

**Masters of Business Administration (MBA)**

**Evaluation Scheme- MBA (Open and Distance Learning) First Year (Batch 2023-25)**

**SEMESTER-I**

S. No.	Category	Subject Name	Periods			Evaluation Scheme				End Semester		Total	Credit
			L	T	P	CT	TA	PS	Total	TE	PE		
1	Core	Organization Behaviour and Design	3	0	0	30	20	0	50	100	0	150	3
2	Core	Managerial Economics	3	0	0	30	20	0	50	100	0	150	3
3	Core	Financial Accounting	3	0	0	30	20	0	50	100	0	150	3
4	Core	Innovation, Entrepreneurship and Design Thinking	3	0	0	30	20	0	50	100	0	150	3
5	Core	Business Statistics and Quantitative techniques for Managers	2	1	0	30	20	0	50	100	0	150	3
6	Core	Communication for Managers	3	0	0	30	20	0	50	100	0	150	3
7	Core	Legal Aspects of Business	3	0	0	30	20	0	50	100	0	150	3
8	Skill Enhancement	Enhancing English Communication	0	0	4	0	0	50	50	0	50	100	2
9	Industry Readiness	Industry orientation and Insights	0	0	4	0	0	50	50	0	50	100	2
											<b>Total</b>	<b>1250</b>	<b>25</b>

**SEMESTER-II**

S. No.	Category	Subject Name	Periods			Evaluation Scheme				End Semester		Total	Credit
			L	T	P	CT	TA	PS	Total	TE	PE		
1	Core	Introduction to Business Analytics	3	0	0	30	20	0	50	100	0	150	3
2	Core	Marketing Management	3	0	0	30	20	0	50	100	0	150	3
3	Core	Human Capital Management	3	0	0	30	20	0	50	100	0	150	3
4	Core	Corporate Finance	3	0	0	30	20	0	50	100	0	150	3
5	Core	Operations and Supply Chain Management	3	0	0	30	20	0	50	100	0	150	3
6	Core	Business Research Methods	4	0	0	30	20	0	50	100	0	150	4
7	Skill Enhancement	MS Excel for Managerial Effectiveness	0	0	4	0	0	50	50	0	50	100	2
8	Industry Readiness	Personal Grooming and Business Etiquettes	0	0	4	0	0	50	50	0	50	100	2
9	Value added	Introduction to Tableau	0	0	4	0	0	50	50	0	50	100	2
			<b>Total</b>									<b>1200</b>	<b>25</b>

**Evaluation Scheme- MBA Second Year (Batch 2023-25)**

**SEMESTER-III**

S. No.	Category	Subject	Periods			Evaluation Scheme				End Semester		Total	Credit
			L	T	P	CT	TA	PS	Total	TE	PE		
1	Core	Strategic Management	3	0	0	30	20	0	50	100	0	150	3
2	Core	Corporate Governance and Ethics	3	0	0	30	20	0	50	100	0	150	3
3	Elective	Specialisation Group-1 Elective -1	3	0	0	30	20	0	50	100	0	150	3
4	Elective	Specialisation Group 1 Elective -2	3	0	0	30	20	0	50	100	0	150	3
5	Elective	Specialisation Group 1 Elective -3	3	0	0	30	20	0	50	100	0	150	3
6	Elective	Specialisation Group 2 Elective -1	3	0	0	30	20	0	50	100	0	150	3
7	Elective	Specialisation Group 2 Elective -2	3	0	0	30	20	0	50	100	0	150	3
8	Skill Enhancement	Spreadsheet Modelling	0	0	4	0	0	50	50	0	50	100	2
9	Industry Readiness	Personal Digital Branding	0	0	4	0	0	50	50	0	50	100	2
10	Value added	Digital Marketing/ Salesforce NISM/SEBI Programming with R Six Sigma/Any other Payroll and Compliances Training/HR Generalist/Recruitment/Predictive analytics(workshop)	0	0	4	0	0	50	50	0	50	100	2
11	Project	Summer Internship Report	0	0	8	0	0	50	50	0	100	150	4
											<b>Total</b>	<b>1500</b>	<b>31</b>

