

NANDHA ENGINEERING COLLEGE

(An Autonomous Institution affiliated to Anna University Chennai and approved by AICTE, New Delhi)
Erode - 638 052, Tamilnadu, India, Phone: 04294 - 225585



Curriculum and Syllabi

for

MBA - MASTER OF BUSINESS ADMINISTRATION

[CHOICE BASED CREDIT SYSTEM]

[This Curriculum and Syllabi are applicable to students admitted from the academic year 2026-2027 onwards]

JULY 2026

INSTITUTE VISION AND MISSION	
VISION	• To be an Institute of excellence providing quality Engineering, Technology and Management education to meet the ever changing needs of the society
MISSION	• To provide quality education to produce ethical and competent professionals with social Responsibility • To excel in the thrust areas of Engineering, Technology and Entrepreneurship by solving real- world problems • To create a learner centric environment and improve continually to meet the changing global needs

DEPARTMENT OF MANAGEMENT STUDIES	
VISION	• To be recognized as a centre of excellence in Management to produce competent business professionals to meet the changing needs of the society.
MISSION	• To provide quality management education through managerial activities to meet the global needs. • To impart business knowledge to enhance Employability, Entrepreneurship and Research with ethical and social responsibility. • To be a learner centric environment to cater the changing business needs of the society.
PROGRAMME EDUCATIONAL OBJECTIVES (PEO)	• The graduates of Master of Business Administration will be • PEO1: Core Competency: To work with multidisciplinary teams for problem solving and understand the group dynamics and team work. • PEO2: Employability, Entrepreneurship and Research: To demonstrate business skills as employee, Entrepreneur, researcher and excel in providing socially acceptable solutions to real world problems by applying emerging management techniques. • PEO3: Ethical and Committed Professional: To develop lifelong learning attitude, ethics and values for a successful profession.

MAPPING OF MISSION STATEMENTS (MS) WITH PEOs

MS/PEO	PEO1	PEO2	PEO3
MS1	3	3	2
MS2	3	3	3
MS3	3	3	2

1 – Slight, 2 – Moderate, 3 – Substantial

PROGRAM OUTCOMES:

Graduates of Master of Business Administration will be able to:

PROGRAMME OUTCOMES

PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster analytical and critical thinking abilities for data-based decision making.
PO3	Develop Value based Leadership ability.
PO4	Understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Lead themselves and others in the achievement of organizational goals, contributing effectively to a team.

MAPPING OF PEOs WITH POs

PEO/PO	PO1	PO2	PO3	PO4	PO5
PEO1	3	3	2	3	2
PEO2	3	3	3	3	3
PEO3	3	3	3	3	3

1 – Slight, 2 – Moderate, 3 – Substantial

NANDHA ENGINEERING COLLEGE (AUTONOMOUS), ERODE - 638 052

REGULATIONS - 2026 (R26)
M.B.A- Master of Business Administration

CHOICE BASED CREDIT SYSTEM (CBCS)
CURRICULUM : I - IV SEMESTERS

S. No.	COURSE CODE	COURSE TITLE	CATEGORY	COURSE TYPE	TEACHING AND LEARNING SCHEME			CREDITS	TCP
					L	T	P		
SEMESTER: I									
1	26BAC01	Principles of Management	PC	T	3	0	0	3	3
2	26BAC02	Economics for Business	PC	T	3	0	0	3	3
3	26BAC03	Accounting for Managers	PC	LIT	3	0	2	4	5
4	26BAC04	Business Statistics	PC	LIT	3	0	2	4	5
5	26BAC05	Business Research Methods	PC	T	3	0	0	3	3
6	26BAC06	Business Law	PC	T	3	0	0	3	3
7	26BAC07	Organizational Behaviour	PC	T	3	0	0	3	3
8	26BAP01	Communication Proficiency and Business Etiquette	SD	L	0	0	4	2	4
9	26BAP02	Excel for Managers	SD	L	0	0	4	2	4
TOTAL					21	0	12	27	33

SEMESTER: II									
S. No.	COURSE CODE	COURSE TITLE	CATEGORY	COURSE TYPE	TEACHING AND LEARNING SCHEME			CREDITS	TCP
					L	T	P		
1	26BAC08	Operations and Supply Chain Management	PC	T	3	0	0	3	3
2	26BAC09	Financial Management	PC	LIT	3	0	2	4	5
3	26BAC10	Human Resource Management	PC	T	3	0	0	3	3
4	26BAC11	Marketing Management	PC	T	3	0	0	3	3
5	26BAC12	International Business Management	PC	T	3	0	0	3	3

6	26BAC13	Business Analytics and Intelligence For Managers	PC	LIT	3	0	2	4	5
7	26BAC14	Sustainable Development	PC	T	3	0	0	3	3
8	26BAP03	Leadership Laboratory	SD	L	0	0	4	2	4
9	26BAP04	Research Paper Writing	SD	P	0	0	2	1	2
10	26BAP05	Social Sensitiation Project	SD	P	0	0	2	1	2
TOTAL					21	0	12	27	33

Corporate Internship – Minimum of 4 weeks of internship. The report along with the company certificate Should be submitted within the two weeks of the reopening date of 3rd semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations.

SEMESTER: III									
S. No.	COURSE CODE	COURSE TITLE	CATEGORY	COURSE TYPE	TEACHING AND LEARNING SCHEME			CREDITS	TCP
					L	T	P		
1	26BAC15	Strategic Management	PC	T	3	0	0	3	3
2	26BAC16	Design Thinking in Management	PC	T	3	0	0	3	3
3	E1	Elective I	PE	T	3	0	0	3	3
4	E2	Elective II	PE	T	3	0	0	3	3
5	E3	Elective III	PE	T	3	0	0	3	3
6	E4	Elective IV	PE	T	3	0	0	3	3
7	E5	Elective V	PE	T	3	0	0	3	3
8	E6	Elective VI	PE	T	3	0	0	3	3
9	26BAF01	Corporate Internship	FW	P	0	0	4	2	4
10	26BAP06	Data Visualisation	SD	L	0	0	4	2	4
11	26BAP07	Outbound Training	SD	P	0	0	2	1	2
TOTAL					24	0	10	29	34

SEMESTER: IV									
S. No.	COURSE CODE	COURSE TITLE	CATEGORY	COURSE TYPE	TEACHING AND LEARNING SCHEME			CREDITS	TCP
					L	T	P		
1	26BAC17	Entrepreneurship and New Venture Creation	PC	T	4	0	0	4	4

2	E7	Elective VII	PE	T	3	0	0	3	3
3	E8	Elective VIII	PE	T	3	0	0	3	3
4	26BAF02	Capstone Project	FW	P	0	0	24	12	24
TOTAL					10	0	24	22	34

PROFESSIONAL ELECTIVES (PE)

Students can choose four electives course from two functional specializations

SEMESTER III,IV									
FINANCE									
S. No.	COURSE CODE	COURSE TITLE	CATEGORY	COURSE TYPE	TEACHING AND LEARNING SCHEME			CREDITS	TCP
					L	T	P		
1	26BAE01	Commercial Banking	PE	T	3	0	0	3	3
2	26BAE02	Corporate Finance	PE	T	3	0	0	3	3
3	26BAE03	Investment Analysis and Portfolio Management	PE	T	3	0	0	3	3
4	26BAE04	Merchant Banking and Financial Services	PE	T	3	0	0	3	3
5	26BAE05	Financial Modelling	PE	T	3	0	0	3	3
6	26BAE06	Tech in Financial Services	PE	T	3	0	0	3	3
7	26BAE07	Behavioral Finance	PE	T	3	0	0	3	3
8	26BAE08	Risk Management	PE	T	3	0	0	3	3
9	26BAE09	Wealth Management	PE	T	3	0	0	3	3
10	26BAE10	International Finance	PE	T	3	0	0	3	3

MARKETING									
S. No.	COURSE CODE	COURSE TITLE	CATEGORY	COURSE TYPE	TEACHING AND LEARNING SCHEME			CREDITS	TCP
					L	T	P		
1	26BAE11	Consumer and Buying Behavior	PE	T	3	0	0	3	3
2	26BAE12	Integrated Marketing Communication	PE	T	3	0	0	3	3

3	26BAE13	Digital and Social Media Marketing	PE	T	3	0	0	3	3
4	26BAE14	Product and Brand Management	PE	T	3	0	0	3	3
5	26BAE15	Retail Management	PE	T	3	0	0	3	3
6	26BAE16	Marketing Analytics	PE	T	3	0	0	3	3
7	26BAE17	B2B Marketing	PE	T	3	0	0	3	3
8	26BAE18	AI in Marketing Decisions	PE	T	3	0	0	3	3
9	26BAE19	Sales and Distribution Management	PE	T	3	0	0	3	3
10	26BAE20	Services Marketing	PE	T	3	0	0	3	3

HUMAN RESOURCE MANAGEMENT									
S. No.	COURSE CODE	COURSE TITLE	CATEGORY	COURSE TYPE	TEACHING AND LEARNING SCHEME			CREDITS	TCP
					L	T	P		
1	26BAE21	Talent Management Strategies	PE	T	3	0	0	3	3
2	26BAE22	People Analytics	PE	T	3	0	0	3	3
3	26BAE23	Strategic Human Resource Management	PE	T	3	0	0	3	3
4	26BAE24	Performance Management	PE	T	3	0	0	3	3
5	26BAE25	Compensation and Benefits Management	PE	T	3	0	0	3	3
6	26BAE26	Change Management	PE	T	3	0	0	3	3
7	26BAE27	Industrial Relations and Labour Legislations	PE	T	3	0	0	3	3
8	26BAE28	Cross Cultural Management	PE	T	3	0	0	3	3
9	26BAE29	Emotional and Social Intelligence	PE	T	3	0	0	3	3
10	26BAE30	Artificial Intelligence -HR Information Systems	PE	T	3	0	0	3	3

