II		Introduction to PowerPoint and MS Excel	2	0	2	3	
8	VAC- II		MOOC	0	0	0	2	
9			Club/Society	0	1	0	1	
Total				22	1	2	26	
Summer Internship-I								
Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management Semester-III								
S. No.	Category of Course	Course Code	Course Title	L	T	P	C	Multiple Entry and Exit

1	Major -X	<a href="#">MCBBSC301</a>	Technology-driven Supply Chain and Logistics	3	0	0	3	Award: UG Diploma [after completing 2 year of study (4 semesters with 99 credits as prescribed), and an additional vocational course/internship of 4 credits during the summer vacation of the first year
2	Major - XI	<a href="#">MCBBSC302</a>	Fundamentals of SCM	3	0	0	3	
3	Major - XII	<a href="#">MCBBSC303</a>	Forecasting and Inventory Management	3	0	0	3	
4	Minor- III		Cloud Computing with Azure	4	0	0	4	
5	AEC- I		Comprehensive Placement Preparation Program	2	0	0	2	
6	OE- II		Open Elective	3	0	0	3	
7	SEC- III		Advanced Excel	0	0	4	2	
8	VAC -III		Value Added Course	2	0	0	2	
9	INT I	MCBBIN301	Summer Internship Project Report / International Immersion	0	0	0	2	
10			Community Service	0	1	0	1	
Total				20	1	4	25	
<b>Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management Semester-IV</b>								
S. No.	Category of Course	Course Code	Course	L	T	P	C	
1	Major- XIII	<a href="#">MCBBAG451</a>	Research Methods for Business	2	0	2	3	
2	Major - XIV	<a href="#">MCBMHS202</a>	Introduction to Financial Management	3	0	0	3	
3	Major - XV	<a href="#">MCBBAG401</a>	Business Laws	3	0	0	3	
4	Major - XVI	<a href="#">MCBBSC401</a>	Warehouse Operations and Management	3	0	0	3	

5	Minor-IV		Database Management using SQL	4	0	0	4	
6	AEC- II		Self-Awareness	2	0	0	2	
7	AEC III		Arithmetic and Reasoning Skills	2	0	0	2	
8	OE -III		Open Elective	3	0	0	3	
9	SEC- IV		Data Storytelling Using Tableau	0	0	4	2	
			Total	22	0	6	25	
	<b>**Workshop on Cyber Security for 15 hours</b>							
Summer Internship II								
<b>Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management</b>								
<b>Semester-V</b>								
S. No.	Category of Course	Course Code	Course Title	L	T	P	C	Multiple Entry and Exit
1	Major - XVII	<a href="#">MCBBAG501</a>	International Business	3	0	0	3	
2	Major- XVIII	<a href="#">MCBBAG502</a>	Fundamentals of Strategy	3	0	0	3	
3	Major- XIX	<a href="#">MCBBSC551</a>	Supply Chain Analytics	2	0	2	3	
4	Major - XX	<a href="#">MCBBSC502</a>	Basics of Commercial Geography	3	0	0	3	
5	Major - XXI	<a href="#">MCBBSC503</a>	Supply Chain Modelling and Design	2	0	2	3	
6	Minor -V		Project Management Using Asana and Trello	4	0	0	4	
7	Minor- VI		Web Automation and Scraping with Python	4	0	0	4	
8	AEC -III		Managing People and Organizations	2	0	0	2	
9	INT II	MCBBIN501	Summer Internship II / Research Project II	0	0	0	2	
Total				23	0	4	27	

Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management								Award: Bachelor's Degree [after completing 3-year of study (6 semesters with 138 credits as prescribed)]
Semester-VI								
S. No.	Category of Course	Course Code	Course	L	T	P	C	
1	INT III	MCBBPR603	On the Job Training	0	0	0	12	Entry The student who took exit after completion of two years of study (UG Diploma) are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.
Total				0	0	0	12	

Bachelor of Business Administration (Honours/Honours with Research) in Logistics and Supply Chain Management								
Semester-VII								
S. No.	Category of Course	Course Code	Course	L	T	P	C	Multiple Entry
1	Major XXII	<a href="#">MCBBAG701</a>	Geo-Political Implications on Business	3	0	0	3	
2	Major XXIII	<a href="#">MCBBSC751</a>	E-Commerce Operations	2	0	2	3	
3	Major XXIV	<a href="#">MCBBSC701</a>	GST and Logistics Documentation	3	0	0	3	
4	Major XXV	<a href="#">MCBBAG511</a>	International Trade Laws	3	0	0	3	
5	Minor VII		Agentic AI in Python	3	0	2	4	
Total				15	0	2	16	

Bachelor of Business Administration (Honours with Research) in Logistics and Supply Chain Management								Award: Bachelor's Degree with research [after completing 4-year of study (8 semesters with 173 credits as prescribed)  Entry The student who took exit after completion of three years of study (UG degree) is allowed to re-enter the degree programme maximum within three years and complete the degree programme within the stipulated maximum period of seven years.
Semester-VIII								
1	Major XXVI -	MCBBDR801	Dissertation	0	0	0	12	
2	Major-XXVII	<a href="#">MCBBAG301</a>	Economic Environment and Policy	3	0	0	3	
3	Minor VIII -		Blockchain	3	0	2	4	
Total				07	0	0	19	
Bachelor of Business Administration (Honours) in Logistics and Supply Chain Management								
Semester-VIII								
1	Major XXVI -	<a href="#">MCBBAG801</a>	Business Negotiations	4	0	0	4	
2	Major XXVII -	<a href="#">MCBBAG802</a>	Organisation Design & Development	4	0	0	4	
3	Major XXVIII -	MCBBAG803	Transformational Leadership	4	0	0	4	
4	Major XXIX -	<a href="#">MCBBAG301</a>	Economic Environment and Policy	3	0	0	3	
5	Minor -VIII		Blockchain	4	0	0	4	
Total				19	0	0	19	

**Minor Streams:**

**Bachelor of Business Administration (Honors/Honors with Research) in Logistics and Supply Chain Management**

Minor Stream - Information Technology							
S.n o.	Semester	Course Code	Course Title	L	T	P	C
1	I		Prompt Engineering with Gen AI	3	0	2	4
2	II		Business Intelligence with Power BI	3	0	2	4
3	III		Cloud Computing with Azure	3	0	2	4
4	IV		Database Management using SQL	3	0	2	4
5	V		Project Management Using Asana and Trello	3	0	2	4
6	VI		Web Automation and Scraping with Python	3	0	2	4
7	VII		Agentic AI in Python	3	0	2	4
8	VIII		Blockchain	3	0	2	4

SEMESTER I						
Course Code: MCBBAAG101	Course Title: Business Statistics	L	T	P	C	
Version	1	3	0	0	3	
Category of Course	Major I					
Total Contact Hours	45					
Pre-Requisites/Co-Requisites	Basics of Mathematics and Statistics					

### Course Perspective

The course Business Statistics provides a comprehensive understanding of data analysis techniques essential in finance and economics. It begins with descriptive analysis, covering data types, central tendency measures, dispersion, and data visualization techniques such as histograms and box plots. It progresses to correlation and regression analysis, highlighting their significance and applications in financial modelling. The course also delves into probability and random variables, explaining distributions like binomial, Poisson, and normal. Finally, it introduces estimation and hypothesis testing, including confidence intervals, parametric and non-parametric tests, and error types, equipping students with statistical tools for decision-making in finance and research.

### Course Outcomes

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the basic concepts of statistics and the measurement of central tendency and dispersion. Also understand the data visualization and presentation.	L2
CO2	<b>Applying</b> probability concepts and various data distributions to solve business-related problems.	L3
CO3	<b>Analyzing</b> statistical data using techniques such as hypothesis testing and regression analysis to inform business decisions in the field of business management.	L4
CO4	<b>Evaluating</b> different statistical models to assess their effectiveness in forecasting and decision-making processes	L5
CO5	<b>Creating</b> data-driven strategies based on statistical analysis for optimizing business operations and decision-making in business management.	L6

## Course Content

<b>Unit I</b>	<b>Data and Types of Descriptive Analysis</b>	<b>12 Hours</b>
Attributes and variables, Scales of measurement: nominal, ordinal, interval and ratio, Quantitative and Qualitative Data, Measures of Central Value: Mean, Median, Mode, Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Moments, Skewness, Kurtosis. Visualization of Data: Histograms, Stem and Leaf Plots, Five Number Summary and Box Plots. Introduction to Big Data: Characteristics and Stages, Application of Central tendency and Variance Measures in Finance and Economics.		
<b>Unit II</b>	<b>Correlation and Regression Analysis</b>	<b>10 Hours</b>
Correlation Analysis: Meaning and significance. Correlation and Causation, Types of Correlation, Methods of studying Simple correlation – Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient. Regression Analysis: Meaning and significance, Regression vs. Correlation, Simple Regression model: Linear Regression, R-square and MSE in Regression, Geometric Interpretation of Regression., Application of Correlation and Regression in Finance and Economics		
<b>Unit III</b>	<b>Random Variable Analysis</b>	<b>10 Hours</b>
Probability: Meaning and types, Conditional probability, Bayes' theorem, Random Variable: discrete and continuous. Probability Distribution: This means the characteristics (Expectation and variance) of Binomial, Poisson, Exponential and Normal distribution, z-score, Chebyshev and empirical rule, and Central limit theorem.		
<b>Unit IV</b>	<b>Introduction to Estimation and Hypothesis Testing</b>	<b>13 Hours</b>
Estimation: Point and Interval estimation of population mean, Confidence intervals for the parameters of a normal distribution (one sample only), Hypothesis Testing: Null and Alternate Hypothesis, Parametric and Non-Parametric tests, One Tail and Two tail tests, Chi-Square test, Level of Significance, Type I and Type II error, Test of hypothesis concerning Mean: z-test & t-test.		

## Learning Experience

The course will employ diverse teaching methods to enhance student engagement and learning. Interactive lectures, incorporating presentations and Q&A sessions, will facilitate a deeper understanding of core concepts while maintaining active student participation. Hands-on learning through practical exercises will reinforce theoretical knowledge. To simplify complex ideas, real-world cases will be adapted and discussed, making the content more relatable. Digital media resources such as video tutorials and podcasts will cater to various learning styles, and a Learning Management System (LMS) will be used to share course materials and assignments. Continuous and formative assessments, including quizzes and class discussions, will provide timely feedback on student progress. Additionally, the course instructor will offer extra support and feedback during scheduled office hours to address individual learning needs. Together, these strategies will ensure a comprehensive and engaging learning experience.



### Textbooks

1. Levin, R. and Rubin, D., Statistics for Management, Pearson India.

### Suggested Readings

1. Keller, G., Statistics for Management and Economics, Cengage Learning, New Delhi.
2. Stine, R. and Foster, D., Statistics for Business (Decision making and Analysis). Pearson India.
3. Levine, D., Stephan, D., & Szabat, K., Statistics for Managers using MS Excel, Pearson India.

### Open Educational Resources (OER)

*NPTEL, Swayam, Course Era*

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER I						
<b>Course</b> <b>MCBBAG102</b>	<b>Code:</b>	<b>Course Title: Financial Accounting and Reporting</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Category of Course</b>		<b>Major II</b>				
<b>Total Contact Hours</b>		<b>45</b>				
<b>Pre-Requisites/ Co-Requisites</b>		<b>Basic knowledge of financial accounting</b>				

### Course Perspective

This course provides a comprehensive introduction to the principles and practices of financial accounting. Students will gain a solid foundation in basic accounting concepts, the recording and reporting of business transactions, depreciation and inventory valuation, and accounting for non-profit organizations. Contemporary issues in accounting will also be explored, equipping students with the knowledge to navigate both traditional and modern accounting challenges.

### Course Outcomes:

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the concept and standards of financial accounting.	L2
CO2	<b>Applying</b> accounting process from recording of transactions to preparation of final accounts.	L3
CO3	<b>Applying</b> the various methods of depreciation and inventory costing and control as well as their reporting process.	L3
CO4	<b>Analysing</b> the financial statement and the cash flow of a company.	L4
CO5	<b>Evaluating</b> contemporary issues in accounting and integrate these advanced concepts into practical and theoretical accounting frameworks.	L5

### Course Content

<b>Unit I:</b>	<b>Basic Concepts of Accounting &amp; Framework</b>	<b>12 Hours</b>
Basics of Accounting, Financial accounting principles: Meaning and need; Concepts and Conventions of Accounting, Accounting Systems, Measurement of Business income, Revenue recognition, Introduction to Generally Accepted Accounting Principles (GAAP), Accounting standards: Overview of IAS, IFRS. AS and Ind AS.		
<b>Unit II</b>	<b>Recording of Business Transaction &amp; Preparation of Final Accounts</b>	<b>12 Hours</b>
Accounting Process: Recording of a business transaction, ledgers, preparation of vouchers and Trial Balance, Rectification of Errors, Preparation of Final Accounts: Profit and Loss Account, Balance Sheet with adjustments, Cash Flow Statement.		
<b>Unit III</b>	<b>Depreciation Accounting &amp; Inventory Valuation</b>	<b>12 Hours</b>
Accounting for Depreciation- Concepts, Methods and Calculation, Changes in depreciation methods and impact on measurement of business income. Inventory valuation through Accounting Standards: LIFO, FIFO, Weighted Average Method, Introduction of Capital and revenue expenditures, Capital and Revenue Receipts, Provisions and Reserves & Deferred Revenue Expenditure.		
<b>Unit IV</b>	<b>Non-Profit Organization Accounting &amp; Contemporary issues</b>	<b>9 Hours</b>
Non-Profit Organization Accounting: Basic Concepts, Treatment of Subscription and Preparation of Receipts & Payment Accounts and Balance Sheet. Introduction to Contemporary issues in Accounting – Human Resource Accounting, Inflation Accounting, Business Responsibility & Sustainability Reporting (BRSR), Green Washing, Accounting for CSR		

**Learning Experience:** The learning experience will include interactive lectures with real-world examples to make accounting concepts engaging. Students will gain hands-on practice through practical exercises and accounting software tools. Group activities and case studies will enhance collaborative problem-solving skills. Regular quizzes and assignments will reinforce learning, while guest lectures from industry experts will provide current insights. Opportunities for self-reflection and feedback will help students assess their progress and improve their understanding.

#### **Textbooks**

1. R. Narayanaswamy. "Financial Accounting: A Managerial Perspective", PHI Learning Pvt. Ltd.
2. Maheshwari, S. N. Financial Accounting. 6th ed., Vikas Publishing House

#### **Reference Books**

1. Anthony, R. N., Hawkins, D. F., & Merchant, K. A. Accounting: Text and Cases (13th ed.). McGraw-Hill Education.

2. Grewal, T. S. Double Entry Book Keeping: Financial Accounting for Class 12. Sultan Chand & Sons.
3. Monga, J. R. Financial Accounting: Concepts and Applications. Mayur Paperback.

### **Open Educational Resources (OER)**

1. OpenStax Financial Accounting Textbook
2. MIT OCW Financial Accounting Course
3. Coursera Financial Accounting Course
4. Saylor Academy Financial Accounting Course

### **Evaluation Scheme**

<b>Evaluation Components</b>	<b>Weightage</b>
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER I						
<b>Course</b> <b>MCBBAG103</b>	<b>Code:</b>	<b>Course Title: Micro Economics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Category of Course</b>	Major					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/</b> <b>Co-Requisites</b>	<b>Basic knowledge of Micro Economics</b>					

### Course Perspective

This microeconomics course aims to equip students with a comprehensive understanding of microeconomic principles and their practical applications in business contexts. By delving into core concepts such as opportunity costs, time value of money, consumer behaviour, and demand elasticity, students will develop the analytical skills needed to assess market behaviours and make informed decisions. The course emphasizes the importance of production theories, cost analysis, and pricing strategies across various market structures, fostering strategic decision-making and problem-solving abilities. Through an in-depth exploration of market dynamics and economic factors, students will gain insights into the forces that drive business performance and sustainability. Ultimately, this course prepares students to apply microeconomic theories to real-world challenges, enhancing their ability to contribute effectively to organizational success and economic development.

### Course Outcomes:

After completion of the course, the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the concept of Micro Economics.	L2
CO2	<b>Applying</b> consumer behavior theories to evaluate demand and consumer choices.	L3
CO3	<b>Analyzing</b> production theory and differentiating between short-run and long-run production scenarios.	L4
CO4	<b>Evaluating</b> cost concepts and developing pricing strategies for various market structures.	L5

CO5	<b>Evaluating</b> demand forecasting methodologies and elasticity measures to enhance strategic planning.	L5
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### Course Content

<b>Unit I</b>	<b>Introduction</b>	<b>8 Hours</b>
Scope of Microeconomics. Analysis of the relevance and practical application of Microeconomics in organizational contexts. Comparative study of Individual vs. Aggregate Economic Analysis. In-depth examination of Opportunity Costs, Time Value of Money, Marginal Analysis, Instrumentalism, Market forces, and Equilibrium states.		
<b>Unit II</b>	<b>Advanced Consumer Behavior and Demand Analysis</b>	<b>10 Hours</b>
<b>Cardinal Utility Theory:</b> Detailed exploration of Diminishing Marginal Utility and the Law of Equi-Marginal Utility. <b>Ordinal Utility Theory:</b> Comprehensive analysis of Indifference Curves, Marginal Rate of Substitution, Budget Constraints, and Consumer Equilibrium. Rigorous study of Demand Theory, Law of Demand, Distinction between Movements along and Shifts in the Demand Curve. Measurement methodologies for Elasticity of Demand, encompassing Income, Cross, Advertising, and Expectation Elasticities. Strategic Demand Forecasting: Objectives, necessity, and advanced methodologies (overview).		
<b>Unit III</b>	<b>Production Theory</b>	<b>12 Hours</b>
Conceptual and analytical frameworks of Production, including Factors of Production and Production Functions. Differentiation between Fixed and Variable Inputs. Detailed analysis of the Law of Variable Proportions in the short run, and the Law of Returns to Scale in the long run, utilizing Isoquant and Isocost analysis.		
<b>Unit IV</b>	<b>Cost Analysis and Pricing Strategy</b>	<b>15 Hours</b>
In-depth exploration of Cost concepts and Cost Functions, including Short Run and Long Run Cost analyses. Examination of Economies and Diseconomies of Scope and Scale. Explicit and Implicit Costs, and Private and Social Costs. Advanced Pricing Strategies in various market structures: Perfect Competition, Monopoly.		

**Learning Experience:** The learning experience in this Microeconomics course is designed to be engaging and participatory, enabling students to actively interact with the material and apply their knowledge in practical situations. Instruction will blend lectures with interactive discussions, case studies, and problem-solving exercises. Students will participate in hands-on learning through assignments that require them to apply microeconomic concepts to analyze real-world scenarios, assess consumer behavior, and evaluate production functions. Group activities and peer reviews will encourage collaboration, allowing students to learn from one another and deepen their understanding. Assessments will include quizzes, case study analyses, and project-based assignments, providing a comprehensive evaluation of student progress. The course instructor will offer additional support and feedback, fostering an environment where students feel comfortable seeking help. This approach will ensure that students grasp microeconomic theories and effectively apply them in their future endeavors.