**SEMESTER-IV**

S. No.	Category	Subject	Periods			Evaluation Scheme				End Semester		Total	Credit
			L	T	P	CT	TA	PS	Total	TE	PE		
1	Core	Project Management	3	0	0	30	20	0	50	100	0	150	3
2	Core	Leadership and Capacity Building	3	0	0	30	20	0	50	100	0	150	3
3	Elective	Specialisation Group 1 Elective - 4	3	0	0	30	20	0	50	100	0	150	3
4	Elective	Specialisation Group 1 Elective - 5	3	0	0	30	20	0	50	100	0	150	3
5	Elective	Specialisation Group 1 Elective - 6	3	0	0	30	20	0	50	100	0	150	3
6	Elective	Specialisation Group 2 Elective - 3	3	0	0	30	20	0	50	100	0	150	3
7	Elective	Specialisation Group 2 Elective - 4	3	0	0	30	20	0	50	100	0	150	3
8	Project	Research Project Report	0	0	8	0	0	50	50	0	100	150	4
											<b>Total</b>	<b>1200</b>	<b>25</b>
											<b>Total Credits</b>	<b>106</b>	
											<b>Total Marks</b>	<b>5150</b>	

<b>Course- MBA/ First Year – Semester 1</b>						
<b>Branch - MBA</b>						
<b>Subject Code-</b>					<b>L - T - P</b> <b>3 – 0 - 0</b>	
<b>Subject Name- Organization Behaviour and Design</b>					<b>No. of hours- 40</b>	
<b>Course Objective-</b> 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.						
<b>Course Outcome</b> – 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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
Unit 1 <b>Understanding Individual behaviour</b>	Individual Behaviour	Fundamentals of Individual Behaviour, Personality, types of Personality, Big 5 Personality model, Perception and Attitude, Transactional Analysis	Discussion, Personality test, and Perception tests	5 Hours	Case-based assignment	CO1

	Motivation	Process, Types, and Theories	Interactive lecture, Case study	4 Hours		
<b>Unit 2 Team and Leadership</b>	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, Transactional Analysis, Johari window	Interactive session, Team building activities	4 Hours		
<b>Unit 3 Politics and Conflict Management</b>	Power and Politics	Definition and Bases 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		
<b>Unit 4 Organisation Structure, culture and climate</b>	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	Discussion, Presentations	3 Hours		

		Compatibility, Dimensions of Organization climate, Developing favourable organization culture and climate				
<b>Unit 5 Organization Change and Development</b>	Organization Change and Development	Approaches to manage organizational change, Change Agents, Kurt Lewin model of change	Discussion, Simulation, Role play	6 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
<b>References-</b>						
<b>Text Books:</b>						
<ol style="list-style-type: none"> <li>1. Robbins, S. P., Judge, T. A., &amp; Vohra, N. (2019). <i>Organizational behaviour by pearson 18e</i>. Pearson Education India.</li> <li>2. Pareek Udai (2018). <i>Understanding Organizational Behaviour</i>. Oxford University Press.</li> </ol>						
<b>Reference Books:</b>						
<ol style="list-style-type: none"> <li>1. Luthans, F., Luthans, B. C., &amp; Luthans, K. W. (2021). <i>Organizational behavior: An evidence-based approach fourteenth edition</i>. IAP.</li> <li>2. Buchanan, D., &amp; Badham, R. (2020). <i>Power, politics, and organizational change</i>. Sage.</li> </ol>						
<b>Links:</b>						
<ol style="list-style-type: none"> <li>1. <a href="https://openstax.org/books/principles-management/pages/10-1-organizational-structures-and-design">https://openstax.org/books/principles-management/pages/10-1-organizational-structures-and-design</a></li> <li>2. <a href="http://www.mbaexamnotes.com/organization-change-and-development.html">http://www.mbaexamnotes.com/organization-change-and-development.html</a></li> </ol>						