Logistics Management									
S. No.	COURSE CODE	COURSE TITLE	CATEGORY	COURSE TYPE	TEACHING AND LEARNING SCHEME			CREDITS	TCP
					L	T	P		
1	26BAE31	Logistics Management	PE	T	3	0	0	3	3
2	26BAE32	Supply Chain Analytics	PE	T	3	0	0	3	3
3	26BAE33	E-Commerce and Retail supply chain Logistics	PE	T	3	0	0	3	3
4	26BAE34	Industry 5.0	PE	T	3	0	0	3	3
5	26BAE35	Services Operations Management	PE	T	3	0	0	3	3
6	26BAE36	Global Supply Chain Management	PE	T	3	0	0	3	3
7	26BAE37	Total Quality Management	PE	T	3	0	0	3	3
8	26BAE38	Lean Management	PE	T	3	0	0	3	3
9	26BAE39	Project and Change Management	PE	T	3	0	0	3	3
10	26BAE40	Technology Management	PE	T	3	0	0	3	3

SEMESTER WISE CREDIT DISTRIBUTION

SEMESTER	PC	PE	SD	FW
I	23		4	
II	23		4	
III	6	18	3	2
IV	4	6		12
Total	56	24	11	14

PC -Professional Core PE -Professional Elective SD - Skill Development Course FW -Field Work



Credits Total: 105

PRINCIPLES OF MANAGEMENT

Course Code:	26BAC01				CIA	40
Course Type: (Theory/Practical/Integrated)	Theory				ESE	60
L:T:P:C	3	0	0	3	Total Marks	100
Total Hours of Pedagogy	30				Exam Hours	3
Pre-requisites	NIL					
Course Objective						
Understand the evolution, concepts, functions, and principles of management in contemporary organizations and develop analytical skills to formulate plans, make managerial decisions, and solve organizational problems in staffing, organizing and control systems and emerging management practices in the context of digital transformation, sustainability, and ethical governance.						
Course Outcomes					Cognitive Level	Weightage of COs in ESE
CO 1	Explain the evolution, principles, functions and contemporary concepts of management.				U	20
CO 2	Apply planning and decision-making techniques to solve managerial problems.				AP	20
CO 3	Design appropriate organizational structures and staffing strategies for business organizations.				AP	20
CO 4	Demonstrate leadership, motivation, and communication and team management skills in organizational settings.				AP	20
CO 5	Evaluate organizational control systems and recommend contemporary management practices for sustainable organizational performance.				E	20

COs – POs mapping					
COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	2	1	2	1
CO 2	3	3	2	1	2
CO 3	3	2	3	1	3
CO 4	2	1	3	2	3
CO 5	3	3	2	3	2
CO (W.A)	2.8	2.2	2.2	1.8	2.2

UNIT- I : FOUNDATIONS OF MANAGEMENT	6 Hours
Nature and Scope of Management - Functions of Management - Levels and Skills of Managers - Evolution of Management Thought – Henry Foyal Principles - Managerial Roles (Mintzberg) - Challenges of Management in Industry 5.0	
UNIT- II : PLANNING AND DECISION MAKING	6 Hours
Planning Process - Types of Plans - Strategic, Tactical and Operational Planning - Goal Setting and MBO- Decision Making Process - Decision Making Models - Risk Analysis - Business Analytics in Decision Making-AI-supported Decision Making	
UNIT- III : ORGANIZING AND STAFFING	6 Hours
Organizing Process - Organizational Structure - Departmentation - Delegation - Centralization vs. Decentralization.Span of Management - Authority and Responsibility .Staffing Process - Talent Acquisition - Workforce Planning - Hybrid Work Models - Diversity, Equity & Inclusion (DEI) –Employee Engagement and well being.	
UNIT- IV : ORGANIZATIONAL CULTURE CONTEMPORARY PEOPLE PRACTICES	6 Hours
Communication Process - Team Building - Virtual and Hybrid Team Management ,Conflict Management - Emotional Intelligence - Organizational Culture - Change Management - Employee Engagement and Wellbeing - Digital Leadership and AI-augmented Collaboration Tools.	
UNIT- V : CONTROLLING AND CONTEMPORARY MANAGEMENT	6 Hours
Control Process - Types of Control - Budgetary and Non-budgetary Control - KPIs and Balanced Scorecard- Business Ethics - Corporate Governance - Sustainability (ESG) - AI in Management - Future of Management Activity - Balanced Scorecard Design for an Organization.	
Total (T : 30)	

Reference Books:
1. Prasad, L. M. Principles and Practice of Management. Sultan Chand & Sons, 2024. 2. Rao, V. S. P. Principles of Management: Text and Cases (3rd ed.). Vikas Publishing House, 2024. 3. Deshmukh, Amarjit R. Management Principles and Organisational Behaviour. Taxmann Publications, 2025. 4. Daft, Richard L. Management (15th ed.). Cengage Learning, 2024. 5. Robbins, Stephen P., Coulter, Mary A., & Long, Lori K. Management (16th ed.). Pearson, 2025.



ECONOMICS FOR BUSINESS

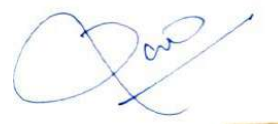
ECONOMICS FOR BUSINESS							
Course Code:		26BAC02				CIA	40
Course Type: (Theory/Practical/Integrated)		Theory				ESE	60
L:T:P:C		3	0	0	3	Total Marks	100
Total Hours of Pedagogy		30				Exam Hours	3
Pre-requisites		NIL					
Course Objective							
To develop a comprehensive understanding of business economics by equipping learners with knowledge of microeconomic and macroeconomic principles, market structures, pricing strategies, economic policies, and behavioural economics for effective business decision-making.							
Course Outcomes						Cognitive Level	Weightage of COs in ESE
CO 1	Apply fundamental economic concepts such as PPC, opportunity cost, and cost analysis to support business decision-making.					Ap	20
CO 2	Analyze demand, supply, production, and cost relationships to determine market equilibrium and optimize business operations.					An	20
CO 3	Evaluate different market structures and apply appropriate pricing strategies under varying competitive conditions.					E	20
CO 4	Interpret macroeconomic indicators and policies to assess their impact on business environment and decision-making.					An	20
CO 5	Apply behavioural economic principles to understand and improve managerial decision-making processes.					Ap	20

COs – POs mapping

COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	2			
CO 2	3	3			2
CO 3	3	3		2	2
CO 4	2	3		3	
CO 5	2	2	3	2	3
CO (W.A)	2.6	2.6	3	2.3	2.3

Unit- I :INTRODUCTION TO BUSINESS ECONOMICS	6 Hours
Nature and scope of business economics - Micro vs. macroeconomics - Basic economic problems - Business objectives - Production Possibility Curve - Opportunity cost - Production and cost analysis - Economics of information - Introduction to Artificial Intelligence in Business Decision-Making.	
Unit- II :DEMAND AND SUPPLY	6 Hours
Demand and supply - Determinants - Market equilibrium - Elasticity of demand and supply - Production (short-run and long-run production functions) - Returns to scale - Economies and diseconomies of scale - Cost analysis (short-run and long-run cost functions) - Production–cost relationship - AI Applications in Demand Forecasting and Supply Chain Analytics-Sustainable Consumption and Production Patterns.	
Unit- III :MARKET STRUCTURE	6 Hours
Perfect competition - Monopoly - Sources of monopoly power - Monopolistic competition - Oligopoly - Price rigidity - Cartels - Price leadership - Economic inefficiency - Price determination under different market structures - AI-Based Dynamic Pricing and Market Intelligence.	
Unit- IV : MACRO-ECONOMIC INDICATORS	6 Hours
Price indices - Inflation (types of inflation) - Deflation - Business cycle - Stabilization policies - Monetary policy - Fiscal policy - National income and its components (GNP, NNP, GDP, NDP) - Tax regime - AI in Economic Forecasting and Policy Analysis.	
Unit- V : INTRODUCTION TO BEHAVIOURAL ECONOMICS	6 Hours
Introduction - Nature of behavioural economics - Principles of behavioural economics (loss aversion, anchoring, nudging, discounting, social proof, decision fatigue) - Applications in managerial decision-making.	
Total (T : 30)	

Reference Books:
1. N. Gregory Mankiw. Principles of Economics (10th ed.). Cengage Learning, 2024. 2. Olivier Blanchard. Macroeconomics (9th ed.). Pearson Education, 2024. 3. Christopher R. Thomas & S. Charles Maurice. Managerial Economics (4th ed.). McGraw Hill, 2023. 4. Michael R. Baye & Jeff Prince. Managerial Economics and Business Strategy (10th ed.). McGraw Hill, 2023. 5. Morris Altma. Behavioral Economics for Dummies. Wiley Publications, 2023.



ACCOUNTING FOR MANAGERS

Course Code:	26BAC03				CIA	50
Course Type: (Theory/Practical/Integrated)	Integrated				ESE	50
L:T:P:C	3	0	2	4	Total Marks	100
Total Hours of Pedagogy	50				Exam Hours	3
Pre-requisites	NIL					
Course Objective						
To equip learners with the knowledge and practical skills to apply financial and management accounting concepts, prepare and analyze financial statements, determine and control costs, use accounting information for managerial decision-making, and utilize accounting tools for effective business planning, budgeting, and financial control.						
Course Outcomes					Cognitive Level	Weightage of COs in ESE
CO 1	Apply basic accounting principles to prepare financial statements.				Ap	20
CO 2	Analyze financial statements using accounting tools for business decision-making.				An	20
CO 3	Apply cost accounting techniques to determine and control business costs.				Ap	20
CO 4	Analyze costs using marginal costing techniques to support profit planning and business decisions.				An	20
CO 5	Apply budgeting techniques and analyze budgets for effective planning and control.				Ap	20

Mapping of COs with POs

COs	POs				
	1	2	3	4	5
CO 1	3	3			
CO 2	3	3			
CO 3	3	3			
CO 4	3	3			
CO 5	3		3	3	3
CO (W.A)	3	3	3	3	3

Unit- I : FINANCIAL ACCOUNTING	6 Hours
Introduction to Financial Accounting – Generally Accepted Accounting Principles – Preparation of Final Accounts: Trading, Profit & Loss Account and Balance Sheet.	

