



**ATLAS SKILLTECH UNIVERSITY
SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP**

**Courses Offered
Core Courses and Elective Courses**

**Bachelors of Business Administration
3 Year Full Time Program**

(Academic Year 2023-24)

Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of the country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching learning process, examination and evaluation systems, besides governance and other matters. The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching–learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades. The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce a uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in the grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

CHOICE BASED CREDIT SYSTEM

The CBCS provides an opportunity for the students to choose from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education system in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System

1. Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a core course. The structure of course is defined under following points

- 1.1. All the UG degree programs shall be of either six semesters or eight semesters duration unless specified otherwise.
- 1.2. An academic year consists of two semesters: Odd Semester and Even Semester.
- 1.3. A semester normally extends over a period of 16 weeks (6 day week) with 90 working days.
- 1.4. Every course offered may have three components: Lecture (L), Tutorial (T) and Practicals (P). Tutorial session consists of participatory discussion / self-study/ desk work/ brief seminar presentations by students and such other novel methods.
- 1.5. The credit pattern for a course (L:T:P) shall be decided by the respective Board of Studies (BoS).
- 1.6. Credit means the unit by which the course work is measured. One hour session of Lecture or Tutorial per week for 16 weeks amounts to 1 credit.
- 1.7. Two hour session of Practicals per week for 16 weeks amounts to 1 credit per semester. The total duration of a semester is 20 weeks inclusive of semester-end examination.
- 1.8. A course of 3 to 6 credits will be evaluated for 100 marks. A course with less than 3 credits will be evaluated for 50 marks. For any other approved course, the evaluation method shall be decided by the respective BoS.

2. Elective Course:

Elective Course is a course which can be chosen from a pool of courses. It may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the student's proficiency/skill.

2.1. Discipline Specific Elective (DSE) is a course offered under the main discipline/subject of study or a Project/Dissertation.

2.2. Project/Dissertation is an elective course designed to acquire special/ advanced knowledge, such as supplement study/ support study to a project work. A student has to study such a course on his/her own with advisory support of a faculty member.

2.3. Generic Elective (GE) is an elective course chosen from an unrelated discipline/subject with an intention to seek exposure beyond discipline/subject.

3. Ability Enhancement Courses (AEC): Ability Enhancement Courses may be of two types: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). 3.1. AECC courses are mandatory courses based upon the content that leads to knowledge enhancement viz., Environmental Science, Indian Constitution and English/ Modern Indian Languages (MIL) / Communication skills.

3.2. SEC courses are aimed at providing hands-on-training, competencies, skills, etc.

Program Educational Objectives (PEOs) :

The students will:

PEO1 : Global Perspective: Graduates will understand the global business environment, its challenges, and opportunities, and be capable of operating in an international context.

PEO2 : Business Technology and Data Literacy: Graduates will be proficient in utilizing technology and data to make informed business decisions, adapting to evolving digital trends in the business world.

PEO3 : Professional Competence: Graduates will demonstrate a high level of proficiency in business concepts and practices, allowing them to apply their knowledge effectively in diverse organizational settings.

PEO4: Entrepreneurship and Innovation: Graduates will be equipped with the knowledge and skills to create, develop, and manage innovative business initiatives and entrepreneurship opportunities.

Program Outcomes (PO)

PO1 Analytical Thinking & Innovation

PO2 Creativity & Originality

PO3 Resilience & Agility

PO4 Complex Problem Solving & Reasoning

PO5 Leadership & Social Influence

PO6 Global exposure and cross cultural understanding

PO7 Technology design & Programming

PO8 Business Ethics & Social responsiveness

Program Specific Outcomes (PSO's)

PSO1 Understand and interpret financial statements and data to make informed financial decisions.

PSO2 Demonstrate a comprehensive understanding of marketing concepts, theories, and models.

PSO3 Demonstrate proficiency in data collection, cleaning, and transformation techniques.

BBA: 4-Year Semester

Course Code	Course	Course Type	Periods			Evaluation Scheme				Credits
			L	T	P	MT	ET	A	Total	
Semester 1										
BBA MGT 101	Principles of Management	Core	3	-	-	50%	40%	10%	100%	3
BBA LA 101	Behavioral Science (Psychology 1)	Core	2	-	-	50%	40%	10%	100%	2
BBA LS 103	Excel for Decision Making 1	Core	1	-	2	50%	40%	10%	100%	2
BBA BA 109	Disruptive Business Technologies	Core	2	-	-	50%	40%	10%	100%	3
BBA ENT 103	Entrepreneurship Fundamentals	Core	3	-	-	50%	40%	10%	100%	3
BBA MKT 109	Marketing Management and Consumer Behavior	Core	3	-	-	50%	40%	10%	100%	3
BBA FIN 105	Financial Accounting for Business	Core	3	-	-	50%	40%	10%	100%	3
BBA MGT 105	Sustainability in Business 1	Core	3	-	-	50%	40%	10%	100%	3
BBA ENT 105	Entrepreneurship Challenge	Core	1	-	-	50%	40%	10%	100%	1
AE	ATLAS Elective	AE	2	-	-	50%	40%	10%	100%	2
	TOTAL									22

Course Code	Course	Course Type	Periods			Evaluation Scheme				Credits
			L	T	P	MT	ET	A	Total	
Semester 2										
BBA MGT 108	Economics	Core	3	-	-	50%	40%	10%	100%	3
BBA LA 104	Behavioral Science (Psychology 2)	Core	2	-	-	50%	40%	10%	100%	2
BBA LS 106	Communication and Presentation	Core	2	-	-	50%	40%	10%	100%	2
BBA LS 108	Excel for Decision Making 2	Core	1	-	2	50%	40%	10%	100%	2
BBA BA 110	Statistics for Business	Core	3	-	-	50%	40%	10%	100%	3
BBA BA 112	Storytelling through Data	Core	2	-	2	50%	40%	10%	100%	3
BBA ENT 104	New Age Business Model	Core	3	-	-	50%	40%	10%	100%	3
BBA MKT 106	Digital Marketing 101	Core	2	-	2	50%	40%	10%	100%	3
BBA FIN 102	Introduction to Finance	Core	3	-	-	50%	40%	10%	100%	3
BBA MGT 110	Sustainability in Business 2	Core	3	-	-	50%	40%	10%	100%	3
BBA MGT	Leadership Challenge	Core	1	-	-	50%	40%	10%	100%	1

BBA 1st Year
Semester 1
Principles of Management (BBA MGT 101)

L	T	P
3	-	-

Course Name: Principles of Management
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MGT 101

Course Objectives:

The course study will help students to:

1. Explore the significance of management through the lens of several modern-day management thinkers and writers.
2. Gain insights of fundamental theories and their practical application.
3. Examine the role of personality types, leadership, motivation and teamwork
4. Analyse the functions of management, including planning, organizing, leading, and controlling.
5. Develop skills in decision-making and problem-solving within a management context.

Course Description:

This course will provide students with an understanding of basic concepts and principles of management. It will inculcate the ability to apply the multifunctional approach to organizational objectives. To achieve professional competence, managers, both present and prospective, are required to be fully equipped with principles of management and how these principles can be put into practice in an organization. A comprehensive understanding of these principles of management will increase their decision-making ability and sharpen their tools for the purpose.

Course Contents:

Unit Modules

- | | | |
|---|-----|---|
| 1 | 1.1 | Skills & Competencies of a Successful Manager |
| | 1.2 | Importance of Management |
| | 1.3 | Managerial Roles by Henry Mintzberg |
| | 1.4 | Historical Roots of Contemporary Management Practices |
| 2 | 2.1 | Definition of Planning |
| | 2.2 | Three Elements of a Plan |
| | 2.3 | Importance of Planning |
| | 2.4 | Management by Objectives (MBO) |
| | 2.5 | Criticisms of Formal Planning |
| | 2.6 | Types of Plans |
| | 2.7 | SWOT Analysis |
| | 2.8 | How does the Entrepreneur Identify a Competitive Advantage? |

- 3
 - 3.1 Decision-Making Process
 - 3.2 Rational vs Intuitive Decisions
 - 3.3 Decision Making Styles
 - 3.4 National Culture & Decision-Making Practices (Hofstede's Cultural Dimensions)
 - 3.5 Group Decision Making
 - 3.6 Biases in Decision Making
- 4
 - 4.1 Importance
 - 4.2 Myers-Briggs Type Indicator (MBTI)
 - 4.3 What shortcuts do managers use in judging people?
 - 4.4 Performance vs Trust
 - 4.5 Group vs Team
 - 4.6 Project Aristotle by Google
 - 4.7 Rescuing Miner's Activity
 - 4.8 Teamwork Lessons
 - 4.9 Types of Work Teams, Group Dynamics
- 5
 - 5.1 Henry Fayol's 14 Principles of Management - Application in various Industries
 - 5.2 Organization Design and its Applications
 - 5.3 Organizational Culture
- 6.
 - 6.1 Theories of Motivation
 - 6.2 Is Money a Good Motivator?
 - 6.3 Different Motivational Factors
 - 6.4 What can management do to improve Work Life Balance?
- 7.
 - 7.1 Leadership vs Authority
 - 7.2 Managers vs Leaders
 - 7.3 Golden Circle
 - 7.4 Leadership Styles
 - 7.5 Body Language of Leaders
 - 7.6 Speak like a Leader
 - 7.7 Leadership Test
- 8
 - 8.1 Importance of Control
 - 8.2 Controlling Process
 - 8.3 Types of control

Course Outcomes (COs): At the end of the course, students would be able to:

1. Develop ability to work in teams
2. Reflect and adopt managerial skills required for management
3. Evaluate planning and problem-solving decision in their profession
4. Analyse information to isolate issues and formulate control methods
5. Develop leadership and motivational skills

References:

- Robbins, S.P. and De Cenzo, Essentials of Management, 6th Edition

BBA 1st Year
Semester 1
Behavioural Science (Psychology 1) (BBA LA 101)

L	T	P
2	-	-

Course Name: Behavioural Science (Psychology 1)
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA LA 101

Course Objectives:

1. The student develops basic knowledge of psychology
2. Analyse, evaluate, and compare major theories in cognitive & social psychology
3. Discuss Personality Theory & Motivation Theory
4. Discuss Thinking & Theories that revolve around it
5. Mental Health & Wellbeing.

