

COEP Technological University (COEP TECH)

A Unitary Public University of Government of Maharashtra
w.e.f. 21st June 2022
(Formerly College of Engineering Pune)

**DEPARTMENT OF MANAGEMENT STUDIES
SCHOOL OF TRANSDISCIPLINARY SCIENCES & MANAGEMENT**

Curriculum Structure & Detailed Syllabus (MBA and MBA -BA Program)
(Effective from: A.Y. 2024-26)

Program Educational Objectives

1. To produce individuals who will demonstrate strong leadership skills by possessing good ethical and humane values and capability of managing and working in a team with synergy in the business environment.
2. To create Managers with critical and analytical thinking ability to demonstrate creativity and innovation in the process of decision making.
3. To build leaders with powerful written and spoken communication skills to effectively influence stakeholders across different businesses.
4. To create Managers who are aware of their Social Responsibility and have a sustainable attitude.
5. To develop Professionals who will remain competent and consistent by upgrading skills and knowledge to catalyze change in a technology-driven business environment.
6. To churn out entrepreneurs who have the ability to identify ideas and use entrepreneurial skills to build sustainable solutions.

Program Outcomes

At the end of the program, the graduates will be able to

1. Apply the knowledge and theories of management to real life business scenarios.
2. Find and analyze a business issue comprehensively.
3. Exhibit improved entrepreneurial skills to solve business and social problems by applying the principles of creativity & innovation.
4. Develop cohesive work culture and lead the team towards accomplishment of organizational goals.
5. Develop the ability to adapt and progress in the dynamic business environment by unlearning and re-learning the newest skills.
6. Apply the advanced information systems and analytical tools and techniques along with different frameworks and theories related to management and decision making.
7. Analyze & implement the environmental, global, social, political, technological, environmental, health, safety, sustainability, ethical and legal context of business.
8. Design reporting documents and present and propagate information effectively.

Correlation between the PEOs and the POs

| | PEO 1 | PEO 2 | PEO 3 | PEO 4 | PEO 5 | PEO 6 |
|-----|-------|-------|-------|-------|-------|-------|
| PO1 | | | | | | |
| PO2 | | √ | | | | |
| PO3 | | √ | | | | √ |
| PO4 | √ | | | | | |
| PO5 | | | | | √ | |
| PO6 | | √ | | | √ | |
| PO7 | | | | √ | | |
| PO8 | | | √ | | | |

List of Abbreviations

| <u>Abbreviation</u> | <u>Title</u> | <u>No. of Courses</u> | <u>Credits</u> | <u>% of Credits</u> |
|---------------------|---|-----------------------|----------------|---------------------|
| PCC | Program Core Course | 8 | 16 | 80 |
| PGC | Program Generic Courses | 4 | 4 | 20 |
| PEC | Program Elective Core | | | |
| PSBC | Program Specific Bridge Course | | | |
| IOC | Interdisciplinary Open Course | | | |
| MLC | Mandatory Learning Course | | | |
| LLC | Liberal Learning Course | | | |
| SLC | Self-Learning Course | | | |
| DEC /SEC | Departmental Elective Course / Specialization Elective Courses | | | |
| LC | Laboratory Course | | | |
| SBC | Specific Bridge Course | | | |
| Audit | Audit Course | | | |

Semester: I

Program Core Courses-PCC for MBA

| Sr. No. | Course Type | Course Code | Course Name | Teaching Scheme | | | Credits |
|---------|-------------|-------------|------------------------------------|-----------------|---|---|-----------|
| | | | | L | T | P | |
| 1 | PCC | PCC-1 | Marketing Management | 3 | 2 | 0 | 2 |
| 2 | PCC | PCC-2 | Human Resource Management | 3 | 2 | 0 | 2 |
| 3 | PCC | PCC-3 | Operations Management | 3 | 2 | 0 | 2 |
| 4 | PCC | PCC-4 | Financial Management | 3 | 2 | 0 | 2 |
| 5 | PCC | PCC-5 | Introduction to Business Analytics | 3 | 2 | 0 | 2 |
| 6 | PCC | PCC-6 | Economics (Micro/Macro) | 3 | 2 | 0 | 2 |
| 7 | PCC | PCC-7 | Financial Accounting | 3 | 2 | 0 | 2 |
| 8 | PCC | PCC-8 | Statistics | 3 | 2 | 0 | 2 |
| | | | | | | | |
| | | | Total credits | | | | 16 |

