

GURU KASHI UNIVERSITY



**MASTER OF COMMERCE
(Business Innovation)**

SESSION: 2024-25

DEPARTMENT OF COMMERCE

GRADUATE ATTRIBUTES

Graduates of the M. Com in Business Innovation possess critical thinking and entrepreneurial skills to identify and capitalize on opportunities. They lead with innovation, collaborate effectively, and communicate ethically. With a global perspective and commitment to lifelong learning, they drive change, navigate complexities, and create positive impact in diverse business environments.

PROGRAMME LEARNING OUTCOMES

- Demonstrate advanced proficiency in analysing complex business problems, and applying innovative methodologies to develop effective solutions that drive organizational growth and competitiveness.
- Exhibit strong leadership skills, fostering an entrepreneurial mind-set within organizations to identify and pursue new business opportunities, leading to sustainable innovation and strategic advantage.
- Possess the ability to formulate and implement innovative strategies, leveraging emerging technologies and market trends to create value, optimize resources, and achieve organizational objectives.
- Excel in collaborating across diverse teams and disciplines, effectively leveraging diverse perspectives to foster creativity, innovation, and synergistic problem-solving approaches.
- Demonstrate proficiency in communicating complex ideas and innovative concepts to diverse stakeholders, fostering buy-in, alignment, and support for innovative initiatives within organizations and beyond.
- Understand the ethical implications of business innovation and be capable of integrating sustainability principles into their innovation strategies, ensuring that innovation efforts contribute positively to society and the environment while maintaining ethical integrity.

Programme Structure

Semester-I						
Course Code	Course Title	Type of Course	L	T	P	Credits
MBI101	Advanced Accounting	Core	4	0	0	4
MBI102	Managerial Economics	Core	4	0	0	4
MBI103	Organizational Behaviour	Core	4	0	0	4
MBI104	Environmental Studies	Compulsory Foundation	2	0	0	2
MBI111	Sales & Distribution Management	MD	3	0	0	3
Discipline Elective-I						
MBI105	Innovative Business Fundamentals	Discipline Elective-I	3	0	0	3
MBI106	Innovation Management		3	0	0	
MBI107	Strategic Management		3	0	0	
Discipline Elective-II						
MBI108	Entrepreneurship Creativity	Discipline Elective-II	3	0	0	3
MBI109	Business Intelligence		3	0	0	
MBI110	Innovation in Financial Services		3	0	0	
Total			23	0	0	23

Semester-II						
Course Code	Course Title	Type of Course	L	T	P	Credits
MBI201	Financial Management and Policy	Core	4	0	0	4
MBI202	Quantitative Techniques for Business	Core	4	0	0	4
MBI203	Marketing Strategies and Practices	Core	4	0	0	4
MBI204	Business Communication	Compulsory Foundation	2	0	0	2
MBI208	Entrepreneurship and Small Scale Businesses	Entrepreneurship Based	2	0	0	2
MBI299	XXX	MOOC	-	-	-	2
Discipline Elective-I						
MBI205	International Business & Environment 1	Discipline Elective	3	0	0	3
MBI206	Technology Management and Innovations		3	0	0	
MBI207	Business Models Innovation		3	0	0	
Discipline Elective-II						
MBI210	Introduction to Financial Innovation	Discipline Elective	3	0	0	3
MBI211	Innovation in IT for Business		3	0	0	
MBI212	Marketing Innovation		3	0	0	
Value Added Course						
MBI209	E-Commerce Practices	VAC	2	0	0	2
Total			24	0	0	26

Semester-III						
Course Code	Course Title	Type of Course	L	T	P	Credits
MBI301	Research Methodology	Research skill	4	0	0	4
MBI398	Research Proposal	Research skill	0	0	8	4
MBI303	Ethics & IPR	Value-based	2	0	0	2
MBI397	Proficiency in Teaching	Skill Based	2	0	0	2
MBI305	Computer Lab	Skill Based	0	0	2	1
MBI396	Service Learning	Community Outreach	0	0	4	2
MBI308	Stock Trading and Valuation	Elective Foundation	2	0	0	2
MBI399	XXX	MOOC	-	-	-	2
Value Added Course						
MBI307	Gender Equality and Empowerment	VAC	2	0	0	2
Open Elective Course						
	XXX	Open Elective	2	0	0	2
Total			14	0	14	23
Open Elective (For Other Departments)						
OEC034	Accounting for Everyone	Open Elective	2	0	0	2
OEC035	Event Management					
OEC036	Retail Banking					

Semester-IV						
Course Code	Course Title	Type of Course	L	T	P	Credits
MBI401	Project Dissertation	Research skill	-	-	-	20
MBI402	Logical Reasoning	Ability Enhancement	1	0	0	1
MBI403	Cross Cultural Management	MD	3	0	0	3
Total			4	0	0	24
Grand Total			65	0	12	95

EVALUATION CRITERIA FOR THEORY COURSES

A. Continuous Assessment: [25 Marks]

CA-1 Surprise Test (Two best out of three) - (10 Marks)

CA-2 Assignment(s) (10 Marks)

CA-3 Portfolio (05 Marks)

B. Attendance (5 Marks)

C. Mid Semester Test: [30 Marks]

D. End-Term Exam: [40 Marks]

Course: Advanced Accounting**Course Code: MBI101**

L	T	P	Cr.
4	0	0	4

Learning Outcomes**Total Hours: 60**

On the completion of the course, the students will be able to

1. Apply advanced accounting concepts and techniques to solve complex financial reporting issues.
2. Understand the principles and procedures involved in accounting for hire-purchase and instalment systems.
3. Analyze consolidated financial statements of multinational corporations.
4. Evaluate the liquidation process and legal requirements for it.

Course Content**UNIT I****14 Hours**

Process of formulation of Accounting Standards including Indian Accounting Standards (IFRS converged standards) and IFRS; Convergence vs. Adoption; Framework for preparation and presentation of Financial Statement (as per Accounting Standards).

UNIT II**14 Hours**

Forensic Accounting, Accounting for Hire-Purchase and Instalment system, Investment Accounts

UNIT III**16 Hours**

Accounting for Amalgamation, Accounting for Reconstruction of companies including foreign branches

UNIT IV**16 Hours**

Accounts of Holding Companies-Preparation of CBS, Mutual Owings- Revaluation of Assets - Bonus Issue (Excluding Cross Holdings). Liquidation of Companies.

Transaction Mode

Problem-solving learning, Case Analysis, Cooperative Teaching, Inquiry-based learning, Visualization, Group discussion, Active participation

Suggested Readings

- *Smith, J., & Johnson, L. Advanced Accounting: Principles and Practices. Pearson Education.*
- *Sehgal, A., & Sehgal, D. Advanced Accounting. New Delhi: Taxman Publications Pvt Ltd.*
- *Brown, A., Davis, M., & Williams, S. Consolidated Financial Statements: Concepts and Applications. Wiley.*
- *Jones, R., & Martinez, E. Accounting for Business*

Combinations: Theory and Practice. McGraw-Hill.

- *Green, P., & White, C. Partnership Accounting: Principles and Procedures. Cengage Learning.*
- *Thompson, R., & Garcia, M. Foreign Currency Transactions: Accounting and Risk Management. Springer.*

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Managerial Economics

Course Code: MBI102

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

On the completion of the course, the students will be able to

1. Analyze the nature and scope of managerial economics, understand the theory of the firm and the nature of profits
2. Evaluate demand theory, including individual, market, and firm demand, and analyzing cost functions and consumer behavior theories
3. Assess pricing practices under different market structures, understanding pricing theories and risk analysis
4. Apply knowledge of technological change and its impact on productivity, analyze producer's equilibrium and consumer surplus

Course Content

UNIT I

18 Hours

Nature and scope of managerial economics, relationship with economic theory, decision sciences, and functional areas of business

Theory of the Firm: Reasons for the existence of the firms & their functions, the objective and value of the firm, constraints on the operation of the firms, limitations of the theory of the firm

Nature & Functions of Profits: Business vs. Economic Profits, theories of profit, functions of profit

Tools of Analysis: Marginal Analysis, Optimization, Decision, and Game Theory – Concepts. The International Framework of Managerial Economics.

UNIT II

14 Hours

The demand for a commodity: Individual's demand, Market demand, and the firm demand, Modern aggregate demand function. Demand Management. Philips Curve. Price, Income & Cross elasticity of demand, Using elasticities in managerial decisions

Cost function: Classification of costs, Short run cost functions, Relationship between return to scale and return to a factor, long run cost functions.

Theories of consumer behaviour (Cardinal and ordinal approaches to deriving the demand function, Revealed preference approach).

UNIT III

16 Hours

Pricing Practices and Risk Analysis: Price and Output relationship under different market structures (Perfect Competition, Monopoly, Monopolistic, Oligopoly, and Duopoly).

Pricing Theories: Pricing of multiple products, Price discrimination - International price discrimination & Dumping, Transfer Pricing

Risk and Uncertainties in managerial decision-making, measuring risk with probability distribution; Utility Theory and risk aversion.

UNIT IV

12 Hours

Technological change and the global market economy: Impact of technological change on productivity, labor and market structure, Industrial innovation and technology and technological environmental forecasting. Law of variable proportion, Returns to scale, Producer's Equilibrium, Dead Weight Loss, and Consumer Surplus.

Transaction Mode

Classroom-based, Online or Distance Learning, Blended Learning, Interactive Webinars, Self-paced Learning, Case Study Analysis, Group Projects and Presentations, Simulation Exercises, Problem-solving Workshops, Guest Lectures and Industry Speakers

Suggested Readings

- *Koutsyiannis, A. Modern Microeconomics. Macmillan Press Ltd.*
- *Varian, H. R. Microeconomic Analysis. Norton.*
- *Pindyck, R. S., & Rubinfeld, D. L. Microeconomics. Prentice Hall of India.*
- *Madala, G. S., & Miller, E. Microeconomics: Theory and Applications. McGraw Hill Book Company.*
- *Gould, J. P., & Lazear, E. P. Microeconomic Theory. Richard D. Irwin, Inc.*
- *Sen, A. Microeconomics: Theory and Applications. Oxford University Press.*
- *Tirole, J. The Theory of Industrial Organization. MIT Press.*
- *Branson William H., Macro Economics Theory and Policy, First East-West Press.*
- *Dornbusch, R. and S. Fischer Macro Economics, Publisher Tata McGraw Hill.*
- *Oliver Blanchard Macro Economics, Pearson Education, LPE.*
- *Mankiw, N. Gregory, Macro Economics, Macmillan.*

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Organizational Behaviour

Course Code: MBI103

Learning Outcomes

L	T	P	Cr.
4	0	0	04

Total Hours: 60

On the completion of the course, the students will be able to

1. Evaluate the fundamental concepts and theories of organizational behaviour.
2. Analyze individual and group behaviour within organizations.
3. Develop strategies for managing individuals and groups within organizations.
4. Apply theories and concepts of organizational behaviour to real-world situations.

Course Content

UNIT I

15 Hours

Organizational Behaviour: an overview of the Field of organizational behaviour, Evolution of organizational behaviour, Key theoretical frameworks in organizational behaviour, Human Resource Management: Introduction to HRM, Selection, Orientation, Training & Development, Performance Appraisal, Incentives Role of organizational behaviour managing people within Organizations. Organisational Behaviour Models

UNIT II

15 Hours

Individual Behaviour: Factors Affecting Individual Behaviour, Models of Individual Behaviour.

Personality: Meaning, Characteristics, Determinants, and Theories of Personality

Perception: Nature & Importance, Perception Process, Perceptual Errors, and Distortions.

Attitudes and Values: Components, Sources, and Measurement of Attitudes. Concept, Sources, and Types of Values.

UNIT III

15 Hours

Motivation: Meaning and Importance of Motivation, Theories of Motivation, Morale.

Inter-Personal Behaviour and Transactional Analysis (TA).

Group Behaviour: Communication in the workplace, Team dynamics, and effectiveness, The Art of Working with Teams

Leadership: Definition, Importance, Leadership Styles, Models and Theories of Leadership.

UNIT IV**15 Hours**

Conflict resolution and negotiation, Power and politics in organizations, Diversity, and inclusion in the workplace, Organizational Culture and Change: Organizational culture and its impact on behavior, Managing and changing organizational culture, Types of organizational change, Resistance to change and overcoming it, Leading and managing organizational change

Transaction Mode

Cooperative Teaching, Demonstration, blended learning, Group discussion, Active participation

Suggested Readings

- Robbins, S. P., Judge, T. A., & Vohra, N. *Organizational Behavior*. Pearson.
- Khanka S.S. *Organisational Behaviour*. S.Chand & Co., New Delhi.
- Shajahan S. & Shajahan Linu. *Organizational Behaviour*. New Age International Publishers, New Delhi
- McShane, S. L., & Von Glinow, M. A. *Organizational Behavior*. McGraw-Hill.
- Colquitt, J. A., LePine, J. A., & Wesson, M. J. *Organizational Behavior: Improving Performance and Commitment in the Workplace*. McGraw-Hill.
- Johns, G., & Saks, A. M. *Organizational behaviour: Understanding and managing life at work*. Pearson Canada.
- Senge, P. M. *The fifth discipline: The art and practice of the learning organization*. Random House.