Course Description:

This course will provide students with an understanding of basic concepts and principles of Psychology. This course is designed to introduce students to the study of psychology. It is intended to provide broad coverage of the field by presenting basic theories, research, and applied use of psychology

Course Contents:

Unit Modules

- 1 Introduction & Branches of Psychology
 - 1.1 History & Origin of Psychology
 - 1.2 Theory of Personality
 - 1.3 Fundamental Ideas of Psychology
- 2 Mental Health & Wellbeing for Entrepreneurs & Managers & Employees
 - 2.1 Mental Disorders
 - 2.2 Work Life Balance
 - 2.3 Symptoms of Burnout & dealing with it
 - 2.4 Stress Management
- 3 Decision Making Process, Buyer Behaviour and Brand Interaction
 - 3.1 Learning
 - 3.2 Freud's Theory of Psycho analytics
 - 3.3 Marketing Psychology
 - 3.4 Influencing & Persuasion
- 4 Attention and Consciousness
 - 4.1 The Nature of Attention and Consciousness
 - 4.2 When Our Attention Fails Us

- 4.3 Dealing with an Overwhelming World—Habituation and Adaptation
- 4.4 Automatic and Controlled Processes in Attention
- 4.5 Attention and eye tracking techniques
- 4.6 Consciousness
- 5 Memory & Perception: Models and Processes
 - 5.1 Models of Memory
 - 5.2 Exceptional Memory and Neuropsychology
 - 5.3 Encoding and Transfer of Information
 - 5.4 Retrieval, Processes of Forgetting and Memory Distortion
- 6 Social Psychology & Organizational Psychology
 - 6.1 Theories of Group Dynamics
 - 6.2 Social Cognition
 - 6.3 Coping Strategies
 - 6.4 Communication & Influencing in Groups
 - 6.5 Job Motivation & Organizational Growth
 - 6.6 Corporate Culture & Managing in your Organization

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Demonstrate knowledge and understanding of well - established theories in cognitive & social psychology,
2. The student can self-analyze and introspect & get better sense of personal growth
3. The student develops knowledge of how human cognition works from attention, sensation, perception, action, language processes.
4. Learning behavioral processes in a business environment
5. Problem solving and thinking to learning and memory.

References

1. Ciccarelli, S. K., & Meyer, G. E. (2006). *Introduction to Psychology*. Pearson Education.

Recommended Resources:

1. Gilmore, J. H., & Pine II, B. J. (2007). *Authenticity: What Consumers Really Want* [Hardcover]. Harvard Business Review Press.

BBA 1st Year
Semester 1
Excel for Decision Making 1 (BBA LS 103)

L	T	P
1	-	2

Course Name: Excel for Decision Making 1

Course Credit Hours: 3

Course Contact Hours: 2

Course Code: BBA LS 103

Course Objectives:

1. To understand the significance of Microsoft Excel tools and working functionalities for business analytics
2. To learn different data types, formats, type conversion and functions in excel.
3. To know Filtering using functions, subtotals and Cross-sheet functionalities
4. To understand Data filtering, use of Pivot tables, plotting charts in Excel creating dashboards.

Course Description:

The objective of this course is to develop an understanding on using Microsoft Excel as an application for doing business analytics right from reading and representing data to getting visual insights, data manipulation and filtering techniques, and coming up with meaningful and actionable insights that help businesses make data-driven decisions.

Course Contents:

Unit Modules

- | | | |
|---|-----|--|
| 1 | 1.1 | Introduction to the tool, various options and functionalities. |
| | 1.2 | Introduction to Business Analytics and the importance of Excel for Business Analytics |
| | 1.3 | Representation of data types, formats and different ways of reading data into Excel and reviewing it |
| 2 | 2.1 | Understanding different data types in Excel |
| | 2.2 | Type conversion |
| | 2.3 | Arithmetic and statistical operations using in-built functions |
| | 2.4 | Writing Formulae using in-built functions |
| 3 | 3.1 | Data cleansing methods |
| | 3.2 | Understanding different options in copying-pasting |
| | 3.3 | Formatting, Conditional Formatting |
| | 3.4 | Deriving new features by writing formulae |
| | 3.5 | String Manipulations |
| | 3.6 | Date Manipulations |
| | 3.7 | Cross-sheet functionalities |
| | 3.8 | Exploring options from all sections of menu bar |

- 3.9 Data standardization
- 4 4.1 Filtering using functions, subtotals etc.
- 4.2 Data filtering and aggregations using Pivot tables, VLOOKUP etc.
- 5 5.1 Understanding when to plot what charts
- 5.2 Plotting charts in Excel
- 5.3 Plotting charts from Pivot tables
- 5.4 Creating dashboards and coming up with meaningful insights

Course Outcomes (COs): After completing the course, the student shall be able to:

1. To understand the significance of Microsoft Excel tools and working functionalities for business analytics
2. To use different data types, formats, type conversion and functions in excel.
3. To understand Filtering using functions, subtotals and Cross-sheet functionalities
4. To use Data filtering, Pivot tables, charts, dashboards in Excel to visualize data and get meaningful insights.

References:

1. Albright, S. C., & Winston, W. L. (2019). *Business Analytics: Data Analysis & Decision Making* (6th ed.). Cengage Learning India Pvt. Ltd.
2. Stein Fairhurst, D. (2012). *Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals + Website* [Paperback]. John Wiley & Sons.

BBA 1st Year
Semester 1
Disruptive Business Technologies (BBA BA 109)

L	T	P
2	-	2

Course Name: Disruptive Business Technologies

Course Credit Hours: 4

Course Contact Hours: 3

Course Code: BBA BA 109

Course Objectives:

The objective of this course is to excite the student about the potential of Analytics through a gentle non-mathematical introduction. The course is case study oriented and hence provides real world relationships effectively.

Course Description:

This course is for all management students, and it helps gain an understanding of how the new-age technologies like Analytics are transforming various industry practices.

Course Contents:

Unit Modules

- 1 Introduction to Disruptive Business Technologies
 - 1.1 What are Disruptive Business Technologies
 - 1.2 Examples and discussion on DBT
- 2 Analytics
 - 2.1 Evolution of Analytics from Statistics to AI
 - 2.2 How do you classify business problems
 - 2.3 What are the roles of analytics in each type of problem
- 3 Data & Types
 - 3.1 Structured data (Numeric, Categorical and Ordinal)
 - 3.2 Unstructured data
 - 3.3 Hybrid data and Data Sets
- 4 Introduction to Azure
 - 4.1 Exposure to Azure UI
 - 4.2 How to Build AI applications using Azure
 - 4.3 Understanding Azure outputs & Practical: Azure ML demo
- 5 Case Study
 - 5.1 How do HR departments solve current problems (Student presentations)
 - 5.2 HR Case Study 1
 - 5.3 HR Case Study 2 and 3
 - 5.4 How do HR departments solve current problems (Student presentations)

- 5.5 Supply Chain Department: The role it plays and common problems
- 5.6 How do Supply Chain departments solve current problems (Student presentations)
- 5.7 Supply Chain Case Studies: 1, 2
- 5.8 Supply Chain Case Study 3
- 5.9 Procurement Department: The role it plays and common problems
- 5.10 How do Procurement departments solve current problems (Student presentations)
- 5.11 Procurement Case Studies 1 and 2
- 5.12 How do Procurement departments solve current problems (Student presentations)
- 5.13 Procurement Case Studies 1 and 2
- 5.14 Procurement Case Study 3
- 5.15 Finance: The role it plays and common problems
- 5.16 How do Finance departments solve current problems (Student presentations)
- 5.17 Finance Case Studies 1 and 2
- 5.18 Finance Case Study 3
- 5.19 Customer Care: The role it plays and common problems
- 5.20 How do Customer Care departments solve current problems (Student presentations)
- 5.21 Customer Care Case Studies 1 and 2
- 5.22 Customer Care Case Study 3
- 5.23 Final Presentations by Students on a chosen Case Study
- 5.24 Final Presentations by Students on a chosen Case Study

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand Analytics and types of data.
2. Evaluate different analytic techniques.
3. Apply analytics techniques to solve problems.
4. Solve business problems using Azure ML

References:

1. Morison, R., Davenport, T. H., & Harris, J. G. (2010). *Analytics at Work: Smarter Decisions, Better Results*. Harvard Business Review Press.
2. Patil, D. J., & Mason, H. (2015). *Data Driven* (1st ed.). O'Reilly Media

BBA 1st Year
Semester 1
Entrepreneurship Fundamentals (BBA ENT 103)

L	T	P
3	-	-

Course Name: Entrepreneurship Fundamentals
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA ENT 103

Course Objectives:

1. To equip students with the skills necessary to identify significant, solvable problems within a business context.
2. To develop an understanding of market trends and the ability to predict potential future trends.
3. To foster comprehension of the concepts of needs, wants, and desires and their roles in identifying business opportunities.
4. To provide a strong foundation in market size estimation techniques (TAM, SAM, SOM) and their application in assessing the viability of entrepreneurial ventures.

