

### SEMESTER III

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/ Minor</i>	<i>Code</i>	<i>Hours</i>
Discipline Specific Core Courses (DSC)	KU3DSCBBA200	4	Marketing Management *	Major	A3	5
	KU3DSCBBA201	4	Human Resource Management *	Major	A4	5
	KU3DSCBBA202	4	Management Information System	Minor	F1	4
	KU3DSCBBA203	4	Legal and Ethical Issues in Business	Minor	F1	4
	KU3DSCBBA204	4	Fundamentals of Stock Trading	Minor	G1	4
	KU3DSCBBA205	4	Quantitative Techniques for Business Management	Minor	G1	4
Value Addition Course (VAC)	KU3VACBBA200	3	Environmental Science and Sustainability	VAC 1		4
Multi-Disciplinary Courses (MDC)		3	Kerala Studies	MDC3		3

### SEMESTER IV

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/ Minor</i>	<i>Code</i>	<i>Hours</i>
Discipline Specific Core Courses (DSC)	KU4DSCBBA200	4	Organisational Behaviour *	Major	A5	5
	KU4DSCBBA201	4	Operations Management *	Major	A6	5
	KU4DSCBBA202	4	Financial Management *	Major	A7	5
Value Addition Course (VAC)	KU4VACBBA200	3	Disaster Management	VAC 2		3
	KU4VACBBA201	3	Corporate Governance & CSR	VAC 3		3
Skill Enhancement Courses (SEC)	KU4SECBBA200	3	Emerging Technologies and Applications	SEC 1		4

# **SEMESTER –III**

**KU3DSCBBA200: MARKETING MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA200	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

**Course Description:**

Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

**Course Prerequisite: Nil****Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Develop knowledge on the concept modern marketing, marketing environment, market segmentation, target marketing and positioning	U
2	Comprehend and have a clear understanding on product decision, product mix, product life cycle, pricing strategies and price discrimination	An
3	Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.	A
4	Understand the new market realities, direct marketing, online marketing and customer relationship marketing	U

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

**Mapping of Course Outcomes to PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
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CO 1	√						
CO 2		√					
CO 3			√				
CO 4				√		√	
CO 5					√		√

## COURSE CONTENTS

### Contents for Classroom Transaction:

<b>M O D U L E</b>	<b>U N I T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
<b>I</b>	<b>INTRODUCTION TO MARKETING MANAGEMENT</b>		<b>15</b>
	1	Marketing and it's Significance – Nature, Scope, and Importance of Marketing. Evolution of Marketing. Marketing Concept- Company, Production, Product, Selling, Marketing, Holistic	
	2	Marketing Environment – Demographic, Economic, Political, Socio Cultural, Technological (Indian Context). Market and Competition Analysis- Market Analysis , Creating and Delivering Customer Value. Types of Marketing- B2C, B2G, B2B, C2C	
<b>II</b>	<b>MARKET SEGMENTATION</b>		<b>15</b>
	3	Segmentation ,Targeting and Positioning – Concepts Only . Levels of Market Segmentation . Basis of Segmenting Consumer Market	
	4	Characteristics of Indian Consumer Market	
<b>III</b>	<b>PRODUCT DECISION</b>		<b>15</b>
	5	Product Decision: Product Life Cycle- Meaning and concept. Product Life Cycle Marketing Strategies. Product Classification. New Product Development and Innovation. Pricing Decision: Significance of Price in Marketing, Determinants of Price in Marketing. Pricing Methods.	

	6	Promotion Decision: concept, elements and Objectives. Advertising, sales promotions, Public Relations and Publicity, Personal Selling. Types of intermediaries: Wholesaler and Retailer	
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<b>IV</b>	<b>RECENT TRENDS IN MARKETING</b>		<b>10</b>
	7	Direct, Online and Digital Marketing- Concept, Benefits and Comparison	
	8	Green Marketing, Social Marketing: Meaning, Need, importance and Benefits.	

<b>V</b>	<b>Teacher Specific Module ( Practicum)</b>		<b>20</b>
	<i>Study Green marketing Initiatives , Conducting Marketing Games ,etc</i>		

#### Essential Readings:

- 1) Philip Kotler, Marketing Management- Prentice Hall
- 2) R. Saxena, Marketing Management- Tata McGraw Hill
- 3) Majumdar, Marketing Research
- 4) Marketing Management : RSN Pillai and Bagavathy
- 5) Marketing Management : S P Bansal

#### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Test Paper (Practicum)		<b>15 (P)</b>
Continuous Evaluation		<b>25</b>
Presentation /Case Study		<b>10 (P)</b>
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5

d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
<b>Total</b>		<b>100</b>

#### **Text Books (Latest Editions):**

1. Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth |  
*Marketing Management*. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17<sup>th</sup> edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6<sup>th</sup> edition). Sage Publications India Pvt. Ltd.
6. Sheth, J. N., & Sisodia, R. S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.
7. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.
8. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7<sup>th</sup> edition). Pearson Higher Education.