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Environmental Studies

Course Code: MBI104

L	T	P	Cr.
2	0	0	02

Learning Outcomes**Total Hours: 30**

On the completion of the course, the students will be able to

1. Understand the concept of ecosystems and their components.
2. Identify natural and anthropogenic threats to ecosystems.
3. Analyze socioeconomic drivers of ecosystem degradation.
4. Implement adaptive management strategies for resilience building.

Course Content

UNIT I **7 Hours**

Introduction to Ecosystems and Resilience: Definition and components of ecosystems, Understanding resilience and stability. Ecosystem Services and Human Well-being: Importance of ecosystem services, Interconnectedness between ecosystems and society

UNIT II **8 Hours**

Identifying Threats to Ecosystems: Natural and anthropogenic threats, Impacts of climate change and habitat destruction. Biodiversity Loss and Mitigation Strategies: Causes and consequences of biodiversity loss, Conservation and restoration efforts

UNIT III **7 Hours**

Socioeconomic Drivers of Ecosystem Degradation: Economic influences on ecosystems, Population growth and urbanization impacts. Policy and Governance for Ecosystem Resilience: International and national conservation policies, Engaging stakeholders and community participation

UNIT IV **8 Hours**

Restoration Ecology and Adaptive Management: Principles and techniques of restoration ecology, Adaptive management for resilience building. Community Engagement and Technology: Role of communities in ecosystem conservation, Utilizing technology for monitoring and management

Transaction Mode

Cooperative Teaching, Demonstration, blended learning, Group discussion, Active participation

Suggested Readings

- *"Resilience Thinking: Sustaining Ecosystems and People in a Changing World"* by Brian Walker and David Salt (2006)
- *"Ecosystems and Human Well-being: Synthesis"* by the Millennium Ecosystem Assessment (2005)
- *"Climate Change 2014: Impacts, Adaptation, and Vulnerability"* by the IPCC (2014)
- *"Sustaining Life: How Human Health Depends on Biodiversity"* edited by Eric Chivian and Aaron Bernstein (2008) *"The Economics of Ecosystems and Biodiversity: Ecological and Economic Foundations"* edited by Pushpam Kumar (2010)
- *"Community-Based Natural Resource Management: Challenges and Opportunities"* edited by Anne M. Larson and Dexter C. Z. Landers (2013)

Note: The latest editions of the mentioned books are suggested to be followed.

L	T	P	Cr.
3	0	0	03

Course Title: Sales & Distribution Management

Course Code: MBI111

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Acquire skill to distinguish importance of sales and distribution management in the global economy.
2. Evaluate, classify, imagine, and plan the successful distribution strategy.
3. Study the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.
4. Analyze and illustrate the fundamentals of distribution channels, logistics and supply chain management.

Course Content

UNIT I

13 Hours

Sales Management: Objective; Personal selling: objectives, theories, process; size of sales force; social and ethical responsibilities in sales management; compensation and motivation of sales force.

Prospecting, Sales Resistance, Closing Sales, Types of Personal- Selling Objectives, Analyzing Market Potential,

UNIT II

12 Hours

Sales Forecasting Methods: Qualitative Methods, Quantitative Methods. Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs, and profitability.

UNIT III

10 Hours

Organization and Management of Sales: Force Functions of Salesperson, Qualities of Effective Sales Executive, Purpose of Sales Organization, Setting up a Sales Organization, Types of Sales

Organization Structure, Centralization versus Decentralization in Sales Force Management.

UNIT IV

10 Hours

Distribution management and marketing mix; marketing channels; channel institutions – wholesaling and retailing; designing channel system. Channel

management; channel information system; market logistics and supply chain management; international sales management.

Channels of Distribution and Strategy Marketing Channel, Types of Intermediaries, Contemporary Channel Scenario in India, Objective of Marketing Intermediaries, Function of Marketing Channel.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Quiz, Open talk, Question, Brain storming

Suggested Readings

- *Havildar, Krishna K. & Cavalli, Vasant M. (2017). Sales and Distribution Management. Tata McGraw Hill, New Delhi.*
- *Venugopal, P. (2018). Sales and distribution management: an Indian perspective. SAGE Publications India.*
- *Gupta, S. L. (2019). Sales and distribution management. Excel Books India.*
- *Cavalli, K. K. H. V. M. (2016). Sales and distribution management: text and cases. Tata McGraw-Hill Education.*
- *Still, R. R. (2017). Sales Management: Decision Strategy and Cases, 5/E. Pearson Education India.*

Course: Innovative Business Fundamentals

Course Code: MBI105

Learning Outcomes

Total Hours: 45

L	T	P	Cr.
3	0	0	03

On the completion of the course, the students will be able to

1. Evaluate the effectiveness of open innovation and collaboration in driving business innovation.
2. Analyze case studies to understand the strategies employed by successful innovative companies.
3. Develop and prioritize innovative ideas using appropriate frameworks and processes.
4. Apply prototyping, testing, and iteration techniques to refine and improve innovative solutions.

Course Content

UNIT

10 Hours

Introduction to Innovation in Business: Definition of innovation. Importance of innovation in business. Types of innovation (product, process, business model, etc.) Historical examples of innovative businesses. The role of innovation in driving

competitiveness and growth. Challenges and barriers to innovation in business

UNIT II

11 Hours

Strategies for Fostering Innovation: Creating a culture of innovation within organizations. Encouraging creativity and idea generation. Design thinking principles and methodologies. Open innovation and collaboration with external partners. Managing risk and uncertainty in the innovation process. Case studies of successful innovative companies and their strategies.

UNIT III

12 Hours

Implementing Innovation: Innovation management frameworks and processes. Developing and prioritizing innovative ideas. Prototyping, testing, and iterating on innovations. Strategies for overcoming resistance to change. Scaling and commercializing innovations. Ethical considerations in innovation.

UNIT IV

12 Hours

Measuring and Sustaining Innovation: Key performance indicators (KPIs) for measuring innovation success. Tools and techniques for evaluating the impact of innovation. Creating feedback loops for continuous improvement. Strategies for sustaining a culture of innovation over time. Future trends in business innovation.

Transaction Mode

Classroom-based, Blended Learning, Interactive Self-paced Learning, Case Study Analysis, Group Projects and Presentations,

Suggested Readings

- Drucker, P. F. (2015). *“Innovation and entrepreneurship” (Special Indian Edition)*. HarperCollins.
- Radjou, N., Prabhu, J., & Ahuja, S. (2012). *“Jugaad innovation: Think frugal, be flexible, generate breakthrough growth”*. Random House India.
- Bhat, H. (2017). *“The innovation journey of Tata Consultancy Services”*. Penguin Random House India.
- Govindarajan, V. (2016). *“The three box solution: A strategy for leading innovation”*. Harvard Business Review Press.
- Yoshida, M., & Singh, P. (2019). *“Innovation, commercialization, and start-ups in life sciences”*. Springer.
- Narayanan, V. K., & O'Connor, G. C. (2010). *“Managing technology and innovation for competitive advantage” (Indian Edition)*. Pearson Education India.
- Maital, S., & Seshadri, D. V. R. (2012). *“Innovation management: Strategies, concepts, and tools for growth and profit”*. Sage Publications India.

- Chakravarthy, B., & Lorange, P. (2013). "Driving growth through innovation: How leading firms are transforming their futures" (Indian Edition). Pearson Education India.

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Innovation Management

L	T	P	Cr.
3	0	0	03

Course Code: MBI106

Learning Outcomes

Total Hours: 45

On the completion of the course, the students will be able to

1. Evaluate the role of innovation for organizations and their competitive advantage.
2. Apply creative thinking techniques to generate innovative ideas and solutions.
3. Develop strategies for successful technology adoption and implementation.
4. Examine innovation frameworks and tools to manage the innovation process effectively.

Course Content

UNIT I

10 Hours

Innovation Management, importance of innovation for organizational success, Types of innovation: incremental, radical, and disruptive, Innovation models and frameworks, creating a culture of innovation

Case Study of Procter & Gamble (2000)

UNIT II

11 Hours

Idea Generation and Design Thinking, Techniques for generating and evaluating innovative ideas, Design thinking principles and processes, User-centered design and customer insights, Prototyping and testing

Case Study of Tesla Motors (2012)

UNIT III

12 Hours

Technology Adoption and Implementation, assessing technological opportunities and risks, Technology adoption models and strategies, managing innovation in a digital age, overcoming resistance to change

Case Study of Airbnb (2008)

UNIT IV

12 Hours

Managing the Innovation Process, Innovation project management and resource allocation, Intellectual property and legal considerations, Collaboration and open innovation, Measuring and evaluating innovation performance

Case Study of IBM (2000s)

Transaction Mode

Classroom-based, Online or Distance Learning, Blended Learning, Interactive Webinars, Self-paced Learning, Case Study Analysis, Group Projects and Presentations, Financial Modelling and Analysis Exercises, Guest Lectures and Industry Speakers, Real-world Financial Data Analysis

Suggested Readings

- Maital, S., & Seshadri, D. V. R. (2012). **Innovation management: Strategies, concepts, and tools for growth and profit**. Sage Publications India.
- Radjou, N., Prabhu, J., & Ahuja, S. (2012). **Jugaad innovation: Think frugal, be flexible, generate breakthrough growth**. Random House India.
- Jambagi, R. J. (2019). **Design thinking for startups: How to build what your customers want**. Notion Press.
- Potdar, N. (2019). **Innovation and entrepreneurship in India**. Bloomsbury India.
- Thomas, P. N. (2012). **Digital India: Understanding information, communication and social change**. Sage Publications India.
- Venuwinod, P. K. (2011). **Technology, innovation and entrepreneurship**.
- Narayanan, V. K., & O'Connor, G. C. (2010). **Managing technology and innovation for competitive advantage* (Indian Edition)*. Pearson Education India.
- Yoshida, M., & Singh, P. (2019). **Innovation, commercialization, and start-ups in life sciences**. Springer.

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Strategic Management
Course Code: MBI107

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

On the completion of the course, the students will be able to

1. Evaluate various perspectives and concepts in the field of strategic management

2. Acquire skills for applying these concepts to the solution of business problems
3. Assess research and analytical skills by using both human and technological resources
4. Analyze expertise of linking theory and practice to develop strategic management tools to initiate and implement problem-solving processes.

Course Content

UNIT I

10 Hours

Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business unit, Environment – concept, components, and appraisal. Strategic Alliances: Introduction, Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances.

UNIT II

11 Hours

Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, SWOT analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the process, BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan.

UNIT III

12 Hours

Role of Creativity and Innovation in Business: Concept, Creativity, Innovation, Creating and Building Creative and Innovative Business Culture,

Business Practices Adopted to Promote Creativity and Innovation, Importance of Creativity and Innovation in Business, Challenges Involved in Creativity, and Innovation.

Strategy implementation: aspects, structures, design, and change; behavioral implementation – leadership, culture, value, and ethics.

UNIT IV

12 Hours

Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans, and policies;

Strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control.

Business Ethics and Corporate Social Responsibility: Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct,

Corporate Social Responsibilities (CSR), Business obligations, Social Audit and Corporate Governance

Transactional Mode:

Group discussion, Active participation, Brainstorming, Demonstration, Project-based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- *Freeman, R. E. & Gilbert D.R. (2018). Corporate strategy and the search for ethics. Englewood Cliffs, NJ: Prentice Hall.*
- *Jouch&Gluick. (2017). Strategic Management & Business Policy 3/e. Tata McGraw-Hill*
- *Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2017). Strategic management and business policy (Vol. 55). Boston, MA: pearson.*
- *Rao, C. A., Rao, B. P., & Sivaramakrishnan, K. (2019). Strategic management and business policy. Excel Books India.*
- *Kazmi, A. (2016). Business policy. Tata McGraw-Hill.*

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Entrepreneurship Creativity

Course Code: MBI108

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

On the completion of the course, the students will be able to

1. Analyze the importance of entrepreneurial attitudes in initiating and sustaining ventures.
2. Evaluate one's own strengths and weaknesses related to business foundation and management.
3. Develop strategies for enhancing entrepreneurial skills and attitudes.
4. Apply creative thinking techniques in the development of new products, services, and organizational processes.

Course Content

UNIT I

12 Hours

Entrepreneurship definition, framework models, entrepreneurship as a process, importance for the society and economy, entrepreneurial attitudes. Entrepreneurial personality: Personality characteristics, skills, motivation, and attitudes of entrepreneurs. Analysis of own strengths and weaknesses related to business foundation and management.

