



Goa University
P.O. Goa University, Taleigao Plateau, Goa 403 206, India

Bachelors of Business Administration(B.B.A)
Implemented from the academic year 2010-2011

Purpose

With the objective of building competency in students to effectively undertake entry-level managerial jobs in organization, Goa University has started offering a professional course Bachelor of Business Administration (BBA) from the academic year 2010-2011.

Prerequisites

A candidate who has passed XII standard examination or equivalent is eligible for admission to BBA. Admission to a particular batch will be made based on an admission test, UGAT conducted by AIMA (All India Management Association) along with XII standard score.

Minimum Credit Requirements for Programs are as below

Minimum Number of Credits for Specializations

(Two thirds of the credits required to be acquired from the Department/Institution have to be in the area of specialization for programs other than BBA. In the case of BBA two thirds of credits of all the business courses together have to be in the area of specialization. Internship in organizations and report as well as internship seminars are considered to be in the area of specialization)

Sr. No.	Program	Core Courses other than from the Area of Specialization and common core courses	Core Courses from the Area of Specialization	Optional Courses from the Area of Specialization
1.	BBA	25	25	13

Category	Courses	BBA
Core Courses	Core Business Courses	47
	Core Soft Skill Courses	9
Optional Courses (Decided by the Institution offering the programme)	Business Courses (BC)	13
	Non Business Courses (NBC)	45
Internship	Internships in Organizations and Reports	16
	Internship Seminars	6
Total minimum Credits for the Program excluding Internships in Organisations and reports		120
Total Minimum Credits for the Program		136

Number of semesters.

The institute may opt for a semester or trimester system while ensuring that a student taking all courses offered has an opportunity to complete the minimum required credits as mentioned above. The exact structure will be decided by the Institute offering the programme.

List of Core Courses:

Code	Title	Credits	Specialization / Common to All Specializations	Core Business Course / Core Soft Skill	Page no-
C 0-001.1 C 0-001.2	Strategic Management	2 each	Common	Business Course	5,6
C 0-002	Management Process	2	Common	Business Course	7
C 0-003.1 C 0-003.2	Marketing Management	2 each	Common / Marketing	Business Course	8,9
C 0-004.1 C 0-004.2	Financial Statement Analysis	2 each	Common / Finance	Business Course	10
C 0-005.1 C 0-005.2	Production Operations Management	2 each	Common / Operations	Business Course	11,12
C 0-006.1 C 0-006.2	Human Resource Management	2 each	Common / Human Resources	Business Course	13,14
C 0-007.1 C 0-007.2	Business Economics	2 each	Common	Business Course	15,16
C 0-008.1 C 0-008.2	IT Skills	2 each	Common / Systems	Business Course	17,18
C 0-009.1 C 0-009.2	Organizational Behavior	2 each	Common / Human Resources	Business Course	19,20
C 0-013.1 C 0-013.2	Financial Management	2 each	Common / Finance	Business Course	21,22
C 0-014.1 C 0-014.2	Management Accounting (Cost Accounting)	2 each	Common / Finance	Business Course	23,24
C 0-015.1 C 0-015.2	Macroeconomic Analysis for Management	2 each	Common	Business Course	25
C 0-017.1 C 0-017.2	Business Environment	2 each	Common	Business Course	26,27
C 0-018.1 C 0-018.2	Business Research Methods	2 each	Common	Business Course	28
C 0-019.1 C 0-019.2	Legal Aspects of Business	2 each	Common	Business Course	29,30
C 0-020.1	Business Mathematics	2 each	Common	Business	31,32

C 0-020.2				Course	
C 0-021.1 C 0-021.2	Business Statistics	2 each	Common	Business Course	33,34
C 0-022.1 C 0-022.2	Operations Research	2 each	Common	Business Course	35,36
C 0-023.1 C 0-023.2	Business Ethics	2 each	Common	Business Course	37,38
C 0-024.1 C 0-024.2	Environmental Management	2 each	Common	Business Course	39,40
C 0-025.1 C 0-025.2	Management Information Systems	2 each	Common / Systems	Business Course	41,42
C 0-029.1 C 0-029.2	Comprehensive Case Analysis	1 each	Common	Business Course	43
C 0-030.1 C 0-030.2	Comprehensive Case Analysis	1 each	Common	Business Course	43
C 0-031.1 C 0-031.2	Case Writing and Analysis	1 each	Common	Business Course	44
C 0-032.1 C 0-032.2	Learning Management through Executive Interaction	1 each	Common	Business Course	45
C 0-033.1 C 0-033.2	Learning Management through Executive Interaction	1 each	Common	Business Course	45
C 0-034.1 C 0-034.2	Seminars on Contemporary Issues	1 each	Common	Business Course	46
C 0-035.1 C 0-035.2	Seminars on Contemporary Issues	1 each	Common	Business Course	46
C 0-037.1 C 0-037.2	Learning Management from Contemporary Articles	1 each	Common	Business Course	47
C 0-038.1 C 0-038.2	Live Project in Management	1 each	Common	Business Course	48
C 0-043.1 C 0-043.2	Entrepreneurship	1 each	Common	Business Course	49
C 0-101.1 C 0-101.2	Oral Communication Skills	1 each	Common	Soft Skills	50
C 0-101.1 C 0-101.2	Written Communication Skills	1 each	Common	Soft Skills	50
C 0-103.1 C 0-103.2	Presentation Skills	1 each	Common	Soft Skills	51
C 0-105.1 C 0-105.2	Group Discussion Skills	1 each	Common	Soft Skills	51
C 0-106.1 C 0-106.2	Negotiation Skills	1 each	Common	Soft Skills	52
C 0-107.1 C 0-107.2	Interview Facing Skills	1 each	Common	Soft Skills	52
C 0-109.1 C 0-109.2	Report Writing Skills	1 each	Common	Soft Skills	53

C 0-110.1 C 0-110.2	Etiquettes	1 each	Common	Soft Skills	53
C 0-111.1 C 0-111.2	Career Planning	1 each	Common	Soft Skills	54
C 0-112.1 C 0-112.2	Event Management Skills	1 each	Common	Soft Skills	54
C 0-113.1 C 0-113.2	Public Speaking Skills	1 each	Common	Soft Skills	55
C 0-114.1 C 0-114.2	Mock Interviews by Executives (Prerequisite: C 0-107.1 C 0-107.2)	1 each	Common	Soft Skills	55
C 0-115.1 C 0-115.2	Mock Interviews by Executives (Prerequisite: C 0-107.1 C 0-107.2)	1 each	Common	Soft Skills	55

BBA Syllabus

Core Business Courses.

Course Code : C 0-001.1

Course Name : Strategic Management

Credits : 2 Credits

Objectives : At the end of the subject, the student will have the competencies to

1. Analyse the structure of any industry,
2. indicate sustainable strategies for firms for competitive advantage,

Contents : Industry structure analysis, strategy as positioning, resource based strategies.