Program Generic Courses - Common for MBA- GM & BA

| Sr. No. | Course Type | Course Code | Course Name | Teaching Scheme | | | Credits |
|---------|-------------|-------------|------------------------------------|-----------------|---|---|----------|
| | | | | L | T | P | |
| 1 | PGC | PGC-1 | Doing Business in India | 2 | 0 | 0 | 1 |
| 2 | PGC | PGC-2 | Effective Communication | 2 | 0 | 0 | 1 |
| 3 | PGC | PGC-3 | Self Awareness and Personality | 2 | 0 | 0 | 1 |
| 4 | PGC | PGC-4 | Introduction to Case studies in GM | 2 | 0 | 0 | 1 |
| | | | | | | | |
| | | | Total credits | | | | 4 |

| | |
|-----------------------------------|-------------------|
| PCC-1 MARKETING MANAGEMENT | Semester I |
| Credits: 2 | LTP: 3:2:0 |

Teaching Learning Scheme

Lectures: 3 Hrs /week

Examination Scheme

Mid Sem Assessment : 30 Mks

Internal Assessment : 20 Mks

End Semester Assessment:50 Mks

Course Outcomes:

| CO# | COGNITIVE ABILITIES | Course Outcome |
|------|---------------------|---|
| | | Student Will be able to |
| CO 1 | REMEMBERING | To study the concept of Marketing and 4 Ps of marketing & its application in the real world. |
| CO 2 | UNDERSTANDING | To demonstrate the relevance of marketing management concepts and frameworks and Assess the various marketing opportunities associated with emerging & developed markets, considering economic, political, and social-cultural factors. |
| CO 3 | APPLYING | To assess the interrelationships existing between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples. |
| CO 4 | ANALYSING | To familiarize with the basic concepts, and techniques of marketing management such as Product Levels, Marketing Research, STP, Marketing Mix and their adaptation to the contemporary marketing practices and analyze their role in sustainable marketing practices and the overall impact on the environment, companies and consumers |
| CO 5 | EVALUATING | To design a Marketing Mix and Marketing Plan for a real-world marketing offering (commodities, goods, services, e-products/ e-services |

Unit: 1 : Understanding Marketing Management [6 Hrs]

Unit: 2 : Marketing Plan, Analysis & Consumer Behaviour [6 Hrs]

Unit: 3 : Marketing Mix [8 Hrs]

Unit: 4 Digital Transformation in Marketing [8 Hrs]

Reference Books:

1. Marketing Management: A South Asian Perspective Kotler, Keller, Koshy & Jha, 14 th edition, Pearson Education, 2018.
2. Marketing Management, Rajan Saxena, TMGH, 6th Edition, 2019
3. Marketing, Lamb Hair Sharma, Mc Daniel, Cengage Learning, 1st Edition, 2016

4. Marketing Management - Ramaswamy V. S. & Namakumar S, 4/e, Macmillan Publishers, 2014.
5. Marketing Management - Arun Kumar & Meenakshi N, 2/e, Vikas publications, 2013
6. Marketing Management- Text and Cases, Tapan K Panda, Excel Books, 2008
7. Marketing 4.0: Moving from Traditional to Digital, Philip Kotler, Hermawan Kartajaya, Iwan Seiwan, 2017
8. Marketing 5.0: Technology for Humanity by Philip Kotler, Hermawan Kartajaya, Wiley .2021
9. Marketing 6.0: The Future Is Immersive: Philip Kotler, Hermawan Kartajaya, 2023

