

JECRCTM
UNIVERSITY
BUILD YOUR WORLD

Jaipur School of Business

Course Structure

Bachelor of Business Administration

Academic Programmes

Batch (2022-2025)

Total Credits for the Batch 2022-2024 = 132 Credits

- 1. Total credits required = 132**
- 2. No relaxation in Core and Fundamental subjects.**
- 3. Option can be availed in Specialization, Interdisciplinary and General Subjects.**

Summary Sheet

Semester	1st	2nd	3rd	4th	5th	6th	Total	Min. credit required for degree
Credit	20	18	26	20	26	22	132	

Type	Fundamental	Core	Specialization	Interdisciplinary	General
Total Credit	34	10	52	18	18

Abbreviation: F=Fundamental, G=General, C=Core, ID=Interdisciplinary, S=Specialization

Semester I

S. No.	Sub Code	Sub Name	L	T	P	C	Type
1	BBA501A	Fundamentals of Statistics	3	-	-	3	F
2	BBA502A	Organizational Behavior	2	-	-	2	C
3	BBA503A	Introduction to Marketing	3	-	-	3	F
4	BBA504A	Business History	2	-	-	2	F
5	BBA505A	Businesses across Cultures	2	-	-	2	F
6	BBA506A	Principles of Economics	2	-	-	2	G
7	BBA507A	Writing & Communication 1	2	-	-	2	G
8	BBA508A	Growth Mindset	2	-	-	2	ID
9	BBA509A	Thought Clarity, Choice and Conviction	2	-	-	2	ID
TOTAL			20	-	-	20	

Semester II

S. No.	Sub Code	Sub Name	L	T	P	C	Type
1	BBA510A	Introduction to Accounting	2	-	-	2	F
2	BBA511A	Financial Management	2	-	-	2	C
3	BBA512A	Operations and Production Management	2	-	-	2	F
4	BBA513A	Politics & Society	2	-	-	2	F
5	BBA514A	Consumer Behavior	2	-	-	2	F
6	BBA515A	Technology in Management	2	-	-	2	G
7	BBA516A	Writing & Communication 2	2	-	-	2	G
8	BBA517A	Critical Thinking & Logic	2	-	-	2	ID
9	BBA518A	Everydayness Banks, RTOs and Courts	2	-	-	2	ID
TOTAL			18	-	-	18	

Semester III

S. No.	Sub Code	Sub Name	L	T	P	C	Type
1	BBA519A	Business Analytics	2	-	-	2	F
2	BBA520A	Human Resource Management	2	-	-	2	C
3		Elective 1	3	-	-	3	S
4	BBA521A	E-Commerce	2	-	-	2	F
		Elective 2	3	-	-	3	S
6	BBA522A	Writing & Communication 3	2	-	-	2	G
7	BBA523A	Problem Solving	2	-	-	2	G
8	BBA524A	Expression Dance, Music and Theatre	2	-	-	2	ID
9	BBA525A	E-Commerce (Lab)	2	-	-	2	G
10	BBA526A	Summer Internship	6	-	-	6	S
TOTAL			26	-	-	26	

Semester IV

S. No.	Sub Code	Sub Name	L	T	P	C	Type
1	BBA527A	Corporate Governance & Ethics	2	-	-	2	F
2	BBA528A	Statistics II	2	-	-	2	C
3		Elective 3	3	-	-	3	S
4	BBA529A	Environment and Businesses	2	-	-	2	F
5	BBA530A	SME Management	2	-	-	2	F
6		Elective 4	3	-	-	3	S
7	BBA531A	Negotiation	2	-	-	2	G
8	BBA532A	Situational Awareness	2	-	-	2	ID
9	BBA533A	Imagination Drawing and Fiction	2	-	-	2	ID
TOTAL			20	-	-	20	

Semester V

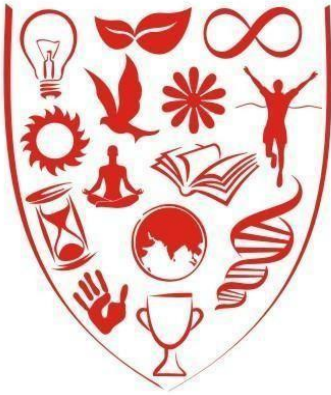
S. No.	Sub Code	Sub Name	L	T	P	C	Type
1	BBA534A	Research Methods	2	-	-	2	F
2	BBA535A	Design Thinking	2	-	-	2	C
3		Elective 5	3	-	-	3	S
4	BBA536A	Basics of Programming	2	-	-	2	F
5	BBA537A	Public policy and Businesses	2	-	-	2	F
6		Elective 6	3	-	-	3	S
7	BBA538A	Summarizing and Narrative Building	2	-	-	2	G
8	BBA539A	Strategy and Decision Making	2	-	-	2	ID
9	BBA540A	Creativity Visual Thinking and Cartography	2	-	-	2	ID
10	BBA541A	Summer Internship	6	-	-	6	S
TOTAL			26	-	-	26	

Semester VI

S. No.	Sub Code	Sub Name	L	T	P	C	Type
1	BBA542A	Entrepreneurship	2	-	-	2	S
2	BBA543A	Internship	20	-	-	20	S
TOTAL			22	-	-	22	

Specialisation Elective Subjects

S. No.	Sub Code	Subject	L	T	P	C	Type
Marketing Management							
1	BBA544A	Integrated Marketing Communications	3	-	-	3	S
2	BBA545A	Sales and Distribution Management	3	-	-	3	S
3	BBA546A	Events, PR and Corporate Communications	3	-	-	3	S
4	BBA547A	Advertising	3	-	-	3	S
Digital Marketing							
1	BBA548A	Digital Visualization and Expression	3	-	-	3	S
2	BBA549A	Digital Mediums for Business	3	-	-	3	S
3	BBA550A	Web Optimization	3	-	-	3	S
4	BBA551A	SEO	3	-	-	3	S
Finance							
1	BBA552A	Financial Derivatives and Risk Management	3	-	-	3	S
2	BBA553A	Securities Analysis and Portfolio Management	3	-	-	3	S
3	BBA554A	Banking and Insurance	3	-	-	3	S
4	BBA555A	Financial Markets and Institutions	3	-	-	3	S
Operations Management							
1	BBA556A	Customer Relationship Management	3	-	-	3	S
2	BBA557A	Project Management	3	-	-	3	S
3	BBA558A	Manufacturing, Inventory and Supply Chain Design	3	-	-	3	S
4	BBA559A	Operations Management Analytics	3	-	-	3	S
Business Analytics							
1	BBA560A	Fintech and Financial Services Analytics	3	-	-	3	S
2	BBA561A	Predictive Analytics for Business	3	-	-	3	S
3	BBA562A	Simulation	3	-	-	3	S
4	BBA563A	Understanding Big Data & Cloud Computing	3	-	-	3	S
Tourism & Hospitality Management							
1	BBA564A	International Hospitality Operations	3	-	-	3	S
2	BBA565A	Cultural Tourism and Hospitality Management	3	-	-	3	S
3	BBA566A	Critical Issues in Tourism and Hospitality	3	-	-	3	S
4	BBA567A	Hospitality & Sustainable Development	3	-	-	3	S
Human Resource Management							
1	BBA568A	Employment laws and industrial relations	3	-	-	3	S
2	BBA569A	Performance and compensation management	3	-	-	3	S
3	BBA570A	Talent Management	3	-	-	3	S
4	BBA571A	Learning and Development	3	-	-	3	S
Retail Management							
1	BBA572A	Retail Environment Analysis	3	-	-	3	S
2	BBA573A	Multi-channel Retailing	3	-	-	3	S
3	BBA574A	Strategic Retail Planning and Management	3	-	-	3	S
4	BBA575A	Merchandise Management	3	-	-	3	S



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Syllabi

Bachelor of Business Administration
Academic Programme

Batch (2022-2025)

BBA SYLLABUS

Course: Fundamentals of Statistics

Semester 1

Credit: 4

Unit 1:

Overview - Statistics in daily life, Brief history and everydayness of statistics, Introduction to statistics and its applications, Overview of statistics, key terms, and definitions, what is data, scales of measurement, Visualization of data, Histograms, stem and leaf plots, box and, whisker plots Basics of Data Visualization in Excel, Plotting various types of graphs in Excel

Unit 2

Measures of central tendency - Mean, median, mode, need for central tendency, limitations of central tendency. Measures of dispersion, absolute and relative, range, mean deviation, standard deviation, Dispersions Significance, kurtosis, skewness, Type I and Type II errors.

Unit 3:

Sampling and Distribution - Probability, Meaning, significance in daily lives, needs, basic calculations, Probability (contd.). Conditional probability, Bayes theorem, Discrete Probability Distributions, Binomial and Poisson distribution, Continuous Probability Distributions Meaning, significance, characteristics of exponential and normal distribution, central limit theorem. Sampling - Sampling theory, statistical inference, standard error. Sampling II estimates, expectation, sampling distribution. sampling III

Unit 4:

Confidence Intervals and Hypothesis Testing Confidence Interval Estimation, Estimation of the population mean, confidence intervals, introduction to hypothesis testing Hypothesis Testing, Process of hypothesis testing, significance levels. Types of tests - z test, t-test, ANOVA Non-parametric tests. Non-parametric tests, Kolmogorov-Smirnov test, Wilcoxon signed-rank test.

Unit 5:

Correlation-Introduction to correlations, key terms, definitions, meaning, significance, types of correlation. Correlation analysis. Methods of studying simple correlations, scatter diagrams, Pearson's coefficient of correlation, Spearman's correlation coefficient Causation v Correlations, Difference between correlation and causation

Primary Resources

1	Fundamental Statistics
2	Gupta S.P. (2017): Statistical Methods, Sultan Chand & Sons, 45h Revised Edition
3	Levin, R. and Rubin, D. (2017). Statistics for Management. 8th ed. New Delhi: Pearson.
4	Business Statistics in Practice using Data, Modeling, and Analytics by Bowerman, O'Connell & Murphree
5	Eugene Don, Joel Lerner, Basic Business Mathematics, Tata McGraw Hill Publication.