Case Study of BYJU'S - The Journey of an Indian EdTech Giant (2011 Onwards)

UNIT II

10 Hours

Creativity development: Methods supporting creative thinking and innovations and their application. The creative process in new product, service and organisational development. Entrepreneurial opportunities recognition and development: Coming up with new ideas, innovation process. Recognition of unsatisfied market need and/or ineffectively used resources. Becoming an entrepreneur: Start-up activities and process, steps and challenges. Creativity and innovation in entrepreneurial organisations. Cultural diversity and creativity

Case Study: Ola Cabs - Driving Innovation in Transportation (2010 Onwards)

UNIT III

12 Hours

Buying an existing venture. Project validation: Techniques and concepts used for opportunity evaluation. Business idea development, business concept. - Acquisition of an entrepreneurial team and employees: composition and management of an entrepreneurial team, employee selection. Training in sales and negotiation skills. Business ideas and intellectual property. Corporate entrepreneurship: the need for entrepreneurship in corporations, barriers and how to overcome them, innovation champion and his/her activities, entrepreneurship support.

Case Study: Tata Motors' Acquisition of Jaguar Land Rover (2008 Onwards)

UNIT IV

11 Hours

Managing business growth: growth dimensions and phases. The role change: from an entrepreneur to a manager. Overcoming growth barriers. Self-development and time management, finding a balance between business running and personal life. Business succession and exit strategies. Technology, creativity, and innovation. Creative talent and the rise of creative businesses

Case Study: Apple Inc. - Managing Business Growth and Transformation (2001 Onwards)

Transaction Mode

Classroom-based, Blended Learning, Interactive Self-Paced Learning, Case Study Analysis, Group Projects and Presentations, Problem-solving Workshops, Guest Lectures and Industry Speakers

Suggested Readings

Kumar, R. "Entrepreneurship: A South-Asian Perspective".

Raghunathan, V., & Wasdani, P. "The Indian Entrepreneurial Journey".

Subbiah, M. V. "The Indian Innovator's Handbook". Publisher.

Screwvala, R. "Startup India: Insights from India's Most Successful Startups".

Kallapur, S., & Kshatriya, A. "Corporate Entrepreneurship in India: The Intersection of the Formal and Informal Sectors".

Velumani, A. "Entrepreneurial India: A Story of Vision, Action and Wealth Creation". Publisher.

Aggarwal, B. "From the Ground Up: Building a Business from Start-up to Success".

Chandra, S. "The Z Factor: My Journey as the Wrong Man at the Right Time".

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Business Intelligence

Course Code: MBI109

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours 45**

On the completion of the course, the students will be able to

1. Analyze techniques for interpreting information and facilitating learning from data.
2. Explain the concept and architecture of data warehousing.
3. Describe techniques for designing, implementing, and maintaining data warehouses.
4. Explore various datamining techniques, such as clustering, classification, association, and regression.

Course Content**UNIT I****9 Hours**

Business Intelligence Foundation: Background Introduction, Concepts, information storing and retrieval, semantics and ontologies, handling unformatted information, handling information with many different formats, information logistics, interpreting information and learning

UNIT II**14 Hours**

Business Intelligence Techniques: Data Warehousing, Data Mining and Techniques, OLAP, Business Intelligence System & Software

UNIT III**12 Hours**

Decision Support System (DSS): Concepts, Basic Tools of DSS, Process of Building DSS, Decision Trees (DT)

UNIT IV**10 Hours**

Customer Value Creation: Mapping Customer Value Creation, perceived benefits and perceived costs, new strategies, techniques and technologies to win the customers. Customer Value Management (CVM), CVM Process.

Customer relationship: Role of commitment, loyalty and trust in customer relationships; managing customer relationships, customer lifetime value

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- Cindi Howsan., Successful Business Intelligence, The McGraw-Hill Companies
- Marakas G, Decision Support System, Prentice Hall.
- Moss L.T and Shaku Atre, Business Intelligence Road Map, Addition Wesley
- Parr Rud Oliivia., Business Intelligence-Success factors, John Wiley and Sons, New Jersey.
- Turban E and Aronson J., Decision Support system and Intelligent systems, Prentice Hall.
- Turban, E, Sharda, R, Arnsson, J E, King, D, Pearson Prentice Hall, Business intelligence : a managerial approach
- Vercellis Carlo., Business Intelligence-Data mining and optimization for decision making, John Wiley and Sons Ltd.
- Zbigniew, M, Martin S, Mathew M, Constantin C., Adaptive Business Intelligence, Springer.

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Innovation in Financial Services

Course Code: MBI110

L	T	P	Cr.
3	0	0	03

Learning Outcome

Total Hours: 45

On the completion of this course, students will be able

1. Discuss international regulatory frameworks and their role in maintaining financial stability.
2. Analyze innovations in stock exchanges, debt markets, and regulations governing primary and secondary markets.
3. Evaluate the benefits and challenges of these product innovations for consumers and financial institutions.

4. Evaluate the benefits and drawbacks of plastic money, such as credit and debit cards.

Course Content

UNIT I

12 Hours

Innovations in Financial regulation: Need for Regulation of Financial Market, Theoretical and economic perspective of regulation, international regulatory framework, WTO and Service, Deregulation of Indian financial system, the revolution of financial services, financial system, and securitized financial system, Innovations in the functions of stock exchange, mechanism of share trading, features of share trading, margin trading, securities organization, debt market, government securities market, regulations for primary and secondary market.

Case Study of Lemonade: Disrupting the Insurance Industry (2015)

UNIT II

11 Hours

Product Innovations in Financial Services; Depository services, Depository participants, Services offered by depository participants, innovative products offered by depository participants; the process of dematerialization, the difference between the physical and electronic holding of securities; Innovations in Broking services, trading in equity and trading in debt. Product and services innovations in Mutual funds; Product and services innovations insurance services: Life and Non-life products.

Case Study of Ant Financial (Alipay): Revolutionizing Payments in China (2004)

UNIT III

11 Hours

Innovations in debt securitization, securitization as a funding mechanism, securitisation of mortgaged and non-mortgaged Assets. Credit rating: Meaning, process, types; Methodology of credit rating, credit rating in India.

Product and services innovations in housing finance; Housing finance schemes, procedure of loan disbursement, Housing finance institutions in India

Case Study of the JPMorgan Chase: Digital Transformation (2012)

UNIT IV

11 Hours

Plastic Money as an innovative financial product: Credit, Debit Cards, Merits and Demerits - Settlement Procedure – Uses of Credit Cards - Member Establishments - Member Affiliates and their Benefits.

Origin of leasing, Development of Leasing in India, Classification, Financial Lease and Operating Lease, Advantages and

Disadvantages of Leasing, Hire Purchase: Lease and Hire Purchase Distinguished - Effective Interest Rate - Legal Aspects - Tax Implications Factoring: Concept and Forms of Factoring - Factoring and Bills Discounting Distinguished - Factoring vis-à-vis Forfeiting - Legal Aspects of Factoring, Venture capital financing

Case Study of Vanguard: Index Fund Revolution (1976)

Transaction Mode

Lecture, Project Method, Seminar, Case study, Role play, Cooperative learning, Group discussion, Active participation, Quiz, Open talk, Question, Team Teaching

Suggested Readings

- *Anderloni Luisa, Llewellyn David T., Financial Innovations in Retail and Corporate Bankin, Edward edgar publishing limited.*
- *Bansal.L.K., Merchant Banking and Financial Services, Unistar Publications.*
- *Fasnacht.Daniel., Open innovations in the financial services, Springer.*
- *Philip Molyneux, Nidal Shamroukh, Financial innovation, Wiley.*
- *Khan MY., Indian Financial Services, Tata MCGraw Hill.*
- *Avdhani. V.A., Marketing of Financial Services, Himalaya Publishing House.*
- *Bhalla.V.K., Management of Financial Services, Anmol Publicaitons.*
- *Gupta Shashi. K., Financial Services, Kalyani Publishers.*

Note: The latest editions of the mentioned books are suggested to be followed.

SEMESTER II

Course Title: Financial Management and Policy

Course Code: MBI201

Learning Outcomes

Total Hours: 60

On the completion of the course, the students will be able to

1. Analyze financial management scope and objectives, understand the time value of money concepts, and conduct financial forecasting
2. Evaluate investment decisions, including cash flow determination and capital budgeting techniques
3. Assess capital structure theories and policies, analyze determinants of capital structure decisions and variations

L	T	P	Cr.
4	0	0	04

4. Apply working capital management principles and assess dividend policy theories, including dividend valuation models and determinants of dividend

Course Content

UNIT I

15 Hours

Financial Management: Scope and Objectives of Financial Management, Finance functions and its organization.

Time Value of Money- Compounding Techniques and Discounting Techniques.

Risk and Return: Concept and Calculation (Including CAPM Model).

Financial Forecasting: Sales Forecast Preparation of Performance Income Statement and Balance Sheet Growth and External Funds Requirement (EFR).

UNIT II

15 Hours

Investment decisions; importance, difficulties, determining cash flows.

Capital Budgeting: Process, Cash Flow Estimation (Traditional and Modern Approaches) Evaluation of Projects under risk-certainty equivalent approach and Risk-Adjusted Discount Rate. (excluding Risk and Uncertainty, Implications of Normal, Initial, and Terminal Depreciation, and Balancing Charge). Cost of Capital: Sources of Corporate Finance ((UNIT-III)) Determination of Cost of Capital, Components of Cost of Capital, and Methods to Calculate Cost of Capital.

UNIT III

15 Hours

Capital Structure, Meaning, Types of Leverage, Determinants of Capital Structure. Theories of Capital Structure (Traditional and Modern).

Capital Structure Policy: Business & Financial Risk, A Total Risk Perspective Business & Financial Risk, A Market Risk Perspective Determinants of Capital Structure Decision Approach to Estimating the Target Capital Structure Variations in Capital Structures, EBIT / EPS Analysis, and ROI/ROE Analysis.

UNIT IV

15 Hours

Working Capital Management and Its Estimation (Excluding Including Cash, Receivable, and Inventory Management).

Dividend Policy- Relevance and Irrelevance Theories, Valuation of Dividend (Walter's Model, Gordon's Model, MM Theory, Cash and Stock Dividends) Dividend Policies in Practice and Determinants of Dividend.

Transaction Mode

Cooperative learning, Inquiry-based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- Pandey, I.M. *Financial Management*. New Delhi: Vikas Publishing House.
- Khan, M.Y., & Jain, P.K. *Financial Management - Text and Problems*. New Delhi: Tata McGraw Hill.
- Chandra, P. *Financial Management*. New Delhi: Tata McGraw Hill.
- Van Horne, J.C. *Financial Management and Policy*. New Delhi: Prentice Hall of India.
- Van Horne, J.C., & Wachowicz Jr., J.W. *Fundamentals of Financial Management*. New Delhi: Prentice Hall of India.
- Brealey, R.A., & Myers, S.C. *Principles of Corporate Finance*. New Delhi: Tata McGraw Hill.

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Quantitative Techniques for Business

L	T	P	Cr.
4	0	0	04

Course Code: MBI202

Learning Outcomes

Total Hours: 60

On the completion of the course, the students will be able to

1. Apply statistical tools and techniques to analyze data and make informed business decisions
2. Evaluate quantitative techniques and to solve business problems
3. Apply various statistical tools for analyzing the data and their interpretation.
4. To implement statistical quality control techniques to distinguish between chance and assignable causes of variation and create and interpret various control charts.

Course Content**UNIT I**

15 Hours

Business Statistics: scope, Types of data and measurement scales. Collection and Rounding of Data, Classification and Presentation of Data.

Construction of a Frequency Distribution, measures of central tendency, measures of dispersion and variability and graphical representation, regression and correlation analysis, Measures of Skewness, Concept of Kurtosis.

Quantitative Techniques for Business: Probability and Probability Distribution, - Bayes theorem, Binomial Distribution- Poisson Distribution and Normal Distribution.

UNIT II

12 Hours

Time series analysis: Components, Models, Fitting Linear and Quadratic Trend, moving averages, exponential smoothing, and trend analysis.

Index Number: Meaning, Types, and Uses: Methods of Constructing Price and Quantity Indices (Simple and Aggregate), Tests of Adequacy, Chain-Base Index Numbers, Base Shifting, Splicing, and Deflecting, Problems in Constructing Index Numbers, Consumer Price Index.

Statistical Estimation and hypothesis testing: Population sample and sampling distribution - parameters and statistics - Central limit theorem - Concept of Standard Error - Confidential limits. Estimation of population parameters - properties of a good estimator – Point and interval estimation

UNIT III

16 Hours

Hypothesis Formulation and testing procedure - Type I and Type II errors – one tail and two tails tests - Sampling of Attributes - Estimation and testing Number and Proportions of Successes, Difference between two proportions.

Sampling Variables: large and small samples population mean, testing the significance of Mean, difference between means of two samples, standard deviations of two samples - Small Samples - 't' test - fixing fiducial limits to population mean

Testing the significance: mean, difference between two independent means, difference between two dependent means, F test, Applications of F test - ANOVA - Assumptions - Procedure - one way and two-way analysis of variance.