<b>Course- MBA First Year - Semester 1</b>						
<b>Branch - MBA</b>						
<b>Subject Code- AMBA0102</b>					<b>L - T - P</b>	
					<b>3 - 0 - 0</b>	
<b>Subject Name- Managerial Economics</b>					<b>No. of hours- 40</b>	
<p><b>Course Objective-</b> 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.</p>						
<b>Course Outcomes:</b>						
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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1 Basic Concepts and Principles</b>	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 Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility. Case Studies.	Discussion, quizzes, assignments, presentations & Case Studies	5 Hours		
<b>Unit 2 Demand and Supply Analysis</b>	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		
<b>Unit 3</b>	Production Analysis	Production concepts & analysis; Production function, Types of production function, Laws of	Discussions, quizzes, assignments,	4 hours	Application-based assignment	CO3

<b>Production and Cost Analysis</b>		production: Law of diminishing returns, Law of returns to scale.	presentations & Case Studies			
	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		
<b>Unit 4 Market structures</b>	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	
<b>Unit 5 Economic Theory</b>	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. (2022). *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').

<b>Branch- MBA /First Year- Semester 1</b>						
<b>Branch – MBA</b>						
<b>Subject Code-</b>					<b>L - T – P</b> <b>3 – 0 - 0</b>	
<b>Subject Name- Financial Accounting</b>					<b>No. of hours- 40</b>	
<b>Course Objective-</b> To understand and provide working knowledge of accounting concepts, detailed procedures & documentation involved in financial accounting systems, and the framework of accounting systems.						
<b>Course Outcome</b>						
CO1	Understand and apply accounting concepts, principles, and conventions for routine monetary transactions.				Understanding (K2)	
CO2	Understand Ind AS and IAS for preparation.				Understanding (K2)	
CO3	Understand the final account and its application in the business organization.				Applying (K3)	
CO4	Applying knowledge gained in financial statements for analysis of statements.				Applying (K3)	
CO5	Understand and creation of a Cash Flow Statement.				Creating (K6)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1</b>	Introduction of Accounting	Overview of Accounting, Users of Accounting, Accounting Concepts Conventions.	Classroom discussion	3 Hours	Application-based assignment on balancing of accounts	CO1

<b>Meaning and Scope of Accounting</b>	Accounting Equation.	Book-keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation.	Classroom discussion Presentation Assignment Case study	5 Hours		
<b>Unit 2 Mechanics of Accounting</b>	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
	Modern Branches of Accounting	Human Resource Accounting, Forensic Accounting.	Presentation Videos Case Study	3 Hours		
<b>Unit 3 Final Accounts</b>	Double Entry System	Double entry system of accounting, journalizing of transactions.	Classroom discussion,	3 Hours	Practical based questions to check arithmetical accuracy of accounting.	CO3
	Ledger & Trial Balance	Ledger posting and Trial Balance & methods of Trial Balance.	Classroom discussion.	4 Hours		
	Final Accounts	Preparation of final accounts, Profit & Loss Account, and Balance Sheet with adjustments.	Classroom discussion, Case study videos.	5 Hours		
<b>Unit 4 Analysis of financial statement</b>	Types of Financial Statement Analysis	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		
<b>Unit 5 Cash Flow Statement</b>	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		
<b>References-</b>						
<b>Text Books:</b>						
1. Maheshwari S.N & Maheshwari S K (2018). <i>Advanced Accountancy</i> . 11th Edition. Vikas						
2. Maheshwari S.N & Maheshwari S K (2022). <i>Accounting for Management</i> . 5th Edition. Vikas						
3. T.S. Grewal's (2019). <i>Double Entry Book Keeping: Financial Accounting</i> . Sultan Chand & Sons Private Limited						
<b>Reference Books:</b>						
1. Bhattacharya (2022). <i>Essentials of Financial Accounting (based on IFRS)</i> . 6 <sup>th</sup> Edition. PHI						
<b>Links:</b>						
1. <a href="https://archive.nptel.ac.in/courses/110/101/110101131/">https://archive.nptel.ac.in/courses/110/101/110101131/</a>						
2. <a href="https://www.hindawi.com/journals/cin/2022/5922614/">https://www.hindawi.com/journals/cin/2022/5922614/</a>						
3. <a href="https://www.youtube.com/watch?v=bpsDDNkp1Zw">https://www.youtube.com/watch?v=bpsDDNkp1Zw</a>						
4. <a href="https://www.youtube.com/watch?v=Rpa_UAcileU">https://www.youtube.com/watch?v=Rpa_UAcileU</a>						

