NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
(An Autonomous Institute)

Affiliated to

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, UTTAR PRADESH LUCKNOW

Evaluation Scheme & Syllabus

For

MBA First Year (Online)

(Effective from the Session: 2023-24)

			Masters of Business Administration (MBA Online Mode)										
			Evaluation Scheme- MBA First Year (Batch 2023-25)										
			SEMESTER-I										
	S. No.	**Subject Code**	**Subject Name**	**Periods**			**Evaluation Scheme**				**End Semester**		**Total**	**Credit**
				L	**T**	**P**	**CT**	**TA**	**Total**	**PS**	**TE**	**PE**		
	1	BMBA0107	Organization Behaviour and Design	3	0	0	30	20	50	0	100	0	150	3
	2	BMBA0106	Managerial Economics	3	0	0	30	20	50	0	100	0	150	3
	3	BMBA0103	Financial Accounting	3	0	0	30	20	50	0	100	0	150	3
	4	BMBA0104	Innovation, Entrepreneurship and Design Thinking	3	0	0	30	20	50	0	100	0	150	3
	5	BMBA0102	Business Statistics and Quantitative techniques for Managers	2	1	0	30	20	50	0	100	0	150	3
	6	BMBA0101	Communication for Managers	3	0	0	30	20	50	0	100	0	150	3
	7	BMBA0105	Legal Aspects of Business	3	0	0	30	20	50	0	100	0	150	3
	8	BMBA0151	Enhancing English Communication	0	0	4	0	0	50	50	0	50	100	2
	9	BMBA0159	Industry Orientation and Insights	0	0	4	0	0	50	50	0	50	100	2
												Total	1250	25

	S. No.	Subject Codes	Subject Name	Periods			Evaluation Scheme				End Semester		Total	Credit
				L	T	P	CT	TA	Total	PS	TE	PE		
			SEMESTER-II											
	1	BMBA0204	Introduction to Business Analytics	3	0	0	30	20	50	0	100	0	150	3
	2	BMBA0205	Marketing Management	3	0	0	30	20	50	0	100	0	150	3
	3	BMBA0203	Human Capital Management	3	0	0	30	20	50	0	100	0	150	3
	4	BMBA0202	Corporate Finance	3	0	0	30	20	50	0	100	0	150	3
	5	BMBA0206	Operations and Supply Chain Management	3	0	0	30	20	50	0	100	0	150	3
	6	BMBA0201	Business Research Methods	4	0	0	30	20	50	0	100	0	150	4
	7	BMBA0251	MS Excel for Managerial Effectiveness	0	0	4	0	0	50	50	0	50	100	2
	8	BMBA0252	Personal Grooming and Business Etiquettes	0	0	4	0	0	50	50	0	50	100	2
	9	BMBA0253	Introduction to Tableau	0	0	4	0	0	50	50	0	50	100	2
												Total	**1200**	**25**

Course- MBA/ First Year – Semester 1	
Branch - MBA	

Subject Code- BMBA0107	**L - T - P**
	3 – 0 - 0
Subject Name- Organization Behaviour and Design	**No. of hours- 40**

Course Objective- The objective of this course is to develop in the students an understanding of the major theoretical, conceptual, and empirical contributions issues relevant to designing organizations, and understanding and managing human behaviour within organizations.

Course Outcome – On successful completion of the course students will be able to:

CO1	Understand and analyse human behaviour and employee motivation in organizations.	Analysing (K4)
CO2	Apply conceptual knowledge of theory and models relevant to leadership, teamwork, and group functioning in organizations.	Applying (K3)
CO3	Understanding of organizations as institutions including issues of power, politics, and conflicts.	Understanding (K2)
CO4	Understanding of the organizational design, structure, and climate.	Understanding (K2)
CO5	Solve applied problems related to organizational change, and to identify appropriate management strategies.	Applying (K3)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1 **Understanding Individual behaviour**	Individual Behaviour	Fundamentals of Individual Behaviour, Personality, types of Personality, Big 5 Personality model, and Attitude	Discussion, Personality test, and Perception tests	5 Hours	Case-based assignment	CO1
	Motivation	Process, Types, and Theories	Interactive lecture,	4 Hours		

			Case study			
Unit 2 Team and Leadership	Leadership	Leadership styles, Trait theory, Managerial grid, Leadership Situational model	Discussion, Leadership games, role plays	5 Hours	Select a business leader of your choice. Identify his/her leadership style and analyse its impact on team performance.	CO2
	Teams and Interpersonal behaviour	Team building, Tuckman model of team development, Group decision making, Perception, Learning ,Transactional Analysis, Johari window	Interactive session, Team building activities	4 Hours		
Unit 3 Politics and Conflict Management	Power and Politics	Definition and Basis of Power, Power tactics, Organizational Politics, Impression management	Discussion, Case study	4 Hours	Case-based Assignment	CO3
	Conflict and Negotiation	Types of Organizational Conflict, Conflict Resolution, Negotiation	Simulation, Role play	4 Hours		
Unit 4 Organisation Structure, culture and climate	Organization structure and design	Different organizational structures, Delegation of Authority, Centralization and decentralization, Line and staff organizations, Contingency approach to organizational design	Discussion, Presentations, Guest Lecture	5 Hours	Compare and contrast the culture and structure of any two organizations in the same industry. Discuss the impact of its design and climate on the productivity and performance of the organization.	CO4
	Organization culture and climate	Elements of Organization culture, Culture-person Compatibility,	Discussion, Presentations	3 Hours		

		Dimensions of Organization climate, Developing favourable organization culture and climate				
Unit 5 Organization Change and Development	Organization Change	Approaches to manage organizational change, Change Agents, Kurt Lewin model of change	Discussion, Simulation, Role play	3 Hours	Imagine yourself to be manager of an evolving enterprise which is undergoing major technological changes. There is unrest and resistance to change among the employees. Design an appropriate strategy to manage and implement the change successfully.	CO5
	Organization Development	Concept of Organization Development, OD interventions, The concept of Learning organization		3 Hours		

References-

Text Books:

1. Robbins, S. P., Judge, T. A., & Vohra, N. (2019). *Organizational behaviour by pearson 18e*. Pearson Education India.
2. Pareek Udai (2018). *Understanding Organizational Behaviour*. Oxford University Press.

Reference Books:

1. Luthans, F., Luthans, B. C., & Luthans, K. W. (2021). *Organizational behavior: An evidence-based approach fourteenth edition*. IAP.
2. Buchanan, D., & Badham, R. (2020). *Power, politics, and organizational change*. Sage.

Links:

1. https://openstax.org/books/principles-management/pages/10-1-organizational-structures-and-design
2. http://www.mbaexamnotes.com/organization-change-and-development.html

Course- MBA First Year - Semester 1				
Branch - MBA				
Subject Code- BMBA0106				**L - T - P** **3 – 0 - 0**
Subject Name- Managerial Economics				**No. of hours- 40**

Course Objective- The purpose of this course is to apply micro economics concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action, and finally choose among alternatives.

Course Outcomes:

CO1	Understand the concepts of Managerial Economics to make effective business decisions under conditions of risk and uncertainty.	Understanding (K2)
CO2	Understand the law of demand & supply & their elasticities.	Understanding. (K2)
CO3	Analyse production concepts, cost concepts and their impact on business decisions.	Analysing (K4)
CO4	Analyse pricing decisions under the different market structures.	Analysing (K4)
CO5	Evaluate various theories of the firm and how they affect the business decisions.	Evaluating (K5)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1 **Basic Concepts and Principles**	Basic Concepts of Managerial Economics	Definition, Nature, and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics, and its relevance in business decisions.	Discussion quizzes, assignments, presentations & Case Studies.	3 Hours	Application-based assignment	CO1
	Fundamental Principles of Managerial Economics	Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost	Discussion, quizzes, assignments,	5 Hours		

		Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility. Case Studies.	presentations & Case Studies			
Unit 2 Demand and Supply Analysis	Demand Analysis	Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting-meaning, significance and methods. (Numerical Exercises) Case Studies	Discussion, quizzes, assignments, presentations & Case Studies	8 Hours	Application-based assignment	CO2
	Supply Analysis	Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Price of a Product under demand and supply Studies forces. Case Studies	Discussions, quizzes, assignments, presentations & Case Studies	2 Hours		
Unit 3 Production and Cost Analysis	Production Analysis	Production concepts & analysis; Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale.	Discussions, quizzes, assignments, presentations & Case Studies	4 hours	Application-based assignment	CO3

	Cost & Revenue Analysis	Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue. Case Studies	Discussions, quizzes, assignments, presentations & Case Studies	4 hours		
Unit 4 Market structures	Concept: Perfect Market Structure	Features of Perfect Competition, determination of price under perfect competition.	Discussions, quizzes, assignments, presentations & Case Studies	4 hours	Application-based assignment	CO4
	Concept: Imperfect Market Structure	Imperfect Market Structures, Monopoly: Features, pricing under monopoly, Price Discrimination.	Discussions, quizzes, assignments, presentations & Case Studies	4 hours	Application-based assignment	
Unit 5 Economic Theory	Economic Theory	The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioural Theory of the Firm - Managerial Theories of the Firm – Profit concepts & analysis – Game Theory and Asymmetric Information. Case Studies.	Interactive classroom sessions, discussions, quizzes, assignments	6 hours	Evaluate economic theories of firm in detail. Do these apply in firms in nowadays?	CO5

References-

Text Books:
1. Pindyck, Rubinfeld, Mehta. (2021). *Micro Economics (7e)*. Pearson.
2. Salvatore, D. (20220. *Managerial Economics: Principle and Worldwide Applications*, Oxford University Press.