UNIT IV

17 Hours

Statistical Quality Control: Chance and Assignable Causes of Variation Uses of SQC, Process Control and Product Control

Control Charts: Variables -X: Chart – Range chart – Standard deviation chart, Attributes - C chart -p chart - np chart.

Decision Tree Analysis – Decision Making under Uncertainties.

Transaction Mode

Classroom-based, Blended Learning, Interactive Self-Paced Learning, Case Study Analysis, Group Projects and Presentations, Problem-solving Workshops, Guest Lectures and Industry Speakers

Suggested Readings

- *Levin, R.I. & Rubin, D.S. Statistics for Management. Prentice-Hall of India.*
- *Gupta, S.C. Fundamentals of Statistics. Himalaya Publishing House, New Delhi.*
- *Anderson. Quantitative Methods for Business Decision. Thomson.*

- *Render, B., Stair Jr., R.M., & Hanna, M.E. Quantitative Analysis for Management. Prentice Hall of India.*
- *Anderson. Introduction to Management Science: Quantitative Techniques for Decision Making. Thomson.*
- *Sancheti, D.C. & Kapoor, V.K. Statistics. Sultan Chand & Sons, New Delhi.*
- *Sharma, J.K. Operations Research – Theory & Applications. Macmillan India Ltd.*
- *Gupta, S.P. Statistical Methods. S. Chand & Sons, New Delhi.*

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Marketing Strategies and Practices

L	T	P	Cr.
4	0	0	04

Course Code: MBI203

Learning Outcomes

Total Hours 60

On the completion of the course, the students will be able to

1. Evaluate the analytical frameworks and tools used in marketing mix.
2. Analyze information of a firm's market segmentation to formulate segmentation strategies.
3. Evaluate new product development process, product mix and product line decisions, branding and packaging decisions, pricing strategies and programs tools of product differentiation.
4. Demonstrate the role of marketing channels and identifying major channel alternatives.

Course Content

UNIT I

15 Hours

Nature and scope of marketing: corporate orientation towards marketplace, building and delivering customer value and satisfaction, retaining customers.

Marketing Mix, Marketing environment, marketing research and information system. Analyzing consumer markets and buyer behaviour; analyzing business markets and business buying behaviour.

UNIT II

15 Hours

Market Segmentation, positioning and targeting, Levels of Market Segmentation, segmenting consumer markets, Niche Marketing, segmenting business markets, Michael Porter's Five Forces Model.

Marketing Strategies: Holistic, New Brand, Service, Green and Guerrilla Marketing Strategies, Defensive Marketing Strategies: Importance, Types, Offensive V/S Defensive Marketing Strategies, Position Defense Strategies.

UNIT III

15 Hours

Product Decisions; New product development process; product mix and product line decisions; branding and packaging decisions; pricing strategies and programs tools of product differentiation; marketing strategies in the different stage of the product life cycle;

Marketing Channels: Marketing Channels, Role of Marketing Channels, Identifying Major Channel Alternatives, Types of Intermediaries, Channel-Management Decisions, managing marketing channels; wholesaling and retailing.

UNIT IV

15 Hours

Marketing Communication; The Role of Marketing Communications, Communications mix-Advertising and sales promotion; public relations; personal selling.

Evaluation and control of marketing effort; web marketing; green marketing; reasons for and benefits of going international; entry strategies in international marketing.

Influencer Marketing Social Marketing: Social Marketing - Importance, Barriers, Trends in Marketing Practices in India and across Globe.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2019). *Marketing Management*. Om Books
- Stanton, J. William. (2016). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (2017). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (2020). *Companion Encyclopedia of Marketing*. Cengage Learning Emea and self-regulation

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Business communication

Course Code: MBI204

L	T	P	Cr.
2	0	0	02

Learning Outcomes

Total Hours: 30

On the completion of the course, the students will be able to

1. Learn about the use professional skills for business communication purposes.
2. Crack the knowledge of written Communication for Business.
3. Evaluate the verbal communication for modern Era.
4. Develop cross-cultural communication in a globalized business world

Course Content

UNIT I

07 Hours

Business Communication Skills: Importance of effective business communication Types of business communication, Principles of effective communication, Barriers to effective communication. Self-development and Communication, developing positive personal attitudes, whole communication.

UNIT II

08 Hours

Written Communication for Business: Types of business writing, writing business emails, writing business letters, writing memos and reports, and writing for social media. notice, Introduction to proposals, short reports and formal reports, report presentation on any chosen topic, Preparation of Matter for Meetings: The writing of notices, agenda minutes, the organization and conduct of conferences.

UNIT III

07 Hours

Verbal Communication for Business: Preparing and delivering effective presentations, public speaking skills, conducting effective meetings, and handling difficult conversations. Preparation of Matter for Meetings: The writing of notices, agenda minutes, the organization and conduct of conferences.

UNIT IV**08 Hours**

Interpersonal Communication and Cross-Cultural Communication in Business: Developing interpersonal communication skills, managing relationships with colleagues, clients, and customers, Cultural differences and their impact on communication, and Effective communication in a globalized business world.

Transaction Mode

Interactive Self-paced Learning, Case Study Analysis, Group Projects and Presentations

Suggested Readings

- Bovee, C. L., & Thill, J. V. Business communication essentials. Pearson Education.
- Guffey, M. E., & Loewy, D. Business communication: Process and product. Cengage Learning.
- Hynes, G. E. Business communication: A problem-solving approach. Routledge.
- Knapp, M. L., Daly, J. A., & Trenholm, S. Communication in small groups: Theory, process, skills. Cengage Learning.

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Entrepreneurship & Small Scale Businesses

L	T	P	Cr.
2	0	0	02

Course Code: MBI208

Learning Outcomes**Total Hours: 30**

On the completion of the course, the students will be able to

1. Understand the key concepts and theories of entrepreneurship.
2. Evaluate business opportunities to become an entrepreneur & about selection and formulation of project
3. Understand the Meaning and scope of small scale industries
4. Analyze growth strategies and challenges for entrepreneurial ventures..

Course Content**UNIT I****07 Hours**

Entrepreneurship: Concept of an entrepreneur and entrepreneurship, qualities of the successful entrepreneurs- role and functions of entrepreneurs in economic development- factors influencing entrepreneurship- Challenges before women entrepreneurship., Ethical considerations in entrepreneurship.

factors influencing entrepreneurship- Challenges before women entrepreneurship.

UNIT II

08 Hours

Project identification – selection and formulation, Registration of small. scale industries - project report - Sources of finance for a business.

SIDBI: Overview, Formation & Historical Journey, Role & Functions, Financial Support to MSMEs

Export documents and trends of small enterprises- major constraints in export performance.

UNIT III

08 Hours

Meaning and scope of small scale industries, importance of small scale industries, problem faced by small scale industries, SWOT analysis for small scale industries, forms of business organizations: Sole proprietorship - features, advantages & disadvantages. Partnership - Features, advantages & disadvantages. Joint stock Company – Features, advantages & disadvantages. Co-operative – Features, advantages & disadvantages.

UNIT IV

07 Hours

Growth Strategies and Challenges, Strategies for entrepreneurial growth and scalability, managing innovation and change in entrepreneurial ventures, Building and managing a start-up team, Exit strategies and succession planning, Incentives to small scale industries.

Transaction Mode

Classroom-based, Blended Learning, Interactive Self-paced Learning, Case Study Analysis, Group Projects and Presentations,

Suggested Readings

- *Hisrich, R. D., Peters, M. P., & Shepherd, D. A. Entrepreneurship. New York, NY: McGraw-Hill Education.*
- *Osterwalder, A., & Pigneur, Y. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken, NJ: Wiley.*
- *Blank, S., & Dorf, B. The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company. Pescadero, CA: K&S Ranch.*
- *Timmons, J. A., Spinelli, S., & Zacharakis, A. New Venture Creation: Entrepreneurship for the 21st Century. New York, NY: McGraw-Hill Education.*
- *Burns, P. Entrepreneurship and Small Business: Start-up, Growth and Maturity. London, UK: Palgrave Macmillan.*
- *Sarasvathy, S. D. Effectuation: Elements of Entrepreneurial Expertise. Northampton, MA: Edward Elgar Publishing.*

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: MOOC
Course Code: MBI299

L	T	P	Cr.
0	0	0	02

Course Content

Total Hours: 30

This course is designed to provide students with an opportunity to take a MOOC (Massive Open Online Course) from a selection of courses provided by the university. The course will allow students to select a MOOC course that aligns with their interests and goals, and provide them with an opportunity to enhance their skills and knowledge in a particular area. Students will be required to complete the selected MOOC course and submit a report detailing their learning outcomes.

Transaction Mode

Online Teaching

Course Title: International Business & Environment

Course Code: MBI205

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

On the completion of the course, the students will be able to

1. Explain globalization, its drivers, and its impact, and differentiate between international and domestic business.
2. Understand regional economic cooperation forms and evaluate India's trade agreements and foreign investment trends.
3. Conduct environmental analysis and understand economic systems, policies, and the role of NITI Aayog.
4. Analyze how political, legal, socio-cultural, natural, and technological factors impact business operations.

Course Content

UNIT I

10 Hours

Introduction to International Business: Globalization and its growing importance in world economy; Forces behind globalization; Criticism of globalization; International business contrasted with domestic business- complexities of international business. Modes of entry in international business.

International Business Environment: Economic, Cultural, Political and Legal environments; Global Trading environment – recent trends in world trade in goods and services.

Theories of International Trade (a brief overview) - Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment, Product life cycle, Porter's Diamond Model. Government Influence on Trade- Tariff and non-tariff measures.

International Organizations: WTO- Its Objectives, principles, organizational structure and functioning. An overview of- UNCTAD, World Bank, and IMF.

UNIT II

11 Hours

Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia. India's recent Trade Agreements.

Developments and Issues in International Business: Foreign Direct Investments in India; Measures for promoting foreign investments in India. Outward Foreign Direct Investments from India; Indian joint ventures, acquisitions and greenfield investments abroad.

Trends in India's Foreign Trade- volume, composition and direction of trade. Balance of payment crisis.

Foreign Trade Promotion Measures in India: Latest EXIM Policy.

UNIT III

12 Hours

Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment; Elements of Environment- Internal, External, Micro and Macro; Interaction Matrix between various Environmental Factors.

Environmental Analysis: Need, Process, Techniques & Limitations of Environmental Analysis.

Economic Environment: Key Elements of Economic Environment – Economic factors, Economic Systems, Economic Planning – Objectives & Strategies of Current Five Year Plan, Formation and Functions of NITI Aayog, Economic Policies – Industrial, Monetary & Fiscal (Tools & Latest Policies).

UNIT IV

12 Hours

Political & Legal Environment: Key Elements of Political Environment, Relationship between Business and Government, Economic Role of Government. FEMA, Competition Act, SEBI & Consumer Protection Act, 1986 with latest amendments

Socio-Cultural Environment: Nature and Impact of Culture on Business, Social Responsibilities of Business, Social audit, Emergence of Middle Class and its influence on Business

Natural Environment: Ecological Issues and Indian Business.

Technological Environment: Innovation, The Technological Policy, Features & Impact of Technology on Business, Role of Research & Development in Business, Import of technology and Problems relating to it, Current Status of technology in India.

Transaction Mode

Classroom-based, Blended Learning, Interactive Self-Paced Learning, Case Study Analysis, Group Projects and Presentations,

Suggested Readings

- Charles W L Hill, Arun Kumar Jain, “International Business-Competing in the Global Marketplace”, Tata McGraw Hill
- Francis Cherunilam, “International Business: Text and Cases”, Prentice Hall of India
- John D Daniels and Lee H Radebaugh, Daniel P Sullivan, “International Business Environment and Operations”, Pearson Education
- Justin Paul, “International Business”, Prentice Hall of India
- K. Ashwathapa, “International Business”, Tata McGraw Hill
- Mishra and Puri, “Indian Economy”, Himalaya Publishing House
- Cherunilam, Francis; Business Environment- Text and Cases, Himalaya Publishing House.
- Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House.
- Fernando, A.C.; Business Environment, Pearson Education.
- Dutt & Sundaram; Indian Economy, S. Chand & Sons.
- Paul, Justin; Business Environment–Text and Cases, Tata McGraw Hills Pvt.Ltd.
- Adhikary, M; Economic Environment of Business, Sultan Chand & Sons.

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Technology Management and Innovations

L	T	P	Cr.
3	0	0	03

Course Code: MBI206

Learning Outcomes

Total Hours: 45

On the completion of the course, the students will be able to

1. Analyze the relationships between technology, environment, and society.
2. Conduct technology impact analysis considering environmental, social, legal, and political aspects.
3. Evaluate methods and techniques for technology impact analysis.
4. Apply various methods such as trend analysis, analogy, Delphi, and mathematical models for technology forecasting.