Unit- II : FINANCIAL STATEMENT ANALYSIS	6 Hours
Techniques of Financial Statement Analysis – Comparative Statements – Common Size Statements – Ratio Analysis (Liquidity, Solvency, Activity and Profitability Ratios) – Cash Flow Statements.	
Unit- III : COST ACCOUNTING	6 Hours
Cost Accounting - Objectives - Elements of Cost - Preparation of Cost Sheet - Job order costing - Process costing -Activity Based Costing.	
Unit- IV : MARGINAL COSTING	6 Hours
Marginal Costing and profit planning - Cost, Volume, Profit Analysis - Break Even Analysis - Make or Buy decisions.	
Unit- V : BUDGET AND BUDGETARY CONTROL	6 Hours
Budgeting concepts – Budgetary Control – Cash Budget – Flexible Budget – Zero-Based Budgeting.	
Total (T : 30)	

List of Experiments:
1. Company Creation, Creation of Groups, Ledgers, Inventory Masters and Recording of Business Transactions using Tally Prime. – 4 Hours 2. Preparation of Trial Balance, Trading Account, Profit & Loss Account and Balance Sheet using Tally Prime. – 4 Hours 3. Preparation of Comparative Statements, Common Size Statements and Ratio Analysis using Tally Prime. – 3 Hours 4. Creation of Cost Centres and Cost Categories and Preparation of Cost Reports using Tally Prime. - 3 Hours 5. Preparation of Marginal Cost Statements and Cost-Volume-Profit Analysis using Tally Prime. - 3 Hours 6. Creation of Budgets and Budget Allocation for Ledgers and Groups using Tally Prime. - 3 Hours
Total (P : 20)

Reference Books :
1. M.Y. Khan & P.K. Jain, "Management Accounting", 8th Edition, McGraw Hill Education, New Delhi, 2021. 2. Maheswari S.N., CA Sharad K. Maheswari, Suneel K. Maheswari, "Financial and Management Accounting", 6th Revised Edition, Sultan Chand & Sons, New Delhi, 2022. 3. R. Narayanaswamy, "Financial Accounting: A Managerial Perspective", 6th Edition, McGraw Hill Education, New Delhi, 2023. 4. Weygandt Jerry J., Kimmel Paul D., Kieso Donald E., "Financial Accounting", 11th Edition, Wiley, 2020. 5. Warren Carl S., Jones Jefferson P., Tayler William B., "Financial and Managerial Accounting", 15th Edition, Cengage Learning, 2023.

BUSINESS STATISTICS

BUSINESS STATISTICS							
Course Code:		26BAC04				CIA	50
Course Type: (Theory/Practical/Integrated)		Integrated				ESE	50
L:T:P:C		3	0	2	4	Total Marks	100
Total Hours of Pedagogy		50				Exam Hours	3
Pre-requisites		NIL					
Course Objective							
To develop students' ability to apply statistical concepts, probability models, correlation and regression techniques, and hypothesis testing using analytical tools for effective business decision-making.							
Course Outcomes						Cognitive Level	Weightage of COs in ESE
CO 1	Apply measures of central tendency and variability to summarize business data					Ap	20
CO 2	Apply probability rules and distributions to solve business problems					Ap	20
CO 3	Analyze relationships between variables using correlation and regression					An	20
CO 4	Analyze business data using parametric tests such as Z-test, t-test, and ANOVA					An	20
CO 5	Apply non-parametric tests for decision-making in business contexts					Ap	20

Mapping of COs with POs

COs	POs				
	1	2	3	4	5
CO 1	3				
CO 2	3	3		2	
CO 3		3	2		
CO 4	3		2		
CO 5		3		2	3
CO (W.A)	3	3	2	2	3

UNIT- I :DESCRIPTIVE STATISTICS	6 Hours
Introduction to Business Statistics – Analytics – Data types – Measures of Central Tendency: Mean, Median, Mode – Measures of Variability: Range, Inter-Quartile Range, Variance, Standard Deviation, and Coefficient of Variation.	
UNIT- II :PROBABILITY	6 Hours

Meaning of probability – Events – Types of events – Types of probability – Addition and Multiplication Rules – Bayes' Theorem – Business applications – Probability Distribution – Discrete and Continuous distributions – Binomial, Poisson and Normal Distribution.	
UNIT- III : MEASURES OF CORRELATION AND REGRESSION	6 Hours
Types of correlation – Covariance and Correlation – Pearson's Correlation – Dependent and Independent Variables – Simple Linear Regression – Multiple Regression	
UNIT- IV :PARAMETRIC TEST	6 Hours
Hypothesis Testing – Level of Significance – Type I and Type II Errors – Z-Test – t-Test (One Sample and Two Sample) – ANOVA (One Way and Two Way) – Basic computation.	
UNIT- V : NON- PARAMETRIC TEST	6 Hours
Chi-Square Test – Mann-Whitney U Test/Wilcoxon Rank Sum Test – Wilcoxon Rank Signed Test – Kruskal-Wallis Test – Friedman Test.	
Total (T : 30)	

Practical Component:

The laboratory experiments are classified as Exercise/hands on, open ended, demonstration and structured Inquiry. From the list of experiments given below .

Sl.No	Name of the experiment	Type
1	Calculation of Mean, Median and Mode using business datasets using Excel	Hands on
2	Computation of Variance and Standard Deviation using Excel	Hands on
3	Probability problems using Addition and Multiplication Rules using Excel	Hands on
4	Fitting Binomial and Poisson Distributions using Excel	Hands on
5	Correlation and Regression analysis using Excel	Hands on
6	Hypothesis testing using Z-test and t-test using SPSS	Hands on
7	ANOVA analysis for business applications using SPSS	Open ended
8	Chi-Square Test for independence using SPSS	Open ended
9	Wilcoxon Rank Sum Test application using SPSS	Demonstration
10	Friedman Test for ranking analysis using SPSS	Structured inquiry
		Total (P : 20)

Reference Books:

1. SanjivJaggia, Business Analytics, 2nd Edition, McGraw Hill Education, New Delhi, 2023.
2. David M. Levine, David F. Stephan, Business Statistics, 8th Edition, Pearson Education, Noida, 2022.
3. Christian Albright, Wayne Winston, Business Analytics, 7th Edition, Cengage Learning, Noida, 2022.
4. Jaggia and Kelly, Business Statistics Using Excel, Wiley, 2021.
5. Dinesh Kumar, Business Analytics: The Science of Data-Driven Decision Making, 2nd Edition, Wiley, New Delhi, 2021.



BUSINESS RESEARCH METHODS

Course Code:	26BAC05				CIA	40
Course Type: (Theory/Practical/Integrated)	Theory				ESE	60
L:T:P:C	3	0	0	3	Total Marks	100
Total Hours of Pedagogy	30				Exam Hours	3
Pre-requisites	NIL					
Course Objective						
To equip students with the knowledge and skills to design, conduct, analyze, and communicate ethical business research for evidence-based managerial decision-making.						
Course Outcomes					Cognitive Level	Weightage of COs in ESE
CO 1	Apply research concepts to identify research problems, gaps, variables and formulate research questions.				Ap	20
CO 2	Apply appropriate research designs, measurement scales and validity concepts to develop a research framework.				Ap	20
CO 3	Apply suitable data collection and sampling methods to design questionnaires and sampling plans.				Ap	20
CO 4	Analyze and prepare research data using appropriate data preparation and bivariate and multivariate statistical techniques.				An	20
CO 5	Create a research report incorporating appropriate structure, executive summary, research ethics, objectivity and academic standards.				Cr	20

COs – POs mapping					
COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3		2	
CO 2	3	3		2	
CO 3	2	3		2	2
CO 4	2	3		2	
CO 5	2	3		3	2
CO (W.A)	2.4	3	2	2.2	2

UNIT- I : INTRODUCTION TO RESEARCH	6 Hours
Introduction to Research - Research process - Types of Research– SDG based problem identification – Research Gap – Formulating Research Questions - Identifying variables.	

UNIT- II:RESEARCH DESIGN AND MEASUREMENT	6 Hours
Research design - Definition - Types of research design - Exploratory and causal research design - Descriptive and experimental design - Validity of findings - Internal and external validity - Variables in Research - Measurement and scaling - Different scales .	
UNIT- III :DATA COLLECTION METHODS	6 Hours
Types of data - Primary Vs Secondary data - Methods of primary data collection - Survey Vs Observation - Experiments - Construction of questionnaire - Sampling plan - Sample size - Sampling techniques.	
UNIT- IV : DATA PREPARATION	6 Hours
Data Preparation - editing - Coding -Data entry - Validity of data - Qualitative Vs Quantitative data analyses - Applications of Bivariate and Multivariate statistical techniques	
Unit- V : REPORT WRITING AND ETHICS in BUSINESS RESEARCH	6 Hours
Research report -Types - Contents of report - need for executive summary - Ethics in research - Subjectivity and Objectivity in research.	
Total (T : 30)	

Reference Books:
1. Mark N.K. Saunders, Philip Lewis, Adrian Thornhill, Research Methods for Business Students (9th ed.), Pearson, 2024 2. Pamela Schindler, Business Research Methods (14th ed.), McGraw-Hill, 2022, 3. Joe F. Hair Jr., Michael Page, NiekBrunsveld, et al., Essentials of Business Research Methods (5th ed.), Routledge, 2023. 4. Christina Quinlan, Barry Babin, Jon Carr, Mitch Griffin, Research Methods for Business: A Real-World Approach (3rd ed.), Cengage India, 2024 5. Sergey K. Aityan, Business Research Methodology: Research Process and Methods, Springer2023.



