SCHOOL OF MANAGEMENT
THE NORTHCAP UNIVERSITY

School of Management, The NorthCap University, Gurugram offers courses at undergraduate, postgraduate and doctoral level.

Following is the list of courses offered at Postgraduate and Undergraduate levels: -

Postgraduate Level
MBA – Master of Business Administration (Dual Specialization)

Undergraduate Level
BBA – Bachelor of Business Administration
BBA Specialization in Business Analytics
BBA Specialization in Digital Marketing
BCOM (H) – Bachelor of Commerce (Honors)
BA (H) ECONOMICS – Bachelor of Arts (Honors) Economics
BA (H) PSYCHOLOGY – Bachelor of Arts (Honors) Psychology

MBA (Dual Specialization)

SCHEME OF STUDY (2021-22)

SEM	COURSE 1	COURSE 2	COURSE 3	COURSE 4	COURSE 5	COURSE 6	COURSE 7	COURSE 8	General Proficiency	COURSES	CONTACT / week			Contact hours per semester	CREDITS
											L	T	P		
I	BSL501 Management Principles and Practices (2-0-2)3	BSL503 Organizational Behaviour (2-0-2)3	BSL505 Marketing Management (2-0-2)3	BSL507 Accounting for Managers (2-0-2)3	BSL509 Managerial Economics (2-0-2)3	BSL511 Business Statistics (2-0-2)3	BSL513 Operations Management (2-0-2)3	BSL515 Communication for Managers (2-0-2)3	BSR501 GP I 1 Credit	8	16	0	16	32*15=480	25
II	BSL502 Management of Human Resources (2-0-2)3	BSL504 Financial Management (2-0-2)3	BSL506 Decision Sciences (2-0-2)3	BSL508 Consumer Behaviour (2-0-2)3	BSL512 Business Research Methods (2-0-2)3	BSL514 Legal Aspects of Business (2-0-2)3	BSL516 Entrepreneurship and Innovation (2-0-2)3	BSP502 Management Lab (Python) (0-0-2)1	BSR502 GP II 1 Credit	8	14	0	16	30*15=450	23
	BST601 SUMMER INTERNSHIP + one week of community service (0-0-10)5									1	0	0	10	0	5
III	BSL603 Strategic Management (2-0-2)3	Elective 1 (Specialization-I) (2-0-2)3	Elective 2 (Specialization -I) (2-0-2)3	Elective 3 (Specialization -I) (2-0-2)3	Elective 4 (Specialization -II) (2-0-2)3	Elective 5 (Specialization -II) (2-0-2)3	Elective 6 (Specialization - II) (2-0-2)3	BSP601 R Programming for Analytics (0-0-4)2	BSR503 GP III 1 Credit	8	14	0	18	34*15=510	24
IV	BSL602 Business Ethics (2-0-2)3	Elective 7 (Specialization -I) (2-0-2)3	Elective 8 (Specialization -I) (2-0-2)3	Elective 9 (Specialization -II) (2-0-2)3	Elective 10 (Specialization -II) (2-0-2)3	BSD602 Major Project + CS (0-0-10)5			BSR504 GP IV 1 Credit	6	10	0	20	30*15=450	21
										31					98
Total Credits MBA Program													98		

MASTER OF BUSINESS ADMINISTRATION

OVERALL CREDIT STRUCTURE

Category	Credits
Programme Core	45
Ability Enhancement	6
Project Presentation & Training	10
Skill Enhancement	3
General Proficiency	4
Program Electives	30
Total Credits	**98**

Program Core

BSL501	Management Principles and Practices
BSL502	Management of Human Resources
BSL503	Organizational Behavior
BSL504	Financial Management
BSL505	Marketing Management
BSL506	Decision Sciences
BSL507	Accounting for Managers
BSL508	Consumer Behavior
BSL509	Managerial Economics
BSL511	Business Statistics
BSL512	Business Research Methods
BSL513	Operations Management
BSL514	Legal Aspects of Business
BSL602	Business Ethics
BSL603	Strategic Management

General Proficiency

BSR501	GPI
BSR502	GPII
BSR601	GPIII
BSR602	GPIV

Skill Enhancement Courses

BSP502	Management Lab (Python)
BSP601	R Programming for Analytics

Ability Enhancement

BSL516	Entrepreneurship and Innovation
BSL515	Communication for Managers

Programme Electives
Marketing

BSL632	Services Marketing
BSL633	B-2-B Marketing
BSL634	Rural Marketing
BSL635	International Marketing
BSL636	Integrated Marketing Communication
BSL637	Retail Management
BSL638	Digital Marketing & Social Media
BSL640	Strategic Marketing Management
BSL674	Selling Negotiations and Business Development
BSL694	Marketing of Luxury Products

Finance

BSL641	Securities Analysis and Investment Management
BSL642	International Financial Management
BSL643	Financial Derivatives
BSL644	Management of Financial Services
BSL645	Management Accounting and Control
BSL646	Business Analysis using Financial Statements
BSL647	Money and Banking
BSL648	Mergers and Acquisitions: The Market for Corporate Control
BSL649	Principles of Risk & Insurance
BSL650	Portfolio Management
BSL651	Foreign Exchange Management
BSL652	Financial Institutions and markets
BSL653	Bank Management
BSL654	Microfinance Management
BSL691	Spreadsheet Modelling

HRM

BSL655	Leadership – Past, Present and Future
BSL656	Industrial Relations & Labour Laws
BSL657	Workforce Planning, Recruitment &Selection
BSL658	Competency Mapping
BSL659	Contemporary Issues in HRM
BSL660	Performance and Compensation Management
BSL661	Training and Development
BSL662	Organizational Development
BSL663	People Analytics
BSL664	Strategic HRM
BSL665	Cross Cultural HRM and Inclusive Workplace Management
BSL666	Talent Management

Operations

BSL667	Project Management
BSL668	Service Operations

BSL669	E-business
BSL670	ERP
BSL671	Supply Chain and Logistics analytics
BSL672	Production Planning &Control
BSL673	Business Process Design
BSL510	Supply Chain Management

Business Analytics

BSL675	Applied Econometrics
BSL676	Big Data Analytics
BSL677	Applications in CRM
BSL678	Data Mining
BSL679	Data Privacy and Data Security
BSL680	Data Visualization and Expression
BSL681	Econometrics
BSL682	Functional Analytics - Financial Risk & Fraud
BSL683	Functional Analytics - Marketing
BSL684	Functional Analytics - People
BSL685	Predictive Modeling
BSL686	Python for Data Science
BSL687	SAS Programming
BSL688	Social Network Analysis
BSL689	SQL for Data Analytics and Business Intelligence
BSL671	Supply Chain and Logistics Analytics
BSL692	Time Series Analysis
BSL693	Web and Social Media Analytics

Project Presentation & Training

BST601	Summer Internship
BSD602	Major Project

SCHOOL OF MANAGEMENT

DETAILED COURSE DESCRIPTIONS FOR POST GRADUATE PROGRAMMES

BSD602 Major Project
5 credits (0-0-10)
Research Project is the hands-on project that would let a student to apply what he/she learned in his/her specialization to a practical question or problem related to the specialization topic. The student would be assigned a faculty mentor who would guide him/her through stages of problem identification, research design and development, research process until report writing and submission. An expected outcome of the capstone could be writing an in-depth research paper.

BSL501 Management Principles and Practices
3 credits (2-0-2)
Nature & Purpose, Evolution, Patterns of Mgmt Analysis and system Approach to management, Roles, Skills and Functions of managers. Review of Various Schools of Management Thought. Planning - Concepts & importance, Strategic, Tactical & Operational Types, Steps in Planning, Limitations of Planning and Planning Premises. Management by Objectives(MBO), SWOT analysis; System Dynamics Models for policy planning; Vision, Mission and Core values. Decision Making. Organizing - Nature and Types of Organizations; Departmentalization; Span of Management; Centralization and decentralization; line & Staff Authority, Authority & Responsibility; Matrix form of organization structure. Motivation - Concepts and various theories of Motivation: McGregor's theory X and Theory Y, Maslow's Hierarchy of Needs, Alderfer's ERG Theory, Herzberg's Motivation- Hygiene theory, Vroom's Theory and Porter and Lawler's Model of Motivation. Leadership - Concepts and various theories of leadership; The Michigan Studies, The Ohio State Leadership Studies, Fiedler's Contingency theory, path-Goal theory, The managerial Grid, Charismatic leadership, Transactional & Transformational Leadership; Johari Window, Transaction Analysis and Communication. Controlling - Controlling Process and Control Techniques; types of control; proactive vs. reactive controls; Selective; Feedback and Feed forward control; design of cost effective controls; management by exception and selective control policies.

BSL502 Management of Human Resources
3 credits (2-0-2)
Introduction to Human Resource Management - Nature, Scope and Objectives of HRM; Evolution of HRM; HRM Environment – Internal and External; Changing Trends in Business Environment; Changing Nature of Employment Patterns; Changing Nature of Demographic, Societal and Workforce Trends; Strategic HRM; HRM models. Human Resource Planning - Concept, need and Importance of HRP; Factors affecting HRP; Methods of Human Resource Planning; Job Analysis. Recruiting and Selecting Employees - Meaning and factors governing Recruitment, Recruitment sources and techniques; Meaning and process of Selection, Selection tests and Interview; Problems associated with Recruitment and Selection; Induction/Orientation: Concepts, Process, Benefits and Problems. Employee Turnover, Employee Retention Strategies; Separations: Voluntary & Involuntary, Exit Interviews, Legal Issues in Staffing. Training the Workforce - Concept and Need, Designing Training and Development Programmes. Rewarding Performance - Meaning Purpose, Essentials of effective Performance Appraisal system, components, biases, methods/techniques, Pay for Performance, psychological contracts, potential appraisal, Career Management & Succession Planning. Managing Compensation. International HRM.

BSL503 Organizational Behaviour
3 credits (2-0-2)
Introduction to Organizational Behaviour: Emergence & OB as a Discipline; Reasons for Studying OB; Challenges in OB. Individual behavior and Processes: Values in the Workplace and across work cultures; Ethical Behaviour. Personality in Organizations – Determinants, Personality Theories, Traits.Perception, Workplace Attitudes & Ethics, Learning, Emotions and Moods, Job Satisfaction. Motivation and Applied Performance Practices. Stress Management. Group Processes and Team Effectiveness: Decision making and Creativity; Model of Team Effectiveness; Organizational & Team Environment; Team Design Features; Team Diversity Challenges; Team Processes & Problems (Process Losses & Brook's Law and

Social Loafing); Self-directed Work-Teams; Virtual Teams; Team Trust; Team Decision Making and; Team Building. Communication, Power& Influence and Conflict management: Communication Channels, Barriers and Process; Cross-cultural and Cross-Gender Communication; Improving Interpersonal Communication through Transactional Analysis; Communicating in Organizational Hierarchies; etc. Thomas Kilmann's Conflict Management's styles.Leadership in Organizational Settings – Different Perspectives.Organizational Structure and Design, Organizational Culture, Climate and Change.

BSL504 Financial Management
3 credits (2-0-2)
Overview of financial management -Evolution of finance, The Basic Goal: Creating shareholder Value, Agency Issues, Business Ethics and Social Responsibility, Time value of money concept. Strategic investment decisions -Capital Budgeting Decisions – Capital Budgeting: Process and Techniques - Payback period, accounting rate of return, NPV, IRR, MIRR, Profitability index, Discounted payback period, Estimation of cash flows, NPV vs. IRR, Risk analysis in Capital Budgeting - Sensitivity analysis, Certainty Equivalent Approach. Cost of Capital - Meaning and Concept, Calculation of WACC, The CAPM Approach, Adjusting cost of capital for risk, International Dimensions in cost of capital. Strategic financing decisions -Capital Structure, Theories and Value of the firm -Net income approach, Net operating income approach, Traditional approach, Modigliani Miller model, HAMADA model; Determining the optimal capital structure, Checklist for capital structure decisions, Costs of bankruptcy and Financial distress, Trade off models, Pecking Order Theory. Leverage analysis and EBIT-EPS Analysis: Concept of leverage, Types of leverage: Operating leverage, Financial leverage, Combined leverage; EBITEPS Analysis, Guidelines for capital structure planning, Link between capital structure and capital budgeting. Dividend Decisions - Factors determining dividend policy, Theories of dividend - Gordon model, Walter model, MM Hypothesis, Forms of dividend – Cash dividend, Bonus shares, Stock split, Dividend policies in practice, Patterns observed in payout policies worldwide. Working Capital Management - Working capital policies, Risk – Return trade off, Cash management, Receivables management, Inventory management, Credit management, Working capital financing.

BSL505 Marketing Management
3 credits (2-0-2)
Defining Marketing for the 21st Century: Marketing Concept and Process; The changing marketing Landscape and Developing Marketing Strategies and Plans: Role of marketing in company's strategic planning; Customer drives marketing strategy and integrated marketing mix; managing the marketing effort. Scanning the Marketing Environment, Forecasting Demand, and Conducting Marketing Research; Creating Customer Value and Customer Relationships; Analyzing Consumer Markets and Analyzing Business Markets. Identifying Market Segments and Targets; Competitive Dynamics; Crafting the Brand Positioning; and Creating Brand Equity.Designing Value: Setting Product Strategy; Designing and Managing Services and Developing Pricing Strategies and Programs. Delivering Value: Designing and Managing Integrated Marketing Channels and Managing Retailing, Wholesaling, and Logistics. Communicating Value: Designing and Managing Integrated Marketing Communications; Managing Mass Communications; Managing Personal Communications.Creating competitive advantages; marketing in the global environment; managing the holistic marketing effort; introducing new marketing offerings; social responsibility of marketing.

BSL506 Decision Science
3 credits (2-0-2)
Role of effective decision making in management; Process of decision making; types of decisions; qualitative Vs. quantitative approaches to decision making; Bowman's management coefficient model; Counter-intuitive behaviour of social systems and role of system dynamics models in complex non-linear dynamical systems modeling. Operations Research / Decision Science / Management Science – Concepts and processes; types of OR models – deterministic stochastic, multi-criteria decision making; Decision Theory – DMUC, DMUR, DMUU, sequential decision making – decision tree; competitive decision making – theory of games. Models of decision making – Deterministic models – linear Programming, Simplex method; duality theory; special cases of

linear programming – transportation, transshipment; assignment models; sensitivity analysis; shortest route; t raveling salesman problem; dynamic programming. Probabilistic models of decision making – waiting line models – M/M/I, M/G/I, M/M/S queues; Monte Carlo simulation – application to various manufacturing and service systems; Markov Decision Process. Multi-criteria Decision making– Paired comparison; Decision Matrix; AHP; Goal programming; Group Decision Making. Case Studies employing various models from manufacturing & service systems.

BSL507 Accounting for Managers
3 credits (2-0-2)
Accounting in Business: Accounting for Decision Making– A Managerial Perspective, Financial Accounting and Management Accounting, Accounting as an information system, Indian Accounting standards, IFRS, Harmonization of Accounting Standards, Analyzing and recording business transactions. Measuring Income (accrual basis, cash basis); the Income Statement; Accounting for Dividends and Retained Earnings; Entity Concept; Reliability Concept; Going concern convention; Materiality Convention; Stable Monetary Unit; EPS, P/E, Dividend Yield; Dividend Payout ratio; Recognition of Sales Revenue; merchandise returns and allowances; Cash and Trade Discounts; Cash; Compensating balances; Credit sales and accounts receivables; uncollectible accounts; write off of uncollectible account; bad debt recoveries; Bank Reconciliations. Meaning and Methods of Depreciation, Management viewpoint, Depreciation methods employed by Indian companies, Inventory valuation, Methods of Inventory valuation, ABC Analysis, Inventory valuation policies of Indian Companies. Preparation of financial statements of sole proprietorship, Corporate financial statements according to Schedule III of the Companies Act 2013. Statement of Cash flows: Purpose and Importance, Classification of Cash Flows, Preparation of Statement of cash flows, Significance of statement of cash flows. Significance, Techniques, Kinds of ratios, DuPont analysis.

BSL508 Consumer Behaviour
3 credits (2-0-2)

Introduction to Consumer Behaviour - Importance of Consumer Behaviour; Evolution of Consumer Behaviour; Methods of Studying Consumer Behavior ; Customer Centric Organizations; Market Analysis; Market Segmentation, Marketing Mix Strategies; Value of brands in Marketing Strategy; Customer Loyalty and Retention Strategy; Global Marketing Strategy; Global Advertising Effectiveness
Consumer Decision Making - Consumer Decision Process Model; Variables affecting the Decision Process; Types of Decision Process; Factors Influencing the Extent of Problem Solving; Need Recognition; Internal and External Search; Pre-Purchase Evaluation; Retailing and the Purchase Process; Determinants of Retail Success or Failure; Point of Purchase Materials; Consumer Logistics; Location Based Retailing; Direct Marketing; Consumption Experiences; Importance of Customer Satisfaction; Factors affecting Satisfaction Level. Individual Determinants of Consumer Behaviour - Demographics and Consumer Behaviour; Economic Resources and Consumer Behaviour ; Personality and Consumer Behaviour; Personal Values; Lifestyle; Motivational Conflict and Need Priorities; Motivational Intensity; Motivating Consumer; Importance of Consumer Knowledge; Types of Consumer Knowledge; Sources of Consumer Knowledge; Benefits of Understanding Consumer Knowledge; Consumer Beliefs; Consumer Feelings; Consumer Attitudes; Consumer Intentions. Environmental Determinants of Consumer Behaviour. Influencing Consumer Behaviour - Shaping Consumer's Opinion; Opinions Change; Product's and Advertising's Role in Shaping Consumer Opinion; Cognitive Learning; Retrieval of Information; Company's Role in Helping Consumers to Remember

BSL509 Managerial Economics
3 credits (2-0-2)
Basics of Managerial Economics - Introduction to Managerial Economics: Definition, Nature & Scope, Relationship with other subjects, Objectives of Business Firms, Economic v/s Accounting Profit. Decision Making in the Household Consumer Choice; Theory of Demand and Elasticity of Demand: Meaning, Determination, Types, Estimation and Forecasting. Decision Making in the Firm - Theory of Production and Cost; Product Price Determination in Perfect Competition, Monopoly, Monopoly

Completion, and Oligopoly Markets. Macroeconomics Concepts National Income Determination using Keynes and IS-LM Models, Inflation, Fiscal and Monetary Policy, Game Theory.

BSL510 Supply Chain Management
3 credits (2-0-2)
Introduction to Supply Chain. Transportations, Facility Decisions and Network Design in Supply Chain: The role of transportation - factors affecting the transportation decisions - modes of transportation - design options for transportation network – trade offs in transportation design, tailored transportation- routing and scheduling in transportation – role of facility decisions in supply chain - factors influencing network design decisions - models for facility location and capacity allocation - making network design decisions in practice. Inventory Management and Risk Pooling The Bullwhip Effect, Quantifying the Bulllwhip Effect, The Impact of Centralized Information on the Bullwhip Effect, Methods for Coping with the Bullwhip Effect. Effective Forecasts. Lead-Time Reduction – Information and Supply Chain Trade-offs – Conflicting Objectives in the Supply Chain – Designing the Supply Chain for Conflicting Goals. Push, Pull and Push-Pull Systems, Identifying the Appropriate Supply Chain Strategy, Implementing a Push-Pull Strategy, Demand-Driven Strategies, Distribution Strategies. Strategic Alliances. Procurement and Outsourcing Strategies. International Issues in Supply Chain Management. Coordinated Product and Supply Chain Design. Information Technology for SCM. Decision- Support Systems for SCM.

BSL511 Business Statistics
3 credits (2-0-2)
Measures of Central tendency, Dispersion (variation) and kurtosis their measures, their characteristics (merits and demerits) and application. Proof- Sum of the Deviations taken from AM is zero. Combined Mean and problems on missing figures application-Individual, Discrete and continuous series. Correlation and linear Regression Analysis scatter Diagram, Karl Person's & Rank Correlation Method, Standard Error and Probable Error of Correlation and Significance of Correlation Regression- Difference between Correlation & Regression, why Coefficient of Correlation lies between -1 and+1 why there are two regression lines & their properties and the properties of Regression Coefficients, Explained & Unexplained Variation. Solution of the regression lines and standard error of the estimates of regression. Probability, Random variable, Expectations and probability Distributions, Binomial, Poisson's & Normal Distributions fitting of Distribution and their properties and solution of problems. Central limit theorem.Sampling Fundamentals and Sampling Distributions, sampling error and standard error of the estimated parameter & estimator, Estimation & Hypothesis Testing, Parametric, Algebra ofExpectations and decision making.

BSL512 Business Research Methods
3 credits (2-0-2)
Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory.Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable.Research Process. Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance. Research Design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables. Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication. Merging the two approaches. Measurement: Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability.Levels of measurement – Nominal, Ordinal, Interval, Ratio. Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Determining size of the sample – Practical considerations in sampling and sample size. Data

Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association.Questionnaire Construction. Measurement, Basic Scales, Validity Analysis, Reliability Analysis, Attitude Measurement Scales.Multivariate Analysis.Factor Analysis, Regression Analysis, Cluster Analysis, etc.

BSL513 Operations Management
3 credits (2-0-2)
Introduction: The field of operations management, production systems, O.M. in the organizationalchart, historical development of O.M, role of services in the post industrial society, service operations management, current issues in O.M. Product Design: Designing for the Customer – Quality Function Deployment, Value Analysis, Value Engineering, Designing Products for Manufacturing and Assembly, Measuring Product Development Performance. Manufacturing Process Selection and Design: Process Selection - Types Of Processes, Process Flow Structure, Product Process Matrix. Service Process Selection and Design: The Nature of Services, An Operational Classification of Service, Designing Service Organizations, Structuring The Service Encounter, Service System Design Matrix, Service Blueprinting and Fail Sating. Facility Location and Layout.Waiting Line Management. Capacity Management: Capacity Management in Operations, Capacity Planning Concepts, Capacity Planning, Planning Service Capacity Aggregate Sales And Operations Planning: Overview of Sales And Operations Planning Activities, The Aggregate Operations Plan, Aggregate Planning Techniques. Inventory Control: Definition Of Inventory, Purposes of Inventory, Inventory Costs, Independent Versus Dependent Demand, Inventory Systems, Fixed Order Quantity Models, Fixed Time Period Models, Selective Control, Including ABC, VED Classifications, Optional Replenishment System, 2Bin System. Managing queues. Supply Chain Management: Supply Chain Drivers, Supply Chain Strategy, Measuring Supply Chain Performance, Push Strategy/Pull Strategy/Push Pull Strategy, Bullwhip Effect, Outsourcing, Design For Logistics, Global Sourcing, Mass Customization, Efficiency of Service Delivery. Total Quality Management.

BSL514 Legal Aspects of Business
3 credits (2-0-2)
The Indian Contract Act, 1872; The Companies Act, 1956; , The Partnership Act, 1932, The Negotiable Instruments Act, 1881 - As Amended by The Negotiable Instruments (Amendment and Miscellaneous Provisions) Act, 2002. Indian Companies Act, 2013 with Amendments up to date. Consumer Protection Act,1986 and Competition Act, 2002, IPR.

BSL515 Communication for Managers
3 Credits (2-0-2)
Workplace Communication, its theory and its Psychology - Understanding workplace communication, Use of Transactional Analysis and Strokes in Communication, Utilizing Emotional Intelligence while Communicating, Overcoming individual barriers and biases in communication, Effective Communication, Communication Principles, Forms of Communication – Written, Oral and Non-verbal, Listening. Mastering Written Business Communication Basic patterns of business messages - Choosing the Best Process and Form, Getting to the Point in Good-News and Neutral Messages, Maintaining Goodwill in Bad-News Messages, Making Your Case with Persuasive Messages and Proposals and Conducting a Winning Job Campaign. Report Writing - Preparing Informative and Influential Business Reports, Choosing the Right Type of Report, Conducting Research for Decision Makers, and Using Visuals to Make Your Point. Applications of Business Writing – Making Persuasive PPTs, Using Excel to Generate Charts, Writing Business Correspondences, Writing for Digital Media – Websites, Emails, Blogs, Social Media, etc., Storytelling with Data, Letters, Memos, etc. Mastering Spoken Business Communication Communicating effectively in business meetings and conversations, delivering oral reports and business speeches, Managing Non-verbal communication effectively, Dale Carnegie's Fundamentals of Effective Speaking, Business Talks – short talk to get action, talk to inform, talk to convince, Impromptu Talks, Organizing longer talks, etc. Business Etiquette Introduction, Establishing rapport, maintaining a professional image, dining etiquette, etiquette and career.