Reference Books:

1. Baye, M., & Prince, J. (2022). *Managerial economics and business strategy* (10th ed.). McGraw-Hill.

2. Dwivedi, D.N. (2021) *Managerial Economics (7e).* Vikas Publication.

3. Varshney & Maheshwari, (2022). *Managerial Economics*. Sultan Chand.

Links: List of NPTEL/MOOCS/SWAYAM/Courses/Video:

1. http://nptel.ac.in/courses/110101005/1('Introduction to Managerial Economics').

2.http://nptel.ac.in/courses/110101005/ ('Theory of Demand').

3.http://nptel.ac.in/courses/110101005/38('Product Pricing').

Branch- MBA /First Year- Semester 1
Branch – MBA

Subject Code- BMBA0103	L - T – P 3 – 0 - 0
Subject Name- Financial Accounting	No. of hours- 40

Course Objective-To understand and provide working knowledge of accounting concepts, detailed procedures & documentation involved in financial accounting systems, and the framework of accounting systems.

Course Outcome

CO1	Understanding accounting concepts, principles, and terminologies..	Understanding (K2)
CO2	Comparing Ind AS and IAS and preparations of journals and ledgers.	Creating (K6)
CO3	Understand and preparing the final account and its application in the business organization.	Creating (K6)
CO4	Applying knowledge gained in financial statements for analysis of statements.	Applying (K3)
CO5	Understand and creation of a Cash Flow Statement.	Creating (K6)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1 **Meaning and Scope of Accounting**	Introduction of Accounting	Overview of Accounting, Users of Accounting, Accounting Concepts Conventions.	Classroom discussion	3 Hours	Application-based assignment on balancing of accounts	CO1
	Accounting Equation.	Book-keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation.	Classroom discussion Presentation Assignment	5 Hours		

			Case study			
Unit 2 Mechanics of Accounting	IAS and AS	International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards.	Classroom discussion, Presentation	3 Hours	Assignment on comparative study for analysing IFRS and ind AS	CO2
		Double entry system of accounting, journalizing of transactions. Ledger posting and Trial Balance & methods of Trial Balance.	Presentation Videos Case Study	5 Hours		
Unit 3 Final Accounts	Final Accounts	Preparation of final accounts, Profit & Loss Account, and Balance Sheet with adjustments.	Classroom discussion, Case study videos.	10 Hours	Practical based questions to check arithmetical accuracy of accounting.	CO3
Unit 4 Analysis of financial statement		Analysis of financial statement: Common Size Statement; Comparative Balance Sheet.	Presentation Assignment Videos	4 Hours	Application-based questions to make a comparative study of financial statements of selected listed companies of industry.	CO4
	Trends Analysis and its Applications	Trend Analysis of Manufacturing, Service & banking organizations.	Out Bound Activity Presentation Assignment Case study	3 Hours		

Unit 5 Cash Flow Statement	Cash Flow Statement	Cash Flow Statement: Various cash and non-cash transactions,	Classroom discussion Presentation	4 Hours	Application-based questions to make a comparative study of cash flow statement of two companies of any industry.	CO5
	Preparation of Cash Flow	The flow of cash, the difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.	Presentation Case study videos.	3 Hours		

References-

Text Books:

1. Maheshwari S.N &Maheshwari S K (2018).*Advanced Accountancy*. 11th Edition. Vikas

2. Maheshwari S.N &Maheshwari S K (2022). *Accounting for Management*. 5th Edition. Vikas
3. T.S. Grewal's (2019). *Double Entry Book Keeping: Financial Accounting* .Sultan Chand & Sons Private Limited

Reference Books:

1. Bhattacharya (2022).*Essentials of Financial Accounting (based on IFRS)*. 6th Edition. PHI

Links:

1. https://archive.nptel.ac.in/courses/110/101/110101131/
2. https://www.hindawi.com/journals/cin/2022/5922614/
3. https://www.youtube.com/watch?v=bpsDDNkp1Zw
4. https://www.youtube.com/watch?v=Rpa_UAciIeU

Course- MBA/First Year - Semester I		
Subject Code- BMBA0104		**L – T – P** **3 – 0 – 0**
Subject Name- Innovation, Entrepreneurship and Design Thinking		**No. of hours- 40**

Course Objective- This course will facilitate the learners to deliver innovative solutions pertinent to the contemporary needs of customers. It would assist to develop an entrepreneurial mindset backed up by innovation and creativity.

Course Outcomes– Student will be able to		Bloom's Taxonomy
CO1	Develop an innovative mindset problem-solving and creating value prospects	Creating (K6)
CO2	Evaluate the value proposition to raise start-ups.	Evaluating (K5)
CO3	Analyze the user needs to reach the right problem.	Analyzing (K4)
CO4	Generate ideas for solving problems and creating prototypes.	Creating (K6)
CO5	Analyze the test results of prototypes and refine their offering as per the user needs.	Analyzing (K4)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1: Innovation & Creativity	Innovation	Innovation, Innovation Management, Innovation ecosystem, Strategic Foresight Renewing innovations	Classroom discussion, videos, Case study	3 Hours	Select an industry/product and find out the innovative methodology/innovation used.	CO1
	Creativity	Creativity, Creative Culture, Fostering creativity, Creativity vs Innovation.	Classroom discussion, videos, Case study	3 Hours		

Unit 2: Entrepreneurship	Introduction to Entrepreneurship	Entrepreneurship: Types of entrepreneurship, Theories, Forms of Business Ownership, Appraisal of Business Idea	Classroom discussion, videos, Case study	3 Hours	Classroom presentation and report of the visited industry.	CO2
	Entrepreneurial Mind-set	Creating Business Models, Value Proposition, Regulatory compliance for starting and managing business, Schemes & Agencies fostering Entrepreneurship.	Classroom discussion, videos, Case study	3 Hours		
Unit 3: Design Thinking: Empathy and Define	Introduction to Design Thinking	Introduction to design thinking, Traditional vs Design thinking History of design thinking, Principles of design thinking,	Classroom discussion, videos, Case study	3 Hours	Students will be allotted with the project in a group. This project should be based on a real-time problem statement.	CO3
	Empathy & Define	Empathy and Empathy Tools, Problem Statement, Design mindset, Wicked problems	Classroom discussion, videos, Case study	3 Hours		
Unit 4: Ideation and Prototyping	Ideation	Idea Generation, Techniques of idea generation, How Might We & 5 Whys, Metaphor & Mind map	Classroom discussion, videos, Case study	3 Hours	Ongoing project allotted during 3rd Module.	CO4
	Prototyping	Prototyping & Tools, Refinement, Minimum Viable Prototype	Classroom discussion, videos, Case study	3 Hours		
Unit 5: Testing	Concept of Testing	Need of TestingTesting of design with people, Testing mindset, Conducting usability test	Classroom discussion, videos, Case study	3 Hours	Closure of allotted project and presentation of tested prototype / solution.	CO5

	Testing Methods	Testing scenarios and methods, Observation and shadowing methods, Validation	Classroom discussion, videos, Case study	3 Hours		

References-

Text Books:
1. Drucker, P.F., *Innovation and Entrepreneurship*, Oxford
2. Khanka S. S. (2023). *Creativity and Innovation in Entrepreneurship*.Sultan Chand & Sons
3. Jauhari V., Bhushan S. *Innovation Management*. Oxford
4. Soni, P. (2020). *Design Your Thinking: The Mindsets, Toolsets and Skill Sets for Creative Problem-solving*. Penguin

Reference Books:
1. Asgary Nader H., Maccari E. A., *Entrepreneurship, Innovation and Sustainable Growth: Opportunities & Challenges*. Taylor & Francis Ltd
2. Martin Roger L., (2009). *The Design of Business: Why Design Thinking is the Next Competitive Advantage*. Harvard Business School Press

Links:
https://www.youtube.com/watch?v=rLA-vVLNvws
https://www.youtube.com/watch?v=MdNNGfoxrqA
https://www.youtube.com/watch?v=TszOUpuVA38
https://www.youtube.com/watch?v=-ed7hNj8qOY

MBA/ MBA IEV – FIRST SEMESTER					
Subject Code	BMBA0102	**L**	**T**	**P**	**Credit**
Course Title	**Business Statistics & Quantitative Techniques for managers**	**4**	**0**	**0**	**4**
Course objective: Objective of this course is to		**Duration: 40 Hours**			
1	Understand the different basic concept / fundamentals of business statistics.				
2	Understand the importance of measures of Descriptive statistics and theirimplication on Business performance.				
3	Understand the concept of Probability and its usage in various businessapplications.				
4	Understanding of basic concept of operations research and LPP for better decision making.				
5	Understand the concept of Transportation and Assignment problems to find optimum solutions.				
Pre-requisites: Basic knowledge of statistics					
Course Contents / Syllabus					
UNIT-I	**Descriptive Analytics**			**8 Hours**	
Introduction of statistics, Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures ofDispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Moments, Skewness and Kurtosis.					
UNIT-II	**Predictive Analytics**			**8 Hours**	
Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties ofCorrelation. **Regression Analysis:** Fitting of a Regression Line and Interpretation of Results, Properties ofRegression Coefficients and Relationship between Regression and Correlation.					
UNIT-III	**Probability Theory**			**8 Hours**	
Probability: Theory of Probability, Addition and Multiplication Law, Bayes Theorem, Random Variables, Discrete and Continuous Random Variables, Probability Mass function, Probability Densityfunctions					
UNIT-IV	**Operations Research Introduction & Linear Programming Problem**			**8 Hours**	
Nature Definition and characteristics of Operations Research, Phases of OR problem approach, Models of OR , Scope and applications of Operations Research , Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems, Duality.					
UNIT-V	**Transportation Problem & Assignment Problem**			**8 Hours**	

Transportation problem: Various methods of finding Initial basic feasible solution-North West CornerMethod, Least Cost Method & VAM Method and MODI Method.