Course Description:

The Entrepreneurship Blueprint course aims to equip Bachelor of Business Administration students with a comprehensive understanding of entrepreneurial opportunity identification. This 12-week course offers an in-depth exploration of problem-oriented approaches in entrepreneurship, including the identification of problems worth solving, discerning market trends, and understanding consumers' needs, wants, and desires. Students will delve into the intricacies of market size estimation using Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM) methods. The program culminates with an experiential learning-based evaluation, where students will present a detailed report on a problem worth solving and its estimated market size.

Course Contents:

Unit Modules

- 1 Understanding Marketing Management
- 2 Capturing Market Insights
- 3 Connecting with Customers - Segmentation, Targeting & positioning
- 4 Building Strong Brands

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Students will be able to identify significant problems worth solving in a business context.
2. Students will develop the skills to track and forecast key market trends.
3. Students will gain a comprehensive understanding of needs, wants, and desires, and their role in identifying entrepreneurial opportunities.
4. Students will master the concepts of TAM, SAM, and SOM, and be able to estimate the market size for potential business opportunities.
5. Students will effectively communicate their understanding of a problem and its potential market size, through experiential learning exercises and presentations.

References:

1. Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses* (Illustrated ed.). Crown Currency.
2. Mason, H., & Mattin, D. (2015). *Fall in Love with The Problem, Not the Solution: A Handbook for Entrepreneurs*.
3. Cremades, A. (2016). *The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know*. Wiley.

BBA 1st Year
Semester 1
Marketing Management and Consumer Behavior (BBA MKT 109)

L	T	P
3	-	-

Course Name: Marketing Management and Consumer Behavior
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MKT 109

Course Objectives:

1. Develop a comprehensive understanding of marketing principles and theories.
2. Understand different types of consumers in the market and their consumption patterns and decisions.
3. Analyse market data and consumer behaviour to make informed marketing decisions.
4. Gain practical knowledge of application of marketing strategies based on consumer motivations and preferences.
5. Enhance critical thinking and problem-solving skills in the context of marketing.

Course Description:

Marketing Management and Consumer Behavior is a comprehensive course that explores the principles, strategies and tools used in effective marketing management. This course provides students with a solid foundation in marketing theory and practice, equipping them with the knowledge and skills necessary to succeed in the dynamic and competitive world of business. Throughout this course, students will examine various marketing concepts and techniques, including market research, consumer behavior analysis and product development. Emphasis will be placed on understanding the role of marketing in achieving marketers and consumer's objectives, creating customer value, and building strong brand identities. The students will acquire the application of theoretical inputs into real life learning experiences on the industry best practices by formulating strategies for consumer behavior after understanding consumer psychology and conducting consumer research and analysis.

Course Contents:

Unit Modules

- 1 Basics of Marketing concepts and Marketing Mix
 - 1.1 Definition, Functions and Importance of Marketing
 - 1.2 Evolution of Marketing concept
 - 1.3 Introduction to Marketing Mix
 - 1.4 Extended Marketing Mix
 - 1.5 Product: The first element of Marketing Mix (PLC Model)
- 2 Segmentation, Targeting and Positioning
 - 2.1 Segmentation and its types, Steps involved in market segmentation, Benefits

- 2.2 Targeting Strategies – Need of target market, How to select target market? And its type
- 2.3 Positioning in Marketing – Strategies
- 2.4 Advantages and Disadvantages of STP Model
- 3 Understanding Consumer Behavior
 - 3.1 Introduction to Consumer Behaviour
 - 3.2 A Simple Consumer Buying Process Model
 - 3.3 Types of Consumers and Consumer involvement
- 4 Determinants of Consumer Behavior
 - 4.1 Internal / Individual factors (psychological) – Motivation, personality, perception, attitude, beliefs etc.
 - 4.2 External / Environmental factors – Social, Cultural,
 - 4.3 Economic and Personal factors

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Discuss the basics of marketing and relate its application in the practical world.
2. Interpret and create the customer value and engagement.
3. Understand the meaning and importance of marketing mix and marketers approach to various segments in the market.
4. Relate consumer psychology as a marketing tool for strategizing the deliverables across stakeholders.

References:

1. Sheth, G., Kotler, P., Keller, K. L., Chernev, A., & Shainesh, G. (2022). *Marketing Management*, Atlas Edition. Pearson.
2. Schiffman, L. G., & Kanuk, L. L. (2008). *Consumer Behavior, 9th Edition*. PHI.

BBA 1st Year
Semester 1
Financial Accounting for Business (BBA FIN 105)

L	T	P
3	-	-

Course Name: Financial Accounting for Business
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA FIN 105

Course Objectives:

1. The primary objective of the course is to provide students with a comprehensive understanding of financial statements, including the income statement, balance sheet, and cash flow statement.
2. Students should be able to interpret and analyse these statements effectively.

Course Description:

The primary objective of the course is to provide students with a comprehensive understanding of financial statements, including the income statement, balance sheet, and cash flow statement. Students should be able to interpret and analyze these statements effectively.

Course Contents:

Unit Modules

- 1 Introduction
 - 1.1 Company Accounts - Components
 - 1.2 Qualitative Characteristics
 - 1.3 Statutory Books
 - 1.4 Other Important Items in Annual Report
 - 1.5 Features of a Company
- 2 Profit & Loss Account
 - 2.1 Audited Co Accounts - P&L + Notes forming part of Financial Statements
 - 2.1.1 Income
 - 2.1.2 Revenue from operations
 - 2.1.3 Other income
 - 2.5 Expenses
 - 2.5.1 Cost of materials consumed
 - 2.5.2 Purchases of stock-in-trade
 - 2.5.3 Changes in inventories of finished goods, Stock-in-Trade and work-in-progress
 - 2.5.4 Employee benefits expense

- 2.5.5 Finance costs
- 2.5.4 Depreciation and amortization expense
- 2.5.5 Exceptional items
- 3 Balance Sheet
 - 3.1 Audited Co Accounts – Balance Sheet + Notes forming part of Financial Statements
 - 3.2 Equity + Reserves
 - 3.3 Non-current liabilities
 - 3.4 Current liabilities
 - 3.5 Trade payables
 - 3.6 Other financial liabilities
 - 3.7 Provision
 - 3.8 Non-current assets
 - 3.9 Intangible assets
 - 3.10 Financial assets (Investments etc.)
 - 3.11 Non-current assets
 - 3.12 Current assets
- 4 Cash Flows
 - 4.1 Operating Activities
 - 4.2 Investing Activities
 - 4.3 Financing Activities
- 5 Management Discussions & Analysis
 - 5.1 Discussion on the “Report of Board of Directors and Management
 - 5.2 Discussion and Analysis” of an Actual Company
- 6 Accounting Frauds
 - 6.1 Examples of Accounting Frauds
 - 6.2 In-Class Assignment on Accounting Frauds
- 7 Online Accounting Software
 - 7.1 Demo of an Online Accounting Software

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understanding Financial Statements & its Components. Comprehend the purpose, structure, and components of financial statements such as the income statement, balance sheet, and cash flow statement.
2. Analysing Business Performance: Students will be able to use financial statement data to assess a company's historical performance
3. Identifying Financial Strengths and Weaknesses: Individuals should be able to identify a company's financial strengths and weaknesses by analyzing its audited report, which helps in making informed decisions
4. Real-World Application: Practical knowledge and skills that can be applied in real- world scenarios involving the analysis of actual companies' financial statements.
5. Communication and Reporting: Develop the ability to communicate their financial analysis effectively through written reports and presentations and supporting the same based on financial data.

References:

1. Tulsian, P. C. (2002). *Financial Accounting, 1st Edition*. Pearson.

Recommended Resources:

1. Audited Report of HUL 2022-2023

BBA 1st Year
Semester 1
Sustainability in Business 1 (BBA MGT 105)

L	T	P
3	-	-

Course Name: Sustainability in Business 1
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MGT 105

Course Objectives:

1. Explore why and what of evolving as purpose driven leader.
2. Gain insights of sustainability and systemic change to devise sustainable business models.
3. Examine the catalytic role of businesses for system level change to solve top global challenges.
4. Work on real world multi-disciplinary problems in collaborative teams for action learning projects.