Course: Organizational Behavior

Semester 1

Credit: 4

Unit 1:

Introduction- Introduction to Org Behavior, Overview of OB, key terms, and definitions
Evolution of Org Behavior, Chronological explanation of the evolution of OB since its inception.,
Key Constraints of Org Behavior, Challenges faced by managers, Limitations of OB Theory
The contributions of behavioral sciences to Org Behavior, The intersection of behavioral sciences and business, Applications of Org Behavior. Practical applications of OB. Personality- Introduction to Personality, Defining personality, history of personality. Personality Theories, Trait, type, and mixed approaches to personality. Measuring Personality, MBTI, design, administration, scoring, interpretation.

Unit 2:

Attitudes- Overview of Attitudes, Definition, key terms, related constructs, characteristics of attitudes. Criticality of Attitudes- Attitude formation, attitude change, attitudes in the workplace, measuring attitudes. Motivation - Motivation. Key terms, types of motivation, expression of motivation, theories of motivation. Motivation (contd.) Using rewards, incentives to motivate employees

Unit 3:

Emotions- Overview of Emotions, Key terms, related constructs, stress in the workplace (GAS Model), stress management, introduction to emotional intelligence, Emotional Intelligence in the workplace, Theories of EI in the workplace. Group Dynamics, Group Characteristics
Key terms, key processes - group formation, group cohesiveness, and related characteristics of groups. Group Processes. Understanding groups and related processes - social loafing, groupthink, free riding . Work Teams
Understanding teams, types, levels, what makes a good team player, team effectiveness

Unit 4:

Organizational Culture- Introduction to organizational culture, Defining culture, dimensions, levels and types, related constructs, Importance of Org Culture, Impact of OC on the individual,

culture shift/change in the workplace. Organizational Structure- Introduction to organizational structure and design. Common organizational structures and designs, types
Structure's impact. Departmentalization, organizational life cycle, the impact of structure and design on employees.

Unit 5:

Organizational Change- Overview of organizational change, Key terms, definitions, related constructs, change, and the change process, Organizational change and associated impact
Types of change, the influence of change, change and the individual, responding to change
Power & Politics, Power structures, Key terms, hierarchy, politics in the workplace, leadership, and power, Understanding Leadership
Approaches to leadership, leadership theories, managers vs leaders, Leadership styles, types of leadership. Interpersonal Business Communication. Fundamentals of Communication
Key terms, psychological contract, trust-building, Conflict
Identifying conflict, types of conflicts, cooperation vs conflict, managing conflicts, Negotiations
Bargaining strategies, types of negotiations, differences in the effectiveness of negotiating, tactics

Primary Resources

1	Organizational Behavior by Robbins, Judge, and Vohra, 18th Edition (2018)
2	Essentials of Organizational Behavior Fourteenth Edition By Pearson. Robbins & Judge (2019)

Course: Introduction to Marketing

Semester 1
Credit: 4

Unit 1:

Introduction - Marketing is everywhere, Why is marketing so central to everything, Evolution of Marketing, Definition, evolution, core concepts, Application of Marketing, Marketing vs selling, roles of marketing managers, Marketing Environment: Global, Types of environments - internal, external, Marketing Environment: India. Relationships, demography, culture
Cultural differences in marketing - Culture and marketing, global marketing and the influence of cultures, sensitivity, challenges

Unit 2:

Market STP-Market Segmentation, Meaning, benefits, Market Segmentation (contd.) Bases for the consumer market and industrial market segmentation. Targeting, Market targeting Product Positioning, Product positioning, Branding, Basics of branding and how organizations achieve it
Marketing as a Strategy, Large scale insights on marketing as a strategic tool, Marketing strategies. Successful strategies, scope, limitations.

Unit 3:

Marketing Research- Introduction to Market Research, Nature and scope, Key Processes, Marketing research process, Questionnaire Design, Questionnaire construction, pre-testing Methods of Data Collection, Types of methods, process. Data collection (contd.) Strategies, Tools, Software's. Thick Data. Why do organizations need more than just big data Marketing Principles: Product. Product (concept, basic product, expected product, augmented product, potential product), product life cycle.

Unit 4:

Price Marketing Principles: Price, Price (meaning, pricing objectives, strategies - skimming, penetration, psychological), Marketing Principles: Place, Place (importance of distribution, channels of distribution - manufacturer, wholesaler, retailer, carrying and forwarding, factors influencing distribution channels, Marketing Principles: Promotion Promotion (Advertising, Sales, Publicity, Public Relations, Direct Marketing), people, processes.

Unit 5:

Trends in Marketing- Introduction to Digital Marketing, Digital marketing - meaning, importance, Green Marketing, Meaning, importance, IT & Marketing, Virtual marketing, e-buying behavior Marketing in Pandemic, Covid-19 and its impact on the pandemic, Mapping Marketing Strategy Visual designs for marketing strategy, Customer Experience, What really makes customers buy a product, New Products, Commercializing the Innovation

Primary Resources

1	Principles of Marketing - Philip Kotler, Gary Armstrong, Prafulla Agnihotri (2018)	(essential)
2	Fundamentals of Marketing - Paul Baines, Sophie Whitehouse, Sara Rosengren, Paolo Antonetti (2021)	(recommended)

Course: Businesses Across Cultures**Semester 1****Credit: 4****Unit 1:**

Introduction- Culture, Definition, associated terms, significance, Dimensions and determinants of culture

Unit 2:

Culture & Organizations- Cultural dilemmas, Cross-cultural dilemmas, cultural nuances, Culture and management. Impact of culture on management. Managing across cultures. Organizational structure, cultures. Sensitivity, ethical considerations. Leadership, Impact of culture on leadership

Unit 3:

Practical Applications Cross-cultural dilemma management. How to identify underlying assumptions, underlying methods of persuasion implied in arguments. Negotiating across cultures

Unit 4

Working in international teams, Culturally diverse teams, effective communication with others
Cross-cultural communication

Unit 5:

Presenting internationally, effective speaking and listening, Relationship building
Rapport formation, trust-building, and navigating barriers to effective cross-cultural functioning,
Global business etiquette

Primary Resources

1	When cultures collide: Leading across cultures by Richard Lewis (2018)
2	Cross-cultural management: A Transactional Approach by Taran Patel (2013)

Course: Business History

Semester 1

Credit: 4

Unit 1:

General Introduction to Business History- Why study business history. Why should managers study history: both of their own company, and the overall climate in the region they operate in.

Unit 2

Brief History of Management, Large scale insights on managerial history. Private Limited Company. The emergence and rise of limited liability
History of concepts - History of decision-making, history of companies

Unit 3:

Pre-Independence India- East India Company, History of the Business of East India Company
Indian Cities and their rise, Transformation of cities, Old Companies in India, Companies with roots in British India, Managing Agencies, Managing Agencies of British India, and roots of Indian conglomerates

Unit 4

Swadeshi Movement- The rise of Indian entrepreneurs, Indian Business and economy
Tracing the first and second world war and associated impact on Indian business

Unit 5:

Post-independence India- License Raj and Indian businesses, Planning and License Raj, 1991 and its Impact on Businesses, Understanding the liberalization and policy changes and the impact on India's businesses, Indian Economy post-independence, Bird's eye view on the reflection of post-independent India's history.

Primary Resources

1	Marwaris: From Jagat Sheths to Birlas
2	Roy, Tirthankar (2018). A Business History of India

Course: Writing and Communication 1**Semester 1****Credit: 4****Unit 1:**

Introduction to communication- Why is it important, Need for developing good communication and writing techniques, Introduction to Channels, Various communication media, text, WhatsApp, email, Slack, etc. Reading long-form articles. Reading and analyzing why some articles (from say, Caravan, New Yorker, Harvard Business Review) captured us Writing Purpose, perspectives, and types of writing.

Unit 2:

Practicing writing- Converting a thought into a written idea, Choosing a topic, critical reading, and writing

Unit 3

Cover Letter- Practicing how to write a good cover letter, Concise Email writing
Practicing how to write a precise email,

Unit 4

Argumentative writing- Arguments vs. non-arguments, framing arguments, different purposes
Business Plan Writing Basics. Practicing how to write a B-Plan.

Unit 5

Preparing your CV- Professionalizing a resume/CV, Report writing, Understanding of various components of the report, Presentation skills, Understanding of various components of a presentation

Primary Resources

1	Sanjay Kumar, Pushp Lata (2015). Communication Skills
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Course: Growth Mindset**Semester 1****Credit: 2****Unit 1:**

The Mindset For Learning- Introduction To Growth Mindset, Introduction to the concepts of Growth and Fixed Mindsets and the impact each of the mindsets has on an individual's actions and thoughts. Moving To A Growth Mindset, Read a case study about Sachin Tendulkar's first test match to understand how using a Growth Mindset can help in overcoming challenges

Overcoming Obstacles- Introduction to the concept of Power of Yet that will help make the shift from a Fixed Mindset to a Growth Mindset by adopting a more positive outlook. Read a case study on Helen Keller and identify key takeaways about having a Growth Mindset.

Learning From Failure. Understand the link between having a Growth Mindset and achieving success by overcoming failure through the examples of famous leaders. Mentorship And Feedback, Understand the significance of having a mentor and identify a mentor for yourself through an activity. Learn how to give and receive constructive feedback by using a Growth Mindset.

Unit 2:

Kolb's Cycle Of Experiential Learning- Kolb's Experiential Learning Theory, Introduction to Kolb's Cycle of Experiential Learning as a tool to maximize learning from a past experience. Using Kolb's Experiential Cycle, Apply Kolb's Learning Theory by breaking it down into the 4 stages and creating a reflective journal entry.

Unit 3:

Gibbs Reflective Cycle- Gibbs Reflective Cycle Theory Applying The Reflective Cycle
Learn about Gibbs' Reflective Cycle Theory and each of its stages Apply Gibbs' Reflective Cycle to an experience.

Unit 4:

Leading With A Growth Mindset, A Growth Mindset For Leadership

Understand the meaning of leadership and the Growth Mindset qualities a leader possesses.

Read case studies about leaders from two major companies, Telenor and Microsoft, to understand how these organizations ensure a Growth Mindset culture.