BUSINESS LAW							
Course Code:		26BAC06			CIA	40	
Course Type: (Theory/Practical/Integrated)		Theory			ESE	60	
L:T:P:C		3	0	0	3	Total Marks	100
Total Hours of Pedagogy		30			Exam Hours	3	
Pre-requisites		NIL					
Course Objective							
To apply the principles of business laws to analyze legal issues, ensure regulatory compliance, and support ethical and effective managerial decision-making in business.							
Course Outcomes						Cognitive Level	Weightage of COs in ESE
CO 1	Apply contract law concepts to solve practical problems involving formation, performance, and breach of contracts.					Ap	20
CO 2	Analyze legal issues related to sale of goods, partnership, and negotiable instruments to determine rights, duties, and liabilities.					An	20
CO 3	Analyze legal provisions governing digital payments and intellectual property rights in business scenarios.					An	20
CO 4	Analyze corporate legal issues and consumer disputes using the provisions of company law and consumer protection laws.					An	20
CO 5	Apply GST regulations and legal requirements for establishing and managing e-store operations, including data privacy and intellectual property rights.					Ap	20

COs – POs mapping					
COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3			
CO 2		3			
CO 3			3	2	3
CO 4	3	2		3	2
CO 5	2	3	3	3	3
CO (W.A)	2.7	2.7	3	2.6	2.6

UNIT- I : LAW RELATING TO CONTRACTS	6 Hours
Meaning and essential elements of a valid contract-Types of contracts- Breach of contract -Special contracts: Contingent, Indemnity and Guarantee, Bailment, Pledge and Agency – basic features, rights, duties and termination.	
UNIT-II : SALE OF GOODS AND CONSUMER PROTECTION	6 Hours
Formation of Contract of Sale and Concept of Goods-Sale and Agreement to Sell, Conditions, Warranties and Doctrine of Caveat Emptor-Rights of Buyer and Unpaid Seller- Consumer Protection Act, 2019 – AI in Consumer Grievance Redressal and E-Commerce.	
UNIT- III : NEGOTIABLE INSTRUMENTS, PAYMENT SYSTEMS & IPR	6 Hours
Negotiable Instruments: Meaning, Types and Features, Promissory Note, Bill of Exchange and Cheque, Dishonour of Negotiable Instruments-Digital Payment Systems and Online Banking -Intellectual Property Rights (IPR): Types, Protection and Business Significance.	
UNIT- IV: LAW RELATING TO COMPANY LAW AND PARTNERSHIP	6 Hours
Nature and Types of Companies- Incorporation and Management of Companies-Corporate Governance and Basics of Insolvency- Limited Liability Partnership (LLP): Concept and Formation, Indian Partnership: Features, Rights, Duties and Liabilities, Registration, Reconstitution and Dissolution of Partnership.	
UNIT- V : LAW RELATING TO GOODS AND SERVICES AND E STORE	6 Hours
GST: Objectives, Features and Structure- GST Registration and Compliance- Business Registration and Licensing for E-Commerce, Payment Gateways and Tax Registration, Legal Compliance in E-Commerce, Data Privacy and Statutory Compliance, Sustainable Digital Business.	
Total(T:30)	

Reference Books:
1. Kapoor, N.D., &Kapoor, RajniAbbi. Elements of Mercantile Law. 39th Revised Edition, 2024, Sultan Chand & Sons, New Delhi. 2. Kuchhal, M.C., &Kuchhal, Vivek.Business Laws (NEP 2020 Edition). 2nd Revised Edition, 2024, Vikas Publishing House Pvt. Ltd., New Delhi. 3. Beatty, Jeffrey F., Samuelson, Susan S., &Abril, Patricia. Business Law and the Legal Environment. 8th Edition, 2021, Cengage Learning, Boston. 4. Cheeseman, Henry R.Business Law. 11th Edition, 2020, Pearson Education, New York. 5. Singh, Avtar. Mercantile Law. 2022 Edition, Eastern Book Company, Lucknow. 6. Tulsian, P.C., &Tulsian, Bharat. Business Law. 2023 Edition, McGraw Hill Education, New Delhi.

ORGANIZATIONAL BEHAVIOUR							
Course Code:		26BAC07				CIE	40
Course Type: (Theory/Practical/Integrated)		Theory				ESE	60
L:T:P:C		3	0	0	3	Total Marks	100
Total Hours of Pedagogy		30				Exam Hours	3
Pre-requisites		Nil					
Course Objective							
To develop an understanding of individual, group, and organizational behaviour and apply contemporary behavioural concepts, leadership, change management, and AI-enabled workplace practices to enhance organizational effectiveness and sustainable performance.							
Course Outcomes						Cognitive Level	Weightage of COs in ESE
CO 1	Apply concepts of personality, perception, values, attitudes, and emotional intelligence to understand individual behaviour in organizations.					Ap	20
CO 2	Apply motivation theories and leadership approaches to improve employee performance, engagement, and organizational effectiveness.					Ap	20
CO 3	Analyze group dynamics, communication, organizational culture, conflict, and team effectiveness in organizational settings.					An	20
CO 4	Analyze organizational change, development interventions, stress management, and employee well-being to facilitate organizational effectiveness.					An	20
CO 5	Evaluate contemporary organizational behaviour practices relating to diversity, ethics, talent management, and digital workplaces for sustainable organizational performance.					E	20

COs – POs mapping					
COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3			2	
CO 2	3	2	2		
CO 3		3	3		
CO 4	2				
CO 5		2		3	2
CO (W.A)	2.6	2.3	2.5	2.5	2

UNIT- I : INDIVIDUAL BEHAVIOUR IN ORGANIZATIONS	6 Hours
Introduction to Organizational Behaviour: Nature, scope and importance-Personality and individual differences-Values, attitudes and emotional intelligence-Perception and attribution-Learning and individual behaviour.	
UNIT II: MOTIVATION AND LEADERSHIP	6 Hours
Motivation: Concepts and theories-Employee engagement and job satisfaction-Leadership: Traits, behavioural and contingency approaches -Contemporary leadership styles- Power, politics and influence.	
UNIT- III :GROUP BEHAVIOUR AND TEAM DYNAMICS	6 Hours
Groups and team development-Team effectiveness and decision-making-Communication in organizations- Conflict and negotiation- Organizational culture	
UNIT- IV : ORGANIZATIONAL CHANGE AND DEVELOPMENT	6 Hours
Organizational change: Nature and process-Resistance to change and managing change- Organizational development intervention-Stress management and employee well-being- Work-life balance.	
UNIT- V : ARTIFICIAL INTELLIGENCE (AI) IN ORGANIZATIONAL BEHAVIOUR	6 Hours
AI-enabled HR and Human–AI collaboration – Digital workplace and virtual teams – Ethical AI and responsible decision-making – Sustainable leadership, Diversity, Equity and Inclusion (DEI), ESG culture, and organizational contribution to the Sustainable Development Goals.	
Total (T : 30)	

Reference Books:

1. Robbins, Stephen P., & Judge, Timothy A., Organizational Behavior (20th Edition), Pearson, 2026.
2. McGraw-Hill Education, Modern Management Perspective, McGraw-Hill Education, MehrAria Publications, 2025.
3. Luthans, Fred, Organizational Behavior: An Evidence-Based Approach (15th Edition), McGraw-Hill Education, 2023.
4. Newstrom, John W., Organizational Behavior: Human Behavior at Work (15th Edition), McGraw-Hill Education, 2023.
5. Greenberg, Jerald, & Baron, Robert A., Behavior in Organizations (11th Edition), Pearson, 2022.



COMMUNICATION PROFICIENCY AND BUSINESS ETIQUETTE							
Course Code:		26BAP01				CIA	60
Course Type: (Theory/Practical/Integrated)		Practical				ESE	40
L:T:P:C		0	0	4	2	Total Marks	100
Total Hours of Pedagogy		40				Exam Hours	3
Pre-requisites		Nil					
Course Objective							
To develop professional communication, leadership, digital communication, and workplace interaction skills for organizational effectiveness and career success.							
Course Outcomes						Cognitive Level	Weightage of COs in ESE
CO 1	Apply professional communication and business writing skills in workplace contexts.					Ap	20%
CO 2	Apply corporate etiquette and professional communication practices in organizational settings.					Ap	20%
CO 3	Analyze leadership, team communication, and negotiation strategies for effective collaboration					An	20%
CO 4	Create effective digital and cross-cultural communication solutions for professional environments.					C	20%
CO 5	Evaluate career communication skills for corporate readiness and professional growth.					E	20%

Mapping of COs with POs					
COs	POs				
	1	2	3	4	5
CO 1			2	3	2
CO 2			2	3	2
CO 3			3	3	2
CO 4			2	3	2
CO 5			2	3	2
CO (W.A)			2	3	2

MODULE I - PROFESSIONAL COMMUNICATION AND EXECUTIVE PRESENCE	8 Hours
Communication process and models (Shannon-Weaver, Berlo, Lass well) - Types of communication – Barriers and principles of effective communication - Organizational communication - Ethical and legal aspects: TARES Test -Professional Verbal Communication - Executive Self-Introduction - Personal Branding - Business Conversation Skills - Networking Skills - Business Message Drafting- the 5 Cs - Professional E-mail Writing	