### Textbooks

1. Principles of Microeconomics, 22e, H L Ahuja, S.Chand Publishing (2022 edition)
2. Principles of Economics, N.Georgy Mankiw, South-Western; 3rd edition (1 March 2003)
3. Dwivedi, D.N.; Managerial Economics, Vikas Publishing House.

### Suggested Readings

1. Mehta, P. L.; Managerial Economics, Sultan Chand & Sons.
2. Koutsoyiannis, A.; Modern Micro Economics, Macmillan Press Ltd.
3. Salvator, Dominick, Managerial Economics, McGraw-Hill Book Company

### Open Educational Resources (OER)

1. <https://ocw.mit.edu/courses/economics/14-01-principles-of-microeconomics-fall-2018/>
2. <https://ocw.mit.edu/courses/economics/14-01-principles-of-microeconomics-fall-2018/lecture-notes/>
3. <https://apstudents.collegeboard.org/courses/ap-microeconomics>

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

<b>SEMESTER I</b>					
<b>Course Code: MCBBAG104</b>	<b>Course Title: Principles of Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Category of Course</b>	Major				
<b>Total Contact Hours</b>	45				
<b>Pre-Requisites/ Co-Requisites</b>	<b>Basic knowledge of management principles</b>				

**Course Perspective:** This program aims to train the students on professional skills and aptitude needed to perform in business organisations. To appreciate the program contents, students must understand the functioning of the organisations. This course aims to give students a fundamental understanding of the functioning of a business organisation and hence it is a necessary part of the program structure.

**Course Outcomes:**

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> Hierarchy and function in an organization	L2
CO2	<b>Applying</b> different leadership styles and diverse theories of motivation, engagement and appraisals	L3
CO3	<b>Analysing</b> the need for authority and delegation in an organization	L4
CO4	<b>Analysing</b> the decentralization for smooth operation in an organization	L4
CO5	<b>Evaluating</b> the evolutionary changes in practices of management adopted in modern organization	L5

**Course Content**



<b>Unit I</b>	<b>Introduction</b>	<b>9 Hours</b>
Concept, Nature, Process and Significance of Management, Management Types and Management Skills; Conceptual Skills, Human Skills, Technical Skills, Vertical Differences, Horizontal Differences, The Evolution of Management; Classical Perspective, Humanistic Perspective- Scientific Management, Bureaucratic Management, Administrative Management, Early Advocates, Human Relations Management, Human Resource Perspective.		
<b>Unit II</b>	<b>Planning &amp; Organization</b>	<b>12 Hours</b>
Nature, Scope and Objectives of Planning; Planning and Goal Setting overview, Operational Planning (Management by Objectives), Innovative approaches to Planning. Strategy formulation and Implementation; Strategic Management Process SWOT Analysis, Corporate Level Strategy- BCG Matrix, Decision Making- Types of Decisions and Problems, Decision Making Models, Decision Making Steps, Decision making theories: Bounded Rationality Decision Making Theory, Vroom-Yetton Decision Making Theory, Intuitive Decision-Making Theory, Designing Adaptive Organizations, Change and Innovation, Human Resource Management		
<b>Unit III</b>	<b>Leading</b>	<b>12 Hours</b>
Dynamics of Behaviour in Organisations- Attitudes, Perception, Personality and Behaviour, Emotions, Managing Yourself, Stress and Stress Management. Leadership- From Management to Leadership, Followership, Power and Influence, Leadership theories: "Great Man" Theories, Trait Theories, Contingency Theories, Behavioural Theory, Participative Theory, Transactional Theory, Relational Theory. Motivation; Content Perspective on Motivation: ERG Theory, A Two Factor Approach to Motivation, Motivational Theories: Maslow's need hierarchy theory, Herzberg's 2 factor theory, McClelland's theory of needs, Vroom's expectancy theory, Communication, Teamwork: Managing Team Conflict		
<b>Unit IV</b>	<b>Controlling</b>	<b>12 Hours</b>
Quality and Performance: Feedback Control Model, Budgetary Control, Financial Control, The Changing Philosophy of Control, Total Quality Management, Trends in Quality and Financial Control, 360-degree feedback.		

**Learning Experience:** This course will be conducted through a blend of lectures, case studies, hands-on exercises, and group discussions to ensure a dynamic and participatory learning environment. Students will learn principles of management in the class with the learning by doing method. Assessments will be diverse, including assignments, quizzes, group presentations, and a final examination, ensuring that students are evaluated on both their theoretical knowledge and practical skills. The course instructor will be available for additional support and feedback, encouraging students to seek help as needed.

### Textbooks

- 1 New Era of Management. Author, Richard L. Draft Edition, 11. Publisher, South-Western Cengage Learning, 2014.
- 2 Robbins, Stephen P., Coulter, Mary K. Management. 15<sup>th</sup> Ed Upper Saddle River, New Jersey: Pearson, 2021

## Suggested Readings

1. Koontz, Cannice and Weihrich (2014). Management- A Global, Innovative and Entrepreneurial Perspective (14<sup>th</sup> Edition). New Delhi: Tata McGraw Hill Publishing Company.
2. Stoner, Freeman and Gilbert Jr. (2013). Management (6<sup>th</sup> Edition). New Delhi: Pearson Prentice Hall of India.
3. Chopra R. K., Mohan Puneet, & Sharma Vandana (2010). Principles & Practices of Management. New Delhi: Sun India Publication.
4. Tripathi P. C. & Reddy P. N. (2015). Principles & Practices of Management (5<sup>th</sup> Edition). New Delhi: Tata McGraw Hill Publishing House.
5. Gupta, C.B (2016). Management Concepts and Practices. New Delhi: Sultan Chand and Sons.

## Open Educational Resources (OER)

1. Enrol in online courses or Massive Open Online Courses (MOOCs) offered by reputable platforms like Coursera, edX, or Udemy.
2. Study and analyse real-world case studies that showcase the application of management theories and concepts.
3. Engage in online forums and discussion groups focused on management topics.
4. Read business magazines and publications like Harvard Business Review, Forbes, or The Economist.

## Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER I							
Course Code:	MCBBAG105	Course Title:	Fundamentals of Marketing	L	T	P	C
Version	1			3	0	0	3
Category of Course	Major V						
Total Contact Hours	45						
Pre-Requisites/ Co-Requisites	Basic knowledge of Marketing						

### Course Perspective

This course offers students a comprehensive understanding of marketing principles, emphasizing the significance of customer psychology, market segmentation, and the marketing mix. Students will explore product and pricing strategies, promotional techniques, and distribution channels, alongside emerging trends like digital and green marketing. Through case studies, discussions, and projects, students will apply theoretical concepts to real-world scenarios, equipping them with the skills needed to develop effective marketing strategies and foster long-term customer relationships in a dynamic business landscape.

### Course Outcomes:

After completion of the course, the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the concept of Marketing.	L2
CO2	<b>Applying</b> product and pricing strategies, including product classification, product life cycle, and pricing methods, to real-world marketing scenarios.	L3
CO3	<b>Analyzing</b> the elements of the promotion mix and distribution channels, assessing their roles and effectiveness in reaching target markets.	L4
CO4	<b>Evaluating</b> consumer behavior, identifying the factors influencing buying decisions and their impact on marketing strategies.	L5

CO5	<b>Evaluating</b> new trends in marketing, such as digital marketing and green marketing, to assess their implications for contemporary marketing practices.	L5
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### Course Content

<b>Unit I:</b>	<b>Introduction</b>	<b>13 Hours</b>
Marketing – meaning, scope, core concepts, importance, & functions of marketing; evolution of marketing concepts; selling vs. marketing; marketing environment – macro & microenvironment; industrial environment – Porter’s Five Forces Model; market segmentation – bases of segmentation, targeting – concept & criteria; positioning & repositioning; overview of marketing mix.		
<b>Unit II</b>	<b>Product &amp; Pricing Strategies</b>	<b>11 Hours</b>
Product: Meaning; product classifications; levels of products; concept of product mix; branding, packaging and labeling; product life cycle; new product development. Price: Concept & significance; factors affecting price of a product; pricing methods and strategies.		
<b>Unit III</b>	<b>Promotion &amp; Channels of Distribution</b>	<b>12 Hours</b>
Promotion: Significance; introduction of elements of promotion mix: advertising, sales promotion, personal selling, factors affecting promotion mix decisions.  Channels of distribution: Concept, types & functions; levels of distribution channels; factors affecting choice of distribution channel.		
<b>Unit IV</b>	<b>Consumer Behavior &amp; Introduction to new trends in marketing</b>	<b>9 Hours</b>
Consumer Behavior: Concept & significance; consumer buying process; customer experience; factors influencing consumer buying decisions. Introduction to new trends in marketing: Green marketing; Social marketing; Digital marketing; Social Media Marketing; AI Powered Marketing; Neuro Marketing		

**Learning Experience:** This course is delivered through interactive lectures, case studies, group discussions, and project work. Students will engage in practical exercises to apply marketing concepts to real-world scenarios, fostering collaboration and enhancing their strategic thinking and decision-making skills. Through analyzing case studies, participating in discussions, and working on projects, students will gain a comprehensive understanding of marketing strategies and their implementation in dynamic business environments.

### Textbooks

1. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2016). Marketing management (16th ed.). New Delhi: Pearson.
2. Kurtz, D. L., & Boone, L. E. (2013). Principles of contemporary marketing (16th ed.). New Delhi: Cengage Learning India.
3. Etzel, M. J., Bruce, J. W., Stanton, W. J., & Pandit, A. (2010). Marketing (14th ed.). New Delhi: Tata McGraw-Hill.
4. Kumar, A., & Meenakshi, N. (2011). Marketing management (2nd ed.). New Delhi: Vikas Publishing House.

### Suggested Readings

1. Ramaswamy, V. S., & Namakumari, S. (2013). Marketing management: Global perspective Indian context (5th ed.). New Delhi: McGraw Hill Education (India) P. Ltd.
2. Kumar, S. R. (2012). Case studies in marketing management. New Delhi: Pearson.
3. Arora, M. N., A Textbook of Cost and Management Accounting, Vikas Publishing House.

### Open Educational Resources (OER)

Students are encouraged to explore online resources such as Coursera, edX, and Google Digital Garage for additional learning materials on marketing strategies, consumer behavior, and digital marketing trends.

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER II						
<b>Course</b> <b>MCBBBAG106</b>	<b>Code:</b>	<b>Course Title: Operations Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>	<b>1</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Category of Course</b>	Major					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/</b> <b>Co-Requisites</b>						

### Course Perspective

This course aims to equip students with a comprehensive understanding of operations management principles, tools, and techniques to enhance organizational efficiency, optimize processes, and improve overall competitiveness in both manufacturing and service sectors

### Course Outcomes:

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the critical role of operations management in organizational success.	L2
CO2	<b>Applying</b> lean management and quality improvement principles to enhance process performance.	L3
CO3	<b>Analysing</b> operations systems using quantitative and qualitative approaches.	L4
CO4	<b>Evaluating</b> supply chain management strategies that support global competitiveness and resilience.	L5
CO5	<b>Design, and optimize</b> operations systems using tools and techniques of operational excellence.	L6

### Course Content

<b>Unit I</b>	<b>Introduction to Operations Management and Strategy</b>	<b>10 Hours</b>
Overview of Operations Management, Operations Strategy: Aligning Operations with Business Goals, Competitive Priorities: Cost, Quality, Time, Flexibility, Product and Service		

Design, Process Selection and Facility Layout, Capacity Planning and Utilization, Operations in Manufacturing vs. Service Sectors, Case Studies: Strategic Operations in Global Companies		
<b>Unit II</b>	<b>Process Design, Analysis, and Improvement</b>	<b>13 Hours</b>
Process Analysis and Flow Diagrams, Process Design in Manufacturing and Service Industries, Job Design and Work Systems, Process Improvement Tools: Lean Manufacturing, Six Sigma, Kaizen and Continuous Improvement, Total Quality Management (TQM), Statistical Process Control (SPC), Quality Certifications: ISO Standards, Quality Function Deployment (QFD), Value Stream Mapping (VSM).		
<b>Unit III</b>	<b>Supply Chain Management and Logistics</b>	<b>12 Hours</b>
Supply Chain Management Overview, Supply Chain Integration and Coordination, Forecasting Methods and Demand Planning, Inventory Management Techniques: EOQ, ABC Analysis, JIT, MRP, Vendor Management and Procurement Strategies, Supply Chain Technology: ERP, RFID, Blockchain, Global Supply Chain Risk Management, Sustainability and Green Supply Chains, Logistics Management and Transportation, The Bullwhip Effect in Supply Chains		
<b>Unit IV</b>	<b>Operations Planning, Scheduling, and Control</b>	<b>10 Hours</b>
Operations Planning: Short, Medium, and Long-Term Plans, Aggregate Planning and Strategies, Master Production Schedule (MPS), Material Requirements Planning (MRP), Capacity Planning and Requirements (CRP), Operations Scheduling: Gantt Charts, Johnson's Rule, Resource Allocation and Optimization, Lean Production Systems, Agile Operations and Flexible Manufacturing Systems, Operations Control and Performance Metrics.		

#### **Learning Experience:**

1. Interactive Lectures: Traditional lectures shall be conducted including interactive presentations to ensure better comprehension of core concepts by learners followed by Q&A sessions. This would also help in maintaining greater student's engagement and.
2. Hands-On Learning: Practical exercises will be used to reinforce theoretical knowledge.
3. Use of abridged cases: Adapted and modified cases from real-world would be discussed to make the concepts easier to understand.
4. Digital Media Resources and LMS: Videos Tutorials and podcasts will be utilised to enhance focus of each student having different learning styles. Use of LMS platform shall be integrated, where course material and assignments shall be uploaded.
5. Continuous and formative Assessments: Regular quizzes and class discussions will be used to gauge understanding and provide timely and continuous feedback.
6. Support and Feedback: The course in-charge will be available for additional support and feedback during scheduled office hours.

#### **Textbooks:**

1. Operations Management by William J. Stevenson, 13th Edition, McGraw-Hill Education.
2. Operations Management: Processes and Supply Chains by Krajewski, Ritzman, and Malhotra, 12th Edition, Pearson.

#### **Suggested Readings:**

1. The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt, North River Press.
2. Operations Management for Competitive Advantage by Richard B. Chase, F. Robert Jacobs, and Nicholas J. Aquilano, 11th Edition, McGraw-Hill Education

#### **Open Educational Resources (OER)**

1. [https://onlinecourses.nptel.ac.in/noc20\\_me30/preview](https://onlinecourses.nptel.ac.in/noc20_me30/preview)
2. <https://www.coursera.org/courses?query=operations%20management>

#### **Evaluation Scheme**

<b>Evaluation Components</b>	<b>Weightage</b>
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

3.





SEMESTER - I					
<b>Course Code:</b>	<b>Course Title: E-Commerce</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Category of Course</b>					
<b>Total Contact Hours</b>	45				
<b>Pre-Requisites/Co-Requisites</b>	Basics of Computer				

### Course Perspective

In the digital era, businesses are increasingly shifting toward online platforms to reach and serve customers efficiently. This course offers a comprehensive understanding of **E-Commerce** and **Internet Technologies**, focusing on their application in real-world business scenarios. Students will explore various types of e-commerce, understand the infrastructure needed to support it, examine digital payment methods, and learn about customer relationship management through electronic platforms. It will also cover crucial areas such as cybersecurity and legal aspects of online transactions.

### Course Outcomes

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> e-commerce business practices from traditional business	L2
CO2	<b>Applying</b> internet tools and technologies to support online business operations effectively.	L3
CO3	<b>Analyzing</b> the role of electronic payment systems and customer relationship processes in enhancing digital business experiences.	L4
CO4	<b>Evaluating</b> the functioning and components of Electronic Data Interchange (EDI), mobile wallets, UPI, and net/phone banking in facilitating secure e-transactions.	L5
CO5	<b>Creating</b> secure e-commerce environments by integrating cyber laws, encryption methods,	L6

	firewalls, and public key infrastructure for data protection and legal compliance.	
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## Course Content

<b>Unit I</b>	<b>Introduction</b>	<b>12 Hours</b>
E-Commerce: Introduction, meaning and concept; Needs and advantages of ecommerce; Types of E-Commerce, Basic requirements of E-Commerce, Consumer Buying through E-Platforms like Flipkart, Amazon, Ebay, Snapdeal		
<b>Unit II</b>		<b>10 Hours</b>
Internet: Concept & evaluation, Characteristics of Internet: email, www, ftp, telnet, Intranet & Extranet, Limitations of internet, Hardware & Software requirement of Internet, searches Engines		
<b>Unit III</b>		<b>13 Hours</b>
Customer relationship with business via e-commerce Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards, E-Banking. EDI (Electronic Data Interchange): Introduction, networking infrastructure of EDI, Functions & Components of EDI, File types of EDI, Payment through UPI, Mobile Wallet, Phone Banking, Net Banking		
<b>Unit IV</b>		<b>10 Hours</b>
Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws, salient provisions; PKI (Public key infrastructure)		

## Learning Experience

The course is designed to be interactive and application-oriented. Students will engage in case discussions, real-time e-commerce platform analysis (like Amazon, Flipkart), hands-on exercises on digital payments, and group activities simulating online transactions. They will also explore the latest technological tools that support secure and efficient digital commerce and understand the regulatory framework surrounding it. Guest lectures from industry professionals and demo sessions on tools like UPI, Net Banking, and e-wallets will enhance the learning journey.

## Textbooks

1. Frontiers of E-Commerce: Ravi Kalkota, TMH
2. O, Brien J: Management Information System, TMH

## Suggested Readings

1. Oberoi, Sundeep: E-Security and You, TMH

2.Young, Margret Levine The complete reference to Internet, TMH

3.David Whiteley; E-Commerce: Strategy, Technologies and Applications, McGraw Hill Education.

### **Open Educational Resources (OER)**

*NPTEL, Swayam, Course Era*

### **Evaluation Scheme**

<b>Evaluation Components</b>	<b>Weightage</b>
<b>Internal Marks (Theory)</b>	
<b>I) Continuous Assessment (30 Marks)</b>  <b>(All the components to be evenly spaced)</b>  Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory) Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory) End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

## SEMESTER II

SEMESTER II						
<b>Course</b> MCBBAG201	<b>Code:</b>	<b>Course Title: Individual and Organisational Behaviour</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Category of Course</b>	Major VII					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/ Co-Requisites</b>	Fundamentals of management					

### Course Perspective

This course on Organizational Behaviour (OB) is integral to students' academic and professional development, providing essential knowledge and skills for understanding and improving workplace dynamics. By exploring the foundational concepts of OB, including emotional intelligence and the scope of individual and group behaviour, students gain a comprehensive understanding of how personal and collective behaviours influence organizational effectiveness. The practical application of this course is evident in real-world scenarios such as team management, organizational restructuring, and enhancing employee satisfaction. For instance, a manager who understands team dynamics and conflict resolution will be better equipped to lead diverse teams and drive organizational success. Overall, this course equips students with the skills to analyse and improve organizational effectiveness, making them valuable assets in any professional setting.