<b>Course- MBA/First Year - Semester I</b>						
<b>Subject Code-</b>					<b>L – T – P</b> <b>3 – 0 – 0</b>	
<b>Subject Name- Innovation, Entrepreneurship and Design Thinking</b>					<b>No. of hours- 40</b>	
<b>Course Objective-</b> 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.						
<b>Course Outcomes–</b> Student will be able to					<b>Bloom’s Taxonomy</b>	
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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1: Innovation &amp; Creativity</b>	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		

<b>Unit 2: Entrepreneurs hip</b>	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		
<b>Unit 3: Design Thinking: Empathy and Define</b>	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		
<b>Unit 4: Ideation and Prototyping</b>	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 3 <sup>rd</sup> Module.	CO4
	Prototyping	Prototyping & Tools, Refinement, Minimum Viable Prototype	Classroom discussion, videos, Case study	3 Hours		
<b>Unit 5: Testing</b>	Concept of Testing	Need of Testing Testing 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		
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**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>

<b>Course: MBA/First Year-Semester 1</b>						
<b>Branch – MBA</b>						
<b>Subject Code-</b>					<b>L-T-P</b> <b>3 – 0 - 0</b>	
<b>Subject Name- Communication for Managers</b>					<b>No. of hours- 40</b>	
<b>Course Objective-</b> 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.						
<b>Course Outcome:</b>					<b>Bloom's Taxonomy</b>	
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 effective 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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/ Lab</b>	<b>CO Mapping</b>
<b>Unit 1 Introduction</b>	Basics of Communication	Introduction: Types of communication, Role of communication, defining and Framework of Communication, purpose of communication, characteristics of successful communication, importance of communication in management, communication	PPT/Class discussion/ cases/ short clips	6 Hours	Case-based assignment	CO1

		structure in organization, communication in crisis, barriers to communication.				
<b>Unit 2 Oral Communication and Written communication</b>	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		
<b>Unit 3 Writing and Presentation Skills</b>	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 –	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

		Report - Types of Reports and objectives 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.	
<b>Unit 4: Listening and Comprehension Skills</b>	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	
<b>Unit 5 CV writing and impact of technology</b>	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/ZB_StskQtac)  
[https://youtu.be/BpP\\_tOZAPjg](https://youtu.be/BpP_tOZAPjg)  
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<https://youtu.be/860LtRxP3rw>  
<https://youtu.be/eHZdnldGuls>

<b>Course: MBA/ First Year – Semester 1</b>						
<b>Branch – MBA</b>						
<b>Subject Code-</b>					<b>L-T-P</b>	
					<b>3 – 0 - 0</b>	
<b>Subject Name- Legal Aspects of Business</b>					<b>No. of hours - 40</b>	
<b>Course Objective-</b> To have basic knowledge of relevant provisions of the respective laws and regulations concerning the diverse areas of business.						
<b>Course Outcome</b>					<b>Bloom’s Taxonomy</b>	
<b>CO1</b>	Understanding of the Law of Contract Act, 1872.				Applying (K3)	
<b>CO2</b>	Develop a basic understanding of the Law of Partnership and Sales and Goods Act, 1930.				Applying (K3)	
<b>CO3</b>	Understanding of provisions of the Companies Act, 2013 concerning incorporation and regulation of business organizations.				Applying (K3)	
<b>CO4</b>	Understanding of provisions of The Negotiable Instruments Act,1881.				Applying (K3)	
<b>CO5</b>	Understanding of provisions of the Consumer Protection Act, 2019 and Cyber Security.				Applying (K3)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
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 consideration, no contract, doctrine of privity of contract,	PPT/discussion/cases/ short clips	8 Hours	Case based analysis and Presentation	CO1

		capacity of parties, free consent, quasi contract, performance of contract, termination of contract, remedies for breach of contract.				
<b>Unit 2: Law of Partnership and Sale of Goods Act, 1930</b>	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		
<b>Unit 3: The Companies Act, 2013</b>	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		