Course Content

UNIT I

10 Hours

Technology management: Scope, components. Technology and environment, Technology and society, Technology Impact analysis, environmental, social, legal, political aspects, methods or techniques for analysis, steps involved. Technology policy strategy: Science and technology Policy of India, implications to industry.

UNIT II **11 Hours**

Technology forecasting need, methodology and methods. Trend Analysis, Analogy, Delphi, Soft System Methodology, Mathematical Models, Simulation, and System Dynamics. Technology Choice and Evaluation, Methods of analyzing alternate technologies, Techno-economic feasibility studies, Need for multi-criteria considerations such as, social, environmental, and political, Analytic hierarchy method, Fuzzy multi-criteria decision making, and other methods.

UNIT III **12 Hours**

Technology Transfer and Acquisition Import regulations, Implications of "Uruguay Round", and WTO, Bargaining process, Transfer option, MOU.

Technology Adoption and Productivity, Adopting technology-human interactions, Organizational redesign and re-engineering, Technology productivity.

UNIT IV **12 Hours**

Technology Absorption and Innovation, present status in India, Need for new outlook, Absorption strategies for acquired technology, Creating new/improved technologies, Innovations. Technology Measurement. Technology Audit.

Transaction Mode

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brainstorming, Role play Demonstration, Project-based learning, Team Teaching

Suggested Readings

- Gerard H. Gaynor, "Handbook of Technology Management", Mc-Graw Hill
- Noori H & Radford R.W, "Reading and cases in Management of New Technology, Englewood Cliffs, N.J Prentice Hall, 1990.
- Bowonder b. and Miyake T., Technological forecasting, Methodologies and Case Studies.

Note: The latest editions of the mentioned books are suggested to be followed.

L	T	P	Cr.
3	0	0	03

Course Title: Business Models Innovation

Course Code: MBI207

Learning Outcome

Total Hours: 45

On the completion of this course, students will be able

1. Analyze various frameworks and methodologies for business model innovation, such as the business model canvas and value proposition canvas.
2. Apply SWOT analysis and scenario planning techniques to assess and plan for business model innovation.
3. Evaluate the strengths and limitations of different frameworks for designing innovative business models.
4. Analyze trends in technology and disruptive innovations to identify potential areas for business model innovation.

Course Content

UNIT I

12 Hours

Introduction to Business Model Innovation: Definition and significance of business model innovation. Overview of key concepts and theories related to business models. Importance of business model innovation in driving organizational success.

Analysis of business models innovation – a multiple case study

UNIT II

11 Hours

Frameworks for Business Model Innovation: Analysis of different frameworks and methodologies for business model innovation. Business model canvas and value proposition canvas. SWOT analysis and scenario planning for business model innovation.

Innovation and Business Model: a case study about integration of Innovation Funnel and Business Model Canvas

UNIT III

11 Hours

Identifying Opportunities for Business Model Innovation: Strategies for identifying opportunities for business model innovation. Market analysis and customer segmentation. Leveraging technological advancements and disruptive trends.

Competing with the Use of Business Model innovation - an Exploratory Case Study of the Journey of Born Global Firms

UNIT IV

11 Hours

Designing and Implementing Business Model Innovation: Principles of designing innovative business models. Business model prototyping and experimentation. Strategies for implementing and scaling innovative business models. Overcoming barriers and challenges to business model innovation.

Business Model Innovation: Insights from a Multiple Case Study of Slovenian SMEs

Transaction Mode

Lecture, Project Method, Seminar, Case study, Role play, Cooperative learning, Group discussion, Active participation, Quiz, Open talk, Question, Team Teaching

Suggested Readings

- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value Proposition Design: How to Create Products and Services Customers Want*. Wiley.
- Chesbrough, H. (2010). *Business Model Innovation: Opportunities and Barriers*. *Long Range Planning*, 43(2-3), 354-363.
- Johnson, M. W., Christensen, C. M., & Kagermann, H. (2008). *Reinventing your business model*. *Harvard Business Review*, 86(12), 50-59.
- Teece, D. J. (2010). *Business Models, Business Strategy and Innovation*. *Long Range Planning*, 43(2-3), 172-194.
- McGrath, R. G. (2010). *Business Models: A Discovery Driven Approach*. *Long Range Planning*, 43(2-3), 247-261.
- Casadesus-Masanell, R., & Zhu, F. (2013). *Business Model Innovation and Competitive Imitation: The Case of Sponsor-Based Business Models*. *Strategic Management Journal*, 34(4), 464-482.
- Foss, N. J., & Saebi, T. (2017). *Fifteen Years of Research on Business Model Innovation: How Far Have We Come, and Where Should We Go?* *Journal of Management*, 43(1), 200-227.
- Zott, C., & Amit, R. (2010). *Business Model Design: An Activity System Perspective*. *Long Range Planning*, 43(2-3), 216-226.
- Van Oosterhout, M., Waarts, E., & Van den Nieuwenboer, P. (2014). *Business Models for Sustainable Innovation: State-of-the-Art and Steps Towards a Research Agenda*. *Journal of Cleaner Production*, 45, 9-19.
- Zott, C., Amit, R., & Massa, L. (2011). *The Business Model: Recent Developments and Future Research*. *Journal of Management*, 37(4), 1019-1042.

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Introduction to Financial Innovation

L	T	P	Cr.
3	0	0	03

Course Code: MBI210

Learning Outcomes

Total Hours: 45

On the completion of the course, the students will be able to

1. Analyze recent innovations in international finance, including product innovations, securitization, and technological advancements.
2. Evaluate the role and characteristics of international bond and equity markets.

3. Analyze the implications of international portfolio investment on global financial markets.
4. Assess the challenges and opportunities in managing short-term assets and liabilities in an international context.

Course Content

UNIT I

12 Hours

Foundations of international finance; The importance, rewards and risks of international finance; Some recent innovations in international finance-product innovations, securitization, liberalization of domestic financial market practices, incentives resulting from regulations, improvements in technology, increased financial volatility, competition in financial sector and advances in financial research; different faces of risk management and control

UNIT II

11 Hours

International financial markets and institutions: international banking and money market; international bond market; international equity markets; futures and options on foreign exchange; currency and interest rate swaps; international portfolio investment.

UNIT III

10 Hours

Evolution of The International Monetary and Financial System ; Managing Short-Term Assets and Liabilities, Long-Run Investment Decisions – The Foreign Investment Decision, Political Risk Management, Multinational Capital Budgeting – Application and Interpretation,

UNIT IV

12 Hours

Cost of Capital and Capital Structure of the Multinational Firm Dividend Policy of the Multinational Firm, Taxation of the Multinational Firm, Country Risk Analysis, Long Term Financing.

Transaction Mode

Classroom-based, Blended Learning, Interactive Self-paced Learning, Case Study Analysis, Problem-solving Workshops

Suggested Readings

- *Apte international Financial Management, TMH, 2002.*
- *Abdullah.F.A, Financial Mangement for the Multinational Firm, Englewood Cliffs, PHI, 1987.*
- *Eiteman, D.K., Stonehill, A.I and Moffett,M.H., Multinational Business Finance, Pearson Education.*
- *Bhalla. V.K., international Financial Management, Anmol, 2001.*
- *Buckley, Adrian, Multinational Finance, PHI, 1996.*
- *Kim.Suk and Kim.Seung, Global Corporate Finance: Text and Cases, Miami Florida, Koib, 1993.*
- *Shapiro, Alan.C, Multinational Financial Management, John Wiley & Sons, inc.*

- Madura, J., *International corporate Finance, Thoson South-Western.*

Note: The latest editions of the mentioned books are suggested to be followed.

L	T	P	Cr.
3	0	0	03

Course Title: Innovation in IT for Business

Course Code: MBI211

Learning Outcomes

Total Hours 45

On the completion of the course, the students will be able to

1. Assess the implications of emerging technologies on business models and industry landscapes.
2. Evaluate case studies of successful implementations of emerging technologies in business.
3. Develop IT innovation strategies aligned with business goals and objectives.
4. Analyze case studies showcasing successful IT innovation implementations in various industries.

Course Content

UNIT I

10 Hours

Introduction to IT Innovation: - Definition and significance of IT innovation in business. Overview of key concepts and theories related to IT innovation. Role of IT innovation in digital transformation and business competitiveness.

Case Study of Gartner IT Symposium/XPO 2024 conference in Kochi, India

UNIT II

12 Hours

Emerging Technologies: Analysis of emerging technologies such as artificial intelligence, blockchain, and Internet of Things (IoT). Implications of emerging technologies on business models and industry landscapes.

Case studies of Alibaba and E-commerce Ecosystem.

UNIT III

11 Hours

Digital Transformation and IT Strategy: Understanding digital transformation and its impact on business processes. Strategies for leveraging IT innovation to achieve digital transformation. Developing IT innovation strategies aligned with business goals and objectives.

Case Study of Tata Consultancy Services (TCS) with special reference to Digital Transformation and IT Strategy (2020 Onwards)

UNIT IV

12 Hours

IT Governance, Risk Management, and Practical Applications: Principles of IT governance and risk management in the context of IT innovation. Ensuring alignment between IT innovation

initiatives and organizational objectives. Analysis of case studies showcasing successful IT innovation implementations in various industries. Group projects and presentations on applying IT innovation concepts to solve real-world business challenges.

Case Study of Infosys and IT Governance, Risk Management, and Practical Applications (2021 Onwards)

Transaction Mode

Classroom-based, Blended Learning, Interactive Self-Paced Learning, Case Study Analysis, Problem-solving Workshops

Suggested Reading

- Christensen, C. M. (1997). *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. Harvard Business Review Press.
- Westerman, G., Bonnet, D., & McAfee, A. (2014). *Leading Digital: Turning Technology into Business Transformation*. Harvard Business Review Press.
- McKeen, J. D., & Smith, H. A. (2014). *IT Strategy: Issues and Practices*. Pearson.
- Berman, S. J. (2012). *Digital Transformation: Opportunities to Create New Business Models*. *Strategy & Leadership*, 40(2), 16-24.
- Ross, J. W., Beath, C. M., & Mocker, M. (2016). *Designed for Digital: How to Architect Your Business for Sustained Success*. MIT Press.
- Brynjolfsson, E., & McAfee, A. (2014). *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*. W. W. Norton & Company.
- Tapscott, D., & Tapscott, A. (2016). *Blockchain Revolution: How the Technology Behind Bitcoin Is Changing Money, Business, and the World*. Portfolio.
- Evans, P. C., & Annunziata, M. (2012). *Industrial Internet: Pushing the Boundaries of Minds and Machines*. General Electric.
- Lacity, M., & Willcocks, L. P. (2016). *Robotic Process Automation at Xchanging*. Harvard Business School Case, 316-127.
- Harvard Business Review. (2020). *Artificial Intelligence: The Insights You Need from Harvard Business Review*. Harvard Business Review Press.

Note: The latest editions of the mentioned books are suggested to be followed.

L	T	P	Cr.
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3	0	0	03
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Course Name: Marketing Innovation

Course Code: MBI212

Learning Outcomes

Total Hours: 45

On the completion of this course, students will be able

1. Explain the marketing process and environment.
2. Explore innovative approaches like Green Marketing and Social Marketing.
3. Analyze customer value and competitive strategy.
4. Apply Marketing Information System (MIS) and marketing research.

Course Content

UNIT I

09 Hours

Marketing Concepts & Challenges: Nature and scope of Marketing Management, Marketing process, Marketing environment, Marketing Organizations, Marketing Challenges, Marketing in 21st Century-Innovative approaches (Concepts of Green Marketing, Social Marketing), and Marketing Mix.

Case Study – Comparison Bulgaria and Kosovo (Business Challenges in Implementing Social Media Marketing.)

UNIT II

13 Hours

Marketing Planning & Control: Marketing Planning and Marketing Competitiveness, Customer Value, Marketing Planning Process, Identifying and analysing the competitors, Defining the competitive strategy and Marketing Control-Control process.

Case Study of Jogja Bay Waterpark (Marketing Mix and Brand Image on Purchase Decision and Post Purchase Behaviour)

UNIT III

11 Hours

Understanding Customer and Marketing Information System: Types of Consumers, Factors influencing consumer behaviour, Consumer Decision making Process, MIS- subsystems, Conducting Marketing Research and Demand forecasting.

Case study of the business agencies of Ouargla, Hassi Messaoud, Touggourt (The impact of marketing innovation on the enterprise's acquisition of a competitive advantage)

UNIT IV

12 Hours

Market Segmentation, Targeting and Positioning, Brand Equity and Crafting Brand Positioning. Internet Marketing-An innovative approach: terminology, foundations of internet commerce, Internet micro and macro environment, Consumer behaviour on the internet, Concepts of B2B and B2C market, marketing strategy on the internet especially segmenting, targeting and positioning business models on the web.

Case Study on Narotama University Students (The Influence of Brand Image, Product Innovation and Social Media Marketing on Samsung Smartphone 's Buying Interest)

Transaction Mode

Lecture, Practical, Tutorial, News and Articles, Problem-solving learning, Visualization, Group discussion, experiential learning, Active participation and Inquiry-based learning.