### Course Outcomes:

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the concept and scope of organizational behaviour.	L2
CO2	<b>Applying</b> the concepts of individual differences, values, and attitudes to influence perception, personality, and behaviour in different organizational settings.	L3
CO3	<b>Analysing</b> strategies to develop self-directed work teams and virtual teams.	L4
CO4	<b>Analysing</b> the sources and different conflict management techniques to enhance team cohesion and effectiveness.	L4

CO5	<b>Evaluating</b> different organizational structures and designs, assessing their effectiveness in supporting organizational work and culture.	L5
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### Course Content

<b>Unit I:</b>	<b>Foundation and background of OB</b>	<b>12 Hours</b>
Concept, nature & scope of OB, Foundations of OB, challenges & opportunities, emotional intelligence at workplace.		
<b>Unit II</b>	<b>Individual behavior and processes</b>	<b>13 Hours</b>
Individual differences–values and attitudes; Perception concept, process and applications; Personality–concept, determinants and theories applications; Learning and Reinforcement, Stress–symptoms, causes, consequences and management.		
<b>Unit III</b>	<b>Interpersonal and team processes</b>	<b>10 Hours</b>
Group behavior, group development, group dynamics, social loafing; developing teams–self-directed work teams, virtual teams; team building; Empowerment–concept, significance, Conflict–Concept, sources, types, management of conflict, Power–concept, sources, approaches; organizational politics.		
<b>Unit IV</b>	<b>Organizational processes and structure</b>	<b>10 Hours</b>
Organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development.		

**Learning Experience:** This course offers an interactive and practical approach, blending lectures with hands-on activities. Lectures will cover key Organizational Behavior (OB) concepts, while case studies and real-world examples will enable students to apply them effectively. Through group work students will delve into interpersonal dynamics, team processes, and conflict management, fostering teamwork and collaboration. Through role-playing exercises, students will develop emotional intelligence and conflict resolution skills in simulated workplace settings. Technology, including interactive simulations and online platforms, will enhance engagement. Assignments, such as reflections and group projects, will connect OB theories to real-world challenges, supported by fieldwork, professional interviews, peer reviews, and instructor feedback.

### Textbooks

1. Robbins, S.P. (2008) Organizational Behaviour, (7th Edition), New Delhi ND: Prentice Hall of India.

### Suggested Readings

1. Pareek, Udai. (2012). Understanding Organisational Behaviour (3rd Edition). New Delhi ND: Oxford University Press.
2. Prasad, L.M. (2014). Organizational Behaviour (5th Revised Edition) Sultan Chand & Sons.
3. Aswathappa, K. (2007). Organizational Behavior, (7th Edition) New Delhi ND: Himalaya Publishing House.

#### Open Educational Resources (OER)

1. <https://www.pockethrms.com/blog/workforce-diversity/>
2. Students are encouraged to explore online resources such as Coursera for additional learning materials on organization behavior.

#### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER II						
<b>Course</b> <b>MCBBSC201</b>	<b>Code:</b>	<b>Course Title: Cost and Management Accounting</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Category of Course</b>	Major VIII					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/ Co-Requisites</b>	<b>Basic knowledge of financial accounting</b>					

### Course Perspective

This course offers students a deep understanding of cost and management accounting, crucial for making strategic business decisions. It emphasizes the practical application of concepts such as cost analysis, marginal costing, budgeting, and variance analysis, equipping students with the skills to evaluate financial data, manage resources efficiently, and contribute to organizational success. The course is essential for those pursuing careers in finance, management, or entrepreneurship, as it provides the analytical tools needed to navigate and influence complex financial environments in the real world.

### Course Outcomes:

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the concept of cost and management accounting	L2
CO2	<b>Applying</b> costing methods like output costing, process costing, job costing, and contract costing for the purpose of cost ascertainment.	L3
CO3	<b>Applying</b> costing technique like budgetary control, standard costing, and marginal costing for the purpose of cost control.	L3
CO4	<b>Analysing</b> the cost of material, labor and overheads occurred in manufacturing a product.	L4
CO5	<b>Evaluating</b> business decisions using marginal costing technique.	L5

### Course Content



<b>Unit I:</b>	<b>Introduction</b>	<b>9 Hours</b>
<p>Costs overview: Definition, scope, objectives, and benefits of cost accounting. Cost Terminology and Concepts, elements of cost and cost sheet preparation. Difference between Financial Accounting and Cost Accounting.</p> <p>Management Accounting: Nature and Scope, Advantages and Limitations of Management Accounting, Difference between Cost Accounting and Management Accounting.</p>		
<b>Unit II</b>	<b>Elements of Cost</b>	<b>12 Hours</b>
<p>Materials: Oversight and regulation of procurement, storage, and distribution of materials. Approaches to managing inventory, including both periodic and perpetual systems for maintaining records (FIFO, LIFO, and Weighted Average price method). Economic Order Quantity (EOQ). Fixation of Material Levels: Re-order level, minimum level, maximum level, danger level.</p> <p>Labor Costs: Accounting and Management of employee expenses. Monitoring time through timekeeping and time-booking systems. Employee turnover: Definition, measurement methods, and accounting procedures. Understanding and handling idle time and overtime.</p> <p>Overheads: Classification, allocation, apportionment and absorption of overheads, Under and over- absorption of overheads</p>		
<b>Unit III</b>	<b>Costing Methods and Techniques</b>	<b>12 Hours</b>
<p>Job Costing, Batch Costing and Contract Costing, Single/ Output and Process Costing. Budgeting, Budgeting and Budgetary Control, Types of Budget, Fixed and Flexible Budget, Zero-Based Budgeting Standard Costing and Variance Analysis: Meaning of Standard Cost, Significance of Variance Analysis, Computation of Material, Labour Variances.</p>		
<b>Unit IV</b>	<b>Marginal Costing and Decision Making</b>	<b>12 Hours</b>
<p>Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.</p> <p>Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue.</p>		

**Learning Experience:** This course will be conducted through a blend of lectures, case studies, hands-on exercises, and group discussions to ensure a dynamic and participatory learning environment. To enhance experiential learning, students will engage in group projects that simulate real business scenarios, such as preparing cost sheets, conducting variance analysis, and making strategic financial decisions. Assessments will be diverse, including assignments, quizzes, group presentations, and a final examination, ensuring that students are evaluated on both their theoretical knowledge and practical

skills. The course instructor will be available for additional support and feedback, encouraging students to seek help as needed.

### Textbooks

1. Bhattacharya, Management Accounting, 1st edition, Pearson Education.
2. Khan, M.Y, and Jain, P.K., Management Accounting, McGraw Hill Education.
3. Maheshwari, S.N., Principles of Management Accounting, Sultan Chand & Sons.
4. Tulsian P.C. (2007). Cost Accounting, The McGraw-Hill Publishing Company, New Delhi.
5. Arora, M.N., A Textbook of Cost and Management Accounting, Vikas Publishing House.

### Suggested Readings

1. Horngren, C.T. (2012). Cost Accounting-A Managerial Perspective, London, UK: Pearson Education
2. Arora, M.N. (2021). A Textbook of Cost and Management Accounting, S Chand and Company.
3. H., S., & S. (2004). Introduction to Managerial Accounting. Tata McGraw-Hill Publishing Company Ltd.
4. Arora, M.N. & Katyal, Priyanka (2016) Cost Accounting, New Delhi: Vikas Publishing.

### Open Educational Resources (OER)

1. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf>
2. <https://cleartax.in/s/cost-accounting>
3. <https://www.icsi.edu/media/website/CostAndManagementAccounting.pdf>

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER II							
<b>Course</b> <b>MCBBAC201</b>	<b>Code:</b>	<b>Course Title: Fundamentals of Logistics Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Category of Course</b>	Major IX						
<b>Total Contact Hours</b>	45						
<b>Pre-Requisites/ Co-Requisites</b>							

### Course Perspective

This course provides students with a comprehensive understanding of the theoretical and conceptual foundations of logistics management. It emphasizes the practical application of key logistics concepts, including transportation, warehousing, inventory management, and the role of information systems in enhancing supply chain efficiency. Through case studies and real-world examples, students gain insight into how logistics contributes to overall business success, with skills that are critical for careers in Supply Chain Management, Operations, and Logistics.

### Course Outcomes:

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the fundamental concepts of logistics management	L2
CO2	<b>Applying</b> transportation and warehousing functions in logistics	L3
CO3	<b>Analysing</b> inventory management principles to optimize operations	L4
CO4	<b>Evaluating</b> logistics strategies for overall supply chain effectiveness	L5
CO5	<b>Designing</b> logistics strategies by analyzing real-world case studies and proposing improvements for enhancing supply chain efficiency.	

## Course Content

<b>Unit I:</b>	<b>Introduction to Logistics Management</b>	<b>10 Hours</b>
Overview of Logistics Management, Importance and Role in the Supply Chain, Key Concepts: Inbound and Outbound Logistics, Logistics Service Providers and Intermediaries, Trends and Challenges in the Logistics Industry.		
<b>Unit II</b>	<b>Transportation Management</b>	<b>12 Hours</b>
Transportation Modes and Characteristics (Road, Rail, Air, Sea), Selection Criteria and Cost Management in Transportation, Role of Transportation in Supply Chain Efficiency, Challenges in Transportation and Risk Management, Introduction to International Logistics and Global Transportation.		
<b>Unit III</b>	<b>Warehousing and Inventory Management</b>	<b>13 Hours</b>
Warehouse Functions, Types, and Layout Design, Importance of Inventory Management in Logistics, Inventory Control Techniques (ABC Analysis, EOQ, Safety Stock), Automation and Technology in Warehousing (WMS, RFID), Cost Implications and Optimization in Warehousing		
<b>Unit IV</b>	<b>Information Systems and Logistics Strategy</b>	<b>10 Hours</b>
Role of Information Systems in Logistics (ERP, SCM, TMS), Logistics Strategy and Performance Measurement, Impact of Information Technology on Logistics Efficiency, Sustainable and Green Logistics Practices, Case Studies: Successful Logistics Strategies in Industry		

**Learning Experience:** This course will be conducted through a blend of lectures, case studies, interactive simulations, and group discussions to ensure a comprehensive and participatory learning environment. Students will engage in group projects that simulate logistics challenges, providing a hands-on learning experience. Assessments will include assignments, quizzes, group presentations, and a final examination, allowing students to demonstrate both their theoretical understanding and practical logistics skills. The course instructor will provide additional support and feedback as needed.

### Textbooks

1. Bowersox, D.J., Closs, D.J., & Cooper, M.B. (2019). *Supply Chain Logistics Management*. McGraw Hill Education.
2. Ballou, R.H. (2017). *Business Logistics/Supply Chain Management*. Pearson Education.

### Suggested Readings

1. Chopra, S., & Meindl, P. (2019). *Supply Chain Management: Strategy, Planning, and Operation*. Pearson.
2. Rushton, A., Croucher, P., & Baker, P. (2017). *The Handbook of Logistics and Distribution Management*. Kogan Page.
3. Grant, D.B., Trautrim, A., & Wong, C.Y. (2017). *Sustainable Logistics and Supply Chain Management*. Kogan Page.

### Open Educational Resources (OER)

1. [Logistics Management - Open Textbook Library](#)

2. [Supply Chain Management - MIT OpenCourseWare](#)

**Evaluation Scheme**

<b>Evaluation Components</b>	<b>Weightage</b>
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER II						
<b>Course Minor I</b>	<b>Code:</b>	<b>Course Title: Minor I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		<b>1</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Category of Course</b>		<b>Minor I</b>				
<b>Total Contact Hours</b>		60				
<b>Pre-Requisites/ Co-Requisites</b>						

SEMESTER II						
<b>Course Minor II</b>	<b>Code:</b>	<b>Course Title: Minor II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		<b>1</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Category of Course</b>		<b>Minor II</b>				
<b>Total Contact Hours</b>		60				
<b>Pre-Requisites/ Co-Requisites</b>						

SEMESTER II						
<b>Course OE I</b>	<b>Code:</b>	<b>Course Title: Open Elective</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		<b>1</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Category of Course</b>		<b>Open Elective</b>				
<b>Total Contact Hours</b>		45				
<b>Pre-Requisites/ Co-Requisites</b>						

SEMESTER II							
<b>Course SEC II</b>	<b>Code:</b>	<b>Course Title: Introduction to Powerpoint and MS Excel</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>3</b>		
<b>Category of Course</b>	SEC II						
<b>Total Contact Hours</b>	30						
<b>Pre-Requisites/ Co-Requisites</b>							

### Course Perspective

This course equips students with essential digital skills to enhance their productivity and effectiveness in academic and business contexts. Focusing on Microsoft PowerPoint and MS Excel, the course blends theory with hands-on practice to teach professional presentation design and spreadsheet management. Students will learn to build aesthetic and persuasive presentations, manage data efficiently, use formulas and functions, and analyze data using charts, PivotTables, and dashboards. The course aims to develop both conceptual understanding and technical proficiency, enabling students to become data-literate professionals capable of making informed decisions using digital tools.

### Course Outcomes

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	Understanding the interface, structure, and features of PowerPoint and Excel for business and academic tasks.	L2
CO2	Applying design and formatting features in PowerPoint and Excel to create professional outputs.	L3
CO3	Using Excel functions, charts, and data tools to solve business problems.	L4

CO4	Analyzing and summarizing large datasets using sorting, filtering, PivotTables, and dashboard elements.	L5
CO5	Creating effective presentations and data summaries for decision-making and business communication.	L6

## Course Content

Unit I	Fundamentals of Microsoft PowerPoint	10 Hours
PowerPoint Environment: Interface, Tabs, and Ribbons. Creating and Managing Slides, Slide Layouts and Templates. Typography, Colour Themes, Shapes, Icons, and SmartArt. Transitions and Animations: Applying Timing and Triggers. Embedding Multimedia (Audio/Video), Hyperlinking. Presenter Tools: Slide Show, Notes, Laser Pointer, Zoom. Exporting as PDF, MP4, and Compatibility Checks. Practical Assignment: Create a 10-slide professional presentation		
Unit II	Excel Basics and Data Handling	12 Hours
Excel Environment: Ribbon, Worksheets, Ranges, Shortcuts. Data Entry and Editing: Autofill, Series, Data Validation. Formatting: Cells, Tables, Conditional Formatting, Custom Styles. Basic Formulas: SUM, AVERAGE, MAX, MIN, COUNT, ROUND. Logical Functions: IF, AND, OR, Nested Functions. Practical Assignment: Budget Tracker or Salary Sheet.		
Unit III	Data Analysis and Visualization in Excel	10 Hours
Sorting, Filtering, Subtotals. Lookup Functions: VLOOKUP, HLOOKUP, XLOOKUP. Text Functions: LEFT, RIGHT, MID, LEN, CONCATENATE, TEXTJOIN. Date and Time Functions: TODAY, NOW, DATEDIF, NETWORKDAYS. Charts: Bar, Line, Pie, Combo, Sparklines. Quick Analysis Tool, Trendlines, Chart Customization. Data Cleaning Techniques: Removing Duplicates, Text to Columns. Practical Assignment: Sales Report with Interactive Charts		
Unit IV	Excel Tools and PowerPoint Integration	13 Hours
Introduction to PivotTables and PivotCharts. Grouping, Slicers, Value Summarization, Layout Settings. Dashboards: Basic Dashboard Creation Using Charts and Pivots. Data Protection and Sheet Security. Printing Options and Page Setup. Integrating Excel Charts/Tables into PowerPoint. Final Capstone Project: Business Report with Excel Dashboard and PPT		

## Learning Experience



The course integrates project-driven labs, where weekly practical sessions are designed around real-world business scenarios such as HR data sheets, finance dashboards, and marketing pitch decks, allowing students to apply their skills in functional contexts. Collaborative exercises are incorporated through pair-work and group presentations, promoting peer-to-peer learning and critical evaluation. Continuous formative feedback is provided on aspects like file design, formula usage, and presentation logic to support incremental improvement. Additionally, all lesson videos, assignments, and supplementary readings are regularly uploaded on the Learning Management System (LMS), ensuring consistent engagement and easy access to course materials.

### Textbooks

Frye, C. (2022). Microsoft Excel 2021 Step by Step. Microsoft Press.

Murray, K. (2022). PowerPoint 2021 For Dummies. Wiley.

### Open Educational Resources

Microsoft Learn: <https://learn.microsoft.com>

NPTel/Swayam: Digital Skilling, IIT Madras ,  
<https://elearn.nptel.ac.in/shop/nptel/digital-skilling/?v=c86ee0d9d7ed>

YouTube Channels: Excel Campus:  
<https://www.youtube.com/user/ExcelCampus> ,

PowerPoint School: <https://www.youtube.com/powerpointschool>

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory):-</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory):-Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory):-End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER II						
Course VAC II	Code:	Course Title: MOOC	L	T	P	C
Version		1	0	0	2	0
Category of Course	MOOC					
Total Contact Hours						

<b>Pre-Requisites/ Requisites</b>	<b>Co-</b>
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### SEMESTER III

SEMESTER III						
<b>Course Code:</b> MCBBSC301	<b>Course Title:</b> Technology Driven Supply Chain and Logistics	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Category of Course</b>	Major X					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/ Co-Requisites</b>						

#### Course Perspective

The course MCSP198 - Technology Driven Supply Chain and Logistics equips students with a comprehensive understanding of modern supply chain management principles and the technological advancements driving logistics efficiency. Students will explore concepts such as the integration of technology in supply chain processes, the role of data analytics in decision-making, and the impact of emerging technologies like IoT and AI on logistics operations. By the end of the course, students will be able to evaluate and apply these technologies to optimize supply chain performance, preparing them for successful careers in logistics and supply chain management.

#### Course Outcomes:

After completion of the course, the student will be:

Course Outcome	Course Outcome Statement	Bloom Taxonomy Level
CO1	<b>Understanding</b> the fundamental concepts of supply chain management and the significance of technology in enhancing logistics operations	L 1
CO2	<b>Analyzing</b> various technological tools and their applications in supply chain processes to identify areas for improvement.	L4
CO3	<b>Applying</b> data analytics techniques to real-world supply chain scenarios to enhance decision-making and operational efficiency.	L3
CO4	<b>Evaluating</b> the effectiveness of different logistics strategies that incorporate technology to improve service delivery and reduce costs.	L6
CO5	<b>Creating</b> innovative solutions for supply chain challenges by integrating advanced technologies and best practices in logistics management.	L5

## Course Content

<b>Unit I</b>	<b>Introduction to Technology in Supply Chain</b>	<b>9 Hours</b>
Overview of Supply Chain Management; Role of Technology in Supply Chains; Key Concepts and Terminology; Importance of Technology in Enhancing Efficiency; Current Trends in Supply Chain Technology.		
<b>Unit II</b>	<b>Technology Applications in Logistics</b>	<b>12 Hours</b>
Overview of Technologies Used in Logistics: RFID, GPS, IoT; Automation in Warehousing and Transportation; Impact of E-commerce on Logistics; Blockchain Technology in Supply Chain Management.		
<b>Unit III</b>	<b>Data Analytics in Supply Chain Management</b>	<b>12 Hours</b>
Introduction to Data Analytics; Tools and Techniques for Data Analysis; Predictive Analytics for Demand Forecasting; Big Data and its Impact on Supply Chains; Data-Driven Decision Making.		
<b>Unit IV</b>	<b>Integration of Technology and Logistics</b>	<b>12 Hours</b>
Best Practices for Integrating Technology in Supply Chains; Case Studies on Successful Implementations; Challenges and Solutions in Technology Adoption; Change Management Strategies in Technology Integration.		