Assignment Problem: Hungarian Algorithm and its applications.

Course outcome:	At the end of course, the student will be able to	
CO 1	Understand the basic concepts of fundamentals ofbusiness statistics and its role in descriptive analytics.	(K2)
CO 2	Apply Correlation and Regression analysis into business problems and their implication on Business performance.	(K3)

Course: MBA/First Year-Semester 1 **Branch – MBA**	
Subject Code- BMBA0101	**L-T-P** **3 – 0 - 0**
Subject Name- Communication for Managers	**No. of hours- 40**

Course Objective- The objective of this course is to make students understand the techniques and principles of business communication for effective communication; develop and exhibit an understanding and practice of modes of oral and written expression and develop effective listening and comprehension skills. Students, be able to present well in group communication and interviews.

Course Outcome:		**Bloom's Taxonomy**
CO1	Understanding the fundamental concepts of business communication	Understanding (K2)
CO2	Applying forms of oral and written communication pertinent to organizational needs	Applying (K3)
CO3	Applying effective presentation and communication skills to connect with target audience	Applying (K3)
CO4	Applying listening and comprehension skills for improved and free communication.	Applying (K3)
CO5	Creating an impressive CV for job requirements and using contemporary electronic tools and media for effective communication.	Creating (K6)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/ Lab	CO Mapping
Unit 1 Introduction	Basics of Communication	Introduction: Types of communication, Role of communication, definition and framework of communication, purpose of communication, characteristics of successful communication, importance of communication in management, communication structure in organization, communication in crisis, barriers to communication.	PPT/Class discussion/ cases/ short clips	6 Hours	Case-based assignment	CO1

Unit 2 Oral Communication and Written communication	Oral Communication	Oral communication, principles of successful oral communication, conversation control, reflection and empathy: two sides of effective oral communication, effective listening, non verbal communication, Kinetics- Voice Modulation, Expression.	PPT/discussion/ cases/ short clips	4 Hours	Writing precise from the editorial of renowned English newspapers.	CO2
	Basics of Written Communication	Written communication: Principles of effective writing – The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.	PPT/discussion/ cases/ short clips	4 Hours		
Unit 3 Writing and Presentation Skills	Writing Business Letters, emails Memos and understanding of report formats	Business letters and reports: Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – Report - Types of reports and objectives	PPT/discussion/ cases/ short clips	5 Hours	Write a persuasive letter to your clients updating them on new addition of premium collection of articles in your store.	CO3

		of report writing – progress reports, routine reports – Annual reports – format.				
	Presentation Skills	Effective presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation - types of visual aid	PPT/discussion/ cases/ short clips/ Lab practice	3 Hours	Prepare a presentation on the allotted topics.	
Unit 4: Listening and Comprehension Skills	Listening skills	Listening skills and comprehension - Basics of listening- Giving and Getting feedback- Strategies of effective listening.	PPT/discussion/ cases/ short clips/ Lab practice	7 Hours	Application-based assignment	CO4
	Comprehension Skills	Comprehend Main Ideas and Details- Take Notes: Outline Main Ideas and Supporting Details-Distinguish between Facts, Opinion and Inferences- Evaluate What You Hear Follow Oral Directions	PPT/discussion/ cases/ short clips/ Role play/ news comprehension	5 Hours	Application-based assignment	

| Unit 5
CV writing and impact of technology | Preparing CV | Preparing CV, Group discussions, and interview skills | PPT/discussion/ cases/ short clips/ Role play/ news comprehension | 4 Hours | Application-based assignment | CO5 |
| | Technological Advancement on Business Communication | Application of modern communication tools: Internet, e-mails, teleconferencing, video conferencing and webcast.
Communication networks | | 2 Hours | | |

References-

Text Books:
1. Locker, K., Mackiewicz, J., Aune J.E., and Kienzler D.(2023), *Business Communication*, Mc.Graw- Hill Education.
2. Jain, N., Mukherji S. (2020), *Effective Business Communication*, Mc.Graw- Hill Education.

Reference Books:
Guffey, M. E., & Loewy, D. (2022). *Essentials of business communication*. Cengage Learning.
Lehman, Dufrene, Sinha, (2016), *Business Communication – A South Asian Perspectives*, 2nd edition, South-Western Cengage Learning India (P) Ltd.

Links:
https://youtu.be/ZB_StskQtac
https://youtu.be/BpP_tOZAPjg
https://youtu.be/TwZ7LgrPwR0
https://youtu.be/860LtRxP3rw
https://youtu.be/eHZdnldGuls

Course: MBA/ First Year – Semester 1	
Branch – MBA	
Subject Code- BMBA0105	**L-T-P** **3 – 0 - 0**
Subject Name- Legal Aspects of Business	**No. of hours - 40**

Course Objective- To have basic knowledge of relevant provisions of the respective laws and regulations concerning the diverse areas of business.

Course Outcome		Bloom's Taxonomy
CO1	Understanding of the Law of Contract Act, 1872.	Understanding (K2)
CO2	Develop a basic understanding of the Law of Partnership and Sales and Goods Act, 1930.	Understanding (K2)
CO3	Understanding of provisions of the Companies Act, 2013 concerning incorporation and regulation of business organizations.	Understanding (K2)
CO4	Understanding of provisions of The Negotiable Instruments Act,1881.	Understanding (K2)
CO5	Understanding of provisions of the Consumer Protection Act, 2019 and Cyber Security.	Understanding (K2)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1 Law of Contract, 1872	Law of Contract	Contract-Definition, essentials and types of contracts, definition and essentials of offer, acceptance, consideration; exceptions to the rule, no	PPT/discussion/ cases/ short clips	8 Hours	Case based analysis and Presentation	CO1

		consideration, no contract, doctrine of privity of contract, capacity of parties, free consent, quasi contract, performance of contract, termination of contract, remedies for breach of contract.				
Unit 2: Law of Partnership and Sale of Goods Act, 1930	Law of Partnership Act, 1930	The Indian Partnership Act 1932 - Essential elements of Partnership - Rights, Duties, Liabilities of Partners - Dissolution of Partnership Important latest amendments.	PPT/discussion/ cases/ short clips	4 Hours	Case based analysis and Presentation	CO2
	Sale of Goods Act, 1930	Sale of Goods Act, 1930: Essentials, sale v/s agreement to sell. Condition and its types, warranty and its type, Doctrine of caveat emptor, rights of unpaid Seller. Important latest amendments.		4 Hours		
Unit 3: The Companies Act, 2013	Formation of Company	Essentials, characteristics and kinds of companies, steps in formation of company. Memorandum of Association, Articles of Association, prospectus.	PPT/discussion/ cases/ short clips	4 Hours	Case based analysis and Presentation	CO3
	About Directors	Directors: appointment, power, duties and liabilities, meeting and resolutions: types of meetings.		2 Hours		
	About Auditors	Auditor: appointment, rights and liabilities, modes of winding up of a company. Important latest amendments.		3 Hours		

Unit	Topic	Content	Pedagogy	Hours	Assessment	CO
Unit 4: The Negotiable Instruments Act,1881	Basic understanding of Act	Meaning and Definition of Negotiable Instruments: Characteristics, Classification of Negotiable Instruments, Promissory Note v/s Bill of Exchange v/s Cheque.	PPT/discussion/ cases/ short clips	8 Hours	Case based analysis and Presentation	CO4
	Specific provisions	Parties to Notes, bills and cheques. Overview on dishonour. Important latest amendments.				
Unit 5 The Consumer Protection Act, 2019	Consumer Protection Act, 2019	Definitions - Aims and objectives, Consumer protection councils, Redressal agencies and penalties for violation. Consumer Protection (E Commerce) rule 2020.	PPT/discussion/ cases/ short clips	4 Hours	Case based analysis and Presentation	CO5
	Cyber Security	Cyber Security Laws – Personal Data Protection Act 2019. Important latest amendments.		3 Hours		

References-

Text Books:
1. Nabi ,M.K.(2022). *Legal Aspects of Business Text & Cases*. Taxmann.
2. Pathak, A.(2023) *Legal aspects of Business.* Tata Mcgraw Hill.