Online Resources:

1. <https://www.pbme.in/papers/77.pdf>
2. <https://gnindia.dronacharya.info/MBA/1stSem/Downloads/MarketingManagement/Books/Marketing-Management-text-book-1.pdf>
3. Selling of High Technology Products
https://ijebmr.com/uploads/pdf/archivepdf/2023/IJEBMR_1150.pdf
4. <https://hbr.org/2018/05/marketing-in-the-age-of-alexa>
5. <https://hbr.org/2017/03/what-creativity-in-marketing-looks-like-today>
6. <https://www.skyword.com/contentstandard/how-design-thinking-can-help-marketers-find-creativesolutions-from-customer-insights/>
7. <https://gnindia.dronacharya.info/MBA/1stSem/Downloads/MarketingManagement/Books/Marketing-Management-text-book-1.pdf>
8. <https://www.togai.com/blog/generative-ai-pricing-strategies/>
9. Generative AI: The Insights You Need from Harvard Business Review (HBR Insights Series), Harvard Business Review, Randy Kaye, et al., on 20th June 2024
9. <https://revenue.ml.com/insights/articles/potential-generative-artificial-intelligence-pricing>
10. <https://cmr.berkeley.edu/assets/documents/pdf/2021-09-what-is-customer-centricity-and-why-does-it-matter.pdf>
11. <https://online.hbs.edu/blog/post/what-is-design-thinking>
12. https://vivaldigroup.com/wp-content/uploads/sites_2/2016/07/2014-The-Changing-Role-of-the-CMO.pdf
13. <https://www.medallia.com/wp-content/uploads/pdf/resources/Medallia-Why-CX-for-the-CMO.pdf> - The Changing Role of the CMO in the Age of Customer Experience
14. https://www.ijer.in/journal/journal_file/journal_pdf/14-314-1481954927194-196.pdf - Marketing Ethics
15. <https://www.pearsoncanada.ca/media/highered-showcase/multi-product-showcase/kotler-ch04.pdf> - Sustainable Marketing
17. <https://www.linkedin.com/pulse/marketing-60-future-immersive-philip-kotler-qmqre/> Marketing 6.0 Podcast - Philip Kotler in Live Conversation on Technology's Impact of Marketing Class Discussion Tomorrow.
18. <https://www.linkedin.com/pulse/marketing-60-future-immersive-philip-kotler-qmqre/>

Web Resources:

1. AFAQS - <https://www.afaqs.com/>
2. Brand Equity (ET) - <https://www.brandequity.com/>

| | |
|--|-------------------|
| PCC-2 HUMAN RESOURCE MANAGEMENT | Semester I |
| Credits: 2 | LTP: 3:2:0 |

Teaching Learning Scheme

Lectures: 3 Hrs /week

Examination Scheme

Mid Sem Assessment: 30 Mks

Internal Assessment : 20 Mks

End Semester Assessment: 50 Mks

Course Outcomes:

| CO# | COGNITIVE ABILITIES | Course Outcome |
|------|---------------------|--|
| | | Student Will be able to |
| CO 1 | REMEMBERING | Know the key terms, upcoming trends in the subject |
| CO 2 | UNDERSTANDING | To understand of the basic concepts functions and processes of human resource management |
| CO 3 | APPLYING | Application of the models learned, contemporary practices in real business world. |
| CO 4 | ANALYSING | Analyzing & constructive strategies for existing and new challenges in HRM |
| CO 5 | EVALUATING | Evaluate the processes & policies in HRM |
| CO 6 | CREATING | Creating & implementing best practices in real business scenario |

Unit 1: Perspectives of HRM [6 Hrs]

Unit 2: Strategic HRM [6 Hrs]

Unit3: Human Resource Planning [6 Hrs]