Unit 5:

Synthesizing Our Learning- Applying The Concepts, Revisit all the concepts covered in the previous modules and to provide more application. Also, create a reflective journal entry using Kolb's or Gibbs' cycle. Group Project, Create a reflective journal entry and a presentation using either Kolb's or Gibbs cycle. Also, identify learning style through a self-assessment.

Creating Your Leadership Legacy, Develop a leadership legacy by thinking about the skills and core values you want to be remembered by. SMART Goals

Understanding the meaning and relevance of creating SMART Goals and identifying strategies for overcoming challenges.

Primary Resource:

- 1. The Growth Mindset: A Guide to Professional and Personal Growth Mindset - Updated Edition: Changing The Way You Think To Fulfill Your Potential- Dr. Carol S Dweck.**

SEMESTER 2

Course: Introduction to Accounting

Semester 2

Credit: 4

Unit 1:

Introduction-Financial Accounting, Definition, scope, objectives, Evolution of accounting
History and nature, Users of accounting information, Who uses accounting information and why
Accounting Principles, Generally accepted accounting principles (GAAP), conventions
Assets & Liability Management, Assets, liabilities, revenues, expenses
Expenditure, Capital, revenue expenditure, nature of accounts

Unit 2:

Financial Statements- Rules & Regulations, Rules for debit and credit, journal entries for GST accounting, users of statements, Limitations, What are the shortcomings of financial accounting
Accounts, Trading account, profit and loss account, Balance and cash flow statement
Balance and cash flow statement for the sole proprietor

Unit 3:

Accounting Principles and Standard- Joint-stock company, Financial statements of a joint-stock company (Companies act, 2013), Corporate annual general report, Contents, regulations, and expectations from the annual report, Accounting Conventions, General accounting conventions
Accounting Standards, Definition, scope, Significance of accounting standards, Meaning and need for Indian accounting standards to converge with IFRS

Unit 4:

Journal and Subsidiary Books, Accounting Process, Types of account, rules of accounts
Accounting Process (contd.) Preparation for journal, Journal Entries, Simple and combined journal entries, Subsidiary Books, Purchase, sales, purchase return, sales return, cash book

Unit 5:

Ledger Posting and Trial Balance- Ledgers, Meaning, utility, significance, Ledger Account Format, Journal Entries to Ledger Account, Balancing ledger account, Preparation of trial balance
Depreciation- Introduction, Meaning, causes, Methods, Written down value, the straight-line method Factors - Factors affecting depreciation. Final Accounts - Trading & Profit and Loss Account

Balance Sheet of sole proprietor Primary Resources:

1	Hanif & Mukherjee, Financial Accounting 1, Tata McGraw Hill
2	Pengage management books - set of 4

Course: Financial Management
Semester 2
Credit: 4

Unit 1:

Introduction- Finance, Definition, evolution, core concepts, scope, Financial Management, Meaning, scope, objectives, Financial Management (contd.) Profit vs wealth maximization, finance function, the role of finance manager. Time Value of Money. role of the time value of money in finance, present, future values, cash flow, annuities, perpetuities, Long-term financial decisions profit vs wealth maximization, finance function, the role of finance manager Long-term investment decisions, Capital budgeting, techniques (NPV, IRR), selecting the right technique

Unit 2:

Financial Markets- What are financial markets? Meaning, function, scope, the Indian market
Types of markets, Money market, capital market, forex market, debt market
Financial Instruments, Call money market, T Bills, commercial bills, commercial papers, certificate of deposits
Government securities Government securities, sovereign gold bonds
Stock Market Trading. Eligibility, Demat account, trading mechanism, settlement, major stock exchange - NSE, BSE, indices

Unit 3:

Banking Operations- Banks, Kinds of banking companies, commercial, private sector, public sector, development, investment banks, Banking, Licensing of banks in India, RTGS, NEFT, IMPS, core functions, RBI. Financial Intermediaries- Non-banking financial companies, types, functions, provident funds, pension funds. Assets Land, property, mutual funds, insurance.

Unit 4:

Capital Budgeting- Introducing capital budgeting, Definition, nature, scope, techniques of evaluation, Rates of return, accounting rate of return, internal rate of return, Budgeting techniques, NPV, IRR, PI, ARR, PBP - meaning, function
Capital Structure- Introduction, Capital and financial structure, meaning, scope, factors determining capital structure, Approaches, NI & NDI approach in determining capital structure, traditional method, and M and M method. Leverage. Leverage meaning, scope, and significance of leverage analysis. Cost of Capital. Meaning, scope, measurement of cost of debt, cost of preference share capital, equity share capital, retained earnings, and weighted average

Dividends- Meaning, factors affecting dividend decision

Unit 5:

Working capital management- Cash management, Objectives, speeding up cash flows, slowing cash disbursement, Capital management, Determinants, operating cycle, estimation of working capital, Financing working capital, reserves, surplus, bonus shares, and retained earnings
Personal Finance, Financial goal-setting, Short term and long term financial goals
Personal Budgeting, Setting limits, effective allocation of funds, saving schemes
Tax Planning- Nature, scope, functions, Wealth Protection and Management, Estate planning, succession planning.

Primary Resources:

1	Financial Management (12th Edition) Pearson by IM Pandey
2	Financial Management: Theory and Practice (10th Edition) McGraw Hill by Prasanna Chandra

Course: Operations and Production Management
Semester 2
Credit: 4

Unit 1:

Introduction- Operations Management, Definition, need, scope, Operations Managers
Roles, responsibilities, key decisions, Business & Operations Management, functional areas of organizations, operations management, and the linkage, Operation Strategies
Meaning, relevance, strategy formulation, Operation Strategies (contd.) The link between operations and organizational strategy, productivity, and associated factors. Maintenance Management. Need, relevance, equipment life cycle, measuring maintenance performance.

Unit 2:

Capacity Planning- Introduction, Meaning, benefits, measuring capacity, determinants, considerations for capacity alternatives, Approaches to capacity planning, Steps used to resolve constraint issues, description of approaches, Decision-Making, Steps in the decision process, techniques to apply to decision making, decision tree

Unit 3:

Process Selection & Layout Decision- Introduction, What is process selection, characteristics influencing alternative processes (volume and variety), importance. Process types- Types of processes, factors influencing process selection, Layout Decision, layout planning, meaning, relevance, benefits, types of layouts, Layout Decision (contd.) Reasons for redesign, product layouts, and process layouts.

Unit 4:

Supply Chain Management- Introduction, Nature, scope, key aspects, current trends, Challenges, Complexities regarding global supply chains, ethical issues in supply chain management. Application, Concerns for small business owners, managing supply chain issues,
Logistics, Supplier management, logistics of supply chain management including RFID
Procurement. Purchasing interface, purchasing cycle, ethical considerations, decision making (centralized and decentralized)
Inventory Management and Warehousing- Inventory Management, Definition, Types, main functions, costs related to inventory management, Approaches. ABC approach, EOQ model, economic production quantity model. Warehousing

Unit 5:

Forecasting- Introduction, Meaning, relevance, types - qualitative and quantitative

Process, Forecasting process, what makes a good forecast, Techniques, Techniques of forecasting - average, weighted-average, exponential smoothing, linear trend, trend-adjusted exponential smoothing forecast. Aggregate Planning & Scheduling, Introduction
 Meaning, relevance, benefits, strategies of aggregate planning, Methods
 Methods of aggregate planning - level, chase and mixed plan, Scheduling
 Operation scheduling, short term vs long term, job sequencing, Master Scheduling
 Process, importance, inputs outputs, and MRP processing. Introduction
 Key terms, services, importance, determinants, need, costs, Methods
 TQM, Six sigma model, various quality tools, Analysis
 Control charts, control tables, quality control in finance, Elementary Queuing Theory

Primary Resources:

1	Mahadevan, B (2015). Operations Management: Theory & Practice, 3rd ed., Pearson
2	Operations Management (12th Edition) McGraw Hill by William J Stevenson

Course: Politics & Society
Semester 2
Credit: 2

Unit 1:

Politics - Introduction, Definitions, nature, scope, Indian and Western Political Thought, Fundamentals of political philosophy - India and western tradition, Global Politics

Unit 2

Globalization. Impact of globalization on politics and inter-state relations, Comparative Politics, Comparison of systems, tools to compare. Democratic Principles- Definition, evolution, contemporary political institutions and principles

Unit 3:

Socio-Political Issues- Socio-political Movements in India, Features, evolution, collective action, Social Development, What constitutes development? Role of development in influencing policy, Caste, community, and politics, Relations, interrelations, intergroup conflict and the role of politics, Religion and politics. Critical debates in politics

Unit 4:

Society- Social Theory, Nature, scope, functionalism, evolutionism, Social Theory (contd.) Structural functionalism, structuralism, post-structuralism.

Unit 5:

The State, Law, and Society- Interrelations, power, corruption

Primary Resources:

1	Indian Politics and Society since independence by Bidyut Chakrabarty (2008)
2	Society & Politics in India: Understanding Political Sociology by Shefali Roy (2014)

Course: Consumer Behavior

Semester 2

Credit: 2

Unit 1:

Introducing to Consumer Behavior- Introduction, Definition, scope, significance, Marketing and STPs, Segmentation, targeting, positioning; how to select target market. Marketing and STPs (contd.) Bases of segmentation eg. Demographic, product benefits, product usage.

Unit 2:

Consumer Attitudes- Motivation, Motives, needs, goals; types of motivation, Perception
Consumer perception of a product, managing perceptions,

Unit 3

Learning- How do consumers learn about the market? Methods of learning about the market, Attitudes
Attitude formation, intensity, factors influencing attitudes, Attitude change, Can attitudes change? Strategies to drive attitude change.