MODULE II – BUSINESS ETIQUETTE AND CORPORATE BEHAVIOUR	8 Hours
Workplace Etiquette - Corporate Behaviour - Telephone Etiquette - Virtual Meeting Etiquette - Professional Grooming - Corporate Dress Code Awareness - Client Interaction Skills – Circular, Agenda and Minutes of the meeting- Follow-Up Communication - Professional Courtesy and Ethics	
MODULE III – LEADERSHIP AND TEAM COMMUNICATION	8 Hours
Leadership Communication - Team Collaboration - Group Discussion Skills - Negotiation Skills - Persuasive Communication - Conflict Resolution - Team Briefing - Decision-Making Communication - Boardroom Communication - Professional Presentation Skills	
MODULE IV – DIGITAL, GLOBAL, AND PROFESSIONAL COMMUNICATION	8 Hours
Cross-Cultural Communication - Digital Communication Skills - Virtual Collaboration - Webinar and Online Meeting Communication - LinkedIn Profile Management - Professional Digital Branding - AI-Assisted Business Communication - Professional Storytelling - Workplace Documentation Skills.	
MODULE V – CAREER COMMUNICATION AND CORPORATE READINESS	8 Hours
Resume Writing - Cover Letter Writing - Video resume - Interview Skills - HR Interaction Skills - Business Pitching - Corporate Presentation Skills - Professional Networking: The three Touch rule - Career Goal Communication - Corporate Interaction Skills - Confidence Building and Professional Attitude.	
Total (P : 40)	

Reference Books :
1. Kitty O. Locker and Stephen Kaczmarek, "Business Communication: Building Critical Skills", McGraw-Hill Education, Ninth Edition, 2023. 2. Courtland L. Bovee and John V. Thill, "Business Communication Today", Pearson Education, Fifteenth Edition, 2024. 3. Erica Dhawan, "Digital Body Language: How to Build Trust and Connection, No Matter the Distance", Harper Business, First Edition, 2021. 4. Amy Gallo, "Getting Along: How to Work with Anyone (Even Difficult People)", Harvard Business Review Press, First Edition, 2022. 5. Matt Abrahams, "Think Faster, Talk Smarter: How to Speak Successfully When You're Put on the Spot", Simon & Schuster, First Edition, 2023. 6. Dorie Clark, "The Long Game: How to Be a Long-Term Thinker in a Short-Term World", Harvard Business Review Press, First Edition, 2021. 7. Stephen M. R. Covey, "Trust and Inspire: How Truly Great Leaders Unleash Greatness in Others", Simon & Schuster, First Edition, 2022.



EXCEL FOR MANAGERS

EXCEL FOR MANAGERS							
Course Code:		26BAP02				CIA	60
Course Type: (Theory/Practical/Integrated)		Practical				ESE	40
L:T:P:C		0	0	4	2	Total Marks	100
Total Hours of Pedagogy		40				Exam Hours	3
Pre-requisites		NIL					
Course Objective							
To develop proficiency in using Microsoft Excel for creating, organizing, analyzing, and automating business data through spreadsheets, formulas, functions, data visualization, advanced analytical tools, and macros to support effective business operations and managerial decision-making.							
Course Outcomes						Cognitive Level	Weightage of COs in ESE
CO 1	Understand the excel interface to create, format, and manage workbooks, worksheets, and tables for business applications.					U	20
CO 2	Apply built-in functions and formulas to perform calculations and automate quantitative analysis in business scenarios.					Ap	20
CO 3	Apply advanced functions including logical, text and date functions to solve structured business problems.					An	20
CO 4	Analyze business data using charts, formatting tools, and data validation techniques for managerial interpretation.					An	20
CO 5	Evaluate business performance data using pivot tables, analysis tools, and macros to support decision-making and operational efficiency.					E	20

Mapping of Cos with POs

COs	POs				
	1	2	3	4	5
CO 1	3				2
CO 2	2	3			2
CO 3	3	3			
CO 4	3	2	2		2
CO 5	3	2	2	2	3
CO (W.A)	2.8	2.5	2	2	2.25

Sl.No	Name of the experiment
1	Create and Format a Professional Workbook
2	Manage Cells, Ranges and Data Formats

3	Create and Manage an Employee/Student Data Table
4	Apply Conditional Formatting to Business Data
5	Protect a Workbook and Prepare a Printable Worksheet
6	Perform Basic Calculations Using Excel Functions
7	Develop an Employee Performance Evaluation Sheet
8	Analyze Sales Data Using Conditional Functions
9	Clean and Format Customer/Employee Names Using Text Functions
10	Calculate and Analyze Dates in an HR/Business Dataset
11	Create and Format Business Charts and Spark lines
12	Create a Dynamic Sales Dashboard
13	Create a Data Entry Form with Validation and Flash Fill
14	Analyze Formula Relationships in a Complex Worksheet
15	Solve Business Problems Using Advanced Formulas
16	Perform Employee/Customer Data Lookup Operations
17	Perform Financial Planning and What-If Analysis
18	Clean and Summarize a Large Business Dataset
19	Create an Interactive Pivot-Based Business Dashboard
20	Automate and Analyze Business Data Using Excel Tools

Reference Books:

1. Microsoft Excel 365 Bible – Michael Alexander & Richard Kusleika, 2021, Wiley Publishing, Hoboken, USA.
2. Excel Data Analysis For Dummies. 3rd Edition, 2022, Wiley Publishing, USA.
3. Microsoft Excel Step by Step (Office 2021 Edition). 2021, Microsoft Press, USA.
4. N. Ramakrishnan, 2023 Business Analytics with Excel, McGraw Hill Education India.
5. Dr. S. P. Gupta, Statistical Methods, Sultan Chand & Sons, 2023



OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Course Code:	26BAC08				CIA	40
Course Type: (Theory/Practical/Integrated)	Theory				ESE	60
L:T:P:C	3	0	0	3	Total Marks	100
Total Hours of Pedagogy	30				Exam Hours	3
Pre-requisites	NIL					
Course Objective						
To develop the ability to apply operations and supply chain management concepts, quantitative tools, and technology to analyze business processes and support efficient, sustainable, and strategic managerial decision-making.						
Course Outcomes					Cognitive Level	Weightage of COs in ESE
CO 1	Apply operations management concepts in designing production and service systems				Ap	20
CO 2	Analyze supply chain processes including procurement, logistics, and distribution				An	20
CO 3	Apply quantitative techniques for forecasting, inventory, and scheduling decisions				Ap	20
CO 4	Analyze supply chain strategies and performance in global business environments.				An	20
CO 5	Apply sustainability practices and digital technologies to improve operations and supply chain systems.				Ap	20

Mapping of Cos with POs

COs	POs				
	1	2	3	4	5
CO 1	3				3
CO 2	3	3		2	2
CO 3	3	3			2
CO 4	2	2		3	
CO 5	2	2	3	2	3
CO (W.A)	2.6	2.5	3	2.3	2.5

UNIT- I : INTRODUCTION TO OPERATIONS & SUPPLY CHAIN MANAGEMENT	6 Hours
Operations Management: Concepts, Functions and Scope – Supply Chain Management: Meaning, Importance and Components – Operations Strategy and Competitive Priorities – Forecasting Techniques: Moving Average, Exponential Smoothing, Regression – Demand Planning and Bullwhip Effect.	
UNIT-II : FACILITY PLANNING AND PROCESS DESIGN	6 Hours
Plant Location: Factors and Techniques – Facility Layout: Types and Design – Process Design: Product vs. Process Focus – Capacity Planning and Decisions – Product Development Process.	
UNIT- III : INVENTORY AND PROCUREMENT MANAGEMENT	6 Hours
Inventory Types and Functions – EOQ, Safety Stock, Reorder Point – Inventory Control Techniques (ABC Analysis, JIT, Kanban) – Procurement and Vendor Management – Warehouse Management Basics.	
UNIT- IV : PRODUCTION PLANNING AND SUPPLY CHAIN INTEGRATION	6 Hours
Aggregate Planning and MRP – Scheduling Techniques – Logistics and Distribution Management – Supply Chain Integration and Coordination – Digital Supply Chain (ERP, AI, Block chain basics).	
UNIT- V : SUSTAINABLE AND SMART OPERATIONS MANAGEMENT	6 Hours
Total Quality Management (TQM) and Continuous Improvement, Quality Management Tools (SQC and Six Sigma Basics), Sustainable Operations and Green Supply Chain Management, AI Applications in Operations and Supply Chain Management, Supply Chain Risk Management and Business Resilience.	
Total (T : 30)	

Reference Books:
1. Bedi, Kanishka. Production and Operations Management. 4th Edition, 2022, Oxford University Press, New Delhi. 2. Panneerselvam, R. Operations Management. 4th Edition (Reprint), 2021, PHI Learning Pvt. Ltd., New Delhi. 3. Shah, Janat&Meindl, Peter. Supply Chain Management: Strategy, Planning and Operation (Indian Edition). 7th Edition, 2021, Pearson Education India, New Delhi. 4. Chopra, Sunil &Meindl, Peter. Supply Chain Management: Strategy, Planning and Operation. 7th Edition, 2022, Pearson Education, New York. 5. Heizer, Jay, Render, Barry & Munson, Chuck. Operations Management: Sustainability and Supply Chain Management. 14th Edition, 2023, Pearson Education.