BSL516 Entrepreneurship and Innovation
3 credits (2-0-2)

Innovation and Entrepreneurship course focuses on the interconnection between entrepreneurial thinking and innovation. The course will introduce students to the fundamentals of innovation and entrepreneurship, providing them with a blueprint for the ideas and strategies to build a successful venture. This course attempts to address critical areas for successful growth, including design thinking, open innovation, business models, product-market fit, and financing. This course will teach students to think like an entrepreneur and provides the models, tools and frameworks to further develop your business or idea.

BSL602 Business Ethics
3 credits (2-0-2)

Ethics and Business Ethics, Concepts, Values and Theories of Business Ethics: Shareholder Theory, Normative Theories, Utilitarianism, Kantianism, The Stockholder Theory, The Social Contract Theory. Teachings of the Church, Gandhian Principles, Business and Gita, Business and Islam.Ethical models that guide decision making, Applying Moral Philosophy to Ethical Decision Making, Ethical Dilemma, The Process of making good ethical decisions.Globalization and Business Ethics. Corporate Ethics: Good Governance, Investors Protection. Corporate Social Responsibility - Definitions of CSR, CSR models, CSR as a business strategy for sustainable development, External standars on CSR, Future of Indian CSR, Consumer Protection Act, 1986. Environmental Ethics & Ethics in Indian Business- History of Environmentalism, Environment Preservation: Role of Stakeholders, Media; Industrial Pollution, Waste Management and Pollution Control, Carbon Emissions, Environment Protection Act, 1986; Major Indian Scams, Corruption, Black Money, Coercion, Insider Trading, Tax Evasion, Pollution, etc.

BSL603 Strategic Management
3 credits (2-0-2)

The course enables students to understand the concept of Strategy. It provides insights about the highly competitive markets where firms with competitive advantage only survive. It helps students analyze the business environment in which business operates not only the external environment but also the internal environment in order to understand the business environment better. The course explains how strategy is formulated, implemented and evaluated in an organization, taking them through the process and techniques used in leading organizations globally.

BSL632 Services Marketing
3 credits (2-0-2)

This course is especially designed for those students who may be interested in working in service industry and in addressing the distinct needs and challenges of managing services and delivering quality service to customers. The course focuses on the key elements that marketers must integrate to establish and sustain service excellence and provide customer value. The objective of the course is to make students understand how to develop profitable customer relationships in the services marketing area by designing effective service marketing strategies.
Topics include an overview of services marketing; understanding the customer in services marketing; standardizing and aligning the delivery of services; the people who deliver and perform services; managing demand and capacity; promotion and pricing strategies in services marketing. Application of services marketing concepts to actual business situations is through company examples, case analysis and outside projects. At the end of the course students would demonstrate an understanding of unique challenges of service industry and an ability to apply the knowledge for designing and executing service marketing strategies.

BSL633 Business to Business Marketing (B2B) Marketing
3 credits (2-0-2)

Business to Business Marketing (B2B) covers a wide territory. From agro inputs and mineral products, it covers metal sales, capital equipment, polymers, chips, tires, specialty chemicals or computers. The entire range of services sold to corporate, institutions and government offices fall within B2B Marketing. While the basic tenets of consumer marketing are applicable to B2B, there are many unique characteristics in Business Markets that demand special attention: Forces that affect Business Demand,

Composition of Business Markets, Nature of Business Buyers, Buying Decision Making Process, Pricing Strategies, Role of Promotion, Advertising and Branding. The marketplace is also undergoing constant change – markets are commoditizing, customer firms are consolidating, companies are becoming global, and technology is transforming the business environment. This course explores the challenges in the marketplace by delving into unique problems confronting Business-to-Business Markets today across a broad spectrum of organizations ranging from the traditional industries to high-tech enterprises. It has been specially customized to meet the specific requirements of practicing managers by raising intriguing questions, debating options and possible alternatives based on the challenges faced on a daily basis. The students will benefit from the superior career opportunities offered by B2B Marketers through developing an in-depth understanding of, and skills in select dimensions of B2B marketing such as the alignment of B2B operations of firms with their respective markets, practices followed by real companies in real situations such as Key Account Management including Key Account Mapping of their corporate and institutional customers, and process of e-procurement, e-tendering etc. specifically followed by governments, international bodies and public agencies.

BSL634 Rural Marketing
3 credits (2-0-2)
Rural India has undergone significant development in the last three to four decades, making it a very attractive opportunity for businesses. Companies no longer hesitate in going that extra mile to woo rural consumers. As more and more companies look to rural markets for growth and revenues, present-day marketers need to understand the rural set-up and the fundamentals of rural marketing.

This course provides an overview of rural markets and emerging perspectives of rural marketing in India. It mainly includes rural marketing environment, segmenting and targeting rural markets, product, pricing, distribution and communication strategies for rural markets. It also discusses the challenges and opportunities in the field of rural marketing and builds a strong foundation of applied knowledge, concepts, and analytical skills for successful marketing of products to rural consumers. On successful completion of the course students would gain an insight into concepts, techniques and processes of marketing in rural context. The course would enable them to understand and develop marketing strategies that are unique to rural India and know about the mantra for success for any company going rural.

BSL635 International Marketing
3 credits (2-0-2)
For most businesses, understanding the process involved in assessing the international marketplace for opportunities to expand operations abroad is a major key to success. This course addresses the opportunities and challenges associated with the development and implementation of marketing strategy in international markets. It aims to develop frameworks and knowledge that will enable future managers to better formulate and effectively implement marketing plans in different regions of the world.

Topics include an overview of international marketing; social, cultural, political, and legal environments; international market-entry opportunities; planning and managing market entry strategies and products; global distribution and pricing; international promotion, sales, and negotiation; and international market planning. On completion of this course the students will be able to understand all aspects of marketing from a global perspective to better respond to international opportunities and competitive situations. They will be able to Identify and analyse opportunities within international marketing environments.

BSL636 Integrated Marketing Communication
3 credits (2-0-2)
Designed from the perspective of executives who are often involved in making strategic as well as tactical marketing decisions to solve contemporary business problems, this course is intended for students whose career plans include consulting and new business ventures (especially those that are related to emerging media), apart from those thinking of careers in marketing. The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Main topics include the

role of integrated marketing communications, organising for advertising and promotion, consumer behaviour perspective, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print & support media, direct marketing, sales promotions, PR and publicity, personal selling, international promotion, business-to-business promotions, and regulations and ethics. This course is designed to sharpen students' grasp of the strategic and tactical avenues that lead to competitive advantages in the marketplace.

BSL637 Retail Management
3 credits (2-0-2)

Retailing is changing today, and the successful business will know how to identify, adapt, and plan with the changes, without moving away from its core competencies. Retail Management graduates are able to reflect upon, understand and articulate the dynamics of establishing, operating and growing a retail sector business. The course is designed to provide an in-depth understanding of the retail marketing, building sustainable relationships, decision making skills related to retailing, buyer's behavior, pricing strategies and delivery channels to the end users.

Topics may include merchandise and expense planning, store layout, product line and resource determination, pricing, promotional strategies, customer service, financial planning and control, the development of a retail format and its strategy, the analysis of a target market, demographic analysis related to site selection, retail personnel issues, and category management. The course will investigate the changing role of e-commerce in retailing as a major topic. This course provides the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment.

BSL638 Digital Marketing and Social Media
3 credits (2-0-2)

The course will provide students an overview of the fundamental elements, principles, tools and techniques of digital marketing and communication. They will be able to understand and apply the core principles, concepts and nuances of digital marketing and communications in the context of the overall product/service/brand marketing. The students will also get an orientation in using some of the popular digital marketing techniques like Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Behavioural Targeting, Retargeting, e-CRM and some digital marketing planning and analytics tools like Google AdWords, Google Keyword Tool, Google Webmaster, Google Analytics, etc. Building blocks of this course require having a sound understanding of marketing planning and management process. On completion of the course, the students should have a developed and practical understanding of how to create a digital marketing plan and how to approach and leverage various available digital marketing channels in an integrated manner to market products and services – be it to create awareness, acquire new customers or retain existing customers. The course will help the students in making a good career in the field of digital marketing by having sound understanding of the concepts along with practical orientations

BSL640 Strategic Marketing Management
3 credits (2-0-2)

The course examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strategic options and programs. Topics: forecasting and contextual possibilities, product-market definition, relationships with channels of distribution, relationships with customers, competitive analysis, financial models for marketing strategists, portfolio models, strategic assessment of offerings, marketing strategy implementation systems. This course requires that students have a strong foundation of marketing knowledge gained from Introduction to Marketing (in particular a knowledge of market segmentation).

BSL641 Security Analysis and Investment Management
3 credits (2-0-2)

Security analysis is the analysis of tradeable financial instruments called securities. It deals with finding the proper value of individual securities (i.e., stocks and bonds). These are usually classified into debt securities, equities, or some hybrid of the two. Tradeable credit derivatives are also securities. It

enables the investor to establish the expected return and risk for a stock and to evaluate its desirability in a logical, rational manner. The main topics to be addressed in this course are Introduction to Investment and Securities, Investment Planning and Alternatives, New Issue Market, Secondary Market, Stock Market Indices, SEBI, Risk, Bond return and valuation, Stock return and valuation, Fundamental analysis, Technical analysis, and Efficient market theory.

BSL642 International Financial Management
3 credits (2-0-2)
With the rapid globalization of the world economy, the managers of a firm have to understand that their decisions will be greatly influenced by variables such as exchange rate policies, trade policies, international accounting standards, etc. The goal of this course is to help students understand how the managers of a firm function in this increasingly uncertain environment. This course will focus on four main areas of international finance: key economic theories; various financial instruments for risk management; exchange risk management; and international financing and investment issues. On completion of this course, students should be able to: understand the environment and factors associated with foreign exchange rate determination; demonstrate knowledge of foreign exchange terminology; demonstrate knowledge of the various forms of financial instruments available for foreign exchange risk management; understand key economic theories that underlie the foundation of foreign exchange risk management; demonstrate knowledge of basic strategies and techniques associated with foreign exchange risk management.

BSL643 Financial Derivatives
3 credits (2-0-2)
Financial derivatives have grown phenomenally over the last three decades – in response to unpredictable movements in exchange rates, interest rates, commodity prices and other risks. This course will give an essential understanding of financial derivatives: how they work; how to use them to reduce risk (hedge) or take on risk (speculate); how to measure the associated risks and rewards; and how to manage the risk of a derivative position. Instruments covered include forwards, futures, swaps, structured products, standard and exotic options – across the currency, equity, commodity, credit and interest rate markets. On completion of this course, students should be able to: understand the basic types of derivatives, their payoff functions, their developments, and the economic roles they play in the financial markets; understand the basic risk management and trading strategies using derivatives; understand the design and pricing of a forward rate agreement; understand the payoff of a eurodollar futures; understand the design of swaps and how to determine the swap rate by using no-arbitrage principle; understand no-arbitrage principle and its role in pricing financial forwards and futures; understand the put-call parity and other pricing relations between calls and puts using no-arbitrage principle.

BSL644 Management of Financial Services
3 credits (2-0-2)
This course reviews the organization, management and regulation of financial service providers. It investigates the regulatory framework in which the financial service industry operates. It dwells on the financial instruments at the disposal of the industry and on their specific use at the hand of financial service providers. It analyses the techniques developed by financial services to cope with the nature of their activity, such as managing assets and liabilities, managing credit risk or managing investment portfolios to meet specific targets. It also considers how recent developments, including technological advances and economic globalization, have instilled renewed vigor in activities such as acquisitions and mergers, and contemplates the future of the industry. Topics include Non-Banking Financial Services, Insurance Services, Merchant Banking, Credit Rating Services, Factoring and Forfaiting, Venture Capital, Plastic Money (Credit cards), Lease & Hire Purchasing, Housing Finance
On completion of this course, students should be able to: learn the many roles and responsibilities of financial services in the economy; understand how the financial service industry is regulated; identify the financial instruments at the disposal of the financial service industry; explain the problems of asset and liability management;

BSL645 Management Accounting and Control
3 credits (2-0-2)

Any organization's long-term competitive success is critically dependent on (1) its ability to appropriately organize and analyze high-quality information about its products, services, processes, organizational units, suppliers, and customers that fits its decision needs, (2) its ability to act rationally on that information, and (3) its ability to control its performance consistent with that information. The term management accounting refers to the set of information concepts, models and systems that provide this information and control for managers. This course examines management accounting and related analytical methodologies for decision making and control in organizations. Topics include product costing, budgetary control systems, and performance evaluation systems for planning, coordinating, and monitoring the performance of a business. At the completion of this course, the student will be able to: understand the fundamentals of management accounting, including the strategic focus, and other basic cost terms and concepts; determine product costs; use costs and other critical success factors in management planning and decision making, operational control & management control; analyze the use of cost-volume-profit analysis in investment and financing decisions; apply the principles of activity-based costing in decision making and profit planning to long and short term strategic financial planning; analyze how standard cost and relevant cost impact decisions.

BSL646 Business Analysis Using Financial Statements
3 credits (2-0-2)
This course provides a broad framework for using financial statements and other regulatory disclosures in business analyses. Emphasis is placed on developing a critical, general manager's perspective for interpreting required financial disclosures, understanding the types of financial information available in the public domain and their purposes, developing an appreciation of the inherent ethical conflicts that may color managers' and sell-side analysts' disclosures, and formulating an approach to evaluating an enterprise's overall financial reporting and the implications of that analyses from the perspective of a potential shareholder or creditor. It presents a framework for business analysis and provides students with tools for financial statement analysis, including strategic, accounting, financial, and prospective analysis. This course is designed to prepare the students to interpret and analyze financial statements effectively. Upon completion of this subject, students should be able to: interpret financial statements and the footnotes to the statements; assess and measure the impact of reporting diversity on a reported company's profitability and book value; use accounting information to conduct thorough profitability and risk analyses across time and companies

BSL647 Money and Banking
3 credits (2-0-2)
Money and banking is an exciting and diverse field of study. It studies the role of money and banking in the economic system. The objective of this course is to provide an integrated framework for the management of commercial banks; and demonstrate the many tools and techniques employed in commercial bank management. Topics include: central banks and creation of money; the term structure of interest rates; functions of a bank in the economy; financial statements of a bank and measurement of profitability via ratios; bank lending policies and procedures and lending regulations; investment function in banking; risk management in banks; liquidity management; reserve requirements; estimating a bank's liquidity need; bank sources of funds: deposits, non-deposit liabilities, and equity.
Upon completion of this subject, students should be able to: understand the forms, and functions, of money; understand the financial statements of a bank; understand the financial statements of a bank and measurement of profitability via ratios; become familiar with bank lending policies and procedures as well as lending regulations; get acquainted with the investment function in banking; understand asset liquidity management, reserve requirements; estimate a bank's liquidity needs; and develop an understanding of bank sources of funds.

BSL648 Mergers and Acquisitions: The Market for Corporate Control
3 credits (2-0-2)
Probably the most dramatic events in a corporation's history involve the decision to acquire another firm or the decision to oppose being acquired. This is also one of the areas of management most thoroughly

documented in the financial press and the academic literature. The course explores three aspects of the merger and acquisition process: the strategic decision to acquire, the valuation decision of how much to pay, and the financing decision on how to fund the acquisition. This course will cover all major elements of the acquisition process including corporate strategy, valuation, due diligence, financing decisions, transaction structures, restructuring options, takeover defense and integration.

Upon completion of this course, students will have a well-rounded understanding of the major strategic, economic, financial, and governance issues of mergers and acquisitions. They be able to: understand the main theories on the various forms of M&As; become familiar with valuation methods and practices; get acquainted with the legal framework and corporate governance, and the main features relating to accounting and taxation.

BSL649 Principles of Risk & Insurance
3 credits (2-0-2)

In everyday life, we are exposed to numerous risks that can affect our persons or our property. We do not know when such an event may occur, not how large a loss it may cause. An individual's own financial means are usually not sufficient to meet a large loss. Similarly, companies look for financial protection elsewhere, usually by way of insurance. This course introduces the principles of risk management and insurance and provides a structured methodology in the identification, analysis and management of risks. An introduction to the basic principles of insurance, as one possible risk financing tool, is presented. Topics include: Risk identification and measurement, Pooling arrangement and Diversification of risk; Types of insurers and marketing systems; Insurance Company Operations; Government Regulation of Insurance; Risk Aversion and Risk Management by Individuals and Corporations; Insurability of Risk, Contractual Provisions and Legal doctrines; Analysis of Insurance Contracts; Insurance Pricing;

Upon completion of this course, the student will become familiar with the basic concepts of risk and insurance, introductory and advanced topics in risk management, legal principles, property and liability insurance, life and health insurance, and functional and financial operations of insurers.

BSL650 Portfolio Management
3 credits (2-0-2)

Portfolio management presents the best investment plan to the individuals as per their income, budget, age, and ability to undertake risks. Portfolio management minimizes the risks involved in investing and increases the chance of making profits. One proven way to spread risk comfortably throughout your portfolio is to make sure you sufficiently diversify your investments. However, it remains a vital strategy for minimizing the risk that often helps investors to achieve their financial goals. The main topics to be addressed in this course are portfolio construction, Markowitz model, the Sharpe Index model, capital asset pricing theory, arbitrage pricing theory, portfolio evaluation, and revision.

BSL651 Foreign Exchange Management
3 credits (2-0-2)

Foreign Exchange determines the value of foreign investment. A volatile exchange rate discourages foreign investment, as does a high, stable one. A low, stable exchange rate, however, encourages foreign investment, but at the price of the low-valued currency's economy. There is a wide variety of dealers in the foreign exchange market. The most important among them are the banks. Banks dealing in foreign exchange have branches with substantial balances in different countries. Through their branches and correspondents, the services of such banks, usually called Exchange Banks, are available all over the world. The main topics to be addressed in this course are foreign exchange risk, management of foreign exchange exposure, spot exchange market, foreign exchange market, and forecasting exchange rates.

BSL652 Financial Institutions and Markets
3 Credits (2-0-2)

This course focuses on the role of financial markets and financial institutions in facilitating the flow of funds to finance investments by corporations and governments. This course systematically evaluates each market and describes the participants and types of instruments offered.The basic purpose of this course is to develop a broad understanding of the various markets comprising the Indian Financial

System in a global context and the roles played by various institutions in the functioning of this system.

BSL653 Bank Management
3 credits (2-0-2)
This course aims at enabling the students to understand and to contribute to the strategic operational policies and practices of commercial bank management in a competitive environment. The broad topics involved in the syllabus are classification of Indian banking system, reforms in Indian banking system. Liquidity – Purpose – Sources – Measurement – Liquidity / profitability problem – Theories of liquidity management – Priorities in the employment of bank funds – Problem of resource allocation in Indian commercial banks. Capital Adequacy in Banks - Functions of capital funds in commercial banks – Capital adequacy – Basal norms on capital adequacy. Asset Liability Management, Non-Performing Assets and Marketing strategies for a commercial bank.

BSL654 Microfinance Management
3 credits (2-0-2)
This course will introduce students the concept of Micro credit and Micro finance. Features and Benefits of Micro Finance. Important role of Micro Finance and why it is needed. Micro Finance refers to the provision of affordable financial services such as small loans, small savings, micro insurance and funds transfer facilities extended to socially and economically poor and disadvantaged segments of the society to enable them to increase their income levels and improve standard of living. The main aim of microfinance is to provide small loans to poor people particularly living below poverty line, who are not able to raise loan for productive purposes from other sources and to improve their standard of living by increasing their earning and saving covering associated risks.

BSL655 Leadership- Past, Present And Future
3 credits (2-0-2)
Foundation Building and Self-Awareness - Understanding the importance of leaders managing group processes; Why is this important; Understanding self using the Reflected Best Self exercise; Paying attention to self-in-relation; Working in presentation teams. Managing Visibility: What is meant by visibility and why it is important for this competency to be honed; Understanding how we see ourselves and may be perceived by others using the Social Identity Profile exercise; Discussing cases of leaders and how they manage visibility. Team Building: What are the components to managing a team and why are they important?, Where are the areas of tension that typically accompany team dynamics, Using a case to explore the challenges and opportunities of leading a team. Navigating Power: What is meant by power and why is it important; Seeing power dynamics through a power simulation exercise; Being aware of your sources of power. Strategic Networking: What is networking and why is it important – networking for what?; Mapping and analyzing your network; Determining who is helping you in meeting your career goals; Considering the role of family in your career trajectory. Group Processes: Leaders as agents of change; What is meant by change and how do these group processes support leaders in driving and welcoming change; Key insights from across the classes/course concepts; Goals for the future and how these concepts can assist you as leader

BSL656 Industrial Relations & Labour Laws
3 credits (2-0-2)
The objective of the course is to provide an emphasis on the practical application of basic skills required to manage in unionized workplace. The students will be acquainted with the industrial relations framework in our country, the importance of maintenance of industrial peace and efforts to reduce the incidence of Strikes and Lockout will be emphasized. The main theme underlying the course is to critically examine the provisions in the Trade Unions Act, 1926; the machineries contemplated under the provisions of the Industrial Disputes Act for the prevention and settlement of Industrial Disputes. Further, the objectives underlying the Industrial Employment (Standing Orders) Act, 1946 and Disciplinary Enquiry for misconduct are to be studied.
The course is designed to provide an understanding of the social security measures, its importance and also constitutional basis for the same in India. The main theme underlying the course is to critically examine the provisions in the Workmen's Compensation Act, 1923, the machinery provided for protecting the

interests of workers, Factories Act, 1948, E.S.I. Act, 1948, Employees provident Fund Act, 1952.

BSL657 Workforce Planning, Recruitment & Selection
3 credits (2-0-2)
In 21st century HR is influenced by various factors like size of the workforce, rising employee expectations, composition of workforce, new skills and competencies required. The Course will provide the tools needed to analyze the workforce, develop a strategy to match demand for staff with the right people at the right time, and create a plan for talent management and retention. The course will help in analyzing the role of recruitment and selection in relation to the organization's business and HRM objectives in Indian context. This includes demonstrating the appropriate use of job descriptions, application forms and related staffing tools such as internet recruiting. The course contents broadly are Manpower Planning, Recruitment Challenges, Interviewing, Selection, and Orientation & Onboarding. At the end of the course the student will be able to use manpower planning techniques; identify, define, assess and optimally apply appropriate sources of recruitment; define and utilize various selection tools, techniques and tests; plan appropriate selection strategies and formulate selection procedures across a variety of verticals and business situations; plan and devise orientation and onboarding programmes.

BSL658 Competency Mapping
3 credits (2-0-2)
The course throws light on ways to develop and map competencies and design competency models. It seeks to help learners understand the complexities and dynamics of competency models and related decision making. It aims to help management students understand the application and know-how of competency mapping, which is primarily to develop the capacity to act, implement, and bring performance improvement in the workplace.
Main topics in the course include: concepts in competency; development of competency models; issues pertaining development of competency models; establishment and running of competency based HR systems; competency framework formulation; competency based application and assessment;

competency models for leadership roles in organizations; HR positions competency models; etc. At the end of this course, students shall display ability in identifying and describing core competencies for various positions in any organization and also be able to devise competency based selection, assessment and other relevant HR frameworks for a variety of task roles.

BSL659 Contemporary Issues in HRM
3 credits (2-0-2)
Keeping with the pace of change, this course would help the students understand the workplace complexities and along with it the challenges faced. It would familiarize the students with the current issues and challenges in HRM.
A student will get exposure as to how the HRM processes have taken shape with the changing environment and expectations of high performing organisations? There has been a dramatic change in the psychological contract and careers have undergone change from traditional, organisational career to boundary-less to protean. Workplace flexibility has become commonplace contributing to employee commitment and employer branding. Learning, training and development can no longer be left to choice. The newer methods of continuous training and development have assumed a lot of relevance. The changing context of work and managing organisational change requires the student to understand the issues faced in a downsizing, M & A and outsourcing environment. Students also need to realize the importance of leveraging technology in managing human resources. How high performing organisations are managing their reward practices? Competitive compensation has become a challenge for organisations in terms of attracting and retaining talent.

BSL660 Performance and Compensation Management
3 credits (2-0-2)
In today's world of competition, a lot of emphasis is being given to employee performance. Closely associated with employee performance is the reward and compensation that s/he deserves. The course would help the students to understand the role of the employee as well as the employer in managing performance. Apart from understanding the whole

process, students would understand its relationship with competencies, compensation and rewards.