9. Biswas A. K. *Strategic Market Management: Managing Markets for profit and growth* Notion Press.
10. Schmitt, B. *Experiential marketing*. Bilbao: Deusto.
11. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation*. Harvard Business Review Press.
12. Treacy, M., and Wiersema, F. *The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market*. Basic Books.
13. Treacy, M. *Double-digit Growth: How Great Companies Achieve It- No Matter what?* Penguin.
14. Capon, N. *The marketing mavens*. Crown Business.
15. Levitt T. *Marketing Myopia*.
16. Hamel & Prahalad *Competing for the Future*

### KU3DSCBBA201: HUMAN RESOURCE MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA201	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

#### **Course Description:**

Human Resource Management course will deal with HR Policy, and HR Function in detail. HR planning, HRD, HR career Management, Performance, compensation and global HRM will be integral part of this course. Industrial relations, compliance and employment relations, HR analytics and Use of AI in HRM to re imagine HR Processes are the content of the course.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	To impart knowledge in Human resource planning and Development	R,U
2	To understand Human resource functions	U
3	To develop decision making skills	A
4	To apply the Human resources concepts and practice in organization	C
5	To learn the basic idea about Human resources management	E

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

**Mapping of Course Outcomes to PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

**Contents for Classroom Transaction:**

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>NATURE OF HUMAN RESOURCE MANAGEMENT</b>	<b>10</b>
<b>I</b>	<b>1</b>	Human Resource Management: Introduction- Definition- Scope and Significance : Personnel Management Vs Human Resource Management. Approaches to HRM: System Approach – Strategic	



		Approach	
	2	Functions of HRM: Role of Human Resource Manager, Duties and Powers of HR Manager	

		<b>HUMAN RESOURCE PLANNING, RECRUITMENT</b>	<b>15</b>
<b>II</b>	3	Human Resource Planning (HRP)- Need and Importance- Process of HRP. Job analysis- Job description- Job Design	
	4	Recruitment – Meaning- Sources . Selection- Meaning and Importance- Steps in Selection - Interview- Types of Interviews, Placement – Induction	

		<b>TRAINING AND DEVELOPMENT, PERFORMANCE APPRAISAL</b>	<b>15</b>
<b>III</b>	5	Training and Development- Meaning- Importance- Methods of Training. Development- Objectives- Types of Development	
	6	Performance appraisal: Meaning, Nature- Objectives- Process- Methods of Performance Appraisal- Traditional and Modern Methods Compensation to Employees- Monetary and Non-Monetary.	

		<b>RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT</b>	<b>15</b>
<b>IV</b>	7	Recent Trends in Human Resource Management Worker's Participation in Management- Collective Bargaining	
	8	Absenteeism and Turnover-Meaning- Causes. QWL- Definition- Concepts- Constitution of QWL- Quality Circle- H.R Outsourcing.	

<b>V</b>		<b>Teacher Specific Module (Practicum)</b>	<b>20</b>
		Training and development activities, interviews, induction programmes etc.	

**Essential Readings:**

1. Gupta, C.B. Human Resource Management - - Sultan Chand & sons
2. Subba Rao, P Personnel and Human Resource Management Himalaya Publishing House
3. Prasad, L.M. Human Resource Management— Sultan chand & sons
4. Aswathappa, K. Human Resource Management— McGraw Hill Education
5. VenkataRatnam & Srivastava. Personal Management and Human Resources

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Test Paper (Practicum)		<b>15 (P)</b>
Continuous Evaluation		<b>25</b>
Presentation /Case Study		<b>10 (P)</b>
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5

d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
<b>Total</b>		<b>100</b>

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA202	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

### Course Objective

The course aims to provide students with comprehensive knowledge and practical skills in managing information systems (MIS), database management, information system applications, and project management using modern tools and methodologies. Students will learn to analyze, design, and implement effective MIS solutions in various business contexts.

### Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basic concepts, types, dimensions, and components of MIS, and evaluate the benefits and evolution of IT infrastructure in the digital firm era.	
2	Apply database management principles by setting up and managing DBMS packages, creating Entity-Relationship diagrams, and understanding data models, data warehouses, and administration techniques.	
3	Analyze various MIS applications, including DSS, GDSS, and knowledge management systems, and develop e-commerce solutions by leveraging	

	enterprisemodels, business process reengineering, and digital communication strategies.	
4	Evaluate project management objectives and methodologies, including agile practices such as SCRUM, and manage projects effectively to control risk factors and understand ethical, social, and political issues in the information era.	

### Contents for Classroom Transaction:

<b>M O D U L E</b>	<b>U N I T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
<b>I</b>	<b>Fundamental Concepts of MIS</b>		<b>15</b>
	1	Basics concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS,	
	2	IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era	

<b>II</b>	<b>Data base management system</b>		<b>10</b>
	3	Objectives of data base approach- Characters of database Management systems- Data processing system-	
	4	Components of DBMS packages - Data baseadministration- Entity – Relationship (conceptual)	

<b>III</b>	<b>Information system applications</b>		<b>10</b>
	5	MIS applications, DSS – GDSS - DSS applications in E enterprise -	

	6	Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.	
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	<b>Managing Projects</b>		<b>15</b>
<b>IV</b>	7	Objectives of project management, Fundamentals of project management information systems with agile methodologies -	
	8	Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era.	