Pedagogy

Cases and literature based projects as pedagogy. Quizzes, presentations and projects as tools of evaluation.

References/Readings

1. **Bowman, Cliff: ‘The Essence of Strategic Management’; Prentice Hall of India Private Ltd; New Delhi; Latest Edition.**
2. Faulkner, David and Cliff Bowman; ‘The Essence of Competitive Strategy’; Prentice Hall of India Private Ltd; New Delhi; Latest Edition.
3. Industry notes and business stories from popular business periodicals.

Course Code : C 0-001.2

Course Name : Strategic Management

Credits : 2 Credits

Objectives : At the end of the subject, the student will have the competencies to

1. Indicate organisational designs to support the strategies and
2. Shape the role of a junior executive to support and contribute to the strategies.

Contents

Organisational designs. Vertical and horizontal integration, mergers and acquisitions, conglomerates and multinationals.

Pedagogy

Cases and literature based projects as pedagogy. Quizzes, presentations and projects as tools of evaluation.

References/Readings

1. **Bowman, Cliff: 'The Essence of Strategic Management'; Prentice Hall of India Private Ltd; New Delhi; Latest Edition.**
2. Faulkner, David and Cliff Bowman; 'The Essence of Competitive Strategy'; Prentice Hall of India Private Ltd; New Delhi; Latest Edition.
3. Industry notes and business stories from popular business periodicals.

Course Code : C 0-002

Course Name : Management Process

Credits : 2 Credits

Objective: At the end of the subject, the student should have the ability to understand managerial / organizational situations in terms of the processes viz. planning, organizing, staffing, leading and controlling. The student should demonstrate this ability through reframing his / her tasks in the educational institution itself in terms of these processes by using these processes to actual situations.

Contents: Planning, organizing, staffing, leading and controlling. Certain amount of overlap between the two subjects Organizational Behaviour and Management Process is possible. Instead of avoiding it at the content level, the different orientations should be brought out through case studies. In Organizational Behaviour, understanding behavior in terms of causality should be emphasized. In Management Process, the decision-action–design perspective should be emphasized.

Pedagogy: Case studies, experiential exercises and industry based assignments.

References/Readings

1. Weihrich, Heinz and Harold Koontz; 'Essentials of Management: An International Perspective'; McGraw–Hill, Inc.; Latest edition.
2. Robbins, Stephen and Mary Coulter; 'Fundamentals of Management'; Prentice Hall of India Pvt. Ltd.; New Delhi; Latest edition.
3. Selected articles from Harvard Business Review, Indian Management, etc.

Course Code : C 0-003.1

Course Name : Marketing Management

Credits : 2 Credits

Objective: At the end of the course, the students should be equipped with the following;

Skills: Skills to analyze markets and marketing environment, forecasting skills, and segmentation skills.

Content: Marketing Orientation, Marketing Environment and Information Analysis, Consumer and Industrial Buyer Behaviour, Forecasting Market Demand, Segmentation, Product Life Cycle, Concepts of Value, Differentiating & Positioning of Products and Launching New Products.

Pedagogy: Discussions, Case Studies, Presentations and Industry based Assignments.

References/Readings

1. **Kotler, Philip., 'Marketing Management: Analysis, Planning, Implementation and Control'; Prentice Hall of India Limited; New Delhi;. Latest edition.**
2. Brand Equity of Economic Times

Course Code : C 0-003.2

Course Name : Marketing Management

Credits : 2 Credits

Objective: At the end of the course, the students would have the skills in analyzing and developing different alternatives in marketing situations.

Content: Product and Brand Management, Services Marketing, Pricing Policies, Advertising and Communications Management, Sales Force and Distribution Management.

Pedagogy: Discussions, Case Studies, Presentations and Industry based Assignments.

References/Readings

1. **Kotler, Philip., 'Marketing Management: Analysis, Planning, Implementation and Control'; Prentice Hall of India Limited; New Delhi;. Latest edition.**
2. Brand Equity of Economic Times

Course Code : C 0-004.1

Course Name : Finance Management/Financial statement Analysis

Credits : 2 Credits

Objective: At the end of the course, the students would have competence in analyzing the value and financial strength of a firm.

Content: Financial Statement Analysis of Balance Sheets, Profit and Loss Accounts, Cash Flow and Funds Flow Statements; Elements of Valuation.

Pedagogy: Problems, Case Studies, Presentations, Industry based Assignments and Computer based Assignments. Analysis of an Annual Report of a Company.

References/Readings

1. **Chandra, Prasanna; 'Finance Sense'; Tata McGraw-Hill; Latest edition.**
2. Atrill, Peter and Eddie McLaney; 'Accounting and Finance for Non-Specialists'; Prentice-Hall of India; Latest edition.
3. Myddelton, D.R.; 'The Essence of Financial Management'; Prentice-Hall of India; Latest edition.
4. Economic Times, etc.

Course Code : C 0-004.2

Course Name : Finance Management/Financial statement Analysis

Credits : 2 Credits

Objective: At the end of the subject, the student should understand how figures in financial statements have been arrived at, the use of the information generated by the financial statements and the limitations of the information. Exposure to at least one computer based accounting package is a must.

The subject is not intended for preparing the students as accountants. Understanding of concepts, principles and techniques and their logic would be given more importance in comparison to number crunching ability.

Content: Balance sheets and profit and loss account. Accounting mechanics. Accounting Records and Systems. Understanding published accounts of companies. Use of software in accounting.

Pedagogy: Cases, problems, analysis of published accounts of companies, computer based exercises and understanding of recording systems of real life organizations.

References/Readings

1. Bhattacharyya, S. K. And John Dearden; 'Accounting for Management'; Vikas Publishing House Pvt. Ltd.; New Delhi; Latest edition
2. Chadwick, Leslie; 'The Essence of Financial Accounting'; Prentice–Hall of India Private Limited, New Delhi; Latest edition.
3. 'How to Read a Balance Sheet'; ILO Programmed Book; Oxford & IBH Publishing Co. Pvt. Ltd.; New Delhi; Latest edition.
4. Chandra Prasanna; 'Managers' Guide to Finance and Accounting'; Tata McGraw–Hill Publishing Company Limited; New Delhi; Latest edition.
5. Anthony, Robert, et al.; 'Accounting: Text and Cases'; Tata McGraw–Hill Publishing Company Limited; New Delhi; Latest edition.
6. Narayanaswamy, R.; 'Financial Accounting: A Managerial Perspective'; Prentice–Hall of India Private Limited, New Delhi; Latest edition.
7. Bhattacharya, Ashish K.; 'Financial Accounting for Business Managers'; Prentice–Hall of India Private Limited, New Delhi; Latest edition.

Course Code : C 0-005.1

Course Name : Production Operations Management

Credits : 2 Credits

Objective: At the end of the subject, the student will have understanding of designing, organizing and scheduling of production / operations of organizations. He / she will also be able to understand implications of production / operations functions to other functions and vice-versa. The student will demonstrate this ability in situations within the institution.