Course Description:

This course aims to bring paradigm shift in thinking – “Sustainability means business”. The course builds foundation introducing critical concepts as Sustainability, SDG’s, Triple Bottomline, ESG, Impact investing, Net Zero Goals, Science Based Targets, Circular Economy, Sustainability Reporting. It will inculcate the ability to apply the Systems thinking approach to design strategies and sustainable business models to solve complex real-world problems. As Sustainability gets mainstream in boardrooms, course abridges learner’s growth as competent purpose driven professionals who influence decisions with values driven approach in for profit space. Action based learning projects with sponsored real world problem statements build experience of mainstreaming Sustainability in Business.

Course Contents:

Unit Modules

- 1 Introduction to Sustainability
 - 1.1 Global challenges- Environment, Inequality, Poverty, Social Well-being
 - 1.2 Concept of Sustainability
 - 1.3 Planetary Boundaries
 - 1.4 Global Value Chains & Impact on environment
 - 1.5 SDG’s & Business for Sustainability
- 2 Sustainability Management
 - 2.1 Impact and dependency on Natural Capital
 - 2.2 Triple Bottom Line
 - 2.3 Shared Value Strategy
 - 2.4 Sustainability as driver for innovation

- 3 Systems Thinking & Circular Business Model
 - 3.1 Complex interdependent problems
 - 3.2 Systems thinking
 - 3.3 Circularity
 - 3.4 Circular Economy & Circular Business Model Product Life cycle
 - 3.5 Circularity strategies
 - 3.6 Sustainable design & strategies
- 4 Sustainable Business Strategies
 - 4.1 Integrating sustainability into corporate strategies
 - 4.2 Sustainable Business Models(SBM) & Innovation
 - 4.3 MIT's PROMISE- SBM- tensions, tradeoffs, impact
- 5 Sustainable Consumption & Production
 - 5.1 Sustainable consumption and production
 - 5.2 Resource efficiency
 - 5.3 Life Cycle and SCP
- 6 Sustainable Manufacturing
 - 6.1 Product, Process, System Level
 - 6.2 Building Sustainable Manufacturing System- Research, Development, Implementation phase
 - 6.3 Measuring sustainable performance (TBL)- Environmental, Social, Economic
- 7 Sustainable Marketing & Consumer Behaviour
 - 7.1 Green marketing and sustainable product development
 - 7.2 Consumer attitudes and behavior towards sustainability
 - 7.3 Communicating sustainability to stakeholders
 - 7.4 Sustainable branding and corporate reputation
- 8 Environmental Social & Governance
 - 8.1 ESG Framework
 - 8.2 ESG Criteria
 - 8.3 ESG Issues & Risk assessment- Environmental, Social & Governance factors & impact on businesses
 - 8.4 Stakeholder expectations – investors, SC partners, customers, employees, Communities & civil society
 - 8.5 Sustainability Reporting & Frameworks (SRF)
 - 8.6 ESG & SRF- GRI
 - 8.7 ESG & SRF- SASB
 - 8.9 ESG & SRF- TCFD
- 9 Environmental Stewardship
 - 9.1 Climate Change & Carbon footprint
 - 9.2 Energy efficiency & Renewable Energy
 - 9.3 Water management & conservation
 - 9.4 Waste reduction & recycling
 - 9.5 Biodiversity
- 10 Net Zero Goal, Carbon Mgt, Science Based Targets

- 10.1 Climate Impact- Impact of Climate Change on ecosystems & human systems
- 10.2 Climate Action
- 10.3 Net Zero
- 10.4 Carbon Footprint- GHG, Carbon footprint, SCOPE 1, 2 & 3 emissions
- 10.5 Measuring Carbon footprint
- 10.6 Science Based Targets (SBT)
- 11 Social Responsibility & Stakeholder Engagement
 - 11.1 Corporate social responsibility (CSR) and its dimensions
 - 11.2 Social impact assessment and community engagement
 - 11.3 Ethical considerations in business practices
 - 11.4 Diversity and inclusion in the workplace

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand sustainability in business context
2. Reflect and adopt systems thinking
3. Devise business sustainability strategies with design thinking, innovation & behavioural change
4. Solve real world sustainability problems with action learning projects
5. Evolve as purpose driven lead

References:

1. Landrum, N. E., & Edwards, S. (2009). *Sustainable Business: An Executive's Primer*. Business Expert Press.
2. Hitchcock, D., & Willard, M. (2009). *The Business Guide to Sustainability: Practical Strategies and Tools for Organizations*. Routledge.

BBA 1st Year
Semester 2
Economics (BBA MGT 108)

L	T	P
3	-	-

Course Name: Economics
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MGT 108

Course Objectives:

The course study will help students to:

1. Introduce students to the basic concepts of Micro and Macro Economics.
2. Understand how demand and supply interact to determine price and quantity produced.
3. Examine revenue and cost structure of the firms.
4. Analysis operations of the market under varying competitive conditions to make optimal business decisions.
5. Develop an understanding of the inter-relationships among the various macroeconomic variables and assess their impact on the working of the economy as a whole, thereby determining the course of the business strategies.

Course Description:

In the field of management, applied economics and quantitative methods are used to examine business organizations. It focuses on various economic aspects pertaining to business management, planning and strategies.

Course Contents:

Unit Modules

- 1 The Fundamentals of Economics
 - 1.1 The Fundamentals of Economics
 - 1.2 The Economic Problem-Scarcity and Choice;
 - 1.3 Nature and Scope- Positive and Normative Economics,
 - 1.4 Micro and Macro Economics;
 - 1.5 Central Problems of an Economy; Production Possibility
 - 1.6 Curve; Opportunity Cost;
 - 1.7 Economic Cycles; 10 Principles of Economics
- 2 Basic Elements of Demand and Supply
 - 2.1 Demand- Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand;

- 2.2 Supply- Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Changes in Supply; Effect of a shift in Demand or Supply; Elasticity of Demand and Supply
- 2.3 Equilibrium of Demand and Supply Determination of Equilibrium Price and Quantity
- 2.4 Theory of Consumer Behaviour Cardinal Utility Approach-Law of Diminishing Marginal Utility, Indifference Curve Approach-
- 2.5 Indifference Curves, Properties of Indifference Curves, Budget Line, Consumer's Equilibrium
- 3 Theory of Production and Costs Theory of Production
 - 3.1 Factors of Production, Basic Concepts,
 - 3.2 Production Function, Law of Variable Proportions, Returns to Scale;
 - 3.3 Theory of Costs- Basic Concepts, Short-run Total Cost Curves Fixed and Variable, Short-run Average and Marginal Cost Curves, Relationship between Average and Marginal Cost Curve
 - 3.4 Average and Marginal Cost Curves in the Long-run
- 4 Revenue and profit in competitive market
 - 4.1 Revenue Structure: Relationship between Average and Marginal Revenue Curve
 - 4.2 Concept of Market and Main Forms of Market
 - 4.3 Objectives of the Firm, Total Revenue-Total Cost Approach, Marginal Revenue-Marginal Cost Approach;
 - 4.4 Equilibrium of the Firm- Meaning, Price and Output under Determination Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly.
- 5 Macroeconomics
 - 5.1 National Income (GDP); Nominal and Real GDP; GDP, Deflator
 - 5.2 Inflation; Money & Inflation; Discussion only
 - 5.3 The Open Economy; Unemployment

Course Outcomes (COs): At the end of the course, students would be able to:

1. Understand and apply the standard analytical tools of economic analysis to business situations.
2. Develop a sound understanding of economic concepts in decision making.
3. Interpret meaning of revenue and cost and their relevance in business profitability.
4. Ability to identify strategic interactions of the firms under competitive market structures and formulate them in a game theoretic framework.
5. Understand extreme markets, i.e, competitiveness and monopoly, and the markets in between oligopoly, duopoly (betrand/cournot), and the stackelberg model.
6. Understand firm relation in labour market and in capital market

References:

1. Mankiw, N. G. (2016). *Principles of Microeconomics* (8th ed.). CENGAGE Learning.
2. Mankiw, N. G. (2013). *Macroeconomics* (8th ed.). Worth Publishers.

BBA 1st Year
Semester 2
Behavioural Science (Psychology 2) (BBA LA 104)

L	T	P
2	-	-

Course Name: Behavioural Science (Psychology 2)
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA LA 104

Course Objectives:

1. The learner will be able to understand the science of how people and groups behave at work.
2. The course will build learner's theoretical knowledge and research skills used in organizational psychology.
3. Learner's will be encouraged to apply contemporary psychological concepts and methods to understand the application of psychology to core work and organisational issues.
4. To provide learner with a thorough grounding in the theory and practical skills required to apply psychological research, business tools and methods within a variety of organizational settings and corporate cultures.
5. To learn and identify business psychology-related techniques to promote individual workplace wellbeing and organizational success.
6. The goal of this course is to understand how psychological principal improve efficiency and quality of employee life.

Course Description:

This course will provide students with an understanding of basic concepts and principles of Business Psychology. This course is designed to enhance their understanding of psychology from a Business perspective. It is intended to provide broad coverage of the field by presenting basic theories, models, research, and applied use of psychology in Business operations.