Unit4: Job Analysis and Job Design [6 Hrs]

Unit5: Talent Acquisition [6 Hrs]

Unit6: Performance Management [6 Hrs]

Unit7: Training and development [6 Hrs]

Unit 8: Employee compensation and benefits [6 Hrs]

Textbooks

1. Human Resource Management, C.B.Mamoria , Himalaya Publishing House
2. Human Resource Management: Text and Cases, K Aswathappa , Tata McGraw Hill Publishing Compnay.
3. Human Resource Management, Dr. S.S. Khanka, Sultan Chanda , Delhi
4. Human Resource Management, Deepak Bhattacharya, Sage Publishing Ltd.
5. Human Resource Management, Arun Monppa , Tata McGraw Hill Publishing

Company

Reference Books:

1. Human Resource Management by Dessler & Varkkey (Twelfth Edition) Pearson
2. Human Resource Management by Decenzo and Robbins
3. Human Resource Planning by John Bramham

| | |
|-------------------------------------|-------------------|
| PCC-3: OPERATIONS MANAGEMENT | Semester I |
| Credits: 2 | LTP: 3:2:0 |

Teaching Learning Scheme

Lectures: 3 Hrs /week

Examination Scheme

Mid Sem Assessment: 30 Mks

Internal Assessment : 20 Mks

End Semester Assessment: 50 Mks

Course Outcomes:

| CO# | COGNITIVE ABILITIES | Course Outcome |
|------|---------------------|--|
| CO 1 | REMEMBERING | Know the key terms in Operations management |
| CO 2 | UNDERSTANDING | To understand of the basic concepts functions and processes of operations management |
| CO 3 | APPLYING | Application of the operations systems |
| CO 4 | ANALYSING | Constructive strategies for new challenges in HRM |
| CO 5 | EVALUATING | Evaluate the processes & policies in HRM |
| CO 6 | CREATING | Creating constructive ways to implement best practices in real business scenario |

Unit 1: Fundamentals of Operations Management [8 Hrs]

Unit 2: Resources Management [8 Hrs]

Unit 3: Quality Management & Services [8 Hrs]

Unit 4: Strategic Operations & Project Management [8 Hrs]

Textbooks:

1. Monks, J. G., Operations Management: Theory and Problems, McGraw Hill, New York (1987)

Reference Books:

1. Krajewski, L. J., Ritzman, L. P. and Malhotra, M. K., Operations Management, Prentice Hall, New Delhi (2009).
2. Ebert, J and Adams, D.J., Production/Operations Management, Prentice Hall of India, New Delhi (2007)
3. Chase, R. B., Aquilano, N. J. and Jacob, F. R., Production and Operations

5. Management: manufacturing and services, Tata McGraw Hill, New Delhi (1999)

| | |
|------------------------------------|-------------------|
| PCC4 : FINANCIAL MANAGEMENT | Semester I |
| Credits: 2 | LTP: 3:2:0 |

Teaching Learning Scheme

Lectures: 3 Hrs /week

Examination Scheme

Mid Sem Assessment: 30 Mks

Internal Assessment : 20 Mks

End Semester Assessment: 50 Mks

Course Outcomes:

| CO# | COGNITIVE ABILITIES | Course Outcome (Student will be able to....) |
|-----|---------------------|---|
| CO1 | REMEMBERING | Describe the basic concepts related to financial management |
| CO2 | UNDERSTANDING | Compare various sources of capital required for finance. |
| CO3 | APPLYING | Apply concepts of financial management in profit and wealth maximization |
| CO4 | ANALYSING | Analyze the sources of capital and workout the cost of capital |
| CO5 | EVALUATING | Conclude the concepts of financial management in various decision making. |
| CO6 | CREATING | Construct an optimum capital structure. |

Unit 1: Introduction to Financial Functions [4 Hrs]

Unit 2: Introduction to Financial Statements [8 Hrs]

Unit 3: Sources of Capital and cost of capital [8 Hrs]

Unit 4: Capital Budgeting [8 Hrs]

Textbooks:

1. Prasanna Chandra, Financial Management: Theory and Practice, McGraw Hill Education.
2. M. Y. Khan, P. K. Jain, Financial Management: Text, Problems, and Cases, McGraw Hill Education.