Suggested Readings

- *Phillip Kotler : Marketing Management : Prentice Hall/ Pearson Education*
- *W.J. Stanton : Fundamentals of Marketing : McGraw Hill*
- *Palmer, Principles of marketing, OUP*
- *Czinkota, Marketing Management, Vikas*
- *B.K. Chatterjee, Marketing Management , Jaico*
- *Hoffman, Marketing Best Practices, 2nd Ed, Thomson Learning*
- *W.Zikmund & M.D'Amico : Marketing : John Wiley & Sons*
- *Rajan Saxena : Marketing Management : Tata McGraw Hill*
- *Lamb, Marketing, 7th Ed, Thomson Learning*
- *V.S. Ramaswamy & S. Namakumari : Marketing Management : Macmillan*
- *J C Gandhi : Marketing : Tata McGraw Hill*
- *S.V Patankar : Services Marketing : Himalaya*
- *W D Perreault & E J McCarthy : Basic Marketing : Tata McGraw Hill*
- *Zikmund, Marketing, 7th Ed, Thomson Learning*

Note: The latest editions of the mentioned books are suggested to be followed

Course Title: E-Commerce Practices

Course Code: MBI209

L	T	P	Cr.
2	0	0	02

Learning Outcomes**Total Hours: 30**

On the completion of the course, the students will be able to

1. Analyze the impact of E-commerce on business or entrepreneurship models and strategy
2. Describe internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational and also increasing employment.
3. Describe the Anatomy of e commerce applications
4. Learn about changing structure of traditional and virtual organizations

Course Content**UNIT I****07 Hours**

Electronic Commerce Framework—History, Basics and Tools of e-Commerce, Comparison of Web-based Business with land-based business; Growth of e-Commerce— Present and potential. Electronic Commerce Environment

UNIT II**8 Hours**

Electronic Data Interchange, Digital Signatures, Cryptography, Inter-operability and inter-compatibility. Consumer and

Business Electronic Commerce—Consumer and Business Oriented Applications; Prospects and Concerns of Business-to-Consumer and Business-to-Business Transactions, Retailing Vs. E-Mailing.

UNIT III**8 Hours**

Electronic Payment Systems—Introduction and Types. Consumer Protection, Privacy and Security, Inhibitors of e-Commerce. The legal and policy environment of e-Commerce, Anatomy of e-Commerce Applications; Consumer and Organizational applications. Internet marketing—Traditional marketing Vs. Internet marketing, Impact of Internet marketing on pricing, distribution, advertising and branding.

UNIT IV**7 Hours**

Changing Structure of Organizations—Traditional vs. Virtual, The impact of e-Commerce of various business sectors. Socio-Economic Impacts of e-commerce; Recent Trends and Opportunities in e-Commerce.

Transaction Mode

Classroom-based, Blended Learning, Interactive Self-paced Learning, Case Study Analysis, Group Projects and Presentations,

Suggested Readings

- *Laudon, K. C., & Traver, C. G. (2013). E-commerce. Boston, MA: Pearson.*
- *King, D. N., & King, D. N. (2004). Introduction to e-commerce. Prentice Hall.*
- *Rayport, J. F., & Jaworski, B. J. (2004). Introduction to e-commerce. McGraw-Hill*
- *Irwin MarketspaceU.*
- *Bajaj, K. K., Nag, D., & Bajaj, K. K. (2005). E-commerce. Tata McGraw-Hill*
- *Education.*
- *Qin, Z., & Qin, Z. (2009). Introduction to E-commerce (Vol. 2009). New York NY:Springer.*
- *Sarasvathy, S. D. Effectuation: Elements of Entrepreneurial Expertise.*

Note: The latest editions of the mentioned books are suggested to be followed.

SEMESTER III

Course Title: Research Methodology

L	T	P	Cr.
4	0	0	4

Course Code: MBI301

Learning Outcomes

Total Hours: 60

On the completion of the course, the students will be able to

1. Evaluate the research process, including the identification of research problems, formulation of research questions, and the steps involved in designing, conducting, and reporting research studies.
2. Apply appropriate research design and sampling techniques based on the research objectives, ensuring the selection of suitable methods for data collection and analysis.
3. Analyze and interpret research data using both quantitative and qualitative techniques, including descriptive and inferential statistics, thematic analysis, and content analysis.
4. Evaluate the ethical considerations involved in conducting research, including obtaining informed consent, ensuring participant confidentiality, and maintaining integrity in data collection and reporting.

Course Content

UNIT I

16 Hours

Research: Nature, Purpose, and Scope of Research, Definition of research, Importance of research in various fields, Research Methods.

Research Process: Steps and Components Identification of research problem, Formulation of research objectives and questions, Literature review and theoretical framework, Research design and methodology, Data collection and analysis, Interpretation and reporting of results, Ethical considerations in research

UNIT II

14 Hours

Research Design: Types and Selection, Descriptive, Experimental, and Exploratory Research Designs

Sampling Techniques: Principles and Methods, Probability sampling techniques (simple random sampling, stratified sampling, cluster sampling), non-probability sampling techniques (convenience sampling, purposive sampling, snowball sampling), Sample size determination

UNIT III

15 Hours

Data Collection Methods: Questionnaires and surveys, Interviews (structured, semi-structured, and unstructured), Observations (participant and non-participant).

Data Analysis Techniques: Descriptive statistics (measures of central tendency and variability), Inferential statistics

(hypothesis testing, correlation, regression), Qualitative data analysis (thematic analysis, content analysis)

UNIT IV

15 Hours

Research Ethics: Ethical considerations in research involving human participants, Informed consent and confidentiality, Integrity and responsible conduct of research.

Research Reporting and Presentation: Writing a research proposal, Structure and format of a research report, Effective presentation of research findings, Publication and dissemination of research results.

Transaction Mode

Face-to-face classroom instruction, offline synchronous sessions, online asynchronous discussions, Individual research projects, Group discussions and presentations, Practical exercises and data analysis tasks

Suggested Readings

- *Creswell, J. W. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage Publications.*
- *Sekaran, U., & Bougie, R. Research Methods for Business: A Skill-Building Approach. Wiley*
- *Neuman, W. L. Social Research Methods: Qualitative and Quantitative Approaches. Pearson.*
- *Saunders, M., Lewis, P., & Thornhill, A. Research Methods for Business Students. Pearson.*
- *Kothari, C. R. Research Methodology: Methods and Techniques. New Age International Publishers.*
- *Panneerselvam, R. Research Methodology. PHI Learning Pvt. Ltd.*

Note: The latest editions of the mentioned books are suggested to be followed

Course Title: Research Proposal

Course Code: MBI398

L	T	P	Credits
0	0	8	4

Learning Outcomes

After completion of the course, the learner will be able to

1. Get deep insights to collect, review and analyze the related literature.
2. To apply the knowledge to formulate hypothesis & design research process.
3. Find the research titles which are significant, applicable and researchable.
4. Interpret the findings to design statistical strategies & write references,

bibliography and webliography.

Course Content

A research proposal contains all the key elements involved in the research process and proposes a detailed information to conduct the research.

The students are supposed to prepare the research proposal of any research area of their choice following these steps:

1. Selection of topic
2. Significance of the research area
3. Formulation of hypothesis/Research questions
4. Review of related literature
5. Method & Procedure (Includes sampling & design)
6. Data collection and proposed statistical analysis
7. Delimitations
8. Reference/Bibliography

Evaluation

The students will have to complete the writing process of each topic given above within one week, which will be evaluated at the end of every week. It will consist of 8 marks each. The final proposal shall be of 15 marks, Viva 16 marks and attendance 5 marks.

Transaction Mode

Collaborative learning, Group Discussion, E team Teaching, Activities, Assessments, Collaborative teaching, Peer Teaching, Video Based Teaching, Quiz, Open talk, E team Teaching, Case analysis, Flipped Teaching

Course Title: Ethics and IPR

L	T	P	Cr.
2	0	0	2

Course Code: MBI303

Learning Outcomes

Total Hours: 30

On the completion of the course, the students will be able to

1. Evaluate the ethical principles and their application in various contexts, including business, technology, research, and professional practice.
2. Analyze ethical issues and dilemmas related to intellectual property rights, technology development, and the digital era.
3. Evaluate the legal framework and concepts of intellectual property rights, including patents, copyrights, trademarks, and their implications in innovation and creativity.

4. Develop ethical decision-making skills and strategies to navigate complex ethical challenges in business, technology, research, and professional settings.

Course Content

UNIT I

07 Hours

Ethics and IPR: Meaning, importance, and ethical principles. Intellectual Property Rights: Types of IPR, significance, and legal framework. Ethical Decision-Making in Business: Ethical theories and frameworks, Ethical Issues in Technology: Privacy, security, artificial intelligence, and digital rights

UNIT II

08 Hours

Patents: Concept, patentability, and patent infringement, Copyrights: Scope, protection, and fair use, Trademarks: Registration, infringement, and brand protection, Research Ethics: Responsible conduct of research, plagiarism, and data integrity, Ethical Considerations in Technology Development: Implications of emerging technologies, ethical design, and social impact, Ethical Governance: Role of ethics in organizational decision-making, corporate culture, and stakeholder management.

UNIT III

08 Hours

Global Ethics: Cultural relativism, ethical challenges in international business, and ethical standards, International Intellectual Property Rights: Global treaties, challenges, and harmonization efforts, Digital Ethics: Privacy, data protection, cyber security, and online ethics, Ethical Issues in the Use of Artificial Intelligence (AI) and Big Data.

UNIT IV

07 Hours

Bioethics: Ethical considerations in genetic engineering, human subjects research, and healthcare delivery. Ethical Issues in Healthcare: Patient rights, end-of-life decisions, and access to healthcare. Technology Transfer: Licensing, commercialization, and intellectual property valuation. Open Source and Open Innovation: Ethical considerations and impact on innovation

Transaction Mode

Lectures, Discussions, Workshops, Case Studies, Research Proposal, Presentations, Practical Exercises, One-on-One Consultations

Suggested Readings

- *Velasquez, M. G. Business Ethics: Concepts and Cases. Pearson.*
- *Lawrence, A. T., & Weber, J. Business and Society: Stakeholders, Ethics, Public Policy (15th ed.). McGraw-Hill Education.*
- *Beauchamp, T. L., & Bowie, N. E. Ethical Theory and Business. Pearson.*
- *Kizza, J. M. Ethical and Social Issues in the Information Age. Springer.*
- *Patterson, D. Ethics in Business: A Guide for Managers. Routledge.*
- *Waelde, C., Kheria, S., & Cornwell, J. Contemporary Intellectual Property: Law and Policy. Oxford University Press.*

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: PROFICENCY IN TEACHING

Course Code: MBI397

L	T	P	Credits
2	0	0	2

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Design the learner-centered instructional plans and learning outcomes.
2. Apply innovative teaching strategies and technologies to engage learners.
3. Analyze the different assessment methods to evaluate student learning.
4. Reflect on teaching experiences and continuously improve teaching practices.
5. Develop effective communication and classroom management skills.

Course content

UNIT I

10 Hours

Overview of the course and its objectives – Specify 1-2 theories or give overview of theories of learning for teaching - Understanding the role of the teacher and student in the learning process - Writing clear and measurable learning outcomes -

Meaning Nature, definition, scope, and importance Pedagogy, Andragogy, and Heutagogy – Skills-based approach to teaching (Teaching skills), Micro-teaching, Macro teaching. Methods and approaches of teaching - CAM, Structure-function approach, Synthetic and Analytic approach, Jurisprudential inquiry model

UNIT II

6 Hours

Understanding the diverse needs and backgrounds of learners - Creating an inclusive and supportive learning environment - Facilitating active learning and student engagement strategies

Lectures, discussions, and demonstrations - Group work, collaborative learning, and cooperative learning - Problem-based learning, case studies, and simulations

UNIT III

7 Hours

Integrating technology tools into instruction – Online, blended learning, flipped learning, and M-learning approaches - Using educational software and platforms effectively

Formative and summative assessment methods – Difference between Assessment, Evaluation and Measurement, E-assessment tools,

UNIT IV

7 Hours

The importance of reflective practice in teaching - Self-assessment and evaluation of teaching effectiveness –Need for Professional development - Teaching in multicultural and international classrooms - Culturally responsive teaching practices

Meaning, Definition of teaching model - Assumptions, Importance, Role, and type of teaching models. Historical teaching model, Philosophical model of teaching

Transaction Mode

Discussions, Case Studies, Microteaching, Classroom Observations, Peer Teaching: Video Analysis, Role-Playing, Lecture-cum-demonstration, Classroom Simulations, Reflective Journals/Blogs, Teaching Portfolios and Technology Integration, Flipped Teaching

Suggested Readings

- Ali, L. (2012). *Teacher education*. New Delhi: APH Publishing Corporation.
- Anandan, K. (2010). *Instructional technology in teacher education*. New Delhi: APH Publishing Corporation.
- Bruce R Joyce and Marsha Weil, *Models of Teaching*, Prentice Hall of India Pvt Ltd, 1985.
- Chalan, K. S. (2007). *Introduction to educational planning and management*. New Delhi: Anmol Publications Pvt. Ltd.
- Chand, T. (2008). *Principles of teaching*. New Delhi: Anmol Publications Pvt. Ltd.
- Chiniwar, P. S. (2014). *The technology of teaching*. New Delhi: Anmol Publications Pvt. Ltd.
- Curzon, L. B., & Tummons, J. (2004). *Teaching in future education*. U.S.A: Bloomsbury Academic Publications.
- Das, R.C. (1993): *Educational Technology – A Basic Text*, Sterling Publishers Pvt. Ltd.
- Evaut, M. *The International Encyclopedia of Educational Technology*.