	<b>Teacher Specific Module</b>		<b>5</b>
<b>V</b>	<i>Practical Work</i>		

### **Practical Work List (Suggestive)**

- Analyze a real-world Management Information System (MIS) implementation case, identifying the types of MIS used, benefits realized, and challenges faced. Present findings using written and visual formats.
- Set up and manage a Database Management System (DBMS), perform basic operations, and create an Entity-Relationship diagram for a business scenario to demonstrate database conceptual design.
- Design and build an e-commerce website, incorporating features of digital markets, digital goods, and e-commerce business models.
- Manage a mock project using agile methodologies, including roles, meetings, userstories, and risk management.

**Text Book –(Latest Edition):**

1. Laudon, K. C., & Laudon, J. P.. Management information systems: managing the digital firm. Fifteenth Edition. Pearson.
2. Coronel, C., & Morris, S.. Database systems: design, implementation, & management. Cengage Learning.
3. Olson, D. . Information systems project management (First;1; ed.). US: Business Expert Press.
4. Schiel, J. The ScrumMaster Study Guide. Auerbach Publications.
5. The Scrum Master Guidebook: A Reference for Obtaining Mastery" , CHANDANLAL PATARY
6. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland, J.J.Sutherland
7. Stair, R., & Reynolds, G. Fundamentals of information systems. Cengage Learning.

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		100

**KU3DSCBBA203: LEGAL AND ETHICAL ISSUES IN BUSINESS**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA203	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

**Course Description :**

This course provides a comprehensive exploration of the key legal concepts, regulations, and ethical dilemmas that businesses face across various sectors. Through lectures, case studies, and interactive discussions, students will develop the ability to critically analyze legal scenarios and ethical issues, and make informed decisions that align with both legal requirements and ethical business practices.

**Course Objectives :**

CO No.	Course Objectives	Learning Domains
1	The course aims to provide students with the understanding of key legal and ethical issues in the business context of India	
2	The course will help students analyze ethical dilemmas in business decisions	
3	The course will help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisations.	
4	The course will help the students gain knowledge about	



	the ways in which organizational and individual factors impact business ethics	
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**Contents for Classroom Transaction:**

<b>M O D U L E</b>	<b>U N I T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
<b>I</b>	<b>Introduction to Business Law</b>		<b>15</b>
	1	Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity;	
	2	Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law	

<b>II</b>	<b>Sales and Leases</b>		<b>15</b>
	3	Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability;	
	4	Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers.	

<b>III</b>	<b>Introduction to Business Ethics</b>		<b>15</b>
	5	The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business,	

	6	Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business;	
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<b>IV</b>	<b>Ethical Issues in Business</b>		<b>10</b>
	7	Issues related to Business Ethics in marketing, finance & human resource functions.	
	8	Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.	

<b>V</b>	<b>Teacher Specific Module</b>	<b>5</b>
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**Text Books (Latest Edition):**

1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.
2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson
3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521.
4. Ratan Tata: Ethical Leadership| By: Ashok K. Dua, Sumita Rai| Ivey Publishing|

**Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
<b>Total</b>		<b>100</b>

### KU3DSCBBA204: FUNDAMENTALS OF STOCK TRADING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA204	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

#### Course Description:

The course aim on providing knowledge on the basics of the stock market and to develop the student's abilities on Stock market investment by giving exposure towards various operations of the Stock market.

#### Course Prerequisite: NIL

#### Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the fundamentals of investments.	U
2	Ability to compare and evaluate different investment opportunities.	E
3	Helps to learn the mechanism of stock trading.	U
4	Helps to understand the concepts behind investing in mutual funds.	U

***\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

#### Mapping of Course Outcomes to PSOs

	PSO	PSO	PSO	PSO	PSO	PSO	PSO
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	1	2	3	4	5	6	7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

### COURSE CONTENTS

#### Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I	<b>Basics of Investment</b>		<b>10</b>
	1	Investment: Meaning - features – objectives, Principles of sound investment	
	2	Approaches to investment : active and passive Criteria for evaluating investment alternatives Investment decision process, Investment avenues, Risk return trade-off	

II	<b>Indian Securities Market</b>		<b>10</b>
	3	Securities market : meaning – features, Stock exchanges in India Role of stock exchanges, SEBI : Meaning functions and objectives	
	4	Capital market and Money markets, Modes of issuing equity shares Types of equity shares and debentures, Market	

		participants	
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<b>III</b>	<b>Online Security Trading</b>		<b>10</b>
	5	Stock indices & quotations of BSE & NSE, Trading mechanism on exchanges, Trading & settlement at BSE & NSE	
	6	Types of orders, Online trading mechanism, Online , real time price quotations ,Circuit breakers	

<b>IV</b>	<b>Investment in Mutual Funds</b>		<b>10</b>
	7	Mutual fund : Meaning – Objectives , Advantages and limitations of investment in mutual funds	
	8	Types of mutual fund schemes, Factors affecting the choice of mutual fund schemes	

<b>V</b>	<b>Teacher Specific Module</b>		<b>5</b>
	<i>To familiarize the students with essential concepts and knowledge that are required for practical applications in the stock market.</i>		

#### **Essential Readings:**

1. S Kevin; Security Analysis and Portfolio Management, PHI Learning
2. E Gordon, K Natarajan; Financial Markets and Services, HP House.
3. Dr. Punithavathy Pandian; Financial Services and Markets, Vikas Publishing House Pvt. Ltd.