<b>Unit 4: The Negotiable Instruments Act,1881</b>	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.				
<b>Unit 5 The Consumer Protection Act, 2019</b>	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		
<b>References-</b>						
<b>Text Books:</b>						
1. Nabi ,M.K.(2022). <i>Legal Aspects of Business Text &amp; Cases</i> . Taxmann.						
2. Pathak, A.(2023) <i>Legal aspects of Business</i> . Tata Mcgraw Hill.						
<b>Reference Books:</b>						
1. Bhandari, C. C. (2021). <i>A Handbook on Corporate and Other Laws</i> (25 ed.). Bestword' Publications Pvt. Ltd						
2. Kapoor, N. (2020). <i>Elements of Mercantile Law</i> (38 ed.). Sultan Chand & Sons.						

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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](https://legislative.gov.in/sites/default/files/A1930-3_0.pdf)

<b>Course: MBA / First year – Semester 2</b>						
<b>Branch - MBA</b>						
<b>Subject Code-</b>					<b>L - T - P</b> <b>3 – 0 - 0</b>	
<b>Subject Name- Introduction to Business Analytics</b>					<b>No. of hours- 40</b>	
<b>Course Objective-</b> 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.						
<b>Course Outcome:</b>						
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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1: Introduction to Business Analytics</b>	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		

<b>Unit 2: Data Preparation and Visualization</b>	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		
<b>Unit 3: Descriptive Analytics</b>	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		
<b>Unit 4: Predictive and prescriptive analytics</b>	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		
<b>Unit 5: Time series Forecasting</b>	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		
<b>References-</b>						
<b>Text Books:</b>						
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						
<b>Reference Books:</b>						
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.						
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1. <a href="https://www.youtube.com/watch?v=_Dcmk9mEP9s">https://www.youtube.com/watch?v=_Dcmk9mEP9s</a>						
2. <a href="https://www.youtube.com/watch?v=diaZdX1s5L4">https://www.youtube.com/watch?v=diaZdX1s5L4</a>						
3. <a href="https://www.youtube.com/watch?v=XqnJDqXjG48">https://www.youtube.com/watch?v=XqnJDqXjG48</a>						
4. <a href="https://online.hbs.edu/blog/post/importance-of-business-analytics">https://online.hbs.edu/blog/post/importance-of-business-analytics</a>						
5. <a href="https://www.dbta.com/Categories/Business-Intelligence-and-Analytics-327.aspx">https://www.dbta.com/Categories/Business-Intelligence-and-Analytics-327.aspx</a>						

<b>Course – MBA/ First Year - Semester 2</b>						
<b>Branch – MBA</b>						
<b>Subject Code -</b>					<b>L - T - P</b> <b>3 – 0 - 0</b>	
<b>Subject Name - Marketing Management</b>					<b>No. of hours- 40</b>	
<b>Course Objective -</b> The objective of this course is to make students understand the fundamentals of marketing management and its related concepts.						
<b>Course Outcome –</b>						
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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1 Introduction to Marketing Management</b>	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			
<b>Unit 2 Understanding Consumer Behavior</b>	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		
<b>Unit 3 Segmentation, Targeting and Positioning</b>	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		

<b>Unit 4 Marketing Mix Strategies</b>	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		
<b>Unit 5 Recent Trends in Marketing</b>	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, Information System (MKIS)	Classroom discussion, videos, Case-based	4 Hours		
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**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.

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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.