Reference Books:

1. Eugene F. Brigham, Joel F. Houston, Essentials of Financial Management, Cengage Learning India

| | |
|--|-------------------|
| PCC5 : INTRODUCTION TO BUSINESS ANALYTICS | Semester I |
| Credits: 2 | LTP: 3:2:0 |

Teaching Learning Scheme

Lectures: 3 Hrs /week

Examination Scheme

Mid Sem Assessment: 30 Mks

Internal Assessment : 20 Mks

End Semester Assessment: 50 Mks

Course Outcomes:

| CO# | COGNITIVE ABILITIES | Course Outcome (Student will be able to....) |
|-----|---------------------|---|
| CO1 | Remember | List the fundamental concepts and definitions of business analytics. |
| CO2 | Understand | Explain the significance of business analytics in modern business decision-making. |
| CO3 | Apply | Explore industry applications of business analytics in various domains. |
| CO4 | Analyze | Examine the Process of Knowledge Discovery and Mining of Data |
| CO5 | Evaluate | Determine ethical considerations and governance frameworks in business analytics. |
| CO6 | Create | Compile challenges and opportunities associated with implementing business analytics in real-world scenarios. |

UNIT 1: Foundations of Business Analytics [7 Hrs]

UNIT 2: Descriptive Analytics [7 Hrs]

UNIT 3: Data Modeling Techniques & Analytics [7 Hrs]

UNIT 4: Ethics & Governance in Business Analytics [7 Hrs]

UNIT 5: Capstone Project [Industry Applications and Case Studies] [7 Hrs]

Reference Books:

1. "Business Analytics: The Science of Data-Driven Decision Making" by Thomas H. Davenport
2. "Data Science for Business" by Foster Provost and Tom Fawcett
3. "Business Analytics: A Practitioner's Guide" by S. N. Balakrishnan

Textbooks:

1. "Business Analytics: A Data-Driven Decision Making Approach" by Albright, Winston, and Zappe
2. "Analytics in a Big Data World: The Essential Guide to Data Science and its Applications" by Bart Baesens

3. "Python for Data Analysis" by Wes McKinney

| | |
|---|-------------------|
| PCC-6: ECONOMICS (MACROS/MICROS) | Semester I |
| Credits: 2 | LTP: 3:2:0 |

Teaching Learning Scheme

Lectures: 3 Hrs /week

Examination Scheme

Mid Sem Assessment: 30 Mks

Internal Assessment : 20 Mks

End Semester Assessment: 50 Mks

Course Outcomes:

| CO# | COGNITIVE ABILITIES | Course Outcome (Student will be able to....) |
|-----|---------------------|--|
| CO1 | Remember | Understand and Define concepts of business economics |
| CO2 | Understand | Explain the concepts of economics in business context. |
| CO3 | Apply | Analyze the correlation between economic theory and business applications |
| CO4 | Analyze | Apply business economics concepts in firm's decision-making process |
| CO5 | Evaluate | Discuss the effect of business economics theory on the working of business economics |
| CO6 | Create | Develop real business economic model to judge whether it fits into economic theory |

Unit 1: Introduction to Economics in Business [4 Hrs]

Unit 2: Demand analysis [8 Hrs]

Unit 3: Theory of Production [8 Hrs]

Unit 4: Practical Pricing Policies and Strategies [4 Hrs]

Unit 5: Introduction to Macroeconomics. [6 Hrs]