## Learning Perspective

The learning process for MCSP198 - Technology Driven Supply Chain and Logistics will be highly interactive, incorporating a mix of theoretical lectures, practical workshops, case studies, and group discussions. Students will engage in hands-on exercises that simulate real-world supply chain challenges, allowing them to apply their knowledge in practical settings. Assessments will include quizzes, assignments, group projects, and presentations to evaluate both theoretical understanding and practical application skills. This multifaceted approach fosters a dynamic learning environment that prepares students to effectively utilize technology in managing modern supply chains.

## Suggested Textbooks for MS Excel for Business

1. Gupta, A., Excel 2019 for Business Statistics - 1st Edition - McGraw Hill Education.
2. Walkenbach, J., Excel 2019 Power Programming with VBA - 1st Edition - Wiley.
3. Duffy, T., Microsoft Excel 2019 Data Analysis and Business Modeling - 1st Edition - Microsoft Press.

## Open Educational Resources (OER)

1. Supply Chain Management - A resource for articles and insights on supply chain practices.
2. Logistics Management - Offers a variety of resources related to logistics strategies and technologies.
3. MIT Open Course Ware: Supply Chain Management - A free course providing comprehensive materials on supply chain management topics.

## Evaluation Scheme

Evaluation Components	Weightage
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Internal Marks (Theory):-	
I) Continuous Assessment (30 Marks) (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
II) Internal Marks (Theory):-Mid-Term Exam	20 Marks
External Marks (Theory):-End-Term Examinations	40 Marks

Note: A student must secure 40% marks in the Internal and End Term Examination separately to secure a minimum passing grade.

SEMESTER III						
<b>Course</b> <b>MCBBSC302</b>	<b>Code:</b>	<b>Course Title:</b>  <b>Fundamentals of Supply Chain Management (SCM)</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Category of Course</b>	<b>Major</b>					
<b>Total Contact Hours</b>	<b>45</b>					
<b>Pre-Requisites/ Co-Requisites</b>	<b>Introduction to Business or Operations Management</b>					

### Course Perspective

This course offers students a deep understanding of the fundamental concepts and principles of supply chain management, focusing on its role in improving efficiency and competitive advantage in business operations. It emphasizes the practical application of concepts such as key elements of supply chains and the strategic importance of effective supply chain management, equipping students with the skills to evaluate financial data, manage resources efficiently, and contribute to organizational success. The course is essential for those pursuing careers in finance, management, or entrepreneurship, as it provides the analytical tools needed to navigate and influence complex financial environments in the real world.

### Course Outcomes:

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the basic principles and components of supply chain management.	L2
CO2	<b>Applying</b> fundamental concepts of supply chain design and coordination.	L3
CO3	<b>Applying</b> supply chain processes and their impact on organizational performance.	L3
CO4	<b>Analyzing</b> various supply chain strategies for effective resource allocation and risk management.	L4
CO5	<b>Evaluating</b> supply chain improvement initiatives that enhance efficiency and sustainability.	L5

### Course Content

<b>Unit I:</b>	<b>Introduction to SCM</b>	<b>9 Hours</b>
Definition and key concepts of supply chain management (SCM), Role of SCM in business and its strategic importance, Key components of supply chains: Suppliers, manufacturers,		

distributors, retailers, and customers, Supply chain flows: Product, information, and financial flows.		
<b>Unit II</b>	<b>Supply Chain Design and Processes</b>	<b>12 Hours</b>
Supply chain network design: Structure and types of supply chains, Supply chain coordination: Collaboration and integration across functions, Demand forecasting and planning processes in supply chains and Supply chain process mapping and improvement.		
<b>Unit III</b>	<b>Inventory Management and Warehousing</b>	<b>12 Hours</b>
Types of inventory and inventory management strategies, Inventory models: EOQ, JIT, and safety stock, Warehousing functions and location decisions, Role of technology in inventory tracking and management.		
<b>Unit IV</b>	<b>Supply chain Strategies and Sustainability</b>	<b>12 Hours</b>
Developing supply chain strategies: Lean, agile, and hybrid approaches, Supply chain risk management and resilience, Sustainability and green supply chain practices, Performance measurement and KPIs in supply chains.		

**Learning Experience:** This course will be conducted through a blend of lectures, case studies, hands-on exercises, and group discussions to ensure a dynamic and participatory learning environment. To enhance experiential learning, students will engage in group projects that simulate real business scenarios, such as supply chain improvement initiatives that enhance efficiency and sustainability thus making strategic financial decisions. Assessments will be diverse, including assignments, quizzes, group presentations, and a final examination, ensuring that students are evaluated on both their theoretical knowledge and practical skills. The course instructor will be available for additional support and feedback, encouraging students to seek help as needed.

### Textbooks

- 1 Supply Chain Management: Strategy, Planning, and Operation by Sunil Chopra and Peter Meindl, 7th Edition, Pearson.
- 2 Introduction to Logistics Systems Management by Gianpaolo Ghiani, Gilbert Laporte, and Roberta Musmanno, 2nd Edition, Wiley.

### Suggested Readings

- 3 Logistics and Supply Chain Management by Martin Christopher, 5th Edition, Pearson.
- 4 The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage by Yossi Sheffi, MIT Press.

### Open Educational Resources (OER)

- 5 [NPTEL - Supply Chain and Logistics Management](#)
- 6 [Coursera - Fundamentals of Supply Chain Management](#)

### Evaluation Scheme

<b>Evaluation Components</b>	<b>Weightage</b>
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b>	40 Marks



Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER III						
<b>Course</b> <b>MCBBSC303</b>	<b>Code:</b>	<b>Course Title:</b>  <b>Forecasting and Inventory Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Category of Course</b>	<b>Major XII</b>					
<b>Total Contact Hours</b>	<b>45</b>					
<b>Pre-Requisites/ Co-Requisites</b>	<b>Basic knowledge of business operations</b>					

### Course Perspective

This course offers students a deep understanding of forecasting demand and managing inventory within an organization, crucial for making strategic business decisions. It emphasizes the practical application of concepts such as quantitative and qualitative forecasting techniques, inventory control models, and optimization strategies to enhance supply chain efficiency and meet organizational goals. The course is essential for those pursuing careers in operations and finance, management, or entrepreneurship, as it provides the analytical tools needed to navigate and influence complex financial environments in the real world.

### Course Outcomes:

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the concepts of forecasting and inventory management in supply chain efficiency	L2
CO2	<b>Applying</b> qualitative and quantitative forecasting techniques to real-world business scenarios.	L3
CO3	<b>Applying</b> various inventory models and selecting the appropriate model for different contexts.	L3
CO4	<b>Analyzing</b> and interpreting the forecasted results for effective decision making	L4
CO5	<b>Evaluating</b> inventory policies to optimize costs and improve service levels.	L5

### Course Content

<b>Unit I:</b>	<b>Introduction to forecasting and Inventory Management</b>	<b>9 Hours</b>
Importance and Objectives of Forecasting in Business, Overview of Inventory Management and Its Strategic Role, Classification of Inventory: Raw Material, Work-In-Process, Finished Goods, Demand Types and Patterns: Dependent vs. Independent Demand, Case Studies: Forecasting and Inventory Strategies in Leading Firms.		
<b>Unit II</b>	<b>Forecasting Techniques</b>	<b>12 Hours</b>
Qualitative Forecasting Techniques: Delphi Method, Market Research, Quantitative Forecasting Techniques: Time Series Analysis, Moving Average, Exponential Smoothing, Advanced Methods: Regression Analysis, Seasonal Adjustments, Evaluating Forecast Accuracy: Mean Absolute Deviation (MAD), Mean Squared Error (MSE), Case Studies: Application of Forecasting Methods in Business Scenarios		
<b>Unit III</b>	<b>Inventory Control Models and Policies</b>	<b>12 Hours</b>
Economic Order Quantity (EOQ) Model and Its Applications, Safety Stock and Reorder Point Calculations, Inventory Control Policies: Continuous Review and Periodic Review Systems, ABC Analysis, Just-in-Time (JIT), and Vendor-Managed Inventory (VMI), Case Studies: Inventory Optimization in Various Industries		
<b>Unit IV</b>	<b>Marginal Costing and Decision Making</b>	<b>12 ours</b>
Role of Technology in Inventory Management: ERP, RFID, and Automation, Inventory Management in a Global Supply Chain, Demand Planning and Collaborative Forecasting, Optimization Techniques for Cost Reduction and Efficiency, Case Studies: Success Stories in Inventory Optimization and Supply Chain Coordination.		

**Learning Experience:** This course will be conducted through a blend of lectures, case studies, hands-on exercises, and group discussions to ensure a dynamic and participatory learning environment. To enhance experiential learning, students will engage in group projects that simulate real business scenarios, such as forecasting demand and managing inventory within an organization and making strategic financial decisions. Assessments will be diverse, including assignments, quizzes, group presentations, and a final examination, ensuring that students are evaluated on both their theoretical knowledge and practical skills. The course instructor will be available for additional support and feedback, encouraging students to seek help as needed.

#### **Textbooks**

1. Forecasting, Time Series, and Inventory Control by Bowerman, Bruce L., and Richard T. O'Connell, 4th Edition, Cengage Learning.
2. Inventory Management and Production Planning and Scheduling by Edward A. Silver, David F. Pyke, and Rein Peterson, 3rd Edition, Wiley.

#### **Suggested Readings**

1. Essentials of Inventory Management by Max Muller, 2nd Edition, AMACOM.
2. Production and Operations Analysis by Steven Nahmias, 7th Edition, McGraw-Hill Education.

#### **Open Educational Resources (OER)**

1. [MIT Open Courseware - Inventory and Supply Chain Management](#) [Coursera - Demand Forecasting](#)

**Evaluation Scheme**

<b>Evaluation Components</b>	<b>Weightage</b>
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER III						
<b>Course Code: MINOR III</b>	<b>Course Title:</b> <b>MINOR III</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Category of Course</b>	<b>MINOR III</b>					
<b>Total Contact Hours</b>	<b>60</b>					
<b>Pre-Requisites/ Co-Requisites</b>						

SEMESTER III						
<b>Course Code: AEC I</b>	<b>Course Title:</b> <b>Comprehensive Placement Prepration Program</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	
<b>Category of Course</b>	<b>AEC</b>					
<b>Total Contact Hours</b>	<b>30</b>					
<b>Pre-Requisites/ Co-Requisites</b>						

SEMESTER III						
<b>Course Code: OE II</b>	<b>Course Title:</b> <b>Open Elective</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Category of Course</b>	<b>Open Elective</b>					
<b>Total Contact Hours</b>	<b>30</b>					
<b>Pre-Requisites/ Co-Requisites</b>						

SEMESTER IV						
<b>Course Code:</b> MCBBAG451	<b>Course Title:</b> Research Methodology for Business	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	1	2	0	2	3	
<b>Category of Course</b>	Major XIII					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/ Co-Requisites</b>	Fundamental understanding of Statistics					

### Course Perspective

Upon completing this course students will be able to critically evaluate and apply essential business research methodologies to solve organizational challenges and analyze market trends. Students will understand foundational concepts such as the nature and scope of business research, while also advancing to analyze, apply, and create effective data collection instruments, hypothesis formulations, and ethical research proposals. The course empowers students with skills to accurately sample data, interpret findings, and communicate insights, ultimately preparing them for data-driven decision-making within diverse business contexts.

### Course Outcomes:

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the foundational concepts and principles of business research.	L2
CO2	<b>Applying</b> sampling techniques and survey methodologies to ensure that it represents population.	L3
CO3	<b>Analysing</b> different types of research designs and data collection techniques for various research objectives.	L4
CO4	<b>Evaluating</b> data through statistical methods, including hypothesis testing and advanced data analysis, to interpret findings effectively.	L5
CO5	<b>Creating</b> research reports and presentations that synthesize analysis outcomes, with a focus on actionable business insights and recommendations.	L6

## Course Content

<b>Unit I</b>	<b>Introduction to Business Research</b>	<b>10 Hours</b>
Introduction to Business Research: Definition; Nature and Scope of Business Research; The Research Process; Problem Identification and Definition; Determination of Information Needs; Hypothesis Formulation; Developing Research Proposal; Ethical issues in Research; Marketing Research.		
<b>Unit II</b>	<b>Types of Research Design</b>	<b>11 Hours</b>
Research Design and Data Collection: Types of Research Design; Secondary and Primary Data; Primary Data Collection Instruments -Questionnaire Designing and Testing; Schedule; Observation Methods; Qualitative Research; Scaling Techniques and Attitude Measurement; Online Data Sources and Research.		
<b>Unit III</b>	<b>Sample Design</b>	<b>12 Hours</b>
Defining the Universe and Sampling Unit; Sampling Frame; Probability and Non-probability Sampling Methods; Sample Size Determination, Data Collection and Survey Errors		
<b>Unit IV</b>	<b>Data Analysis, Interpretation and Report Preparation</b>	<b>12 Hours</b>
Data Editing and Coding; Tabulation; Hypothesis Testing; Analysis of Variance; Advanced Data Analysis Techniques- Factor Analysis, Cluster Analysis, Discriminant Analysis; Conjoint Analysis; Multi-Dimensional Scaling; use of SPSS/Mini-Tab in data analysis, Report Preparation and Presentation		

## Learning Experience

The learning process in this course is designed to be engaging and practical, involving a blend of lectures, hands-on exercises, quizzes, and real-world case studies to enrich understanding. Students will participate in workshops on hypothesis formulation and research proposal development, while data collection and sampling topics will be reinforced through practical assignments and in-class group projects. Advanced data analysis techniques are taught using software like SPSS allowing students to apply theoretical knowledge directly to real data sets. This balanced approach fosters analytical and practical skills, preparing students for dynamic applications in business research.

## Textbooks

1. C.R. Research Methodology (Methods and Techniques) 2nd Edition, New Age International(P)ltd.
2. Zikmund, Babin, et.al. Business Research Methods, 8th Edition, Cengage Learning.
3. Marketing Research – Naresh Kumar Malhotra & David F. Birks

### Suggested Readings

1. Chawla Deepak, Research Methodology, 2nd Edition, Vikas Publications.
2. Dash Priyaranjan, Research Methodology, 3rd Edition, Vrinda Publications.

### Open Educational Resources (OER)

1. NPTEL, Swayam, Course Era
2. <https://www.coursera.org/>

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	



SEMESTER IV						
<b>Course</b> MCBMHS202	<b>Code:</b>	<b>Course Title: Introduction to Financial Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Category of Course</b>	Major XIV					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/ Co-Requisites</b>	<b>Basic knowledge of Finance</b>					

### Course Perspective

The Introduction to Financial Management course provides students with the foundational knowledge and skills to make informed financial decisions within a business context. The course covers the essential financial management principles, including the time value of money, investment decision-making, and capital structure. Additionally, it addresses practical aspects of managing dividends and working capital, equipping students with an understanding of how finance drives business value and growth. As financial managers in India increasingly play strategic roles, this course also explores their evolving responsibilities in balancing risks, returns, and stakeholder interests.

### Course Outcomes:

After completion of the course, the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the key concepts of Financial Management.	L2
CO2	<b>Applying</b> present and future value of cash flows, annuities, and perpetuities to make informed financial decisions.	L3
CO3	<b>Analyzing</b> capital budgeting techniques to evaluate investment opportunities and make project selection decisions.	L4

CO4	<b>Evaluating</b> the factors that influence capital structure and evaluate the impact of leverage on a company's financial performance.	L5
CO5	<b>Evaluating</b> dividend policy options and working capital requirements to identify strategies that optimize a firm's financial health and shareholder value.	L5

#### Course Content

<b>Unit I:</b>	<b>Introduction</b>	<b>10 Hours</b>
Meaning and Definition of Financial Management, Goals of Financial Management, The Fundamental Principle of Finance, Risk-return trade-off, Agency problem, Emerging roles of financial managers in India; Calculation of Time Value of Money: Future Value, Present Value, Annuity, Perpetuity.		
<b>Unit II</b>	<b>Investment and Financial decisions</b>	<b>13 Hours</b>
<b>Capital Budgeting:</b> Meaning, Capital budgeting Process; Project Classification; Evaluation Techniques – Payback period, ARR, Discounted payback period; NPV, PI, IRR, Accept/reject criteria. <b>Capital Structure:</b> Meaning, factors determining capital structure, capital structure planning and policy, capital structure theories; Different sources of Long-term Finance; Leverages: Operating leverage, financial leverage, and Combined leverage, EBIT-EPS analysis; Cost of capital: Cost of equity, Cost of preference shares, Cost of debt, WACC.		
<b>Unit III</b>	<b>Dividend decisions</b>	<b>12 Hours</b>
Meaning of dividend policy, factors influencing dividend policy, objectives of dividend policy, stability of dividends, forms of dividend; Relevance v/s Irrelevance of Dividends (Relevant Theory: Walter's Model, Gordon's Model; Irrelevant Theory: MM's Approach)		
<b>Unit IV</b>	<b>Management of Working Capital</b>	<b>10 Hours</b>
Introduction, Concepts of working capital, Operating and cash conversion cycle, Permanent and variable working capital, balanced working capital position, Determinants of working capital, Issues in working capital management, Estimating working capital requirement, Receivables Management-credit period and discount evaluation.		

**Learning Experience:** Students will engage with real-world scenarios to understand the calculation and interpretation of financial metrics. They will develop investment appraisal skills through hands-on practice with capital budgeting tools, such as NPV and IRR. By analysing different capital structure theories and applying leverage concepts, students will be empowered to assess long-term financing decisions critically. In addition, they will explore dividend policies and working capital management through case studies, giving them insight into maintaining liquidity and profitability in a business. By the end of the course, students will be well-versed in applying financial management concepts to enhance business decision-making effectively.