#### **Suggested Readings:**

1. Prasanna Chandra; Investment Analysis and Portfolio Management, Mc Graw Hill.
2. Dr. V A Avadhani; Investment and Securities Markets in India, HP House.
3. V K Bhalla; Investment Management, S Chand.

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
<b>Total</b>		<b>100</b>

**KU3DSCBBA205: QUANTITATIVE TECHNIQUES FOR BUSINESS  
MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA205	4	4

Learning Approach (Hours/Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical / Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

**Course Description:**

To equip students with the skills to apply quantitative techniques in managerial decision-making, while fostering analytical thinking and logical reasoning for more effective and informed decisions.

**Course Pre-requisite:** Nil

**Course Outcomes:**

CO No.	Expected Outcomes	Learning Domains
1	Develop critical thinking skills for selecting appropriate quantitative techniques and statistical methods, recognizing their limitations, and using them effectively for managerial decision-making.	U
2	Understand the assumptions, characteristics, and differences of Binomial and Poisson distributions, and apply them to model discrete business events for effective decision-making.	A
3	Understand the features and properties of the Normal distribution, recognize its importance in business and research, and apply it for forecasting, quality control, and performance analysis, while also being able to interpret standard normal curves for probability-based decisions.	A
4	Acquire the ability to conduct statistical inference, including hypothesis testing, identifying null and alternate hypotheses, determining	U

	significance levels, and interpreting test results correctly.	
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- Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C).

#### Mapping of Course Outcomes to PSOs.

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√			√			
CO 2		√			√		
CO 3			√				√
CO 4			√			√	

#### COURSE CONTENTS

##### Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
<b>I</b>		<b>Introduction to Quantitative Techniques</b>	10
	1	Meaning, Definition, Features, Scope and Importance of QT.	
	2	Classification and Application of Quantitative Techniques in business, Limitations	

<b>II</b>		<b>Theoretical Distribution- Discrete Distribution</b>	15
	3	Binomial distribution - Basic assumptions and characteristics –Advantages and Disadvantages - Problems in Binomial Distribution, Fitting of binomial distribution.	
	4	Poisson distribution - Characteristics - Advantages and Disadvantages- Problems in Poisson Distribution-Fitting of Poisson distribution	

	<b>Theoretical Distribution- Continuous Distribution</b>	15
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<b>III</b>	5	Normal distribution – Features – Importance - Advantages and Disadvantages - Difference between Binomial, Poisson and Normal Distributions.	
	6	Standard normal curve- Problems in Normal Distribution- Fitting of Normal Distribution	

<b>IV</b>	<b>Statistical Inference</b>		15
	7	Testing of hypothesis – Procedure –Null & Alternate hypothesis - Level of significance – Critical region- Degrees of freedom- Errors in testing	
	8	Two-tailed & One-tailed tests – Parametric Tests – Non-Parametric Tests - Difference between Parametric and Non-Parametric Tests (only theory)	

<b>5</b>	<b>Teacher Specific Module (Practicum)</b>		20
		Directions:The module is designed to provide students with a comprehensive understanding of both the theoretical foundations and practical applications of quantitative techniques, empowering them to perform statistical analysis and make informed decisions in real-world business scenarios.	

**Essential Readings:**

1. Vohra, N. D. Quantitative Techniques in Management. McGraw-Hill Education, 2014.
2. Sharma, J.K. Business Statistics. Pearson Education, 2019.
3. Gupta, S.P., &M.P. Gupta. Quantitative Methods for Management. Sultan Chand & Sons, 2018.
4. Anderson, David R., Dennis J. Sweeney, and Thomas A. Williams. Statistics for Business and Economics. 12th ed., Cengage Learning, 2016.
5. Levine, David M., Kathryn A. Szabat, and David F. Stephan. Statistics for Managers Using Excel. 8th ed., Pearson Education, 2018.

**Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
<b>Total</b>		<b>100</b>

**KU3VACBBA200: ENVIRONMENTAL SCIENCE AND SUSTAINABILITY**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	VAC	200-299	KU3VACBBA200	3	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	15T+10P	35T+15P	75	1.5

**Course Description:**

This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.

**Course Objective(s):**

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.
2. This course will equip students to make decisions that consider environmental consequences.
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

**Course Outcomes:**

CO No.	Expected Outcome	Learning
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		Domains
1	Explore the basic environmental concepts and issues relevant to the business and management field.	
2	Recognize the interdependence between environmental processes and socio- economic dynamics.	
3	Determine the role of business decisions, policies, and actions in minimizing environmental degradation.	
4	Identify possible solutions to curb environmental problems caused by managerial actions.	
5	Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.	