Course Contents:

Unit Modules

- 1 Introduction & Branches of Psychology
 - 1.1 History & Origin of Psychology
 - 1.2 Theory of Personality
 - 1.3 Fundamental Ideas of Psychology
- 2 Mental Health & Wellbeing for Entrepreneurs & Managers & Employees
 - 2.1 Mental Disorders
 - 2.2 Work Life Balance
 - 2.3 Symptoms of Burnout & dealing with it
 - 2.4 Stress Management

- 3 Decision Making Process, Buyer Behaviour and Brand Interaction
 - 3.1 Learning
 - 3.2 Freud's Theory of Psycho analytics
 - 3.3 Marketing Psychology
 - 3.4 Influencing & Persuasion
- 4 Attention and Consciousness
 - 4.1 The Nature of Attention and Consciousness
 - 4.2 When Our Attention Fails Us
 - 4.3 Dealing with an Overwhelming World—Habituation and Adaptation
 - 4.4 Automatic and Controlled Processes in Attention
 - 4.5 Attention and eye tracking techniques
 - 4.6 Consciousness
- 5 Memory & Perception: Models and Processes
 - 5.1 Models of Memory
 - 5.2 Exceptional Memory and Neuropsychology
 - 5.3 Encoding and Transfer of Information
 - 5.4 Retrieval, Processes of Forgetting and Memory Distortion
- 6 Social Psychology & Organizational Psychology
 - 6.1 Theories of Group Dynamics
 - 6.2 Social Cognition
 - 6.3 Coping Strategies
 - 6.4 Communication & Influencing in Groups
 - 6.5 Job Motivation & Organizational Growth
 - 6.6 Corporate Culture & Managing in your Organization

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Acquire the necessary interpersonal, behavioural and technical skills for application in the work setting.
2. Know applications of industrial psychology in various organizational settings.
3. Understand the individual, team and organisational factors that can affect workplace behaviours, such as decision-making, personnel selection, motivation, and teamwork, as well as the techniques needed to manage such situations.
4. Aims to prepare you for business and organizational psychology roles in management or consultancy, in human resources and the many other occupational functions, such as learning, training and development, recruitment, health and wellbeing.

References:

1. Sharma, N., & Yadava, A. (2017). *Business Psychology* (2nd ed.). Global Vision Publishing House.

BBA 1st Year
Semester 2
Communication and Presentation (BBA LS 106)

L	T	P
2	-	-

Course Name: Communication and Presentation
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA LS 106

Course Objectives:

1. Equip students with foundational skills in self-awareness, effective communication and strategic career management to enhance their readiness for diverse professional settings.
2. Cultivate professional competence through practical training in resume building, LinkedIn profile creation, interview techniques, and internship search strategies, ensuring graduates stand out in the job market.
3. Promote holistic development by addressing various aspects, including self-confidence, research competence, and effective communication skills, preparing students for success in their careers and contributions to society.
4. Develop collaborative and interpersonal skills through effective communication, teamwork, and conflict resolution strategies, preparing students for successful interactions in diverse professional environments.

Course Description:

Business Communication focuses on developing essential skills for effective professional interaction. This course covers principles of written and oral communication, emphasizing business document creation, presentation skills, and interpersonal communication. Students engage in practical exercises, simulations, and case studies to enhance real-world application. Emphasis is placed on adapting communication styles to diverse audiences, leveraging technology, and addressing ethical considerations. The course equips students with the communication competencies crucial for success in the global business arena.

Course Contents:

Unit	Modules
1	Goal Setting
	1.1 16 Personalities Test
	1.2 Personal Growth and Self-Awareness
	1.3 Goal Setting and SWOT Analysis
	1.4 Career Mapping
2	Resume Building
	2.1 Create Impactful Resumes

- 2.2 Tailor Resumes for Specific Roles
- 3 LinkedIn Profile building
 - 3.1 Leverage Internships and Projects
 - 3.2 Showcase Extracurricular Activities
 - 3.3 Emphasize Relevant Coursework
 - 3.4 Craft Compelling Summaries
- 4 Internship Search Strategies
 - 4.1 Master the Art of Internship Searching
 - 4.2 Utilize Loop CV for Standout Resumes
 - 4.3 Harness Personalized Cold Emails
 - 4.4 Explore Opportunities on Platforms
- 5 Interview Questions FAQ
 - 5.1 Explore Effective Interview Strategies
 - 5.2 Navigate Frequently Asked Questions 2
 - 5.3 Enhance Interview Performance
- 6 Effective communication skills
 - 6.1 Cover Verbal and Non-Verbal Communication
 - 6.2 Conversational and Written Communication
 - 6.3 Explore Impact of Body Language and Tone
 - 6.4 Emphasize Empathetic Communication
- 7 Confidence Building
 - 7.1 Explore Strategies for Boosting Self-Confidence
 - 7.2 Address Common Challenges to Confidence 2
 - 7.3 Provide Tools for Overcoming Challenges
 - 7.4 In-class activities for Confidence building
- 8 Listening Skills
 - 8.1 Active Listening for Effective Communication
 - 8.2 Reflective Listening Practice 2
 - 8.3 Hearing V/s Listening
- 9 Presentation Skills
 - 9.1 Structuring Effective Presentations
 - 9.2 Engaging the Audience Dynamically
 - 9.3 Enhancing Public Speaking Abilities
 - 9.4 Utilizing Storytelling Techniques
- 10 Focus & Concentration
 - 10.1 Practical Tips for Improved Focus
 - 10.2 Strategies for Minimizing Distractions
 - 10.3 Time Management Techniques
 - 10.4 Enhancing Concentration Through Practical Exercises
- 11 Crisis & Reputation Management
 - 11.1 Strategies for Handling Crises
 - 11.2 Proactive Reputation Management Techniques
 - 11.3 Real-world Application of Crisis Management

- 12 Creative writing- LinkedIn
 - 12.1 Crafting Compelling LinkedIn Posts
 - 12.2 Mastering Professional Email Communication 2
 - 12.3 Leveraging ChatGPT for Creative writing
- 13 Collaboration Skills
 - 13.1 Dynamics of Effective Collaboration
 - 13.2 Enhancing Communication for Teamwork 2
 - 13.3 In-class team building activities

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Demonstrate increased self-awareness through personality tests and goalsetting.
2. Craft tailored resumes and LinkedIn profiles showcasing key achievements and skills.
3. Master diverse tools for successful internship searches and job opportunities.
4. Strategically prepare for interviews, boosting confidence and performance.
5. Excel in verbal and non-verbal communication for effective collaboration.
6. Achieve holistic development in terms of professional readiness.

References:

1. Bovee, C. L. (2010). *Business Communications Essentials* (4th ed.). Pearson Education.
2. Raman, M., & Singh, P. (2012). *Business Communication* (2nd ed.). Oxford.

BBA 1st Year
Semester 2
Excel for Decision Making 2 (BBA LS 108)

L	T	P
1	-	2

Course Name: Excel for Decision Making 2
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: BBA LS 108

Course Objectives:

1. Mastering pivot tables through creating classic layouts, manipulating value fields, building calculations, and grouping data across numerical and temporal dimensions
2. Craft interactive dashboards through slicer-driven data filtering, diverse chart types, and dynamic content to transform static data into powerful visual insights.
3. Design and populate interactive dashboards with dynamic components, charts, and tables to tell compelling data stories.
4. Master advanced data retrieval and manipulation techniques by combining powerful lookup functions (VLOOKUP, INDEX/MATCH, Choose) with versatile logical analysis (IF, nested logic, error handling) to unlock hidden patterns and make informed decisions from complex data sets.
5. Ensure data integrity and empower informed decision-making through robust validation techniques, dynamic scenarios, and goal-oriented analysis.
6. Automate workflows, manipulate data, and unlock hidden insights by writing custom VBA macros and mastering powerful Power Query transformation techniques.

Course Description:

This course Accelerate students Excel proficiency to mastery. It comprises of advanced techniques for sophisticated data analysis and automation, transforming Excel from a tool into a strategic asset. It will help to Master "what-if analysis," data validation, and powerful logical functions to manipulate and understand your data with precision, Leverage lookup functions and pivot tables to extract invaluable insights and present them in clear, dynamic dashboards. Unlock the power of VBA macros to automate repetitive tasks and optimize workflows. This course explains Power Query, empowering to seamlessly retrieve and transform data and Elevate students Excel expertise, boost your productivity, and emerge as a confident power user, equipped to make informed decisions and drive impactful results.