Content: Designing and organizing the production / operations function.

Pedagogy: Cases, problems, production / operations tours in organizations, practical assignments in the institution and computer based assignments.

References/Readings

1. Krajewski, Lee J. and Larry P. Ritzman; 'Operations Management: Strategy and Analysis'; Pearson Education India; Latest Edition.
2. Schmenner, Roger W.; 'Plant and Service Tours in Operations Management'; Pearson Education India; Latest Edition.
3. Hill, Terry; 'The Essence of Operations Management'; Prentice Hall of India Private Ltd., New Delhi, Latest edition.
4. Krishnaswamy, K. N. 'Cases in production / Operations Management'; Prentice Hall of India Private Ltd., New Delhi, Latest edition.
5. Selected articles from Journal of Operations Management, Productivity, Udyog Pragati, etc.

Course Code : C 0-005.2

Course Name : Production Operations Management

Credits : 2 Credits

Objective: At the end of the subject, the student will have understanding of control systems for production / operations of organizations. He / she will also be able to understand implications of production / operations functions to other functions and vice-versa. The student will demonstrate this ability in situations within the institution.

Content: Controlling of the production / operations function. Emerging trends from academic literature and practices.

Pedagogy: Cases, problems, production / operations tours in organizations, practical assignments in the institution and computer based assignments.

References/Readings

1. Krajewski, Lee J. and Larry P. Ritzman; 'Operations Management: Strategy and Analysis'; Pearson Education India; Latest Edition.
2. Schmenner, Roger W.; 'Plant and Service Tours in Operations Management'; Pearson Education India; Latest Edition.
3. Hill, Terry; 'The Essence of Operations Management'; Prentice Hall of India Private Ltd., New Delhi, Latest edition.
4. Krishnaswamy, K. N. 'Cases in production / Operations Management'; Prentice Hall of India Private Ltd., New Delhi, Latest edition.
5. Selected articles from Journal of Operations Management, Productivity, Udyog Pragati, etc.

Course Code : C 0-006.1

Course Name :Human Resource Management

Credits : 2 Credits

Objective: At the end of the subject, the student will have an understanding of Human Resource Management (HRM) function within an organization and the implications of the HRM function to other functions and vice-versa.

Content: Organizational strategy, structure, culture and change; and their implications for HRM. Employee sourcing, recruitment and selection.

Pedagogy: Discussions, case studies, experiential exercises and industry based assignments.

References/Readings

1. McKenna, Eugene and Nic Beech; ‘The Essence of Human Resource Management’; Prentice–Hall of India Private Limited; New Delhi, 1995 or later editions.
2. Cowling, Alan and Philip James; ‘The Essence of Personnel Management and Industrial Relations’; Prentice Hall of India Private Limited; New Delhi; 1994 or later editions.
3. Articles from popular Indian business periodicals.
4. Dessler, Gary; ‘A Framework for Human Resource Management’; Pearson Education India; Latest Edition.
5. Saiyadain, Mirza S; ‘Human Resource Management’; Tata McGraw-Hill Publishing Company Limited; New Delhi; Latest edition.

Course Code : C 0-006.2

Course Name :Human Resource Management

Credits : 2 Credits

Objective: At the end of the subject, the student will have understanding of Human Resource Management (HRM) functions within organizations and the implications of the HRM function to other functions and vice-versa.

Content: Performance management, reward management, training and development and employee relations. Emerging areas in academic literature and practice.

Pedagogy: Discussions, case studies, experiential exercises and industry based assignments.

References/Readings

(Sr. Nos. 1 or 4 and 2 or 3)

1. McKenna, Eugene and Nic Beech; 'The Essence of Human Resource Management'; Prentice-Hall of India Private Limited; New Delhi, Latest edition.
2. Beardswell, Ian and Len Holden; 'Human Resource Management'; Macmillan India Ltd.; Latest edition.
3. Monappa, Arun and Mirza S. Saiyadain; 'Personnel Management'; Tata McGraw-Hill Publishing Company Limited; New Delhi; Latest edition.
4. Cowling, Alan and Philip James; 'The Essence of Personnel Management and Industrial Relations'; Prentice Hall of India Private Limited; New Delhi; Latest edition.
5. Selected articles from Indian and foreign journals.

Course Code : C 0-007.1

Course Name : Business Economics

Credits : 2 Credits

Objective: The student will be able to apply micro economic theory to examine how a firm can achieve its objectives, subject to some constraints, most efficiently.

Content: Demand theory, estimation and forecasting. Production theory. Cost theory.

Pedagogy: More graphical and numerical in analysis than mathematical. Cases, exercises and problems from business situations.

References/Readings

1. Samuelson, Paul A. and William D. Nordhaus; 'Economics'; Tata McGraw–Hill, New Delhi; Latest edition.
2. Nellis, Joseph G. and David Parker; 'The Essence of Business Economics'; Prentice–Hall of India Private Limited; New Delhi. Latest edition.
3. Selected articles from periodicals such as Economic Times, Economist, etc.

Course Code : C 0-007.2

Course Name : Business Economics

Credits : 2 Credits

Objective: The student will be able to apply micro economic theory to examine how a firm can achieve its objectives, subject to some constraints, most efficiently.

Content: Market Structure, Theory of Firms, Industrial Organization Theory

Pedagogy: More graphical and numerical in analysis than mathematical. Cases, exercises and problems from business situations.

References/Readings

1. Samuelson, Paul A. and William D. Nordhaus; 'Economics'; Tata McGraw–Hill, New Delhi; Latest edition.
2. Nellis, Joseph G. and David Parker; 'The Essence of Business Economics'; Prentice–Hall of India Private Limited; New Delhi. Latest edition.
3. Selected articles from periodicals such as Economic Times, Economist, etc.

Course Code : C 0-008.1

Course Name : IT Skills

Credits : 2 Credits

Objective: At the end of the subject, the student would have ability in using

1. Spread sheets,
2. Data base management systems for managerial tasks.

Content: Spreadsheet applications and database management systems.

Pedagogy: There will be very few classroom sessions. Most of the sessions will be through hands on training. There will be assignments based on tasks in the educational institution itself so that the student is able to demonstrate his / her learning value addition.

References/Readings

Published books similar to manuals of packages mentioned under Contents.

Course Code : C 0-008.2

Course Name : IT Skills

Credits : 2 Credits

Objective: At the end of the subject, the student would have ability in using
Word processor,
Elements of a programming language
Web based applications, etc. for managerial tasks.

Content: An elementary programming language to understand what is programming, word processing and web based skills.

Pedagogy: There will be very few classroom sessions. Most of the sessions will be through hands on training. There will be assignments based on tasks in the educational institution itself so that the student is able to demonstrate his / her learning value addition.

References/Readings

Published books similar to manuals of packages mentioned under Contents.