#### Contents for Classroom Transaction:

<b>M O D U L E</b>	<b>U N I T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
<b>I</b>	<b>Environment and Sustainability</b>		<b>10</b>
	1	Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements.	
	2	Concept of sustainability; Classification of natural resources, issues related to their over utilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, importance of public awareness and education.	
<b>II</b>	<b>Ecosystems, Biodiversity, and Sustainable Practices</b>		<b>10</b>

	3	Various natural eco systems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation.	
	4	Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.	

	<b>Environmental Pollution, Waste Management, and Sustainable Development</b>		<b>10</b>
<b>III</b>	5	Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India.	
	6	Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.	

	<b>Social Issues, Legislation, and Practical Applications</b>		<b>10</b>
<b>IV</b>	7	Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption.	
	8	Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.	

<b>V</b>	<b>Teacher Specific Module ( Practicum)</b>		<b>20</b>
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	Field studies and survey, Community engagement and project based learning, Sustainable practices and resource management , policy and governance, Laboratory work	
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### **Text Books (Latest Editions):**

- Poonia, M.P. *Environmental Studies* , Khanna Book Publishing Co.
- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan P.Ltd
- Dave, D., & Katewa, S. S. *Text Book of Environmental Studies*. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. *Environmental studies: from crisis to cure* , Oxford University Press.
- Miller, G.T. & Spoolman S. *Living in the Environment*. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of environmental studies*. Cambridge University Press.
- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books.
- Pritwani, K. *Sustainability of business in the context of environmental management*. CRC Press.
- Wright, R.T. & Boorse, D.F. *Environmental Science: Toward A Sustainable Future*

### **Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>35</b>
Test Paper (Practicum)		<b>15 (P)</b>
Continuous Evaluation		<b>15</b>
Presentation/Case Study		<b>10 (P)</b>
a)	Test Paper- 1	5
b)	Test Paper-2	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report/Assignment	5

<b>Total</b>	<b>75</b>
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# SEMESTER –IV

## **KU4DSCBBA200: ORGANISATIONAL BEHAVIOUR**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBBA200	4	5

Learning Approach (Hours/ Week)	Marks Distribution	Duration of
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Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	ESE (Hours)
3	2	0	25 T+10 P	50 T+15 P	100	1.5

### Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications

**Course Prerequisite: NIL**

### Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To have extensive knowledge on OB and the scope of OB.	U
2	To create awareness of Individual Behaviour.	U
3	To understand the concept of Group dynamics.	U,E
4	To understand the concept of organisational change and create awareness about the importance of stress management in professional life.	A

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

### Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓

CO 4			✓			✓	
CO 5	✓			✓			

## COURSE CONTENTS

### Contents for Classroom Transaction:

<b>M O D U L E</b>	<b>U N I T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
		<b>Introduction to Organizational Behaviour</b>	<b>10</b>
<b>1</b>	1	Meaning, Definition, Importance, Features, Scope of organizational behavior, Various approaches to study of organizational behaviour, Different models of organizational behaviour-autocratic, custodial, supportive, collegial.	
	2	Disciplines contributing to Organizational Behaviour, Determinants of OB, Challenges and opportunities of OB	
		<b>Individual Behaviour</b>	<b>15</b>
<b>II</b>	3	Personality-Meaning, Type A and B, Big five personality types, Factors influencing personality, Perception and Emotions-concept, Perceptual process, Importance, Factors influencing Perception, Emotional Intelligence-Meaning and components	
	4	Motivation-Definition, Importance, Motives-Characteristics, Primary and secondary motives, Theories of motivation-Maslow's need hierarchy theory, McGregor's Theory X and Y, Herzberg's two factor theory, Alderfer's ERG theory, Vroom's Valence Expectancy theory.	
<b>III</b>		<b>Group Dynamics</b>	<b>15</b>

	5	Meaning and definition, Types of groups, Theories of group formation, five stages of group development, Formal and informal groups, Problems of informal group, Group cohesiveness-meaning, features, importance and factors affecting group cohesiveness	
	6	Group decision making-Meaning and nature, steps, techniques of group decision making, advantages and disadvantages of group decision making	

	<b>Organizational Change and Stress Management</b>		<b>15</b>
<b>IV</b>	7	Organizational changes-Meaning, Forces for organizational change, Types of changes, Managing planned change - Planning, Assessing and Implementing the change, Causes of resistance to change, Overcoming resistance to change	
	8	Stress management: Definition, Causes of stress, nature of stress, Sources of stress, Consequences of stress, Managing stress – Strategies for managing stress at workplace-Organizational and individual strategies	

	<b>Teacher Specific Module (Practicum)</b>		<b>20</b>
<b>V</b>	Key elements of OB : People, Structure, Technology and Environment: Stress Management strategies, Decision making techniques, Group formation,		

#### **Essential Readings:**

- 1.S.S. Khanka – Organisational Behaviour, S Chand & Co Ltd, New Delhi.
- 2.K.Aswathappa -Organizational Behaviour, Himalaya Publishing House
- 3.L.M.Prasad – Organizational Behaviour – Sulthanchand and sons.
- 4.T.N.Chhabra,Management and Organizational Behaviour, Sun India Publications.