The course is designed to provide students an understanding how organisations have changed the way they look at employee performance. Organisations have gradually moved from performance appraisal to a holistic performance management cycle. While being conversant with the cycle it becomes important to understand the relevance of competencies in the context of employee performance. It is important for students to understand the different methods used to appraise performance and which method to use, keeping in mind the business objectives. Rewards are expected to follow performance evaluations. Students need to understand the basic compensation concepts, job evaluation methods and the context of compensation practice. While doing so the ethical and legal principles with reference to performance and compensation need to be kept in mind.

BSL661 Training and Development
3 credits (2-0-2)

Training presents a prime opportunity to expand the knowledge base of all employees. The contribution training makes to an organization is significant at individual employee, departmental and overall organizational levels. This course aims at imparting experiential learning of training and development to students who seek to specialize in the HR domain or more specifically aim at building a career in training field.

The main topics that shall be addressed are: training concepts and relevance; training process; TNI process and methods; training calendars; training budget and cost; ROI on training; training methodologies; Logic and Process of Learning; Principles of Learning; Criteria for Method Selection; Skills of an Effective Trainer; Use of Audio-Visual Aids in training; Computer Aided Instruction; E- Learning, Technologies Convergence and Multimedia Environment; Training in the empirical domain; Audio Visual Techniques and use of outside consultants; Training Evaluation – principles; cycle; criteria and evaluation of user system training, trainee, trainer and the organization; problems of measurement and evaluation; application of measurement and evaluation; statistical methods available to evaluator; evaluating effectiveness of training of workers, administrators, trainers, managers and technicians; theory and methods of test construction; Training and its use as a feedback mechanism; Electronic Enabled Training Systems; etc.

BSL662 Organizational Development
3 credits (2-0-2)

Organizational Development (OD) is a field of research, theory, and practice dedicated to expanding the knowledge and effectiveness of people to accomplish more successful organizational change and performance. The course shall enable the students to understand the philosophical, historical, theoretical, political and practical underpinnings of OD as a core area of practice within HRD; increase awareness of different tools that are used to diagnose organizations as well as interventions used through hands-on experience and; enhance skills in facilitation, OD skills, group process, communication, and collaboration.

Main topics shall include: introduction to organization development; the nature of planned change; the od practioner; entering and contracting; diagnosing organizations, groups and jobs – collecting and feeding information; designing individual, group and organizational level interventions; strategic change interventions; action research; etc. At the end of the course, the students shall have basic theoretical and competency base in OD that they will need to be able to assist with and facilitate positive, planned change efforts within the organizations in which they work.

BSL663 People Analytics
3 credits (2-0-2)

People analytics is a data-driven approach to managing people at work. People analytics enables business leaders to make decisions about their people based on deep analysis of data rather than the traditional methods of personal relationships, decision making based on experience, and risk avoidance. In this course, the following shall be taught to students: people analytics advantages and utility; seven pillars of people analytics success; workforce planning analytics; talent sourcing analytics; talent acquisition analytics; talent engagement analytics; analytical performance management; employee lifetime value and cost modelling; retention analytics; advanced HR analytic techniques; etc. After successful completion of the course, the students shall be able to: drive short,

long and medium term results through effective application of analytics; develop strong foundational skills in statistics to deliver quality results; approach HR problems with a critical thinking mindset and use critical questions to gain relevant insights; develop the foundation blocks of data analysis; leverage data visualization tools and techniques effectively and proactively avoid failures; use hypothesis testing to validate assumptions and refine proposed plans; leverage accumulated insights through effective communication to stakeholders.

BSL664 Strategic HRM

3 credits (2-0-2)

Through a sequence of readings, lectures, cases, and experiential exercises, this course will introduce students to strategic human resource management. The course focuses on developing a strategic approach to topics such as recruitment & selection, performance appraisal, measuring employee behaviors, outsourcing, and strategic integration. The students will prepare foremost classes by completing assigned readings, including readings of business cases.

BSL665 Cross Cultural HRM and Inclusive Workplace Management

3 credits (2-0-2)
Recent definitions concern IHRM with activities of how MNCs manage their geographically decentralized employees in order to develop their HR resources for competitive advantage, both locally and globally. The role and functions of IHRM, the relationship between subsidiaries and headquarters, and the policies and practices are considered in this more strategic approach. IHRM is also defined as a collection of policies and practices that a multinational enterprise uses to manage local and non-local employees it has in countries other than their home countries.

BSL666 Talent Management
3 credits (2-0-2)
The course intends to make students aware of the concept of talent management and its importance in 21st century. Students will learn the role of environment and various innovative practices that businesses go for to manage their talent. The role of IT in effective talent management is also highlighted

BSL667 Project Management
3 credits (2-0-2)
Project management has become the way of life in many industries. Projects are used extensively as vehicles for implementing specific objectives. Many organizations have embraced them as a mechanism to improve their innovation capabilities. Moreover, the successful execution of any strategy requires the capability to manage complex and risky projects. This course covers the key issues underlying the effective management of projects from a managerial, rather than technical, perspective. In this application-oriented course, students discuss all three phases of project management: project conception, execution, and closure. Topics include project feasibility studies, human aspects in project management, contract management, and project cost control. Issues pertaining project leadership, budgeting, and scheduling are also addressed. On successful completion of the course the student will display understanding of the concepts of project planning and organization, budgeting and control, and project life cycles; be able to apply concepts related to organizational workflow including the staffing process, project planning elements, and the project plan contents and project communications; master several basic project scheduling techniques including WBS, CPM, PERT, GANTT CHARTS, and resource constrained scheduling; and understand the related concepts of organizational forms, conflict resolution, and issues related to leadership and task management in a project environment.

BSL668 Service Operations
3 credits (2-0-2)
Service companies constitute the largest and fastest-growing segment of the economies of many countries. This course aims to develop a better understanding of best practices in the service sector through analysis of leading-edge firms and the strategies they have employed. The intent of the course is to provide students with the concepts and tools necessary to effectively manage a service operation. The focus of the course will be on learning the tools and techniques

used for designing and managing the service operations.

Main topics addressed are: customer and supplier relationships, new service development, yield management, waiting line management, capacity management, managing bottlenecks and queues. Students will explore case studies drawn from entertainment, retail, financial, and health services, as well as trends in product-oriented firms that turn to services to remain competitive. By the end of this course, students should be able to: describe key characteristics and management principles of different types of service operations systems; analyse process flows of a service firm in terms of process capacity, utilization and bottleneck; and explain the strategies for managing service capacity and demand, including customer waiting

SML669 E-Business
3 credits (2-0-2)

This course will provide the students with an analytical and technical framework to understand the emerging world of e-Business. As a matter of competitive necessity, savvy managers must gain an understanding of the rapidly changing technology and business models. They need to develop a basic understanding of how electronic business differs from "brick and mortar" business settings. They also need to acquire a hands-on knowledge of the underlying technological infrastructure in order to have a clear idea of the business and organizational possibilities inherent in these developments. This course will attempt to fill this need.

The areas covered in the course are: e-Business architecture, enabling technologies, e-business infrastructure, e-business design, capacity planning, performance modeling, e-business models, e-marketing, e-CRM, e-business security, payment services, e-SCM, e-procurement, knowledge management. At the end of this course, the student will be capable of: evaluating the opportunities and risk factors involved in conducting e-Business; evaluating the potential of electronic payment systems for use as a customer payment method; analyzing the critical success factors for online retailing; identifying organizational processes and relationship that may have value added through the application of an e-business strategy; assisting in the incorporation of an e-business strategy into the organization's goals and objectives.

SML670 Enterprise Resource Planning (ERP)
3 credits (2-0-2)

ERP is now considered to be essential for running a business, and for being connected to other enterprises in a network economy. Without a backbone of ERP, no firm can hope for integration and fruitful interaction with its customers, suppliers, partners and stakeholders. This course approaches ERP systems from a process perspective rather than a purely IT perspective. Tailoring the ERP systems to the requirements of the process and the organization is a skill which is required in managers today. This course helps students learn the tools required for understanding and tailoring ERP systems. It also uncovers managerial issues involved in the design and implementation of ERP Systems.

Topics include: introduction to ERP (SAP) systems, modelling the core business processes with support tools from ERP software (SAP), configuring an ERP system, mapping business processes in an organization, managerial issues in implementing ERP systems, extending ERP systems to suppliers and customers. (SRM, CRM, SCM), managing businesses processes using information from ERP systems and concepts of integration and tailorability. On completion of the course the students will: be able to map business processes using ERP concepts and techniques; and gain an understanding of various Enterprise Systems modules and how they are to be applied in a business context.

BSL671 Supply Chain and Logistics Analytics
3 credits (2-0-2)

In the present time of intense global competition, customers are demanding more and more variety, with better quality and service at the lowest cost. This means that to be successful, firms need to develop supply chain strategies and logistical capabilities that serve the needs of their customers whilst maximizing overall profitability. All supply chains, to function properly, must focus on the huge opportunity that exists in their analytics. On completing this course, the students will be able to: Understand the importance of the basics of Business Analytics, Supply Chain Analytics, and optimization, analyze the level of uncertainty associated with the supply of products and

services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy, explain the role and applications of descriptive and predictive analytics in a Supply Chain and the basics of Modelling through R Language.

BSL672 Production Planning and Control
3 credits (2-0-2)

This subject is primarily concerned with the efficient and effective management of materials flow through manufacturing organizations in such a way that wastage (particularly in the form of excess inventory) is reduced, materials throughput time is speeded up, and customer requirements are met in a timely manner. Topics include demand forecasting, capacity planning, production planning, inventory management, master production scheduling, distribution requirement planning, and production activity control. Specific production planning and control techniques covered include Lean operations, just in time (JIT), theory of constraints (TOC), and material requirements planning (MRP). The role of information systems in integrating these concepts together to create an integrated production system is studied, considering more recent advances such as enterprise resource planning and supply chain planning systems. At the conclusion of this course, it is expected that the students will be able to: understand the strategic implications of the Production Planning and Control; appreciate the concept of demand management and forecasting; appreciate the link between demand management and Master Production Schedule; understand the main Production Planning and Control systems; appreciate the importance of capacity planning; and understand the importance of controlling production activities.

BSL673 Business Process Design
3 credits (2-0-2)

This course introduces the principles of business process design for performance improvement. A systematic approach is used to develop the design requirements for new business process architectures, the appropriate process analysis techniques, and the process improvement path that is most suitable for an organization. Emphasis is placed on how to analyse and design business processes for work management, process efficiency, and effectiveness.

The learning objectives for the students are: developing a detailed knowledge about the business process architecture of the value chain; developing design competence for analysing and re-engineering business processes; and developing business process specifications for the implementation or outsourcing of business processes. Upon completion of the course, it is expected that the student will be able to: define the value chain business process architecture for any type of enterprise; understand and apply methodologies and tools used to design and improve business process and integrate technology, such as data flow diagrams, and flowcharting; and identify issues related to organizational change processes needed for successful business process re-engineering and systems implementation.

BSL674 Selling Negotiations and Business Development
3 credits (2-0-2)

Business development, Selling & Negotiation assumes prime importance in terms of future opportunities. The world of business nowadays is increasingly driven by global negotiations across multiple countries, with most leading companies setting up shop in almost every market. This, in turn, contributes to the increasing importance of the Selling & Negotiation function in most mature and emerging sectors. Though Selling is considered to be a vital part of the overall Marketing process, it requires a different set of skills and competencies. Negotiation goes hand in hand with Selling because it plays a vital role in closing deals. This course introduces additional dimensions that need to be understood and incorporated into the existing Marketing Dynamics, so that students can better understand the Selling function, apart from developing key negotiation techniques. This will be ensured through the use of innovative concepts like SPIN, FAB, BATNA etc. to impart the cutting edge, considering the developments of data driven insights from customer analysis, segmentation analysis, etc. While students are exposed to multiple selling & negotiation situations they will be able to get a connect with how this course can be linked with various other courses like Consumer Behaviour & B2B Marketing (since consumers, be it B2B or B2C,

are whom you sell to); Retail marketing & Services marketing (since the point of contact with customer could be selling a product in retail outlets or providing services); Digital Marketing & Integrated Marketing Communication (since a lot of sales is dependent nowadays on a company's online presence & its advertising strategy). This course will also compliment other courses such as Finance, Human Resource and Operations, as in this contemporary era the corporate departments have become more cross functional than ever before and look for various insights of business development sales and negotiations.

BSL675 Applied Econometrics
3 credits (2-0-2)

This course aims at providing students a thorough understanding of core techniques of econometrics with focus on applied microeconomics techniques and how to apply them to test economic theories and quantify relevant factors for economic policy and other decisions. This course will help student to rigorously understand issues in connecting data, statistics and economic theory. The approach would be hands-on practice to help students get comfortable with working with dataset. The course would address the problems typically encountered in conducting empirical econometric research, in evaluating results and testing hypotheses in making predictions.

The main contents of this course are introduction to econometrics, simple linear regression model (concepts, estimation, properties and testing of hypothesis), multiple regression models, functional forms and testing for model specification, identifying and correcting for violation of CLRM assumptions, dummy variables, logit and probit models, simultaneous equation model.

BSL676 Big Data Analytics
3 credits (2-0-2)

This course introduces big data and how it impacts business. The objective behind this course is to provide an understanding of what insights big data can provide through hands-on experience with the tools. Students will be guided through the basics of using Hadoop with MapReduce, Spark, Pig and Hive. By following along with provided code, they will experience how one can perform predictive modeling

and leverage graph analytics to model problems. This specialization will prepare students to ask the right questions about data, communicate effectively with data scientists, and do basic exploration of large, complex datasets. At the end of the course, students will possess the skills necessary for utilizing tools (including deploying them on Hadoop/MapReduce) to handle a variety of big data analytics, and to be able to apply the analytics techniques on a variety of applications.

Specific course topics include introduction to Big Data and Hadoop, Hadoop Architecture, MapReduce, R-Hadoop, PIG,HIVE, H-Base, Mahout.

BSL677 Applications in CRM
3 credits (2-0-2)

This course is focused on the holistic understanding of customer relationship management. Such a course must give students a real-world understanding of CRM. How do organizations implement CRM such that it benefits their business needs? How has CRM helped define best practices and customer management methodology? How has CRM allowed for decision making, evolved relationships to a higher level of understanding, and more meaningful interactions? The course seeks to give students exposure to all these questions and more. The course is divided into five sections viz. CRM concepts, CRM in Marketing, Sales Force Automation, Analytical CRM, and CRM Implementation.

BSL678 Data Mining
3 credits (2-0-2)

Modern databases can contain massive volumes of data. Within this data lies important information that can only be effectively analysed using data mining. Data mining tools and techniques can be used to predict future trends and behaviours, allowing individuals and organizations to make proactive, knowledge-driven decisions. The objective of this course is to provide individuals with the skills necessary to design, build, verify, and test predictive data models. The students will be able to understand various DM techniques for building competitive advantage through proactive analysis and predictive modelling, and identifying new trends and behaviours. The Data Mining Specialization attempts to teach data mining techniques for both structured data which

conform to a clearly defined schema, and unstructured data which exist in the form of natural language text. Specific course topics include: Thinking with Data, Data Mining Process, Business Context of Data Mining, Data Cleaning & Preparation, Data Mining Models: Advance Regression Models, Association Analysis, Classification and Clustering, Decision Trees, Neural Networks, Text Mining, Model Deployment.

BSL679 Data Privacy and Data Security
3 credits (2-0-2)
This course will examine legal, policy, and enterprise issues and problems related to security and privacy. Electronic data will be the focus, but other forms of information also will be considered. This course will examine: 1) security issues related to the safeguarding of sensitive personal and corporate information against inadvertent disclosure; 2) policy and societal questions concerning the value of security and privacy regulations, the real-world effects of data breaches on individuals and businesses, and the balancing of interests among individuals, government, and enterprises; 3) current and proposed laws and regulations that govern information security and privacy; 4) private sector regulatory efforts and self-help measures; 5) emerging technologies that may affect security and privacy concerns; and 6) issues related to the development of enterprise data security programs, policies, and procedures that take into account the requirements of all relevant constituencies; e.g., technical, business, and legal.

BSL682 Functional Analytics- Financial Risk & Fraud
3 credits (2-0-2)
Financial analytics explores how financial statement data and non-financial metrics can be linked to financial performance. In this course, student will learn how data is used to assess what drives financial performance and to forecast future financial scenarios. While many accounting and financial organizations deliver data, accounting analytics deploys that data to deliver insight, and this course will explore many areas in which accounting data provides insight into other business areas including consumer behaviour predictions, corporate strategy, risk management, optimization, and more. By the end of this course,

student will understand how financial data and non-financial data interact to forecast events, optimize operations, and determine strategy.

This course is aimed at creating a pool of data scientists with expertise in handling complex financial data with the help of advanced level statistical modelling and risk analytics tools. Specific course topics include application of descriptive, predictive and prescriptive analytics in finance & risk management, risk based pricing, fraud detection and prediction, recovery management, loss risk forecasting, risk profiling, portfolio stress testing.

BSL683 Functional Analytics-Marketing
3 credits (2-0-2)
Organizations large and small are flooded with data about consumer choices. Knowing how to interpret data is the challenge and marketers in particular are increasingly expected to use analytics to inform and justify their decisions. This course introduces the students to the tools to measure brand and customer assets, perform regression analysis, and design experiments as a way to evaluate and optimize marketing campaigns. This course is ideal for learners who want to grow their knowledge, develop their career portfolio, and improve the effectiveness of their marketing campaigns. Upon successful completion of the requirements for this course, students will be able to apply their understanding of utility theory to measure customer preferences, identify what customers' value in a product, segment customers and determine the most effective target marketing strategies.

The broad areas covered are resource allocation, product management: segmentation, conjoint analysis, marketing mix allocation, customer management: customer profits and retention using logistic regression, cross selling and optimization, digital marketing.

BSL684 Functional Analytics- People
3 credits (2-0-2)
People analytics is a data-driven approach to managing people at work. People analytics enables business leaders to make decisions about their people based on deep analysis of data rather than the traditional methods of personal relationships, decision making based on experience, and risk avoidance. In this course, the following shall be taught to students:

people analytics advantages and utility; seven pillars of people analytics success; workforce planning analytics; talent sourcing analytics; talent acquisition analytics; talent engagement analytics; analytical performance management; employee lifetime value and cost modelling; retention analytics; advanced HR analytic techniques; etc.

After successful completion of the course, the students shall be able to: drive short, long and medium term results through effective application of analytics; develop strong foundational skills in statistics to deliver quality results; approach HR problems with a critical thinking mindset and use critical questions to gain relevant insights; develop the foundation blocks of data analysis; leverage data visualization tools and techniques effectively and proactively avoid failures; use hypothesis testing to validate assumptions and refine proposed plans; leverage accumulated insights through effective communication to stakeholders.

BSL685 Predictive Modeling
3 credits (2-0-2)

This course will introduce the students to some of the most widely used predictive modeling techniques and their core principles. By taking this course, the students will form a solid foundation of predictive analytics, which refers to tools and techniques for building statistical or machine learning models to make predictions based on data. After going through this course, students will learn how to carry out exploratory data analysis to gain insights and prepare data for predictive modeling, an essential skill valued in the business.The course enables students tolearn, how to develop models to predict categorical and continuous outcomes, using such techniques as neural networks, decision trees, logistic regression, support vector machines, and Bayesian network models; and to know the use of the binary classifier and numeric predictor nodes to automate model selection.

BSL687 SAS Programming
3 credits (2-0-2)

This course is for students who want to learn how to write SAS programs to access, explore, prepare, and analyze data. It is the entry point to learning SAS programming for data science, machine learning, and artificial intelligence. It is a prerequisite to many other SAS courses. By the end of this course, the students

will know how to use SAS Studio to write and submit SAS programs that access SAS, Microsoft Excel, and text data. Students will know how to explore and validate data, prepare data by subsetting rows and computing new columns, analyze and report on data, export data and results to other formats, use SQL in SAS to query and join tables.

BSL688 Social Network Analysis
3 credits (2-0-2)

Social networks have always been at the heart of human interaction, but with the explosive growth of the internet over the last two decades, network analysis has become increasingly central to all branches of the social sciences: sociology, economics, political science, psychology, and so on. How do people influence each other, bargain with each other, exchange information, or communicate online? A diverse array of deep questions about human behaviour can only be answered by examining the social networks encompassing and shifting around us. At the end of the course, the students will be able to build competitive strategies around data-driven insights and derive value from vast amounts of untapped data.

This course seeks to teach students the foundations of the new and quite coherent field of network analysis. The course will use social network analysis, both its theory and computational tools, to make sense of the social and information networks. Specific course topics include basics of networks, Random network models, Network centrality, Community, Optimization, and Application of social network analysis.

BSL689 SQL For Data Analytics and Business Intelligence
3 credits (2-0-2)

This course is designed to give a primer in the fundamentals of SQL and working with data so that the students can begin analyzing it for data science purposes.This course starts with the basics and assumes that the students do not have any knowledge or skills in SQL. At the end of this course, students will be able to identify a subset of data needed from a column or set of columns and write a SQL query to limit to those results; use SQL commands to filter, sort, and summarize data; create an analysis table

from multiple queries using the UNION operator; and manipulate strings, dates, & numeric data using functions to integrate data from different sources into fields with the correct format for analysis.

BSL691 Spreadsheet Modeling
3 credits (2-0-2)

The basic spreadsheet is one of the most powerful and indispensible tools for data analysis that exists.The spreadsheet approach to problem solving is more accessible to managers, as they usually find spreadsheets a natural medium for organizing information and performing "what if" analyses. The emphasis of the course will be on systematic, logical thinking, and problem solving on spreadsheets, illustrated by building and analyzing models of a variety of problems in operations, finance, and marketing.

In this course, student will learn how to structure, analyze, and solve business decision problems on Excel spreadsheets. The focus will be on problems involving optimal resource allocation and risk analysis for decisions involving uncertainty; some data analysis and forecasting methods. While the underlying concepts, models, and methods of this course are mathematical in nature, we will develop them on a more intuitive and user-friendly platform of spreadsheets, analyze them using the available Excel commands, tools, and add-ins, perform sensitivity analyses of the solutions, and study their economic interpretations.

BSL692 Time Series Analysis
3 credits (2-0-2)

Analysis of financial and time series data has received substantial attention in today's business. A thorough understanding of the applied times series analysis is essential for modeling, analyzing and predicting the behaviour of such variables. Due to growing importance and relevance of applied time series econometrics in finance and other related fields, the course is designed to help the students to understand the concepts, methods, applications and usefulness of time series analysis to various problems relating to marketing, finance and other avenues of business. The students will get acquainted with the main concepts of Time Series theory and methods of analysis and know how to use them in examining financial processes.

The main topics covered in this course are introduction to time series, time series components, smoothing methods (moving average, exponential smoothing), models with trend, models with seasonality, models with trend and seasonality, stationarity, test for stationarity (unit root test), random walk models, autocorrelation and partial autocorrelation functions, ARIMA models, VAR models, cointegration, error correction models, ARCH and GARCH models.

BSL693 Web and Social Media Analytics
3 credits (2-0-2)

The phenomenal growth of social media has transformed the social, political, and technological landscapes. Social media sparked a revolution by putting knowledge production and communication tools in the hands of the masses. This course will examine topics in social data analysis, including influence and centrality in social media, information diffusion on networks, topic modeling and sentiment analysis, identifying social bots, and predicting behavior. This course focused on how AI, network analysis, and statistical methods can be used to study these topics.

BSL694 Marketing of Luxury Products
3 credits (2-0-2)

Marketing of luxury product's provide learning for successfully managing and marketing products and services in the luxury segment which requires a proper understanding of the corresponding markets in general, the customers and the challenges the luxury industry is facing. The course aims at exploring the fundamental strategies and business models of different companies with a high end positioning. The course will develop a framework for understanding the essential ingredients of effective marketing of luxury products across sectors. The course will help students understand the demands and challenges faced by those seeking to become marketers in the arena of luxury marketing. Managing business in the ever-changing markets of design, fashion, and luxury goods is a challenging task. Managers of the sector have to handle creativity, corporate image, and volatility while pursuing long term profitability through sound marketing strategies, efficient distribution plans, quality sourcing, etc. The course hails its foundation

from marketing in the field of luxury products. The course helps students in addressing the interpretation of economic, commercial, marketing and communication logic specific to the luxury sector. The course is related to international business area courses to identify and interpret various barriers of international trade and business. The course also has implications from the sustainable business perspective as the luxury is always seen with negative eyes in socio economic sense. The course also takes into consideration the possible employment in brands which are premium, super premium, bridge to luxury etc.

BSP502 Management Lab (Python)
1 Credit (0-0-2)
The course deals with core fundamentals of programming, Data Structures, Algorithms and its functioning using the programming language, Python. The involvement of the practical technique of problem-solving will provide better understanding of the concepts of the course. Students can learn to design efficient algorithms in this course and become ready for future job requirements.