Course Code : C 0-009.1
Course Name : Organisational Behaviour
Credits : 2 Credits

Objectives: At the end of the subject, the student will have the ability to understand and demonstrate the ability to tackle various real life situations within the educational institution itself which involve:

1. Individual behavior in organizations
2. Interpersonal behavior in organizations
3. Group behavior in organizations and
4. Leadership in organizations

Content: Perception, personality, attitudes, motivation, learning, interpersonal behavior, group dynamics, conflicts, stress, power and politics, leadership and communication. New trends in organizational behavior from academic literature and practice.

Pedagogy: The objectives will be met through a series of case studies, experiential exercises and industry-based assignments rather than through mere lectures.

References/Readings

(Sr. Nos 1 and 4 and either 2 or 3).

1. Tyson, Shaun and Tony Jackson; 'The Essence of Organizational Behavior'; Prentice-Hall of India Private Ltd., New Delhi, Latest edition.
2. Luthans, Fred; 'Organizational Behavior'; McGraw-Hill, Inc, Latest edition.
3. Robbins, Stephen P; 'Essentials of Organizational Behavior'; Prentice-Hall of India Private Limited; New Delhi; 8th Edition or later editions.
4. Ramnarayan. S and Ram Mohan Rao; 'Managerial Dilemmas'; Tata-McGraw Hill Publishing Company Limited, New Delhi, 1996 or later editions.
5. Selected articles from journals such as Harvard Business Review, Vikalpa, etc.

Course Code : C 0-009.2

Course Name : Organisational Behaviour

Credits : 2 Credits

Objectives: At the end of the subject, the student will have the ability to understand the organization in its totality and the organizational change processes.

Content: Organisational structure : dimensions, determinants and consequences. Organisational design options. Organisational evolution, culture , conflict environment. Organisational change processes. New trends in organizational theory from academic literature and practice including critical perspectives.

Pedagogy: The objectives will be met through a series of case studies, experiential exercises and industry-based assignments rather than through mere lectures.

References/Readings

(Sr. Nos 1 and 4 and either 2 or 3).

1. Tyson, Shaun and Tony Jackson; 'The Essence of Organizational Behavior'; Prentice–Hall of India Private Ltd., New Delhi, Latest edition.
2. Luthans, Fred; 'Organizational Behavior'; McGraw–Hill, Inc, Latest edition.
3. Robbins, Stephen P; 'Essentials of Organizational Behavior'; Prentice–Hall of India Private Limited; New Delhi; 8th Edition or later editions.
4. Ramnarayan. S and Ram Mohan Rao; 'Managerial Dilemmas'; Tata–McGraw Hill Publishing Company Limited, New Delhi, 1996 or later editions.
5. Selected articles from journals such as Harvard Business Review, Vikalpa, etc.

Course Code : C 0-013.1

Course Name : Financial Management

Credits : 2 Credits

Objective: At the end of the course, the students would have competence in taking long term and short term corporate financial decisions while taking into consideration the behavior of the capital market.

Content: Valuation, Capital Budgeting, Risk and Return,

Pedagogy: Problems, Case Studies, Presentations and Computer / Industry and Capital Market data based Assignments.

References/Readings

1. Ross, Stephen. A., Westerfield, Randolph W. and Bradford D. Jordan; 'Fundamentals of Corporate Finance'; Tata McGraw-Hill; Latest edition.
2. Chandra, Prasanna; 'Financial Management: Theory and Practice; Tata McGraw-Hill; Latest edition.
3. Pandey, I.M. and Ramesh Bhat; 'Cases in Financial Management'; Tata McGraw-Hill; Latest edition.
4. Popular business periodicals such as "Capital Market"

Course Code : C 0-013.2
Course Name : Financial Management
Credits : 2 Credits

Objective: At the end of the course, the students would have competence in taking long term and short term corporate financial decisions while taking into consideration the behavior of the capital market.

Content: Risk and Return, Long Term and Short Term Financial Planning, Financial Engineering.

Pedagogy: Problems, Case Studies, Presentations and Computer / Industry and Capital Market data based Assignments.

References/Readings

1. Ross, Stephen. A., Westerfield, Randolph W. and Bradford D. Jordan; 'Fundamentals of Corporate Finance'; Tata McGraw-Hill; Latest edition.
2. Chandra, Prasanna; 'Financial Management: Theory and Practice; Tata McGraw-Hill; Latest edition.
3. Pandey, I.M. and Ramesh Bhat; 'Cases in Financial Management'; Tata McGraw-Hill; Latest edition.
4. Popular business periodicals such as "Capital Market"

Course Code : C 0-014.1

Course Name : Management Accounting (Cost Accounting)

Credits : 2 Credits

Objective: At the end of the subject, the student would be able to use cost data and management accounting reports for taking effective decisions.

The subject is not meant for preparing the students as cost accountants. Understanding of concepts, principles and techniques and their logic would be given more importance in comparison to mere number crunching ability. Preferably, the problem solving should be based on computer software.

Content: Basic cost concepts,, cost classification, allocation and absorption of costs, Cost centers etc.; Cost analysis for managerial decisions – Direct costs, Break Even Analysis, Relevant costs etc.;

Pedagogy: Cases, problems, analysis of published accounts of companies, computer based exercises and understanding of recording systems of real life organizations.

References/Readings

1. Horngren Charles T et al.; 'Cost Accounting: A Managerial Emphasis'; Pearson Education India; Latest Edition.
2. Atkinson, et al. 'Management Accounting'; Pearson Education India; Latest Edition.
3. Atrill, Peter and Eddie McLaney; 'Management Accounting for Non-Specialists'; Prentice-Hall of India; Latest Edition.
4. Williamson, Duncan; 'Cost and Management Accounting'; Prentice-Hall of India; Latest Edition.
5. Anthony, Robert and David Hawkins; 'Accounting'; Tata McGraw-Hill; Latest Edition.
6. Chadwick, Leslie; 'The Essence of Management Accounting'; Prentice-Hall of India; Latest Edition.

Course Code : C 0-014.2

Course Name : Management Accounting (Cost Accounting)

Credits : 2 Credits

Objective: At the end of the subject, the student would be able to use cost data and management accounting reports for taking effective decisions.

The subject is not meant for preparing the students as cost accountants. Understanding of concepts, principles and techniques and their logic would be given more importance in comparison to mere number crunching ability. Preferably, the problem solving should be based on computer software.

Content: Pricing – Joint costs, Make or buy, relevant fixed costs, sunk costs etc.; Cost analysis and control, standard costing, variance analysis, unit and output costing, budgeting and control.

Pedagogy: Cases, problems, analysis of published accounts of companies, computer based exercises and understanding of recording systems of real life organizations.