FINANCIAL MANAGEMENT

Course Code:	26BAC09				CIA	40
Course Type: (Theory/Practical/Integrated)	Integrated				ESE	60
L:T:P:C	3	0	2	4	Total Marks	100
Total Hours of Pedagogy	50				Exam Hours	3
Pre-requisites	NIL					
Course Objective						
To develop an understanding of the principles and practices of financial management, enabling students to make effective investment, financing, dividend, and working capital decisions while evaluating long-term financing options for maximizing organizational value.						
Course Outcomes					Cognitive Level	Weightage of COs in ESE
CO 1	Apply financial management concepts to make effective financial decisions.				Ap	20
CO 2	Analyze investment projects using capital budgeting techniques.				An	20
CO 3	Analyze capital structure, leverage, and dividend decisions for business performance.				An	20
CO 4	Apply working capital management techniques for efficient liquidity management.				Ap	20
CO 5	Apply long-term financing sources and capital market options for business financing.				Ap	20

Mapping of COs with POs

COs	POs				
	1	2	3	4	5
CO 1	3				
CO 2		3	2		
CO 3	3	3			
CO 4	3			3	
CO 5			2		3
CO W.A)	3	3	2	3	3

UNIT I - FOUNDATIONS OF FINANCE	6 Hours
Financial Management – Objectives, Scope and Financial Decisions – Time Value of Money – Present Value and Future Value – Introduction to Risk and Return of a Single Asset.	
UNIT II - INVESTMENT DECISIONS	6 Hours

Capital Budgeting: Process - Need of capital budgeting - Evaluation Techniques: Payback period - Accounting rate of return - Net Present Value - Internal Rate of Return - Profitability Index.	
UNIT III - FINANCING AND DIVIDEND DECISION	6 Hours
Financial Leverage – Operating Leverage - EBIT – EPS Analysis - Capital structure - Theories of capital structure - Determinants of capital structure. Dividend policy - Forms of dividends - Share splits.	
UNIT IV - LIQUIDITY DECISIONS	6 Hours
Working capital: Concepts – Needs – Determinants - Estimation of working capital requirements (Simple problems) - Working capital finance: Trade credit, Bank finance and Commercial paper.	
UNIT V - LONG TERM SOURCES OF FINANCE	6 Hours
Indian capital market - New issues market - Long term finance: Equity Shares – Preference Shares – Debentures – Term Loans – Lease Financing – Hire Purchase.	
Total (T : 30)	

List of Experiments:
1. Calculation of Present Value (PV), Future Value (FV), Risk, and Expected Return of Investments using Microsoft Excel. – 4 Hours 2. Evaluation of Investment Projects using Capital Budgeting Techniques (Payback Period, ARR, NPV, IRR, and PI) in Microsoft Excel. - 4 Hours 3. Preparation of EBIT–EPS Analysis using Microsoft Excel. - 4 Hours 4. Estimation of Working Capital Requirement using Microsoft Excel. - 4 Hours 5. Analysis of Long-Term Financing Options and Loan/Lease Payment Schedules using Microsoft Excel. - 4 Hours
Total (P : 20)

Reference Books :
1. I.M. Pandey, Financial Management, 15th Edition, Vikas Publishing House, 2025. 2. Prasanna Chandra, Financial Management: Theory and Practice, 12th Edition, McGraw Hill, 2026. 3. M.Y. Khan & P.K. Jain, Financial Management, 10th Edition, McGraw Hill, 2023. 4. Brigham, Eugene F., & Houston, Joel F. Fundamentals of Financial Management, 16th Edition, Cengage Learning, 2025. 5. Brealey, Richard A., Myers, Stewart C., Allen, Franklin, & Edmans, Alex. Principles of Corporate Finance, 14th Edition, McGraw Hill Education, 2023.

HUMAN RESOURCE MANAGEMENT							
Course Code:		26BAC10				CIA	40
Course Type: (Theory/Practical/Integrated)		Theory				ESE	60
L:T:P:C		3	0	0	3	Total Marks	100
Total Hours of Pedagogy		30				Exam Hours	3
Pre-requisites		NIL					
Course Objective							
To develop comprehensive knowledge and practical skills in Human Resource Management, enabling learners to effectively manage human resources through strategic planning, talent acquisition, performance management, training and development, compensation, employee relations, and the application of emerging HR technologies and practices in organizations.							
Course Outcomes						Cognitive Level	Weightage of COs in ESE
CO 1	Explain the concepts, scope, functions, and challenges of HRM and analyze the role of Strategic HRM (SHRM) in organizations.					An	20
CO 2	Apply human resource planning, job analysis, recruitment, and career development techniques to effectively manage talent acquisition and retention.					Ap	20
CO 3	Evaluate employee performance using appraisal methods and design appropriate training and development programs for organizational effectiveness.					C	20
CO 4	Analyze compensation structures, incentives, and employee separation processes, and assess grievance handling practices in organizations.					E	20
CO 5	Examine emerging trends in HRM such as AI-enabled HRM, HRIS, HR audit, and HR shared services to improve modern HR practices.					An	20

COs – POs mapping					
COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	2		2	
CO 2	3	3	3		2
CO 3	2	3	2		3
CO 4	2	3		3	
CO 5	2	3		2	2
CO (W.A)	2.6	2.8	2.6	2.3	2.3

UNIT- I :HRM CONCEPTS & CHALLENGES	6 Hours
Introduction, objectives, scope, features, role, and importance of HRM. HRM policies, practices, and functions.Challenges in HRM. Strategic HRM (SHRM): definition, nature, importance, HRM models.	
UNIT- II :TALENT ACQUISITION AND TRAINING	6 Hours
Human Resource Planning – Meaning, objectives, importance, HRP process, workforce demand and supply forecasting. Job Analysis & Job Design – Job analysis, job description, job specification, job design, job enrichment, job enlargement. Recruitment & Selection – Recruitment process, sources of recruitment, recruitment vs. selection, induction, orientation. Training & Development – Meaning, objectives, training process, training needs assessment, types of training, training vs. development, e-learning, benefits of training. Training Evaluation – Overview of training evaluation and the Kirkpatrick Model.	
UNIT- III : COMPENSATION MANAGEMENT	6 Hours
Compensation Management – Concept, objectives, importance, compensation process, salary components, factors affecting compensation, current trends. Incentives & Benefits – Financial and non-financial incentives, fringe benefits .Employee Separation & Grievance Handling – Types of employee separation (retirement, resignation, termination, VRS), grievance handling procedure, and grievance Redressal mechanisms in organizations.	
UNIT- IV : MANAGING EMPLOYEE PERFORMANCE & RETENTION	6 Hours
Performance Appraisal – Meaning, objectives, importance, appraisal process, methods of performance appraisal, performance appraisal vs. performance management. Career Development & Employee Retention – Career planning, career development, succession planning, employee retention, retention strategies.	
UNIT- V : EMERGING TRENDS IN HRM	6 Hours
Modern HR Practices – AI-enabled HRM, Sustainable HRM, HRIS, HR Accounting, HR Audit. HR Shared Services – Concept, objectives, benefits, challenges, and the role of technology in enhancing HR effectiveness.	
Total (T : 30)	

Reference Books:

1. Dessler, Gary. Human Resource Management. 17th Edition, 2024, Pearson Education.
2. Aswathappa, K., & Dash, Sadhna. Human Resource Management: Text and Cases. 10th Edition, 2023, McGraw Hill Education.
3. Noe, Raymond A., Hollenbeck, John R., Gerhart, Barry, & Wright, Patrick M. Fundamentals of Human Resource Management. 9th Edition, 2023, McGraw Hill Education.
4. Mello, Jeffrey A. Strategic Human Resource Management. 6th Edition, 2023, Cengage Learning.
5. Gupta, C. B. Human Resource Management. Revised Edition, 2023, Sultan Chand & Sons, New Delhi.



MARKETING MANAGEMENT

Course Code:	26BAC11				CIA	40
Course Type: (Theory/Practical/Integrated)	Theory				ESE	60
L:T:P:C	3	0	0	3	Total Marks	100
Total Hours of Pedagogy	30				Exam Hours	3
Pre-requisites	NIL					
Course Objective						
To impart comprehensive understanding of core marketing concepts, Marketing Strategies and to equip with emerging skills in digital marketing, social media strategy, influencer marketing, and AI-powered marketing tools.						
Course Outcomes					Cognitive Level	Weightage of COs in ESE
CO 1	To know fundamental concepts, philosophies and evolving landscape of marketing management in the context of digital transformation and AI-driven tools.				U	20
CO 2	Analyze consumer behaviour patterns towards products and AI-powered analytics to derive actionable insights.				An	20
CO 3	Design effective market segmentation, targeting and positioning strategies using data-driven and AI-augmented approaches for diverse market contexts.				An	20
CO 4	Evaluate and construct the integrated marketing mix (4P/7P) aligned with organizational goals and sustainable development principles.				E	20
CO 5	Formulate sustainable and digital marketing strategies integrating SDG frameworks, green marketing principles, and emerging AI technologies.				Ap	20

COs – POs mapping

COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3			2	
CO 2		3		2	
CO 3	3		2		
CO 4	3	1	2		
CO 5		2		3	2
CO (W.A)	3	2	2	2.5	2

UNIT- I: FOUNDATIONS OF MARKETING & THE AI-DRIVEN MARKETPLACE	6 Hours
Marketing concepts -Evolution Marketing - Marketing Environment - Types of Marketing -PESTLE analysis–Marketing Strategy 4Ps’ –Services Marketing	
UNIT- II: STP &CONSUMER BEHAVIOUR PROCESS	6 Hours

Segmentation – Types - Targeting – Positioning - consumer positioning - Buying behaviour- Its Process - AI in Consumer analytics – Marketing Research – Organizational Buying Behaviour.	
UNIT- III :PRODUCT & PRICING STRATEGIES	6 Hours
Product – Types – Product mix – Product Life Cycle -New Product Development - Branding – Types – Advantages - brand positioning – Pricing Methods – Pricing Vs Indian Consumer.	
UNIT- IV : CHANNEL AND PROMOTION STRATEGIES	6 Hours
Types of Channels – Channel Strategies – role of Logistics – Promotion in GenZ world – Promotion Mix – Advertising – Personal Selling - Sales promotion –Word of Mouth – Public Relation- Role of AI in consumer pitching	
UNIT- V : SDG'S IN MARKETING& TECHNOLOGY IN MARKETING	6 Hours
Green marketing- SDGs' development in Marketing –Ethics in marketing - Marketing Information Management - Marketing Metrics	

Reference Books:

1. Rajan Saxena, Marketing Management: Text and Cases, 6th Edition, McGraw-Hill Education India, 2023.
2. Ramaswamy & Namakumari, Marketing Management: Indian Cases and Global Perspective, SAGE Publications India, 2023.
3. Tapan K. Panda, Marketing Management: Strategic Decision Making, Excel Books India, 2022.
4. Philip Kotler, Kevin Lane Keller, and Alexander Chernev, Marketing Management, 16th Edition, Pearson Education, 2022.
5. Mark W. Schaefer, Marketing Rebellion: The Most Human Company Wins, Updated Edition, Schaefer Marketing Solutions, 2023.