BSP 601 Data Structure and Visualization
2 Credit (0-0-4)
One of the skills that characterize great business data analysts is the ability to communicate practical implications of quantitative analyses to any kind of audience member.The world is awash with increasing amounts of data, and we must keep afloat with our relatively constant cognitive abilities. Data visualization provides one means of combating information overload, as a well-designed visual encoding can supplant cognitive calculations with simpler inferences and improve comprehension, memory, and decision making. Furthermore, visual representations may help engage more diverse audiences in the process of analytic thinking.
Students will get acquainted with the essential and practical skills necessary to communicate information about data clearly and effectively through graphical means. The students will be taught this course with R software and tableau. The main topics covered in the course are introduction to tableau, basic visualization designs, data connection charts, interactive charts,

tableau maps, calculated fields, table calculations and statistics, creating dashboard, sharing visualizations.

BSP602 R-Programming for Analytics
2 Credit (0-0-4)
Over the recent years, R language has become the leading software tool for statistical computing and graphics. The software is greatly enhanced by numerous contributed packages submitted by users. The purpose of this course is to set a foundation for full exploitation and creative use of the statistical language for computing and graphics in R. In this course, student will learn to program in R and how to effectively use R for statistical computing. The course emphasis is on data manipulation and basic statistical analysis. Students will identify appropriate statistical methods for the data or problems and conduct their own analysis using R environment.
The main topics covered are introduction to R and RStudio, general introduction to computing, data types, basic operations, control structures and looping in R, data manipulation, probability distributions and simulations, plotting, exploratory data analysis, basic statistical analysis, linear regression.

BST601 Summer Training
5 credits (0-0-10)
At the completion of the second semester, each student would be expected to undergo a six to eight-week internship in a business organization. The student would be expected to identify a particular business issue and suggest ways to see improvements in that field of business.

BBA SCHEME OF STUDY 2021-2022

Semester	Semester Course Code, Course Name (L-T-P)Credits							Community Service	GP	Hrs. Per week			Contact Hours per Sem	Credits
1	CLL 101 Effective Comm-I (2-0-1)2.5	BSL102 Principles of Management (2-0-2)3	ENL102 Principles of Economics (2-0-2)3	CLL120 Human Values & Professional Ethics (2-0-0)2	CML 101 Professional Accounting (2-0-2)3	CML109 Business Laws (2-0-2)3	CML 110 Communication & Documentation in Business (2-0-2)3	BSS101 CS-I (70 Hrs)	BSR101 GP-I 1 Credit	14	0	11	25*15= 375	20.
2	CLL 102 Effective Comm-II (2-0-1)2.5	CHL100 Environmental Studies (3-0-0)3	BSL101 Entrepreneurship (2-0-2)3	ENL101 Statistics & Research Methodology-I (2-0-2)3	CML107 Introduction to Banking (2-0-2)3	CML 108 Financial Management - I (2-0-2)3	CSV 119 Digital Literacy (Lab Training + Python) (0-0-4)2	BSS102 CS-II (70 Hrs) 2 Credit	BSR102 GP-II 1 Credit	13	0	13	26*15= 390	19.5+3= 22.5
Summers	BSD201 Minor Project (Including CS Remaining Hours) (0-0-6)3												6	3
3	BSL201 Fundamentals of Operations Management (2-0-2)3	BSL203 Human Resource Management (2-0-2)3	CML 208 Financial Management- II (2-0-2)	BSL207 Introduction to Marketing Management (2-0-2)3	BSL209 Ecommerce (2-0-2)3	Foreign Language Elective- I (1-2-0)3		BSS201 CS-III (35 Hrs)	BSR201 GP-III 1 credit	11	2	10	23*15= 345	18+1=19
4	BSL202 Introduction to Organizational Behavior (2-0-2)3	BSL204 Fundamentals of Consumer Behavior (2-0-2)3	ENL204 Statistics and Research Methodology-II (2-0-2)3	BSL302 Leadership (2-0-2)3	Open Elective 1 (2-0-2)3	Foreign Language Elective II (1-2-0)3		BSS202 CS-IV (35 Hrs) 1 Credit	BSR202 GP-IV 1 credit	11	2	10	23*15= 345	18+2= 20
Summers	BST301 Summer Internship (Including 70 hours of Community Services) (0-0-10)5												10	5
5	Programme Elective –I (2-0-2)3	BSL303 International Business (2-0-2)3	BSV301 Creative thinking and Negotiation Skills (2-0-2)3	BSL301 Business Policy & Strategy (2-0-2)3	Open Elective 2 (2-0-2)3	Programme Elective-II (2-0-2)3		BSS301 CS-V (70 Hrs)	BSR301 GP-V 1 credit	12	0	12	24*15= 360	18+1=19
6	Programme Elective –III (2-0-2)3	BSL304 Investment Management (2-0-2)3	Programme Elective –IV (2-0-2)3	Open Elective 3 (2-0-2)3	BSD302 Major Project (0-0-8)4			BSS302 CS-VI (70 Hrs) 2 Credit	BSR302 GP-VI 1 credit	8	0	8	16*15= 240	16+3=19
TOTAL													137*15=2055	128

BACHELOR OF BUSINESS ADMINISTRATION

Programme Core

		L-T-P	C
BSL101	Entrepreneurship	2-0-2	3
CML108	Financial management I	2-0-2	3
ENL101	Statistics & Research Methodology-I	2-0-2	3
ENL102	Principles of Economics	2-0-2	3
CML101	Professional Accounting	2-0-2	3
CML107	Introduction to Banking	3-0-0	3
CML109	Business Laws	3-0-0	3
BSL102	Principles of Management	2-0-2	3
BSL201	Fundamentals of Operations Management	2-0-2	3
BSL203	Human Resource Management	2-0-2	3
CML208	Financial management II	2-0-2	3
BSL207	Introduction to Marketing Management	2-0-2	3
BSL209	E-Commerce	2-0-2	3
BSL202	Introduction to Organizational Behavior	2-0-2	3
BSL204	Fundamentals of consumer Behavior	2-0-2	3
BSL303	International Business	2-0-2	3
BSL301	Business Policy & Strategy	2-0-2	3
BSL302	Leadership	2-0-2	3
BSL304	Investment Management	2-0-2	3
ENL204	Statistics and Research Methodology II	2-0-2	3

General Proficiency

		C
BSR101	GP-I	01 Credit
BSR102	GP-II	01 Credit
BSR201	GP-III	01 Credit
BSR202	GP-IV	01 Credit
BSR301	GP-V	01 Credit
BSR302	GP-VI	01 Credit

Community Service

BSS101	Community Service (CS-I)	02 Credit
BSS102	Community Service (CS-II)	
BSS201	Community Service (CS-III)	01 Credit
BSS202	Community Service (CS-IV)	
BSS301	Community Service (CS-V)	02 Credit
BSS302	Community Service (CS-VI)	

Skill Enhancement Courses

		L-T-P	C
CSV119	Digital Literacy	0-0-4	2
CML110	Communication and Documentation in Business	2-0-2	3
BSV301	Creative thinking and Negotiation Skills	2-0-2	3

Ability Enhancement

		L-T-P	C
CHL100	Environmental Studies	3-0-0	3

		L-T-P	C
CLL101	Effective Communication I	2-0-1	2.5
CLL102	Effective Communication II	2-0-1	2.5
CLL120	Human Values & Professional Ethics	2-0-0	2
	Foreign Language Elective - I	1-2-0	3
	Foreign Language Elective - II	1-2-0	3

PROGRAMME ELECTIVES

L-T-P   C

Marketing

		L-T-P	C
BSL331	Customer Relationship Management	2-0-2	3
BSL332	Management of Sales and Distribution	2-0-2	3
BSL333	Marketing & Consumer Analytics	2-0-2	3
BSL334	Fundamentals of Retail Management	2-0-2	3
BSL335	Marketing of Services	2-0-2	3
BSL336	Advertising and Promotion	2-0-2	3
BSL337	Fundamentals of Strategic Marketing	2-0-2	3
BSL338	Marketing in Digital Era	2-0-2	3

HRM

		L-T-P	C
BSL339	Recruitment and Selection	2-0-2	3
BSL340	Performance and Competency Management	2-0-2	3
BSL341	Employee Training and Development	2-0-2	3
BSL342	Industrial Relations and Indian Labour Laws	2-0-2	3
BSL343	Compensation and Reward Management	2-0-2	3
BSL344	Organization Change and Development	2-0-2	3
BSL345	Cross Culture HRM	2-0-2	3
BSL346	Fundamentals of Strategic HRM	2-0-2	3

Finance

		L-T-P	C
BSL347	Financial Reporting and Analysis	2-0-2	3
BSL348	Introduction to Financial Institutions and Market	2-0-2	3
BSL349	Insurance and Risk Management	2-0-2	3
BSL350	Fundamentals of Money and Banking	2-0-2	3
BSL351	Introduction to Portfolio Management	2-0-2	3
BSL352	Microfinance in India	2-0-2	3
BSL353	Cost and Management Accounting	2-0-2	3

Other Courses

	L-T-P	C
Open Elective – I	2-0-2	3
Open Elective – II	2-0-2	3
Open Elective – III	2-0-2	3

Project Presentation & Training

		L-T-P	C
BSD201	Minor Project (for BBA)	0-0-6	3
BST301	Summer Internship (for BBA)	0-0-10	5
BSD302	Major Project (for BBA)	0-0-8	4

BBA SPECIALIZATION IN BUSINESS ANALYTICS SCHEME OF STUDY 2021-2022

Scheme Semester	Semester Course Code, Course Name (L-T-P)Credits							Community Service	GP	Hrs. Per week			Contact Hours per Sem	Credits
1	CLL 101 Effective Comm-I (2-0-1)2.5	BSL102 Principles of Management (2-0-2)3	ENL102 Principles of Economics (2-0-2)3	CLL120 Human Values & Professional Ethics (2-0-0)2	CML 101 Professional Accounting (2-0-2)3	CML109 Business Laws (2-0-2)3	CML110 Communication & Documentation in Business (2-0-2)3	BSS101 CS-I (70 Hrs)	BSR101 GP-I 1 Credit	14	0	11	25*15= 375	20.5
2	CLL 102 Effective Comm-II (2-0-1)2.5	ASL140 Environmental Studies (3-0-0)3	BSL101 Entrepreneurship (2-0-2)3	ENL101 Statistics & Research Methodology-I (2-0-2)3	CML 107 Introduction to Banking (2-0-2)3	CML 108 Financial Management - I (2-0-2)3	CSV 119 Digital Literacy (Lab Training + Python) (0-0-4)2	BSS102 CS-II (70 Hrs) 2 Credit	BSR102 GP-II 1 Credit	13	0	13	26*15= 390	19.5+3= 22.5
Summers	BSD201 Minor Project (Including CS Remaining Hours) (0-0-6)3												6	3
3	BSL201 Fundamentals of Operations Management (2-0-2)3	BSL203 Human Resource Management (2-0-2)3	CML 208 Financial Management- II (2-0-2)3	BSL207 Introduction to Marketing Management (2-0-2)3	BSL209 Ecommerce (2-0-2)3	Foreign Language Elective-I (1-2-0)3		BSS201 CS-III (35 Hrs)	BSR201 GP-III 1 credit	11	2	10	23*15= 345	18+1= 19
4	BSL202 Introduction to Organizational Behavior (2-0-2)3	BSL204 Fundamentals of Consumer Behavior (2-0-2)3	ENL204 Statistics and Research Methodology-II (2-0-2)3	BSL302 Leadership (2-0-2)3	Open Elective 1 (2-0-2)3	Foreign Language Elective-II (1-2-0)3		BSS202 CS-IV (35 Hrs) 1 Credit	BSR202 GP-IV 1 credit	11	2	10	23*15= 345	18+2= 20
Summers	BST301 Summer Internship (Including 70 hours of Community Services) (0-0-10)5												10	5
5	Programme Elective –I (2-0-2)3	BSL303 International Business (2-0-2)3	BSV301 Creative thinking and Negotiation Skills (2-0-2)3	BSL301 Business Policy & Strategy (2-0-2)3	Open Elective 2 (2-0-2)3	Programme Elective-II (2-0-2)3		BSS301 CS-V (70 Hrs)	BSR301 GP-V 1 credit	12	0	12	24*15= 360	18+1= 19
6	Programme Elective –III (2-0-2)3	BSL304 Investment Management (2-0-2)3	Programme Elective –IV (2-0-2)3	Open Elective 3 (2-0-2)3	BSD302 Major Project (0-0-8)4			BSS302 CS-VI (70 Hrs) 2 Credit	BSR302 GP-VI 1 credit	8	0	8	16*15= 240	16+3= 19
TOTAL													137*15 = 2055	128

BBA SPECIALIZATION IN BUSINESS ANALYTICS

Programme Core

		L-T-P	C
BSL101	Entrepreneurship	2-0-2	3
CML108	Financial management I	2-0-2	3
ENL101	Statistics & Research Methodology-I	2-0-2	3
ENL102	Principles of Economics	2-0-2	3
CML101	Professional Accounting	2-0-2	3
CML107	Introduction to Banking	3-0-0	3
CML109	Business Laws	3-0-0	3
BSL102	Principles of Management	2-0-2	3
BSL201	Fundamentals of Operations Management	2-0-2	3
BSL203	Human Resource Management	2-0-2	3
CML208	Financial management II	2-0-2	3
BSL207	Introduction to Marketing Management	2-0-2	3
BSL209	E-Commerce	2-0-2	3
BSL202	Introduction to Organizational Behavior	2-0-2	3
BSL204	Fundamentals of consumer Behavior	2-0-2	3
BSL303	International Business	2-0-2	3
BSL301	Business Policy & Strategy	2-0-2	3
BSL302	Leadership	2-0-2	3
BSL304	Investment Management	2-0-2	3
ENL204	Statistics and Research Methodology II	2-0-2	3

General Proficiency

		C
BSR101	GP-I	01 Credit
BSR102	GP-II	01 Credit
BSR201	GP-III	01 Credit
BSR202	GP-IV	01 Credit
BSR301	GP-V	01 Credit
BSR302	GP-VI	01 Credit

Community Service

		C
BSS101	Community Service (CS-I)	02 Credit
BSS102	Community Service (CS-II)	
BSS201	Community Service (CS-III)	01 Credit
BSS202	Community Service (CS-IV)	
BSS301	Community Service (CS-V)	02 Credit
BSS302	Community Service (CS-VI)	

Skill Enhancement Courses

		L-T-P	C
CSV119	Digital Literacy	0-0-4	2
CML110	Communication and Documentation in Business	2-0-2	3
BSV301	Creative thinking and Negotiation Skills	2-0-2	3

Ability Enhancement

		L-T-P	C
CHL100	Environmental Studies	3-0-0	3
CLL101	Effective Communication I	2-0-1	2.5
CLL102	Effective Communication II	2-0-1	2.5
CLL120	Human Values & Professional Ethics	2-0-0	2
	Foreign Language Elective – I	1-2-0	3
	Foreign Language Elective – II	1-2-0	3

Programme Electives

Business Analytics

		L-T-P	C
BSL355	Consumer Behaviour and Analysis	2-0-2	3
BSL356	Applications in Digital Marketing	2-0-2	3
BSL357	Fundamentals of Econometrics	2-0-2	3
BSL358	Multi-criteria decision making	2-0-2	3
BSL359	Fundamentals of Predictive Modelling	2-0-2	3
BSL360	Supply Chain Analytics	2-0-2	3
BSL361	Fundamentals of Time Series Analysis	2-0-2	3
BSL362	Social Media and Web Analytics	2-0-2	3
BSL216	Digital Businesses	2-0-2	3
BSL306	Fundamentals of Big data analytics	2-0-2	3
BSL307	Fundamentals of data mining	2-0-2	3
BSL308	Data visualization	2-0-2	3

Other Courses

	L-T-P	C
Open Elective – I	2-0-2	3
Open Elective – II	2-0-2	3
Open Elective – III	2-0-2	3

Project Presentation & Training

		L-T-P	C
BSD203	Minor Project (for BBA in Business Analytics)	0-0-6	3
BST303	Summer Internship (for BBA in Business Analytics)	0-0-10	5
BSD304	Major Project (for BBA in Business Analytics)	0-0-8	4

BBA SPECIALIZATION IN DIGITAL MARKETING SCHEME OF STUDY 2021-2022

Scheme Semester	Semester Course Code, Course Name (L-T-P)Credits							Community Service	GP	Hrs. Per week			Contact Hours per Sem	Credits
1	CLL 101 Effective Comm-I (2-0-1)2.5	BSL102 Principles of Management (2-0-2)3	ENL102 Principles of Economics (2-0-2)3	CLL120 Human Values & Professional Ethics (2-0-0)2	CML 101 Professional Accounting (2-0-2)3	CML 109 Business Laws (2-0-2)3	CML 110 Communication & Documentation in Business (2-0-2)3	BSS101 CS-I (70 Hrs)	BSR101 GP-I 1 Credit	14	0	11	25*15= 375	20.5
2	CLL 102 Effective Comm-II (2-0-1)2.5	ASL140 Environmental Studies (3-0-0)3	BSL101 Entrepreneurship (2-0-2)3	ENL101 Statistics & Research Methodology-I (2-0-2)3	CML 107 Introduction to Banking (2-0-2)3	CML 108 Financial Management - I (2-0-2)3	CSV 119 Digital Literacy (Lab Training + Python) (0-0-4)2	BSS102 CS-II (70 Hrs) 2 Credit	BSR102 GP-II 1 Credit	13	0	13	26*15= 390	19.5+3= 22.5
Summers	BSD201 Minor Project (Including CS Remaining Hours) (0-0-6)3											6		3
3	BSL201 Fundamentals of Operations Management (2-0-2)3	BSL203 Human Resource Management (2-0-2)3	CML 208 Financial Management- II (2-0-2)3	BSL207 Introduction to Marketing Management (2-0-2)3	BSL209 Ecommerce (2-0-2)3	Foreign Language Elective- I (1-2-0)3		BSS201 CS-III (35 Hrs)	BSR201 GP-III 1 credit	11	2	10	23*15= 345	18+1=19
4	BSL202 Introduction to Organizational Behavior (2-0-2)3	BSL204 Fundamentals of Consumer Behavior (2-0-2)3	ENL204 Statistics and Research Methodology-II (2-0-2)3	BSL302 Leadership (2-0-2)3	Open Elective 1 (2-0-2)3	Foreign Language Elective II (1-2-0)3		BSS202 CS-IV (35 Hrs) 1 Credit	BSR202 GP-IV 1 credit	11	2	10	23*15= 345	18+2= 20
Summers	BST301 Summer Internship (Including 70 hours of Community Services) (0-0-10)5											10		5
5	Programme Elective –I (2-0-2)3	BSL303 International Business (2-0-2)3	BSV301 Creative thinking and Negotiation Skills (2-0-2)3	BSL301 Business Policy & Strategy (2-0-2)3	Open Elective 2 (2-0-2)3	Programme Elective-II (2-0-2)3		BSS301 CS-V (70 Hrs)	BSR301 GP-V 1 credit	12	0	12	24*15= 360	18+1= 19
6	Programme Elective –III (2-0-2)3	BSL304 Investment Management (2-0-2)3	Programme Elective –IV (2-0-2)3	Open Elective 3 (2-0-2)3	BSD302 Major Project (0-0-8)4			BSS302 CS-VI (70 Hrs) 2 Credit	BSR302 GP-VI 1 credit	8	0	8	16*15= 240	16+3= 19
TOTAL													137*15= 2055	128

BBA SPECIALIZATION IN DIGITAL MARKETING

Programme Core		L-T-P	C
BSL101	Entrepreneurship	2-0-2	3
CML108	Financial management I	2-0-2	3
ENL101	Statistics & Research Methodology-I	2-0-2	3
ENL102	Principles of Economics	2-0-2	3
CML101	Professional Accounting	2-0-2	3
CML107	Introduction to Banking	3-0-0	3
CML109	Business Laws	3-0-0	3
BSL102	Principles of Management	2-0-2	3
BSL201	Fundamentals of Operations Management	2-0-2	3
BSL203	Human Resource Management	2-0-2	3
CML208	Financial management II	2-0-2	3
BSL207	Introduction to Marketing Management	2-0-2	3
BSL209	E-Commerce	2-0-2	3
BSL202	Introduction to Organizational Behavior	2-0-2	3
BSL204	Fundamentals of consumer Behavior	2-0-2	3
BSL303	International Business	2-0-2	3
BSL301	Business Policy & Strategy	2-0-2	3
BSL302	Leadership	2-0-2	3
BSL304	Investment Management	2-0-2	3
ENL204	Statistics and Research Methodology II	2-0-2	3

General Proficiency		C
BSR101	GP-I	01 Credit
BSR102	GP-II	01 Credit
BSR201	GP-III	01 Credit
BSR202	GP-IV	01 Credit
BSR301	GP-V	01 Credit
BSR302	GP-VI	01 Credit

Community Service		
BSS101	Community Service (CS-I)	02 Credit
BSS102	Community Service (CS-II)	
BSS201	Community Service (CS-III)	01 Credit
BSS202	Community Service (CS-IV)	
BSS301	Community Service (CS-V)	02 Credit
BSS302	Community Service (CS-VI)	

Skill Enhancement Courses		L-T-P	C
CSV119	Digital Literacy	0-0-4	2
CML110	Communication and Documentation in Business	2-0-2	3
BSV301	Creative thinking and Negotiation Skills	2-0-2	3

Ability Enhancement		L-T-P	C
CHL100	Environmental Studies	3-0-0	3
CLL101	Effective Communication I	2-0-1	2.5

CLL102	Effective Communication II	2-0-1	2.5
CLL120	Human Values & Professional Ethics	2-0-0	2
	Foreign Language Elective – I	1-2-0	3
	Foreign Language Elective – II	1-2-0	3

PROGRAMME ELECTIVES — L-T-P C

Digital Marketing

		L-T-P	C
BSL306	Fundamentals of Big Data Analytics	2-0-2	3
BSL365	Content Development and Marketing	2-0-2	3
BSL366	Design Thinking and Innovation	2-0-2	3
BSL367	Digital Analytics and Campaign Planning	2-0-2	3
BSL368	Digital Futures	2-0-2	3
BSL369	Digital Media Planning and Management	2-0-2	3
BSL370	E-CRM	2-0-2	3
BSL371	Internet and Related Technologies	2-0-2	3
BSL372	Lead Generation & E-Mail Marketing	2-0-2	3
BSL373	Mobile Marketing	2-0-2	3
BSL374	Search Engine Optimization	2-0-2	3
BSL375	Strategic Digital Marketing	2-0-2	3
BSL308	Data Visualization	2-0-2	3
BSL309	Digital Media Ethics and Laws	2-0-2	3
BSL311	Web Design & Development	2-0-2	3
BSL362	Social Media and Web Analytics	2-0-2	3
BSL216	Digital Business	2-0-2	3

Other Courses	L-T-P	C
Open Elective – I	2-0-2	3
Open Elective – II	2-0-2	3
Open Elective – III	2-0-2	3

Project Presentation & Training		L-T-P	C
BSD205	Minor Project (for BBA in Digital Marketing)	0-0-6	3
BST305	Summer Internship (for BBA in Digital Marketing)	0-0-10	5
BSD306	Major Project (for BBA in Digital Marketing)	0-0-8	4