#### **Suggested Readings:**

1. Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill
2. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
3. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Test Paper (Practicum)		<b>15 (P)</b>
Continuous Evaluation		<b>25</b>
Presentation /Case Study		<b>10 (P)</b>
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
<b>Total</b>		<b>100</b>

**KU4DSCBBA201: OPERATIONS MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBBA201	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

### Course Description:

Operations Management introduces students to the fundamental principles and practices essential for managing business operations efficiently. This course covers various production systems, process design, quality management, and emerging trends in operations management. Students will learn to optimize processes, implement quality management principles, and adapt to technological and sustainable advancements, preparing them to manage operations in a dynamic business environment.

### Course outcomes :

CO No.	Course Outcomes	Learning Domains
1	Understand the core principles of operations management and their significance in enhancing efficiency, quality, and customer satisfaction.	
2	Analyze different production systems and develop strategies aligned with business objectives.	
3	Optimize operational processes through effective process design, layout decisions, and capacity planning.	
4	Implement quality management principles to enhance product/service quality and reduce defects.	
5	Evaluate emerging trends in operations management, such as sustainable operations and technological advancements.	

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS

<b>I</b>	<b>Introduction to Operations Management</b>		<b>15</b>
	1	Meaning, Functions, Scope. Plant location – Factors affecting location selection .	
	2	Plant layout – Principles – Types of Layout	

<b>II</b>	<b>Process Design and Analysis</b>		<b>15</b>
	3	Production System: Different production system – Production Planning and Control	
	4	Production Planning and Control – Importance – Elements – PPC in different production systems	

<b>III</b>	<b>Materials Management</b>		<b>15</b>
	5	Materials Management: Importance – Principles – Materials Handling Equipments Used.	
	6	Maintenance Management – Types of Maintenance – Method Study – Time Study – Motion Study – Principles – Work measurement	

<b>IV</b>	<b>Emerging Trends in Operations Management</b>		<b>10</b>
	7	Inventory management: importance – Tools – ABC, VED , FSN Analysis – EOQ – Reorder Point – Safety Stock – Lead time	
	8	Quality management: Quality improvement techniques , Advanced Manufacturing Techniques – TOC	

<b>V</b>	<b>Teacher Specific Module (Practicum)</b>		<b>20</b>
	Interactive Lectures, Student Discussions and PPTs, Research Articles, Case Studies, and Simulation Exercises. Industrial Visit and Report		

**Textbooks (latest Edition):**

1. Operations Management by William J. Stevenson
2. Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman
3. The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox
4. Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Test Paper (Practicum)		<b>15 (P)</b>
Continuous Evaluation		<b>25</b>
Presentation /Case Study		<b>10 (P)</b>
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
<b>Total</b>		<b>100</b>

**KU4DSCBBA202: FINANCIAL MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
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IV	DSC	200-299	KU4DSCBBA202	4	5
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Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	-	25 T+10 P	50 T+15 P	100	1.5

### Course Description:

Financial Management is offered with intent to equip the students with the basic knowledge of finance theory and its application to develop relevant financial strategies pertinent to profit-seeking organizations. The theme of financial management is structured around three decision making financial areas: Investment- long and short term, Financing and Dividend policy. This imbibes students with analytical and decision-making skills in managing finance through application of theoretical questions and practical problems.

**Course Prerequisite: NIL**

### Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To develop an understanding of principles of finance	
2	To use this understanding for decision taking purposes	
3	To understand financial policies of companies (capital budgeting, forms of financing etc.).	
4	To understand the role of financial markets	

***\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

### Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
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CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

## COURSE CONTENTS

### Contents for Classroom Transaction:

<b>M O D U L E</b>	<b>U N I T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
<b>I</b>		<b>INTRODUCTION TO FINANCIAL MANAGEMENT</b>	<b>10</b>
	1	Financial Management-Meaning, Scope, and Objectives	
	2	Profit maximization – Wealth maximization.	
<b>II</b>		<b>CAPITAL STRUCTURE</b>	<b>15</b>
	3	Cost of Capital: Meaning & importance , computation of cost of Debt – Cost of Capital - cost of Equity - Weighted Average Cost of Capital.	
	4	Capital Structure – Meaning -Financial Structure –Over Capitalization – Under Capitalisation - Factor affecting Capital structure	
<b>III</b>		<b>WORKING CAPITAL MANAGEMENT</b>	<b>15</b>
	5	Management of Working Capital: Definition and Concepts of Working Capital. Factors affecting Working capital.	

	6	Financing of working capital – Management of Cash, Receivables, and Inventory.	
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<b>IV</b>	<b>CAPITAL BUDGETING</b>		<b>15</b>
	7	Capital Budgeting : Meaning – Importance	
	8	Investment Project Evaluation Techniques- Payback period – Average rate of return. Net Present Value Methods - Profitability Index - IR.R.	