Unit 4:

Factors- Cultures and subcultures, Importance of understanding cultural divisions and differences. Decision Making, Decision-making models, consumption behavior

Unit 5:

Reference Groups, Socioeconomic status, social divisions to better understand the market and its needs, Ethical considerations
Consumer culture, considering the impact of marketing techniques on consumers

Primary Resources:

1	Consumer Behavior (Twelfth Edition), Pearson by Kumar Leon G., Schiffman; Joe, Wisenblit, S. Ramesh (2018)
2	Consumer Behavior - A Digital Native, First Edition, Pearson by Varsha Jain, Jagdish Sheth, et al. (2019)

Course: Technology in Management

Semester 2

Credit: 2

Unit 1:

MIS- Also called MIS, A break up of all three concepts; function and characteristics; What is MS?; Components; Data Processing, Data resourcing. Intro to BIS; Latest trends of DBMS-data warehousing, Data mining, Web Mining, and OLAP. MIS and Internet, going digital; Types of firms; characteristic of digital innovation; case studies; digital transformation; Importance; stakeholder; Case studies

Unit 2:

Implementing information systems- planning; challenges and stages in implementation; Success and failure stories; discussing the success and failure factors; Evaluation of MIS; Controlling management; management support and commitment

Unit 3:

Business applications of MIS- Marketing, ERP and CRM are used in each field. How does it help? Case studies, HRM, Finance, Operations and Production

Unit 4:

M-commerce, How have mobile digital platforms emerged? components, growth, effects and, changing roles due to the pandemic; Paytm/Fintech/ MakeMyTrip.

Unit 5:

Emerging technologies in Business, Connecting clouds, An introduction of connecting clouds and examples/case studies. Ethics in IT- What are the ethical and social issues? legal system issues, privacy issues, and ethical issues; IPR, Liability and Accountability. Artificial Intelligence and Machine Learning. Simulation

Primary Resources:

1. Surtis Frye, Joyce Cox, Steve Lambert, “Microsoft Office System “Step By Step.
2. Nance Muir, “Microsoft Office- PowerPoint 2010 Plain and Simple”, Amazon.Com.

Program: Bachelors in Business Administration (B.B.A.)

Course: Writings and Communications 2

Semester 2

Credit: 2

Course Manuals:

Unit 1:

Basics of business communication- Business words,Keywords, meaning, formal vs informal, Letters or inquiry How to write emails/letters of inquiry, Replying to inquiries, Drafting responses to inquiries, Order placement and fulfillment, How to order, communicate fulfilled orders.

Unit 2:

Critical Communication, Communicating with other stakeholders, Writing to legal agencies, government, and other stakeholders

Critical situation analysis, Analyzing diverse business situations and written etiquette.

Unit 3:

Reports & Presentations- Report writing and structuring, Basics of report writing, structuring, Report writing and structuring

Detailed understanding of various components of the report, Presentation skills, Conceptualization, design and finished presentations, oral communication.

Unit 4:

CV, Cover Letters, and SOPs- CV Design, Efficient and impactful CV designs, Cover letter and SOP drafting, Writing personal history statements, statements of purpose, and cover letters.

Unit 5:

Miscellaneous Communication- Writing for nominations, How to nominate individuals for selection, Social media etiquette, Corporate social media and efficient handling.

Primary Resources:

1	Lesikar Raymond, Marie Flatley, Kathryn Rentz, and Neerja Pande; Business Communication; Eleventh Edition; Tata McGraw Hill Education Private Limited.
2	Shirley Taylor, Communication for Business, Pearson Education, New Delhi

Program: Bachelors in Business Administration (B.B.A.)

Course: Critical Thinking & Logic

Semester 2

Credit: 2

Unit 1:

Introducing critical thinking- What is critical thinking? Definition, associated terms, purpose, Introduction to Logic, Understanding mathematical logic and causality

Unit 2:

Arguments- Identifying arguments, Characteristics of arguments, argumentative writing, Strategies, Identifying reasons, conclusions, arguments applying critical thinking, Argument vs. non-argument, Differences, what is common, Analytical vs. descriptive writing, Types of writing, purpose, application, Consistency and clarity, Checking arguments for clarity, internal and logical consistency, order. Types of reasons

Unit 3:

Factors -Assumptions and persuasion, How to identify underlying assumptions, underlying methods of persuasion implied in arguments, Cognitive biases, Influencing individual judgment and decision-making, Flawed arguments, Difference between cause and effect

Unit 4:

Sources of evidence- Authenticity, relevance, validity, reliability, plagiarism- Note making, Selective reading and strategies for ensuring the accuracy of notes.

Unit 5:

Presentations.

Primary Resources:

1	Cottrell, S. (2017). Critical thinking skills (3rd ed.). London, UK: Palgrave Macmillan UK.
2	Van Den Brink-Budgen (2010). Critical Thinking for Students 4th Edition: Learn the Skills for Analyzing, Evaluating, and Producing Arguments

Program: Bachelors in Business Administration (B.B.A.)

Course: Everydayness|Banks, RTOs, and Courts

Semester 2

Credit: 2

Unit 1:

Introduction to practices- Banks and Court of Law, Learning the entire process of opening a bank account; benefits; How to file an FIR/Court case?, RTO and Development Authority/ Tehsildar, How to get a driver's license? How to get land?, Right to information, What is the 'right' kind of question?,

Unit 2

Tax Filing, Overview+activity to see what the website entails, Bank, Going to the bank, Putting the theory into practice will also consist of documenting the hardships/challenges and learnings from the entire process. They are required to get a slip showing that they have successfully opened a bank account. Presentation, presentations of their documented visit

Unit 3

RTO Getting a driver's license, Putting the theory into practice will also consist of documenting the hardships/challenges and learnings from the entire process. They are required to get a slip showing that they have applied for a driver's license, Presentation, presentations of their documented visit

Unit 4

Development Authority/ Tehsildar- Development Authority/ Tehsildar- Putting the theory into practice will also consist of documenting the hardships/challenges and learnings from the entire process. They are required to get a slip showing that they have understood how to get land Presentation presentations of their documented visit

Unit 5

Right to Information- Filing for RTI, Putting the theory into practice will also consist of documenting the hardships/challenges and learnings from the entire process. They are required to get an acknowledgment slip to show success in their task, Presentation. presentations of their documented visit; this presentation will also entail the idea of whether the individuals are asking the right questions or not and what is considered right

Primary Resources: An Introduction to Banking, 2nd Edition by Moorad Choudhry, Steen Blaafalk

SEMESTER - 3

Course: Business Analytics
Semester 3
Credit: 4

Unit 1:

Introduction- Overview of Business Analytics

Unit 2:

Excel - Working with data, Data organization, management, and sorting, Pivot tables, Statistical Analysis, Using formulas for statistical analysis, Statistical Analysis, Using formulas for statistical analysis, Visualizations, Making visualizations:graphs, correlation, line charts, bar graphs, histograms, Macros, Datasets- keep getting difficult (progressing)

Unit 3:

Powerpoint presentation- Basics, working with slides, texts, and objects, More objects, More Objects continue, customizations and transitions, Exercise

Unit 4:

Power BI- Building a report, Data imports; Visualization; Manipulation of data; Interactive reports , Publish, Interactive reports; Dashboard basics- compiling, sharing report, Exercises, lecture, discussion, and activity, Exercise

Unit 5:

Tableau- Building a report, Data imports; Visualization; Manipulation of data; Interactive reports, Exercises, lecture, discussion, and activity

Publish, Interactive reports; Dashboard basics- compiling, sharing report, Exercises, lecture, discussion, and activity, Exercise. Presentation Presentation

Primary Resources : Business Analytics | Third Edition| By Pearson

Course: Human Resource Management
Semester 3
Credit: 4

Unit 1:

Introduction- How did HRM evolve? Definition and core concepts; Concepts and models of HRM; the Changing role of HRM due to Covid 19. How does the HRM function? Managerial and Operative responsibilities. HR structure and strategic HRM. Perspective to HRM; features; employment planning. Case study.

Unit 2:

HRP, employments, Human resource planning- an overview, How would you define HRP? Objectives; HRP process and barriers, Forecasting. Overview; action plan wrt shortage, Job analysis, definition, objectives, and importance, Talent acquisition/ Head Hunting, How has HRM evolved into talent acquisition? What is headhunting? What is talent acquisition?

Unit 3:

Staffing- Recruitment, Selection & Firing, Recruitment, Sources- internal and external; How to recruit someone? difference between recruitment and selection; what are the factors that influence recruitment? Selection, Interview technique; How is someone selected (stages)?; Types of tests taken while selecting?; Separation- Placement, Induction program, Firing, How do people get fired?; Consequences of getting fired; Case study

Unit 4:

Train and Learn to develop- Training process, Who; why and hows of training?; why is training important?; on-job training and off-job training; soft skills, Career management, Definition, Methods, and challenges; Taking initiative at a job? How to do it? What are the stages?; Models

for career management; Stages in Career Planning, Development in career, How can one develop in their career?; specific skill deficiencies; anticipated skillset. Case study

Unit 5:

Evaluate Performance and compensation- Performance Appraisal, Overview; Methods and process of PA; Methods of PA; Stages, Compensation, bases for compensation, job evaluation, and compensation/evaluation systems, Incentives, Overview; managing employee benefits scope. Case study. Ethics in HRM- Workplace issues- Bullying, sexual harassment, and diversity, #Metoo. How did the #metoo movement change the role of HR, Grievance handling system, Trade unionizing collective bargaining; grievance handling, Labor law, Labor laws related to social security measures. Case study Emerging global trends and what is in store for the future? COVID 19 & its impact part 1. How has covid 19 changed the role of HRM; Was it good or bad? COVID 19 & its impact part 2 Virtual HRM; Issues to deal with; covid 19 and its impact. Workers and Trends. Gig workers; work from home; innovation in HRM; 21st century and HRM. International HRM. Overview. Case study.

Primary Resource: Human Resource Management, 15e By Gary Dessler, Biju Varrkey

Course: E-commerce (Theory)
Semester 3
Credit: 2

Unit 1:

Introduction- Overview, The advent of E-commerce; Covid 19; Evolution, benefits, origin, Models based on Nature of Transactions, Manufacturing model and advertising model, Value chain model and Brokerage model

Unit 2:

Selling online- Sources of Revenue, How does customer service function in an online space?; Identify other sources of revenue, including online auctions, revenue sharing, and affiliate marketing. Define B2B e-commerce, strategic sourcing, outsourcing, and offshoring. Supply Chain Management. Logistics and supply chain management; show how data and goods can move between businesses.

Unit 3:

Digital Marketing in E-commerce, Promotional strategies, Recall the goals of product promotion, marketing mix, and ad campaigns, The role of Social media in E-Commerce. Instagram and

Facebook and their impact on e-commerce and tell how these channels are incorporated into a marketing campaign.