- Gage N L, *Handbook of Research on Teaching*, Rand Mc Nally and Co., Chicago, 1968.
- Graeme, K. (1969): *Blackboard to Computers: A Guide to Educational Aids*, London, Ward Lock.
- Haas, K.B. and Packer, H.Q. (1990): *Preparation and Use of Audio Visual Aids*, 3rd Edition, Prentice Hall, Inc.
- Haseen Taj (2006): *modern Educational Technology*, Agra: H.P Bhargava Book House.
- Jarvis, M. (2015). *Brilliant ideas for ICT in the classroom*. New York: Routledge Publications.

Course Title: Computer Lab**Course Code: MBI305**

L	T	P	Cr.
0	0	2	1

Learning Outcomes**Total Hours: 30**

On the completion of the course, the students will be able to

1. Learn about the basic operations of SPSS.
2. Conduct and interpret various statistical analyses including parametric and no-parametric tests.
3. Perform and interpret correlation and regression analyses, including understanding the assumptions of regression analysis
4. Analyse the time series data, and perform the Granger causality test, and conduct factor and discriminant analyses

Course Content**UNIT-I****8 Hours**

Introduction to SPSS: Basic terminology, Entering data into SPSS, Importing data from Excel Missing value analysis, Dealing with outlier, Exploring charts, Descriptive statistics, Assumption tests.

UNIT-II**7 Hours**

Analysis of Data through SPSS: Compare means; One sample t-test, Independent samples t-test, Paired samples t-test and ANOVA, Other parametric and Non-parametric tests.

UNIT-III**8 Hours**

Correlation Analysis: Nominal, Ordinal, Scale Data; Regression Analysis: Testing the Assumption of Regression Analysis and Interpretation of Regression Output

UNIT-IV**7 Hours**

Basic Characteristics of Time Series Data, Stationarity of Data, Granger Causality Test; Factor Analysis; Discriminant Analysis.

Transaction Mode: Lecture and Seminar, Data Sets, Problem-solving learning, experiential learning, Active participation.

Suggested Readings

- *Damodar N. Gujarati and S. Sangeeta, Basic Econometrics, Tata McGraw Hill Publishers, New Delhi, Fourth Edition, 2007.*
- *Rajendar Nargundkar, Marketing Research: Text and Cases, Tata McGraw Hill Publishers, New Delhi, Fourth Edition, 2006.*
- *Hair Joseph F., Multivariate Data Analysis, Pearson Education, Prentice Hall, 2006.*
- *Naresh K. Malhotra, Marketing Research: Application to Contemporary Issues with SPSS, Pearson Education, Prentice Hall, First Edition, 2008.*
- *G.S. Maddala, Introduction to Econometrics, Wiley India Publishers Third Edition, 2007.*
- *Gusti Ngurah Agung, Time Series Analysis Using E-views, John Wiley & Sons, 2009.*
- *Badi H. Baltagi, Econometrics Analysis of Panel Data, John Wiley & Sons, Third Edition.*

Course Title: Service Learning**Course Code: MBI396**

L	T	P	Cr.
0	0	4	2

Learning Outcomes

On the completion of the course, the students will be able to

1. Participate in community activities to establish connections and build relationships.
2. Evaluate community needs through conversations with community members.
3. Develop and implement initiatives that address community needs.
4. Reflect on personal growth, community impact and ethical considerations related to service activities.

Course Content

This course aims to engross students in meaningful service-learning activities that foster community linking. Students will actively participate in community-based projects, collaborate with community members and organizations and reflect on the impact of their service activities. Through this experiential learning approach, students will develop a deep understanding of community needs, build relationships

with diverse stakeholders and contribute to community development. In this course, students are expected to be present in the community throughout the semester and reflect on their experiences regularly after working with them. The students will use experiential learning for providing service learning. They will be able to analyse and have understanding of the key theoretical, methodological and applied issues.

Select 10 community related activities which are to be performed in nearby villages. Students in groups of 8-10 shall work on one activity.

Evaluation Criteria

1. Every activity shall be evaluated on the same day out of 10 marks.
2. Total 10 activities out of 100 shall be evaluated and submitted to Examination branch.

Activity Evaluation

1. Type of activity- 2 marks
2. Participation of student- 2 marks
3. Engagement in the activity- 2 marks
4. Outcome of the activities- 2 marks
5. Attendance- 2 marks

Transaction Mode

Problem-solving learning, Blended learning, Gamification, Cooperative learning, Inquiry-based learning, Visualization, Group discussion, Experiential learning, Active participation.

Course Title: Stock Trading and Valuation

Course Code: MBI308

Learning Outcomes

Total Hours: 30

This course provides a comprehensive understanding of stock trading strategies, valuation methods, and the application of financial analysis techniques in the stock market. Students will learn fundamental principles, technical analysis, and practical skills to evaluate stocks, make informed investment decisions, and manage risks effectively.

Course Content

UNIT I

06 Hours

Introduction to Stock Markets and Investment Basics: Overview of financial markets and types of securities. Introduction to stocks and equities. Basic investment principles, risk, and return concepts

UNIT II

08 Hours

Fundamental Analysis and Valuation: Understanding financial statements (Income Statement, Balance Sheet, Cash Flow Statement). Ratio analysis (liquidity, profitability, solvency, efficiency). Company valuation methods (DCF, P/E ratio, P/B ratio).

UNIT III**08 Hours**

Technical Analysis and Market Efficiency: Introduction to technical analysis. Chart patterns, moving averages, and trend analysis. Support and resistance levels, indicators (RSI, MACD, Stochastic). Efficient Market Hypothesis (EMH) and behavioral finance concepts.

UNIT IV**08 Hours**

Trading Strategies and Risk Management: Types of trading strategies (day trading, swing trading, value investing). Position sizing, portfolio allocation, and risk management. Stop-loss and take-profit strategies, hedging techniques.

Transaction Mode

Lectures and Presentations, Hands-on Trading Simulations, Interactive Discussions and Case Studies, Hands-on Trading Simulations, Guest Speakers, Mock Trading Competitions, Interactive Self-Paced Learning.

Suggested Readings

- *"Security Analysis" by Benjamin Graham and David Dodd*
- *"The Intelligent Investor" by Benjamin Graham*
- *"Technical Analysis of the Financial Markets" by John J. Murphy*
- *"A Random Walk Down Wall Street" by Burton G. Malkiel*
- *Financial news sources (Bloomberg, CNBC, Financial Times)*
- *Online trading platforms for practical exercises and simulations*
- *Khan, M.Y, Financial System, (Tata McGraw Hill: New Delhi) 2.*
- *Machiraju, Indian Financial System (Vikas: New Delhi)*
- *Depository Operations (Module) Workbook by National Stock Exchange of India Ltd.*
- *Financial Markets: A Beginners (Module) by National Stock Exchange of India Ltd.*

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Gender Equality and Empowerment

Course Code: MBI307

Learning Outcomes

L	T	P	Cr.
2	0	0	02

30 Hours

On the completion of the course, the students will be able to

3. Explain the fundamental concepts and theories of gender, including the social construction of gender, sexual division of labor, and gender socialization.
4. Analyze and differentiate between various feminist and masculinity theories, such as liberal, radical, Marxist, psychoanalytic, postmodernist, eco-feminism, queer theory, and models of masculinity from singular to multiple masculinities.
5. Evaluate the impact of patriarchy on family, culture, and empowerment processes (social, economic, and political), and assess the social issues related to empowerment.
6. Critically examine social reforms, policies, initiatives, and movements aimed at gender empowerment, and propose strategies for fostering ally-ship, solidarity, and inclusive, intersectional approaches to gender equality.

Course Content

UNIT I

07 Hours

Understanding Gender: Concept and Theories, Conceptualizing Gender and related terms, Equality and Difference, Femininity and Masculinity, Social Construction of Gender, Private-Public dichotomy, Sexual Division of Labour, Gender Socialization

UNIT II

08 Hours

Trajectories of Feminist thought: Liberal, Radical, Marxist, Psychoanalytic, Postmodernist, Eco-feminism, Queer theory. Trajectories of Masculinity thought: Hegemonic, Complicit, Subordinated. Masculinity Model (From Singular to Multiple Masculinities): Traditional Masculinity-Social Change-i) Toxic Masculinity ii) Precarious Masculinity, iii) Soft Masculinity, iv) Positive Masculinity

UNIT III

07 Hours

Doing Gender: Patriarchy, Culture, and Family. Social Empowerment, Economic Empowerment, Political Empowerment, Social Issues Regarding Empowerment. Polity and Governance in Empowerment.

UNIT IV

08 Hours

Social Reforms in Gender Empowerment, Social Acceptance, Policies and Initiatives, Social Movements. Importance of Ally-ship, Solidarity, and Coalition-Building. Inclusive and Intersectional Approaches to Gender Equality and Empowerment, Challenges and Opportunities in Inclusivity.

Transaction Mode

Blended Learning, Interactive Self-Paced Learning, Case Study Analysis, Group Projects and Presentations

Suggested Readings

- *Bhatia, Reema. (2021). Gender: A Sociological Understanding. Pearson Education.*
- *Butler, Judith. (1990). Gender Trouble. Routledge*
- *Criado-Perez, Caroline. (2019). Invisible Women: Exposing Data Bias in a World Designed for Men. Vintage Digital.*
- *Desai, Neera & Thakkar, Usha. (2001). Women in Indian Society. National Book Trust India, New Delhi.*
- *Gates, Melinda French. (2019). The Moment of Lift: How Empowering Women Changes the World. Bluebird.*
- *Hooks, Bell. (2000). Feminist Theory: From Margin to Center. London: Pluto Press.*
- *Jackson S. & Scott S. (2002). Gender: A Sociological Reader. New York: Routledge.*
- *Kabeer, N. (2008). Paid work, women's empowerment and gender justice: critical pathways of social change.*
- *Maxine Baca Zinn, Pierrette Hondagneu-Sotelo and Michael A. Messner. (eds.) (2010). Gender Through the Prism of Difference. Fourth Edition. Oxford University Press.*
- *Menon, N. (Ed.). (1999). Gender and politics in India (p. 262264). New Delhi: Oxford University Press.*
- *Nielsen, K. B., & Waldrop, A. (Eds.). (2014). Women, gender and everyday social transformation in India. Anthem Press.*
- *Omvedt, Gail. (1980). We Will Smash this Prison! Indian Women in Struggle. London: Zed Books Ltd.*
- *Ray, R. (2012). Handbook of Gender. New Delhi: Oxford University Press.*
- *Rege, Sharmila (ed.), (2003). Sociology of Gender: The Challenge of Feminist Sociological Knowledge, Sage, New Delhi*
- *Sen, Amartya, (2000). Development as freedom. New York: Anchor Books.*
- *Shiva, Vandana. (2010). Staying Alive: Women. Ecology, and Development. USA: South End Pr*
- *Tong, Rosemarie (2009) Feminist Thought: A Comprehensive Introduction. Colorado: Westview Press*
- *Wharton, Amy S. (2011). The Sociology of Gender: An Introduction to Theory and Research, 2nd Edition. Wiley-Blackwell*

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: MOOC
Course Code: MBI399

L	T	P	Cr.
0	0	0	02

Course Content

Total Hours: 45

This course is designed to provide students with an opportunity to take a MOOC (Massive Open Online Course) from a selection

of courses provided by the university. The course will allow students to select a MOOC course that aligns with their interests and goals, and provide them with an opportunity to enhance their skills and knowledge in a particular area. Students will be required to complete the selected MOOC course and submit a report detailing their learning outcomes.

Transaction Mode

Online Teaching

Course Title: Accounting for Everyone

Course Code: OEC034

L	T	P	Cr.
2	0	0	02

Learning Outcomes

Total Hours: 30

On the completion of the course, the students will be able to

1. Describe the purpose and importance of accounting, and the basics of financial statements and accounting principles.
2. Apply personal finance management techniques, including budgeting, tracking expenses, managing debt, and making informed financial decisions.
3. Analyze business financial statements, interpret key financial ratios and indicators, and forecast business finances.
4. Evaluate different types of taxes and their impact, and develop strategies for tax planning and compliance.