Text Books

1. Salvatore, Dominick and Srivastava, Ravikesh (2012) Managerial Economics: Principles and Worldwide Applications, Oxford University Press, ISBN 13: 978-0-19-807534-9

- Petersen, C.H., Lewis, W.C. and Jain, K.Sudhir (2017) Managerial Economics. Pearson, ISBN 978- 81-7758-386-1

Reference Books

- Varshney and Maheshwari(2018) Managerial Economics, Sultan Chand and Sons, New Delhi.
- SoumyenSikdar(2020) Principles of Macroeconomics ,Oxford University Press
- Gregory, N. Mankiw & Mark P.Taylor(2017) Principles of Macroeconomics. Cengage.

Supplementary Reading:

a. Weblinks:

- <https://www.youtube.com/watch?v=kgD48XXVT1c>
- <https://www.youtube.com/watch?v=ADLoWixKsyQ>
- <https://open.lib.umn.edu/principleseconomics/back-matter/appendix-a-1-how-toconstruct-and-interpret-graphs/>

| | |
|--|-------------------|
| PCC-7: INTRODUCTION TO FINANCIAL ACCOUNTING | Semester I |
| Credits: 2 | LTP: 3:2:0 |

Teaching Learning Scheme

Lectures: 3 Hrs /week

Examination Scheme

Mid Sem Assessment: 30 Mks

Internal Assessment : 20 Mks

End Semester Assessment: 50 Mks

Course Outcomes:

| CO# | COGNITIVE ABILITIES | Course Outcome |
|-----|---------------------|---|
| CO1 | REMEMBERING | Remember meaning of various accounting terminology |
| CO2 | UNDERSTANDING | Understand theoretical concepts of Accounting |
| CO3 | APPLYING | Preparation of journal, ledger, Trial balance and financial |

| | | |
|-----|------------|--|
| | | statements |
| CO4 | ANALYSING | Analysis of financial statements, Analysis of Cost records |
| CO5 | EVALUATING | Evaluation of Cost related parameters |
| CO6 | CREATING | Creation of financial records |

Unit 1: Basics of Accounting [4 Hrs]

Unit 2 Accounting Process –I [10 Hrs]

Unit 3 : Accounting Process - II [8 Hrs]

Unit 4 : Cost Accounting - I [10 Hrs]

Unit 5 : Marginal Costing [8 Hrs]

Textbooks:

1. Accounting for Management, S. N. Maheshwari
2. Cost and Management Accounting, M. N. Arora
3. Accounting – T S Grewal
4. Management Accounting, Ravi Kishore

Reference Books:

1. Financial Cost and Management Accounting, P. Periasamy
2. Financial Accounting for Management, ShankarnarayananRamanath, CENGAGE Learning
3. Management Accounting, MadhuVij
4. Fundamentals of Management Accounting, H. V. Jhamb

| | |
|---|-------------------|
| PCC-8 INTRODUCTION TO STATISTICS | Semester I |
| Credits: 2 | LTP: 3:2:0 |

Teaching Learning Scheme

Lectures: 3 Hrs /week

Examination Scheme

Mid Sem Assessment: 30 Mks

Internal Assessment : 20 Mks

End Semester Assessment: 50 Mks

| CO# | COGNITIVE ABILITIES | Course Outcome |
|-----|---------------------|--|
| CO1 | REMEMBERING | UNDERSTAND the need and aspects of basic statistics tools |
| CO2 | UNDERSTANDING | Describe the various statistics tools and techniques available to an individual and to corporate |
| CO3 | APPLYING | IDENTIFY various real-life problems and measure to solve the same using statistical techniques |
| CO4 | ANALYSING | DETERMINE the ways of statistical techniques to be established for various situations |
| CO5 | EVALUATING | EXPLAIN various statistics-based methods available for various researches. |
| CO6 | CREATING | CREATE a formula based for research and data interpretations. |

Unit 1 : Introduction to Statistics [6 Hrs]

Unit-2 : Measures of Central Tendency [6 Hrs]