### Textbooks

1. Khan M. Y. and Jain P. K., “Financial Management”, McGraw Hill
2. I.M. Pandey, “Financial Management”, Vikas Publishing House
3. Prasanna Chandra, “Financial Management Theory and Practice”, McGraw Hill

### Suggested Readings

1. Michael C. Ehrhardt and Eugene F. Brigham, “Corporate Finance”, South-Western Publication.
2. Richard A. Brealey, Stewart Myers and Franklin Allen, “Principles of Corporate Finance” McGraw Hill

### Open Educational Resources (OER)

1. <https://www.icsi.edu/media/webmodules/Financial%20and%20Strategic%20Management.pdf>[www.saylor.org/courses/bus203/](https://www.saylor.org/courses/bus203/)
2. <https://nibmehub.com/opac-service/pdf/read/Financial%20Management%20Theory%20&%20Practice.pdf>

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER IV						
Course Code:	MCBBAG401	Course Title: Business Laws	L	T	P	C
Version		1	3	0	0	3
Category of Course	Major XV					
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Knowledge of Company Law					

### **Course Perspective**

Upon completing this course, students will understand the foundational principles of various business laws in India, including the Indian Contract Act, Sale of Goods Act, and Companies Act. They will analyse the implications of these laws in real-world business scenarios, focusing on contracts, negotiable instruments, and company regulations. Students will apply legal principles to consumer protection and information rights, ensuring compliance with the respective laws. They will also evaluate the effectiveness of these laws in protecting consumer rights and regulating corporate entities. The course will enable students to create effective legal strategies for managing business operations within the framework of Indian laws.

### **Course Outcomes:**

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the core concepts and essentials of the Indian Contract Act, Sale of Goods Act, and Companies Act, focusing on contract formation, sale agreements, and company incorporation.	L2
CO2	<b>Analysing</b> the legal provisions related to negotiable instruments, limited liability partnerships, and agency contracts to assess compliance in business transactions.	L3
CO3	<b>Applying</b> principles of consumer protection and right to information to address legal challenges in business operations, focusing on consumer rights and transparency.	L4
CO4	<b>Evaluating</b> the impact of the Information Technology Act and other business laws on digital transactions, governance, and consumer engagement.	L5
CO5	<b>Creating</b> business strategies that align with legal requirements, ensuring compliance with contract laws, company regulations, and consumer protection mandates	L6

### Course Content

<b>Unit I:</b>	<b>Indian Contract Act 1872</b>	<b>9 Hours</b>
The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract based on validity, formation & performance; law relating to offer and acceptance, consideration, competency to contract, free consent, void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract; Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.		
<b>Unit II</b>	<b>Sale of Goods Act 1930 &amp; Negotiable Instrument Act 1881</b>	<b>12 Hours</b>
Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.		
<b>Unit III</b>	<b>Companies Act 2013 &amp; Limited Liability Partnership Act, 2008</b>	<b>12 Hours</b>
The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of		

directors, share qualification, company meetings. The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.		
<b>Unit IV</b>	<b>Consumer Protection Act 1986</b>	<b>12 Hours</b>
Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers. The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO. Information Technology Act 2000: The rationale behind the act, Digital signature and electronic signature, Electronic Governance.		

**Learning Experience:** The course will be delivered through a combination of lectures, case studies, group discussions, and interactive exercises, ensuring a thorough understanding of business laws. Classes will introduce foundational concepts of contracts, sale agreements, and company formation, supplemented with case studies that simulate real-life legal scenarios. Role plays and group activities will help students analyze legal provisions related to negotiable instruments, LLPs, and consumer rights. Practical exercises, quizzes, and assessments will be used to enhance comprehension of laws like the Information Technology Act and Right to Information Act. This approach ensures that students develop critical thinking, legal reasoning, and practical skills to apply laws effectively in business scenarios.

#### **Textbooks**

1. Bhushan, Bharat., Kapoor, N.D., Abbi, Rajni, "Elements of Business Law". Sultan Chand & Sons Pvt. Ltd.
2. Dagar, Inder Jeet and Agnihotri, Anurag. Business Laws : Text and Problems. Sage Publication.
3. Jagota R. (2019). Business Laws. MKM Publishers ScholarTech Press.
4. Sharma, J.P. and Kanojia S. (2019). Business Laws. New Delhi. Bharat Law House Pvt. Ltd.
5. Singh, Avtar.(2018). The Principles of Mercantile Law. Lucknow. Eastern Book Company.
6. Tulsian P.C. (2018). Business Law. New Delhi.Tata McGraw Hill.

#### **Suggested Readings**

1. Information Technology Rules 2000 with Information Technology Act 2000, Taxman Publications Pvt. Ltd., New Delhi.
2. Kuchhal, M C. (2018). Business Laws. New Delhi. Vikas Publishing House.
3. Arora, Sushma. (2015). Business Laws. New Delhi. Taxmann
4. Sharma, J.P. and Kanojia S. (2015). Vyavsayik Sanniyam, Delhi University Hindi Cell. (For Hindi)

#### **Open Educational Resources (OER)**

1. MIT OpenCourseWare (OCW) - Law and Society: Commercial Law
2. Coursera - Legal Aspects of Entrepreneurship (Offered by the University of Maryland)
3. OER Commons - Commercial Law Resources
4. OpenStax - Business Law

#### **Evaluation Scheme**

<b>Evaluation Components</b>	<b>Weightage</b>
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER IV						
Course Code: MCBBSC401	Course Title:	L	T	P	C	
	Warehouse Operations and Management					
Version	1	3	0	0	3	
Category of Course	Major XVII					
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Basic knowledge of Supply Chain Management					

### Course Perspective

This course offers students a deep understanding of warehouse operations and the role of effective management in supporting supply chain efficiency. It emphasizes the practical application of concepts such as tools and techniques to optimize storage, inventory management, and distribution operations in various industries, equipping students with the skills to evaluate financial data, manage resources efficiently, and contribute to organizational success. The course is essential for those pursuing careers in finance, management, or entrepreneurship, as it provides the analytical tools needed to navigate and influence complex financial environments in the real world.

### Course Outcomes:

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the fundamentals and importance of warehousing in supply chain management.	L2
CO2	<b>Applying</b> warehouse layout and design principles to enhance storage and handling efficiency.	L3
CO3	<b>Applying</b> inventory management techniques to optimize stock levels and reduce costs.	L3
CO4	<b>Analyzing</b> various warehouse management technologies and automation options for operational improvement.	L4
CO5	<b>Evaluating</b> warehouse operational processes and safety measures to ensure productivity and compliance.	L5

### Course Content

<b>Unit I:</b>	<b>Introduction to Warehousing</b>	<b>9 Hours</b>
Purpose and types of warehouses: Distribution centres, fulfilment centres, and cross-docking facilities, Role of warehousing in supply chain management, Key warehouse processes:		



Receiving, put-away, storage, picking, packing, and shipping, Warehouse performance metrics and key performance indicators (KPIs).		
<b>Unit II</b>	<b>Warehouse Layout, Design and Material Handling</b>	<b>12 Hours</b>
Warehouse layout and space utilization principles, Storage systems: Racking, shelving, and mezzanine systems, Material handling equipment: Forklifts, conveyors, pallet jacks, and automated systems, Warehouse design for operational efficiency and safety compliance, Cost considerations in warehouse layout and design.		
<b>Unit III</b>	<b>Inventory Management and Control in Warehousing</b>	<b>12 Hours</b>
Inventory types, classifications, and management principles, Inventory control methods: ABC analysis, cycle counting, and economic order quantity (EOQ), Demand forecasting and safety stock calculations, Warehouse inventory tracking methods: Barcode, RFID, and automated data collection systems.		
<b>Unit IV</b>	<b>Warehouse Technology, Automation and Safety</b>	<b>12 Hours</b>
Warehouse Management Systems (WMS) and their functionalities, Automation in warehousing: Automated guided vehicles (AGVs), AS/RS, and robotics, Integrating Internet of Things (IoT) and data analytics in warehousing operations, Safety regulations, ergonomics, and compliance in warehousing, Sustainability practices in warehouse operations.		

**Learning Experience:** This course will be conducted through a blend of lectures, case studies, hands-on exercises, and group discussions to ensure a dynamic and participatory learning environment. To enhance experiential learning, students will engage in group projects that simulate real business scenarios, such as various warehouse management technologies and automation options for operational improvement and making strategic decisions. Assessments will be diverse, including assignments, quizzes, group presentations, and a final examination, ensuring that students are evaluated on both their theoretical knowledge and practical skills. The course instructor will be available for additional support and feedback, encouraging students to seek help as needed.

#### **Textbooks**

1. Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse by Gwynne Richards, 3rd Edition, Kogan Page.
2. The Warehouse Management Handbook by James A. Tompkins and Jerry D. Smith, 2nd Edition, Tompkins Press.

#### **Suggested Readings**

1. Design and Operation of Automated Container Storage Systems by Nils Boysen and Stefan Emde, Springer.
2. Essentials of Inventory Management by Max Muller, 3rd Edition, AMACOM.

#### **Open Educational Resources (OER)**

1. [NPTEL - Logistics and Supply Chain Management](#)[Coursera - Supply Chain Logistics](#)

#### **Evaluation Scheme**

<b>Evaluation Components</b>	<b>Weightage</b>
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER IV						
<b>Course Code: Minor IV</b>	<b>Course Title:</b> <b>Minor IV</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	
<b>Category of Course</b>	<b>Minor IV</b>					
<b>Total Contact Hours</b>	<b>45</b>					
<b>Pre-Requisites/ Co-Requisites</b>						

SEMESTER IV						
<b>Course Code: AEC II</b>	<b>Course Title:</b> <b>Self Awareness</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	
<b>Category of Course</b>	<b>AEC II</b>					
<b>Total Contact Hours</b>	<b>30</b>					
<b>Pre-Requisites/ Co-Requisites</b>						

SEMESTER IV						
<b>Course Code: OEC III</b>	<b>Course Title:</b> <b>Open Elective</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Category of Course</b>	<b>OEC III</b>					
<b>Total Contact Hours</b>	<b>45</b>					
<b>Pre-Requisites/ Co-Requisites</b>						

SEMESTER IV						
Course Code: SEC IV	Course Title: Data Storytelling Using Tableau	L	T	P	C	
Version	1	0	0	4	2	
Category of Course	SEC IV					
Total Contact Hours	30					
Pre-Requisites/ Requisites	Co-					

## Semester V

SEMESTER V						
Course Code:	Course Title:	L	T	P	C	
MCBBAG501	International Business					
Version	1	3	0	0	3	
Category of Course	Major XVIII					
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites						

### Course Perspective

This course will equip students with the skills to navigate global markets, exploring trade, cultural dynamics, and supply chain management. Through case studies and interactive learning, it emphasizes ethical practices and technology's role, including AI, in modern business. Designed for BBA students, it prepares them for diverse careers in an interconnected economy.

### Course Outcomes:

After completion of the course, the student will be:

<b>CO</b>	<b>Course Outcome Statement</b>	<b>Bloom's Taxonomy Level</b>
CO1	Understanding the foundations of international business, including globalization and trade theories.	L2
CO2	Applying knowledge of international trade frameworks, trade barriers, and global institutions.	L3
CO3	Analysing the economic, political, and cultural factors affecting international business operations.	L4
CO4	Evaluating market entry strategies, foreign investment options, and global competitive dynamics.	L5
CO4	Evaluating strategies for managing cross-cultural teams and addressing ethical issues in global business.	L5

**Detailed Syllabus:**

<b>Unit I</b>	<b>Introduction to International Business</b>	<b>12 Lectures</b>
Nature and Scope of International Business, Globalization and its Drivers, Theories of International Trade (Mercantilism, Absolute Advantage, Comparative Advantage), International Business Environment, Role of MNCs.		
<b>Unit II</b>	<b>International Trade Frameworks</b>	<b>13 Lectures</b>
International Trade Policies, Tariff and Non-Tariff Barriers, Trade Agreements (WTO, Regional Blocs), Export-Import Procedures, Global Trade Institutions (IMF, World Bank), Balance of Payments.		
<b>Unit III</b>	<b>Global Business Environment</b>	<b>17 Lectures</b>
Economic Environment (Developed vs. Emerging Markets), Political and Legal Systems, Cultural Influences on Business, Currency Exchange and Risk Management, International Financial Markets, Global Risk Assessment.		
<b>Unit IV</b>	<b>Strategies in International Business</b>	<b>18 Lecture</b>
Market Entry Strategies (Exporting, Licensing, Joint Ventures, FDI), Global Competitive Strategies, Organizational Structures in International Firms, Cross-Cultural Management, Ethical Challenges in Global Business, Sustainability in International Operations.		

**Learning Experience**

Students will master the fundamentals of international business, including globalization, trade theories, and MNC roles. They will analyze trade policies, tariff barriers, and global institutions like WTO and IMF. The course covers economic, political, and cultural influences, alongside currency and risk management. Students will learn market entry strategies, cross-cultural management, and sustainable practices. Through case studies, they will develop critical skills for global business careers.

**Textbooks**

*International Business: Environments and Operations* by John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan, 16th Edition, Pearson, 2018.

**Reference Books/Materials**

*Global Business Today* by Charles W. L. Hill and G. Tomas M. Hult, 11th Edition, McGraw-Hill, 2020.

*International Business: Competing in the Global Marketplace* by Charles W. L. Hill, 13th Edition, McGraw-Hill, 2021.

*The Global Business Environment: Meeting the Challenges* by Janet Morrison, 4th Edition, Palgrave Macmillan, 2017.

#### Online Reference

IIT                      NPTEL                      Online                      Course  
[https://onlinecourses.nptel.ac.in/noc21\\_hs46/preview](https://onlinecourses.nptel.ac.in/noc21_hs46/preview)  
Course Video IIT <https://archive.nptel.ac.in/courses/109/107/109107173/>

#### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

V						
Course Code: MCBBAG502	Course Title: Fundamental of Strategy	L	T	P	C	
Version	1	3	0	0	3	
Category of Course	Major XIX					
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites						

## Course Perspective

In an era marked by rapid globalization and competitive transformation, strategic thinking is essential for future business leaders. This course equips BBA/B.Com students with the foundational tools and knowledge of strategic management, with a focus on its integration into human resource practices. It explores how organizations formulate, implement, and evaluate strategies to achieve long-term goals. With real-world case studies and analytical tools, students will learn to think critically, solve problems, and align HR practices with strategic intent. The course prepares students for careers in HR, consulting, entrepreneurship, or leadership roles in business.

## Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	Understanding key strategic management concepts, models, and the strategic planning process.	L2
CO2	Applying tools such as SWOT, PESTEL, and Porter's Five Forces for strategic analysis.	L3



CO3	Analyzing the role of HR in strategy implementation, leadership, and organizational alignment.	L4
CO4	Evaluating corporate and business-level strategies for competitive advantage.	L5
CO5	Creating people-centric strategies considering ethics, globalization, and sustainability.	L6

### Course Content

<b>Unit I</b>	<b>Introduction to Strategic Management</b>	<b>11 Hours</b>
Definition, scope, and significance of strategy. Strategic management process. Strategic intent: vision, mission, and objectives. Levels of strategy: corporate, business, and functional. Strategic fit and competitive advantage. Role of HR in strategy formulation.		
<b>Unit II</b>	<b>Environmental and Organizational Analysis</b>	<b>11 Hours</b>
PESTEL analysis: analyzing macro-environmental factors. Porter's Five Forces Model: industry structure and competition. SWOT analysis: internal strengths and weaknesses. VRIO Framework and strategic capabilities. Value chain analysis. HR as a strategic asset.		
<b>Unit III</b>	<b>Strategy Formulation and HR Alignment</b>	<b>13 Hours</b>
Business-level strategies: cost leadership, differentiation, and focus. Corporate-level strategies: growth, stability, and retrenchment. Strategic choice tools: BCG Matrix, GE Matrix. Aligning human resource strategies with organizational goals. Strategic talent management and workforce planning		
<b>Unit IV</b>	<b>Strategy Implementation, Evaluation, and Trends</b>	<b>10 Hours</b>
Strategy implementation: structure, systems, and processes. Role of leadership and organizational culture. Balanced Scorecard and strategic control. Managing change and overcoming resistance. Ethical considerations and sustainability in strategy. Digital transformation and future of strategy: AI, remote work, agile methodologies.		

### Teaching-Learning Methods

The course adopts a mix of interactive lectures, strategic simulations, real-world case analyses, group discussions, role-plays, and presentations. It focuses on applying strategic concepts to practical HR-related challenges. Students will be engaged through:

- SWOT and PESTEL workshops
- Case discussions
- Group strategy formulation exercises
- Reflective learning through journals
- Industry interaction and analysis of contemporary business strategies

### Textbooks

**Hill, Charles W.L., Gareth R. Jones, and Melissa Schilling** (2020). *Strategic Management: An Integrated Approach*, 13th Ed., Cengage Learning.

**Wheelen, Thomas L., and J. David Hunger** (2018). *Strategic Management and Business Policy*, 15th Ed., Pearson Education.

## Suggested Readings

Barney, J. B. & Hesterly, W. (2021). *Strategic Management and Competitive Advantage*, Pearson.

Porter, M. E. (2004). *Competitive Strategy*, Free Press.

Grant, R. M. (2019). *Contemporary Strategy Analysis*, 10th Ed., Wiley.

Johnson, G., Scholes, K., & Whittington, R. (2020). *Exploring Strategy*, Pearson.

Boxall, P., & Purcell, J. (2016). *Strategy and Human Resource Management*, 4th Ed., Palgrave Macmillan.

## Open Educational Resources (OER)

**Coursera / edX / FutureLearn** – Strategy and HRM courses from top universities

**Harvard Business Review, McKinsey Insights, Forbes** – Articles on business strategy and leadership

**Ivey Publishing, ET Cases, Harvard Business School** – Strategic case studies

**LinkedIn Learning & Podcasts** – HBR IdeaCast, Strategy Skills Podcast

## Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER V					
<b>Course Code:</b> MCBBSC551	<b>Course Title:</b> Supply Chain Analytics	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>3</b>
<b>Category of Course</b>	<b>Major XX</b>				
<b>Total Contact Hours</b>	<b>30</b>				
<b>Pre-Requisites/</b> <b>Co-Requisites</b>					

### Course Perspective

This course aims to equip students with a comprehensive understanding of supply chain management principles, tools, and techniques to enhance organizational efficiency, optimize processes, and improve overall competitiveness in both manufacturing and service sectors using data analysis. The aim is to enhance students' abilities in optimizing supply chain processes, improving efficiency, and driving strategic decisions in dynamic and global environments.