Course Contents:

Unit Modules

- 1 Pivot Tables
- 1.1 Creating Simple Pivot Tables
- 1.2 Classic Pivot table

- 1.3 Basic and Advanced Value Field Setting
- 1.4 Calculated Field & Calculated Item, Grouping based on numbers and Dates
- 2 Slicers and Charts
 - 2.1 Using SLICERS, Filter data with Slicers
 - 2.2 Various Charts I.e. Bar Charts / Pie Charts / Line Charts
 - 2.3 Manage Primary and Secondary Axis
- 3 Excel Dashboard
 - 3.1 Adding Dynamic Contents to Dashboard 3 10%
 - 3.2 Adding Tables and Charts to Dashboard
- 4 Lookup Functions
 - 4.1 Vlookup / HLookup, Vlookup with Helper Columns
 - 4.2 Creating Smooth User Interface Using Lookup, Index and Match, Reverse Lookup using Choose Function, Nested VLookup
- 5 Logical Analysis
 - 5.1 If Function, Complex if and or functions, Nested If
 - 5.2 How to Fix Errors – if error, If and select statements, Simple If Statements
 - 5.3 Defining select case statements, The Elseif Statements
- 6 Data Validation
 - 6.1 Number, Date & Time Validation, Dynamic Dropdown List Creation using Data Validation –Dependency List
 - 6.2 Custom validations based on a formula for a cell, Text and List Validation, Automation
- 7 What-If Analysis
 - 7.1 Goal Seek
 - 7.2 Data Tables
 - 7.3 Scenario Analysis
- 8 Power Query
 - 8.1 Get data and transform
- 9 VBA and Macro
 - 9.1 Introduction to VBA, Procedure and functions in VBA Recording a Macro Playing a Macro

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Create classic pivot tables, manipulate value fields, build calculations, and group data by numbers and dates to extract meaningful insights.
2. Design dashboards with slicer-driven filtering, diverse charts, and dynamic content to transform data into impactful visual stories.
3. Extract insights from intricate data sets from using lookups, vlookups and logical analysis (IF, nested logic, error handling) to uncover hidden patterns and make informed decisions from complex data.
4. Implement robust validation techniques, construct dynamic scenarios, and perform goal-oriented analysis to ensure data accuracy and support informed decision-making.
5. Write custom VBA macros to automate repetitive tasks.
6. Utilize Power Query transformation techniques to automate repetitive tasks, manipulate data with efficiency, and unlock hidden insights for optimized workflows and informed decision-making.

References

1. Arora, R. (2023). *Mastering Advanced Excel*. BPB Publications.

BBA 1st Year
Semester 2
Statistics for Business (BBA BA 110)

L	T	P
3	-	-

Course Name: Statistics for Business
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA BA 110

Course Objectives:

1. Explain the purpose and significance of constructing a frequency distribution in statistical analysis, use given data sets to construct frequency distributions.
2. Define the concept of a measure of central tendency, describe situations where the mean, median, or mode might be the most appropriate measure and calculate the mean, median, and mode for both grouped and ungrouped data.
3. Define and Describe reflection of measures of dispersion on the spread or variability of a dataset, calculate measures of dispersion for both grouped and ungrouped data.
4. Define and Explain the concept of correlation as a measure of association between two variables, apply correlation analysis to assess the strength and direction of relationships between variables in real-world datasets.

Course Description:

This course is an intermediate course on business statistics. It reviews and builds on basic statistical concepts, covered in statistics & mathematics and used in business.

Course Contents:

Unit Modules

- | | | |
|---|-----|--|
| 1 | 1.1 | Statistical Series |
| | 1.2 | Construction of a Frequency Distribution lecture, class discussion, whiteboard, PPT, excel |
| 2 | 2.1 | Bivariate Frequency Distribution |
| | 2.2 | Tutorial 1 |
| 3 | 3.1 | Graph of a Frequency Distribution |
| | 3.2 | Tutorial 2 |
| 4 | 4.1 | Definitions |
| | 4.2 | Functions of an Average |
| 5 | 5.1 | Measures of Average |
| | 5.2 | Arithmetic Mean |
| 6 | 6.1 | Tutorial 3 |

	6.2	Median
	6.3	Mode
7	7.1	Relation Between Mean, Median & Mode
	7.2	Tutorial 4
8	8.1	Definitions
	8.2	Measures of Dispersion
9	9.1	Range
	9.2	Types of range
10	10.1	Mean Deviation
	10.2	Tutorial 5
11	11.1	Standard Deviation
	11.2	Empirical relation among various Measures of Dispersion
12	12.1	Tutorial 6
	12.2	Definition
	12.3	Scatter Diagram
13	13.1	Karl Pearson's Coefficient of Linear Correlation
	13.2	Tutorial 7
14	14.1	Spearman's Rank Correlation
	14.2	Tutorial 8

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Describe the components of a frequency distribution, including class intervals and frequencies.
2. Apply and Analyse the distribution of data and identify outliers and irregularities in datasets during the construction of frequency distributions.
3. Demonstrate an awareness of the importance of measures of central tendency in summarizing and interpreting data.
4. Integrate knowledge from various sources to choose and Apply appropriate measures of central tendency in diverse situations.
5. Understand the significance of measures of dispersion in statistical analysis, Apply different measures of dispersion to analyze and interpret the variability in datasets.
6. Describe the difference between positive and negative correlation, Apply correlation analysis to assess relationships between variables in real-world datasets.

References:

1. Bhardwaj, R.S. (2013). *Mathematics and Statistics for Business* (1st ed.). Excel Books.

BBA 1st Year
Semester 2
Storytelling Through Data (BBA BA 112)

L	T	P
2	-	2

Course Name: Storytelling Through Data
Course Credit Hours: 4

Course Contact Hours: 3
Course Code: BBA BA 112

Course Objectives:

The objective of this course is to explore various techniques for data visualization, understand how to identify audience needs, and learn how to craft stories that inform and persuade stakeholders. Key areas of focus include understanding data types, mastering visualization tools, employing narrative structures, and practicing ethical data Representation. Student will be able to:

1. Understand the Role of Data in Business: Learn how data influences business decisions and strategy and understand the importance of accurately presenting data to various stakeholders.
2. Data Visualization Techniques: Gain proficiency in using graphical representations of data, including charts, graphs, and dynamic presentations, to make complex data more accessible.
3. Narrative Development: Develop skills to construct a narrative around data findings, using storytelling techniques to engage and persuade the audience.
4. Critical Analysis and Interpretation: Enhance ability to critically analyze data, discern patterns, and interpret results to make informed recommendations.
5. Ethical Considerations: Learn the ethical implications of data representation and the importance of maintaining integrity and accuracy in storytelling.

Course Description:

In the Storytelling with Data course, students will learn the vital skill of communicating complex data and insights in a compelling and understandable manner. This course is designed to enhance decision-making and presentation skills by teaching students how to effectively translate data into meaningful narratives.

Course Contents:

Unit Modules

- 1 Exploratory Analysis: What is data? and different types of data types
 - 1.1 Understanding why visualizations are important? and different types of visualizations.
Data summarization and basic plotting
 - 1.2 Data Exploration and preparation for plotting, Univariate data visualizations and analytics
 - 1.3 Hands-on Practice
 - 1.4 Bivariate data visualizations and analytics
 - 1.5 Hands-on Practice
 - 1.6 Multivariate data visualizations and analytics

- 1.7 Hands-on Practice
- 1.8 Scaling and Data Transformations
2. Introduction to Tableau
 - 2.1 Human-Centered Design Strategies for Creating Visualizations
 - 2.2 Creating Histograms in Tableau
 - 2.3 Hands-on Practice
 - 2.4 Creating Heatmaps in Tableau
 - 2.5 Hands-on Practice
 - 2.6 Creating Box Plots in Tableau
 - 2.7 Hands-on Practice
 - 2.8 Covariance and Correlation Heatmaps
 - 2.9 Hands-on Practice
 - 2.10 Distributions
 - 2.11 Hands-on Practice – Mini Projects
3. Art and science of storytelling using data visualizations
 - 3.1 Explore why visual comparisons matter and learn to pick the right chart. Describe why data visualization is an effective summarization tool.
 - 3.2 Gestalt's principle, identify cognitive clutter and how to combat it.
 - 3.3 Explain how the use of charts, supportive text, and layout all provide emphasis.
 - 3.4 Build a report with best visual-design practices in mind
 - 3.5 Find out how businesses use dashboards.
 - 3.6 Explore the differences between reports and dashboards
 - 3.7 Create a layout for a dashboard that meets a business need, looks appealing, and is easy to read.
 - 3.8 Create charts in a dashboard
4. Craft Compelling Stories
 - 4.1 Drawing Inferences Storytelling Overview
 - 4.2 Why Storytelling Matters. Identify storytelling elements. Explain the importance of effective storytelling.
 - 4.3 Create a dashboard that enlightens and engages viewers.
 - 4.4 Incorporate multiple pages into a data story to create an informative dashboard.
 - 4.5 Identify and practice effective presentation tools and techniques.
 - 4.6 Create a layout for a dashboard that meets a business need, looks appealing, and is easy to read.
 - 4.7 Analysing Dash Boards
 - 4.8 Create charts in a dashboard
5. Ethical Data Representation:
 - 5.1 Understand and uphold ethical standards in data handling and representation, ensuring accuracy, integrity, and respect for confidentiality in all data narratives.

Course Outcomes (COs): After completing the course, the student shall be able to:

1. **Effectively Communicate Data-Driven Insights:** Demonstrate the ability to translate complex data into clear, concise, and engaging narratives for a variety of audiences, enhancing decision-making and persuasive communication.
2. **Master Data Visualization Tools:** Proficiently use a range of data visualization tools and techniques to create impactful and understandable data presentations, charts, and graphs.
3. **Craft Compelling Stories:** Apply storytelling principles to data interpretation, developing narratives that highlight key findings, trends, and implications for business strategy and operations.
4. **Analyze and Interpret Data:** Sharpen analytical skills to critically evaluate data, recognize patterns, and extract meaningful insights that inform business decisions and strategies.
5. **Ethical Data Representation:** Understand and uphold ethical standards in data handling and representation, ensuring accuracy, integrity, and respect for confidentiality in all data narratives.