Unit 4:

Payment systems- Payment methods and the advent of digital currency, Electronic fund transfer-define. How are cheques processed? differentiate between payment methods and types of credit; identify payment processing service providers; What is digital currency? PC Banking, Credit Cards, Debit Cards, Smart Cards, e-Cheques/ Internet Cheques, Micro Payments, e-Cash

Unit 5:

Ethics, Security, and Laws. How to keep everything secure? Information security- importance and components; Internal and external threats that negatively impact sellers and consumers. Security protocols- benefits, tools, and applications How to protect private information? Protecting private information; Primary consumer rights online sellers must protect. Are there any legal obligations? Intellectual property rights- for the individual and businesses; What are the items that cannot be sold to the consumer (list)? Are there any legal obligations towards the consumer? Consumer rights and private information- laws and ethical obligations; How do you sell and market products to children?- Laws.

Primary Resource:

The complete e-commerce book-Janice Reynolds

Building a StoryBrand: Clarify Your Message So Customers Will Listen

Course: E-commerce (Practice)
Semester 3
Credit: 2

Unit 1:

Let's build a website- Overview: what is the role of technology in E-Commerce, An overview of the internet, basic network architecture, and the layered model, Internet architecture, intranets, and extranets The making of world wide web, web system architecture, ISP, URLs and HTTP, cookies Building your website, Choosing an ISP, registering a domain name; How do you market on the internet? (web promotions), What is the E-cycle of internet marketing? mobile agents, tracking customers, customer service, CRM and e-value, Web Page design using HTML and CSS, Overview of HTML, the basic structure of an HTML document; Basic text formatting, links, images, tables, frames, form, and introduction to CSS, Google sites. How to make a website on google?

Unit 2:

Case study- International, Amazon and Alibaba- Case study, India, Moglix and OLX, Nykaa and Flipkart

Unit 3:

Social media and small businesses- Setting up a small business on Instagram, Help students set up a business on Instagram of any kind, side by side educate them on the different kinds of algorithms that exist, Marketing tools on other Social media platforms, Facebook and smaller spaces will be covered

Unit 4:

How is E-commerce consumer-oriented? What are the different steps being taken to make E-commerce more consumer-oriented? E-mall, direct selling by manufacturer, e-broker, and e-services like web-enabling services. Information selling on the web, entertainment services, and auction-services.

Unit 5

Presentations

Primary Resource:

The complete e-commerce book-Janice Reynolds

Building a StoryBrand: Clarify Your Message So Customers Will Listen

Course: Writing & Communication 3

Semester 3

Credit: 2

Unit 1:

Editing & Proofreading - Introduction to editing & proofreading, The importance of editing and proofreading one's writing- the first draft is never the best, it has to be reworked to make it impactful, Practice editing: flow, structure, and content,

Unit 2

Practice looking at one's writing critically using the cover letter written in semester 1 or the report written in semester 2. Check if the main point is coming across, if the flow is good, if the details

are necessary. Ask yourself: how can the piece of writing be improved? Practice proofreading: spelling & grammatical errors

Unit 3:

Tools and techniques for proofreading one's work to spot and correct errors- Accuracy & Fact-checking, How to take information from reliable sources. Fake news/facts. The importance of accuracy in reports and presentations, How to fact-check information. Prepare Fact-checking final draft Group or pair activity in which students use the tools learned in the previous classes to edit, proofread and fact-check each other's writing (reports)

Unit 4:

Thinking Visually- A picture is worth a thousand words, Introduces the importance of visuals- images, graphs and video- in impactful communication, Create your own infographic part 1 Ideate & research the content to create your own infographic (individual/in pairs/in groups. Create your own infographic part 2. Use a free tool like Canva to select a template, place content onto the infographic, use design elements (color, font, placement) to make it impactful

Unit 5:

Storytelling - The power of a good story, The importance of stories in communication, why they are impactful, some examples, Using stories to sell (advertisements), Analysis of famous advertisements and how they used stories and emotions to sell the product or service, Create your own advertisement part 1. Take your favorite product or service. Imagine it has made huge losses and is about to close. You need to help boost sales by making an advertisement to convince your classmates to use the product or service. How will you use a personal story, emotions and a catchy slogan to convince your classmates to use the product or service? Create your own advertisement part 2. Present your advertisement to the class or in groups. Conclusion. Discussion

Primary Resources:

1	Writing that Works, Book by Joel Raphaelson and Kenneth Roman
2	E-Writing: 21st-Century Tools for Effective Communication by Dianna Booher

Course: Problem Solving
Semester 3
Credit: 4

Unit 1:

Introduction to problem Solving- IDEAL problem solving, What is problem solving, Why is it Important. IDEAL problem solving model. Thinking like a problem solver. Activity: The 6 thinking hats, the method helps individuals as well as teams to think about a problem or a topic from different perspectives. Problem solving in the Industry. Case Studies: Problem solving experiences shared by industry professionals

Unit 2:

Barriers to Problem Solving- Introduction to Bias, Activity: 9 dot problem, Introduction to bias: Misdiagnosis, Communication barriers, Solution Bias, Lack of Empathy, Causes of problem solving barriers, Perspective, emotional, environment, cultural factors and, functional fixedness, mental sets. Case Study: The Cost of Poor Communication

Unit 3:

Problem Solving - Process, Identifying Problems, Causes of the problems (Difference in opinions, goals, interpretation, attitude towards solving a problem), Types of problems (between teammates and two teams, within an organization and a team) Solving problems - Steps, Problem solving steps (identify, evaluate, managing , taking decision, resolving the issue/problem) Activity: Define the six step problem solving model in your own words and give example Solving problems - Strategies Problem solving strategies (competitive , accommodating, compromising, collaborative. Solving problems- Industries. Case Studies: How companies use strategies and steps to solve problems. Short assessment

Unit 4:

Problem Solving- Tool, Identifying problems- Tools Strategies for identifying the root cause- 5 Why analysis, Fishbone diagram, Analyzing problems- Tools Analyzing the problem using SWOT Analysis

Unit 5:

case studies- 1. OYO, 2. Kingfisher airlines, SCAMPER for problem solving, Create a new product and assess its relevance using SCAMPER method, Problem Solving and Decision Making, Self-assessment to find your decision making style, Case study: read and articulate problems faced by an organization. Problem solving for managers, Examples of problem-solving skills for managers, Case Study: Fix the process, not the problem. Approaching problems in the right way. Effective approaches to problem solving. The STARRS Method for articulating problem solving experiences during interviews

Primary Resources:

Problem Solving 101: A Simple Book for Smart People by Ken Watanabe

Problem Solving by Richard Rusczyk and Sandor Lehocz

Course: Expressions|Dance, Music, and Theater
Semester 3
Credit: 4

Unit 1:

Theater- Contemporary theater, Open-ended discussions on theater that are screened. The class will start with a 10 minute Kahoot game of students rating actors from the theater and Bollywood industry. The course will cover various forms of theater that are currently relevant. The discussion of each form will be facilitated through videos. The videos covered will be at the discretion of the faculty (whatever they deem as meaningful). The idea is to show performances that would shake the realities of the students and make them want to think about what they liked or disliked. The preferred outcome of this class is to have students break down and articulate their own opinions on works of art. Voice, Speech, and Diction. It will incorporate techniques that focus on speech clarity, enunciation, voice and tone modulation, and other such things that are linked to verbal cues.

Unit 2:

Slam poetry - This will be a video-led discussion. This Unit/ Module will focus on Hindi and English slam poetry. There will be different videos shown which will be followed by group discussions concerning their likes and dislikes. The students will also be taught the techniques that incorporate slam poetry, making them practice a few skills focusing on enunciation and voice clarity.

Unit 3:

Indian Cinema - This Unit/ Module incorporates the journey of Indian Cinema mainly tackling what is considered 'popular' currently. It will show the advent from Ramayana and Mahabharata (scenes) to the current films that are gaining momentum such as Shershaah, Kabir Singh, Raazi, and so on. Further, this Unit/ Module will compare the journey of cinema with the journey of advertisements and the roles celebrities/plotlines play in influencing the growth of the product. The aim of this class is for the students to discern their likes and dislikes. It is also for them to understand the factors that go into making a successful ad.

Unit 4:

Music - Indian Music, Both classes will start with a 10 minute Kahoot game of students rating songs. This Unit/ Module will cover the structure of Indian music from the start and where it lies presently. Most forms that are covered will be followed by video-led examples. Post which, students will discuss their reflections on the song. Singing. This Unit/ Module will mainly consist of riyaz. There will be a practice of sa re ga ma, followed by different variations of the octave. Finally ending the class by learning a song. Karaoke. Connecting the music. Passages from books and videos with no sound will be shown and the students will be asked to think on spot and connect

it to some song that could potentially play in the background. Music Videos - In this class, students will be required to take a video of their entire week of whatever they have been doing. The students will sit through class and collate all the videos in the first half adding the appropriate song for the week. The second half of the class will be a presentation class. During the presentation, the students will highlight the reason behind adding the song.

Unit 5:

Dance - Forms of Dance , Incorporating a 10 minute Kahoot session of yes and no, where students share whether they liked the dance sequence in the movie or not. This class will focus on the different forms of dance that exist in India and a few internationally. The kind of influence international dances have had in India. Each form of dance will be followed by a video-led discussion. These discussions are mainly self-reflections designed for the student to annotate their thoughts and critique the dances. Movement - Guest-led lectures will focus on the students moving their bodies and learning basic dance moves. This Unit/ Module aims to help the students appreciate the art form through its application. Movement-focused workshops will also help the students be more comfortable with their body posture, nonverbal cues, and their bodily conduct. Moreover, dancing as a form of art also reduces stress levels and makes individuals more flexible in their thinking.

Primary Resources : “Marmalade Me” by Jill Johnston.

Course: Corporate Governance and Ethics

Semester 4

Credit: 4

Unit 1:

Conceptual Framework Of Corporate Governance - Overview: Corporate Governance, Meaning; theories and models of Corporate Governance, Overview: Ethics, various approaches, to business ethics; ethical theory, Ethics and Corporate governance, ethical governance; code of ethics; Key managerial Personnel (KMP), Corporate boards, Corporate boards and Powers, responsibilities disqualifications.