Reference Books:
1. Bhandari, C. C. (2021). A Handbook on Corporate and Other Laws (25 ed.). Bestword' Publications Pvt. Ltd
2. Kapoor, N. (2020). Elements of Mercantile Law (38 ed.). Sultan Chand & Sons**.**

Links:
1. https://www.indiacode.nic.in/handle/123456789/2187?locale=en
2. https://legislative.gov.in/sites/default/files/A1872-09.pdf
3. https://www.indiacode.nic.in/handle/123456789/2390?locale=en
4. https://legislative.gov.in/sites/default/files/A1930-3_0.pdf

Semester: I			
Branch – MBA			
Subject Code- BMBA0151		**L - T - P**	
		0 - 0 - 4	
Subject Name- Enhancing English Communication		**No. of hours-**	
		48	

Course Objectives:

- To improve proficiency in the English language to at least Intermediate level (B1/B2) of CEFR
- To motivate the students to improve verbal communication skills for the workplace.
- To train for career enhancement.

Course Outcome:
After the completion of the course, the students will be able to
CO1 – Improve proficiency in English.
CO2 - Demonstrate improved verbal communication skills for the workplace.
CO3 – Participate in the placement process with confidence.

Course Content

Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Interactions Level 1:	• Greet and take leave of people. • Introducing oneself and others • Conversations in different situations • Telephone conversations **Outcome:** Students will know how to meet, greet, and strike a conversation.	Includes audio-visual learning of situational interactions.	2	Incorporate audio – video. Role – play (record)	CO1
	Networking and Icebreaker Activities Objective: To foster networking skills and create a comfortable environment through interactive icebreaker activities	Collaborative exercises and challenges to facilitate learning.	2	Gamification	CO2

		Outcome: Participants will engage in meaningful conversations, build connections, and create a positive networking atmosphere				
	Play Acting Objective: To develop communication skills by engaging in spontaneous conversations and role-playing in different situations Outcome: Participants will demonstrate effective communication, active listening, and adaptability in various scenarios	Includes performative use of communication skills through role playing.	6	Stage performance (record)	CO2
Interactions Level 2: Introducing the vocabulary and sentence structures of polite conversation	**Vocabulary Building** Objective: To emphasize the importance of courteous words and tone while communicating. **Outcome:** Students will use better vocabulary and manners in conversations	Audio-visual aid for vocabulary building and understanding of sentence structure.	4	Through audio-video clips	CO1
	Presentations (Individual/Group) on topics of choice **Objective:** To deliver a clear and engaging presentation. **Outcome:** Improved presentation skills and effective communication.	Podcast-based learning covering varied storytelling and informative narratives.	6	Group activity utilizing podcast type recording	CO2
	Group Discussion Objective: To develop effective communication, listening, and critical thinking skills through engaging in group discussions Outcome: Participants will actively contribute to discussions, express their thoughts coherently, and consider different perspectives	Group activity to foster skills of persuasion, and discussion.	6	Group activity	CO3

	Debates Objective: To improve persuasive speaking, critical thinking, and argumentation skills through engaging in formal debates Outcome: Participants will articulate their viewpoints, construct logical arguments, and engage in respectful debate	Video-clip-based learning followed by practice.	6	Video clips of great debates to be shared first.	CO2
	Communication and Cinema **Objective:** To observe various aspects of speaking – pronunciation, tone, intonation, pitch and pauses in various movie clips Outcome: Participants will understand articulation of various sounds and demonstrate full range of expression in communication.	Includes movies and shows to be observed and discussed.	4	Display movie clip from montage of movies like *My Fair Lady, English Vinglish.*	CO1
	Impromptu Speaking **Objective:** To enhance spontaneous thinking, quick decision-making, and effective communication skills through impromptu speaking exercises Outcome: Participants will deliver coherent and engaging speeches on given topics within a limited time frame	Situation-based speaking challenge	4	Trainer to share tips on how to think on one's feet. JAM sessions (to be recorded)	CO2
	SWOT Analysis **Objective:** To enable the students realise and identify their professional strengths and weaknesses. Outcome: The students will be able to improve the skills which they lag in.	Self-reflection followed by discussion	2	Sharing achievements and awards	CO3
	Mock Job Interviews	Mock interview simulated sessions	6	Simulated exercise	CO3

	Objectives: To improve interview skills, communication, and self-presentation in a simulated job interview setting **Outcome:** Participants will demonstrate confidence, effective communication, and interview techniques necessary for successful job interviews			

Suggested Readings:

1. Rizvi, M. Ashraf. *Resumes and Interviews: The Art of Winning.* Tata McGraw Hill. New Delhi. 2008
2. Lesikar and Flatley. *Basic Business Communication: Skills for Empowering the Internet Generation.* 10th Edition. Tata McGraw-Hill.2005.
3. McGrath, E. H. and S. J. *Basic Managerial Skills for All.* Ninth Edition. PHI Learning Pvt. Ltd. New Delhi. 2012.
4. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York.
5. Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.
6. Guffey M. E, Loewy D. Essentials of Business Communication. Cengage Learning, 2018
7. Floyd K., Cardon P. W Business and Professional Communication. McGraw Hill Education, 2019

Free Apps to Improve English:

1. Memrise - https://www.memrise.com
2. Open Language - https://open-language.en.uptodown.com
3. Duolingo - https://englishtest.duolingo.com/applicants
4. Rosetta Stone - https://www.rosettastone.com/product/mobile-apps/
5. FluentU - https://www.rosettastone.com/product/mobile-apps/

Course- MBA/First Year – Semester 1	
Subject Code-	**L–T–P** **0–0- 4**
Subject Name- Industry Orientation and Insights	No. of hours- 30

Objective: To orient students for understanding the structure and real time working of the industry and thereby making them industry ready to address global challenges and ethical leadership.

To acquaint the students with:

- Different sectors of Industry
- Economic analysis
- Financial analysis
- Marketing analysis
- Human Resource Analysis
- Job opportunities in various sectors
- Skills required in various sectors
- Updation with the latest developments in the industries

Pedagogy: The subject will be undertaken in a workshop mode to give a practical outlook through student driven presentations, discussions and industrial visit.

Course Outcome:

The students will

CO1:	Gain an in-depth knowledge about the various sectors of the industry,	Remembering, K1
CO2:	Able to understand real-time scenario of the business environment.	Understanding, K2
CO3:	Developing a critical and analytical mindset.	Analysis, K4

Course: MBA / First year – Semester 2
Branch - MBA

Subject Code- BMBA0204	L - T - P 3 – 0 - 0
Subject Name- Introduction to Business Analytics	No. of hours- 40

Course Objective- The objective of this course is to teach students about various applications of business analytics so that they would be able to formulate and solve business problems. The course also aims to develop an understanding in students about the business analytics processes so that they become capable of gathering, analyzing, and extracting information from business data using various tools and techniques.

Course Outcome:

CO1	Understand the basic concepts of Business Analytics.	Understanding (K2)
CO2	Applying techniques of data cleaning for analysis and visualization.	Applying (K3)
CO3	Analysing data using various descriptive analytics methods.	Analysing (K4)
CO4	Apply advanced data analytics methods for business decision-making.	Applying (K3)
CO5	Analysing time series data for forecasting.	Analysing (K4)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1: Introduction to Business Analytics	Business Analytics: Overview	Business Analytics - Terminologies, Process, Importance, Relationship with Organisational Decision Making, Applications of Business Analytics	Classroom discussion, videos, Case study, MS Excel	3 Hours	ABC Enterprises wants to expand its business into new product category. But it is not certain which product line to start and which initial regional markets to cater. Suggest as a business analytics how would you deploy business analytics concepts for achieving the objective.	CO1
	Types of Business Analytics	Descriptive, Predictive, and Prescriptive Modelling	Classroom discussion, videos, Case study, MS Excel	3 Hours		
	Business analytics tools	Introduction to various tools such as R, Python, SPSS etc. and their salient features.	Classroom discussion, videos, Case study	3 Hours		

Unit	Topic	Content	Method	Hours	Assignment	CO
Unit 2: Data Preparation and Visualization	Preparing data	Getting data into Excel, editing data, data cleaning in Excel, functions, conditional formatting, pivot tables	Classroom discussion, videos, Case study, MS Excel	3 Hours	A dataset is given which contains: 1. Many duplicate entries, 2. Requires removal of trailing spaces 3. Proper column and row alignment is needed 4. Needs to highlight cells which come under selected criteria 5. Need to develop an interactive table. Analyse the data and take necessary actions.	CO2
	Data Visualisation using MS Excel	Charts types and uses in Excel, Data dashboards, Heat maps	Classroom discussion, videos, Case study, MS Excel	4 Hours		
Unit 3: Descriptive Analytics	Descriptive statistics	Concept of measures of location – mean, median, mode. Measures of variability – Range, Variance, Standard deviation, and Coefficient of variation,	Classroom discussion, videos, Case study, MS Excel	4 Hours	Assignment on descriptive statistics.	CO3
	Descriptive analytics using Excel	Ascertaining mean, median, mode, variance, standard deviation, correlation coefficient, etc using Excel.	Classroom discussion, videos, Case study, MS Excel	4 Hours		
Unit 4: Predictive and prescriptive analytics	Linear regression, multiple regression	Simple linear regression model, least squares method, assessing the fit of the simple linear regression model	Classroom discussion, videos, Case study, MS Excel	4 Hours	Assignment on linear and multiple regression.	CO4
	Data mining	Data mining techniques, the concept of supervised and unsupervised learning	Classroom discussion, videos, Case study, MS Excel	4 Hours		
Unit 5: Time series Forecasting	Concept of time series forecasting	Basic concepts of trends, seasonality and cyclicity, identifying trends, seasonality and cyclicity using graphs.	Classroom discussion, videos, Case study, MS Excel	4 Hours	Assignment on time series forecasting	CO5