B.COM(H) SCHEME OF STUDY 2021-2022

Semester	Semester Course Code, Course Name(L-T-P) Credits							COMMUNITY SERVICE	GP	Hrs. Per week			Contact Hours per Semester	Credits
										L	T	P		
1	CLL101 Effective Comm - I (2-0-1)2.5	CHL100 Environmental Studies (3-0-0)3	BSL 102 Principles of Management (2-0-2)3	ENL101 Statistics & Research Methodology-I (2-0-2)3	CML107 Introduction to Banking (2-0-2)3	CML101 Professional Accounting (2-0-2)3	CSV119 Digital Literacy (Lab Training + Python) (0-0-4)2	CMS101 CS-I (70 HRS)	CMR101 GP-I 1 Credit	13	0	13	26*15=390	19.5+1=20.5
2	CLL102 Effective Comm-II (2-0-1)2.5	BSL101 Entrepreneurship (2-0-2)3	ENL102 Principles of Economics (2-0-2)3	CLL120 Human Values & Professional Ethics (2-0-0)2	CML108 Financial Management-I (2-0-2)3	CML109 Business Laws (2-0-2)3	CML110 Communication & Documentation in Business (2-0-2)3	CMS102 CS-II (70 HRS) 2 Credit	CMR102 GP-II 1 Credit	14	0	11	25*15=375	19.5+3=22.5
Summer	CMD201	Minor Project (Including CS Remaining Hours) (0-0-6)3												3
3	CML208 Financial Management-II (2-0-2)3	ENL204 Statistics & Research Methodology -II (2-0-2)3	ENL203 Business Mathematics (2-0-2)3	CML203 Fundamentals of Auditing (2-0-2)3	BSL203 HRM (2-0-2)3	BSL209 E-Commerce (2-0-2)3	Foreign Language Elective I (1-2-0)3	CMS201 CS-III (35 HRS)	CMR201 GP-III 1 Credit	13	2	12	27*15=405	21+1=22
4	CML202 Income Tax & Practice (2-0-2)3	CML204 Corporate Accounting (2-0-2)3	CML206 Security & Investment Management (2-0-2)3	BSL207 Marketing Management (2-0-2)3	Program Elective I (2-0-2)3	Open Elective I (2-0-2)3	Foreign Language Elective II (1-2-0)3	CMS202 CS-IV (35 HRS) 1 Credit	CMR202 GP-IV 1 Credit	13	2	12	27*15=405	21+2=22
Summers	CMT301	Summer Internship (Including 70 hours of Community Services) (0-0-10)5												5
5	CML301 Cost Accounting (2-0-2)3	CML303 Indirect Taxation (GST) (2-0-2)3	BSV301 Creative Thinking &Negotiation Skills (2-0-2)3	Program Elective II (2-0-2)3	Program Elective III (2-0-2)3	Open Elective II (2-0-2)3		CMS301 CS-V (70 HRS)	CMR301 GP-V 1 Credit	12	0	12	24*15=360	18+1=19
6	CML302 Management Accounting (2-0-2)3	CML304 Micro Finance (2-0-2)3	BSL301 Business Policy & Strategy (2-0-2)3	Program Elective IV (2-0-2)3	Open Elective III (2-0-2)3	CMD302 Major Project (0-0-8)4		CMS302 CS-VI (70 HRS) 2 Credit	CMR302 GP-VI 1 Credit	10	0	10	20*15=300	19+3=22
TOTAL										149*15=2235				137

BACHELOR OF COMMERCE(H)

OVERALL CREDIT STRUCTURE

Category	Credits
Programme Core (22+52)	74
Ability Enhancement	16
Project Presentation & Training	13
Skill Enhancement	7
General Proficiency	6
Program Electives	12
Open Electives	9
Total Credits	**137**

Programme Core

		L-T-P	C
BSL101	Entrepreneurship	2-0-2	3
BSL102	Principles of Management	2-0-2	3
ENL101	Statistics & Research Methodology-I	2-0-2	3
ENL102	Principles of Economics	2-0-2	3
CML107	Introduction to Banking	2-0-2	3
CML109	Business Laws	2-0-2	3
CML101	Professional Accounting	2-0-2	3
CML108	Financial Management-I	2-0-2	3
CML208	Financial Management-II	2-0-2	3
BSL203	Human Resource Management	2-0-2	3
BSL207	Introduction to Marketing Management	2-0-2	3
BSL209	E-Commerce	2-0-2	3
BSL301	Business Policy & Strategy	2-0-2	3
CML202	Income Tax & Practice	2-0-2	3
CML203	Fundamentals of Auditing	2-0-2	3
CML204	Corporate Accounting	2-0-2	3
CML206	Security & Investment Management	2-0-2	3
CML301	Cost Accounting	2-0-2	3
CML302	Management Accounting	2-0-2	3
CML303	Indirect Taxation (GST)	2-0-2	3
CML304	Micro Finance	2-0-2	3
ENL203	Business Mathematics	2-0-2	3
ENL204	Statistics & Research Methodology-II	2-0-2	3

General Proficiency

		C
CMR101	GP-I	01 Credit
CMR102	GP-II	01 Credit
CMR201	GP-III	01 Credit
CMR202	GP-IV	01 Credit
CMR301	GP-V	01 Credit
CMR302	GP-VI	01 Credit

Community Service

CMS101	Community Service (CS-I)	02 Credit
CMS102	Community Service (CS-II)	
CMS201	Community Service (CS-III)	01 Credit
CMS202	Community Service (CS-IV)	
CMS301	Community Service (CS-V)	02 Credit
CMS302	Community Service (CS-VI)	

Skill Enhancement Courses

		L-T-P	C
CSV119	Digital Literacy	0-0-4	2
BSV301	Creativity and Negotiation Skills	2-0-2	3
CML110	Communication & Documentation in Business	2-0-2	3

Ability Enhancement

		L-T-P	C
ASL140	Environmental Studies	3-0-0	3
CLL101	Effective Communication I	2-0-1	2.5
CLL102	Effective Communication II	2-0-1	2.5
CLL120	Human Values & Professional Ethics	2-0-0	2
	Foreign Language Elective - I	1-2-0	3
	Foreign Language Elective - II	1-2-0	3

PROGRAMME ELECTIVES

L-T-P C

Marketing

		L-T-P	C
BSL331	Customer Relationship Management	2-0-2	3
BSL332	Management of Sales and Distribution	2-0-2	3
BSL333	Marketing & Consumer Analytics	2-0-2	3
BSL334	Fundamentals of Retail Management	2-0-2	3
BSL335	Marketing of Services	2-0-2	3
BSL336	Advertising and Promotion	2-0-2	3
BSL337	Fundamentals of Strategic Marketing	2-0-2	3
BSL338	Marketing in Digital Era	2-0-2	3

HRM

		L-T-P	C
BSL339	Recruitment and Selection	2-0-2	3
BSL340	Performance and Competency Management	2-0-2	3
BSL341	Employee Training and Development	2-0-2	3
BSL342	Industrial Relations and Indian Labour Laws	2-0-2	3
BSL343	Compensation and Reward Management	2-0-2	3
BSL344	Organization Change and Development	2-0-2	3
BSL345	Cross Culture HRM	2-0-2	3
BSL346	Fundamentals of Strategic HRM	2-0-2	3

BSL347	Financial Reporting and Analysis	2-0-2	3
BSL348	Introduction to Financial Institutions and Market	2-0-2	3
BSL349	Insurance and Risk Management	2-0-2	3
BSL350	Fundamentals of Money and Banking	2-0-2	3
BSL351	Introduction to Portfolio Management	2-0-2	3
CML352	Financial Econometrics	2-0-2	3
BSL303	International Business	2-0-2	3

Other Courses

		L-T-P	C
Open Elective – I		2-0-2	3
Open Elective – II		2-0-2	3
Open Elective – III		2-0-2	3

Project Presentation & Training

		L-T-P	C
CMD201	Minor Project (for BCom (H))	0-0-6	3
CMT301	Summer Internship (for BCom (H))	0-0-10	5
CMD302	Major Project (for BCom (H))	0-0-8	4

BA (H) ECONOMICS SCHEME OF STUDY 2021-2022

Semester	Semester Course Code, Course Name (L-T-P) Credits						Community Service	GP	Hrs. Per week L	T	P	Credits
1	CLL101 Effective Comm - I (2-0-1)2.5	CHL100 Environmental Studies (3-0-0)3	ENL102 Principles of Economics (2-0-2)3	ENL101 Statistics & Research Methodology-I (2-0-2)3	BSL102 Principles of Management (2-0-2)3	CSV119 Digital Literacy (30 Hrs Lab Training + Python) (0-0-4)2		ENS101 CS-I (70 Hrs)	ENR101 GP-I 1 Credit	11	0	11	16.5+1=17.5
2	CLL102 Effective Comm-II (2-0-1)2.5	ENL203 Business Mathematics (2-0-2)3	CML101 Professional Accounting (2-0-2)3	CLL120 Human Values & Professional Ethics (2-0-0)2	ENL201 History of Economic Thoughts (3-0-0)3	CML110 Communication and Documentation in Business (2-0-2)3	BSL101 Entrepreneurship (2-0-2)3	ENS102 CS-II (70 Hrs) 2 Credit	ENR102 GP-II 1 Credit	15	0	9	19.5+3=22.5
Summers	END201	Minor Project (Including CS Remaining Hours) (0-0-6)3								0	0	6	3
3	ENL303 Fundamentals of Money & Banking (4-0-0)4	ENL336 Mathematical Economics (2-0-2)3	ENL205 Advanced Microeconomics (2-0-2)3	ENL301 Public Finance (4-0-0)4	ENL209 Behavioral Economics (4-0-0)4	Open Elective 1 (2-0-2)3		ENS201 CS-III (35 Hrs)	ENR201 GP-III 1 Credit	18	0	6	21+1=22
4	ENL302 Corporate Governance &Sustainability (3-0-0)3	ENL204 Statistics and Research Methodology-II (2-0-2)3	ENL207 Advanced Macro Economics (2-0-2)3	ENL208 Environmental Economics (2-0-2)3	Open Elective 2 (2-0-2)3	Foreign Language I (1-2-0)3		ENS202 CS-IV (35 Hrs) 1 Credit	ENR202 GP-IV 1 Credit	12	2	8	18+2=20
Summers	END301	Summer Internship (Including 70 hours of Community Services) (0-0-10)5								0	0	10	5
5	ENL206 Introduction to Econometrics (2-0-2)3	ENL337 Financial Economics (2-0-2)3	Open Elective 3 (2-0-2)3	Programme Elective-I (2-0-2)3	Programme Elective –II (2-0-2)3	Foreign Language II (1-2-0)3		ENS301 CS-V (70 Hrs)	ENR301 GP-V 1 Credit	11	2	10	18+1=19
6	ENL202 International Trade (4-0-0)4	ENL304 Indian Economy (4-0-0)4	ENL306 Economics of Growth & Development (4-0-0)4	Programme Elective-III (2-0-2)3	Programme Elective –IV (2-0-2)3	END302 Major Project (0-0-8)4		ENS302 CS-VI (70 Hrs) 2 Credit	ENR302 GP-VI 1 Credit	16	0	14	22+3=25
Total												Total Credit = 134

BACHELOR OF ARTS (HONS) ECONOMICS

OVERALL CREDIT STRUCTURE

Category	Credits
Programme Core (18+53)	71
Ability Enhancement	16
Project Presentation & Training	13
Skill Enhancement	4
General Proficiency	6
Program Electives	16
Open Electives	9
Total Credits	**135**

Programme Core

		L-T-P	C
BSL101	Entrepreneurship	2-0-2	3
CML101	Professional Accounting	2-0-2	3
ENL302	Corporate Governance &Sustainability	3-0-0	3
BSL102	Principles of Management	2-0-2	3
ENL101	Statistics & Research Methodology-I	2-0-2	3
ENL102	Principles of Economics	2-0-2	3
ENL201	History of Economic Thoughts	3-0-0	3
ENL202	International Trade	4-0-0	4
ENL203	Business Mathematics	2-0-2	3
ENL204	Statistics and Research Methodology-II	2-0-2	3
ENL205	Advanced Micro-economics	2-0-2	3
ENL206	Introduction to Econometrics	2-0-2	3
ENL207	Advanced Macro Economics	2-0-2	3
ENL208	Environmental Economics	2-0-2	3
ENL209	Behavioral Economics	3-0-0	3
ENL301	Public Finance	4-0-0	4
ENL303	Fundamentals of Money and Banking	4-0-0	4
ENL304	Indian Economy	4-0-0	4
ENL306	Economics of Growth & Development	4-0-0	4
ENL337	Financial Economics	2-0-2	3
ENL336	Mathematical Economics	2-0-2	3

General Proficiency

		C
ENR101	GP-I	01 Credit
ENR102	GP-II	01 Credit
ENR201	GP-III	01 Credit
ENR202	GP-IV	01 Credit
ENR301	GP-V	01 Credit
ENR302	GP-VI	01 Credit

Community Service

		C
ENS101	Community Service (CS-I)	02 Credit
ENS102	Community Service (CS-II)	
ENS201	Community Service (CS-III)	01 Credit
ENS202	Community Service (CS-IV)	
ENS301	Community Service (CS-V)	02 Credit
ENS302	Community Service (CS-VI)	

Skill Enhancement Courses

		L-T-P	C
CSV119	Digital Literacy	0-0-4	2
	Communication and Documentation in Business	2-0-2	3

Ability Enhancement

		L-T-P	C
CHL100	Environmental Studies	3-0-0	3
CLL101	Effective Communication I	2-0-1	2.5
CLL102	Effective Communication II	2-0-1	2.5
CLL120	Human Values & Professional Ethics	2-0-0	2
	Foreign Language Elective - I	1-2-0	3
	Foreign Language Elective - II	1-2-0	3

Programme Electives

Economics

		L-T-P	C
ENL330	Agricultural Economics	2-0-2	3
ENL331	Industrial Economics	2-0-2	3
ENL332	Comparative Economic Development	2-0-2	3
ENL333	Labour Economics	2-0-2	3
ENL334	Economics of Health & Education	2-0-2	3
ENL335	Population Studies	2-0-2	3
ENL341	Global economic monetary system	2-1-0	3

Finance

		L-T-P	C
BSL349	Insurance & Risk Management	2-0-2	3
BSL348	Financial Institutions and Market	2-0-2	3
BSL354	Security Analysis & Portfolio Management	2-0-2	3
BSL347	Financial Reporting & Analysis	2-0-2	3

Research Analysis

		L-T-P	C
ENL340	Fundamentals of Spreadsheet Modelling	2-0-2	3
ENL338	Introduction to Statistical Programming With R	2-0-2	3
BSL307	Fundamentals of Data Mining	2-0-2	3
ENL339	Forecasting Methods	2-0-2	3
BSL308	Fundamentals of Data Visualization	2-0-2	3

Other Courses

	L-T-P	C
Open Elective – I	2-0-2	3
Open Elective – II	2-0-2	3
Open Elective – III	2-0-2	3

Project Presentation & Training

		L-T-P	C
END201	Minor Project (for BA Hons Economics)	0-0-6	3
END301	Summer Internship (for BA Hons Economics)	0-0-10	5
END302	Major Project (for BA Hons Economics)	0-0-8	4

BA (HONS) PSYCHOLOGY SCHEME OF SYUDY 2021-2022

Semester	Semester Course Code, Course Name (L-T-P) Credits						COMMUNITY SERVICE	GP	Hrs. Per week			Contact Hours per Semester	Credits
									L	T	P		
1	CLL101 Effective Comm – I (2-0-1)2.5	CHL100 Environmental Studies (3-0-0)3	BSL102 Principles of Management (2-0-2)3	ENL101 Statistics & Research Methodology-I (2-0-2)3	PCL103 Introduction to Psychology (2-0-2)3	CSV119 Digital Literacy (30 hrs Lab Training + Python) (0-0-4)2	PCS101 CS-I (70 Hrs)	PCR101 GP-I 1 Credit	13	0	7	20x15=300	16.5+1=17.5
2	CLL102 Effective Comm-II (2-0-1)2.5	BSL101 Entrepreneurship (2-0-2)3	PCL101 Understanding Individual Differences (3-1-0)4	CLL120 Human Values and professional ethics (2-0-0)2	PCL102 Psychology for Living (2-1-0)3	PCL109 Physiological Psychology (3-1-0)4	PCS102 CS-II (70 HRS) 2 Credit	PCR102 GP-II 1 Credit	14	3	3	20x15=300	18.5+3=21.5
Summers	PCD201		Minor Project (Including CS Remaining Hours) (0-0-6)3										3
3	PCL201 Cultural Psychology (2-0-2)3	PCL203 Evolution of Psychological Thought (3-1-0)4	PCL205 Introduction to Social Psychology (2-1-0)3	PCL207 Statistical Methods and Psychological Research (2-2-0)4	PCL208 Positive Psychology (3-1-0)4	PCP201 Psy Practical (Experiment) (0-0-4)2	PCS201 CS-III (35 HRS)	PCR201 GP-III 1 Credit	12	5	6	24x15=360	20+1=21
4	PCL202 Industrial & Org. Psy (3-1-0)4	PCL204 Applied Social Psychology (3-1-0)4	PCL206 Counselling Psychology (3-1-0)4	Programme Elective-I (2-0-2)3	Open Elective-I (2-0-2)3	PCP202 Psy Practical (Testing) (0-0-6)3	PCS202 CS-IV (35 HRS) 1 Credit	PCR202 GP-IV 1 Credit	13	3	10	26x15=390	21+2=23
Summers	PCT301		Summer Internship (Including 70 hours of Community Services) (0-0-10)5										5
5	PCL301 Life Span Approach to Developmental Psychology (3-1-0)4	PCL303 Psychopathology and Well Being (2-1-0)3	Open Elective-II (2-0-2)3	Programme Elective-II (2-0-2)3	Programme Elective –III (2-0-2)3	Foreign Language I (1-2-0)3	PCP301 Psy Practical (Survey) (0-0-4)2	PCS301 CS-V (70 HRS)	PCR301 GP-V 1 Credit	12	4	10	26x15=390	21+1=22
6	PCL302 Applied Clinical Psychology (3-1-0)4	PCD302 Major Project (0-0-8)4	Open Elective-III (2-0-2)3	Foreign Language-II (1-2-0)3	PCP302 Psy Practical (Qualitative analysis) (1-0-4)3			PCS302 CS-VI (70 HRS) 2 Credit	PCR302 GP-VI 1 Credits	7	3	16	25x15=375	18+2=20
Total									143*15=2145				133

BACHELOR OF ARTS (HONS) PSYCHOLOGY

OVERALL CREDIT STRUCTURE

Category	Credits
Programme Core	72
Ability Enhancement	16
Project Presentation & Training	14
Skill Enhancement	5
General Proficiency+CS	9
Program Electives	9
Open Electives	9
Total Credits	**134**

Programme Core

		L-T-P	C
BSL101	Entrepreneurship	2-0-2	3
ENL101	Statistics & Research Methodology-I	4-0-0	4
BSL102	Principles of Management	2-0-2	3
PCL101	Understanding Individual Differences	3-1-0	4
PCL102	Psychology for Living	2-1-0	3
PCL103	Introduction to Psychology	2-0-2	3
PCL109	Physiological Psychology	3-1-0	4
PCL201	Cultural Psychology	2-0-2	3
PCL202	Industrial & Organizational Psychology	3-1-0	4
PCL203	Evolution of Psychological Thought	3-1-0	4
PCL204	Applied Social Psychology	3-1-0	4
PCL205	Introduction to Social Psychology	2-1-0	3
PCL206	Counselling Psychology	3-1-0	4
PCL207	Statistical Methods and Psychological Research	2-2-0	4
PCL208	Positive Psychology	3-1-0	4
PCL301	Life Span Approach to Developmental Psychology	3-1-0	4
PCL302	Applied Clinical Psychology	3-1-0	4
PCL303	Psychopathology and Well Being	2-1-0	3
PCP201	Psychology Practical (Experiment)	0-0-4	2
PCP202	Psychology Practical (Testing)	0-0-6	3
PCP301	Psychology Practical (Survey)	0-0-4	2
PCP302	Psychology Practical (Qualitative analysis)	1-0-4	3

General Proficiency

		C
PCR101	GP-I	01 Credit
PCR102	GP-II	01 Credit
PCR201	GP-III	01 Credit
PCR202	GP-IV	01 Credit
PCR301	GP-V	01 Credit
PCR302	GP-VI	01 Credit

Community Service

PCS101	Community Service (CS-I)	02 Credit
PCS102	Community Service (CS-II)	
PCS201	Community Service (CS-III)	01 Credit
PCS202	Community Service (CS-IV)	
PCS301	Community Service (CS-V)	02 Credit
PCS302	Community Service (CS-VI)	

Skill Enhancement Courses

		L-T-P	C
CSV119	Digital Literacy (30 hrs Lab Training + Python)	0-0-4	2

Ability Enhancement

		L-T-P	C
CHL100	Environmental Studies	3-0-0	3
CLL101	Effective Communication I	2-0-1	2.5
CLL102	Effective Communication II	2-0-1	2.5
CLL120	Human Values & Professional Ethics	2-0-0	2
	Foreign Language Elective - I	1-2-0	3
	Foreign Language Elective - II	1-2-0	3

Programme Electives

		L-T-P	C

Clinical Psychology

PCL331	Health Psychology	2-0-2	3
PCL332	Stress Management	2-0-2	3

Consumer Psychology

BSL204	Consumer Behavior	2-0-2	3
PCL338	Psychology of Advertising	2-0-2	3
PCL336	Media Psychology	2-0-2	3

Environmental Psychology

PCL334	Sustainability and Conservation Behavior	2-0-2	3
PCL335	Foundation of Environmental Stress	2-0-2	3

Organizational Psychology

BSL344	Organization Change & Development	2-0-2	3
BSL340	Performance Management & Competency Management	2-0-2	3
BSL203	Human Resource Management	2-0-2	3
BSL302	Leadership	2-0-2	3

Other Courses

	L-T-P	C
Open Elective – I	2-0-2	3
Open Elective – II	2-0-2	3
Open Elective – III	2-0-2	3

Project Presentation & Training

		L-T-P	C
PCD201	Minor Project (for B.A. Hons Psychology)	0-0-6	3
PCT301	Summer Internship (for B.A. Hons Psychology)	0-0-10	5
PCD302	Major Project (for B.A. Hons Psychology)	0-0-8	4

Note:
a) Upto 20% of courses can be done through MOOC courses subject to department approval
b) Foreign electives comprise of Spanish/German/French
c) Program Electives are to be chosen from across all the specializations, like PE1 either from clinical psychology, consumer psychology, environmental or organizational psychology
d) Open Elective can be chosen from the University list of Open Elective Courses

DETAILED COURSE DESCRIPTIONS FOR UNDER GRADUATE PROGRAMMES

CLL100 Environmental Studies
3 credits (3-0-0)

Through this subject, students will be studying issues like pollution, global climate change, and the depletion of natural resources, students in Environmental Studies & Earth Sciences programmes focus on the most pressing environmental and ecological issues of today.

BSL101 Entrepreneurship
3 Credits (2-0-2)

Introduction to Entrepreneurship, Benefits of Entrepreneurship, As a Career option, Entrepreneurial spirit, Entrepreneurial competencies, Entrepreneurship development programs, Entrepreneurial support, Policy initiatives for entrepreneurial growth, Ease of doing business; Social Entrepreneurship; Family Business, MSME's, Opportunity identification, Idea Generation; Conducting Feasibility analysis, Intellectual Property, Business Plan Preparation, Business Models, Porter's forces, Resource Mobilization: Entrepreneurial finance, Managing operations, Marketing strategies, Talent acquisition for new ventures; Project Management, Project appraisal, E-Business, Growth, Exit strategies, Social Responsibility.

BSL102 Principles of Management
3 Credits (2-0-2)

Management and analysis of basic organizing, leading, directing, and controlling for establishing and accomplishing business objectives, the scope of this study will also include aspects of the principles of management on individuals and organizations. The design of the course includes the basic mechanics business operations; manufacturing, marketing and maintaining financial focus in a rapidly changing and competitive market

BSL201 Fundamentals of Operations Management
3 Credits (2-0-2)

This course is an introduction to the concepts, principles, problems, and practices of operations management. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization.

BSL202 Introduction to Organizational Behavior
3 Credits (2-0-2)

Introduction to Organizational Behaviour: Emergence & OB as a Discipline; Reasons for Studying OB; Challenges in OB. Individual behavior and Processes: Values in the Workplace and across work cultures; Ethical Behaviour. Personality in Organizations – Determinants, Personality Theories, Traits. Perception, Workplace Attitudes & Ethics, Learning, Emotions and Moods, Job Satisfaction. Motivation and Applied Performance Practices. Stress Management. Group Processes and Team Effectiveness: Decision making and Creativity; Model of Team Effectiveness; Organizational & Team Environment; Team Design Features; Team Diversity Challenges; Team Processes & Problems (Process Losses & Brook's Law and Social Loafing); Self-directed Work-Teams; Virtual Teams; Team Trust; Team Decision Making and; Team Building. Communication, Power & Influence and Conflict management: Communication Channels, Barriers and Process; Cross-cultural and Cross-Gender Communication; Improving Interpersonal Communication through Transactional Analysis; Communicating in Organizational Hierarchies; etc. Thomas Kilmann's Conflict Management's styles. Leadership in Organizational Settings – Different Perspectives. Organizational Structure and Design, Organizational Culture, Climate and Change.