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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>

<b>Course- MBA/ First Year – Semester 2</b>						
<b>Branch - MBA</b>						
<b>Subject Code -</b>					<b>L - T - P</b> <b>3 – 0 - 0</b>	
<b>Subject Name- Human Capital Management</b>					<b>No. of hours- 40</b>	
<b>Course Objective</b> - 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.						
<b>Course Outcome –</b>					<b>Bloom Taxonomy</b>	
CO1	Understanding the concept and evolution of HR to Human Capital Management.				Understanding (K2)	
CO2	Analyze and forecast the need for Human Resource Planning.				Analyzing (K4)	
CO3	Understand the various effective roles of training and development of employees.				Understanding (K2)	
CO4	Understand techniques of performance management systems and performance appraisal.				Understanding (K2)	
CO5	Develop the compensation of employees and understand employee relations				Creating (K6)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1: Concept of Human Capital Management</b>	Introduction of Human Capital	Concept of Human Capital, intellectual capital, social capital, organisational capital, practical implications of intellectual capital theory	Classroom discussion, videos, Case study	4 Hours	Case-based Assignment	CO1
	Essentials of Human Capital Management	Rationale for HCM, HCM and HRM, HCM drivers, Contemporary issues and practices in HCM, Human-	Classroom discussion, videos, Case study	3 Hours		

		capital advantage and resource-based strategy. Case study.				
<b>Unit 2: The Process of HCM</b>	The process of HCM	HCM drivers, HCM journey, Human capital measurement, Human capital reporting, Drawing conclusions.	Classroom discussion, videos, Case study	3 Hours	Case-based assignment	CO2
<b>Unit 3: The Practice of HCM</b>	Human Capital Data	Types of Data, Problems with data collection, A guide to data management	Classroom discussion, videos, Case study	3 Hours	Case-based assignment	CO3
	Measuring human capital	Measurement issues, classification of measures, Approaches to analysis, analytical models	Classroom discussion, videos, Case study	3 Hours		
	Human capital reporting	Internal and external reporting, formats	Classroom discussion, videos, Case study	3 Hours		
<b>Unit 4: Applications of HCM</b>	HCM continuum	The link between HCM and SHRM, HCM and Talent management, HCM and learning and development	Classroom discussion, videos, case study	3 Hours	Case-based assignment	CO4
	Performance and Reward Management	Performance management as a source of human capital data, Reward management	Classroom discussion, videos, Case-based	5 Hours		
<b>Unit 5: Emerging Facets of HCM</b>	Employee Onboarding	Digital employee onboarding, employee experience, employee life cycle.	Classroom discussion, videos, case study	3 Hours	Case-based assignment	CO5
		Establishing the link between HR practice and business performance, Developing the HCM skills, HR versus line manager skills.	Experiential exercise, discussion, Classroom Discussion	3 Hours		

<b>References-</b>						
<b>Text Books:</b>						
<ol style="list-style-type: none"> <li>1. Bratton, J., Gold, J., Bratton, A., &amp; Steele, L. (2021). <i>Human resource management</i>. Bloomsbury Publishing.</li> <li>2. Wong, W., Anderson, V., &amp; Bond, H. (2019). <i>Human capital management standards: A complete guide</i>. Kogan Page Publishers.</li> </ol>						
<b>Reference Books:</b>						
<ol style="list-style-type: none"> <li>1. Stone, R. J., Cox, A., &amp; Gavin, M. (2020). <i>Human resource management</i>. John Wiley &amp; Sons.</li> <li>2. Widarni, E. L., &amp; Bawono, S. (2020). <i>The Basic of Human Resource Management Book 1</i>. Book Rix.</li> </ol>						
<b>Link:</b>						
<ol style="list-style-type: none"> <li>1. <a href="https://www.ebooks.com/en-us/book/295005/human-capital-management/angela-baron/">https://www.ebooks.com/en-us/book/295005/human-capital-management/angela-baron/</a></li> <li>2. <a href="#">Human Capital Management Course   ESG   CFI (corporatefinanceinstitute.com)</a></li> <li>3. <a href="https://researchgate.net/profile/Stephen-Wood8/publication/229657494_Human_Resource_Management_and_Performance/links/5dc3e320a6fdcc2d2ff7ec3b/Human-Resource-Management-and-Performance.pdf">researchgate.net/profile/Stephen-Wood8/publication/229657494_Human_Resource_Management_and_Performance/links/5dc3e320a6fdcc2d2ff7ec3b/Human-Resource-Management-and-Performance.pdf</a></li> <li>4. <a href="#">Human Capital Management for Beginners   What is Human Capital Management   HCM Explained - YouTube</a></li> </ol>						