Unit 2:

Corporate Governance framework in India - Corporate Governance in India, regulatory framework of Corporate governance in India; Corporate governance in PSUs and banks.

Unit 3:

International Perspective on Corporate Governance, Corporate Governance in the international setting, Legislative framework of corporate governance in United Kingdom; general

understanding for the foreign setting, Legislative framework of corporate governance in USA,, Australia, china, Legislative framework of corporate governance in china, South Africa; OECD Principles of Corporate Governance 1999

Unit 4:

Major Corporate Governance failures, International setting, Bank of credit and commerce International (UK), World.com (USA); common governance problems noticed in various corporate failures, National setting, Satyam computer, services ltd; Sahara (India); Kingfisher ltd (India); common governance problems noticed in various corporate failures

Unit 5:

Whistle –blowing and corporate Governance, What is whistle-blowing. The concept of whistle-blowing; types of whistle-blowers, Policy and India, whistle –blower policy; developments in India. Corporate Social responsibility (CSR). What is CSR? Meaning; CSR – an overlapping concept; corporate sustainability reporting. CSR and CG Relationship relation between CSR and Corporate governance; Initiatives in India. Ethics and business. When do you get unethical in business? Some unethical issues; benefits from managing ethics at the workplace, ethical. organizations. Finance and Ethics Overview of finance ethics; Agents, fiduciaries and professionals; conflict of interest. Ethics in investing. Mutual funds; relationship investing; socially responsible investing and microfinance. Enron: Case study. Highlighting ethics in investing ethics and IT Accountability and liability issues, internet challenges to privacy, IPR, Copyrights and Patents. Case study - 2G Corruption/ Coal scam, Naresh Goyal (Jet), Nirav Modi, Dhirubhai Ambani, How to do it right in business? Theranos/WE works, Whistle blowing Facebook Vs govt., Lobbying, #metoo movement. Sexual Harassment at the workplace, Why do bad men win at work? Confidence Vs Competence. Presentation Primary Resources

The Power of Ethics: How to Make Good Choices in a Complicated World by Susan Liautaud

Course: Statistics 2

Semester 4

Credit: 4

Unit 1:

What do you think about data?- An introduction, Thinking Clearly in a Data-Driven Age An understanding of what is in store for this class; How is thinking and data complementary to each other, not substituting?

Unit 2:

Establishing a common language - Correlation: What Is It and What Is It Good For? What is correlation?; Benefits of correlation; Measurement of correlation; Linearity, Measurement of correlation; Linearity; Exercise.Causation: What Is It and What Is It Good For? Definition; benefits; Causal inference and its problems; Conceptual issues; Exercises. Correlation Requires Variation, What is a dependent variable; selecting a dependent variable; How is the world organized to select a dependent variable?

Unit 3

Basics of regression - Functions, philosophy and idea behind regressions, Regression analysis, Linear regression examples, Regression analysis, Interpretation of regression analysis with examples, ANOVA

Type 1,2 and 3 Exercises Reversion to the mean, an overview; the placebo effect; cosmic habituation

Unit 4:

Is the relationship causal? Why Correlation Doesn't Impose Causation? how to diminish the bias and noise?; how to think clearly of potential outcomes? What are the different sources of bias? Confounders and reverse causality. Mechanisms vs Confounders Controlling for Confounders. How to control bias? Regressions role Randomized Experiments randomisation, causal inference; estimation and inference in experiments; problems that arise with experiments; Natural experiments. Exercises, Regression Discontinuity Designs, implementation; continuity at threshold; non compliance.

Unit 5:

From information to Decision - Turn Statistics into Substance, Visual presentation of data; how to illustrate statistical inferences

Measure Your Mission, On the Limits of Quantification, Decisions when evidence is limited; quantification and values.

Primary Resources

1	Thinking Clearly with Data: A Guide to Quantitative Reasoning and Analysis by Ethan Bueno de Mesquita, Anthony Fowler
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Course: Environment and Businesses
Semester 4
Credit: 2

Unit 1:

Introduction- Conceptual categories, Understanding sustainability, understanding Energy, Ecology and Biodiversity, Problems in ecology and biodiversity in general, Identifying our environment, Sensitizing towards the environment: trees, plants, and birds that surround us but we do not even identify them.

Unit 2:

Impact and responsibilities of businesses on/for environment, Need for studying this subject, Why should businesses care about sustainability, Stakeholders v shareholders, The nature of businesses has changed. They now have huge impacts on people who are otherwise unconnected. The economy of Waste production. Env. impact of Fast Fashion, Internet Services

Unit 3:

Law, Culture and Businesses- Legal Background, Various laws on the environment in India, Courts and environment, MC Mehta PILs and Godavarman PILs,

Unit 4:

Why businesses must respect cultures, Case study: Vedanta Mining of Niyamgiri hills, International legal framework, Understanding Kyoto, COP, international treaties, and commitments, Corporate Social Responsibility, What is the Indian law on CSR, and how have companies used it in environmental space

Unit 5:

Presentations

Course: SME Management
Semester 4
Credit: 2

Unit 1:

Setting up a small business, What is MSMF? Setting up a new venture or starting the business through franchising,

Factors influencing SME Location strategy, Preliminary Registration with State Directorate of Industries- To be explained through case studies, for each; Covid 19

Unit 2:

Assessment of different forms of business organizations, Sole proprietorship, Partnership, and LLP, Major differentiating aspects- case studies, Joint-stock company and HUF

Unit 3:

Policy Initiative and Laws for MSMEs, Policies and initiative, ASPIRE; MSME Development Act (2005 and 2006); Emerging trends and institution support, World Trade Organization, IPR, INSME, Barcoding, Indian Laws, Role of Business in the modern Indian Economy SMEs in India,

Unit 4:

Entrepreneurship - What is entrepreneurial thinking? Mindset; recognition and skills and attributes, Women entrepreneurship, Women entrepreneurship in India: a case study of creative bee of Smita Desai, Rural entrepreneurship, User innovation and entrepreneurship: case studies from rural India.

Unit 5:

Institutions for support- Financial Support; the role of institutional aids in entrepreneurship development; agencies for policy formulation and implementation- what is their role? Benefits of long-term and short-term financial support. What are the sources? DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureaus; objectives of DIC, SISI, and EDII

Enterprising - GAME: Global alliance on mass enterprising. How does the government promote entrepreneurial setups? Government schemes for MSME. Subsidies Support on ISO Certification & skills upgrade. Does the state government support industrial infrastructure? GST and its exemption

Primary Resources : The Management of Small and Medium Enterprises

Edited By Matthias Fink, Sascha Kraus

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Course: Negotiations

Semester 4

Credit: 2

Unit 1:

Understanding negotiation- Introduction. What is negotiation? The topic will be introduced through an activity to help overcome assumptions towards negotiation. Followed by brainstorming the need to negotiate. Identifying the characteristics of a confident negotiator and role of negotiation in career and business management. Types of Negotiation . Students will brainstorm and share the differences between negotiation and other social interactions followed by. Activity to determine ‘What kind of a negotiator am I?’

Unit 2:

Types of Negotiation - Difference between bargaining and negotiating, 4 negotiation scenarios: win-win, win-lose, lose-win, lose-lose, Role-playing/case studies of the different Negotiation styles and identifying the correct scenario, Elements of Negotiation, A brief overview of the steps needed to follow when negotiating- 5 stages of negotiation, Principled negotiation

Unit 3:

Preparing Barriers to Negotiations, How to handle negotiations emotionally, How to express your disagreement while maintaining the relationship- case studies

Unit 4:

How to prepare for Negotiations, Skills for Successful Negotiating: Negotiation Types: Distributive v/s Integrative negotiations.

Unit 5:

Executing negotiations, Negotiation Strategies, Strategies- Evade,Comply,Assist,Settle,CNS, Negotiation, Styles, Case studies on: Distributive, Integrative, Multiparty, Team, Positional negotiation, BATNA, BATNA: Best Alternative to a Negotiated Agreement, Activity: The two-dollar game. Persuasion. Common Persuasion techniques: 'foot-in-the-door-technique', 'door-in-the-face' technique. Persuasive words. Activity: First Out of the Circle Loses. Negotiation tactics. The 8 hardball tactics in business negotiation. Negotiation Scenarios. Workshop of various negotiation scenarios that help to identify the best strategies for each of them.

Primary Resources : The Management of Small and Medium Enterprises

Edited By Matthias Fink, Sascha Kraus

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Course: Situational Awareness
Semester 4
Credit: 2

Course Manuals:

Unit 1:

Acing Job Milestones, Negotiating A Job Offer, Students will learn how to negotiate a job offer to get a Win-Win outcome, which is a mutually acceptable outcome that makes them and their employer happy. They will learn how preparation, flexibility and patience can help them negotiate better job offers. Asking For A Promotion Or Raise. Students will learn how to gather and use data

when asking their manager or boss for a promotion or raise. They will also practice using different scripts with different strategies for asking for a promotion or raise. Losing Your Job Students will learn how to deal with losing their job by managing negative emotions, staying focused and optimistic, and avoiding harmful behaviors.

Unit 2:

Getting Along With Others, Networking, Students will learn how to prepare an elevator pitch to introduce themselves to peers as well as industry seniors when networking. Finding A Mentor. Students will learn how having a mentor can help them grow in their careers. They will learn how to follow up with an industry senior after making an elevator pitch at a networking event. They will also learn how to build trust using the Trust Equation. Healthy Competition. Students will role-play situations to learn how to build healthy competition by collaborating with peers, being a team player and communicating assertively. Handling Disagreements. Students will role-play situations to learn how to handle disagreements at the workplace with empathy and express themselves following professional codes of conduct.

Unit 3:

Working Efficiently With Others, Assigning Work To Others, Students will learn about effective delegation. They will learn how to use a tool to choose the right person for a task, how to give clear instructions, and how to stay accountable after delegating the work. Giving Feedback Students will learn how to use two tools to structure their feedback to others. They will also learn about the importance of keeping criticism of others' work constructive, and strategies for communicating it effectively. Accepting Feedback Positivel Students will learn how to be open-minded and positive when getting feedback from others. They will learn how to listen carefully, put their feelings into words, and ask clarifying questions to understand the feedback better.