	Forecasting models	Concept of auto-regression and auto-correlations, concept of AR, MA and ARIMA models.	Classroom discussion, videos, Case study, MS Excel	4 Hours		

References-

Text Books:
1. Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., & Anderson, D. R. (2016). Essentials of business analytics. Cengage Learning.
2. Kumar, U Dinesh (2022), Business Analytics. Wiley

Reference Books:
1. Albright, S. C., & Winston, W. L. (2014). Business analytics: Data analysis & decision making. Cengage Learning.
2. Kumar, U. D. (2017). Business analytics: The science of data-driven decision making. Wiley.
3. Duan, L., & Xiong, Y. (2015). Big data analytics and business analytics. Journal of Management Analytics, 2(1), 1-21.

Links:
1. https://www.youtube.com/watch?v=_Dcmk9mEP9s
2. https://www.youtube.com/watch?v=diaZdX1s5L4
3. https://www.youtube.com/watch?v=XqnJDqXjG48
4. https://online.hbs.edu/blog/post/importance-of-business-analytics
5. https://www.dbta.com/Categories/Business-Intelligence-and-Analytics-327.aspx

Course – MBA/ First Year - Semester 2	
Course – MBA/ First Year - Semester 2 **Branch – MBA**	
Subject Code - BMBA0205	**L - T - P** **3 – 0 - 0**
Subject Name - Marketing Management	**No. of hours- 40**
Course Objective - The objective of this course is to make students understand the fundamentals of marketing management and its related concepts.	

Course Outcome –		
CO1	Understand basic marketing concepts and terminologies.	Understanding (K2)
CO2	Analysing consumer behaviour in order to offer suitable products.	Analysing (K4)
CO3	Developing effective marketing strategies and plans.	Creating (K6)
CO4	Analysing the marketing mix strategies for taking informed marketing decisions.	Analysing (K4)
CO5	Establishing efficient CRM for business sustainability with the use of technology.	Creating (K6)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1 Introduction to Marketing Management	Introduction of marketing	Introduction, objectives, scope and importance of marketing. Types of Market, Core Concepts of Marketing, Functions of Marketing, Marketing Orientations	Classroom discussion, videos, Case study	3 Hours	Case Based Assignment	CO1
	Marketing Environment	Introduction, Environmental Scanning, Analyzing the Organization's Micro	Classroom discussion,	4 Hours		

		Environment, Company's Macro Environment, Marketing Planning and Implementation.	videos, Case study			
Unit 2 Understanding Consumer Behavior	Consumer Buying Behavior	Introduction, Characteristics, Factors affecting Consumer Behaviour, Types of Buying Decision Behaviour, Consumer Buying Decision Process	Classroom discussion, videos, Case study	2 Hours	Case Based Assignment	CO2
	Buyer Behaviour Models	Buyer Behaviour Models, Business Buyer Behaviour: Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behaviour, Buying Roles in Industrial Marketing	Classroom discussion, videos, Case study	3 Hours		
Unit 3 Segmentation, Targeting and Positioning	Market Segmentation	Introduction, Concept of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets,	Classroom discussion, videos, Case study	3 Hours	Creating a market plan for the given product with special focus on segmentation.	CO3
	Targeting and positioning	Targeting- Meaning, Target market strategies, Market Positioning- Meaning, Positioning Strategies, Value Proposition, Differentiation- Meaning, Strategies	Classroom discussion, videos, Case study	4 Hours		

Unit 4 Marketing Mix Strategies	Product Management	Introduction, Product Mix Strategies, New Product Development Process, Adoption Process, Diffusion of Innovation, Product Life Cycle (PLC)	Classroom discussion, videos, Case based	3 Hours	Identify the techniques of sales promotion strategies any two companies of the selected industry.	CO4
	Pricing Management	Introduction, Factors Affecting Price Decisions, Pricing Process, Pricing Strategies	Classroom discussion, videos, Case based	3 Hours		
	Distribution Management	Introduction, Channel Management Strategies, Introduction to Logistics Management, Retailing and Wholesaling-Meaning, Types, Multi-Channel Marketing	Classroom discussion, videos, Case-based	4 Hours		
	Promotion Management	Introduction, Integrated Marketing Communications (IMC), Promotion Mix, Advertising Budget	Classroom discussion, videos, Case-based	4 Hours		
Unit 5 Recent Trends in Marketing	Recent Trends in Marketing	Recent Trends in Marketing-Rural Marketing, Digital and Mobile Marketing,	Classroom discussion, videos, Case-based	4 Hours	Case-based Assignment	CO5

	Customer Relationship Management	Customer Relationship Management, Relationship Marketing Information System (MKIS)	Classroom discussion, videos, Case-based	4 Hours		

References-

Text Books:

1. Kotler, P., & Keller, K. (2021). *Marketing Management* (15th global edition). Pearson Education Limited.

2. Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). *Marketing management: an Asian perspective*. London: Pearson.

Reference Books:

1. Kotler, P., & Armstrong, G. (2016). *Principles of marketing* (16th Edition). Pearson Education Limited.
2. Callie Daum, (2020). *Marketing Management Essentials You Always Wanted To Know (Self-Learning Management Series),* Vibrant Publishers, .
3. Saxena, R. (2019). *Marketing Management* (*6th Edition),* McGraw Hill Education (India) Private Limited.

Link

1. https://study.com/academy/lesson/environmental-scanning-in-marketing-definition-examples-methods
2. https://www.investopedia.com/terms/s/swot.asp
3. https://corporatefinanceinstitute.com/resources/knowledge/strategy/market-planning/
4. https://www.primeone.global/build-marketing-mix-for-your-business/
5. https://www.managementstudyguide.com/integrated-marketing-communications.htm

Course- MBA/ First Year – Semester 2
Branch - MBA

Subject Code - BMBA0203	L - T - P
	3 – 0 - 0
Subject Name- Human Capital Management	**No. of hours- 40**

Course Objective - The objective of this course is to make students understand the fundamentals of Human Capital Management. To make students explore the role of training and development programmes in Human Resource Development. Understand the impact that HCM has on company performance and corporate identity. Identify common HCM practices and issues that impact stakeholders.

Course Outcome –		Bloom Taxonomy
CO1	Understanding the concept and evolution of Human Capital Management.	Understanding (K2)
CO2	Analyze and forecast the need for Human Resource Planning.	Analyzing (K4)
CO3	Implementing well-structured recruitment and selection process to ensure valuable talent acquisition	Applying(K3)
CO4	Applying training and development methods for enhancing performance of employees to achieve organization objectives	Applying(K3)
CO5	Develop the compensation structure of employees and being aware of recent facets of HCM.	Creating (K6)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1: Concept of Human Capital Management	Introduction of Human Capital	Concept of Human Capital, intellectual capital, social capital, practical implications of intellectual capital theory, Employee Value Proposition	Classroom discussion, videos, Case study	4 Hours	Case-based Assignment	CO1
	Essentials of Human Capital Management	Human-capital advantage and resource-based strategy. Transition of HRM to HCM,	Classroom discussion, videos, Case study	4 Hours		

		Difference, Scope and Functional Areas of HRM Case study.				
Unit 2: Workforce Planning and Job Design	Workforce Planning	.Linking Organizational Strategy to Human Resource Planning, Matching Labor Demand and Supply	Classroom discussion, videos, Case study	4 Hours	Develop a matrix for human resource demand and supply scenario in selected industry.	CO2
	Job Analysis	Job Analysis ,Process, Methods of Jo analysis, The Multifaceted Nature of Job Analysis Job Design Job Enrichment ,Jo evaluatio		4 Hours		
Unit 3: Recruiting and Selecting	Recruiting	Recruiting Goals ,Employment Branding, Recruiting Sources, Online Recruiting, Effective Recruiting ,Role of AI in Recruitment	Classroom discussion, videos, Case study	4 Hours	Prepare a report of recruitment and selection process of designated company	CO3
	Selecting	Selection, The Selection Process, Selection tests and Interview, Assessment Centres, Selection from a Global Perspective, employee on-boarding and placement	Classroom discussion, videos, Role play, Case study	4 Hours		
Unit 4: Developing Employees and Managing Performance	Employee Training and Development	Determining Training Needs , Training Methods, Employee Development, Employee Development Methods, Addressing skill Gaps, Evaluating Training and Development Effectiveness, Cross-Cultural Training	Classroom discussion, videos, case study	4 Hours	Create a Training module for supervising & middle level managers for designated company	CO4

	Performance Management	Concept of Performance Management, Potential Appraisal, Performance management system, The Appraisal Process, Appraisal Methods, Appraisal Errors , Creating Effective Performance Management Systems	Classroom discussion, videos, Case-based	4 Hours		
Unit 5: Compensation ,Industrial Relations and Emerging Facets of HCM	Compensation Administration and Overview of IR	Compensation Administration, Reward Management,Designing compensation structure , Legal compliances in Compensation, Concept of Wages, Overview of IR and Collective bargaining.	Classroom discussion, videos, case study	4 Hours	Prepare a CTC structure for a proposed company including essential elements of compensation	CO5
	Emerging Facets of HCM	HR Scorecard, Gamification of HR, Digital Workplace, employee experience, Employee wellbeing, Emerging trends and Challenges in HCM.	Experiential exercise, discussion, Classroom Discussion	4 Hours		

References-

Text Books:
1. Bratton, J., Gold, J., Bratton, A., & Steele, L. (2021). *Human resource management*. Bloomsbury Publishing.
2. Wong, W., Anderson, V., & Bond, H. (2019). *Human capital management standards: A complete guide*. Kogan Page Publishers.