References/Readings

1. Horngren Charles T et al.; 'Cost Accounting: A Managerial Emphasis'; Pearson Education India; Latest Edition.
2. Atkinson, et al. 'Management Accounting'; Pearson Education India; Latest Edition.
3. Atrill, Peter and Eddie McLaney; 'Management Accounting for Non-Specialists'; Prentice-Hall of India; Latest Edition.
4. Williamson, Duncan; 'Cost and Management Accounting'; Prentice-Hall of India; Latest Edition.
5. Anthony, Robert and David Hawkins; 'Accounting'; Tata McGraw-Hill; Latest Edition.
6. Chadwick, Leslie; 'The Essence of Management Accounting'; Prentice-Hall of India; Latest Edition.

Course Code : C 0-015.1

Course Name : Macroeconomic Analysis for Management.

Credits : 2 Credits

Objective: At the end of the subject, the student will be able to take managerial decisions considering the impact of macroeconomic trends.

Content: National income, consumption and investment, aggregate demand and multiplier models, fiscal policy, monetary policy.

Pedagogy: Discussions, exercises, problems, case studies on implications of macroeconomic environment to decision making in organizations, discussions on current macroeconomic issues based on economic dailies and periodicals.

References/Readings

1. Sammuelson, Paul A. and William D. Nordhaus; 'Economics'; McGraw– Hill, Inc. New York; Latest edition. (Equivalent to Chapters 8 onwards of 1995 edition).
2. Nellis, Joseph G. and David Parker; "The Essence of the Economy"; Prentice – Hall of India Pvt. Ltd., New Delhi, Latest Edition.
3. Buckley, Adrian; "The Essence of International Money"; Prentice – Hall of India Pvt. Ltd.; New Delhi, Latest edition.
4. Selected articles from Economic and Political Weekly, Economic Times, Economist, etc.

Course Code : C 0-015.2

Course Name : Macroeconomic Analysis for Management.

Credits : 2 Credits

Objective: At the end of the subject, the student will be able to take managerial decisions considering the impact of macroeconomic trends.

Content: Supply side economics, international trade and exchange rate policy. Current macroeconomic environment and implications for the industry.

Pedagogy: Discussions, exercises, problems, case studies on implications of macroeconomic environment to decision making in organizations, discussions on current macroeconomic issues based on economic dailies and periodicals.

References/Readings

1. Sammuelson, Paul A. and William D. Nordhaus; 'Economics'; McGraw– Hill, Inc. New York; Latest edition. (Equivalent to Chapters 8 onwards of 1995 edition).
2. Nellis, Joseph G. and David Parker; "The Essence of the Economy"; Prentice – Hall of India Pvt. Ltd., New Delhi, Latest Edition.
3. Buckley, Adrian; "The Essence of International Money"; Prentice – Hall of India Pvt. Ltd.; New Delhi, Latest edition.
4. Selected articles from Economic and Political Weekly, Economic Times, Economist, etc.

Course Code : C 0-017.1
Course Name : Business Environment
Credits : 2 Credits

Objective: At the end of the subject, the student will have the ability to understand and take into account the implications of the Indian economic environment on business decisions.

Content: Detailed discussions on selected critical sectors such as agriculture, industries, infrastructure, services, banking and finance.

Pedagogy: Assignments and presentations on selected industries/ services/ Sectors. Open discussions on recent national and international economic developments and their implications to business.

References/Readings

1. Cherunilam, Francis “ Business Environment, Text and Cases” Himalaya Publishing House, Latest edition.
2. Articles from Economic Times, Economic and Political Weekly, Economist, etc.

Course Code : C 0-017.2

Course Name : Business Environment

Credits : 2 Credits

Objective: At the end of the subject, the student will have the ability to understand and take into account the implications of the Indian as well as international economic environment on business decisions.

Content: Indian and International business environment and their implications on business decisions.

Pedagogy: Assignments and presentations on selected industries/ services/ Sectors. Open discussions on recent national and international economic developments and their implications to business.

References/Readings

1. Cherunilam, Francis “ Business Environment, Text and Cases” Himalaya Publishing House, Latest edition.
2. Articles from Economic Times, Economic and Political Weekly, Economist, etc.

Course Code : C 0-018.1/ C 0-018.2
Course Name : Business Research Methods
Credits : 2 Credits each

Objective: The course would develop competence in having consistency between decision problem, research problem, research design, conclusions, recommendations and implementation of research results. It would also develop the ability to differentiate between those parts of decisions based on research and those parts based on assumptions.

Content: Survey method starting from problem definition and research designs to analysis, recommendations and report writing.

Pedagogy: A combination of project work, classroom exercises and presentation by the students.

References/Readings

1. Cooper D R and Schindler, "Business Research Methods", Tata McGraw-Hill, New Delhi, Latest Edition
2. Zikmund W G, "Business Research Methods"; Thomson Learning, Indian Reprint, Latest Edition.

Course Code : C 0-019.1

Course Name : Legal Aspects Of Business

Credits : 2 Credits

Objective : To develop competence in considering legal aspects while taking business decisions. The objective is not to make them experts in law; the objective is limited to enable potential executives to meaningfully interact with legal experts whenever required.

Content : Indian Legal system, structure and processes, basics of court room and legal procedures such as jurisdiction, writ, civil, criminal courts, appeal, power of attorney, registration of documents, Stamp duty, contract act, companies act, sale of goods act and other important acts concerning business .

Pedagogy : Discussions on actual cases, judgments and the logic behind the judgments.

References/Readings

1. 'Nabhi's Business Law'; Jain Book Agency (Latest Edition)
2. Singh, Avtar; 'Company Law'; Eastern Book Co. (Latest Edition)
3. Singh, Avtar; 'Mercantile Law'; Eastern Book Co. (Latest Edition)
4. Malik, P.L; 'Labour and Industrial Law'; Eastern Book Co. (Latest Edition)

Course Code : C 0-019.2
Course Name : Legal Aspects Of Business
Credits : 2 Credits

Objective: To develop competence in considering legal aspects while taking business decisions. The objective is not to make them experts in law; the objective is limited to enable potential executives to meaningfully interact with legal experts whenever required.

Content : Negotiable instrument act, industrial disputes act, industrial employment act, trade unions act, factories act, payment of wages act, payment of bonus act, minimum wages act and other important acts concerning labor.

Pedagogy : Discussions on actual cases, judgments and the logic behind the judgments.

References/Readings

- 1. Nabhi's Business Law'; Jain Book Agency (Latest Edition)**
- 2. Singh, Avtar; 'Company Law'; Eastern Book Co. (Latest Edition)**
- 3. Singh, Avtar; 'Mercantile Law'; Eastern Book Co. (Latest Edition)**
- 4. Malik, P.L; 'Labour and Industrial Law'; Eastern Book Co. (Latest Edition)**

Course Code : C 0-020.1

Course Name : Business Mathematics

Credits : 2 Credits

Objective: At the end of the subject, the student will have the ability in

- 1. Identifying managerial situations requiring elementary mathematical formulations**
2. Formulating such situations using elementary mathematics
3. Solving them using a computer (spreadsheets), and
4. Understanding the larger organisational implications of those solutions.