Engaging The Audience Students will learn how to read nonverbal cues to identify when their audience gets bored or disinterested. They will learn to use tools like storytelling and audience interaction to keep their audience

Unit 4:

Standing Up For Yourself, Dealing With Harassment, Students will learn about the different forms of harassment in the workplace as well as tools they can use to deal with them. They will learn about their rights as employees and about laws about workplace bullying and harassmentApologizing For Inappropriate Behavior. Students will learn how to craft a genuine apology to take accountability, express regret and focus on the well-being of the person who has been harmed. They will also learn through case studies of business leaders and companies that apologized for different things.

Unit 5:

Project

Primary Resources : Situational Awareness A Clear and Concise Reference by Gerardus Blokdyk

Program: Bachelors in Business Administration (B.B.A.)

Course: Imagination|Drawing and Fiction

Semester 4

Credit: 2

Unit 1:

ART- Modern Art, Students will be shown important modern art pieces and will be asked to criticize them. They will be asked to talk about what they enjoyed in the piece and whether they think the public liked the same things too, Drawing, This will be a drawing class. Students will be asked to draw a product and then a few students will be asked to sell their product, Photography. Students will be shown photographs and will be asked whether they liked it or not and to give reasonings for their opinion. The students will be asked to build a concept around each photograp. Click a picture. In the first 45 minutes of the class, students will be asked to go and take pictures of anything and then they will have to build a concept around the pictures they have taken

Unit 2:

Excursion- National Art Museum/virtual museum, Is this art or not? Students will be shown various stereotypical art pieces and will be asked to define whether it is art or not, Craft, The students will make something out of craft material

Unit 3:

Fiction - Story week, The students will be asked to read passages from stories and discuss whether they liked it or not and their reasons for holding such opinions, Writing a small story, Students will be given a topic. each student will be given a different one and they will have to make a 5 line story out of it. Write an ad. Students will be given a product. Each student will be given a different one and they will have to make a storyline for an ad to sell it

Unit 4:

Poem week, Students will participate in slam poetry, Selling a product, students will be given a product and they will have to sell it, the person they are selling to will keep changing. Excursion: Ghalib Museum

Unit 5:

Storytelling - each student will pick out a story and they will have to recite it in class in a monolog manner, Precis writing. Students will be given a 5500-word essay and will be asked to summarize it into 100 words.

Primary Resources : Perspective made easy, by Ernest Norling

Semester 5

Course: Research Methods

Semester 5

Credit: 4

Unit 1:

Introduction- Writing a business research paper, Can a business paper be convincing and compelling? If yes. Then what makes it compelling? Writing an award-winning article

Unit 2:

Data collection- Types of data, Introduction to Primary & Secondary data; Methods of primary data collection, Methods of secondary data collection; Advantages & disadvantages of data collection.

Unit 3:

Theory and Hypothesis in Management Research, Integration of theory in research. How do you make out what is theory and what is not? How does a theory get incorporated into a research paper? Why should you incorporate? How is it beneficial? how is it not? How do you test theory? How do we test our theories? How do we match our questions, theories, and methods?

Unit 4:

Writing and ethics, Writing well, What constitutes good writing? Navigating the publishing process; Maintaining high ethical standards

Ethics. Can you just copy secondary data, research papers? If not, then why? How do you cite? What is plagiarism? What is not?

Collecting and handling data and research methods- Archival Research, Methods to handle big data

Laboratory Experiments, When are laboratory experiments necessary or sufficient for publishing in top-tier management journals? What are common errors in designing lab experiments? What are laboratory experiments most useful for? Field Experiments Quasi-Experiments-overview

Levels of Analysis, What are the levels of analysis? How do level issues influence theory, construct definitions, measurement, samples, and analyses? What are key steps in the analysis of multilevel data?

Unit 5:

Sampling and Probability - Sampling Technique, Population, Sampling Frame, Sample, Bias; Statistical Terms in Sampling: statistic, parameter, Sampling Distribution; Sampling & non-sampling errors

Probability and Non-Probability Sampling, Simple Random Sampling; Stratified Random Sampling; Cluster Random Sampling; Systematic Random Sampling, Multi-stage Sampling; Convenience Sampling; Judgment Sampling, Judgment Sampling; Quota Sampling; Snowball Sampling, methods of collecting data, Measurement & Scaling Technique, Scales of Measurement: Nominal, Ordinal, Interval, Ratio; General Issues in scaling; Likert Scaling, Questionnaire Designing, Types of questions; Question Content, Wording & Placement; Response Format; Criterion for a good questionnaire, Make a questionnaire and disseminate it- Google forms or KOBO, Analysis & Report Writing., Data Preparation & Report Writing. Data Aggregation; Data Accuracy; Data structure; Data transformation; Types of Research output; Key Elements of Report Writing.

Primary resources : Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 4th Edition, by John W. Creswell (Author)

Course: Design Thinking
Semester 5
Credit: 4

Unit 1:

Introduction - What is design thinking? An overview of what to expect with this subject, Does design thinking matter? Where all have design thinking been used- A bunch of case studies.

Unit 2:

Design Research, What is design research? How do you research? Has field research changed due to covid 19? Ethnography- in pandemic and non-pandemic times. What does design research depend on? Integrating empathy during the onset of the research process Empathy activity: A case study Personas

Unit 3:

Defining a problem and generating ideas, Does research depend on a problem? How do you define problems during design research? Framing a problem. Generating ideas Synthesizing ideas and making them make sense! Worst ideas- Activity.

Unit 4:

Team building and initiating a project process, Understanding research, Team division and understanding each other and the project Communication of ideas, How do you communicate ideas? Defining a problem, Defining a problem and idea-generating period, Ideation, Ideation-case study, Stakeholders, Who are the stakeholders? Creating a stakeholder map on the basis of hypothetical case studies.

Unit 5:

Prototyping and testing- What is prototyping? How do you prototype your idea? What is frog design? Discussion of project Testing your prototype Is your prototype working? How to test prototypes? What is a focus group? Activity to initiate prototype testing Development of prototypes. Buffer period meant for the development of prototype working and testing through their own experimental process. Does my idea work?- DO worksheet. Testing and reviewing, Testing process, Do final testing of the prototype to see its working, Feedback, Review the project final fixes. Storyboarding and communicating, Storyboarding, Learning the storyboarding process, Making a storyboard process- through video or ppt, Finish storyboarding, Communicating. How to communicate ideas to the bigger public?

Primary Resources : Change by design by Tim Brown

Course: Basics of Programming
Semester 5
Credit: 2

Unit 1:

Introduction to Data science - How to use R? What is it? Why should one study it? What is the process? What is data?; Why is R beneficial? How is R integrated into this.

Unit 2:

R and R studio - A general understanding of R and R studio, Installing R and R studio; What is R? What is R studio? How are they used together? R packages R project. How to create a project? benefits

Unit 3:

Overview of the R Language, How to improve data? data cleaning and data mining, Using data from external files, Reading and writing data to external files, Creating and storing R workspaces; Basic exploratory graphics, Mathematical operations, Multiple data sources, discussing problems with multiple data sourcing; How to merge data sources using R.

Unit 4:

Graphics in R, Plotting, basic potting on the pie chart and line chart; Manipulating and saving, Customization of graphs and saving plots.

Unit 5:

Presentations

Primary Resources : The Self-Taught Programmer: The Definitive Guide to Programming Professionally by Cory Althoff

Course: Business and Public Policy
Semester 5
Credit: 2

Unit 1:

Introduction- Rise of public policy in businesses, Why must businesses understand policymaking?

Unit 2:

Frameworks of Policy Change, Kingdon's framework, John Kingdon's multiple streams frameworks, Punctuated equilibrium framework
Baumgartner and Jones framework of punctuated equilibrium.

Unit 3:

Public policy and business interaction, Rent-Seeking, What is rent-seeking and why is it important for business students to understand it
Public Procurement, How govt purchases from private parties and what are its problems, Lobbying, Amazon case study, Lobbying
Facebook case study, Consultants in policymaking. Understanding the phenomenon of the rising of consultants in policymaking: government work being done by consultants in India

Unit 4:

Understanding some policy frameworks- IT Rules 2021, Understanding a policy document and its implication, NEP 2020, Understanding a policy document and its implication, Insolvency Code, Case study (Essar bankruptcy and Insolvency Code)

Unit 5:

Informality in bureaucracy - Bureaucrats and businesses, Reliance's failed takeover of L&T, Informal relations in business and govt., Independent directors

Primary Resources:

All topics in this course can be done from the Core-Economy Web-based resource, the e-book is here.	Textbook
(This book called Core-Econ, is one of the most brilliant, updated, and contextual understanding of economics.)	

Course: Summarizing and Narrative Building
Semester 5
Credit: 2

Unit 1:

Introduction - What is a summary? The introductory class will define what summarizing encompasses and talk about the steps required to create an effective summary. What is narrative building? The class will begin with the video followed by a discussion about what stood out to them.

Deciding when to summarize or build a narrative. Students will explore different situations and assess whether they idea should be summarized or presented as a narrative.

Unit 2:

How to be concise, Summarizing your story , Students will think of a memorable trip that they have taken and write two summaries targeting a different audience for each - one for their peers and one for a travel blog, Selling your product, Students will create a product and write down the idea behind it, its need/relevance in the market and the target audience. This will be followed by role play wherein they will summarize the aforementioned points for their peers. This can be done as a Just A Minute activity to ensure brevity

Writing an executive summary. Students will read a short report and write an executive summary for the same. Summarizing through infographics. Students will read an article, then summarize and present the content using infographics. The template will be shared with them.

Unit 3:

The art of storytelling, Building a strategic narrative, Students will explore the importance of creating a compelling story in order to sell their product/service (R2). They will then build a strategic narrative for the product created in the previous

Unit 4 .

Power of Humor in Storytelling- This topic will introduce humor as a storytelling tool. Students will learn how to create engaging and relatable narratives using different forms of humor such as self-deprecation, improvisational, observational and topical. Narrative building in advertisements: deconstructing a commercial, Through advertisements, students will explore the components required to convey a complex idea in a compelling and convincing manner. In small groups, students will create a commercial and enact a commercial for the product designed earlier. They can create a jingle/tag line as well.