<b>V</b>	<b>Teacher Specific Module (Practicum)</b>		<b>20</b>
	<i>Directions</i>		

**Essential Readings:**

1. Financial Management: M. Y Khan & P.K Jain
2. Financial Management:I. M Pandey
3. Financial Management: R.K. Sharue & Shakhi K. Gupta
4. Financial Management: Prasanna Chandra.
5. Financial Management: Geoffrey Knot

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Test Paper (Practicum)		<b>15 (P)</b>
Continuous Evaluation		<b>25</b>
Presentation /Case Study		<b>10 (P)</b>
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
<b>Total</b>		<b>100</b>

**KU4VACBBA200:**

**DISASTER**

**MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	VAC	200-299	KU4VACBBA200	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1.5

### **Course Description:**

In our rapidly evolving 21st-century world, challenges emerge in diverse forms, transcending borders and intertwining economic, societal, and environmental realms. These challenges profoundly affect vulnerable communities, magnifying their susceptibility to climate-related shocks and disasters. As we navigate through these complexities, it becomes increasingly evident that aligning strategies with global Sustainable Development Goals (SDGs) across various geographical scales is paramount. This alignment incorporates perspectives of environmental sustainability, climate adaptation, and disaster resilience. In light of these considerations, this course aims to equip students with the knowledge and skills necessary to address and mitigate the impacts of disasters in a holistic manner.

### **Course Prerequisite: NIL**

### **Course Objective(s):**

- To provide understanding of the concepts related to disaster
- To highlight the importance and role of disaster management
- To enhance awareness of institutional processes and management strategies to mitigate the impacts of disasters

CO No.	Expected Outcome	Learning Domains
1	Articulate the critical role of disaster management in reducing risks and enhancing resilience	R (Remember), U (Understand)
2	Identify and describe key institutional frameworks and processes in Disaster Management.	U (Understand), A (Apply), E (Evaluate)
.3	Conduct risk assessments and develop disaster management plans for specific scenarios.	U (Understand), A (Apply), E (Evaluate)

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

#### Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓	✓			✓		
CO 2		✓	✓		✓		
CO 3			✓		✓		
CO 4		✓		✓	✓	✓	
CO 5		✓	✓	✓	✓		

### COURSE CONTENTS

#### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I		Concepts and Terminologies	10

	1	Understanding key concepts of Hazards, disasters; Disaster types and causes (Geophysical, Hydrological, Meteorological, Biological and Atmospheric; Human-made);	5
	2	Global trends in disasters - Impacts (Physical, Social, Economic, Political, Environmental and Psychosocial); Defining Vulnerability (Physical Vulnerability; Economic Vulnerability; Social Vulnerability)	5

	<b>Key Concepts of Disaster Management Cycle</b>		<b>10</b>
<b>II</b>	3	Components of disaster management cycle (Phases: Response and recovery, Risk assessment, Mitigation and prevention, Preparedness planning, Prediction and warning);	5
	4	Disaster Risk reduction (DRR), Community based disaster risk reduction	5

	<b>Initiatives at national and international level</b>		<b>10</b>
<b>III</b>	5	Disaster Risk Management in India and at international level: Related policies, plans, programmes and legislation;	5
	6	International strategy for disaster reduction and other initiatives	5

	<b>Emergency Management</b>		<b>10</b>
<b>IV</b>	7	Explosion and accidents (Industrial, Nuclear, Transport and Mining) - Spill (Oil and Hazardous material)	5
	8	Threats (Bomb and terrorist attacks) - Stampede and conflicts	5

	<b>Teacher Specific Module</b>		<b>5</b>
<b>V</b>	<i>Training and Demonstration Workshops (at least two workshops) be organized in association with the NIDM, NDRF, NCDC, Param Military, Fire Brigade, CISF, Fire and Rescue , Local Administration etc.</i>		

**Readings (Latest Editions):**

1. Sharma, S.C. , Disaster Management, Khanna Book Publishing.
2. Clements, B. W.,: Disasters and Public Health: Planning and Response, Elsevier Inc.
3. Dunkan, K., and Brebbia, C. A., (Eds.) : Disaster Management and Human Health Risk: Reducing Risk, Improving Outcomes, WIT Press, UK.
4. Singh, R. B. (ed.), Natural Hazards and Disaster Management: Vulnerability and Mitigation, Rawat Publications, New Delhi.
5. Ramkumar, Mu, Geological Hazards: Causes, Consequences and Methods of Containment, New India Publishing Agency, New Delhi.
6. Modh, S. Managing Natural Disaster: Hydrological, Marine and Geological Disasters, Macmillan, Delhi.
7. Carter, N. Disaster Management: A Disaster Management Handbook. Asian Development Bank, Manila.
8. Govt. of India Vulnerability Atlas of India. BMTPC, New Delhi.
9. Govt. of India Disaster Management in India. Ministry of Home Affairs, New Delhi.
10. Matthews , J.A., Natural Hazards and Environmental Change, Bill McGuire, Ian Mason.

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
<b>Total</b>		<b>75</b>

**KU4VACBBA201: CORPORATE GOVERNANCE AND CSR**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	VAC	200-299	KU4VACBBA201	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1.5

**Course Description:** This course explores the crucial aspects of corporate governance and corporate social responsibility (CSR). It examines the frameworks, principles, and practices that ensure ethical and transparent business conduct, while also considering the social and environmental impact of corporations. Through a combination of theory and practical application, students will gain a comprehensive understanding of responsible business practices in today's globalized world.