### Course Outcomes:

After completion of the course the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	Understanding the foundational concepts and importance of supply chain analytics.	L2
CO2	Applying data analytics techniques for supply chain forecasting, demand planning, and optimization.	L3
CO3	Analyzing supply chain data to identify patterns, trends, and opportunities for process improvement.	L4
CO4	Evaluating advanced analytical methods for supply chain risk management and sustainability.	L5
CO5	Design, and optimize data-driven models to optimize logistics, inventory, and overall supply chain performance.	L6

### Course Content

<b>Unit I</b>	<b>Introduction to Supply Chain Analytics</b>	<b>10 Hours</b>
Overview of supply chain analytics: Scope, significance, and applications, Introduction to data types, sources, and processing in supply chain, Descriptive analytics: Data visualization and pattern identification in supply chain data, Tools for data collection and analysis: Excel, R, Python, and Power BI basics.		
<b>Unit II</b>	<b>Predictive Analytics in Supply Chain</b>	<b>13 Hours</b>
Forecasting techniques: Time-series analysis, regression, and demand forecasting, Demand planning and aggregate planning using predictive analytics, Predictive models for inventory and logistics optimization, Machine learning applications in supply chain forecasting.		
<b>Unit III</b>	<b>Prescriptive Analytics and Optimization Techniques</b>	<b>12 Hours</b>
Introduction to optimization in supply chain: Linear programming and simulations, Inventory management techniques: EOQ, ABC analysis, and safety stock calculations, Transportation and network optimization: Cost minimization and route planning, Supply chain risk management and scenario analysis.		
<b>Unit IV</b>	<b>Supply Chain Strategy and Performance Analytics</b>	<b>10 Hours</b>
Key performance indicators (KPIs) and metrics for supply chain performance, Analytics for supply chain resilience and sustainability, Tools and techniques for agile and lean supply chain strategy evaluation , Supply chain control towers and real-time analytics.		

### Learning Experience:

1. **Interactive Lectures:** Engaging presentations with Q&A sessions to clarify core analytics concepts and foster active participation.
2. **Hands-On Learning:** Practical exercises and case studies to apply theoretical concepts using analytics software and tools.

3. **Digital Resources and LMS Integration:** Utilizing video tutorials, podcasts, and a Learning Management System for accessing materials and assignments.
4. **Data-Driven Case Studies:** Discussing real-world cases to bridge theory with current industry practices and data-driven decision-making.
5. **Continuous Assessments:** Regular quizzes, exercises, and discussions to gauge understanding and provide timely feedback.

**Textbooks:**

1. *Supply Chain Analytics* by Peter W. Smith, 2nd Edition, Pearson.
2. *Supply Chain Analytics and Modeling* by Nada R. Sanders, 1st Edition, Wiley.

**Suggested Readings:**

1. *Competing on Analytics: The New Science of Winning* by Thomas H. Davenport, Harvard Business Press.
2. *Data Science for Supply Chain Forecasting* by Nicolas Vandeput, 2nd Edition, CRC Press.

**Open Educational Resources (OER)**

1. <https://archive.nptel.ac.in/courses/110/107/110107074/>
2. <https://www.coursera.org/specializations/supply-chain-analytics>

**Evaluation Scheme**

Evaluation Components	Weightage
<b>Internal Marks (Theory):-</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	30 Marks
<b>II) Internal Marks (Theory):-Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory):-End-Term Examinations</b>	50 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	

SEMESTER V						
Course Code:	Course Title:	L	T	P	C	
MCBBSC502	Basics of Commercial Geography					
Version	1	3	0	0	3	
Category of Course	Major XXI					
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites						

### Course Perspective

This course introduces students to the fundamentals of commercial geography, exploring the impact of geographical factors on economic activities and commercial practices. It emphasizes understanding the spatial distribution of resources, trade patterns, and the role of geographical conditions in shaping global commerce.

### Course Outcomes

Upon completion of the course the learner will be able to:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	Understanding the significance of geographical factors in influencing commercial activities.	L2
CO2	Describing the spatial distribution of natural resources and their impact on global trade.	L3

CO3	Analysing the relationship between geography and economic development in different regions.	L4
CO4	Evaluating the effects of environmental and geographical challenges on commercial practices.	L5
CO5	Designing sustainable business strategies considering the geographical and environmental constraints of a region.	L6

### Course Content

<b>Unit I</b>	<b>Introduction to Commercial Geography</b>	<b>9 Hours</b>
Definition, Scope, and Importance of Commercial Geography. Geographical Factors Affecting Commerce: Climate, Topography, Natural Resources. Concepts of Spatial Interaction and Accessibility. Role of Commercial Geography in Economic Development. Case Studies: Geography's Impact on Trade and Economy in Different Regions.		
<b>Unit II</b>	<b>Distribution of Resources and Economic Activities</b>	<b>12 ours</b>
Global Distribution of Natural Resources: Minerals, Forests, Water, and Energy. Types of Economic Activities: Primary, Secondary, and Tertiary Sectors. Resource Dependency and International Trade. Environmental Constraints and Resource Management. Case Studies: Resource Distribution and Economic Specialization by Country.		
<b>Unit III</b>	<b>Transportation, Trade Routes, and Regional Economic Development</b>	<b>12 ours</b>
Importance of Transportation in Commercial Geography. Major Global Trade Routes: Historical and Contemporary Perspectives. Infrastructure and Regional Economic Development. Impact of Geopolitical Factors on Trade Routes. Case Studies: The Silk Road, Maritime Trade, and Modern Trade Corridors.		
<b>Unit IV</b>	<b>Challenges and Sustainability in Commercial Geography</b>	<b>12 ours</b>
Environmental Challenges: Pollution, Climate Change, and Resource Depletion. Sustainable Resource Management and Green Commerce. Role of International Organizations in Sustainable Trade Practices. Emerging Trends: Eco-Friendly Logistics, Renewable Resources, and Green Economy. Case Studies: Sustainable Trade Practices in Various Industries		

**Learning Experience:** The learning experience in this course involves interactive lectures that use real-world examples to explain concepts, alongside case studies that explore geography's impact on trade and industry. Hands-on exercises like mapping and regional analysis deepen understanding, while digital resources, such as online tools and videos, support interactive learning. Regular assessments through quizzes, assignments, and class participation ensure feedback, and office hours provide mentorship and additional support.

### Textbooks

1. Commercial Geography: A Study of Resources by R.S. Thoman and J.L. Conkling, 6th Edition, McGraw-Hill.
2. Fundamentals of Commercial Geography by Charles Gritzner, Prentice Hall.

### Suggested Readings

1. The Geography of Transport Systems by Jean-Paul Rodrigue, Routledge.

2. Economic Geography: A Contemporary Introduction by Neil Coe, Philip Kelly, and Henry Wai-Chung Yeung, Wiley-Blackwell.

### Open Educational Resources (OER)

1. [MIT OpenCourseWare - Economic Geography](#)
2. [Coursera - Global Resource Trade](#)

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory):-</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory):-Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory):-End-Term Examinations</b>	40 Marks

**Note:** It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.

SEMESTER V						
<b>Course Code:</b> MCBBSC503	<b>Course Title:</b> Supply Chain Modelling and Design	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	1	2	0	2	3	
<b>Category of Course</b>	Major XXII					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/ Co-Requisites</b>						

### Course Perspective

The Supply Chain Modelling and Design course provides a comprehensive perspective on the strategic and operational aspects of designing efficient, resilient, and sustainable supply chains. It integrates theoretical principles with practical applications, enabling students to understand and tackle real-world supply chain challenges through modeling and quantitative techniques. The course emphasizes a global view of supply chains, addressing how organizations can optimize network design, manage inventory and demand fluctuations, and incorporate technologies to improve supply chain performance. By examining issues like supply chain disruptions, sustainability, and the role of analytics, students gain insight into contemporary supply chain dynamics, preparing them to contribute effectively to modern logistics and supply chain environments.

### Course Outcomes:



After completion of the course, the student will be:

Course Outcome	Course Outcome Statement	Bloom Taxonomy Level
CO 1	<b>Understanding</b> the fundamental concepts, techniques, and frameworks of supply chain modeling and design, including key terms and basic modeling principles.	2
CO 2	<b>Applying</b> quantitative methods and optimization techniques to design supply chain networks, considering factors such as cost, efficiency, and service levels.	3
CO 3	<b>Analyzing</b> supply chain models to assess the impact of various design decisions on operational performance, sustainability, and cost-effectiveness.	4
CO 4	<b>Evaluating</b> and compare supply chain designs, utilizing contemporary tools and emerging technologies to propose solutions that enhance resilience, flexibility, and responsiveness to disruptions.	5

#### Course Content

Unit I	Introduction to Supply Chain Modelling and Design	11 Hours
<b>Basics of Supply Chain Modelling:</b> Definition, importance, and applications of modeling in supply chains; Key components of a supply chain model; Levels of decision-making in supply chains: strategic, tactical, and operational; <b>Supply Chain Design Fundamentals:</b> Supply chain design vs. supply chain strategy; Types of supply chain models: deterministic and stochastic models; Overview of network design and optimization; <b>Introduction to Linear Programming in Supply Chain:</b> Basic concepts of linear programming and its relevance to supply chain problems; Formulating linear programming problems for supply chains; Tools and software for supply chain modeling (e.g., Excel Solver, SCM software)		
Unit II	Network Design and Optimization	11 Hours
<b>Supply Chain Network Design:</b> Key components and decisions in network design: facilities, warehouses, suppliers, and transportation; Cost factors in network design: transportation, warehousing, and inventory holding costs; Techniques for location planning and facility layout; <b>Network Optimization Models:</b> Introduction to the fixed-charge transportation model and mixed-integer programming; Optimization of network design for cost, efficiency, and service level improvement; Case studies on network design decisions in real-life supply chains; <b>Global Supply Chain Network Design:</b> Designing supply chains for global operations: risks and challenges; Impact of regional regulations, trade policies, and tariffs on network design; Managing supply chain resilience through network flexibility		
Unit III	Inventory Management and Demand Forecasting Models	11 Hours

**Inventory Modeling and Control:** Types of inventory models: deterministic and probabilistic; Economic Order Quantity (EOQ) model and its applications; Inventory control techniques: ABC analysis, safety stock, and reorder points; **Demand Forecasting in Supply Chains:** Importance of demand forecasting in supply chain design; Quantitative forecasting methods: time series analysis, moving average, exponential smoothing; Integrating forecasting with inventory and production planning; **Supply Chain Simulation Models:** Introduction to simulation modeling in supply chains; Using simulation to evaluate and optimize inventory policies; Case studies on inventory optimization through simulation

<b>Unit IV</b>	<b>Transportation, Distribution, and Emerging Trends in Supply Chain Design</b>	<b>11 Hours</b>
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**Transportation and Distribution Modelling:** Role of transportation and distribution in supply chain modelling; Vehicle routing problem (VRP) and optimization techniques; Cross-docking, milk runs, and hub-and-spoke distribution models; **Sustainable and Resilient Supply Chain Design:** Principles of sustainable supply chain design; Designing resilient supply chains to handle disruptions and uncertainties; Circular supply chain models and reverse logistics; **Advanced and Emerging Trends:** Role of technology in supply chain modeling: IoT, AI, and blockchain applications; Digital twins in supply chain design and optimization; Case studies on digital transformation and smart supply chain design

**Learning Experience:** The Supply Chain Modelling and Design course offers an engaging and experiential learning environment, combining theoretical foundations with hands-on applications in real-world scenarios. Students explore essential modeling tools and techniques through interactive lectures, case studies, and collaborative group projects, gaining a solid understanding of how supply chains function and how they can be optimized. Emphasizing active learning, the course incorporates simulations and practical exercises where students tackle network design, inventory management, and demand forecasting challenges, using tools like Excel Solver and SCM software. Discussions on global and contemporary issues, such as sustainability and digital transformation, foster critical thinking and encourage students to evaluate the adaptability and resilience of supply chains. Through projects and assignments, students are tasked with applying their knowledge to analyze and design supply chains for various industries, providing them with skills in strategic decision-making and problem-solving crucial to their future careers in logistics and supply chain management

#### Textbooks

1. Chopra, S., & Meindl, P. (2016). *Supply Chain Management: Strategy, Planning, and Operation* (6th ed.). Pearson Education.
2. Shapiro, J. F. (2007). *Modeling the Supply Chain* (2nd ed.). Cengage Learning

#### Suggested Readings

1. Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies* (3rd ed.). McGraw-Hill.
2. Stadtler, H., & Kilger, C. (Eds.). (2008). *Supply Chain Management and Advanced Planning: Concepts, Models, Software, and Case Studies* (4th ed.). Springer.
3. Coyle, J. J., Langley, C. J., Novack, R. A., & Gibson, B. J. (2016). *Supply Chain Management: A Logistics Perspective* (10th ed.). Cengage Learning.

## Open Educational Resources (OER)

1. MIT Open CourseWare - Supply Chain and Logistics Fundamentals
2. Saylor Academy - BUS300: Operations Management

## Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory):-</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory):-Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory):-End-Term Examinations</b>	40 Marks

**Note:** A student must secure 40% marks in the Internal and End Term Examination separately to secure a minimum passing grade.

SEMESTER V						
Course Code:	Course Title:	L	T	P	C	
Minor V	Minor V					
Version	1	4	0	0	4	
Category of Course						
Total Contact Hours	60					
Pre-Requisites/ Co-Requisites						

SEMESTER V						
<b>Course Code:</b>	<b>Course Title:</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Minor VI</b>	<b>Minor VI</b>					
<b>Version</b>	<b>1</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	

<b>Category of Course</b>	
<b>Total Contact Hours</b>	<b>60</b>
<b>Pre-Requisites/ Co-Requisites</b>	

SEMESTER V						
Course Code: AEC III	Course Title: Managing People and Organizations	L	T	P	C	
Version	1	2	0	0	2	
Category of Course						
Total Contact Hours	30					
Pre-Requisites/ Co-Requisites						

SEMESTER V						
Course Code: MCBBIN501	Course Title: Summer Internships II/ Research project II	L	T	P	C	
Version	1	0	0	0	2	
Category of Course	INT II					
Total Contact Hours	30					
Pre-Requisites/ Co-Requisites						

SEMESTER VI						
<b>Course Code:</b> <b>MCBBPR603</b>	<b>Course Title:</b> <b>Summer Internships II/ Research project II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>12</b>	
<b>Category of Course</b>	<b>Project I</b>					
<b>Total Contact Hours</b>						
<b>Pre-Requisites/ Co-Requisites</b>						

## SEMESTER VII

SEMESTER VIII						
<b>Course Code:</b> MCBBAG701	<b>Course Title:</b> Geo-Political Implications of Business	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Category of Course</b>	<b>Major XXIII</b>					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/ Co-Requisites</b>	<b>Basic knowledge of the Business environment</b>					

### Course Perspective

This course explores the dynamic relationship between global political events and the business environment. It examines how geopolitical factors like international relations, political stability, and economic policies impact business operations, strategies, and market decisions. Students will gain insights into the ways businesses can adapt to geopolitical changes, mitigate risks, and leverage opportunities.

### Course Outcomes:

After completion of the course, the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the fundamental concept of Geopolitical Implications of Business	L2
CO2	<b>Applying</b> risk assessment tools to evaluate geopolitical risks for specific countries and industries.	L3
CO3	<b>Analyzing</b> geopolitical events to identify their impact on multinational corporations.	L4
CO4	<b>Analyzing</b> the relationship between geopolitical factors and market dynamics, identifying how these influences shape competitive advantages for businesses.	L4
CO5	<b>Evaluating</b> various risk management frameworks and tools for their applicability in real-world geopolitical contexts,	L5

## Course Content

<b>Unit I:</b>	<b>Introduction</b>	<b>10 Hours</b>
Key concepts in geopolitics, geopolitics vs. geo-economics. Globalization and Business: How globalization influences the movement of goods, services, and labor; current challenges to globalization. Impact of Political and Economic Systems: Capitalism, socialism, and mixed economies; political stability and its role in business decision-making. Global Governance and Multilateral Organizations: Roles of the United Nations, World Trade Organization (WTO), International Monetary Fund (IMF), and World Bank in shaping international trade and business		
<b>Unit II</b>	<b>Geopolitical Risks and Their Impact on Business Strategy</b>	<b>12 Hours</b>
Types of Geopolitical Risks: Political risk, economic risk, policy risk, and societal risk. Risk Assessment and Management: Tools and techniques for analyzing geopolitical risk; PESTLE analysis, risk matrix, and scenario planning. Country Risk Analysis: Assessing and comparing risk factors across countries		
<b>Unit III</b>	<b>Trade, Investment, and Economic Sanctions</b>	<b>12 Hours</b>
Global Trade Dynamics and Policies: Tariffs, trade barriers, and free trade agreements. Foreign Direct Investment (FDI): Geopolitical factors affecting FDI inflows and outflows. Sanctions and Embargoes: Understanding economic sanctions, trade restrictions, and embargoes as geopolitical tools. Impact of Trade Agreements and Regional Blocks: Role of NAFTA/USMCA, EU, ASEAN, and RCEP in business strategies		
<b>Unit IV</b>	<b>Emerging Geopolitical Trends and the Future of Business</b>	<b>11 Hours</b>
Technological and Cyber Warfare: Implications of cyber security and technology control on global businesses. Environmental Geopolitics: Climate change, resource scarcity, and their impact on business sustainability. Rise of New Economic Powers: The influence of emerging markets like China, India, and Africa on the global business landscape. Future Trends: Predicting and preparing for the future; the role of data analytics and AI in anticipating geopolitical shifts.		

**Learning Experience:** In this course, students will engage in experiential learning through simulations, projects, and real-time analyses of current geopolitical events. Activities such as country risk assessments, scenario planning workshops, and sanctions management simulations will allow students to apply theoretical knowledge to real-world contexts, enhancing their decision-making and strategic skills. Guest lectures and interactive mapping exercises will deepen their understanding of global trade flows and alliances. The capstone project challenges students to develop a comprehensive business strategy in response to emerging geopolitical trends, fostering practical, adaptable insights for global business.

## Textbooks

1. Stutz, F. P., & Warf, B. (2014). *The World Economy: Geography, Business, Development*. (6th ed.). Pearson.
2. Dwivedi, E. L., & Mishra, H. N. (2019). *Fundamentals of Political Geography*. Surjeet.

- O'Brien, R., & Williams, M. (2016). Global Political Economy: Evolution and Dynamics. (5th ed.). Red Globe Press.

### **Suggested Readings**

- Ravenhill, J. Global Political Economy. Oxford. (Latest ed.).
- Wild, J. J., & Wild, K. L. (2017). International Business: The Challenges of Globalization. (8th ed.). Pearson

### **Open Educational Resources (OER)**

- <https://escp.eu/sites/default/files/PDF/faculty-research/geopolitics-and-global-business-impact-ebook-ESCP-Business-School.pdf>
- <https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2024/05/managing-todays-geopolitical-risks.pdf>

### **Evaluation Scheme**

<b>Evaluation Components</b>	<b>Weightage</b>
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
Note: It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	



<b>SEMESTER</b>						
<b>Course Code: MCBBS751</b>	<b>Course Title: E-Commerce Operations</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>3</b>	
<b>Category of Course</b>	Major XXIV					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/ Co-Requisites</b>						

### Course Perspective

The course MCSP199 - E-Commerce Operations provides students with a comprehensive understanding of the principles and practices of e-commerce. Students will explore various aspects of online business operations, including digital marketing strategies, payment systems, and legal considerations in the e-commerce environment. By the end of the course, students will be able to evaluate e-commerce models, apply digital marketing techniques, and create effective online business strategies. This course equips students with the necessary skills to thrive in the rapidly evolving digital marketplace.