Unit-3 : Correlation and Regression [6 Hrs]

Unit-4 : Probability [6 Hrs]

Unit-5 : Linear Programming [6 Hrs]

Textbooks:

1. Statistical and Quantitative Methods – By Ranjit Chitale

Reference Books:

1. Quantitative Techniques - N.D. Vohra
2. Quantitative Techniques Vol. 1 and 2 - L.C. Jhamb
3. Statistical Methods - S.P. Gupta

| | |
|---------------------------------------|-------------------|
| PGC-1: Doing Business in India | Semester I |
| Credits: 1 | LTP: 2:0:0 |

Teaching Learning Scheme

Lectures: 2 Hrs /week

Examination Scheme

Internal Assessment: 50 Marks

Course Outcomes:

| CO# | COGNITIVE ABILITIES | Course Outcome |
|-----|---------------------|---|
| CO1 | REMEMBERING | Know the key concepts |
| CO2 | UNDERSTANDING | To understand the aspects of doing business in India |
| CO3 | APPLYING | Application to do the business in India |
| CO4 | ANALYSING | Analyzing the different establishments ,demographics of India |
| CO5 | EVALUATING | Evaluate the various financing options |
| CO6 | CREATING | Creating novel enterprises in India |

Unit 1: India as an attractive Business destination [3 Hrs]

Unit 2 : Types of Business establishments [4 Hrs]

Unit 3 : Facilities for new Businesses (Start ups) [4 Hrs]

Unit 4 : Intellectual Property rights Framework [4 Hrs]

| | |
|---------------------------------------|-------------------|
| PGC-2: Effective Communication | Semester I |
| Credits: 1 | LTP: 2:0:0 |

Teaching Learning Scheme

Lectures: 2 Hrs /week

Examination Scheme

Internal Assessment: 50 Marks

| CO# | COGNITIVE ABILITIES | Course Outcome: (Student will be able to) |
|-----|---------------------|--|
| CO1 | REMEMBERING | Know and apply earning effectively in both spoken and written Managerial Communication skills |
| CO2 | UNDERSTANDING | Distinguish various working styles, extend co-ordination, and collaboration among the departments in organizations |
| CO3 | APPLYING | Apply the models learned ,contemporary practices in real business world |
| CO4 | ANALYSING | Analyze business communication well and perform managerial skills effectively |
| CO5 | EVALUATING | Evaluate business communication well and perform managerial skills effectively |
| CO6 | CREATING | Creatively apply knowledge in the work place keeping the organization active through managing effective communication and enhance usage in personal life |

| | |
|--|---------|
| Unit 1: Basics of Communication | [6 Hrs] |
| Unit 2 : Working towards better communication | [6 Hrs] |
| Unit 3: Verbal & Nonverbal Communication | [8 Hrs] |
| Unit 4 : Business Writing | [6 Hrs] |
| Unit 5 : Organizational Communication | [8 Hrs] |

Text Book & References:

1. Lesikar, R.V.&Flatley ,M.E.(2005). Basic Business Communication Skills for empowering the Internet Generation. TataMcGraw Hill Publishing Company Ltd. New Delhi.
2. Ludlow, R. &Panton,F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
3. Business communication, principles and methods and Techniques – Nirmal Singh, Deep and Deep publications Pvt Ltd.
4. Foundations of Business communication, India Edition – Dona. J. Young Tata McGraw – Hill
5. Business Communication Today, Bovee, Thill & Schatzman, Prentice Hall
6. Essentials of Business Communication, Mary Ellen Guffey, South-Western Educational
7. Business Communication Asha Kaul Prentice Hall of India

8. Professional Communication Aruna Koneru Tata McGraw-Hill

| | |
|---|-------------------|
| PGC-3 : Self-Awareness and Personality Development | Semester I |
| Credits: 1 | LTP: 2:0:0 |