References:

1. Nussbaumer Knaflic, C. (2015). *Storytelling With Data: A Data Visualization Guide For Business Professionals*. Wiley
2. Yau, N. (2013). *Data Points: Visualization That Means Something*. Wiley; (1st ed).
3. Tufte, E. R. (2001). *The Visual Display of Quantitative Information*. Graphics Press.

BBA 1st Year
Semester 2
New Age Business Models (BBA ENT 104)

L	T	P
3	-	-

Course Name: New Age Business Models
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA ENT 104

Course Objectives:

1. The course aims to comprehensively understand and critically assess the mechanisms, scalability, and innovation potential of new-age business models in the contemporary digital economy.

Course Description:

This course offers an in-depth examination of emerging business models in the context of technological advancements and changing market dynamics. Students will critically analyze the structure and operational mechanisms of models such as SaaS, Cloud Kitchens, and Agritech, among others. The curriculum emphasizes the intersection of technology and entrepreneurship, fostering an understanding of value creation in digital and tech-centric sectors. Through a combination of theoretical frameworks and case studies, participants will gain insights into the scalability, sustainability, and innovation that characterize these new-age business models. The course culminates in evaluative modules that assess the practical implications and future trajectory of these business paradigms.

Course Contents:

Unit	Modules
1	Introduction to New Age Business Models 1.1 Overview of digital transformation 1.2 Defining SaaS and Consumer Apps 1.3 The rise of subscription-based models
2	FoodTech and Cloud Kitchens 2.1 The Cloud Kitchen model 2.2 Technology's role in FoodTech 2.3 Case studies of successful FoodTech startups
3	Influencer and Content Creation Platforms 3.1 Economics of content creation 3.2 Monetization strategies for influencers 3.3 Platform-based business models
4	Agritech Innovations 4.1 Technology in sustainable agriculture

- 4.2 Business models in Agritech
- 4.3 Impact of data analytics in farming
- 5 Generative AI in Business
 - 5.1 Understanding Generative AI
 - 5.2 Applications in various industries
 - 5.3 Ethical considerations and business implications
- 6 Immersive Experiences: VR and AR
 - 6.1 Market analysis of VR and AR
 - 6.2 Use cases in different sectors
 - 6.3 Developing VR/AR business models
- 7 The Internet of Things (IoT) and Big Data
 - 7.1 IoT ecosystem and business opportunities
 - 7.2 Big data analytics and decision-making
 - 7.3 Security and privacy concerns
- 8 Wearable Tech and Personal Health Devices
 - 8.1 Trends in wearable technology
 - 8.2 Health and wellness data utilization
 - 8.3 Regulatory environment and market potential
- 9 The Business of Gaming and E-Sports
 - 9.1 Overview of the gaming industry
 - 9.2 E-sports ecosystems and revenue models
 - 9.3 Brand partnerships and community building
- 10 Tourism Tech: Innovation in Travel
 - 10.1 Digital nomadism and remote work tourism
 - 10.2 VR in tourism
 - 10.3 Sustainable tourism technologies

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Critically evaluate the structure and viability of new-age business models.
2. Understand the market forces and consumer trends influencing these business models.
3. Identify the drivers of innovation and their impact on business sustainability.
4. Comprehend the role of technology in enhancing the efficiency and scalability of businesses.
5. Apply theoretical concepts to practical cases, demonstrating strategic thinking in business development.

References

1. Osterwalder, A. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer Series)*. Wiley
2. Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses (Illustrated ed.)*. Crown Currency.

BBA 1st Year
Semester 2
Digital Marketing 101 (BBA MKT 106)

L	T	P
2	-	2

Course Name: Digital Marketing 101
Course Credit Hours: 4

Course Contact Hours: 3
Course Code: BBA MKT 106

Course Objectives:

1. Understand the fundamental and important concepts of digital marketing
2. Students will be taught to apply the concepts learnt in class in their day-to-day activities.
3. Will be able to work on important skills like website making, SEO and Social Media marketing
4. Will be learning new technologies as they arrive and evolve

Course Description:

Digital marketing has emerged as a rapidly growing force in the marketing world, reshaping the industry, and creating new avenues and opportunities for advertising and marketing on online spaces globally. Communicating with a digitally advanced audience has brought forth new challenges. It is now essential and critical to turn around and restructure our communication and marketing strategies for the new world and Netizens. Students who wish to be skilled professionals of the future need to be armed with the new knowledge that the changed and tech-savvy world needs. A course in digital marketing aims at making students have a grasp on the digital landscape and a solid foundation in the concepts of digital marketing.

Course Contents:

Unit Modules

- 1 Introduction to digital marketing
 - 1.1 Introduction to digital marketing, Traditional vs Digital marketing, Internet users: Penetration and kind of Internet use, Paid, Earned and Owned Media
 - 1.2 Digital marketing plan
 - 1.3 Display advertising: formats & size
 - 1.4 Digital metrics
 - 1.5 Consumer Persona
- 2 Search Engine Optimization
 - 2.1 Making a web-site using Wix
 - 2.2 Search engine advertising: ease of action, controlled costs, understanding ad placements – top, side, bottom,
 - 2.3 Google ads – campaigns, ad groups, ads, anatomy of a search ad, keywords
 - 2.4 Search Engine Optimisation: How do search engines work, SEO phases, Website audit, On-page optimization, Off-page optimization, Google search engine (console)

- 3 Social Media Marketing
 - 3.1 Social Media Marketing: fundamentals of SM marketing, Listening and its benefits, tools to listen
 - 3.2 Goal Setting – SMART framework
 - 3.3 Social Media Marketing on Meta – FB and Instagram
 - 3.4 Social Media Marketing – X (Twitter) & LinkedIn Marketing
- 4 Mobile Marketing and E-Commerce Marketing
 - 4.1 Mobile Marketing: WhatsApp Marketing, Mobile marketing toolkit (Paid, owned, In-app advertising)
 - 4.2 E-commerce marketing
 - 4.3 Advancements in Digital Marketing: Artificial Intelligence, Chatbots, AR / VR, Voice Search
 - 4.4 Word of Mouth & User Generated Content (UGC)

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the basic concepts of Digital Marketing including various platforms available for the same.
2. Apply acquired knowledge in navigating and managing social media platforms as beginners.
3. Develop a basic website by means of aesthetics and content strategy.
4. Analyze the fundamental strategies around keywords and SEO.
5. Comprehend e-commerce marketing concepts, mobile marketing, and the integration of AI, AR/VR, and other technologies within the realm of digital marketing.
6. Conceptualize digital marketing strategies for businesses.

References:

1. Gupta, S. (2022). *Digital Marketing, 3e*. 3rd Edition. Published: August 5, 2022.
2. Zimmerman, J., & Ng, D. (2015). *Social Media Marketing For Dummies (3rd ed.)*. John Wiley & Sons.

BBA 1st Year
Semester 2
Introduction to Finance (BBA FIN 102)

L	T	P
3	-	-

Course Name: Introduction to Finance
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA FIN 102

Course Objectives:

1. To develop a comprehensive understanding of financial statements of business entities and the role of financial analysis in representing a company's financial performance.
2. To equip students with the ability to do comparative, common-size and trend analysis of financial statements, focusing on both Balance Sheet and Statement of Profit & Loss, to identify trends, patterns, and changes over time.
3. To develop ratio analysis skills of students, covering Liquidity, Profitability, Efficiency, Solvency, Market, Price, and DuPont Analysis Ratios, enabling students to evaluate a company's financial health from various perspectives.
4. To integrate application of financial statement analysis into decision-making processes, enabling the students to use the insights gained from analysing financial statements for strategic planning, investment decisions, and financial management.
5. To provide students with a comprehensive understanding of the Indian financial landscape, including banks, insurance companies, mutual funds, stock markets, credit rating agencies, and investment banks.
6. To enable students to analyse the interconnectedness of various components in the Indian financial landscape, exploring how they are interrelated and influence each other.

Course Description:

This course offers students a comprehensive understanding of finance through two main units. In the first unit, students explore financial statement analysis, delving into horizontal, vertical, trend, and ratio analyses to interpret the financial performance of businesses effectively. The second unit introduces students to the Indian financial landscape, covering key sectors such as banking, insurance, stock markets, credit rating agencies, NBFCs, mutual funds, and investment banking. By gaining insights into these sectors, students develop the skills necessary to make informed decisions and navigate the complexities of India's financial environment confidently.