### Course Outcomes:

After completion of the course, the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	Understanding the fundamental concepts of e-commerce and its significance in modern business operations.	L 1
CO2	Analyzing various e-commerce business models to identify their strengths and weaknesses.	L4
CO3	Applying digital marketing strategies to enhance online visibility and customer engagement.	L3
CO4	Evaluating payment systems and security measures to ensure safe transactions in e-commerce.	L6
CO5	Creating comprehensive e-commerce strategies that integrate technology, marketing, and customer service.	L5

### Course Content

<b>Unit I</b>	<b>Introduction to E-Commerce</b>	<b>9 Hours</b>
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Overview of E-Commerce; Types of E-Commerce Models (B2B, B2C, C2C); Importance of E-Commerce in Global Trade; Key Terminology and Concepts; Evolution of E-Commerce; Current Trends and Future Directions in E-Commerce; Challenges in E-Commerce Implementation.		
<b>Unit II</b>	<b>Digital Marketing Strategies</b>	<b>12 Hours</b>
Principles of Digital Marketing; SEO and SEM Techniques; Social Media Marketing; Content Marketing Strategies; Email Marketing Best Practices; Pay-Per-Click Advertising; Influencer Marketing; Analytics and Performance Measurement in Digital Marketing.		
<b>Unit III</b>	<b>Payment Systems and Security</b>	<b>12 Hours</b>
Overview of Online Payment Systems (Credit Cards, E-Wallets); Payment Gateways; Security Issues in E-Commerce Transactions; Fraud Prevention Techniques; Encryption and Cybersecurity Measures; User Authentication Methods; Regulatory Compliance for Payment Systems.		
<b>Unit IV</b>	<b>Legal and Ethical Considerations</b>	<b>12 Hours</b>
E-Commerce Regulations and Compliance; Intellectual Property Issues in E-Commerce; Consumer Protection Laws; Ethical Issues in Online Business Practices; Data Privacy Laws (GDPR, CCPA); Terms of Service and User Agreements; Handling Disputes in E-Commerce Transactions.		

### Learning Perspective

The learning process for MCSP199 - E-Commerce Operations will be highly interactive, incorporating a mix of theoretical lectures, practical workshops, case studies, and group discussions. Students will engage in hands-on exercises that simulate real-world e-commerce scenarios, allowing them to apply their knowledge effectively. Assessments will include quizzes, assignments, group projects, and presentations to evaluate both theoretical understanding and practical application skills. This multifaceted approach fosters a dynamic learning environment that prepares students to navigate the complexities of e-commerce operations successfully.

### Suggested Textbooks for MS Excel for Business

1. Gupta, A., Excel 2019 for Business Statistics - 1st Edition - McGraw Hill Education.
2. Walkenbach, J., Excel 2019 Power Programming with VBA - 1st Edition - Wiley.
3. Duffy, T., Microsoft Excel 2019 Data Analysis and Business Modeling - 1st Edition - Microsoft Press.

### Open Educational Resources (OER)

1. E-Commerce Fundamentals - A free online course covering essential e-commerce concepts.
2. Digital Marketing - Offers resources and articles on digital marketing strategies relevant to e-commerce.
3. E-Commerce Law - Provides information on legal considerations for online businesses.

### Evaluation Scheme

Evaluation Components	Weightage
Internal Marks (Theory):-	

I) Continuous Assessment (30 Marks) (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
II) Internal Marks (Theory):-Mid-Term Exam	20 Marks
External Marks (Theory):-End-Term Examinations	40 Marks

Note: A student must secure 40% marks in the Internal and End Term Examination separately to secure a minimum passing grade.

SEMESTER VII						
Course Code: MCBBSC701	Course Title: GST and Logistics Documentation	L	T	P	C	
Version	1	3	0	0	3	
Category of Course	Major XXV					
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites						

### Course Perspective

Upon completing the course GST and Logistics Documentation, students will synthesize knowledge of Goods and Services Tax (GST) principles and logistics documentation processes. They will evaluate the impact of GST on business operations, analyze various documentation requirements for compliance, and apply effective strategies to manage logistics in a tax-efficient manner. By engaging with real-world scenarios, students will create solutions that demonstrate their understanding of the complexities involved in GST and logistics, preparing them for successful careers in taxation and supply chain management.

### Course Outcomes:

After completion of the course, the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	Understanding the fundamental concepts of GST and logistics documentation, including key terms and regulatory frameworks	L2
CO2	Analyzing the implications of GST on supply chain operations and identifying the necessary documentation for compliance.	L3
CO3	Applying GST principles to real-world scenarios to ensure accurate tax reporting and compliance in logistics practices.	L4
CO4	Evaluating different logistics strategies that optimize tax efficiency while ensuring compliance with GST regulations.	L4

CO5	Creating comprehensive documentation workflows that integrate GST compliance into logistics management systems.	L5
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### Course Content

<b>Unit I</b>	<b>Introduction to GST</b>	<b>9 Hours</b>
Overview of GST: Concept, Objectives, Importance; Structure of GST; Types of GST (CGST, SGST, IGST); Key Definitions and Terminology.		
<b>Unit II</b>	<b>GST Compliance and Procedures</b>	<b>12 Hours</b>
Understanding GST Registration Process; Filing GST Returns; Input Tax Credit Mechanism; Compliance Requirements.		
<b>Unit III</b>	<b>Logistics Documentation</b>	<b>12 Hours</b>
Types of Logistics Documents: Bill of Lading, Airway Bill, Delivery Challan; Importance of Accurate Documentation; Role in Supply Chain Management.		
<b>Unit IV</b>	<b>Practical Applications in GST and Logistics</b>	<b>12 Hours</b>
Case Studies on GST Implementation; Practical Exercises in Document Preparation; Analysis of Real-World Logistics Scenarios; Compliance Audits.		

### Learning Perspective

The learning process for the MCSP197-GST and Logistics Documentation course will involve a combination of interactive lectures, practical workshops, case studies, and assessments designed to reinforce theoretical concepts through real-world applications. Students will participate in hands-on exercises where they will prepare GST returns and develop logistics documentation, fostering experiential learning. Quizzes, assignments, and group projects will be employed to evaluate understanding continuously, while discussions will enhance critical thinking skills. This multifaceted approach ensures that students not only grasp theoretical knowledge but also acquire practical skills essential for navigating the complexities of GST and logistics in a business environment.

### Suggested Textbooks for MS Excel for Business

1. Gupta, A., Excel 2019 for Business Statistics - 1st Edition - McGraw Hill Education.
2. Walkenbach, J., Excel 2019 Power Programming with VBA - 1st Edition - Wiley.
3. Duffy, T., Microsoft Excel 2019 Data Analysis and Business Modeling - 1st Edition - Microsoft Press.

### Open Educational Resources (OER)

1. GST India - Official portal providing comprehensive information on GST laws and updates.
2. Logistics Management - Resource for articles and insights on logistics practices.
3. TaxGuru - A platform offering articles, guides, and resources related to taxation in India.
4. <http://incometaxmanagement.com/Pages/Gross-Total-Income/Salaries/Deductionunder-Chapter-VI-A.html>

### Evaluation Scheme

Evaluation Components	Weightage
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Internal Marks (Theory):-	
I) Continuous Assessment (30 Marks) (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
II) Internal Marks (Theory):-Mid-Term Exam	20 Marks
External Marks (Theory):-End-Term Examinations	40 Marks

Note: A student must secure 40% marks in the Internal and End Term Examination separately to secure a minimum passing grade.

SEMESTER VII						
<b>Course</b> MCBBAG511	<b>Code</b>	<b>Course Title:</b> International Trade Laws	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Category of Course</b>	Major XXVI					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/Co-Requisites</b>	Students should have an understanding of International Business, Economics, International Relations					

### Course Perspective

The International Trade Laws course provides an in-depth understanding of the legal frameworks governing international commerce. Students will explore key treaties, regulations, and trade agreements that shape global trade practices. Through case studies and practical applications, they will analyze the impact of trade laws on businesses and economies. By the end of the course, students will be equipped to navigate the complexities of international trade regulations and their implications for global operations.

### Course Outcomes

Upon completion of the course the learner will be able to:

Course Outcome	Course Outcome Statement	Bloom Taxonomy Level
CO1	<b>Understanding</b> key concepts and principles of international trade laws.	L2
CO2	<b>Applying</b> legal frameworks to analyse real-world case studies.	L3
CO3	<b>Analyzing</b> impact of international trade laws on global business operations.	L4
CO4	<b>Analyzing</b> the effectiveness of trade agreements and policies.	L4
CO5	<b>Evaluating</b> strategies for navigating international trade laws.	L5

### Course Content

<b>Unit I</b>	<b>Introduction to International Trade Laws</b>	<b>9 Hours</b>
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Overview of International Trade. Key Concepts and Definitions. Historical Development of Trade Laws. Role of WTO and Other International Organizations. Global Trade Theories (Comparative Advantage, Heckscher-Ohlin). Trade Policy Instruments (Tariffs, Quotas).		
<b>Unit II</b>	<b>Legal Frameworks and Trade Agreements</b>	<b>12 Hours</b>
Types of Trade Agreements (Bilateral, Multilateral). Regional Trade Agreements (NAFTA, EU, ASEAN). International Treaties and Conventions. Trade Facilitation Measures. Non-Tariff Barriers (Standards, Regulations). Intellectual Property Rights in Trade Agreements.		
<b>Unit III</b>	<b>Dispute Resolution in International Trade</b>	<b>12 Hours</b>
Mechanisms for Dispute Resolution (WTO Dispute Settlement, Arbitration, Mediation). Case Studies of Trade Disputes. Legal Remedies and Enforcement. Role of National Courts vs. International Forums. Impact of Trade Disputes on Global Relations.		
<b>Unit IV</b>	<b>Compliance and Regulatory Frameworks</b>	<b>12 Hours</b>
Import and Export Regulations. Trade Barriers and Protectionism. Compliance Strategies for Businesses. Ethical Issues in Trade Law. Risk Management in International Trade. Impact of Domestic Laws on International Trade. The Role of Customs Authorities.		

**Learning Experience:** In the International Trade Laws course, students will engage in a dynamic learning environment that combines theoretical knowledge with practical applications. Through interactive case studies and simulations, they will analyse real-world trade disputes and compliance challenges faced by businesses. Collaborative group projects will enhance their understanding of trade agreements and dispute resolution mechanisms. By the end of the course, students will be equipped with the skills and knowledge to navigate the complexities of international trade law effectively.

**Textbooks:**

1. The Law of International Trade: A Business Perspective by Thomas J. Schoenbaum (West Academic Publishing).
2. International Trade: Theory and Policy by Paul Krugman and Maurice Obstfeld (Pearson).
3. International Trade Law: A Comprehensive Guide by James J. Nedumpara and R. A. (Ram) T. (Wiley).
4. World Trade Law: A Very Short Introduction by Amrita Narlikar (Oxford University Press).

**Suggested Readings:**

1. Globalization and Its Discontents by Joseph E. Stiglitz (W.W. Norton & Company).
2. International Trade: A Very Short Introduction by Tongfi Kim (Oxford University Press).
3. The Law of International Trade and Investment by Richard W. M. D. H. W. (Hugh) W. (Ashgate Publishing).

**Open Educational Resources:**

1. International Trade - OpenStax
2. The Law of International Trade - University of Exeter
3. International Trade: Theory and Policy - Open Textbook Library
4. Global Trade and Regional Integration - CUNY Academic Works

**Evaluation Scheme**

<b>Evaluation Components</b>	<b>Weightage</b>
<b>Internal Marks (Theory):-</b>	
<b>I) Continuous Assessment (30 Marks)</b>	40 Marks

<b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	
<b>II) Internal Marks (Theory):-Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory):-End-Term Examinations</b>	40 Marks

**Note:** It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.

<b>SEMESTER VII</b>					
<b>Course Code- MINOR VII</b>	<b>Course Title: MINOR</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>	<b>1</b>	4	0	0	4
<b>Category of Course</b>	MINOR VII				
<b>Total Contact Hours</b>	60				
<b>Pre-Requisites/Co-Requisites</b>					



**SEMESTER VII (Hons. With Research)**

<b>SEMESTER VIII</b>						
<b>Course Code- MCBDDR801</b>	<b>Course Title: Dissertation</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	0	0	12	0	
<b>Category of Course</b>	MAJOR XXVII					
<b>Total Contact Hours</b>	60					
<b>Pre-Requisites/Co-Requisites</b>						

<b>SEMESTER VIII</b>						
<b>Course Code- MCBBA301</b>	<b>Course Title: Economic environment and policy</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
<b>Version</b>	<b>1</b>	3	0	0	0	
<b>Category of Course</b>	MAJOR XXVIII					
<b>Total Contact Hours</b>	45					
<b>Pre-Requisites/Co-Requisites</b>						

**Course Perspective**

The Economic Environment and Policy course provides students with a deep understanding of how national and global economies function. It explores the interactions between governments, businesses, and institutions, focusing on fiscal, monetary, and regulatory policies. By combining economic theory with real-world case studies, students develop analytical skills to assess and respond to economic challenges. The course emphasizes the impact of policies on growth, stability, inequality, and sustainability, preparing students to navigate and influence economic decisions in both public and private sectors.

**Course Outcomes:**

After completion of the course, the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the concept of economic environment and policies	L2
CO2	<b>Applying</b> economic theories and policy frameworks to assess the implications of fiscal, monetary, and regulatory policies on economic stability and growth.	L3
CO3	<b>Analyzing</b> development strategies' impacts on poverty, inequality, and sustainability.	L4
CO4	<b>Evaluating</b> current economic challenges and policy responses through comparative analysis.	L5
CO5	<b>Evaluating</b> contemporary economic issues and developing informed policy recommendations to address them effectively.	L5

### Course Content

<b>Unit I:</b>	<b>Introduction to Economic Environment</b>	<b>10 Hours</b>
Understanding Economic Environment, Economic Systems and Models, Economic Indicators, Global Economic Environment, Economic Cycles, Economic Growth and Development, Role of Government in the Economy, Economic Policy Frameworks, Economic Theories, Market Structures, Economic Reforms		
<b>Unit II</b>	<b>Economic Policies and Their Implications</b>	<b>12 Hours</b>
Fiscal Policy, Monetary Policy, Trade Policies, Regulatory Policies, Taxation Policies, Subsidy and Support Mechanisms, Exchange Rate Policies, Labor Market Policies, Public Debt Management, Investment Policies, Economic Stabilization Policies, Social Welfare Policies.		
<b>Unit III</b>	<b>Economic Development and Growth</b>	<b>12 Hours</b>
Economic Development Theories, Poverty and Inequality, Economic Growth Strategies, Sustainable Development, Human Capital Development, Industrialization and Innovation, Infrastructure Development, Regional Development and Planning, Technology and Development, Urban vs. Rural Development, Role of International Organizations, Economic Diversification.		
<b>Unit IV</b>	<b>Policy Evaluation and Current Issues</b>	<b>11 Hours</b>
Policy Evaluation Methods, Current Economic Challenges, Policy Responses to Economic Crises, Future Trends in Economic Policy, Impact of Technological Advancements, Demographic Changes and Economic Policy, Environmental and Climate Policy, Social Policy		

and Economic Implications, Comparative Policy Analysis, Global Economic Governance, Financial Market Regulation, Policy Effectiveness and Implementation.

**Learning Experience:** The learning experience in this Microeconomics course is designed to be interactive and practical, encouraging students to actively engage with the material and apply their knowledge to real-world situations. Instruction will combine lectures with discussions, case studies, and problem-solving exercises. Students will tackle hands-on assignments, applying microeconomic concepts to analyze consumer behavior, production functions, and market scenarios. Collaborative group activities and peer reviews will enhance learning through shared insights. Assessments, including quizzes, case studies, and projects, will provide a well-rounded evaluation of student progress, with ongoing support and feedback from the instructor to ensure a strong understanding and application of microeconomic theories.

### Textbooks

1. H L Ahuja; Principles of Microeconomics, 22e, S.Chand Publishing (2022 edition)
2. John Sloman and Elizabeth Jones; Economics and Business Environment, Prentice Hall (2011)

### Suggested Readings

1. N. Gregory Mankiw, Ronald D. Kneebone, Kenneth J McKenzie; Principles of Macroeconomics, Cengage Canada. (2023)
2. Dani Rodrik, The Globalization Paradox: Democracy and the Future of the World Economy, OUP Oxford. (2012)
3. Daron Acemoglu and James A. Robinson, Why Nations Fail, Profile Books. (2012)

### Open Educational Resources (OER)

1. <https://ocw.mit.edu/courses/economics/>
2. <https://www.khanacademy.org/economics-finance-domain>
3. <https://olc.worldbank.org/>

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.	



SEMESTER VIII					
Course Code- MINOR VIII	Course Title: MINOR	L	T	P	C
Version	1	4	0	0	4
Category of Course	MINOR VIII				
Total Contact Hours	60				
Pre-Requisites/Co-Requisites					



## SEMESTER VIII (Hons.)

SEMESTER VIII						
<b>Course</b> MCBBAG801	<b>Code-</b>	<b>Course Title:</b> Business Negotiations	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		1	4	0	0	4
<b>Category of Course</b>		Major XXVII				
<b>Total Contact Hours</b>		60				
<b>Pre-Requisites/Co-Requisites</b>						

### 5.1.Course Perspective

This course provides MBA students with the conceptual frameworks and practical tools required for effective negotiation in diverse business contexts. It emphasizes skill development through experiential simulations, self-reflection, and strategy formulation. Students will learn to plan, execute, and review negotiations across sales, procurement, HR, conflict resolution, international deals, and team management, with a focus on achieving mutually beneficial outcomes and building long-term relationships.

### Course Outcomes

<b>C O No .</b>	<b>Course Outcome Statement</b>	<b>Bloom's Taxonomy Level</b>
C O1	Understanding negotiation concepts, styles, and their applications in business contexts.	L2
C O2	Analyzing negotiation situations using frameworks like BATNA, ZOPA, and interest-based negotiation.	L4
C O3	Evaluating personal negotiation style and improve communication strategies.	L5
C O4	Formulating negotiation strategies for collaborative and competitive scenarios.	L6
C O5	Applying learned skills through simulations in cross-functional, cross-cultural, and team negotiations.	L6

### 5.2.

### 5.3.Course Content

#### 5.3.1. Unit I: Foundations of Negotiation (10 Hours)

- Nature and scope of negotiation
- Types: distributive vs. integrative negotiation

- Elements of negotiation: interests, positions, options, legitimacy, communication, commitment
- The negotiation process: preparation, interaction, closing, implementation
- Negotiation myths and common cognitive errors

#### **5.3.2. Unit II: Strategy and Planning in Negotiation (11 Hours)**

- Planning and goal setting for negotiation
- BATNA (Best Alternative to a Negotiated Agreement) and Reservation Price
- ZOPA (Zone of Possible Agreement) and Anchoring
- Leverage and power in negotiation
- Multi-party and team negotiations

#### **5.3.3. Unit III: Psychological and Behavioral Aspects (12 Hours)**

- Emotional intelligence in negotiation
- Role of perception, biases, and framing
- Negotiation styles: assertive, accommodative, avoidant, collaborative, compromising
- Cross-cultural negotiation and global business contexts
- Ethics, trust, and fairness in negotiation

#### **5.3.4. Unit IV: Application Areas and Complex Negotiation Scenarios (12 Hours)**

- Negotiation in sales, procurement, HR (hiring, performance, exit)
- Conflict resolution and mediation
- Online and remote negotiations
- Gender and diversity considerations
- Negotiating mergers, joint ventures, international deals

#### **5.4. Learning Experience**

The course blends role-plays, case analyses, real-world negotiation diaries, feedback sessions, and video-assisted debriefs. Students negotiate in pairs and teams under varying conditions and reflect on outcomes through journaling and peer assessment.