BSL203 Human Resource Management
3 Credits (2-0-2)
Nature and scope of Human Resource Management; Human Resource Planning; Job Analysis - Job description - Job specification; Recruitment and Selection - Types – Interview types and selection process. Employee testing – Importance of Selection – Psychological tests – Other information; Development of Human Resources - Types of training and Executive Development - Performance appraisal – Methods and uses; Maintenance of Human Resource – Motivation and Reward System.- Job evaluation - Compensation – Wage and salary, Incentive patterns - Collective Bargaining – Types and process; Employee problems – Disciplining, Promotion, Transfer and Separations - Employee welfare safety health benefits and services - Industrial Counselling and Intervention Programmes; Participative management – Quality circles – Total quality management – Industrial relations – Employee communication – Human Engineering – Working conditions – Improvement in work environment – International Human Resource Management.

BSL204 Fundamentals of Consumer Behavior
3 Credits (2-0-2)
Consumer Demographics, Life Styles, Retailing Implications of Consumer Demographics and Lifestyle, Consumer Profiles, Lifestyle Marketing, Environmental Factors and Individual Factors affecting Consumers. Consumer as an Individual, Motivation, Needs, Goals, Personality, Self and Self Images, Perception, Imagery, Learning, Cues, Response, Reinforcement, Behavioral Learning and Cognitive Learning Theory, Brand Loyalty, Attitude Formation and Change, Shopping Attitudes and Behavior, Consumer Buying Decision Process, Types of Consumer Decision Making, Impulse Purchases and Customer Loyalty, Group Dynamics and Reference Groups, Family Decision Making, Social Class, Culture, Subculture, Opinion Leadership Process, Diffusions of Innovations, Adoption Process.

BSL205 Fundamentals of Financial Management
3 Credits (2-0-2)
Goals & objectives, Functions of financial managers, Concepts of risk and return, Environment of finance inorganization of finance function, Introduction to time value of money. Capital Budgeting techniques: Nature and Features, Cash Flow Methods. Cost of Capital: Introduction Cost of Capital, Cost of Debt, Cost of Preference Capital, Cost of Equity Capital, Weighted Average of Cost and Weighted Marginal Cost of Equity. Financial and Operating Leverage. Capital Structure: Theory &Practice, EBIT, EPS Analysis and its theories. Working Capital Management: Cash, Receivables and Inventory Management and Financing. Dividend decisions & policy, Sources of Finance: Long/Short term financing. Ratio Analysis: Calculation of different ratios.

BSL206 HR Analytics
3 Credits (2-0-2)
This course introduces the student to integrate the concepts of HRM to the use of data analytics and information systems. The course will further help students to understand the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting. The student will develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyze and interpret HR data to support decision making. The student will use applicable benchmarks/metrics to conduct research and statistical analyses related to Human Resource Management, and will prepare reports to present findings and recommendations.

BSL207 Introduction to Marketing Management
3 Credits (2-0-2)

Defining Marketing for the 21st Century: Marketing Concept and Process; The changing marketing Landscape and Developing Marketing Strategies and Plans: Role of marketing in company's strategic planning; Customer drives marketing strategy and integrated marketing mix; managing the marketing effort. Scanning the Marketing Environment, Forecasting Demand, and Conducting Marketing Research; Creating Customer Value and Customer Relationships; Analyzing Consumer Markets and Analyzing Business Markets. Identifying Market Segments and Targets; Competitive Dynamics; Crafting the Brand Positioning; and Creating Brand Equity. Designing Value: Setting Product Strategy; Designing and Managing Services and Developing Pricing Strategies and Programs. Delivering Value: Designing and Managing Integrated Marketing Channels and Managing Retailing, Wholesaling, and Logistics. Communicating Value: Designing and Managing Integrated Marketing Communications; Managing Mass Communications; Managing Personal Communications. Creating competitive advantages; marketing in the global environment; managing the holistic marketing effort; introducing new marketing offerings; social responsibility of marketing.

BSL208 Financial Analytics
3 Credits (2-0-2)
An introduction to methods and tools useful in decision-making in the financial industry, including: macroeconomic event studies, analysis of term structures, equity data, style analysis, credit card receivables, trading analytics, execution algorithms, etc.

BSL209 Ecommerce
3 Credits (2-0-2)
Presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business to consumers, business-to-business, and intra-organizational. Examination of e-commerce in altering the structure of entire industries, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance.

BSL210 Marketing Analytics
3 Credits (2-0-2)
The objective of the course is to develop knowledge of various marketing analytical techniques in order to help better decision making in sales and marketing. Marketing Managers usually depend on data analysts in their firms to crunch data. This course will help students to analyze data related to their customers, channel partners, vendors and others. The use of analytics helps to generate actionable insights required for impactful decision making. This course will help participants to understand the essentials of marketing analytics and learn the techniques to address fundamental marketing challenges.

BSL211 HRM and OB
3 Credits (2-0-2)
HRM and OB provides a basic understanding of individual and group behaviors at organizational and individual level. Different perspectives and skills that enhance understanding of our own behavior and our ability to influence the behavior of others in organizational settings will be discussed in this course. Further, organizations must rely on effective human resource management for their long-term sustainability. Especially in development organizations, human resource managers must be concerned with unique issues of balancing organizational, board, staff, and volunteer concerns, while also maintaining a committed, motivated, and productive workforce. Also, OB and HRM are important in context of sustainability since embedding sustainability in an organization is a people-related challenge, not a technological one. OB and HRM together can instill sustainability deep within an organizations' culture and embed a sustainability mindset in an organization and provide an integrated approach to sustainability.

BSL212 Digital Marketing
3 credits (2-0-2)

This course provides learners the ability to formulate and enact intelligent, data-driven marketing strategies. Core content will focus on identifying and understanding digital marketing metrics to gauge success of both social media and traditional digital marketing efforts.

BSL214 Consumer and Audience Behavior
3 Credits (2-0-2)
This course aims to help students understand the socio-cultural factors which shapes consumption decision making process, the psychological factors which shapes consumption decision making process and utilize this understanding to develop consumer insight and make marketing related decisions on its basis. Apply knowledge of consumer behavior to understand a variety of marketing and branding situations.

BSL216 Digital Businesses
3 Credits (2-0-2)
 The course will Introduce students to various kinds of digital businesses, equip students with a framework to understand underlying Digital Business models and routes to market success, provide an understanding of different digital business strategies available and acquaint students with digital success and failure factors. It will also help them understand the gestalt of digital business.

BSL301 Business Policy and Strategy
3 Credits (2-0-2)
The nature of business planning and strategic management: Key terms of SM. Levels of strategies, Decision making criteria and approaches. Strategic management processes: The SM Model and its limitations. Business vision and mission, Importance and characteristics. Issues in setting the objectives. Environment scanning and SWOT analysis: Environment components, Industry analysis Competitive forces. Competitive analysis: Porters 5- forces. Formulation of strategies: Business forecasting- Need and steps. Forecasting techniques; Internal analysis, Nature of internal environment, Value chain analysis,

Evaluation of key internal factors, financial statements/ratio analysis. Long term objectives and grand strategies Long term objectives. Grand strategies, Integration and diversification, Mergers and acquisition, Turnaround strategies, Analysis of strategies, Portfolio and matrix analysis, SWOT analysis.

BSL302 Leadership
3 Credits (2-0-2)
The course includes concepts pertaining to understanding people leadership, importance of self-awareness and seeing the other's point of view through their lens, self-awareness, making effective choices, building relationships, active listening, building a team, communicating with people. The course aims to make the students conversant with the concept of leadership and its relevance especially in today's dynamic business environment. Includes theories of leadership, development of leaders and succession planning, building a team, ethics and leadership and contemporary issues in leadership.

BSL303 International Business
3 Credits (2-0-2)
Import management, Export management International capital management, International trade finance, Foreign trade policy, Communication skills, Foreign-exchange, Trade agreements, International labor laws, Legal aspects, Economic aspects Accounting practices.

BSL304 Investment Management
3 Credits (2-0-2)
This course broadly covers financial instruments, such as equity, fixed income, and derivative securities, as well as key concepts in international finance. It makes use of spreadsheet modeling to implement financial models. It starts with discussing investment theories that concern dealing with risk in general, although equity securities will be our primary focus during this unit. Then proceed to discussing concepts concerning fixed-income securities, such as pricing of these securities, yields, as well as

theories about risk concerning the term structure of interest rates. Third unit discusses derivative securities, and here, besides the basics of markets and instruments available, we will spend a great deal of time discussing the pricing of such securities. An application of many of these topics to investing across borders (international finance), as well as a discussion of the different types of risk involved in such investments and how these can be dealt with wraps up the course.

BSL306 Fundamentals of Big Data Analytics
3 Credits (2-0-2)

This course provides a basic introduction to big data and corresponding quantitative research methods. The objective of the course is to familiarize students with big data analysis as a tool for addressing substantive research questions. The course begins with a basic introduction to big data and discusses what the analysis of these data entails, as well as associated technical, conceptual and ethical challenges. This includes practical exercises to familiarize students with the format of big data. It also provides a first hands-on experience in handling and analyzing large, complex data structures.

BSL307 Fundamentals of Data Mining
3 Credits (2-0-2)

This course provides students with a foundation in basic data mining, data analysis, and predictive modelling concepts and algorithms. Using practical exercises, students will learn data analysis and machine learning techniques for model and knowledge creation through a process of inference, model fitting, or learning from examples. The Data Mining Specialization attempts to teach data mining techniques for both structured data which conform to a clearly defined schema, and unstructured data which exist in the form of natural language text. Specific course topics include: Thinking with Data, Data Mining Process, Business Context of Data Mining, Data Cleaning & Preparation, Data Mining Models: Advance Regression Models, Association Analysis, Classification and Clustering, Decision Trees, Neural Networks, Text Mining, Model Deployment.

BSL308 Data Visualization
3 Credits (2-0-2)

This course will help students understand about data visualization techniques which allow people to use their perception to better understand this data. The goal of this course is to introduce students to data visualization including both the principles and techniques. Students will learn the value of visualization, specific techniques in information visualization and scientific visualization, and how understand how to best leverage visualization methods. Students will also learn to evaluate the effectiveness of visualization designs, and think critically about each design decision, such as choice of color and choice of visual encoding.

BSL309 Digital Media Ethics & Laws
3 Credits (2-0-2)

This course will help students "think digitally" about communications law in a constantly changing online environment. It will help them to create new knowledge in the field. The course also leads students through a systematic ethical exploration of major issues in online mass communication in the following areas: investigation, including privacy; data collection, including copyright and copyleft; presentation, including identity, accuracy, and sponsorship. Philosophical topics covered include application of ethical theory, systematic moral analysis, blameworthy and praiseworthiness, deception, and role-related responsibilities. Students will also articulate standards and conventions to use in the development of Codes of Ethics.

BSL311 Web Design and Development
3 Credits (2-0-2)

Curriculum is an introduction to the design, creation, and maintenance of web pages and websites. Students learn how to critically evaluate website quality, learn how to create and maintain quality web pages, learn about web design standards and why they are important, and learn

to create and manipulate images. The course progresses from introductory work on web design to a culminating project in which students design and develop real websites.

BSL331 Customer Relationship Management
3 credits(2-0-2)

Fundamentals of CRM, CRM strategy, CRM vision, CRM Process, marketing metrics, customer profiling, assessing customer value(e.g., RFM, LTV and other analyses), assessing customer profitability. Customer acquisition tools, Measuring and improving customer loyalty, media allocation, distribution channels and marketing campaign management. Several advanced statistical techniques will be introduced including: linear regression, logit, decision trees, lift charts, hazard models and linear programming. CRM Technology: In keeping with the hands-on nature of the course, students will be instructed on how to implement the CRM techniques using industry-standard software. Individual customer approach and the role of technology in CRM.

BSL332 Management of Sales and Distribution
3 credits (2-0-2)

Manage sales and channel teams for different types of selling, with the purpose of enhancing value-based output and productivity; concept and effect of sales organization and sales effort, sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), use of technology to
improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.

BSL333 Marketing & Consumer Analytics
3 credits (2-0-2)

This course introduces the students to the tools to measure brand and customer assets, perform regression analysis, and design experiments as a way to evaluate and optimize marketing campaigns. This course is ideal for learners who want to grow their knowledge, develop their career portfolio, and improve the effectiveness of their marketing campaigns. The broad areas covered are resource allocation, product management: segmentation, conjoint analysis, marketing mix allocation, customer management: customer profits and retention using logistic regression, cross selling and optimization, digital marketing.

BSL334 Fundamentals of Retail Management
3 credits (2-0-2)

The course is designed to provide an in-depth understanding of the retail marketing, building sustainable relationships, decision making skills related to retailing, buyer's behavior, pricing strategies and delivery channels to the end users. Its contents include, Basic Concepts: Definition, Importance and scope of Retailing; The Retail Scenario in India; Retail Formats. Information Gathering in Retailing: Retail Strategic Planning and Operation Management; Retail Financial Strategy; Target Market Selection and Retail Location; Store Design and Layout; Visual Merchandising and Displays. Merchandise Planning, Buying and Handling, Customer Relationship Management. Retail Management Information Systems: Online Retailing; Global Retailing; Legal and Ethical Issues.

BSL335 Marketing of Services
3 credits (2-0-2)

Students examine the important issues facing service providers and the successful implementation of a customer focus in service-based businesses. Topics include an overview of services marketing; understanding the customer in services marketing; standardizing and aligning the delivery of services; the people who deliver and perform services; managing demand and capacity; and promotion and pricing strategies in services marketing.

BSL336 Advertising and Promotion
3 credits (2-0-2)

Advertising and Promotions have assumed one of the central roles in marketing communications. This course examines the role of advertising in how brands are built and managed. Particular emphasis is placed on students' understanding of the link between effective advertising and promotions for brand success that will improve managerial decision-making with respect to brands. Among other issues, this course will capture advertising and promotion methods and techniques, brand equity, managing brands over time and across geographic boundaries, and the application of the marketing mix to support brand strategies.

BSL337 Fundamentals of Strategic Marketing
3 credits (2-0-2)
The course examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strategic options and programs. Topics: forecasting and contextual possibilities, product-market definition, relationships with channels of distribution, relationships with customers, competitive analysis, financial models for marketing strategists, portfolio models, strategic assessment of offerings, marketing strategy implementation systems. This course requires that students have a strong foundation of marketing knowledge gained from Introduction to Marketing (in particular a knowledge of market segmentation).

BSL338 Marketing in Digital Era
3 credits (2-0-2)
This course provides learners the ability to formulate and enact intelligent, data-driven marketing strategies. Core content will focus on identifying and understanding digital marketing metrics to gauge success of both social media and traditional digital marketing efforts.

BSL339 Recruitment and Selection
3 credits (2-0-2)
Recruitment Challenges: How to make recruitment efforts succeed, Workers Expectations – Recruitment Sources, Proactive and Reactive Recruitment, Innovative Recruitment Sources, Electronic Recruitment, Reference Check, Guidelines for Releasing and Obtaining Information. Ability Tests: Mental Ability, Effects of Practice and Coaching, Mechanical Ability Test, Personality Measurement Test, Personality Assessment. International Recruitment & selection Practices.

BSL340 Performance and Competency Management
3 credits (2-0-2)
Performance appraisal system implementation: Defining performance, determinants of performance, performance dimensions, approaches to measuring performance, Conducting Staff Appraisals: Introduction, need, skills required, the role of the appraiser, job description & job specification, appraisal methods, raters errors, data collection, conducting an appraisal interview, Performance Consulting: Concept, the need for performance consulting, role of the performance consulting, Concept and Definition of Role and Competency, Characteristics of Competency, Competency Versus Competence, Performance Versus Competency.

BSL341 Employee Training and Development
3 credits (2-0-2)
Study the concepts and processes of training and development (T&D). principles and process of training and development; develop an understanding of how to assess training needs and design training programmes in an organizational setting; to familiarize learners with the levels, tools and techniques involved in evaluation of training Effectiveness and; to develop an understanding on various training and non-training solutions to improve employee performance.

BSL342 Industrial Relations and Labor Laws
3 credits (2-0-2)

Introduction to Industrial Relations and origin of Labor Laws. It covers topics like Collective bargaining, Health and Safety, Social Security measures. Major Laws related to factories like The Factories Act, 1948, Industrial Disputes Act, 1947, Trade Unions Act, 1923, Payment of Wages Act, 1936. Other areas like equal remuneration, provident fund, gratuity, ESI, Standing Orders Act are covered.

BSL343 Compensation and Reward Management
3 credits (2-0-2)

The course starts with a brief introduction to factors affecting compensation, theory of wages, role of different parties contributing to the compensation system. Role of performance appraisal in compensation system, team-based pay, merit pay, legislations affecting compensation systems, salary progressions, designing the salary structure of top middle and lower management. Designing incentives and benefit programs.

BSL344 Organization Change and Development
3 credits (2-0-2)

Organizational Change and Development (OCD) is a field of research, theory, and practice dedicated to expanding the knowledge and effectiveness of people to accomplish more successful organizational change and performance. The course shall enable the students to understand the philosophical, historical, theoretical, political and practical underpinnings of Organization change and development as a core area of practice within HRD; increase awareness of different tools that are used to diagnose organizations as well as interventions used through hands-on experience and; enhance skills in facilitation, OD skills, group process, communication, and collaboration. Main topics shall include: introduction to organization development; the nature of planned change; the od practioner; entering and contracting; diagnosing organizations, groups and jobs – collecting and feeding information; designing individual, group and organizational level interventions; strategic change interventions; action research; etc. At the end of the course, the students shall have basic theoretical and competency base in OD that they will need to be able to assist with and facilitate positive, planned change efforts within the organizations in which they work.

BSL345 Cross Culture HRM
3 credits (2-0-2)

Recent definitions concern IHRM with activities of how MNCs manage their geographically decentralized employees in order to develop their HR resources for competitive advantage, both locally and globally. The role and functions of IHRM, the relationship between subsidiaries and headquarters, and the policies and practices are considered in this more strategic approach. IHRM is also defined as a collection of policies and practices that a multinational enterprise uses to manage local and non-local employees it has in countries other than their home countries.

BSL346 Fundamentals of Strategic HRM
3 credits (2-0-2)

Through a sequence of readings, lectures, cases, and experiential exercises, this course will introduce students to strategic human resource management. The course focuses on developing a strategic approach to topics such as recruitment & selection, performance appraisal, measuring employee behaviors, outsourcing, and strategic integration. The students will prepare foremost classes by completing assigned readings, including readings of business cases.

BSL347 Financial Reporting and Analysis
3 credits (2-0-2)

Accounting is the language of business. It attempts to measure and report corporate performance. Managers use accounting in making decisions; while investors use it for valuing stocks. The bankers and lender rely on accounting information to decide to whether to

lend money to business. The accounting information is also crucial in evaluating the performance of employees at various levels in an organization. Thus, it is very important for a business executive to have a fair knowledge of accounting.

BSL348 Introduction to Financial Institutions and Market
3 credits (2-0-2)

This course includes the organization, management and regulation of financial service providers. It provides awareness about the regulatory framework in which the financial service industry operates. Financial instruments at the disposal of the industry and on their specific use at the hand of financial service providers have also been incorporated in this course. It also considers how recent developments, including technological advances and economic globalization, have instilled renew editor in activities such as acquisitions and mergers, and contemplates the future of the industry. Topics include Non-Banking Financial Services, Insurance Services, Merchant Banking, Credit Rating Services, Factoring and Forfaiting, Venture Capital, Plastic Money (Credit cards), Lease & Hire Purchasing, Housing Finance

BSL349 Insurance and Risk Management
3 credits (2-0-2)

Concept of Risk, Types of Risk, Risk Appraisal, Transfer and Pooling of Risks, Concept of Insurable Risk. Introduction to Insurance and its Types. Concept of Insurance, Relevance of Insurance to the emerging socio-economic needs of all the sections of society including Industrial sector, Types of Insurance Organizations, Insurance Business, Intermediaries in Insurance Business. : Formation of Contracts. Formation of Insurance Contract, Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith, Indemnity, Insurable Interest Classification of Insurance. Classification of Insurance: Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits, Insurance Products.

BSL350 Fundamentals of Money and Banking
3 credits (2-0-2)

The objective of this course is to enable the student to gain at thorough understanding of the business of modern commercial banking. Topics include: functions of a bank in the economy, financial statements of a bank and measurement of profitability via ratios, bank lending policies and procedures and lending regulations, investment function in banking, asset liquidity management, reserve requirements, estimating a bank's liquidity

needs, bank sources of funds: deposits, non-deposit liabilities, and equity.

BSL351 Introduction to Portfolio Management
3 credits (2-0-2)

Portfolio management presents the best investment plan to the individuals as per their income, budget, age, and ability to undertake risks. Portfolio management minimizes the risks involved in investing and increases the chance of making profits. One proven way to spread risk comfortably throughout your portfolio is to make sure you sufficiently diversify your investments. However, it remains a vital strategy for minimizing the risk that often helps investors to achieve their financial goals. The main topics to be addressed in this course are portfolio construction, Markowitz model, the Sharpe Index model, capital asset pricing theory, arbitrage pricing theory, portfolio evaluation, and revision.

BSL352 Microfinance in India
3 credits (2-0-2)

This course will introduce students the concept of Micro credit and Micro finance. Features and Benefits of Micro Finance. Important role of Micro Finance and why it is needed. Micro Finance refers to the provision of affordable

financial services such as small loans, small savings, micro insurance and funds transfer facilities extended to socially and economically poor and disadvantaged segments of the society to enable them to increase their income levels and improve standard of living. The main aim of microfinance is to provide small loans to poor people particularly living below poverty line, who are not able to raise loan for productive purposes from other sources and to improve their standard of living by increasing their earning and saving covering associated risks.

BSL353 Cost and Management Accounting
3 credits (2-0-2)

Cost and Management accounting: Meaning, nature, scope and functions of cost and management accounting, role of management accounting in decision making. Financial statements: meaning, limitations of financial statements, objectives and methods of financial statements analysis, ratio analysis, classification of ratios – profitability ratios, turnover ratios and financial ratios, advantages of ratio analysis, limitations of accounting ratios. Fund flow statement, Cash flow statement (As per Indian accounting standard-3).

BSL354 Security Analysis & Portfolio Management
4 Credits (4-0-0)

This course focuses on financial theory and empirical evidence for making investment decisions. Topics include: portfolio theory; equilibrium models of security prices (including the capital asset pricing model and the arbitrage pricing theory); the empirical behavior of security prices; market efficiency; performance evaluation; and behavioral finance. On completion of this course, students should be able to: describe securities, stock market, portfolio and risk management; understand the nature of investments in bonds and stocks; develop the equity valuation models; interpret the evidence relating to market efficiency; apply the no-

arbitrage principle and single and multiple factor models of the CAPM and APT.

BSL355 Consumer Behaviour and Analysis
3 Credits (2-0-2)

This course is an introduction to the world of consumer behavior. The discipline borrows from several social sciences including psychology, sociology, and anthropology to explain behavior in the marketplace. In this course, the student will explore how perceptions, learning, memory, personality, and attitudes influence consumer behavior, how consumption changes during one's life cycle, and how powerful cultural and subcultural influences are on consumers.

BSL356 Applications in Digital Marketing
3 Credits (2-0-2)

The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content; how to optimize a Web site and SEO optimization; how to create Google AdWords campaigns; social media planning; to get the basic knowledge of Google Analytics for measuring effects of digital marketing and getting the insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills, and competences will help future managers in forming a digital marketing plan to manage a digital marketing performance efficiently

BSL357 Introduction to Econometrics
3 Credits (2-0-2)

The objective of this course is to provide the basic knowledge of econometrics that is essential equipment for any serious economist or social scientist, to a level where the participant would be competent to continue with the study of the

subject in a graduate program. While the course is ambitious in terms of its coverage of technical topics, equal importance is attached to the development of an intuitive understanding of the material that will allow these skills to be utilized effectively and creatively, and to give participants the foundation for understanding specialized applications through self-study with confidence when needed.

BSL358 Multi-criteria decision making
3 Credits (2-0-2)
The course focuses on teaching the foundation to provide insight into the decision-making processes in design by using the potentials of multi-criteria decision-making methods. It is designed specifically to provide an overview of multi-criteria decision-making methods in design processes. The course aims to analyze the potentials of usage of MCDM methods for various stages of design implemented with case studies.

BSL359 Fundamentals of Predictive Modelling
3 Credits (2-0-2)
In this course, students are introduced to predictive modeling methods, approaches, and tools. Students develop skills in predictive analytics that will allow them to: (1) develop and use advanced predictive analytics methods; (2) develop expertise in the use of popular tools and software for predictive analytics; (3) learn how to develop predictive analytics questions, identify and select the most appropriate predictive analytics methods and tools, apply these methods to answer the respective questions and presenting data-driven solutions.