Course Contents:

Unit Modules

1. Financial Statement Analysis
 - 1.1 Study of Financial Statements

- 1.2 Comparative Analysis:
 - 1.2.1 Balance Sheet
 - 1.2.2 Statement of Profit & Loss
- 1.3 Common-Size Analysis:
 - 1.3.1 Balance Sheet
 - 1.3.2 Statement of Profit & Loss
- 1.4. Trend Analysis:
 - 1.4.1 Balance Sheet
 - 1.4.2 Statement of Profit & Loss
- 1.5 Ratio Analysis:
 - 1.5.1 Liquidity Ratios
 - 1.5.2 Profitability Ratios
 - 1.5.3 Efficiency Ratios
 - 1.5.4 Solvency Ratios
 - 1.5.5 Market Ratios
 - 1.5.6 Price Ratios
 - 1.5.7 DuPont Analysis Ratios
- 2. Indian Financial Landscape
 - 2.1 Banking
 - 2.2 Insurance
 - 2.3 Mutual Funds
 - 2.4 Stock Market
 - 2.5 Credit Rating
 - 2.6 Investment Banking

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Students will be able to understand, analyse and interpret financial statements, understanding the nuances of information presented in the Balance Sheet and Statement of Profit & Loss.
2. Students will be able to conduct effective comparative, common-size and trend analysis, identify key changes, trends, and anomalies in financial statements to make informed assessment of a company's financial performance.
3. Students will develop ability to calculate important ratios and will be able to evaluate different aspects of a company's financial position and performance based on these ratios.
4. Students will be able to apply financial analysis insights to real-world decision-making scenarios.
5. Students will acquire in-depth knowledge of the functions, roles, and services provided by different financial institutions in India, leading to a comprehensive understanding of the Indian financial system.
6. Students will develop the ability to critically evaluate the interdependencies and interactions among various components of the Indian financial landscape, allowing them to assess the broader impact of financial decisions and policies on the overall financial system.

References:

1. Chandra, P. (2019). Financial Management: Theory and Practice (10th ed.). McGraw-Hill Education (India) Private Limited.

2. Pathak, B. (2018). Indian Financial System (5th ed.). Pearson.

BBA 1st Year
Semester 2
Sustainability in Business 2 (BBA MGT 110)

L	T	P
3	-	-

Course Name: Sustainability in Business 2
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MGT 110

Course Objectives:

1. Analyzing Sustainability Business Landscape:
 - 1.1. Understand the key drivers and challenges in the sustainable business landscape.
 - 1.2. Apply analytical frameworks to assess the environmental, social, and economic aspects of business sustainability.
2. Strategic Design Thinking for Sustainability:
 - 2.1. Develop proficiency in design thinking methodologies.
 - 2.2. Apply strategic design thinking principles to address sustainability issues creatively.
3. Sustainable Business Models:
 - 3.1. Understand various sustainable business models and their applications.
 - 3.2. Develop the ability to create innovative and sustainable business models.

Course Description:

This course is designed for students aiming to explore the intersection of strategic design thinking and sustainability within the business context. It offers a holistic approach, focusing on three key aspects: analyzing the sustainable business landscape, applying strategic design thinking for sustainability, and developing sustainable business models. The course empowers students to navigate the complexities of today's business environment by integrating creative problem-solving with a commitment to social and environmental responsibility. The course is built upon foundation of 3 pillars- Analysing Sustainable Business Landscape, Strategic Design Thinking, and Sustainable Business Models.

Course Contents:

Unit	Modules
1	Introduction to Sustainable Business Landscape <ol style="list-style-type: none">1.1 Understanding Sustainability in Business1.2 Overview of Sustainable Business Landscape
2	PESTLE Analysis in Sustainable Business <ol style="list-style-type: none">2.1 Political and Legal Factors2.2 Economic and Social Factors2.3 Technological and Environmental Factors

- 3 Environmental - Social Impact & Stakeholders of Sustainable Businesses
 - 3.1 Environmental Impact Assessment (EIA)
 - 3.2 Social Impact Assessment (SIA)
 - 3.3 Tools and Metrics for Assessing Impact
 - 3.4 Stakeholder roles & responsibilities
 - 3.5 Stakeholder Engagement Strategies
- 4 Introduction to Strategic Design Thinking
 - 4.1 Basics of Design Thinking
 - 4.2 Principles and Process
- 5 Tools and Techniques in Design Thinking
 - 5.1 Ideation and Prototyping
 - 5.2 Design Sprints and Rapid Prototyping
- 6 Design Thinking in Business Strategy
 - 6.1 Aligning Design Thinking with Business Objectives
 - 6.2 Strategic Innovation through Design Thinking
- 7 Sustainable Business Models: Concepts and Frameworks
 - 7.1 Introduction to Sustainable Business Models
 - 7.2 Types of sustainable business models (SBM, Impact model and the SBM application game)
 - 7.2.1 Triple Bottom Line Approach
 - 7.2.2 Circular Economy Approach
 - 7.2.3 Innovation-driven Models
- 8 Making Sustainable Business Models work Life Cycle Thinking in Business Models
 - 8.1 Circular Economy and Sustainable Supply Chains
 - 8.2 Economic Drivers of Sustainability
 - 8.3 Future Scenarios and Strategic Planning
- 9 Final Project: Designing a Sustainable Business Model
 - 9.1 Project Briefing and Team Formation
 - 9.2 Project Development and Iteration
 - 9.3 Project Presentation and Reflection
- 10 Course Review and Future Directions
 - 10.1 Reflecting on Learning
 - 10.2 Feedback and Suggestions for Future Courses

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Critically analyze and interpret the sustainable business landscape, identifying key drivers and challenges.
2. Apply analytical frameworks to assess the environmental, social, and economic aspects of business sustainability.
3. Students will acquire practical skills in applying design thinking methodologies for addressing sustainability challenges.
4. Develop a strategic mindset for integrating sustainable solutions into various business processes
5. Students will understand various sustainable business models and their applications across industries

6. Demonstrate the ability to develop innovative and sustainable business models aligned with organizational values

References:

1. McDonough, W., & Braungart, M. (2002). *Cradle to Cradle: Remaking the Way We Make Things* (1st ed.). North Point Press.
2. Brown, T. (2009). *Change by Design* (1st ed.). Harper Collins Publisher.

BBA 1st Year
Semester 2
Leadership Challenge (BBA MGT 112)

L	T	P
1	-	-

Course Name: Leadership Challenge

Course Credit Hours: 1

Course Contact Hours: 1

Course Code: BBA MGT 112

Course Objectives:

1. Student will Develop self-awareness: Explore and understand personal strengths, weaknesses, values, and leadership style. Cultivate problem-solving and decision-making skills.
2. Understand different leadership styles and the significance of empathetic leadership
3. Building Adaptability and resilience in order to navigate challenges, and bounce back from setbacks.
4. Understand the importance of ethical decision-making and develop a strong moral compass for leadership by Inspiring and motivating teammates towards achieving common goals.
5. Develop strategic thinking by integrating AI in reshaping traditional leadership with the advent of digital revolution in an era on Industry 5.0.
6. Analyse the contemporary leadership lessons that the legendary Mahabharata depicts.

Course Description:

In this captivating course on leadership challenges, we delve into the multifaceted role of a leader navigating through the VUCA challenges in the 21 st Century. The students will be poised to learn through active learning mechanisms to promote higher order thinking prescribed by blooms taxonomy by analyzing different leadership styles and ethical ramifications encompassing leadership. The course further draws inspiration from the timeless epic Mahabharata, unravelling profound leadership sessions embedded within it's narrative, by analyzing the triumphs and tribulations of legendary characters depicted in Mahabharata. The course being contemporary in nature further unravels the role of AI technologies reshaping traditional leadership landscape, focusing on the significance of human collaboration with machines in an era of Industry5.0. We will be using multiple pedagogical innovations like Simulation exercise, Case study pedagogy, role play sessions and workshops from Industry experts aimed to migrate from teaching to learning.

Course Contents:

Unit Modules

- 1 The Role of a Leader
 - 1.1 Understanding the fundamental responsibilities and expectations of a leader
 - 1.2 Identifying the core competencies required for successful leadership.
- 2 Leadership Challenges in the 21st Century
 - 2.1 Analysing the unique challenges faced by leaders in today's rapidly changing world

- 2.2 Leadership in VUCA times
- 3 Leadership Styles and Approaches
 - 3.1 Exploring different leadership styles, such as transformational, servant, and situational leadership
- 4 Leadership and Artificial Intelligence
 - 4.1 Understanding how AI can enhance decision-making, problem-solving, and organizational efficiency
 - 4.2 Ethical considerations and responsible use of AI in leadership roles
- 5 Ethics and Culture of Leadership
 - 5.1 Examining ethical dilemmas faced by leaders and strategies for ethical decision-making
 - 5.2 Promoting diversity, inclusivity, and fostering an ethical culture within organizations
- 6 Leadership Wisdom from Mahabharata
 - 6.1 Exploring timeless leadership lessons from the epic Mahabharata
 - 6.2 Analyzing the characters and their leadership Qualities

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the role of leadership in driving organizational change and innovation.
2. Analyze case studies and real-world examples to apply leadership principles.
3. Develop an understanding of various leadership theories and styles.
4. Explore the ethical dimensions of leadership and develop ethical decision-making abilities and promote diversity, equity inclusivity.
5. Acquire knowledge of different leadership strategies and their applications in various contexts.
6. Foster critical thinking and problem-solving skills for effective leadership in an era of digital revolution.

References:

1. Northouse, P. G. (2018). Leadership: Theory and Practice. Sage Publications.