<b>Course: MBA/First Year – Semester 2</b>						
<b>Branch – MBA</b>						
<b>Subject Code-</b>					<b>L - T - P</b> <b>3 – 0 - 0</b>	
<b>Subject Name- Corporate Finance</b>					<b>No. of hours- 40</b>	
<b>Course Objective-</b> 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.						
<b>Course Outcome – At the end of the course, the student will be able to:</b>					<b>Bloom’s Taxonomy</b>	
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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit-1 Corporate Finance</b>	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		
<b>Unit-2 Financing Decision</b>	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		
<b>Unit-3 Investment Decision</b>	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			
<b>Unit-4 Dividend Decision</b>	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		
<b>Unit-5 Business Alliances</b>	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		
<b>References-</b>						
<b>Text Books:</b>						
<ol style="list-style-type: none"> <li>1. Khan, M. Y., Jain, P. K., Khan, M. Y., &amp; Jain, P. K. (2018). <i>Financial management</i>. Tata McGraw-Hill.</li> <li>2. Peiris, M. S., Dewasiri, N. J., &amp; Banda, Y. W. (2020). Book review: IM Pandey (Ed.), <i>Financial Management</i>.</li> <li>3. Chandra, P. (2017). <i>Fundamentals of financial management</i>. McGraw Hill Education.</li> </ol>						

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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.

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<b>Course: MBA/First Year - Semester 2</b>						
<b>Branch - MBA</b>						
<b>Subject Code-</b>					<b>L - T - P</b> <b>3 - 0 - 0</b>	
<b>Subject Name-Operations and Supply Chain Management</b>					<b>No. of hours- 40</b>	
<b>Course Objective-</b> To understand the fundamental concepts of operations and supply chain management so that students could design solutions for various problems faced by operations managers.						
<b>Course outcome-</b>						
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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1: Production Concepts</b>	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	

<b>Unit 2: Operations Concepts</b>	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.	
<b>Unit 3: Material and Inventory management</b>	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		
<b>Unit 4: Supply Chain Management</b>	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		

	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			
<b>Unit 5: Total Quality Management</b>	Introduction to Total Quality Management	Concept of TQM, Deming’s 14 principles, Juran’s quality trilogy, 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&ac=1](https://www.siemens.com/global/en/products/services/digital-enterprise-services/analytics-artificial-intelligence-services/trusted-traceability.html?gclid=CjwKCAjw-vmkBhBMEiwAlrMeF0AyWdTqKx9YkHF0viDxrg9Ok6c59255loZ - MjNrY10gK_xFbp1ZhoCUwcQAvD_BwE&ac=1)
5. [https://www.researchgate.net/publication/312054032\\_TOTAL\\_QUALITY\\_MANAGEMENT](https://www.researchgate.net/publication/312054032_TOTAL_QUALITY_MANAGEMENT)

<b>Course: MBA/ First Year - Semester 2</b>						
<b>Branch - MBA</b>						
<b>Subject Code-</b>					<b>L - T - P</b> <b>4 - 0 - 0</b>	
<b>Subject Name- Business Research Methods</b>					<b>No. of hours- 40</b>	
<p><b>Course Objective-</b> 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.</p> <p><b>Course Outcomes:</b></p>						
<b>COs</b>	<b>Course Outcomes</b>				<b>Bloom's taxonomy</b>	
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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1: Introduction to Research</b>	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		
<b>Unit 2: Research Design</b>	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		
<b>Unit 3: Scaling &amp; Measurement</b>	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		
<b>Unit 4: Sampling</b>	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		
<b>Unit 5:</b>	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

<b>Data Analysis and Report Writing</b>		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](https://www.youtube.com/watch?v=tYqunL58_3Y)
2. [\(39\) Types of research and purpose - YouTube](#)