One of the important objectives is also to help students overcome the fear of mathematics.

Contents: Elementary algebra, sets, functions, solutions of equations, inequalities, series, permutations & combinations

Pedagogy: Exercises in mathematical formulation of managerial problems, solving them manually or preferably by a computer and discussions on implications of the solutions to organisations. To the extent possible, mathematical exercises per-se which are independent of managerial problems, will be avoided.

References/Readings

1. Spooner, H.A. and D.A.L. Wilson; 'The Essence of Mathematics for Business'; Prentice–Hall of India Private Limited; New Delhi; 1991 or later editions.
2. Raghavachari, M; 'Mathematics for Management'; Tata McGraw–Hill Publishing Company Ltd., New Delhi, 1980 or later editions.

Course Code : C 0-020.2

Course Name : Business Mathematics

Credits : 2 Credits

Objective: At the end of the subject, the student will have the ability in

- 1. Identifying managerial situations requiring elementary mathematical formulations**
2. Formulating such situations using elementary mathematics
3. Solving them using a computer (spreadsheets), and
4. Understanding the larger organisational implications of those solutions.

One of the important objectives is also to help students overcome the fear of mathematics.

Contents: Logarithms and exponentials, matrices, differentiation and integration.

Pedagogy: Exercises in mathematical formulation of managerial problems, solving them manually or preferably by a computer and discussions on implications of the solutions to organisations. To the extent possible, mathematical exercises per-se which are independent of managerial problems, will be avoided.

References/Readings

1. Spooner, H.A. and D.A.L. Wilson; 'The Essence of Mathematics for Business'; Prentice–Hall of India Private Limited; New Delhi; 1991 or later editions.
2. Raghavachari, M; 'Mathematics for Management'; Tata McGraw–Hill Publishing Company Ltd., New Delhi, 1980 or later editions.

Course Code : C 0-021.1

Course Name : Business Statistics

Credits : 2 Credits

Objective: At the end of the subject, the student will have the ability to identify business research situations requiring statistical analysis, will be able to design and solve using computers wherever possible such statistical analysis problems and also use the results for arriving at conclusions and making decisions.

Content: Statistics, probability distributions, sampling and sampling distributions, estimation, testing of hypotheses.

Pedagogy: Cases, problems, computer based exercises, industry based projects, secondary data based projects, etc.

References/Readings

1. Fleming, Michael C. and Joseph G. Nellis; “The Essence of Statistics for Business”; Prentice Hall of India Private Ltd., New Delhi; Latest edition.
2. Aczel, Amir, et al.; ‘Complete Business Statistics’; Tata McGraw–Hill Publishing Company Limited; New Delhi; Latest edition.
3. Levine, David M.; ‘Statistics for Managers’; Prentice Hall of India Private Ltd., New Delhi; Latest edition.
4. Anderson, David R.; ‘Statistics for Business and Economics’; Thomson Learning, India; Latest Edition.

Course Code : C 0-021.2
Course Name : Business Statistics
Credits : 2 Credits

Objective: At the end of the subject, the student will have the ability to identify business research situations requiring statistical analysis, will be able to design and solve using computers such statistical analysis problems and also use the results for arriving at conclusions and making decisions.

Content: Testing of hypotheses, chi-square test, analysis of variance, simple regression and time series analysis.

Pedagogy: Cases, problems, computer based exercises, industry based projects, secondary data based projects, etc.

References/Readings

1. Fleming, Michael C. and Joseph G. Nellis; "The Essence of Statistics for Business"; Prentice Hall of India Private Ltd., New Delhi; Latest edition.
2. Aczel, Amir, et al.; 'Complete Business Statistics'; Tata McGraw-Hill Publishing Company Limited; New Delhi; Latest edition.
3. Levine, David M.; 'Statistics for Managers'; Prentice Hall of India Private Ltd., New Delhi; Latest edition.
4. Anderson, David R.; 'Statistics for Business and Economics'; Thomson Learning, India; Latest Edition.

Course Code : C 0-022.1
Course Name : Operations Research
Credits : 2 Credits

Objective : At the end of the course, the student would be able to

- Model real life business problems using chosen mathematical /operations research models
- Solve them using Excel / other packages
- Have an intuitive feel of the logic behind the solution methods and
- Implement solutions in real life

Content : Deterministic models such as Linear Programming, transportation problem, assignment models, sequencing & scheduling etc.

Pedagogy

Exercises in formulation of real life problems, use of software for solving, discussions on intuitive interpretations of logic behind solution methods, discussions on managerial implications of implementation of solutions, real life case discussions published in journals such as Interfaces, a mini-project in modeling, etc.

References/Readings

1. Winston, Wayne L. and S. Christian Albright, "Practical Management Science", Thomson Learning-India, 2002 or later editions.
2. Winston, Wayne L. and S. Christian Albright, "Operations Research", Thomson Learning-India, 2004 or later editions.
3. Lawrence Jr. John A. and Barry A. Pasternack, "Applied Management Science", Wiley, 2003 or later editions.
4. Anderson, David R., Dennis J. Sweeney and Thomas A. Williams, "An Introduction to Management Science", Thomson Learning-India, 2002 or later editions.
5. Anderson, David R., Dennis J. Sweeney and Thomas A. Williams, "Quantitative Methods for Business", Thomson Learning-India, 2002 or later editions.
6. Hillier, Frederick and Mark Hillier, "Introduction to Management

Course Code : C 0-022.2
Course Name : Operations Research
Credits : 2 Credits

Objective : At the end of the course, the student would be able to

- Model real life business problems using chosen mathematical /operations research models
- Solve them using Excel / other packages
- Have an intuitive feel of the logic behind the solution methods and
- Implement solutions in real life

Content : Probabilistic models such as Decision Trees, Queuing, Simulation, Markov chains etc.

Pedagogy

Exercises in formulation of real life problems, use of software for solving, discussions on intuitive interpretations of logic behind solution methods, discussions on managerial implications of implementation of solutions, real life case discussions published in journals such as Interfaces, a mini-project in modeling, etc.

References/Readings

1. Winston, Wayne L. and S. Christian Albright, “Practical Management Science”, Thomson Learning-India, 2002 or later editions.
2. Winston, Wayne L. and S. Christian Albright, “Operations Research”, Thomson Learning-India, 2004 or later editions.
3. Lawrence Jr. John A. and Barry A. Pasternack, “Applied Management Science”, Wiley, 2003 or later editions.
4. Anderson, David R., Dennis J. Sweeney and Thomas A. Williams, “An Introduction to Management Science”, Thomson Learning-India, 2002 or later editions.
5. Anderson, David R., Dennis J. Sweeney and Thomas A. Williams, “Quantitative Methods for Business”, Thomson Learning-India, 2002 or later editions.
6. Hillier, Frederick and Mark Hillier, “Introduction to Management

Course Code : C 0-023.1

Course Name : Business Ethics

Credits : 2 Credits

Objective:

1. To equip students with ethical concepts that are relevant to resolving moral issues in business
2. To help them identify the moral issues involved in the management of specific problem areas in business

Content : Basic ethical principles in business; ethics in the market place; ethics in the external exchanges of business: ethics and the environment.