BSL360 Supply Chain Analytics
3 Credits (2-0-2)
In the present time of intense global competition, customers are demanding more and more variety, with better quality and service at the lowest cost. This means that to be successful, firms need to develop supply chain strategies and logistical capabilities that serve the needs of their customers whilst maximizing overall profitability. All supply chains, to function properly, must focus on the huge opportunity that exists in their analytics. On completing this course, the students will be able to: Understand the importance of the basics of Business Analytics, Supply Chain Analytics, and optimization, analyze the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy, explain the role and applications of descriptive and predictive analytics in a Supply Chain and the basics of Modelling through R Language.

BSL361 Fundamentals of Time Series Analysis
3 Credits (2-0-2)
This course will cover models for analyzing time series data from both time and frequency domain perspectives. The emphases will be a balance of theory and applications. The course is intended to prepare the student for methodological research in this area and to train the students on cutting-edge data analytic methods for time series. The course will provide a basic introduction to modern time series analysis and will cover time series regression and exploratory data analysis, ARMA/ARIMA models, model identification/estimation/linear operators, Fourier analysis, spectral estimation, and state-space models. The Analyses will be performed using the freely available package 'astsa', which accompanies the book. Both R and RStudio will be required for this class.

BSL362 Social Media and Web Analytics
3 Credits (2-0-2)
The phenomenal growth of social media has transformed the social, political, and technological landscapes. Social media sparked a revolution by putting knowledge production and communication tools in the hands of the masses. This course will examine topics in social data analysis, including influence and centrality in social media, information diffusion on networks,

topic modelling and sentiment analysis, identifying social bots, and predicting behavior. This course focused on how AI, network analysis, and statistical methods can be used to study these topics.

BSL365 Content Development and Marketing
3 Credits (2-0-2)
Content marketing is a strategic tactic that focuses on the creation of content to help further an organization's brand. It focuses on the designing of content that is useful for a clearly defined target audience, which attracts and retains customers loyal to an organization's brand, and ultimately driving the organization's profitability. This course presents you to the concepts of content marketing and helps you develop the skills needed to develop and executive a successful content marketing plan.

BSL366 Design Thinking and Innovation
3 Credits (2-0-2)
Students will be learning a problem-solving framework known as Design Thinking and a new approach to Business Innovation based on insights and understanding of human needs. A complex business problem is a multi-dimensional and difficult problem to solve because of incomplete, contradictory, and changing requirements that are often hard to recognize. Moreover, complex problems often cut across social, cultural, political and environmental issues affecting diverse groups of people and has no clear boundaries or solution template to follow. Design Thinking offers a new approach to tackle complex problem and create innovative solutions.

BSL367 Digital Analytics and Campaign Planning
3 Credits (2-0-2)
Students will learn various digital analytics tools and apply them to realistically create and manage an integrated digital marketing campaign for a client. It will help students learn to set digital campaign goals, choose apt digital media, target audiences, create campaigns, run it, monitor it, make changes and make post campaign reports. Students will participate in various online marketing events and run a live digital campaign for a client across search, display and social platforms.

BSL368 Digital Futures
3 Credits (2-0-2)
The students will be introduced to the impact of digital technology, how it is shaping and changing the human experience. The course also introduces students to the different theoretical frameworks which can be utilized to examine the impact of digital technologies and the paths of socio-cultural change.

BSL369 Digital Media Planning and Management
3 Credits (2-0-2)
The course delves into the domain of digital media planning and management in the light of social media. The course introduces students to topics such as media management, marketing, planning, brand design and its strategies and practical techniques. Theoretical and field researches realized in the form of the lectures help students to establish their digital media planning and management background. They also develop skills of designing digital media projects and learn how to plan and manage in current social media environment.

BSL370 E-CRM
3 Credits (2-0-2)
The course enables students to understand the organizational needs, benefits and process of creating long-term value for individual customers. It includes topics to disseminate knowledge regarding the concept of e-CRM and e-CRM technologies that enables the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations. Course will empower them to apply the CRM concepts practically and encourage them to

explore for themselves the role of a marketing manager and the boundaries of marketing.

BSL371 Internet and Related Technologies
3 Credits (2-0-2)
The course introduces students with past and evolving Internet technologies. It covers topics including Internet fundamentals, Internet applications, Internet delivery systems, and Internet client/server computing. The course provides insights about working in an Internet enabled environment.

BSL372 Lead Generation & E-Mail Marketing
3 Credits (2-0-2)
Through this course students will get insights about email marketing. E-mail marketing remains one of the most effective channels a company has for reaching its target audience. Students will acquire knowledge about the tools on how to design, build, deliver & measure email marketing campaigns to ensure you get the best possible return. Students will also learn about building a quality database & generating good leads as well as gaining insights into data protection considerations.

BSL373 Mobile Marketing
3 Credits (2-0-2)
Consumers are using their mobile device 24/7 and marketers are attempting to capitalize on this technology. Mobile marketing gives consumers with just-in-time, personalized information about goods and services and related promotions. While going through the course, students will delve into the rapidly evolving mobile market and how companies are using mobile marketing to develop their marketing strategies and engage with consumers anywhere and anytime.

BSL374 Search Engine Optimization
3 Credits (2-0-2)
The course equips students with the tools and techniques to apply theories used in search engine optimization. On completion of this course, students will be able to design, keyword search and competitive analysis, create website building strategies, techniques and tools to enhance search results, and optimize mobile content to enhance website visibility.

BSL375 Strategic Digital Marketing
3 Credits (2-0-2)
The course investigates digital marketing strategy, implementation and executional matters for B2B and B2C brands and provides knowledge of all digital channels and platforms. Students will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.

BSV102 Fine Arts
2 credits (1-0-2)
The course is aimed to develop aesthetic sense of the students through the understanding to various important, well known aspects and modes of visual art. This course will introduce student's creative art, especially visual art whose products are to be appreciated primarily or solely for their imaginative, aesthetic, or intellectual content. The topics will compromise of activity requiring great skill or accomplishment. It incorporates strategies which enables students to articulate their own ideas and demonstrate enhanced seminar, conversational and interpersonal skills.

BSV301 Creative Thinking and Negotiation Skills
3 Credits (2-0-2)
Through this course student identify the difference between creativity and innovation Recognize their own creativity, build their own creative environment, Explain the importance of creativity and innovation in business, apply problem-solving steps and tools, Use individual and group techniques to help generate creative ideas, Implement creative ideas.

CLL101 Effective Communication -1
2.5 credits (2-0-1)

Introduction to Communication, Types of Communication, Listening Skills, Language for Communication: Language and Communication; General Principles of Writing; Improving Writing Skills, Essentials of good style, Expressions and words to be avoided; Grammar and Usage, Communication Network: Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication; Diagonal Communication, Writing Business Letter: Importance of Business Letters.

CLL102 Effective Communication II
2.5 credits (2-0-1)
Writing Memos, Circulars and Notices, Report Writing, Writing E-mail: Principles of E-mail; E-mail Etiquette; Overcoming Problems in E-mail Communication, Oral Communication Skills, Meetings: Types of Meetings, Reading, Employment Communication – Resume: Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters, Public Speaking and Academic Writing.

CLL120 Human Values and professional ethics
2 credits (2-0-0)
The object of this program is to develop ethical thinking abilities for decision making, self-control, and holistic approach towards life and professions. This program would also help them to understand the importance of harmony in self, family and society, along with learning to be more responsible towards environment and society.
This program touches the topics like morals and values, integrity and honesty, and courage as a stepping stone towards a peaceful society. Topics like mindfulness, which has elements like framework of happiness quotient and Fuelling success, is included to bringing one's attention to

the internal and external experiences happening in the present moment. It will also help them develop a state of mind where they pay attention to their thoughts and feelings without judging them. This entire program focuses on developing self-control and confidence through education. As the students are soon going to become professionals, to make them future ready topics like Business Ethics, Corporate Social Responsibility and corporate Governance is also included, so that being into corporate they can be effective decision makers and handle their responsibilities towards the society and organization.

CMD302 Major Project
5 Credits (0-0-10)
Every student will be assigned a project topic at the end of the fifth semester and it will be pursued by him/her under the supervision of an internal supervisor. The dissertation along with soft copy will be submitted by the students in their respective institutions. The format of the report will be followed by: Executive Summary, Introduction to Company, Review of Literature, Research Methodology, Analysis of Data and Conclusions and Implications and Bibliography. The student shall be required to submit the progress reports as per schedule announced by project guide. Then the report shall be evaluated by external and internal examiners separately. The assessment shall be done on the basis of Viva-Voce and the report.

CML101 Professional Accounting
3 Credits (2-0-2)
Introductory Framework: Accounting as an information system, Bases of accounting, Basic concepts and conventions, Branches of Accounting, International Financial Reporting Standards (IFRS). Business Income: Measurement of business income -Net income; the accounting period, the matching concept, Revenue recognition, Salient features of Accounting Standard (AS 9) Recognition of expenses. Depreciation: Nature/Methods of

depreciation, Inventories; meaning, Significance of inventory valuation. Final Accounts: Capital and revenue expenditures and receipts: general introduction only. Preparation of financial statements: a) of non-corporate business entities from a trial balance; b) Of not-for-profit organizations. Lease Financing and Accounting for Dissolution of the Partnership Firm: Concepts of operating and financial lease (theory only). Creation of vouchers and recording transactions, preparing reports – cash book and bank book, ledger accounts, trial balance, Profit and Loss Account (Income Statement) and Balance Sheets. Introduction to Tally Software (latest version).

CML107 Introduction to Banking
3 Credits (2-0-2)
Fundamentals of Banking provides students with an overview of the history, purpose, and functions of banking. The course focuses on how banks serve the financial needs of individuals, businesses, and government in today's competitive environment. Students will compare financial services offered through traditional banking institutions with other financial intermediaries. Students will be able to understand fundamental banking concept and principles, the fundamentals of how banks operate as a business, their obligation to operate in a safe and sound manner and manage risk, and the responsibilities of bank employees in a consumer-focused financial services environment.

Students will be able to identify the financial statements that banks use and explain banks' business operations, from managing assets and liabilities to maximizing returns on loans and investments, as well as minimizing expenses and risks, monitoring financial performance, and planning for the future. Students will be able to explain how banks build relationships with customers by exceeding their expectations, what factors influence their purchasing decisions, and how both banks and their customers benefit from effective sales and marketing practices.

CML108 Financial Management-I
3 Credits (2-0-2)
This course aims to equip the students with the fundamental principles & techniques of financial management concern with acquisition & use of funds by a business firm. This course will examine various theories including the issues between short- & long-term financial management, risk and return, capital asset pricing model, corporate capital structure and financing decisions, dividend policy, investment and financial decisions in the international context, including exchange rate/interest rate risk analysis, and issues of corporate governance and control. In essence, we will explore the very patterns of corporate finance that has shaped the familiar yet complex terrain of today's global economy.

Financial Management: Goals & objectives, Functions of financial managers, Concepts of risk and return, Environment of finance in organization of finance function, Introduction to time value of money. **Cost of Capital:** Introduction Cost of Capital Cost of Debt, Cost of Preference Capital, Cost of Equity Capital, Weighted Average of Cost and Weighted Marginal Cost of Equity. **Financial and Operating Leverage:** Introduction, Meaning of Financial Leverage/Operating Leverages and its Calculation. **Cost of Capital:** Introduction; Cost of Capital; Cost of Debt, Cost of Preference Capital, Cost of Equity Capital, Approaches to Derive Cost of Equity, Weighted Average Cost of Capital and Weighted Marginal Cost of Capital. **Dividend decisions & policy:** its theories.

CML109 Business Laws
3 Credits (2-0-2)
Business law is the most demanding field in today's business scenario, as every business whether it is SME or MNC has to follow rules and regulations formed by the government. Cognitive approach toward legal aspect is must for every commercial concern. Objective of this

course is to expose the student with legal business environment in India and an introduction to corporate law and to legal and non-legal governance mechanisms which encourage directions to act in their company's interests rather than their own. The business law course establishes a foundation to incorporate the more complex legal perspectives of the professional. A legal background is necessary in order to develop the business person's awareness of the interrelationship between government and business, to integrate legal considerations into managerial decisions, and to evaluate the costs and benefits of particular business alternatives. Business law course provides insight on law of contract and Companies Act 2013.

At the end of the course the student will have an understanding of Contract Act, Partnership Act, Negotiable Instruments, Environment Protection, IT Act and Companies Act. Legal aspects of business provide a better insight for taking business decisions. The course's outcome is to understand the different ways in which law can respond to these economic demands and problems.

CML201 Introduction to Financial Management
4 Credits (4-0-0)
This course aims to equip the students with the fundamental principles & techniques of financial management concern with acquisition & use of funds by a business firm. Financial Management: Goals & objectives, Functions of financial managers, Concepts of risk and return, Environment of finance in organization of finance function, Introduction to time value of money. Capital Budgeting techniques: Nature and Features, Cash Flow Methods. Cost of Capital: Introduction Cost of Capital Cost of Debt, Cost of Preference Capital, Cost of Equity Capital, Weighted Average of Cost and Weighted Marginal Cost of Equity. Financial and Operating Leverage: Introduction, Meaning of Financial Leverage/Operating Leverages and its Calculation. Cost of Capital: Introduction; Cost of Capital; Cost of Debt, Cost of Preference Capital, Cost of Equity Capital, Approaches to Derive Cost of Equity, Weighted Average Cost of Capital and Weighted Marginal Cost of Capital. Capital Structure: Theory & Practice, EBIT, EPS Analysis and its theories. Working Capital Management: Cash, Receivables and Inventory Management and Financing. Dividend decisions & policy, Sources of Finance: Long/Short term financing. Ratio Analysis: Calculation of different ratios.

CML202 Income Tax and Practice
4 Credits (4-0-0)
Basic concept: Income, agricultural income, person, assesses assessment year, previous year, gross total income, total income, maximum marginal rate of tax, Residential status. **Income from Various Sources:** Computation of Income under Salaries, Income from house property, Profits and gains of business or Profession. **Capital Gain tax:** Capital gains, Income from other sources, Total income and tax computation, Income of other personsincluded in assesse's total income. **Deductions & Rebates:** Deductions from gross total income, Rebates and reliefs, Computation of total income of individualsand firms, Tax liability of an individual and firm-Five leading cases of Supreme Court. **Practice Sessions:** Preparation of return of income, On-line filing of Returns of Income & TDS, Provision & Procedures of compulsory on –line filing of returns for specified assesses.

CML203 Fundamentals of Auditing
3 Credits (2-0-2)
Auditing: Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities; Company Auditor: Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties; Auditor's Report- Contents and Types, Liabilities of Statutory Auditors under the Companies Act 2013. Special Areas of Audit:

Cost audit, Tax audit and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Relevant Auditing and Assurance Standards (AASs).

CML204 Corporate Accounting
3 Credits (2-0-2)
This course will introduce students with the different types of relationships amongst business entities and identify these relationships for financial reporting purposes. Helps in determining the 'reporting entities' for each inter-entity relationship, and explain the appropriate accounting policy choices and demonstrating a thorough knowledge of relevant accounting standards and the ability to apply them to solve practical problems that arise from inter-entity relationships. Select the appropriate accounting techniques, as prescribed by the relevant accounting standards, and perform the accounting treatment for each type of inter-entity relationship (including preparing consolidated financial statements). They could discuss the strategic, legal, and assurance issues associated with establishing inter-entity relationships, and generate recommendations and communicate accounting policy choices and strategic recommendations and justify conclusions with reference to relevant laws and accounting standards.

CML206 Security and Investment management
3 credits (3-0-0)
This course is intended to provide a general overview of capital markets, financial instruments, and investment process. The course would emphasize the role of modern financial theory in portfolio management. The broad topics includes Overview of Indian financial system and financial intermediaries, Investment process, Intermediaries in financial market, Sources of financial information, Different investment alternatives, Approaches of bond valuation, Introduction to fundamental analysis. Technical analysis and efficient market hypothesis.

Introduction to mutual funds and their risk evaluation and Role of SEBI.

CML208 Financial Management-II
3 Credits (2-0-2)
The goal of this course is to develop the analytical skills for making corporate investment with regards to financial decisions and risk analysis. An equally important component of this course is its emphasis on developing your critical auditory and erudite writing skills to a level that is commensurate with university standards. The course teaching methodologies will be composed of lectures, homework assignments and a group project. This course will examine the concept of present value, the opportunity cost of capital, discounted cash flow analysis, a consortium of valuation techniques of capital budgeting and risk analysis. The course will also be developing knowledge on the allocation, management and funding of financial resources. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance.

Capital Budgeting techniques: Nature and Features, Cash Flow Methods and risk analysis. Sources of Finance: Long/Short term financing. Ratio Analysis: Calculation of different ratios. Capital Structure: Theory & Practice, EBIT, EPS Analysis and its theories. Working Capital Management: Features and factors affecting working capital and its theories. Cash Management: Theories of Cash management, Receivable Management: Role of collection boxes. Inventory Management: Tools and Techniques of managing inventory.

CML301 Cost Accounting
3 Credits (2-0-2)
Cost Accounting Methods and Systems: Meaning, objectives and advantages of cost accounting, Difference between cost accounting and financial accounting. Cost concepts and

classifications, Elements of cost. Installation of a costing system.Role of a cost accountant in organization.Cost Sheet: Preparation of Cost Sheet (Simple Problems)Process Costing: Meaning and Computation of normal profits, abnormal effectives and abnormal loss. Contract Costing: Contract meaning, types, Job and Batch Costing, preparation of contract accounts, escalation clause, calculation of Work-in-progress, accounting for material: accounting for plant used in a contract; contract profit and loss account, balance sheet.Labour Cost: Attendance and Payroll procedures, Over time, idle time and incentives, direct and indirect labour, remuneration systems and incentive schemes. Overheads: Functional analysis- Factory, administration, selling, distribution, research and development, fixed, variable, semi variable and step cost; Factory overheads, Administration overheads and Selling and Distribution overheads in brief. Cost Accounting Records and Cost Audit: Cost Accounting Records and Cost Audit under Companies Act, 2013, Nature and scope of Cost Audit Companies (Cost Records & Audit) Rules, 2014.

CML302 Management Accounting
3 Credits (2-0-2)
Management accounting: Meaning, nature, scope and functions of management accounting, role of management accounting in decision making. Financial statements: meaning, limitations of financial statements, objectives and methods of financial statements analysis, ratio analysis, classification of ratios – profitability ratios, turnover ratios and financial ratios, advantages of ratio analysis, limitations of accounting ratios. Fund flow statement, Cash flow statement (As per Indian accounting standard-3). Absorption and marginal costing: Marginal and different costing as a tool for decision making-make or buy, change of product mix, pricing, break even analysis exploring new markets, shutdown decisions. Standard costing: Meaning, Concepts and Objectives, Merits and Demerits of Standard costing, Prerequisite for establishment of standard

costing, Efficiency and Activity Ratios, Variance Analysis and Control.
Project: Students are expected to select a company and Perform cost analysis of that company, prepare a report and make presentation in the class. Live cases cost accounting reports attached to annual reports should be analyzed.

CML303 Indirect Taxation (GST)
4 Credits (4-0-0)
Central Excise, Services and VAT: Central Excise Act, 1944 and the related Rules, Central Excise Tariff Act, 1985 and the related Rules. Law relating to service tax as contained in the Finance Act, 1994 as amended from time to time and the related, Service tax – concepts and general principles, Charge of service tax and taxable services, Valuation of taxable services, Payment of service tax and filing of returns, Issues related to Value Added Tax. Customs: Customs Act, 1962 and the related Rules, Circulars and Notifications; Customs Tariff Act, 1975 and the related Rules. Introduction of GST: Overview of GST, Levy of and Exemption from Tax, registration, Scope and Meaning of Supply, Time of Supply. Valuation of GST: Valuation in GST, Payment of GST, Electronic Commerce, Job Work, Input Tax Credit, Input Service Distribution, Matching of Input Tax Credit, Overview of the IGST ACT, Place of supply of Goods and Services.

CML304 Micro Finance
3 Credits (2-0-2)
This course will introduce students the concept of Micro credit and Micro finance. Features and Benefits of Micro Finance. Important role of Micro Finance and why it is needed. Micro Finance refers to the provision of affordable financial services such as small loans, small savings, micro insurance and funds transfer facilities extended to socially and economically poor and disadvantaged segments of the society to enable them to increase their income levels and improve standard of living. The main aim of microfinance is to provide small loans to poor

people particularly living below poverty line, who are not able to raise loan for productive purposes from other sources and to improve their standard of living by increasing their earning and saving covering associated risks.

CSV 119 Digital Literacy (30 hrs Lab Training + Python)
2 credits (0-0-4)

Introduction to MS Word- Creation of Simple document, editing text working with table and graphic, Formatting document use of tools like spell-check, hyphenation, mail-merge printing of document, envelopes and labels. Introduction of MS Excel, meaning of workbook opening of excel sheet and work books. Formulating and printing Workbooks/sheets. Formulas and functions, graphs and chart and Introduction to Power Point, Introduction to Python.

ENL101 Statistics & Research Methodology-I
4 Credits (4-0-0)

The present course has been designed to familiarize the students with the nature and importance of statistical tools for data analysis in social science research. It starts with an introduction to the different types of statistics, levels of measurement, and concepts of population sampling. It covers various types of statistical techniques like measures of central tendency, dispersion and correlation. The course also introduces the students to methods of analyzing the differences between groups.

ENL102 Principles of Economics
3 Credits (2-0-2)

The Economic Way of Thinking: Defining Economics and Microeconomics, Scarcity and choice Basic problems of an Economy
Choice and opportunity cost, Production possibility curve, Capital formation and economic growth. Market Forces of Demand and Supply: What is market competitive v/s. non-competitive market, Demand curve, Supply curve, Changes in market equilibrium, How prices allocate resources. Effects of government intervention – price controls, Demand forecasting – an overview. Elasticity and its Application: The Elasticity of demand, The Elasticity of supply, Short run vs. long-run elasticity, Applications of elasticity of demand and supply. Consumer Choice, Individual and Market Demand, Cost of Production, the Analysis of Competitive Markets, National Income, Money, Inflation.

ENL201 History Of Economic Thoughts
3 Credits (3-0-0)

The content of this course is spread over various schools of thought existing in the arena of Economics. The main topics covered in the course include nature and importance of economic thought, relativist and absolute approaches to economic thought, Mercantilism: views on trade, money and prices, wages and employment, Physiocracy: natural order; net product and circulation of wealth, classical political economy, Adam Smith: theories of value, distribution and growth, Ricardian Economics: value analysis theories of trade and distribution, J S Mill: theory of value, views on production and distribution. Classical Stationary State with special reference to Mill's views, Marxian Economics: Historical Materialism, Theory of Value, Theory of Capital Accumulation, Theories of Crisis, Simple Reproduction Scheme, Veblen's theory of Leisure Class, Essential features of Marginalism, Walras's Theory of General Equilibrium, A General Overview of Marshall's Contribution, Features of Neo-classical economics. Neoclassical Ideology and the myth of self-adjusting market: The writings of John Maynard Keynes.

ENL202 International Trade
3 Credits (3-0-0)

This course will emphasize both theoretical (mathematical/analytical) models as well as empirical studies of how well those models fit "real world" data. Moreover, the course will frequently compare and contrast alternative

theories/conceptions of the nature of international trade and the gains or losses thereof. Understanding the economic intuition behind the technically demanding models as well as thinking critically about the assumptions behind the theories and how well they fit actual trading economies will be a major focus. The rather unique nature of what this course attempts to achieve is underlined by the fact that there is no single textbook that would serve our purpose. This will provide us with the perfect segue then to chip away at the (artificial) barriers dividing trade theory from international finance, economic history, growth, and development theory, and even aspects of political sociology. Moreover, apart from providing us with a chance to re-evaluate the case for "free" trade from different perspectives, our approach will also help us come to terms with the ever-widening breach between varying perceptions of somewhat amorphous (and misleading) terms such as "trade liberalization" and "globalization." This course is being offered at a very interesting time. Debates surrounding the process of "globalization" have aroused much interest both in academic circles and amongst global citizenry.

This course will provide an excellent opportunity to discuss some of these issues and to use theoretical tools to make sense of the fundamental arguments involved. Since it is not possible to cover all aspects of international trade in class, the lectures will focus on a "core" of major theoretical models, policy analyses, and empirical studies. Student participation will be sought and encouraged.

ENL203 Business Mathematics
3 Credits (2-0-2)/ 4 Credits (4-0-0)
Surds and indices, logarithm, common log and natural log, antilog, use of log in calculations, linear and quadratic equations and their solution, functions and graphs – linear, quadratic, exponential and trigonometric functions. Series and sequences and their applications in the solutions of business problems, simple interest and compound interest, present value and annuities. Idea of limits and continuity, differentiation and application of differentiation in the solution of business and economic problems, maximization and minimization problems, Integration, Determinants and matrices and solution of simultaneous equations.