Teaching Learning Scheme

Lectures: 2 Hrs /week

Examination Scheme

Internal Assessment: 50 Marks

| CO# | COGNITIVE ABILITIES | Course Outcome |
|-----|---------------------|---|
| CO1 | REMEMBERING | To understand the key concepts in Self-Awareness & Personality Development |
| CO2 | UNDERSTANDING | To understand the individual development in terms of personality, Communication, Mind mapping, building the confidence & personal growth of the student in terms of the Organisation. |
| CO3 | APPLYING | To help students develop critical thinking and problem-solving skills, and to connect them with real-world data. |

Course Structure

Module 1: Introduction to Self-Awareness [4HRS]

Module 2: Personality Development [4 HRS]

Module 3: Communication and Mind Mapping [6 HRS]

Module 4: Confidence Building and Personal Growth [6 HRS]

| | |
|---|-------------------|
| PGC-4 : Introduction to Case Studies in GM | Semester I |
| Credits: 1 | LTP: 2:0:0 |

Teaching Learning Scheme

Lectures: 2 Hrs /week

Examination Scheme

Internal Assessment : 50 Marks

Course Outcomes:

| CO# | COGNITIVE ABILITIES | Course Outcome |
|-----|---------------------|--|
| CO1 | REMEMBERING | To understand the key concepts in case study |
| CO2 | UNDERSTANDING | To understand the problem or situation so as to gather, organize and analyze data, and apply their knowledge in understanding corporate world. |
| CO3 | APPLYING | To help students develop critical thinking and problem-solving skills, and to connect them with real-world data. |

Case studies are important in business education because they can help students understand complex situations, capture the context of participants, and demonstrate expertise.

Live industry cases help students to apply the concepts learned in management

Case study as a mechanism to engage students in discussion of specific scenarios that resemble or typically are real-world examples.

This method is learner-centered with intense interaction between participants as they build their knowledge and work together as a group to examine the case.

Creation of Standard Components of a case:

The standard components of a case are straightforward:

- Opening section of the case -Introduction
- Industry and organization background
- Case story
- Closing

Please Note: Students will be asked to prepare cases in the prescribed format:

- Title page comprising of Title
- Abstract and Key-Words
- An opening paragraph/hook that generates interest and highlights the dilemma/problem
- Company/ Organisation history
- Industry background as relevant
- Key events or characters or elements of the case should be fully developed
- Complete description of the situation or problem
- Way forward(Discussion and Conclusion
- Relevant Exhibits or Appendices and References.

Website to Publish Your case :

1. <https://www.iveypublishing.ca/s/?id=111053>
2. <https://www.emeraldgrouppublishing.com/publish-with-us/publish-a-teaching-case-study/submit-your-case-study>

Online Resources & References

1. https://www.linkedin.com/posts/dr-chundurur_case-study-approach-activity-7239112892048932864-GsfM?utm_source=share&utm_medium=member_ios
2. <https://www.iveypublishing.ca/cms/delivery/media/MCLRXMKO6ZZRCGJAYKVHNS5MCNS4-SubmissionGuidelines.-IvyPublishing>
3. <https://www.emeraldgroupublishing.com/journal/jcefts#author-guidelines> , Emerald Publishing
4. Abell, D. 1997. "What Makes a Good Case?" IMD. Farhoomand, A. 2004. "Writing Teaching Cases: A Quick Reference Guide." University of Hong Kong CAIS.
5. Heath J. 2006. Teaching and Writing Case Studies. 3rd ed. The Case Centre.
6. Gentile, M. 1990. "Twenty-Five Questions to Ask as You Begin to Develop a New Case." Harvard Business School.
7. Linder, J. 1990. "Writing Cases: Tips and Pointers." Harvard Business School.
8. Leenders, M. R., Mauffette-Leenders, L. A., and Erskine, J. A. 2001. Writing Cases. 4th ed. Richard Ivey School of Business.