Pedagogy : Case discussions and discussions of contemporary business stories involving ethical issues.

References/Readings

1. Peter, Pratley; "The Essence of Business Ethics"; Prentice Hall of India Pvt. Ltd.; Latest Edition.
2. Velasquez, Manuel G.; "Business Ethics"; Pearson Education Asia; Latest Edition.
3. Chakraborty, S.K; "Ethics in Management"; Oxford India Paperback; Latest Edition

Course Code : C 0-023.1

Course Name : Business Ethics

Credits : 2 Credits

Objective:

1. To help the students to examine the social and natural environments within which moral issues in business arise.
2. Help them develop the reasoning and analytical skills needed to apply ethical concepts to business decisions

Content : Ethics and the environment, ethics and the consumer, ethics in production and marketing; ethics in exchanges with internal constituencies, the employees.

Pedagogy :Case discussions and discussions of contemporary business stories involving ethical issues.

References/Readings

1. Peter, Pratley; “The Essence of Business Ethics”; Prentice Hall of India Pvt. Ltd.; Latest Edition.
2. Velasquez, Manuel G.; “Business Ethics”; Pearson Education Asia; Latest Edition.
3. Chakraborty, S.K; “Ethics in Management”; Oxford India Paperback; Latest Edition

Course Code : C 0-024.1

Course Name : Environment Management

Credits : 2 Credits

Objective :

1. Understanding the nature of the problem related to environment, and to find solution with proper care and conservation of resources.
2. Provide students with strategic and operational approaches to environmental management and to effectively integrate environmental issues into their business.

Content : Analyse different aspects of nature and their inter-relatedness with humans. Understands the benefits of an Environment Impact Assessment (EIA) done basically for all upcoming developmental projects its problems and concerns. Discussion on issues involved in enforcement of environmental legislation, regulatory policies and technological advances in environmental management.

Pedagogy :Case discussions and discussions of contemporary issues involving environmental concerns

References/Readings

1. Bharucha, Ercha, "Text book of Environmental Studies for undergraduate courses"; Universities Press (India) Private Limited, 2005 or later edition
2. Balakrishnamoorthy, "Environmental Management, Text & cases ", PHI learning private limited, 2009, second edition
3. Anjaneyulu, y, "Introduction to environmental science", BS publications, 2008.
4. _Contemporary articles on environment

Course Code : C 0-024.2
Course Name : Environment Management
Credits : 2 Credits

Objective :

1. Examine the impact of operations carried on by organizations on our environment from management perspective with a focus on how environmental concerns create threats opportunities and affect organizational strategic management.
2. Introduce students to the concept of environmental management systems and to ISO14000, the international environmental management system standards

Content : With special emphasis given to public perceptions of environmental issues and its effects on business strategy. Study the urban problems related to energy, resource consumption patterns and the need for equitable utilization in accordance to environmental ethics.

Pedagogy :Case discussions and discussions of contemporary issues involving environmental concerns

References/Readings

1. Bharucha, Ercha, "Text book of Environmental Studies for undergraduate courses"; Universities Press (India) Private Limited, 2005 or later edition
2. Balakrishnamoorthy, "Environmental Management, Text & cases ", PHI learning private limited, 2009. second edition
3. Anjaneyulu, y, "Introduction to environmental science", BS publications, 2008.
4. _Contemporary articles on environment

Course Code : C 0-025.1

Course Name : Management Information System

Credits : 2 Credits

Objective : At the end of the subject, the students will be able to design and implement technology based information systems for facilitating business decision-making.

Content : Role of IS and IT, operational and strategic. Hardware and software for IS, types of IS.

Pedagogy : Cases, Industry based projects, secondary data based projects, presentations.

References/Readings

1. **Laudon, Kenneth C. and Jane P. Laudon, 'Management formation Systems'; Prentice Hall of India, Latest edition.**
2. O'Brien, James, et al.; 'Management Information Systems'; Tata McGraw–Hill Publishing Company Limited; New Delhi; Latest edition.

Course Code : C 0-025.2

Course Name : Management Information System

Credits : 2 Credits

Objective : At the end of the subject, the students will be able to design and implement technology based information systems for facilitating business decision-making.

Content : Types of IS. Communication and networking, Internet, ERP, etc. Implementation issues.

Pedagogy : Cases, Industry based projects, secondary data based projects, presentations.

References/Readings

3. **Laudon, Kenneth C. and Laudon, Jane P. ‘Management formation Systems’; Prentice Hall of India, Latest edition.**
4. O’Brien, James, et al.; ‘Management Information Systems’; Tata McGraw–Hill Publishing Company Limited; New Delhi; Latest edition.

Course Code : C 0-029.1/ C 0-029.2/ C 0-030.1/ C 0-030.2

Course Name : Comprehensive Case Analysis

Credits : 1 Credit each for four modules

Objective: At the end of the subject, the student will be able to

- Use robust frameworks for dealing with short term and long term organizational situations.

Content: Case studies and fieldwork relevant to the topics discussed in each term.

Pedagogy: Case discussions, written and oral presentations, etc.

Course Code : C 0-031.1/ C 0-031.2
Course Name : Case writing and analysis
Credits : 1 Credit each for two modules

Objective: At the end of the subject, the student will be able to Document real life organizational situations in case format, analyse and suggest solutions for the problems documented in the real life case.

Content: Case studies and fieldwork relevant to the topics discussed in each term.

Pedagogy: Case discussions, written and oral presentations, etc.

Course Code : C 0-032.1/ C 0-032.2/ C 0-033.1 / C 0-033.2
Course Name : Learning Management through executive interaction
Credits : 1 Credit each for four modules

Objective : To develop managerial / organizational reality orientation

Content : Experience narration by executives or first person narration of live/ real life cases

Pedagogy : Interaction sessions with executives from industry. Critical reflection on the experience of the executive.

Course Code : C 0-034.1/ C 0-034.2/ C 0-035.1 / C 0-035.2

Course Name : Seminars on contemporary issues

Credits : 1 Credit each for four modules

Objective : To develop the competence to analyze contemporary and non contemporary economic, political, social , cultural and science and technology trends to arrive at implications for managers in the firm.

Content : Contemporary and non contemporary economic, political, social , cultural and science and technology issues.

Pedagogy : Small group presentations on contemporary and non contemporary economic, political, social , cultural and science and technology issues.

Reference/Reading : Appropriate reading specific to each presentation to be chosen by the students.