BUSINESS ANALYTICS AND INTELLIGENCE FOR MANAGERS							
Course Code:		26BAC12			CIA		50
Course Type: (Theory/Practical/Integrated)		Integrated			ESE		50
L:T:P:C		3	0	2	4	Total Marks	100
Total Hours of Pedagogy		50			Exam Hours		3
Pre-requisites		NIL					
Course Objective							
To develop the ability to apply business intelligence, data integration, data modelling, and KPI analysis techniques for effective business analytics and data-driven managerial decision-making.							
Course Outcomes						Cognitive Level	Weightage of COs in ESE
CO 1	Apply different data types and analytics techniques in business scenarios.					Ap	20
CO 2	Analyze BI architectures and tools for organizational decision-making.					An	20
CO 3	Apply data integration and ETL processes to manage business data.					Ap	20
CO 4	Analyze and design dimensional data models for analytics.					An	20
CO 5	Evaluate business performance using KPIs and metrics.					E	20

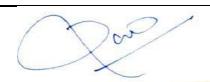
COs – POs mapping					
COs	POs				
	PO 1	PO2	PO 3	PO 4	PO 5
CO 1	3	3			
CO 2	3	3		2	
CO 3	2	3			
CO 4	2	3			
CO 5	3	3	2		2
CO (W.A)	2.6	3	2	2	2

Unit- I : INTRODUCTION	6 Hours
IT in Business - Characteristics of Internet-Ready IT Applications - Information Users and their requirements. Types of Digital Data and their difference; Structured Data, Unstructured Data and Semi-Structured Data. Application of Analytics in Different Industries.	
Unit- II : BASICS OF BUSINESS INTELLIGENCE	6 Hours
Introduction to On-Line Transaction Processing (OLTP), On-Line Analytical Processing (OLAP), Different OLAP Architectures, Data Models for OLTP and OLAP, Role of OLAP Tools in the BI Architecture. Evolution of Business Intelligence (BI) and Role of DSS, EIS, MIS.	

Unit- III :BASICS OF DATA INTEGRATION	6 Hours
Data Warehouse and its need, Data Mart, Constitution of Data Warehouse, Extract-Transform-Load (ETL), Data Integration and its Technologies, Data Quality and Data Profiling.	
Unit- IV : MULTIDIMENSIONAL DATA MODELLING	6 Hours
Basics of Data Modelling, Types of Data Model, Data Modelling Techniques, Fact Table, Dimension Table, Typical Dimensional Models, Dimensional Modelling Life Cycle.	
Unit- V : MEASURES, METRICS AND KPIS	6 Hours
Basics of Measures and Performance, Measurement System Terminology, Role of Metrics and Metrics Supply Chain, Fact-Based Decision Making and KPIS, KPI usage in companies, Sources of Business Metrics and KPIS	
Total (T : 30)	

List of Experiments:
1. Preparation of Basic Reports using Pivot Tables in Microsoft Excel 2. Percentage Calculations using Pivot Tables in Microsoft Excel 3. Calculations using Pivot Tables in Microsoft Excel 4. Pivot Chart and Dashboard Preparation using Microsoft Excel 5. Extraction and Cleaning of Structured and Semi Structured Data from Spreadsheet 6. Transformation of Structured and Semi Structured Data from Spreadsheet 7. Data Modelling using Star Schema in Microsoft Power BI 8. Data Modelling using Snowflake Schema in Microsoft Power BI 9. Report Standardization and Presentation using Microsoft Power BI 10. Graphical Presentation of Data and KPIS using Microsoft Power BI
Total (P: 20)

Reference Books :
1. Kumar, U. Dinesh. Business Analytics: The Science of Data-Driven Decision Making. 2nd Edition, 2021, Wiley India. 2. Gupta, S. P. Business Analytics. Latest Revised Edition, 2021, Sultan Chand & Sons, New Delhi. 3. Indian Academic Contributors. Data Mining and Business Analytics with R. 2nd Indian Edition, 2020, Wiley India. 4. Grossmann, Wilfried, & Rinderle-Ma, Stéphane. Fundamentals of Business Intelligence. 2nd Edition, 2022, Springer. 5. Kimball, Ralph, & Ross, Margy. The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling. 3rd Edition, Reprint 2020, Wiley.



INTERNATIONAL BUSINESS MANAGEMENT							
Course Code:		26BAC13				CIA	40
Course Type: (Theory/Practical/Integrated)		Theory				ESE	60
L:T:P:C		3	0	0	3	Total Marks	100
Total Hours of Pedagogy		30				Exam Hours	3
Pre-requisites		NIL					
Course Objective							
To develop an understanding of international business concepts, global trade, foreign exchange, export management, and AI-enabled business strategies to make ethical, sustainable, and effective decisions in the global business environment.							
Course Outcomes						Cognitive Level	Weightage of COs in ESE
CO 1	Analyze and compare international business theories and practices to evaluate global market opportunities and address challenges in trade and investment decisions.					An	20
CO 2	Evaluate the impact of globalization, protectionist measures, and international institutions on business strategies to make informed decisions in diverse global environments.					E	20
CO 3	Compare and evaluate integrated international business strategies across market entry, production, marketing, and HR to address competitive and operational challenges in global markets.					E	20
CO 4	Analyze foreign exchange market mechanisms and apply exchange rate theories and forecasting tools to manage currency risks and make informed international financial decisions					An	20
CO 5	Evaluate export risks, financing options, and ethical dilemmas within regulatory frameworks to develop responsible and compliant international trade strategies					E	20

COs – POs mapping					
COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO 1	2			3	
CO 2	1	2		3	
CO 3	2			3	
CO 4	1	2		2	
CO 5				2	2
CO (W.A)	1.5	2	-	2.6	2

Unit- I : INTRODUCTION	6 Hours
Definition, Drivers of International Business, Domestic Vs. International Business, Trade and Investment Theories: Interventionist Theories, Free Trade Theories, Theories Explaining Trade Patterns: PLC Theory, The Porter Diamond, Factor Mobility Theory, AI-driven Global Business Intelligence.	
Unit II: GLOBALIZATION	6 Hours
Globalization: Implications, Challenges - Protectionism: Tariff Barriers, Non-Tariff Barriers- Forms of Integration, Role of WTO and IMF in International Business, Economic, Political, Cultural and Technological Environments, Sustainable Development Goals (SDGs) in Global Business	
Unit- III :INTERNATIONAL BUSINESS STRATEGIES	6 Hours
Market Entry Strategies, Multinational Strategy, Production Strategy, Marketing Strategy, Human Resource Strategy, AI-enabled International Business Strategies	
Unit- IV : FOREIGN EXCHANGE	6 Hours
Foreign Exchange Market – Functions, Theories of Exchange Rate Determination, Exchange Rate Forecasting, Convertibility of Currency, Risks associated with Foreign Exchange, AI-based Foreign Exchange Risk Analytics.	
Unit- V : EXPORTS AND ETHICS IN INTERNATIONAL BUSINESS	6 Hours
Exports – Risks, Management of Exports, Regulatory frameworks, Export financing, Countertrade, Ethics – Issues, Dilemma and Theory.	

Reference Books:
1. Francis Cherunilam, International Business, New Delhi: Prentice Hall of India, 2020. 2. K. Aswathappa, International Business, New Delhi: Tata McGraw Hill, 2020. 3. John D Daniels, Lee H. Radebaugh, and Sullivan, International Business, New Delhi: Pearson Education, 2021. 4. Charles W L Hill and Arun Kumar Jain, International Business, New Delhi: Tata McGraw Hill, 2017. 5. Simon Collinson, Rajneesh Narula, Alan M. Rugman, International Business, New Delhi: Pearson Education, 2020.