Reference Books:
1. Stone, R. J., Cox, A., & Gavin, M. (2020). *Human resource management.* John Wiley & Sons.
2. Widarni, E. L., & Bawono, S. (2020). *The Basic of Human Resource Management Book 1*. Book Rix.

Link:

1. https://www.ebooks.com/en-us/book/295005/human-capital-management/angela-baron/
2. Human Capital Management Course | ESG | CFI (corporatefinanceinstitute.com)
3. researchgate.net/profile/Stephen-Wood8/publication/229657494_Human_Resource_Management_and_Performance/links/5dc3e320a6fdcc2d2ff7ec3b/Human-Resource-Management-and-Performance.pdf
4. Human Capital Management for Beginners | What is Human Capital Management | HCM Explained - YouTube

Course: MBA/First Year – Semester 2 **Branch – MBA**	
Subject Code- BMBA0202	**L - T - P** **3 – 0 - 0**
Subject Name- Corporate Finance	**No. of hours- 40**

Course Objective- The subject aims at developing analytical skills through correlating capital project evaluation tools and procedures. It aids in developing abilities in interpreting company information and applying financial theory to financial decisions.

Course Outcome – At the end of the course, the student will be able to:	**Bloom's Taxonomy**
CO1 Understand the basic theory, concepts, and practice of Corporate Finance.	Understanding (K2)
CO2 Enable students to analyze the Financial Sources & their cost of capital.	Analyzing (K4)
CO3 Evaluate financial forecasts to estimate long-term financing needs and projects.	Evaluating (K5)
CO4 Analyze the concept of dividends and its theories.	Analyzing (K4)
CO5 Evaluating Mergers and Acquisitions proposals and analyzing economic value.	Evaluating (K5)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit-1 Corporate Finance	Basics of Corporate Finance	Finance & its scope ,Sources of Finance, Financial decisions, Functions of Finance Manager in the Modern Age	Basics Discussion	2 Hours	Excel Based Assignment on Time Value of Money	CO1

	Time Value of Money	Present Value, Future Value of Cash Flows, Cases on TVM	Practical Questions	2 Hours		
	Agency Problems	Conflicts Between Shareholder Value, Maximization and Society, The Agency Problem and Corporate Governance, Valuation ratios & Leverage	Current corporate Cases Discussion on Agency Problems	2 Hours		
Unit- 2 Financing Decision	Cost of Capital	Concept of opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital	Hands-on Experience with Excel	5 Hours	Practical Question on Optimum Capital structure of Companies	CO2
	Capital Structure	Concept, Determinants, Approaches of Capital Structure: Net Income (NI), Net Operating Income (NOI), Traditional and M.M. hypothesis - without taxes and with taxes	Discussion & Practical Questions on the Capital Structure of companies	5 Hours		
Unit-3 Investment Decision	Forecasting Cash Flows	Free Cash Flows, Long-Term Financial Planning, Forecasting Income statement, Forecasting Balance sheet, Forecasting Cash Flow Statement	Discussion, Hands-on Experience on Excel	4 Hours	Assignment on Practical Cases on Forecasting of Financial Statements or Capital Budgeting Decisions	CO3
	Projects Appraisal	Capital Budgeting techniques, Corporate Cases	Discussion, Hands-on Experience on Excel,	6 Hours		

			Numerical Cases			
Unit-4 Dividend Decision	Dividend Policy	Factors affecting Dividend Policy, Forms of Dividends Types of Dividend Policies	Flipped Teaching	3 Hours	Assignment on Dividend Announcement Dates and effect on MV of shares	CO4
	Dividend Models	Walter and Gordon Model, Miller- Modigliani (MM) Hypothesis.	Numerical Problems	4 Hours		
Unit-5 Business Alliances	Mergers and Acquisitions	Business Alliances, Reasons of Mergers and Acquisition, Takeover, Demergers	Group Discussion	3 Hours	Group Project on EVA Analysis	CO5
	Valuation of Mergers	Synergy Valuation, Sensitivity Analysis, Economic value analysis	Hands-on Experience on Excel and Corporate Cases on EVA	4 Hours		

References-

Text Books:

1. Khan, M. Y., Jain, P. K., Khan, M. Y., & Jain, P. K. (2018). *Financial management*. Tata McGraw-Hill.
2. Peiris, M. S., Dewasiri, N. J., & Banda, Y. W. (2020). Book review: IM Pandey (Ed.), Financial Management.
3. Chandra, P. (2017). *Fundamentals of financial management*. McGraw Hill Education.

Reference Books:

1. Kishore, R. M. (2009). *Financial Management: Comprehensive Text Book with Case Studies*. Taxmann.
2. Van Horne, J. C., & Wachowicz, J. M. (2001). *Fundamentals of financial management*. Pearson Educación.
3. Damodaran, A. (2007). *Strategic risk-taking: a framework for risk management*. Pearson Prentice Hall.

Links:

1. **https://corporatefinanceinstitute.com/**
2. **https://corporatefinanceinstitute.com/resources/management/strategic-financial- management/**
3. **https://studycorgi.com/strategic-financial-management/**
4. **https://www.upgrad.com/blog/aboutstrategic-financial-management**

Course: MBA/First Year - Semester 2
Branch - MBA

Subject Code-BMBA02026	L - T - P 3 – 0 – 0
Subject Name-Operations and Supply Chain Management	**No. of hours- 40**

Course Objective- To understand the fundamental concepts of operations and supply chain management so that students could design solutions for various problems faced by operations managers.

Course outcome-		
CO1	Understand the concepts of operations management and productivity.	Understanding (K2)
CO2	Apply the concepts of operations management in service as well as manufacturing firms.	Applying (K3)
CO3	Apply material and inventory management concepts in a manufacturing organization.	Applying (K3)
CO4	Understand and analyze challenges in managing the supply chain.	Analyzing (K4)
CO5	Apply the total quality management concept to produce good quality products and services at competitive prices.	Applying (K3)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1: Production Concepts	Introduction to Operations Management	Introduction, meaning, nature and scope of production and operations management. Difference between production and operations management.	Discussion Case-based Video Discussion Storytelling MS Excel	4 Hours	Case-based assignment	CO1
	Productivity Measurement	Productivity, factors affecting productivity and productivity measurement. Work study— Method study and work measurement. Production Technology – Types of manufacturing processes. Plant location and types of plant layout.	Discussion Case-based Video Discussion Storytelling MS Excel	4 Hours	Case-based assignment	

Unit 2: Operations Concepts	Services Scenario in India	Services scenario in India, difference between product and service, characteristics of services, classification of services, product and service design, factors affecting service design,	Discussion Case-based Video Discussion Storytelling MS Excel	4 Hours	Analyze the role of the services industry in the Indian economy.	CO2
	Service Designing	service designing process, service blueprinting, service capacity planning. Dimensions of quality in services, understanding service quality gap, measuring service quality using SERVQUAL model. Case Studies	Discussion Case-based Video Discussion Storytelling MS Excel	4 Hours	Apply and analyze the SERVQUAL model in the healthcare industry in India.	
Unit 3: Material and Inventory management	Production Planning and Control	Types of production planning, process of production planning and control (PPC) – routing, scheduling and loading. Master production schedule, aggregate production planning.	Discussion Case-based Video-based Discussion Storytelling	4 Hours	Analyze the production planning and control techniques of automobile companies in India.	CO3
	Inventory Control Techniques	Types of inventories, inventory control techniques- EOQ, ABC, VED and HML (Simple numerical problems on Inventory control techniques). Just-intime (JIT) and KANBAN. Case Studies	Discussion Case-based Video-based Discussion Storytelling	4 Hours		
Unit 4: Supply Chain Management	Supply Chain Drivers	Overview of supply chain management, conceptual model of SCM, supply chain drivers, measuring supply chain performance, core and reverse supply chain, global supply chain, inbound and outbound logistics	Discussion Case-based Video-based Discussion Storytelling	4 Hours	Discuss the supply chain challenges faced by Amazon and Flipkart in India.	CO4
	Role of Information	Bullwhip effect in SCM, push and pull systems, lean manufacturing, agile	Discussion Case-based	4 Hours		