Course Code : C 0-037.1/ C 0-037.2

Course Name : Learning management from contemporary articles

Credits : 1 Credit each for two modules

Objective : To develop the competence to analyze contemporary economic, political, social , cultural and science and technology articles from different sources

Content : Contemporary economic, political, social , cultural and science and technology issues.

Pedagogy : Small group presentations on contemporary economic, political, social , cultural and science and technology articles selected by student/facilitator

Reference/Reading : Appropriate reading specific to each presentation to be chosen by the students.

Course Code : C 0-038.1/ C 0-038.2

Course Name : Live project in Management

Credits : 1 Credit each for two modules

Objective : To develop the competence to collect , analyze the data collected from various sources with a defined objective . Derive meaningful conclusions and arrive at recommendations.

Content : Secondary/ primary data collection through various sources like library, other sources and field based data collection.

Pedagogy : Library work , field work, guidance, presentations and discussions.

Reference/Reading : Appropriate reading specifically related to the objective of the study.

Course Code : C 0-043.1/ C 0-043.2

Course Name : Entrepreneurship

Credits : 2 Credits each for two modules

Objective : At the end of the subject, the student will have the ability to prepare a proposal for a new entrepreneurial project.

Content : The student (or students in small groups) will work on a product / service idea, work through technical, marketing and financial feasibilities and arrive at a proposal to be submitted to funding agencies. The scale will be limited to tiny small or medium.

Pedagogy : Apart from the guidance by faculty, the project will involve periodic presentations by the students, fieldwork to collect data and sessions by role model entrepreneurs and executives from government bodies and funding agencies. Regular presentations on progress reviews and the final project report will be considered as two modules.

Reference/Reading : Appropriate reading specifically related to the objective of the study.

Soft Skills

Course Code : C 0-101.1/ C 0-101.2

Course Name : Oral Communication skills

Credits : 1 Credit each for two modules

Objective : At the end of the subject the student will be able to orally communicate effectively with confidence and facilitate interpersonal communication.

Content : Interpersonal and group communication, communication through telephone, facing and conducting interviews for employment as well as other purpose, public speaking

Pedagogy : Experiential exercises, video and audio feedback. More stress to be given on language more than the psychological process.

Course Code : C 0-102.1/ C 0-102.2

Course Name : Written communication skills

Credits : 1 Credit each for two modules

Objective : At the end of the subject the student will be able to communicate in writing effectively.

Content : Comprehension, letter writing – formal and informal, report writing, creative writing.

Pedagogy : Experiential exercises, in basket exercises. More stress to be given on language more than the psychological process.

Course Code : C 0-103.1/ C 0-103.2
Course Name : Presentation skills
Credits : 1 Credit each for two modules

Objective : At the end of the subject the student will be able present effectively.

Content : Presentation design and layout , presentation delivery

Pedagogy : Experiential exercises and in- class discussions

Course Code : C 0-105.1/ C 0-105.2
Course Name : Group discussion skills
Credits : 1 Credit each for two modules

Objective : At the end of the subject the student will be able to effectively participate and lead group discussions and tasks.

Content : Planning and preparation for group discussions, how to summarize and guide the direction of a discussion , group discussion etiquettes

Pedagogy : Role plays, demonstrations, in-class discussions

Course Code : C 0-106.1/ C 0-106.2
Course Name : Negotiation skills
Credits : 1 Credit each for two modules

Objective : At the end of the subject the student will be able to effectively negotiate in various situations.

Content : Competitive versus collaborative decision making, types of negotiation, barriers in effective negotiation, interests versus positions in negotiation

Pedagogy : Role plays, demonstrations, in-class discussions

Course Code : C 0-107.1/ C 0-107.2
Course Name : Interview facing skills
Credits : 1 Credit each for two modules

Objective : The student will also be equipped with the requisite skills to face entry level selection processes of organizations

Content : Cover letter and resume writing , interview handling

Pedagogy : Role plays, simulations, demonstrations, in-class discussions

Course Code : C 0-109.1/ C 0-109.2

Course Name : Report writing skills

Credits : 1 Credit each for two modules

Objective : At the end of the subject the student will be able to write reports effectively

Content : Structure and content of various types of reports, how to provide references and written data presentations

Pedagogy : Presentations, in class exercises and discussions.

Course Code : C 0-110.1/ C 0-110.2

Course Name : Etiquettes

Credits : 1 Credit each for two modules

Objective : At the end of the subject the student will be able to understand etiquette and behave in social situations appropriately.

Content : Various socio cultural situations requiring particular etiquette and behavior to be followed.

Pedagogy : Role plays, demonstrations, field visits etc.

Course Code : C 0-111.1/ C 0-111.2

Course Name : Career planning

Credits : 1 Credit each for two modules

Objective : At the end of the subject the student will be able to analyze career alternatives and make decisions about choosing the same.

Content : Information on educational employment and entrepreneurial opportunities.

Pedagogy : In- class discussions and presentations. Talks by subject experts

Course Code : C 0-112.1/ C 0-112.2

Course Name : Event Management skills

Credits : 1 Credit each for two modules

Objective : At the end of the subject the student will develop the skill of organizing an event.

Content : Planning an event, Schedule development, fund management , handling legal compliances staffing and running the event

Pedagogy : In- class discussions and presentations. Talks by subject experts practical exercise.

Course Code : C 0-113.1/ C 0-113.2

Course Name : Public speaking skills

Credits : 1 Credit each for two modules

Objective : At the end of the subject the student will be able to be a good public speaker

Content : various stages of preparation for delivering a speech – selection of topic, relevant data collection, draft preparation etc. Listening to famous speeches.

Pedagogy : Role plays, listening to famous speeches, video and audio feedback.

Course Code : C 0-114.1/ C 0-114.2 / C 0-115.1/ C 0-115.2

Course Name : Mock interviews by executives

Credits : 1 Credit each for four modules

Objective : To enable students to obtain feedback every term from industry / employers on the extent of competence development they had, their strengths, their weaknesses, etc. judged from the point of their employability in the industry.

Content : Mock interviews by executives from the industry to assess conceptual clarity, domain knowledge, soft skills, perspectives held, etc.

Pedagogy : Mock interviews by executives from the industry

Internships

Internship Reports :

Credits : 16 credits

Objective : At the end of the internships students will be able to:

- 1) Understand how industry works.
- 2) Contribute to industry through a project/ assignment / regular work in organizations by arriving at actionable suggestions.

Contents : Industry practices

Pedagogy : Internship in/ field projects in various departments of a firm. Report based on the internship/ field project

Reading : Secondary materials on the firm in which internship/ field project is undertaken

Internship Seminars :

Credits : 6 credits

Objective : To enable students to learn from each other on how industry works in order to enhance learning from real life case studies.

Content : Industry practices

Pedagogy : Seminars by students followed by discussions on the internship they had in various departments of the firm.

Reading : Secondary materials on the firm in which internship/ field project is undertaken

Note:- Internships may be spread over the duration of the course as necessary.