<b>Course: MBA/First Year- Semester 2</b>						
<b>Branch – MBA</b>						
<b>Subject Code -</b>					<b>L - T – P</b> <b>0 – 0 – 4</b>	
<b>Subject Name- MS Excel for Managerial Effectiveness</b>					<b>No. of hours- 30</b>	
<b>Course Objective -</b> The objective of the course is to develop students to become proficient in using MS Excel for organisational purposes.						
<b>Course Outcome</b>					<b>Bloom’s Taxonomy</b>	
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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1: Introduction to Spreadsheet</b>	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 Tables, Auto-fill, Custom Lists, and Flash Fill	Class discussion/case studies/MS Excel	3 Hours		



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 advanced functions	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
	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](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>

<b>Course: MBA/First Year- Semester 2</b>						
<b>Subject Code-</b>					<b>L - T - P 0 - 0 - 4</b>	
<b>Subject Name- Personal Grooming and Business Etiquettes</b>					<b>No. of hours- 30</b>	
<b>Course Objective-</b> To imbibe good etiquette and enhance personal grooming amongst students for building strong relationships, improving professional image, and achieving career success.						
<b>Course Outcome –</b>					<b>Bloom’s Taxonomy</b>	
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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1 Personal grooming essentials- I</b>	Personal grooming essentials- I	Creating the first impression, Body language, Voice	Role play, discussion, videos, Activities	6 Hours	Pre-Prepared (Introduction, Interview)	CO1
<b>Unit 2 Personal grooming essentials- II</b>	Personal grooming essentials- II	Grooming: Men (Personal Hygiene, Corporate dressing) Grooming: Women (Personal Hygiene, Corporate dressing)	Discussion, videos, Role play, case study	6 Hours	Case Study on Importance of Personal Grooming	CO2

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

#### 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](https://youtu.be/nYTkI9b0R_I)
5. <https://youtu.be/SQvV4SNeH-U>
6. <https://youtu.be/MKbTZKvFd84>
7. <https://youtu.be/M6Sh6Hdsf0I>

<b>Course: MBA/First Year – Semester 2</b>						
<b>Branch – MBA</b>						
<b>Subject Code-</b>					<b>L - T - P</b> <b>0 – 0 - 4</b>	
<b>Subject Name- Introduction to Tableau</b>					<b>No. of hours- 30</b>	
<b>Course Objective-</b> Apply the essentials of the software and utilize all the fundamental usefulness to visualize their information furthermore, associate with various information sources.						
<b>Course Outcome</b>					<b>Bloom’s Taxonomy</b>	
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)	
<b>Course Content</b>						
<b>Unit</b>	<b>Module</b>	<b>Topics Covered</b>	<b>Pedagogy</b>	<b>Lecture Required (T=L+P)</b>	<b>Aligned Practical/Assignment/Lab</b>	<b>CO Mapping</b>
<b>Unit 1: Tableau Fundamentals</b>	Understanding Data	Introduction to data, Where to find data, Foundations for building Data Visualizations, Installing Tableau Software.	Discussion, Tableau Software, MS Excel	2 Hours	Give your understanding of the shared dataset. Also, perform the functions taught in this unit.	CO1
	Getting started with Tableau	Getting started with Tableau Software, Using Data file formats, Connecting your Data to	Discussion, Tableau	2 Hours		

		Tableau, Tableau products, Tableau Terminology	Software, MS Excel			
	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		
<b>Unit 2: Tableau Basic Reports</b>	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 view, Editing and Formatting Axes.	Discussion, Tableau Software, MS Excel	3 Hours		
<b>Unit 3: Tableau Charts</b>	Generating charts	Area Chart, Bar Chart, Box Plot, Bubble Chart, Bump Chart, Bullet Graph, Circle Views, Dual	Discussion, Tableau	4 Hours	Make different charts for the various variables of the dataset.	CO3

		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.	Software, MS Excel			
<b>Unit 4: Visualization Tools</b>	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		
<b>Unit 5: Tableau Dashboards &amp; Stories</b>	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,	Discussion, Tableau Software	4 Hours	Create a dashboard for any business problem.	CO5

		Create Filters on Dashboard, Distributing & Publishing Your Visualization, Tableau file types, Publishing to Tableau Online, Sharing your visualization, Printing and exporting.				
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**References-**

**Text Books:**

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](#)