Unit		Topic	Details	Methods	Hours	Assignment	CO
	Technology in Supply Chain Management		manufacturing, role of IT in SCM. Demand forecasting in supply chain— Simple moving average method, weighted moving average method, linear regression and exponential smoothing method.	Video-based Discussion Storytelling			
Unit 5: Total Quality Management	Introduction to Total Quality Management		Concept of TQM, Deming's 14 principles, Juran's quality triology, PDCA cycle, KAIZEN, quality circles, 7QC tools and its 7 new management tools,	Discussion Case-based Video-based Discussion Storytelling	4 Hours	Case-based assignment	CO5
	International Standard Organization		ISO 9000-2000 clauses, Six Sigma, Total Productive Maintenance (TPM), 5S. Case Studies	Discussion Case-based Video-based Discussion Storytelling	4 Hours		

References-

Text Books:
1. William J Stevenson (2022).*Operations Management*, McGraw Hill
2. Jay Heizer and Barry Render(2017). *Operations Management,* Pearson India

Reference Books:
1. Chary, S.N. (2019). *Production and Operations Management,* Tata McGraw Hill
2. Charantimath, P.M (2017).*Total Quality Management.* Pearson Education,
3. Bedi, Kanishka (2017). *Production & Operations Management.* Oxford University Press, 3rd Edition

Links:
1. https://mitraweb.in/blogs/the-causes-and-solutions-for-low-agricultural-productivity-in-india/
2. https://www.ibef.org/industry/services#:~:text=The%20services%20sector%20grew%20at,grow%20at%209.1%25%20in%20FY23.
3. https://www.clear.in/s/inventory-control
4. https://www.siemens.com/global/en/products/services/digital-enterprise-services/analytics-artificial-intelligence-services/trusted-traceability.html?gclid=CjwKCAjw-vmkBhBMEiwAlrMeF0AyWdTqKx9YkHF0viDxrg9Ok6c59255loZ_-MjNrY10gK_xFbp1ZhoCUwcQAvD_BwE&acz=1
5. https://www.researchgate.net/publication/312054032_TOTAL_QUALITY_MANAGEMENT

Course: MBA/ First Year - Semester 2		
Branch - MBA		

Subject Code- BMBA0201	**L - T - P**
	4 – 0 - 0
Subject Name- Business Research Methods	**No. of hours- 40**

Course Objective- The main objective of this course is to introduce the basic concepts in research methodology in social science. This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing and framing Research proposals.

Course Outcomes:

COs	Course Outcomes	Bloom's taxonomy
CO1	Understand the concept & fundamentals of research.	Understanding (K2)
CO2	Applying the appropriate research designs for the identified problem.	Creating (K6)
CO3	Apply scaling & measurement techniques for collection of data.	Applying (K3)
CO4	Analyze different types of Sampling Techniques.	Analyzing (K4)
CO5	Evaluate data analysis tools for hypothesis testing using parametric and non-parametric tests	Evaluate (K5)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1: Introduction to Research	Research, Scientific Method & Functional area of Business	Research: – Definition, Meaning, Importance types and Qualities of Research; Research applications in functional areas of Business, Emerging trends in Business research. Scientific Method.	Interactive classroom sessions, discussions, quizzes, assignments	4 hours	Case based Assignment	CO1

		Steps in Research Process Concept of Scientific Enquiry: – Formulation of Research Problem – Management Question – research Question – Investigation Question Research Proposal – Elements of a Research Proposal, drafting a Research Proposal, evaluating a research proposal	Interactive classroom sessions, discussions, quizzes, assignments	4 hours		
Unit 2: Research Design	Concept of Research Design	Research design: Concept, Features of a good research design, Use of a good research design	Interactive classroom sessions, discussions, quizzes, assignments	2 hours	Case Study based Group Discussion	CO2
	Types of Research Design	Exploratory Research Design: Concept, Types: Qualitative techniques – Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation. Descriptive Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables,	Interactive classroom sessions, discussions, quizzes, assignments	6 hours		
Unit 3: Scaling & Measurement	Concept & Need of Measurement	Scaling & measurement techniques: Concept of Measurement: Need of Measurement; Concept of Scale	Interactive classroom sessions, discussions, quizzes, assignments	2 hours	Case study-based Analysis: Measurement and scaling techniques	CO3

	Designing Questionnaire	Designing Questionnaire, Problems in measurement in management research – Validity and Reliability.	Interactive classroom sessions, discussions, quizzes, assignments	2 hours		
	Levels of measurement	Levels of measurement – Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques:	Interactive classroom sessions, discussions, quizzes, assignments	2 hours		
	Scale Development	Development of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired comparison & Forced Ranking – Concept and Application.	Interactive classroom sessions, discussions, quizzes, assignments	2 hours		
Unit 4: Sampling	Basics of Sampling	Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non-Response. Characteristics of a good sample. Size	Interactive classroom sessions, discussions, quizzes, assignments	3 hours		CO4
	Sampling Techniques	Probability Sampling- Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Non-Probability Sampling, Determining size of the sample, Practical considerations in sampling and sample size	Interactive classroom sessions, discussions, quizzes, assignments	3 hours		
Unit 5:	Data Analysis	Data Preparation - Univariate analysis (frequency tables, bar charts, pie charts, percentages),	Interactive classroom sessions, discussions, quizzes, assignments	4 hours	Research paper writing based on summer internship (provisional).	CO5

Data Analysis and Report Writing		Bivariate analysis- Cross tabulations and Chi-Square test.				
	Report Writing	Interpretation of Data, Paper & Report Writing, Research Paper writing, Publication ethics and guidelines.	Interactive classroom sessions, discussions, quizzes, assignments	4 hours		

References-

Text Books:

1. Zikmund. (2022*). Business Research Methods, (9e)*. Cengage Learning.

2. Malhotra Naresh, K. (2022) *Marketing Research: An Applied Orientation*. Pearson.

Reference Books:

1.Chawla, D &Sondhi, N. (2016). *Research Methodology: Concept and Cases (2e)*. Vikas Publishing.

2. Srivastava T N & Rao Shailaja. (2017). *Business Research Methods (2e)*. TMH Publication.

Links:

1. https://www.youtube.com/watch?v=tYqunL58_3Y

2. (39) Types of research and purpose - YouTube

Course: MBA/First Year- Semester 2
Branch – MBA

Subject Code –BMBA0251	L - T – P 0 – 0 – 4
Subject Name- MS Excel for Managerial Effectiveness	**No. of hours- 30**

Course Objective - The objective of the course is to develop students to become proficient in using MS Excel for organisational purposes.

Course Outcome		Bloom's Taxonomy
CO1	Understand the basics of MS Excel environment.	Understanding (K2)
CO2	Create formulas and functions as per organizational requirements.	Creating (K6)
CO3	Analyze Data using sorting, filtration & conditional formatting.	Analyzing (K4)
CO4	Create visually informative charts in MS Excel.	Creating (K6)
CO5	Evaluate the situation using Solver, goal seek and what if functions.	Evaluating (K5)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1: Introduction to Spreadsheet	Data entry and editing in MS Excel	Entering data in MS Excel, Data Editing and Formatting: Working with Cells and Ranges in MS Excel, getting data from external sources	Class discussion/case studies/MS Excel	3 Hours	Assignment based on data entry and editing	CO1
	Automatic data entry functions	Managing Worksheets: naming worksheets, grouping of worksheets, Introduction to MS Excel	Class discussion/case studies/MS Excel	3 Hours		

		Tables, Auto-fill, Custom Lists, and Flash Fill				
Unit 2 Spreadsheet Formulas	General Formulas in excel	MS Excel Formula Basics, Logical Formulas in MS Excel, Math Formulas in MS Excel, Lookup and Reference formulas in MS Excel	Class discussion/case studies/MS Excel	3 Hours	Assignment based on MS Excel formulas	CO2
	Specific formulas in MS Excel	Stats Formulas in MS Excel, Text Formulas in MS Excel, Date and Time Formulas in MS Excel	Class discussion/case studies/MS Excel	3 Hours		
Unit 3 Data Analysis Overview	Data validation	Named Ranges in MS Excel, Data Validation in MS Excel, Data Sorting and Filtering in MS Excel	Class discussion/case studies/MS Excel	3 Hours	Assignments based on data sorting and conditional formatting	CO3
	Conditional formatting	Using Conditional Formatting in MS Excel	Class discussion/case studies/MS Excel	3 Hours		
Unit 4 Spreadsheet Charts	Charts creation in excel	Creating Charts, Different types of charts, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table	Class discussion/case studies/MS Excel	3 Hours	Assignments based on creation of charts and tables in MS Excel	CO4
	Pivot tables in excel	Working with pivot tables and pivot charts	Class discussion/case studies/MS Excel	3 Hours		
Unit 5 Spreadsheet	Solver and Forecast function	Working with MS Excel Solver function, Forecast function	Class discussion/case studies/MS Excel	3 Hours	Assignments based on MS Excel Solver and What if analysis tools	CO5

advanced functions	What if analysis using MS Excel	What-If Analysis tools: Scenarios, Goal Seek, and Data Tables	Class discussion/case studies/MS Excel	3 Hours		

References-

Text Books:
1. Winston, W. (2016). Microsoft Excel data analysis and business modeling. Microsoft Press.
2. David, M. (2017). Statistics for managers, using Microsoft Excel. Pearson Education India.