SUSTAINABLE DEVELOPMENT IN BUSINESS

Course Code:	26BAC14				CIA	40
Course Type: (Theory/Practical/Integrated)	Theory				ESE	60
L:T:P:C	3	0	0	3	Total Marks	100
Total Hours of Pedagogy	30				Exam Hours	3
Pre-requisites	NIL					
Course Objective						
To equip students with the knowledge and skills to understand sustainable development concepts and apply sustainable business practices, including SDGs, CSR, ESG, and sustainability strategies, for responsible business decision-making.						
Course Outcomes					Cognitive Level	Weightage of COs in ESE
CO 1	Apply the concepts of sustainable development, SDGs, Triple Bottom Line, and CSR in business.				Ap	20
CO 2	Apply sustainable practices in Human Resource Management, Finance, Marketing, and Operations.				Ap	20
CO 3	Analyse environmental issues, sustainability challenges, environmental regulations, and the role of AI in sustainability.				An	20
CO 4	Explain the ESG framework and evaluate its role in business and sustainable development.				E	20
CO 5	Develop sustainable business strategies by considering innovation, stakeholder participation, and future trends.				C	20

COs – POs mapping

COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3				
CO 2		3			
CO 3				3	
CO 4					3
CO 5			3		
CO (W.A)	3	3	3	3	3

UNIT- I : INTRODUCTION TO SUSTAINABLE BUSINESS	6 Hours
Concept of sustainability – Sustainable Development Goals (SDGs) – Triple Bottom Line (People, Planet, Profit) – Business and environment relationship – CSR practices- Role of AI in sustainability reporting.	
UNIT- II : ENVIRONMENTAL & GLOBAL BUSINESS ISSUES	6 Hours
Climate change – Resource depletion – Pollution and waste management – Environmental regulations – ISO 14001 overview – Global sustainability challenges - AI in environmental monitoring.	
Unit- III :SUSTAINABILITY IN BUSINESS FUNCTIONS	6 Hours
Green HR practices and employee well-being – Sustainable finance and ESG reporting – Green marketing and ethical branding – Sustainable operations and waste management.	
Unit- IV : ESG FRAMEWORK AND CORPORATE SOCIAL RESPONSIBILITY	6 Hours
Introduction to ESG – Environmental, Social and Governance factors – Corporate Social Responsibility (CSR): concept, principles and practices – ESG in industries – ESG risk analysis – Integration of ESG, CSR and SDGs.	
Unit- V :STRATEGIC SUSTAINABILITY & FUTURE TRENDS	6 Hours
Sustainable business strategies – Innovation for sustainability – Stakeholder role – Public participation – Future trends in sustainable business.	
Total (T : 30)	

Reference Books:
1. TwariMeenakshi, “Sustainable Development and Environmental Management”, 2023 Edition, PHI Learning, New Delhi. 2. KolkAns, “Sustainability, Accounting and Accountability”, 2023 Edition, Routledge. 3. Rogers Peter P., Jalal Kazi F., Boyd John A., “An Introduction to Sustainable Development”, 2nd Edition, Routledge, 2022. 4. McWilliams Abigail, Siegel Donald, Wright Patrick, “Corporate Social Responsibility: Strategic Implications”, 2023 Edition, Oxford University Press. 5. Carroll Archie B., Brown Jill A., “Corporate Social Responsibility: A Strategic Approach”, 3rd Edition, Cambridge University Press, 2023.

LEADERSHIP LABORATORY

Course Code:	26BAP03				CIA	60
Course Type: (Theory/Practical/Integrated)	Practical				ESE	40
L:T:P:C	0	0	4	2	Total Marks	100
Total Hours of Pedagogy	40				Exam Hours	3
Pre-requisites	NIL					
Course Objective						
To develop leadership, communication, teamwork, problem-solving, decision-making, and interpersonal skills through experiential learning, simulations, and practical activities.						
Course Outcomes					Cognitive Level	Weightage of COs in ESE
CO 1	Demonstrate self-awareness and leadership qualities through practical activities.				Ap	20
CO 2	Apply teamwork and communication skills in group activities.				Ap	20
CO 3	Demonstrate decision making and problem solving abilities.				An	20
CO 4	Apply conflict management and negotiation skills in practical situations.				Ap	20
CO 5	Demonstrate managerial and leadership competencies through simulations and role plays.				Ap	20

Mapping of Cos with POs

COs	POs				
	1	2	3	4	5
CO 1	2	2	3		3
CO 2	2	2	2	3	3
CO 3	3	3	2	2	2
CO 4	2	3	2	3	3
CO 5	3	2	3	2	3
CO (W.A)	2.4	2.4	2.4	2.5	2.8

List of Experiments:	
1. Self-Introduction and Personal Leadership Assessment 2. Johari Window and Personal SWOT Analysis 3. SMART Goal Setting and Time Management Plan 4. Marshmallow Tower Team Building Activity 5. Trust Building and Team Coordination Exercise 6. Business Communication through Group Presentation 7. Case Study Analysis on Managerial Decision Making 8. Brainstorming and Root Cause Analysis using Fishbone Diagram 9. Ethical Decision-Making through Business Scenarios 10. Conflict Management and Negotiation Role Play 11. Group Discussion on Current Business Issues 12. Leadership Role Play and Crisis Management Simulation	
Total (P : 40)	

Reference Books:	
1. Organizational Behaviour, Stephen P. Robbins & Timothy A. Judge, 19th Edition, Pearson Education, 2023. 2. Leadership: Theory and Practice, Peter G. Northouse, 10th Edition, Sage Publications, 2024. 3. Human Resource Management, Gary Dessler, 16th Edition, Pearson Education, 2020. 4. Business Communication Today, Courtland L. Bovée & John V. Thill, 15th Edition, Pearson Education, 2021. 5. The Leadership Challenge, James M. Kouzes & Barry Z. Posner, 7th Edition, Wiley, 2023.	



RESEARCH PAPER WRITING

RESEARCH PAPER WRITING							
Course Code:		26BAP04				CIA	60
Course Type: (Theory/Practical/Integrated)		Practical				ESE	40
L:T:P:C		0	0	2	1	Total Marks	100
Total Hours of Pedagogy		20				Exam Hours	3
Pre-requisites		NIL					
Course Objective							
To develop students' ability to identify research problems, conduct literature review, use AI-supported academic tools ethically, organize research findings, apply referencing standards, and prepare a quality research paper suitable for conference or journal publication.							
Course Outcomes					Cognitive Level	Weightage of COs in CIA	
CO 1	Identify research problems and formulate research objectives.				Ap	20	
CO 2	Conduct literature review using academic databases and reference management tools.				Ap	20	
CO 3	Organize research findings and prepare research paper sections following academic writing standards.				An	20	
CO 4	Apply citation, referencing, plagiarism checking and ethical research practices.				Ap	20	
CO 5	Prepare and present a complete research paper suitable for conference or journal submission.				Cr	20	

COs – POs mapping					
COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	2	2	2	3
CO 2	2	3	2	3	3
CO 3	2	3	3	2	3
CO 4	2	2	3	3	3
CO 5	3	3	3	3	3
CO (W.A)	2.4	2.6	2.6	2.6	3

List of Experiments:

- Identification of Research Problem and Research Gap using recent Scopus/Web of Science articles
- Formulation of Research Title, Objectives and Research Questions, Formulation of Hypothesis

3. Literature Search using Google Scholar, Scopus, DOAJ(Directory of Open Access Journals), SSRN (Social Science Research Network) and Shodhganga
4. Reference Management using Zotero/Mendeley
5. Writing Review of Literature and Preparing Conceptual Framework
6. Writing Abstract, Keywords and Introduction following IMRAD (Introduction, Methods, Results, and Discussion) structure
7. Writing Methodology, Results, Discussion and Conclusion
8. APA 7th Edition Citation, Referencing, Plagiarism Check (Turnitin/Ouriginal) and Research Ethics
9. AI-assisted Academic Writing using ChatGPT, Elicit, Consensus and Research Rabbit (Ethical Usage)
10. Preparation, Presentation and Peer Review of Complete Research Paper

Reference Books:

1. Creswell, J. W., & Creswell, J. D. Research Design: Qualitative, Quantitative and Mixed Methods Approaches, 6th Edition, Sage Publications, 2023.
2. Sekaran, U., & Bougie, R. Research Methods for Business, 9th Edition, Wiley India, 2024.
3. Cooper, D. R., & Schindler, P. S. Business Research Methods, 14th Edition, McGraw-Hill Education, 2023.
4. Kumar, R. Research Methodology: A Step-by-Step Guide for Beginners, 6th Edition, Sage Publications, 2024.
5. Publication Manual of the American Psychological Association (APA), 7th Edition, APA, 2020.
6. Booth, W. C., Colomb, G. G., & Williams, J. M. The Craft of Research, 5th Edition, University of Chicago Press, 2024.



SOCIAL SENSITIZATION PROJECT

Course Code:	26BAP05				CIE	60
Course Type: (Theory/Practical/Integrated)	Practical				ESE	40
L:T:P:C	0	0	2	1	Total Marks	100 Marks
Total Hours of Pedagogy	20				Exam Hours	3
Pre-requisites	NIL					
Course Objective						
To develop socially responsible and ethically conscious managers by engaging students in community-based projects that identify, analyze, and address social issues through sustainable and innovative solutions aligned with the Sustainable Development Goals (SDGs).						
Course Outcomes					Cognitive Level	Weightage of COs in ESE
CO 1	Apply innovative and practical solutions to social problems by leveraging creative thinking and Collaborative approaches.				Ap	20
CO 2	Analyze local community challenges through field engagement and stakeholder interaction to identify areas for impactful intervention.				An	20
CO 3	Analyze existing public and government development initiatives to identify gaps and opportunities for community improvement..				E	20
CO 4	Design awareness campaigns or educational interventions that address identified social issues by collaborating with community members and relevant authorities				C	20
CO 5	Demonstrate ethical responsibility and social sensitivity while engaging with diverse community Stakeholders.				C	20

COs – POs mapping

COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3			2	
CO 2		3		2	
CO 3	3		2		
CO 4	3	1	2		
CO 5		2		3	2
CO (W.A)	3	2	2	2.3	2

List of Experiments:

- Conduct a Community Needs Assessment through field visits and stakeholder interaction.
- Identify and analyze social issues aligned with the Sustainable Development Goals (SDGs).
- Study government schemes and NGO initiatives supporting community development.
- Design and conduct an Awareness Campaign on selected social issues.
- Implement a Mini Social Sensitization Project in collaboration with the community, NGOs, or local bodies.
- Prepare and submit a comprehensive project report documenting the objectives, methodology, activities, outcomes, reflections, and recommendations.
- Present the project findings (Viva Voce/Presentation) before the faculty