Unit 5:

Project.

Primary Resources : The Power of Storytelling: The Art of Influential Communication by Ty Bennett

Course: Strategy and Decision Making
Semester 5
Credit: 2

Unit 1:

Understanding Strategy- Strategy- Definition and Features, The Importance of Strategy, Strategic Thinking Competencies, Strategic Thinking Enablers. Strategic thinking. Activity: Reflecting on the environment; to understand the importance of reflective thinking, systems thinking as a fundamental skill for strategic thinking and skill building. Elements of Strategy
The main elements of strategic thinking (Jean Liedtka). The GOST Framework- a distinct classification of all the interchangeable terms used while planning for strategy.

Unit 2:

Strategic planning- Strategic Process I, (Vision and Mission Statements), Vision and Mission statements(the dream, what and why) - The VMOSA Strategic Analysis Framework- Process of envisioning, Characteristics of Mission statements, Identifying various vision and mission statements of at least 4 large companies. SWOT Analysis
Basic elements of the SWOT analysis- Internal/External strategies(SO, WO, ST, WT). Case study: Mc Donald's SWOT analysis

Unit 3:

Strategic Process II- (Objectives, Strategies, Action Plans), How much of what will be accomplished and by when; Setting Objectives- behavioral, community and process level, Setting strategies and action plans, Measuring Performance, Balanced scorecard and perspectives for measuring performance. Strategic Process III
Class assignment: identifying all the components of Strategic planning for 2 major companies

Unit 4:

Decision Making- Types of decisions in management, Strategic, tactical, operational, Decision making frameworks
What are decision making frameworks? Process of developing decision making frameworks

Unit 5:

Decision making tools, Decision trees, Decision Matrix, Introduction to AHP- Conditions Decision Makers face- Types of decisions made in business - prog/non prog, strategic, tactical, operational
Working with Risk, SWOT

Primary Resources : The Decision Book – 50 Models for Strategic Thinking by Mikael Krogeru

Course: Creativity / Visual Thinking and Cartography**Semester 5****Credit: 2****Unit 1:**

Visual Thinking Fundamentals- Introduction to Visual thinking, Visual thinking and importance, Visual thinking for critical thinking, Activity: Interpreting images creatively, Thinking Maps, The Brain-Based Foundations for Thinking Maps, Connect to the Eight Core Cognitive Processes
Visual Thinking Strategies, Using concept maps 1

Unit 2:

Activity: Circle Map for defining in context / brainstorming, Activity: Tree Map for categorizing, Using concept maps 2, Activity: Flow Map for sequencing. Activity: Multi-Flow Map for Cause / Effect. Applying Visual Thinking. Using Visual Thinking Strategies in organizations
Applying Visual Thinking, Activity: Examine own self-understanding, choose images that represented the current selves and the future selves in the academic, physical and social domains

Unit 3:

Visual Story-telling- Understanding metaphors in story-telling- I, What are metaphors, Using metaphors in story-telling, 8 metaphors of organization. Understanding metaphors in story-telling- II

Unit 4:

Activity: Narrate your career vision and story using metaphors- Digital Story- telling, Introduction to Digital Storytelling, Phases of storytelling
Six steps of digital story-telling, Using digital resources for story-telling.

Unit 5:

Introduction to storyboarding- Locating resources for story boarding, Applying digital story-telling, Picture Your Career: Visualize & Plan Your Career Path

SEMESTER 6

Course: Entrepreneurship
Semester 6
Credit: 4

Unit 1:

Overview of entrepreneurship- Introduction, Entrepreneurship: Meaning, Nature & Scope, Entrepreneur vs. Manager, Entrepreneur vs. Entrepreneur, Concepts, Characteristics and qualities of a successful entrepreneur. Application. Case study. Entrepreneurship And Society. What is Consumer Behavior? The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development. Theories of Entrepreneurship
Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad. Woman as Entrepreneurship.

Unit 2:

Starting a new Venture- Creating And Starting The Venture, New Venture Development: Meaning and Stages, Sources of new Ideas
Methods of generating ideas, Creating problem solving, Product planning and development process, Application, Quiz. Business Plan
Nature and scope of Business plan, Writing Business Plan, Marketing plan, financial plan and the organizational plan, Launching formalities.
Application. Activity for the student related to starting a new business.

Unit 3:

Finance and Entrepreneurship- Financing And Managing New Ventures, Sources of Financing Entrepreneurship.
Record keeping Advantages Disadvantages, Limitations, Motivating and Leading Teams, Video - Followed by trainer debrief
Marketing Control. Sales Control. E-commerce and Entrepreneurship, Application, Activity
New Venture Expansion Strategies And Issues, Features and evaluation of joint ventures, Acquisitions, Merges ,Public issues, rights issues, bonus issues, Stock splits, Application, Activity. Quiz.

Unit 4:

Industrial And Organizational Support To Entrepreneurship, Evaluation Of Role, Evaluation of Role of Government. Role of Non Government Agencies in Promoting Entrepreneurship in India, Industrial Supports, Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs), Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)

Unit 5:

Entrepreneurship In India- Entrepreneurial Strategies, Entrepreneurial Strategies and Business Plan, What makes a business successful?

Future Of Entrepreneurship, Future of Entrepreneurship in general, Future of Entrepreneurship in India

Primary Resources:

1	Ten types of innovation: the discipline of building breakthroughs by Larry Keeley
2	Harvard Business Review Entrepreneur's Handbook: Everything You Need to Launch and Grow

Program: Bachelors in Business Administration (B.B.A.)
Course: Digital Marketing (Workshops)
Semester 6
Credit: 2

Workshop Description:

Workshop Level Outcomes:

Workshop Manual:

Program: Bachelors in Business Administration (B.B.A.)
Course: Businesses in Small Towns and Rural India (Workshops)
Semester 6
credit: 2

Unit 1:

Bottom of Pyramid- Inclusive Capitalism and Four Consumer Tiers Understanding Prahalad's rationale; What is inclusive capitalism? What is the bigger idea of investing in the rural class? What should MNCs be doing? Why is it necessary for MNCs to appreciate the market value of tier 4? Assumptions
The Invisible Opportunity and Tier 4 Pioneers.

Unit 2:

The scope of innovations in Tier 4; Case study discussions; HLL V/S Nirma to underline how tier 4 is a profitable market and the scope of innovation; Creating Buying Power. Even if the government is making changes through subsidies, how is that the rural population is more likely to use their old methods?; Examples of various MNCs that have used their policies to benefit the masses;

Unit 3

Shaping Aspirations and improving access- Information about SELF; How has the distribution systems catered to the needs of poor rural customers?
Tailoring Local Solutions

Unit 4

How can MNCs narrow the gap between the poor and rich? How should MNCs or entrepreneurs enter local spaces? What is AMUL doing?
Putting It All Together- Why MNCs? How should they function? How can they get support? How should research be integrated into this? How to increase employability? Is it important? A Common Cause- A conclusion of why it is important to cater to the bottom of the pyramid.

Unit 5

Presentations

Primary Resources:

1	The fortune at the bottom of the Pyramid by C.K. Prahalad and Stewart L. Hart- P
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Program: Bachelors in Business Administration (B.B.A.)
Course: Networking and Partnership- Digital/offline (Workshops)
Semester 6
Credit: 2

Unit 1:

What is networking? Understanding yourself, Practice a pitch. Identify sellable qualities through a personality test. In the last half an hour students will pitch whatever they could identify as their selling quality as though they are meeting a friend or going for an interview.

Unit 2:

Barriers to Networking- I find it hard to talk, Thinking about the kind of preparation one can do before an event to be better prepared. Identifying the thinking process that can be an obstacle.

Unit 3:

Social skills, At an event, How do you impact the room? What are the social skills to remember while talking to someone? The setting of this class will be shifted into a professional party

Unit 4:

Self Assessment techniques- Evaluation techniques, After a party, how would you evaluate yourself? Where did you go wrong? how to fix it?

Unit 5:

Maintaining Partnerships, How to stay friends? How to maintain a contact? Online Communication- Communication during Covid 19

How to be professional? Working on an elevator pitch. Selling an item. This class will be taught in a way that the student should feel they have come for an interview. Influencing How to be an influencer?

Instagram, LinkedIn and Twitter. Branding cycle; How would you brand yourself? Exercise-closely looking at classmates and celebrities and branding them; a week prior to this students will be asked to document their lives on Instagram, each of them has to share their experience

Primary Resources : “Superconnector,” Scott Gerber and Ryan Paugh

Program: Bachelors in Business Administration (B.B.A.)
Course: Balance / Work-Life Balance (workshops)
Semester 6
Credit: 2

Unit 1:

Balance- Why is it important? Discussion upon the personal meaning and benefits of achieving balance, signs and effects of unbalanced life.

Followed by a self-assessment to approx. assess the time spent on every life role presently and reflect upon what changes need to be made in life to spend time in a way that brings greater satisfaction.

Unit 2:

Meaning of Being Productive- Case studies to help understand the types and styles of being productive (Pareto’s 80/20 Principle), Tools to measure individual productivity . Understanding what turbocharges productivity. Work life balance strategy worksheet. Change management Kinds of changes(work for home and office etc). Setting up the workspace, The decision to Change specific Behaviors And Attitudes. Establishing and maintaining boundaries

Unit 3

Time management- Self-Assessment of tasks, time and purpose , Aligning your goals with life’s purpose (smart goals), Prioritizing Your Goals daily Detecting Time Wasters of life, Stress management, Breaking the negative stress cycle. Managing stress at work, Leaving stress at where it belongs Stress and the ways to cope with it. The art of Delegation

Unit 4 :

Technology management, Turning off from technology Dealing with constant distractions, Mobile apps to help with tracking work life balance

Unit 5:

Leisure Management- Importance of Taking ME time. Handling Burnout: Physical and Mental. Self management Learning to say NO. Exercise for the body and mind. Scheduling, planning and sticking to the day's plan.

Primary Resources :

The Work-Life Balance Myth

Rethinking Your Optimal Balance for Success by David J. McNeff