Course Content

UNIT I

08 Hours

Introduction to Accounting: Purpose and Importance in Everyday Life, Basics of Financial Statements (Income Statement, Balance Sheet, and Cash Flow Statement) with Practical Exposure, Accounting Principles (Revenue recognition, Matching principle, and Cash vs. Accrual accounting) with Practical Exposure.

UNIT II

07 Hours

Managing Personal Finances: Personal Budget and Tracking Expenses. Credit and Debt: Types of Loans, Interest Rates, and Managing Debt. Savings Accounts, Retirement Funds, and Basic Investment Options. Tips for making informed financial decisions in everyday life.

UNIT III

08 Hours

Business Finances: Basics of Business Accounting (Income, expenses, assets, liabilities, and equity). Reading financial statements: Interpreting key financial ratios and indicators and Forecasting.

UNIT IV**07 Hours**

Taxation and Compliance: Types of taxes (e.g., income tax, sales tax) and their impact on individuals and businesses. Tax Returns and Compliance Requirements (Tax Filing Procedure and Practical Exposure). Tax planning strategies: Minimizing tax liabilities and maximizing deductions.

Transaction Mode

Microteaching, Lecture-cum-demonstration, Classroom Simulations, Flipped Teaching, Blended Learning, Inquiry-Based, Interactive Self-Paced Learning, Case Study Analysis, Group Projects and Presentations

Suggested Readings

- *Smith, J. A. Accounting for Everyone: An Introduction to Financial Statements. Publisher.*
- *Johnson, M. B. Managing Personal Finances: A Layman's Guide to Budgeting and Investing. Publisher.*
- *Brown, R. C. Business Finances Made Easy: Understanding Financial Statements and Ratios. Publisher.*
- *Williams, E. D. Taxation Demystified: A Beginner's Guide to Understanding Taxes. Publisher.*
- *Lee, S. W. Personal Finance 101: A Layman's Guide to Managing Money. Publisher.*
- *Clark, T. R. Investing for Beginners: A Practical Guide to Building Wealth. Publisher.*
- *Garcia, L. M. Understanding Tax Returns: A Step-by-Step Guide to Filing Your Taxes. Publisher.*

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Event Management

Course Code: OEC035

L	T	P	Cr.
2	0	0	2

Learning Outcomes**Total Hours: 30**

On the completion of the course, the students will be able to

1. Grasp the basics of event management, including event types, planning, coordination, and essential communication skills.
2. Learn strategies for event marketing, client servicing, and effective organization and leadership of event teams.
3. Analyse the marketing principles and sponsorship aspects of events, including brand management and logistical support.
4. Apply best practices to plan various types of events, including corporate, sports, and tourism events, with a focus on sponsorship strategies.

Course Content**UNIT I****07 Hours**

Fundamentals of Event Management, Role of an event manager and the qualities of a good event manager. Introduction to events, various types of events. Event Planning and coordination, scheduling of event, Human resources in even management. Role of communication, Team work development, body language, Skills, interview techniques and grooming. Basic Principles of event management-functions, forms and strategic planning

UNIT II

08 Hours

Event Marketing and event promotions. Event marketing strategies, Event proposal invitations. Brand management. Publicity, Client servicing. Event organizers. Tips to better Management and Organization. Event team leadership. Time management. Presentations and event communication, Hospitality and customers relations.

UNIT III

08 Hours

Basic Principles of marketing –Marketing process 7 Ps, brand and image building and management. Event Sponsorship - Conceptualizing & Launching of Unique Events, Programme & Scheduling, Online promotion, Venue Sponsorship, Catering Sponsorship-Entertainment Sponsorship, Logistic Sponsorship

UNIT IV

07 Hours

Best Practices in Event Management, Planning for Different types of events, Understanding & Planning Corporate events, Exhibition & Road Showing, Sports Event Management, Event Tourism, Systems approach to Sponsorship, Sponsorship for Awards

Transaction Mode

Microteaching, Lecture-cum-demonstration, Classroom Simulations, Flipped Teaching, Blended Learning, Group Projects and Presentations

Suggested Readings

- *Principles of event management by Bakash, Nagabhushana, Ramchandra (Himalaya publishing house)*
- *Business of event planning: Behind -the-scenes secrets of success special event by Judy Allen*
- *Sustainable event management: A practical Guide by Meegan Jones*
- *Event planning: the ultimate Guide to successful meetings, corporate events, fundraising, galas, conferences, conventions by Judy Allen*
- *Special events: A new generation and the next frontier by Joe Gold blatt*

- *Into the heart of meetings: basic principles of meeting design by Mikevan Der Vijver and Eric De Groot*
- *Planning and management of meetings, expositions, events and conventions by George G. Fenich*

Note: The latest editions of the mentioned books are suggested to be followed.

Course Title: Retail Banking

Course Code: OEC036

L	T	P	Cr.
2	0	0	2

Learning Outcomes

Total Hours: 30

On the completion of the course, the students will be able to

1. Understand the evolution of retail banking and its role within the banking industry.
2. Assess the effectiveness of various delivery channels in retail banking, such as branches, ATMs, internet banking, and mobile banking.
3. To understand and articulate the role and impact of customer relationship management (CRM)
4. To understand the concepts of securitization and mortgage-backed securities, identify and analyze trends in retail banking

Course Content

UNIT I

08 Hours

History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate/ Wholesale Banking.

Retail Strategies; Retail Products Overview - Customer requirements, Products development process, Liabilities and Assets Products/ Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring

UNIT II

07 Hours

Asset products (Home loans, Auto/ Vehicle Loans, Personal Loans, Educational Loans, Credit/ Debit Cards) eligibility, purpose, amount, process for application, prepayment issue and repayments.

Tie-up with Institutions for Personal loans/ Credit cards/ Educational loans, with Authorized Dealers for Auto/ Vehicle loans, and with Builders/ Developers for Home loans Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M-Banking. Selling Process in retail products - Direct Selling Agents.

UNIT III

08 Hours

Customer Relationship Management - Role and impact of customer relationship management, Stages in customer relationship management process. Regulations and compliance Technology for Retail Banking - Static information, Account opening, basic loan origination data, Loan process and the relevant accounting including EMI Computation.

UNIT IV**07 Hours**

Securitization, mortgage based securities. Trends in retailing - New products like Insurance, Demat services, online/ Phone Banking, Reverse Mortgage - Recovery of Retail Loans - Defaults, Rescheduling, recovery process, Recovery Agents - RBI guidelines.

Transaction Mode

Face-to-face classroom instruction, offline synchronous sessions, online asynchronous discussions, Individual research projects, Group discussions and presentations.

Suggested Readings

- *Henderson, J. (2018). Retail and digital banking: principles and practice (Vol. 5). Kogan Page Publishers.*
- *Omarini, A. (2016). Retail banking: Business transformation and competitive strategies for the future. Springer.*
- *IIBF (2023). Principles and Practices of Banking. Macmilian Education.*
- *Croxford, H., Abramson, F., & Jablonowski, A. (2005). The art of better retail banking: supportable predictions on the future of retail banking. John Wiley & Sons.*

Note: The latest editions of the mentioned books are suggested to be followed.

SEMESTER-IV**Course Title: Project Dissertation****Course Code: MBI401****Learning Outcomes**

L	T	P	Cr.
-	-	-	20

On the completion of the course, the students will be able to

1. Develop advanced research skills, including literature review, data collection, analysis, and interpretation, to investigate a specific research question or problem.
2. Apply critical thinking and analytical skills to evaluate existing literature, theories, and methodologies, and generate new insights or perspectives within the chosen research area.
3. Demonstrate effective communication skills by presenting research findings and arguments in a clear, coherent, and

well-structured dissertation, adhering to academic writing conventions.

4. Create, manage, and execute an independent research project, demonstrating self-motivation, time management, and organizational skills throughout the dissertation process.

Course Content

The Dissertation course is designed to provide students with comprehensive guidance and support throughout the process of conducting independent research and writing a dissertation. Through this course, students will acquire advanced research skills, develop critical analysis abilities, and effectively communicate their research findings. The course will emphasize the importance of independent project management and provide extensive guidance on research methodologies, data analysis techniques, and academic writing conventions.

Transaction Mode

Field work, Mentoring, Discussion, Progress Report

Course Title: Logical Reasoning

Course Code: MBI402

L	T	P	Cr.
1	0	0	1

Learning Outcomes

Total Hours: 15

On the completion of the course, the students will be able to

1. Analyze the structure of arguments, including categorical propositions, formal and informal fallacies, and the uses of language.
2. Distinguish between deductive and inductive reasoning, and evaluate arguments using the classical square of opposition and syllogisms.
3. Apply Venn diagrams to establish the validity of arguments and understand the different schools of Indian Logic.
4. Explain the different pramanas (means of knowledge) and evaluate the structure and kinds of Anumana (inference) and related fallacies.

Course Content

UNIT I

04 Hours

Understanding the structure of arguments: argument forms, the structure of categorical propositions, Mood and Figure, Formal and Informal fallacies, Uses of language, Connotations, and denotations of terms.

UNIT II

03 Hours

Classical square of opposition, Evaluating and distinguishing deductive and inductive reasoning, Syllogism. Analogies.

UNIT III**04 Hours**

Venn diagram: Simple and multiple uses for establishing the validity of arguments.

Indian Logic: Means of knowledge. Schools of Indian Logic (Ancient, Medieval and Modern).

UNIT IV**04 Hours**

Pramanas: Pratyaksha (Perception), Anumana (Inference), Upamana (Comparison), Shabda (Verbal testimony), Arthapatti (Implication) and Anupalabddhi (Non-apprehension). Structure and kinds of Anumana (inference), Vyapti (invariable relation), Hetvabhasas (fallacies of inference).

Transaction Mode

Microteaching, Lecture-cum-demonstration, Classroom Simulations, Flipped Teaching, Blended Learning, Inquiry-Based, Interactive Self-Paced Learning.

Suggested Readings

- *Aristotle. Prior Analytics.*
- *Toulmin, S. E. The Uses of Argument.*
- *Copi, I. M., & Cohen, C. Introduction to Logic.*
- *Hurley, P. J. A Concise Introduction to Logic.*
- *Walton, D. N., & Krabbe, E. C. W. Commitment in Dialogue: Basic Concepts of Interpersonal Reasoning.*
- *Johnson, A. Logic: An Introduction.*
- *Smith, B. Critical Thinking: Tools for Taking Charge of Your Professional and Personal Life.*
- *Brown, C. Introduction to Formal Logic.*
- *Miller, D. The Art of Reasoning: An Introduction to Logic and Critical Thinking.*
- *Clark, E. Logic and Contemporary Rhetoric: The Use of Reason in Everyday Life.*

Note: The latest editions of the mentioned books are suggested to be followed.

L	T	P	Cr.
3	0	0	03

Course Title: Cross Cultural Management

Course Code: MBI403

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Evaluate the concept of cross-cultural management and its importance in the globalized business world.
2. Develop cultural intelligence and sensitivity to effectively navigate and adapt to different cultural contexts.
3. Assess the impact of cultural differences on negotiation and conflict resolution and develop effective cross-cultural negotiation skills.
4. Analyze case studies and real-world examples to apply cross-cultural management theories and principles to practical business scenarios.

Course Content

UNIT I

13 Hours

Cross-Cultural Management: Significance, Globalization and its impact on businesses and management practices.

Analyzing Culture and its Dimensions: Cultural values and beliefs

Hofstede's cultural dimensions, Cultural frameworks, and their application in management.

UNIT II

12 Hours

Cultural Intelligence and Adaptation: Strategies for cross-cultural adaptation and integration, Overcoming cultural stereotypes and biases

Managing Diverse Teams: Challenges and benefits of diversity in teams

Inclusive leadership and managing diversity. Team dynamics and conflict resolution in multicultural teams

UNIT III

10 Hours

Cross-Cultural Negotiation and Communication: Cultural influences on negotiation styles and tactics, Effective cross-cultural negotiation strategies. Cross-cultural communication skills and intercultural competence, Role of cultural diversity in fostering innovation and creativity

UNIT IV

10 Hours

Culture and Organizational Practices: Cultural influences on organizational structures and systems, Cross-cultural human resource management, Ethical considerations in cross-cultural management

Applying cross-cultural management principles to practical business situations.

Transaction Mode

Active participation, Brain storming, Demonstration, Group discussion, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- Meyer, E. (2015). *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*. Public Affairs.
- Schneider, S. C., & Barsoux, J. L. (2003). *Managing Across Cultures* (2nd ed.). Pearson Education.
- Steers, R. M., Sanchez-Runde, C., & Nardon, L. (2019). *Management Across Cultures: Challenges and Strategies* (3rd ed.). Cambridge University Press.
- Deresky, H. (2017). *International Management: Managing Across Borders and Cultures* (9th ed.). Pearson.