ENL204 Statistics And Research Methodology-II
3 Credits (2-0-2)/ 4 Credits (4-0-0)
This course covers the understanding and application of appropriate research designs, research statistics, the use of computer for data analysis and report writing. In this course, students will learn how to identify problems to study, develop hypotheses and research questions, specify independent and dependent variables, check for the validity and reliability of studies and design research projects. The main topics covered in this course are background to research, literature review, nature and types of research, research applications in social sciences and business, questionnaire design, data collection methods, types of data analysis methods, writing qualitative research, nature of quantitative research, data and variables, descriptive statistics, sampling, hypothesis testing, association: correlation coefficients, bivariate regression, ANOVA, writing a quantitative study.

ENL205 Advanced Microeconomics
4 Credits (4-0-0)
This course is a sequel to Microeconomics I. The course is designed to provide a sound training in microeconomic theory. The main topics covered are consumer theory, production and costs, concepts of economies and scale, market structure and game theory: monopoly market structures, monopolistic competition, interdependence and collusion between firms in oligopoly, formulate a payoff matrix and analyse the choices for firms in game theory, general equilibrium, efficiency and welfare and market failure and asymmetric information.

ENL206 Introduction To Econometrics

4 Credits (4-0-0)
This course aims at providing students a thorough understanding of core techniques of econometrics with focus on applied microeconomics techniques and how to apply them to test economic theories and quantify relevant factors for economic policy and other decisions. This course will help student to rigorously understand issues in connecting data, statistics and economic theory. The approach would be hands-on practice to help students get comfortable with working with dataset. The main contents of this course are introduction to econometrics, simple linear regression model (concepts, estimation, properties and testing of hypothesis), multiple regression models, functional forms and testing for model specification, identifying and correcting for violation of CLRM assumptions, dummy variables, logit and probit models, simultaneous equation model, specification analysis, time series econometrics.

ENL207 Advanced Macroeconomics
4 Credits (4-0-0)
This course introduces the students to formal modeling of a macro-economy in terms of analytical tools. It discusses various alternative theories of output and employment determination in a closed economy in the short run as well as medium run, and the role of policy in this context. The main topics covered in this course include Aggregate Demand and Aggregate Supply Curves, Inflation, Unemployment and Expectations - Phillips curve; Okun's law; adaptive and rational expectations; policy ineffectiveness debate and Open Economy Models - Short-run open economy models; Mundell-Fleming model; exchange rate determination; purchasing power parity; asset market approach; monetary approach to balance of payments.

ENL208 Environmental Economics
4 Credits (4-0-0)
In Environmental economics, students are taught that area of economics which studies the financial impact of environmental policies. Environmental economists perform studies to determine the theoretical or empirical effects of environmental policies on the economy. Topics covered are related to designing of appropriate environmental policies and analyze the effects and merits of existing or proposed policies.

ENL209 Behavioral Economics
3 Credits (3-0-0)
This course will help to understand why people make the decisions and predict how others behave in situations in which they interact strategically. The broad topics include Assumptions of Economics and evaluations Game theory and Experimental Game theory Neuroeconomics; Evolutionary Psychology and Economic Psychology Conceptual Framework: Thinking automatically; Thinking socially; Thinking with mental models Methods of Behaviour Economics. Poverty Behavioural Finance; Household finance Auctions Economic Behaviour and Public Policy; Behaviour in macroeconomy. Lessons from Behaviour Economics

ENL301 Public Finance
4 Credits (4-0-0)
The focus of the course, which draws on microeconomic theory, is on the development of analytical tools and their application to key policy issues relating to the spending, taxing and financing activities of government. Particular emphasis is given to recent developments in public economics, including findings from current research, in areas such as behavioural public economics, new empirical methods and policy innovations. The course aims to give students an appreciation of the analytical methods in economics for the study of the public sector and the role of the state in principle and in practice; to provide a thorough grounding in the principles underlying the role of the state, the design of social insurance and the welfare state and the design of the tax system and to enable

students to understand the practical problems involved in implementing these principles.

ENL302 Corporate Governance and CSR
4 Credits (4-0-0)
This course will teach the fundamental theories and practice of corporate governance. This course covers the history of the corporation, boards of directors, the division of profit sharing and various forms of employee ownership and equity ownership among insiders, regulation, shareholder activism, the impact of takeovers and mergers and acquisitions on governance, ethical issues such as conflicts of interest and insider trading, international corporate governance, and policy developments likely to impact the corporation. CSR component is about how business takes account of its economic, social and environmental impacts in the way it operates – maximizing the benefits and minimizing the downsides. The course discussion will be based on these issues.

ENL303 Fundamentals of Money and Banking
4 Credits (4-0-0)
The course discusses various aspects of money and finance including interest rates, monetary management and instruments of monetary control. The main topics covered include introduction to money: functions and types of money, post-war controversy on the definition of money, theoretical and empirical methods to distinguish money from near money assets, types of monetary system and qualities of good monetary system, Demand for Money : The Classical Quantity Theory, The Keynesian Approach, The Post-Keynesian Approaches – Tobin – 'Liquidity Preference as behaviour towards risk', Boumol and Tobin – 'The Transactions demand for Cash: An Inventory – Theoretic Approach', Friedman's Theory Supply of Money: Money Creation by the banking system, high powered money and money multiplier, Measures of money supply in India, monetary policy: Targets, goals and the trade-offs among alternate goals, Policy Tools, Lags in

Operation, transmission mechanism – classical model, Keynesian model and monetarist model, monetary policy in the open economy, RBI's monetary policy.

ENL304 Indian Economy
4 Credits (4-0-0)
This course sets the base for the Indian Economy as a whole and precisely it will help students to learn the nature and characteristics and the development of the Indian economy. The broad topics covered include economic development since independence, population and human development, theoretical basis of Indian economy, policies and performance in agriculture, policies and performance in industry, problems in Indian economy.

ENL306 Economic Growth and Development
4 Credits (4-0-0)
This course sets the base for the Indian Economy and the difference between the economic growth and economic development as a whole and it also focus on the various theories of Economic Growth. The broad areas covered in the course include Understanding Development: development and underdevelopment economic growth, economic development, Sen's Conception of Development; Income/Output based measures and their inadequacies; PQLI and HDI as indicators of development), Theories of Economic Development: Classical theory of development; Karl Marx theory of development, theory of social change, crisis in capitalism, Schumpeter and capitalistic development, Rostow's Theory of Stages of Economic Growth,Balanced and Unbalanced Growth, Mahalanobis model and Solow model, Approaches to Economic Development: Partial theories of growth and development - vicious circle of poverty, circular causation, Unlimited supply of labour, Big Push, Balanced Growth, Unbalanced Growth, Critical Minimum Effort Thesis, David Ricardo; Low Level Equilibrium Trap, Harrod Domar, Golden Age rule,Sectoral

Importance to Development: Role of agriculture, industry and service in economic development.

ENL330 Agricutural Economics
4 Credits (4-0-0)
The objective of this course is to equip students to analyze and critically assess issues, policies and programmes in the areas of Indian agriculture. The main topics covered include definition, scope and nature of agricultural economics, need for a separate study of agricultural economics, agricultural linkages with other sectors, role of agriculture in economic development (historical evidence from Europe, USA and Japan) and declining importance of agriculture in Economic development, production function analysis, types of farm organisations and their comparative production efficiency, transformation of agriculture, Schultz thesis of transformation of traditional agriculture and Green Revolution in Indian agriculture. Agricultural markets, Agricultural Credit: Importance of credit, Need for Government intervention, agricultural credit system in India. Agricultural Price Policy: Need, Objectives, and instruments of agricultural price policy.

ENL331 Industrial Economics
4 Credits (4-0-0)
This course is designed to familiarize students with the theoretical and practical application of various theories related to Firm and Industry. The broad topics covered in the course include concepts of firm, industry and market, organizational forms, separation of ownership from management and control, alternative goals of firm: contributions of R Marris and Williamson, elements of market structure: Sellers' and buyers' concentration, product differentiation, conditions of entry, measurement of sellers's concentration, determinants: economies of scale and barriers to entry, growth of firms: vertical integration, diversification, concepts of mergers and acquisitions, Oligopolistic Conduct: evolution of market structure, economics of advertisement, economics

of R & D: Concepts, measurement and market structure and innovation, allocative efficiency: market structure and profitability, productive efficiency: degree of sub optimal capacity.

ENL332 Comparative Economic Development
4 Credits (4-0-0)
The syllabus covers the state of the Indian economy prior and post to Independence and the economic impact of various sectors of the Indian economy. The course focuses on a set of countries, which followed clearly diverse trajectories and patterns of growth to achieve their industrial transition and compares the outcomes of these diverse trajectories on sectoral change, inter-sectoral relations, labour processes and industrial relations and also compares the role of the state in facilitating the respective trajectories. The main topics covered include Introduction and Perspectives on Comparative Economic Development, An Overview of Economic Development of the countries selected for case studies: JAPAN, RUSSIA, UK, Agrarian surplus, the industrial revolution in Britain, the role of state in Industrial and Developmental Transition, the factory system, structure of industrial authority, organisation of work and industrial production, relationship between workers and managers.

ENL333 Labour Economics
4 Credits (4-0-0)
The main contents of this course include nature and characteristics of labour markets focus on India, paradigm of labour market analysis, demand for labour in relation to size and pattern of investment, supply of labour in relation of growth of labour force, labour market policies, mobility and productivity of labour, methods of recruitment and placement, employment service organization in India,employment and development relationship-poverty and unemployment in developing countries; unemployment, impact of rationalization, technological change and modernization on employment in organised private industry, public

sector and employment in agricultural sector, employment policy under Five Year Plans and its evaluation.

ENL334 Economics of Health and Education
4 Credits (4-0-0)
This course provides a microeconomic framework to analyse, among other things, individual choice in the demand for health and education, government intervention and aspects of inequity and discrimination in both sectors. It also gives an overview of health and education in India. The broad areas covered include Role of Health and Education in Human Development, Microeconomic Foundations of Health Economics, Evaluation of Health Programs, Health Sector in India, Education: Investment in Human Capital, Education Sector in India.

ENL335 Population Studies
4 Credits (4-0-0)
The course aims at providing students with the in depth knowledge of nature and characteristics of Indian demography, population studies and population economics. The main contents of this course include theories of Population: Malthus, Optimum, Marxian, Leibenstein, Becker, Demographic transition theory and Optimum population theory, Population and Economic Development, Population Structure and Characteristics: Impact of Population growth on the age and gender structure, Aging of population, Fertility: Concepts of fertility transition, Measurement of fertility and fertility differentials in India. Mortality: Components and Measurement, Migration: Concepts, Types, measurement, migration selectivity, causes and consequences (economic and demographic) of migration, Migration Differentials in India: Rural-Urban, Male-Female, Urbanization,Growth and Structure of Indian Population, Literacy: Literacy transition in India, pattern of literacy and literacy differentials in India. Economic Composition of Indian Population: Work force participation and occupational structure, Estimation of Population in India: Census,

sampling and vital registration methods, Population Policy in India since Independence.

ENL336 Mathematical Economics
4 Credits (4-0-0)
This course aims at inculcate in students the various concepts of mathematics and its applications in economic theory. The broad topics covered in this course include Differential equations, General formula for first order linear differential equations, homogenous equations, exact differential equations, linear differential equation of second order with constant coefficients, application in economic theories, Multivariable functions, optimization with or without constraints, partial differentiation up to second order, homogeneity of functions and Euler's theorem, total differentials I.e. differential of implicit functions, Matrices and Determinants, Algebra of matrices, inverse of a matrix, solution of system of linear equations (having unique solutions and involving not more than 3 variables), Types of Maxima, the Weierstrass theorem, and local Global theorem, No inequality constraint, Kuhn - Tucker condition, Khun Tucker sufficiency theorem, Solution algorithm, the control problem, calculus of variation, Dynamic programming, Maximum Principles.

ENL337 Financial Economics
4 Credits (4-0-0)
This course aims at introducing the students to the economics of finance. The broad areas covered in the course include investment theory and portfolio analysis: deterministic cash flow streams, single period random cash flows, CAPM, introduction to derivatives and options; forward and futures contracts; options; other derivatives; forward and future prices; stock index futures; interest rate futures; the use of futures for hedging; duration-based hedging strategies; option markets; call and put options; factors affecting option prices; put-call parity; option trading strategies: spreads; straddles; strips and straps; strangles; the principle of arbitrage; discrete processes and the binomial tree model;

risk neutral valuation, Patterns of corporate financing: common stock; debt; preferences; convertibles; capital structure and the cost of capital; corporate debt and dividend policy; the Modigliani-Miller theorem.

ENL338 Introduction to Statistical Programming with R
4 Credits (4-0-0)
The purpose of this course is to set a foundation for full exploitation and creative use of the statistical language for computing and graphics in R. In this course, student will learn to program in R and how to effectively use R for statistical computing. The course emphasis is on data manipulation and basic statistical analysis. Students will identify appropriate statistical methods for the data or problems and conduct their own analysis using R environment. The main topics covered are introduction to R and R-Studio, general introduction to computing, data types, basic operations, control structures and looping in R, data manipulation, probability distributions and simulations, plotting, exploratory data analysis, basic statistical analysis, linear regression.

ENL339 Forecasting Methods
4 Credits (4-0-0)
The objective of this course is to familiarize the students with advanced techniques of Econometrics. The broad areas covered in the course include Introduction to forecasting: Nature, Importance and Evaluation of forecast; Short-and Long-Term Forecast; Uni-variate Methods: Smoothing Methods, Measurement of Seasonal Variations (method of Simple Average, Ratio-to-Trend Method, Ratio-to-Moving Average Method and Link Relatives Method), and Box-Jenkins approach; Multivariate Methods: Regression Models, Time Series Analysis; Co integration Analysis: Testing for Unit Roots and Co integration; Error correction model; vector error correction model. Students would work on Statistical Software Packages-EVIEWS, SPSS, R.

ENL340 Fundamentals of Spreadsheet Modeling
4 Credits (4-0-0)
The basic spreadsheet is one of the most powerful and indispensable tools for data analysis that exists. The spreadsheet approach to problem solving is more accessible to managers, as they usually find spreadsheets a natural medium for organizing information and performing "what if" analyses. The emphasis of the course will be on systematic, logical thinking, and problem solving on spreadsheets, illustrated by building and analyzing models of a variety of problems in operations, finance, and marketing. In this course, student will learn how to structure, analyze, and solve business decision problems on Excel spreadsheets. The focus will be on problems involving optimal resource allocation and risk analysis for decisions involving uncertainty; some data analysis and forecasting methods. While the underlying concepts, models, and methods of this course are mathematical in nature, we will develop them on a more intuitive and user-friendly platform of spreadsheets, analyze them using the available Excel commands, tools, and add-ins, perform sensitivity analyses of the solutions, and study their economic interpretations.

LBL101 Understanding the Constitution
3 Credits (3-0-0)
This course provides an introduction to the history and cultures of the Indian subcontinent from the 3rd millennium BCE to the present. Drawing on interdisciplinary methodologies, this course approaches history through visual and material culture, as well as the history of food and civilization. First, we will examine India's place in the ancient world, then the entrance of Islam to the subcontinent in the 8th century, and finally assess the impact and aftermath of European expansion and imperialism. Through readings, field trips, and building a class website, students will learn how questions of history and

culture shape identities and animate public life in South Asia.

LBL102 Indian Legal Systems
3 credits (3-0-0)

This course will introduce students to the Indian legal system including the role of the Constitution, parliaments and courts. The topics covered may include a combination of any of the following: basic legal theory, an introduction to the basic rules of contract, the tort of negligence, liability for unsafe products, the consequences of misleading conduct, the criminal process and the law relating to property ownership (including intellectual property).

PCL102 Psychology for Living
3 credits (2-1-0)

The present course has been designed to encapsulate the major thrust areas in the discipline of psychology with focus on its relevance in everyday life. The course seeks to make a beginner student aware of their body image, intimacy, socialization process, and role of culture in themselves as mediated by the media. It also introduces the students to disintegrative experiences and ways of managing them, as well as to the process of self-growth and integration.

PCL201 Understanding Individual Differences
4 Credits (3-1-0)

The course examines psychological features that contribute to differences and similarities in individuals. The course will review major theories, debates, and research findings in the fields of intelligence, personality traits, motivations, and emotions.

PCL202 Industrial & Organisational Psychology
4 Credits (3-1-0)

Definition & Goals; History of industrial Psychology and Organizational Behavior; Areas of Industrial psychology; I-O Psychology as a career, Organisational Environment, Theories of Motivation, Training & Employment, Job Analysis and Selection, Application blanks, Training and Interviews; Employee Attitude to work, Job Involvement to Work Organizational Commitment, Performance, Employee retention and attrition, and Job Satisfaction.

PCL203 Evolution of Psychological Thought
5 Credits (4-1-0)

Adopting a critical lens, the course explores the evolution of psychology from the Western and Eastern perspectives. The course will provide an overview of the historical traditions and originating systems of thought that have contributed to the development of the current field of psychology. The course explores the roots of psychology while identifying the crucial thinkers that have shaped the discipline. Furthermore, the course critically examines the major debates that are central to the discipline, namely the issue of consciousness.

PCL204 Applied Social Psychology
4 Credits (3-1-0)

This paper provides an in-depth overview of the dominant theoretical and empirical trends in social psychology, and also the key issues and related to social inequalities, especially in the Indian context. The course introduces studies and applications of research findings to social issues, problems-Interpersonal relationships, diversity issues, inter-group relations, conflict resolution, the justice system, and community concerns.

PCL205 Issues in Social Psychology
3 Credits (2-1-0)

Social psychology is the scientific study of the way people think about, feel, and behave in social situations. It involves understanding how people influence, and are influenced by, the others around them. A primary goal of this course is to introduce students to the perspectives, research methods, and empirical findings of social psychology. Topics to be covered include: social influence, social cognition, Interpersonal attraction, pro- social behavior, aggression.

Finally, throughout the course, emphasis will be placed on developing critical and integrative ways of thinking about theory and research in social psychology.

PCL 206 Counselling Psychology
4 Credits (3-1-0)
Definition of Counselling; Goals of Counselling; Scope of Counselling; Difference between Counselling, Guidance and Psychotherapy; Historical background of Counselling; Current trends; Different perspectives in counselling, Development of Counselling Skills and relationship. Phases and Stages of the counselling process, use of assessment to assist the counselling process.

PCL207 Statistical Methods for Psychological Research
4 Credits (2-2-0)
The students will be exposed to both qualitative and quantitative methodology. The course will emphasis on quantitative techniques in inferential statistics and non-parametric distribution. The students will be able to understand application research methodologies in the realms of research and work settings

PCL208 POSITIVE PSYCHOLOGY
4 Credits (3-1-0)
The course aims to introduce the basic concepts of the growing approach of positive psychology and understand its applications in various domains. It effectively introduces the concept of positive psychology, strengths and virtues of Psychology. It will provide an understanding of the positive emotional states and processes such as Happiness and Well-being, Positive Affect and Positive Emotions, Emotional Intelligence, Resilience. It will also familiarize students with Positive Cognitive States and Processes such as Self-efficacy, Optimism, Hope, Wisdom, Flow and Mindfulness. The applications of positive psychology in various fields, including work, education, ageing, health, will also be discussed.

PCL209 Physiological Psychology

3 Credits (2-1-0)
The present course is designed to introduce students to the nature and methods of Physiological Psychology. It will help the students to understand the cellular and neural basis of behaviour along with structure and functions of endocrine glands, brain, and nervous system.

PCL301 Life Span Approach to Developmental Psychological
4 Credits (3-1-0)
Nature and perspectives of life span development in West and its implication in Indian context; Physical development: patterns of growth from infancy to late adulthood; Cognitive development: Brief introduction to cognitive development: Piagetian, Vygotskian, Language development, Role of language in cognitive development; Puberty and adolescence, early adulthood, middle adulthood, late adulthood; Peers and Schooling; Socio-emotional-development: Emotional development; Moral development; Developmental issues in Indian context: issues of disability; developmental issues of adolescence; challenges and changes in adulthood; Aging.

PCL302 Applied Clinical Psychology
4 Credits (3-1-0)
The purpose of this paper is to develop knowledge and understanding of the severe pathology: Mood disorder and spectrum of psychotic disorders. The course will provide an exposure to different techniques, skills, and treatment modalities for specific psychological disorders. The students will be encouraged to develop skills to differentiate application of techniques based on the etiology of the patient and treatment settings.

PCL303 Psychopathology and Well Being
3 Credits (2-1-0)
Understanding Abnormal Behavior; Concept of Normalcy & Abnormal; Diathesis Stress Model and factors related to the development of

psychopathology. Students will be introduced to the clinical picture of various psychological disorders: anxiety based disorder, OCD, and phobia, dissociative disorder, clinical picture of personality disorders, oppositional defiant disorder, and conduct disorders, Childhood neurocognitive disorder: Pervasive development disorder, Autism, ADHD, Gender identity disorder and paraphilia, and substance abuse and addictive disorder.

PCL331 Health Psychology:
3 credits (2-0-2)
The present course has been designed to familiarize the students with the importance of Psychological processes and its interaction with the medical treatment in the practice of health and illness. It introduces the students to the Nature of Health Psychology and examines the psycho-physiological interactions and introduces the students to the Nature of Health Psychology and various components of health.

PCL332 Stress Management
3 Credits (2-0-2)
The present course aims to acquaint the students with the nature, symptoms and sources of stress and to help them develop adequate knowledge about how to recognize signs of stress and its causes in themselves and others. It also aims to help the students learn about various techniques of stress management, like yoga/exercise/games, meditation, and relaxation techniques, so that they can develop skills for dealing with stress effectively.

PCL333 Positive Psychology
3 Credits (2-0-2)
The main objective of this course is to provide an orientation to the students to the various aspects of positive psychology as opposed to traditional psychology and to move beyond disease to well-being. The course provide opportunity to the students to explore the assessment of positive psychology constructs such as happiness, character strengths, self-efficacy, creativity and

locus of control and to introduce the ways positive psychology can be applied in real-world settings.

PCL334 Sustainability and Conservation Behavior
3 Credits (2-0-2)
Environmental Problems: Human Causes and Consequences; Climate Change and Human Behavior; Cognition and Biases in Information Processing; Environmental motives and environmental identity; Habit formation and change; behavior modification & sustainability; shaping behavior with technology; Knowledge, Information, and Household Recycling: Examining the knowledge-deficit model of behavior change; evaluating motives for environmentally responsible behavior; Environmental values; Barriers to pro-environment behavior; Fostering sustainable behaviour.

PCL335 Foundation of Environmental Stress
3 Credits (2-0-2)
Environmental Psychology: Nature and Characteristics; classification of environment. Indian perspective on human-environment relationship; Theories of Environment-Behavior relationship: Arousal, Environmental Load, Adaptation Level, and Ecological approach; Methods of environmental psychology; Environmental Stress: Nature and Characteristics; Type of stresses, Natural disasters, technological catastrophe, noise and air pollution; Crowding: Nature and characteristics, feature, effects of crowding on animals and human beings; Environmental Perception, Cognition and Attitudes: Nature and characteristics of Environmental perception, Social and cultural influences, Environmental Cognition and cognitive mapping, Acquisition of Environmental Attitudes; Personal space and territoriality: Nature, Function and determinants of personal space. Consequences of personal space invasion, Territoriality function and type, territoriality & aggression; Environmental psychology and

saving the Environment: Environmental Education, Prompts and Reinforcement techniques in Indian context.

PCL336 Media Psychology
3 Credits (2-0-2)
The present course in psychology is oriented towards developing knowledge of the basic concepts in media psychology to students and aid in developing skills for applying psychological knowledge to real life situations. The course will allow students to study advertisement, consumer behavior, addiction and psychological impact, and the representation of social identities in news and media

PCL338 Psychology of Advertising
3 Credits (2-0-2)
Managing marketing communications – Developing Effective Communications – Developing and Managing an Advertising Program – Media Decisions - Sales Promotion and Public Relations; Current state of advertising and advertising methods; Consumer emotions and advertising; Advertising and Consumer cognition: information processing and attitudes; Persuasion and Beyond – influence on behavior; Media planning; Creativity and campaign planning; Public relations and corporate communication; Principles, tools and techniques; Digital public relations & corporate communication-principles, tools & techniques; Digital public relations & Corporate communication; Oral & Visual communication; Production techniques & methods; Advertising & PR