#### **5.5. Pedagogical Innovations**

- **Negotiation Labs & Clinics:** Iterative, feedback-driven simulations with roles, scoring rubrics, and video reviews.
- **Personal Negotiation Style Audit:** Each student assesses their default negotiation tendencies and sets growth goals.
- **Negotiation Diary Assignment:** Track and reflect on real-life negotiations outside the classroom.
- **Cultural Intelligence Games:** Simulate culturally diverse scenarios and resolve misunderstandings.
- **Reverse Role Play Exercises:** Understand the other party's perspective and motivations deeply.
- 

#### **5.6. Experiential Learning Activities**

Activity Title	Concepts Covered	Activity Description	Learning Outcome



1. Role-Play: Salary Negotiation	Interest-based Bargaining	Students simulate a job offer negotiation	Understand value creation and reservation points
2. BATNA and ZOPA Mapping Exercise	Strategic Planning	Map possible outcomes and negotiation zones in a given business case	Practice structured preparation and planning
3. Procurement Negotiation Simulation	Distributive Negotiation	Buyer-supplier deal where price and delivery terms are contested	Apply distributive techniques tactically
4. Emotion in Negotiation Drill	Emotional Intelligence	Analyze and discuss how emotions influenced negotiation outcomes	Build self-awareness and emotional regulation
5. Team-Based Multi-Party Simulation	Complex Negotiation	Represent departments in a resource allocation negotiation	Practice coordination and coalition building
6. Cross-Cultural Negotiation Game	Global Communication	Simulate negotiation between firms from different cultures	Understand cultural sensitivities and adjust communication
7. Ethics Dilemma in Negotiation	Fairness & Trust	Analyze a case involving deception or bluffing	Reflect on ethical boundaries and reputation management
8. Gender & Diversity Case Workshop	Inclusion in Negotiation	Explore cases where gender or social identity influenced negotiation dynamics	Develop awareness and inclusive negotiation strategies
9. Final Negotiation Simulation	Integrated Strategy	Present and participate in a capstone negotiation round across roles	Synthesize all frameworks and interpersonal skills

### 5.7.Textbooks

- Lewicki, R.J., Barry, B., & Saunders, D.M. (2021). *Negotiation* (8th Ed.). McGraw-Hill Education.
- Malhotra, D., & Bazerman, M.H. (2007). *Negotiation Genius*. Bantam Business.
- Thompson, L.L. (2019). *The Mind and Heart of the Negotiator* (7th Ed.). Pearson.

### 5.8.Reference Books

- Fisher, R., Ury, W., & Patton, B. (2011). *Getting to Yes: Negotiating Agreement Without Giving In*. Penguin Books.

- Shell, G.R. (2006). *Bargaining for Advantage: Negotiation Strategies for Reasonable People*. Penguin.
- Stone, D., Patton, B., & Heen, S. (2010). *Difficult Conversations: How to Discuss What Matters Most*. Penguin.
- Deepak Malhotra (2020). *Negotiating the Impossible*. Berrett-Koehler.
- Journal Articles from *Negotiation Journal* (Harvard), *Journal of Conflict Resolution*, *Harvard Business Review*

### 5.9. Open Educational Resources (OER)

- Coursera – *Introduction to Negotiation* (Yale University)
- edX – *Successful Negotiation: Essential Strategies and Skills* (University of Michigan)
- Harvard Law School – Program on Negotiation (PON) Free Resources
- Stanford Graduate School of Business – *Tough Conversations and Difficult Decisions*
- YouTube: MIT, Columbia Business School – Negotiation Role Play Videos

### 5.10. Evaluation Scheme

Evaluation Components	Weightage
I) Continuous Assessment (Role-Plays, Diaries, Reflections)	40 Marks
II) Mid-Term Simulation and Peer Feedback	20 Marks
III) End-Term Capstone Negotiation + Viva	40 Marks
<b>Total</b>	<b>100</b>

**Note:** Students must secure a minimum of 40% in both internal and end-term components to pass the course.

SEMESTER VIII						
Course	Code-	Course Title: Organisation Design	L	T	P	C
MCBBAG802		Development				
Version		1	4	0	0	4
Category of Course		Major XXVIII				
Total Contact Hours		60				

<b>Pre-Requisites/Co-Requisites</b>	Fundamentals of Management / Organizational Behaviour
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### Course Perspective:

This course aims to provide students with a comprehensive understanding of how organizations are structured, evolve, and adapt through effective design and development interventions. Students will explore the frameworks, models, and tools needed to analyse, design, and manage organizational structures, culture, and processes. The course also focuses on organizational diagnostics, change management, and strategic alignment to improve organizational effectiveness and adaptability.

#### 5.11. Course Outcomes:

After completion of the course the student will be:

<b>Cours e Outco me</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxono my Level</b>
<b>CO1</b>	Understand core concepts, principles, and models of organizational design and development	<b>L2</b>
<b>CO2</b>	Apply structural and cultural frameworks to solve organizational problems	<b>L3</b>
<b>CO3</b>	Analyze the effectiveness of organizational structures in dynamic environments	<b>L4</b>
<b>CO4</b>	Evaluate and design change interventions using OD techniques	<b>L5</b>
<b>CO5</b>	Create strategies to align organizational design with strategy and culture	<b>L6</b>

#### 5.12. Course Content

<b>Unit I</b>	Foundations of Organisation Design	<b>10 Hours</b>
Meaning, principles, and relevance of organization design, Approaches to organizational design: Classical, Neoclassical, Modern, Contingency theory and design models (Mintzberg's framework, Galbraith Star Model), Fit between strategy, structure, and environment		
<b>Unit II</b>	Structural Dimensions and Configuration	<b>10 Hours</b>
Key structural elements: Specialization, Departmentalization, Span of control, Centralization, Types of structures: Functional, Divisional, Matrix, Team-based, Network, Structural alignment with organizational goals, Design implications of size, technology, and lifecycle stage		
<b>Unit III</b>	Organizational Development (OD): Theoretical Framework	<b>10 Hours</b>

Nature and scope of OD, OD values, assumptions, and characteristics, OD process: Entry, Diagnosis, Feedback, Intervention, Evaluation, Diagnostic models: Six-box model, Weisbord model, McKinsey 7S, Burke-Litwin		
<b>Unit IV</b>	OD Interventions, Organizational Change and Emerging Trends and Strategic OD	<b>15 Hours</b>
Individual level: Coaching, Mentoring, Sensitivity training, Group level: Team building, Process consultation, Organizational level: Survey feedback, Structural interventions, Resistance to change and strategies to overcome it, Role of change agents and consultants, Agile organizations and design thinking, Digital transformation and its impact on OD, Future of work and reconfiguring organizations, OD in global organizations and cross-cultural context, Ethics and sustainability in OD practices		

### **Learning Experience:**

The **learning experience** in this course is designed to go beyond theoretical understanding, focusing on active engagement, critical reflection, and real-world application of concepts related to organization design and development. Lectures will introduce foundational concepts and frameworks of organizational design and development using storytelling, real-life corporate examples, and multimedia tools to enhance conceptual clarity and engagement. Students will analyse Indian and global case studies from organizations that underwent structural transformation, cultural shifts, or large-scale development interventions. Cases such as Google's team structure, Zappos' holacracy, or Tata Group's reorganization will help in applying theoretical principles to practical contexts.

Students will participate in role-play exercises simulating organizational challenges like restructuring, merger integration, managing resistance to change, and cultural realignment. These simulations will build competencies in communication, emotional intelligence, and strategic thinking. Group assignments will involve diagnosing organizational problems and proposing design or OD interventions. Students will create mock organization charts, cultural assessment reports, and development roadmaps for fictitious or real firms.

### **Textbooks:**

French, W.L., & Bell, C.H. (2008). Organization Development. Pearson Education.

Cummings, T.G., & Worley, C.G. (2014). Organization Development and Change, Cengage Learning.

Galbraith, J. (2002). Designing Organizations: An Executive Guide to Strategy, Structure, and Process. Jossey-Bass.

Jones, G.R. (2013). Organizational Theory, Design and Change, Pearson Education.

### **Suggested Readings:**

Robbins, S.P. Organization Theory: Structure, Design and Applications

Burke, W.W. Organization Change: Theory and Practice

Block, P. Flawless Consulting: A Guide to Getting Your Expertise Used

Pareek, U. Understanding Organizational Behavior

**Open Educational Resources (OER):**

[Coursera – Organizational Analysis](#)

[MIT OpenCourseWare – Organizational Processes](#)

[LinkedIn Learning – Organization Design Courses](#)

**5.13. Evaluation Scheme**

Evaluation Components	Weightage
<b>Internal Marks (Theory):-</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory):-Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory):-End-Term Examinations</b>	40 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade	

SEMESTER VIII								
Course	Code-	Course	Title:	Transformation	L	T	P	C
MCBBAG803		Leadership						
Version		1			4	0	0	4
Category of Course		Major XXIX						
Total Contact Hours		60						
Pre-Requisites/Co-Requisites								

## Course Perspective

This course explores the principles and practices of transformational leadership —an approach that inspires and motivates individuals to achieve exceptional outcomes while fostering personal and professional growth. Through theoretical grounding, real-world case studies, and practical exercises, students will develop skills to lead with vision, integrity, and emotional intelligence in complex, changing environments.

## Course Outcomes:

After completion of the course the student will be:

Course Outcome	Course Outcome Statement	Bloom Taxonomy Level
CO1	Understand the key managerial traits and skills essential for effective leadership.	L2
CO2	Analyse how managerial traits and skills influence leadership effectiveness in dynamic business environments.	L3
CO3	Evaluate the relevance and applicability of different leadership competencies across organizational levels and environments.	L4
CO4	Apply strategies for continuous personal development and skill enhancement as a leader.	L4
CO5	Design and assess developmental programs aimed at human resource and leadership growth.	L5

## Course Content

<b>Unit I:</b>	<b>Introduction to Managerial Traits and Skills</b>	<b>10 Hours</b>
Managerial Traits and Skills: Nature of Traits & Skills: Emotional Stability, Defensiveness, Integrity, Interpersonal Skills, Technical & Cognitive Skills. Managerial Traits and Effectiveness: High Energy level and Stress Tolerance, Self Confidence, Internal Locus of Control, Emotional Stability and Maturity, Power Motivation, Personal Integrity, Achievement Orientation, Need for Affiliation. Managerial Skills and Effectiveness: Technical Skills, Conceptual Skills, Interpersonal Skills..		
<b>Unit II</b>	<b>Relevant Competencies for Leadership Skill</b>	<b>13 Hours</b>
Intelligence, Systems Thinking, Ability to learn. Situational Relevance of Skills: Skills Needed at Different levels, Transferability of Skills Across, Organizations, Requisite Skills and the External Environment. Applications for Managers: Maintain Self-Awareness, Develop relevant skills, Remember that strength can become a weakness, Compensate for weaknesses		
<b>Unit III</b>	<b>Developing Human Resources</b>	<b>11 Hours</b>
Amount of challenge, Variety of Tasks or Assignments. Relevant Feedback. Developmental Activities: Multisource Feedback, Developmental Assessment Centers, Developmental Assignments, Job Rotation Programs, Action Learning, Mentoring, Executive Coaching, Outdoor Challenge Programs, Personal Growth Programs.		
<b>Unit IV</b>	<b>Contemporary Issues in Leadership: Inspirational Approach on Leadership</b>	<b>11 Hours</b>
Charismatic Leadership, Transformational Leadership Authentic Leadership: Self-awareness, Self-regulation & development, Relational Transparency Contemporary		

Leadership Roles: Mentoring , Self-Leadership, E-Leadership Leadership Development: Ingredients of Leadership Development, Leadership Development Process

**Learning Experience:** The learning experience in this course is designed to be **experiential, reflective, and application-oriented**, fostering both conceptual understanding and practical leadership competencies. The course blends theory with real-world applications through a variety of teaching-learning methodologies.

### Textbooks

Gary Yukl: Leadership in organisations, Pearson Education, New Delhi. L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi. P.Guggenheimer & M. Diana zulk: Understanding Leadership Competencies, Viva, books, New Delhi

### Suggested Readings

**Bass & Riggio** – *Transformational Leadership*  
**James MacGregor Burns** – *Leadership*  
**Daniel Goleman** – *Emotional Intelligence*  
 Harvard Business Review articles on leadership and change  
 Selected case studies and podcasts (e.g., *HBR Ideacast*, *Coaching for Leaders*)

### Open Educational Resources (OER)

<https://www.whatishumanresource.com/human-resource-management>  
<https://www.hrmagazine.co.uk/>

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory):-</b>	
<b>I) Continuous Assessment (30 Marks)</b> (All the components to be evenly spaced) Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	40 Marks
<b>II) Internal Marks (Theory):-Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory):-End-Term Examinations</b>	4 0 Marks
<b>Note:</b> It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade	

SEMESTER VIII						
<b>Course</b> <b>MCBBAG301</b>	<b>Code-</b>	<b>Course Title:</b> Economic Environment and Policy	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>		1	3	0	0	3
<b>Category of Course</b>	Major XXX					
<b>Total Contact Hours</b>	60					
<b>Pre-Requisites/Co-Requisites</b>						

### Course Perspective

The Economic Environment and Policy course provides students with a deep understanding of how national and global economies function. It explores the interactions between governments, businesses, and institutions, focusing on fiscal, monetary, and regulatory policies. By combining economic theory with real-world case studies, students develop analytical skills to assess and respond to economic challenges. The course emphasizes the impact of policies on growth, stability, inequality, and sustainability, preparing students to navigate and influence economic decisions in both public and private sectors.



**Course Outcomes:**

After completion of the course, the student will be:

<b>Course Outcome</b>	<b>Course Outcome Statement</b>	<b>Bloom Taxonomy Level</b>
CO1	<b>Understanding</b> the concept of economic environment and policies	L2
CO2	<b>Applying</b> economic theories and policy frameworks to assess the implications of fiscal, monetary, and regulatory policies on economic stability and growth.	L3
CO3	<b>Analyzing</b> development strategies' impacts on poverty, inequality, and sustainability.	L4
CO4	<b>Evaluating</b> current economic challenges and policy responses through comparative analysis.	L5
CO5	<b>Evaluating</b> contemporary economic issues and developing informed policy recommendations to address them effectively.	L5

**Course Content**

<b>Unit I:</b>	<b>Introduction to Economic Environment</b>	<b>10 Hours</b>
Understanding Economic Environment, Economic Systems and Models, Economic Indicators, Global Economic Environment, Economic Cycles, Economic Growth and Development, Role of Government in the Economy, Economic Policy Frameworks, Economic Theories, Market Structures, Economic Reforms		
<b>Unit II</b>	<b>Economic Policies and Their Implications</b>	<b>12 Hours</b>
Fiscal Policy, Monetary Policy, Trade Policies, Regulatory Policies, Taxation Policies, Subsidy and Support Mechanisms, Exchange Rate Policies, Labor Market Policies, Public Debt Management, Investment Policies, Economic Stabilization Policies, Social Welfare Policies.		
<b>Unit III</b>	<b>Economic Development and Growth</b>	<b>12 Hours</b>
Economic Development Theories, Poverty and Inequality, Economic Growth Strategies, Sustainable Development, Human Capital Development, Industrialization and Innovation, Infrastructure Development, Regional Development and Planning, Technology and Development, Urban vs. Rural Development, Role of International Organizations, Economic Diversification.		
<b>Unit IV</b>	<b>Policy Evaluation and Current Issues</b>	<b>11 Hours</b>

Policy Evaluation Methods, Current Economic Challenges, Policy Responses to Economic Crises, Future Trends in Economic Policy, Impact of Technological Advancements, Demographic Changes and Economic Policy, Environmental and Climate Policy, Social Policy and Economic Implications, Comparative Policy Analysis, Global Economic Governance, Financial Market Regulation, Policy Effectiveness and Implementation.

**Learning Experience:** The learning experience in this Microeconomics course is designed to be interactive and practical, encouraging students to actively engage with the material and apply their knowledge to real-world situations. Instruction will combine lectures with discussions, case studies, and problem-solving exercises. Students will tackle hands-on assignments, applying microeconomic concepts to analyze consumer behavior, production functions, and market scenarios. Collaborative group activities and peer reviews will enhance learning through shared insights. Assessments, including quizzes, case studies, and projects, will provide a well-rounded evaluation of student progress, with ongoing support and feedback from the instructor to ensure a strong understanding and application of microeconomic theories.

### Textbooks

1. H L Ahuja; Principles of Microeconomics, 22e, S.Chand Publishing (2022 edition)
2. John Sloman and Elizabeth Jones; Economics and Business Environment, Prentice Hall (2011)

### Suggested Readings

1. N. Gregory Mankiw, Ronald D. Kneebone, Kenneth J McKenzie; Principles of Macroeconomics, Cengage Canada. (2023)
2. Dani Rodrik, The Globalization Paradox: Democracy and the Future of the World Economy, OUP Oxford. (2012)
3. Daron Acemoglu and James A. Robinson, Why Nations Fail, Profile Books. (2012)

### Open Educational Resources (OER)

1. <https://ocw.mit.edu/courses/economics/>
2. <https://www.khanacademy.org/economics-finance-domain>
3. <https://olc.worldbank.org/>

### Evaluation Scheme

Evaluation Components	Weightage
<b>Internal Marks (Theory): -</b>	
<b>I) Continuous Assessment (30 Marks)</b> <b>(All the components to be evenly spaced)</b> Project/ Quizzes/ Assignments and Essays/ Presentations/ Participation Case Studies/ Reflective Journals (Minimum of five components to be evaluated)	30 Marks
<b>II) Internal Marks (Theory): -Mid-Term Exam</b>	20 Marks
<b>External Marks (Theory): -End-Term Examinations</b>	50 Marks

**Note:** It is compulsory for a student to secure 40% marks in Internal and End Term Examination separately to secure minimum passing grade.

<b>SEMESTER VIII</b>					
<b>Course Code- Minor VIII</b>	<b>Course Title: Minor VIII</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version</b>	1	4	0	0	4
<b>Category of Course</b>	<b>Minor VIII</b>				
<b>Total Contact Hours</b>	60				
<b>Pre-Requisites/Co-Requisites</b>					