Reference Books:
1. Mayes, T. R. (2020). Financial analysis with Microsoft excel. Cengage Learning.
2. Ragsdale, C. (2021). Spreadsheet modeling and decision analysis: a practical introduction to business analytics. Cengage Learning.

Links:
1. **https://www.youtube.com/watch?v=8Ob8Hre_SnI**
2. **https://www.youtube.com/watch?v=hxAkt7Pico0**
3. **https://www.youtube.com/watch?v=4PWVFBiFVVU**
4. **https://www.officearticles.com/excel/index.htm**
5. **https://www.simplilearn.com/9-ways-to-improve-microsoft-excel-skills-article**

Course: MBA/First Year- Semester 2	
Subject Code- BMBA0252	**L - T - P** **0 – 0 - 4**
Subject Name- Personal Grooming and Business Etiquettes	**No. of hours- 30**

Course Objective- To imbibe good etiquette and enhance personal grooming amongst students for building strong relationships, improving professional image, and achieving career success.

Course Outcome –		Bloom's Taxonomy
CO1	Understand and apply the art of creating the first impression by controlled body language and impressive communication.	Applying (K3)
CO2	Understanding and applying essentials of personal grooming.	Applying (K3)
CO3	Understanding and application of basic office etiquettes.	Applying (K3)
CO4	Understanding and application of basic professional communication etiquettes.	Applying (K3)
CO5	Understanding the importance and methods of networking and preferred behaviour in official gathering.	Applying (K3)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1 Personal grooming essentials- I	Personal grooming essentials- I	Creating the first impression, Body language, Voice	Role play, discussion, videos, Activities	6 Hours	Pre-Prepared (Introduction, Interview)	CO1
Unit 2 Personal grooming		Grooming: Men (Personal Hygiene, Corporate dressing)	Discussion, videos, Role play, case study		Case Study on Importance of Personal Grooming	CO2

essentials-II	Personal grooming essentials- II	Grooming: Women (Personal Hygiene, Corporate dressing)		6 Hours		
Unit 3 Business Etiquette - I	Business Etiquette - I	Rules of introduction, Office etiquette, Meetings, Business cards	Discussion, PPT	6 Hours	Case, Preparation of business cards	CO3
Unit 4 Business Etiquette-II	Business Etiquette- II	E-mail etiquette Cell phone etiquette Netiquette (social media behaviour)	Discussion, Activity, Case Study, Role Play	6 Hours	Prepare professional emails, Case Study	CO4
Unit 5 Business Etiquette-III	Business Etiquette- III	Networking Formal Dinner party etiquette	Discussion, Activity and Role Play	6 Hours	Identify means of networking for building social relations	CO5

References-

Reference Books:
1. Gerard A., *Professional Business Etiquette & Grooming*, Kindle

Links:
1. Prasanta P.K., Singh B.1, Nayak A. (2022). Integrating Soft Skill Training in Professional Courses for Sustainable Employment: An Overview, BOHR International Journal of Social Science and Humanities Research, Vol. 1, No. 1, pp. 17–24
2. **https://youtu.be/EU2IE6zhbvQ**
3. **https://youtu.be/88PGRvB-Scs**
4. **https://youtu.be/nYTkI9b0R_I**
5. **https://youtu.be/SQvV4SNeH-U**
6. **https://youtu.be/MKbTZKvFd84**
7. **https://youtu.be/M6Sh6Hdsf0I**

Course: MBA/First Year – Semester 2 Branch – MBA	
Subject Code- BMBA0253	**L - T - P** **0 – 0 - 4**
Subject Name- Introduction to Tableau	**No. of hours- 30**

Course Objective- Apply the essentials of the software and utilize all the fundamental usefulness to visualize their information furthermore, associate with various information sources.

Course Outcome		Bloom's Taxonomy
CO1	Apply the fundamentals of the Tableau, use all the basic functionality to visualize their data and connect to various data sources.	Applying (K3)
CO2	Apply a wide range of tools formatting options to slice and dice your data to mine for critical insights.	Applying (K3)
CO3	Build a variety of basic charts to learn and deploy the ethics of visualization.	Creating (K6)
CO4	Design new solutions to produce complex chart types and apply advanced formatting and data visualization best practices.	Creating (K6)
CO5	Apply state of the art insights into a useable dashboard, share and publish visualizations with powerful interactivity.	Applying (K3)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1:	Understanding Data	Introduction to data, Where to find data, Foundations for	Discussion, Tableau	2 Hours		CO1

Tableau Fundamentals		building Data Visualizations, Installing Tableau Software.	Software, MS Excel		Give your understanding of the shared dataset. Also, perform the functions taught in this unit.	
	Getting started with Tableau	Getting started with Tableau Software, Using Data file formats, Connecting your Data to Tableau, Tableau products, Tableau Terminology	Discussion, Tableau Software, MS Excel	2 Hours		
	Creating Your First visualization	Dimension vs Measure, Discrete Versus Continuous, Start Page, Using the Show me panel, Show Me, Connecting to Excel Files, Connecting to Text Files, Connect to Microsoft SQL Server, Connecting to Microsoft Analysis Services, Creating and Removing Hierarchies, Bins, Joining Tables, Data Blending, Creating basic charts (line, bar charts, Treemaps)	Discussion, Tableau Software, MS Excel	4 Hours		
Unit 2: Tableau Basic Reports	Basics of Reporting	Parameters, Grouping Example, Edit Groups, Set, Combined Sets, creating a First Report, Data Labels, Create Folders, Sorting Data, Add Totals, Sub Totals and Grand Totals to Report	Discussion, Tableau Software, MS Excel	3 Hours	Analyse the dataset by performing all the relevant functions on the shared dataset using Tableau software.	CO2
	Calculations	Tableau Aggregate features, creating custom calculations and fields, applying new data calculations to your visualization	Discussion, Tableau Software, MS Excel	2 Hours		
	Formatting	Formatting Visualizations, Formatting Tools and Menus, Formatting specific parts of the	Discussion, Tableau Software, MS Excel	3 Hours		

		view, Editing and Formatting Axes.				
Unit 3: Tableau Charts	Generating charts	Area Chart, Bar Chart, Box Plot, Bubble Chart, Bump Chart, Bullet Graph, Circle Views, Dual Combination Chart, Dual Lines Chart, Funnel Chart, Traditional Funnel Charts, Gantt Chart, Grouped Bar or Side by Side Bars Chart, Heatmap, Highlight Table, Histogram, Cumulative Histogram, Line Chart, Lollipop Chart, Pareto Chart, Pie Chart, Scatter Plot, Stacked Bar Chart, Text Label, Tree Map, Word Cloud, Waterfall Chart, Geographic map, Filled map, Crosstab Combines axis, Motion chart, Reference lines.	Discussion, Tableau Software, MS Excel	4 Hours	Make different charts for the various variables of the dataset.	CO3
Unit 4: Visualization Tools	Formatting Visualizations	Formatting Tools and Menus, Formatting specific parts of the view, Editing and Formatting Axes.	Discussion, Tableau Software, MS Excel	3 Hours	Analyse the dataset by performing all the relevant functions on the shared dataset using Tableau software.	CO4
	Filters Introduction	Quick Filters, Filters on Dimensions, Conditional Filters, Top and Bottom Filters, Filters on Measures, Context Filters, Slicing Filters, Data Source Filters, Extract Filters, Using the Detail panel, Using the Size panels, customizing filters, Formatting your data with colors.	Discussion, Tableau Software	3 Hours		

Unit 5: Tableau Dashboards & Stories	Storytelling	Creating your first dashboard and Story, Design for different displays, adding interactivity to your Dashboard, Format Dashboard Layout, create a Device Preview of a Dashboard, Create Filters on Dashboard, Distributing & Publishing Your Visualization, Tableau file types, Publishing to Tableau Online, Sharing your visualization, Printing and exporting.	Discussion, Tableau Software	4 Hours	Create a dashboard for any business problem.	CO5

References-

Text Books:

1. 1. Wilke, C. O. (2019). Fundamentals of data visualization: a primer on making informative and compelling figures. O'Reilly Media.
2. Loth, A. (2019). Visual analytics with Tableau. John Wiley & Sons.

Reference Books:

1. Milligan, J. N., Hutchinson, B., Tossell, M., & Andreoli, R. (2022). Learning Tableau 2022: Create effective data visualizations, build interactive visual analytics, and improve your data storytelling capabilities. Packt Publishing Ltd.
2. Milligan, J. N. (2019). Learning Tableau 2019: Tools for Business Intelligence, data prep, and visual analytics. Packt Publishing Ltd.

Links:

1. **Dashboard Design Tips: Creative Ways to Use Images | Tableau Conference 2023 - Bing video**
2. **Tableau KPI Dashboard Design tutorial for Business Step by Step - Bing video**
3. **How to Install Tableau and Create First Visualization | Tableau Tutorials for Beginners - Bing video**
4. **Building A Quarterly Sales Forecast Dashboard Using Tableau | Sales Forecast Dashboard Using Tableau - Bing video**