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains  (R=Remember, U=Understand, A=Apply, An=Analyze, E=Evaluate, C=Create)
1	Define and analyze the core principles of corporate governance.	R , U

2	Evaluate the role of different stakeholders in corporate governance structures and critically assess current issues and challenges.	U , A , E
3	Analyze the concept of CSR and its evolving role in the business landscape, identifying and assessing various CSR initiatives and their impact on stakeholders.	U , A , E
4	Develop a critical perspective on the relationship between corporate governance and CSR, effectively communicating this perspective in written or oral formats.	U, An , E , C
5	Understand the regulatory frameworks regarding CSR, both domestically and internationally, applying this knowledge to analyze real-world case studies and develop strategies for compliance.	U , A , An , E

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

#### **Mapping of Course Outcomes to PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓	✓			✓		
CO 2		✓	✓		✓		
CO 3			✓		✓		
CO 4		✓		✓	✓	✓	
CO 5		✓	✓	✓	✓		

## **COURSE CONTENTS**

### **Contents for Classroom Transaction:**



<b>M O D U L E</b>	<b>U N I T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
<b>I</b>	<b>Introduction to Corporate Governance</b>		<b>10</b>
	1	Definition, nature, and significance of corporate governance. Evolution of corporate governance practices	5
	2	Agency theory and stakeholder theory, Models of corporate governance (Anglo-American, Continental, and others)	5

<b>II</b>	<b>Mechanisms of Corporate Governance</b>		<b>10</b>
	3	Board of directors: composition, functions, and responsibilities. Role of independent directors and committees.	5
	4	Executive compensation and its impact on corporate governance Transparency and disclosure practices	5

<b>III</b>	<b>Regulatory Framework and Compliance</b>		<b>10</b>
	5	National and international regulatory frameworks for corporate governance. Role of regulatory bodies (e.g., SEBI)- Corporate governance codes and best practices	5
	6	Compliance Mechanisms and Enforcement Measures	5

<b>IV</b>	<b>Introduction and Implementation of CSR</b>		<b>10</b>
	7	Definition, Evolution, and Drivers of CSR. Business case for CSR and its Impact on Stakeholders. Ethical considerations in Business Decision-Making. Frameworks for Integrating CSR into Business Strategies	5
	8	Implementing and Measuring CSR, Core areas of CSR (Environmental, Social, and Economic) . Challenges and Opportunities in Implementing CSR Programs	5

<b>V</b>	<b>Teacher Specific Module</b>	<b>5</b>
	<i>Directions</i>	

### Essential Readings:

1. "Corporate Governance" by Ashish Kalia (5th Edition, 2022, LexisNexis Butterworths)
2. "The CSR Playbook: A Practical Guide to Corporate Social Responsibility" by Amish Tripathi and Roopa Purushottaman (2nd Edition, 2020, Sage Publications India)
3. "The Long Game: How to Build a Sustainable Business in India" by Jahangir Arora (1st Edition, 2018, Penguin Random House India)
4. "India's New Capitalism: The Rise of Corporate Responsibility and Investor Activism" by Vikram Khanna (1st Edition, 2010, Oxford University Press)

### Suggested Readings:

1. "Inclusive Growth and Development in India" edited by Amiya Kumar Bagchi (1st Edition, 2013, SAGE Publications India)
2. "Business and Politics in India" by N. R. Nagarajan (9th Edition, 2021, Sage Publications India)
3. "The Indian Economy" by V. Anantha Nageswaran (9th Edition, 2023, Pearson)

### Assessment Rubrics:

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
<b>Total</b>		<b>75</b>

**KU4 SECBBA200: EMERGING TECHNOLOGIES AND APPLICATIONS**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	SEC	200-299	KU4SECBBA200	3	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	15 T+10 P	35 T+15 P	75	1.5

**Course Objective:**

- To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
- To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Students will understand foundational knowledge of emerging technologies such as block chain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.	U

2	Students will analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.	An
3	Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.	E
4	Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.	C

#### **Contents for Classroom Transaction:**

<b>M O D U L E</b>	<b>U N I T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
<b>I</b>		<b>Cloud Computing</b>	<b>10</b>
	1	Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid)- Cloud-based -enterprise solutions	
	2	Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks	

<b>II</b>		<b>Internet of Things (IoT) &amp; Industry 4.0</b>	<b>10</b>
	3	Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making –	
	4	Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process	

		optimization	
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<b>III</b>	<b>Block chain Technology</b>		<b>10</b>
	5	Fundamentals of Block chain – Decentralization and distributed ledger, Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity	
	6	Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations	

<b>IV</b>	<b>Augmented Reality (AR) and Virtual Reality (VR)</b>		<b>10</b>
	7	Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience	
	8	Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.	

<b>V</b>	<b>Teacher Specific Module (Practicum)</b>		<b>20</b>
	Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts. Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications.		

#### **Essential Readings:**

#### **Text Books (Latest Editions):**

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.

5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

#### **Readings:**

- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17–26.
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019,

#### **Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>35</b>
Test Paper ( Practicum)		<b>15 (P)</b>
Continuous Evaluation		<b>15</b>
Presentation/Case Study		<b>10 (P)</b>
a)	Test Paper- 1	5
b)	Test Paper-2	5

d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report/Assignment	5
<b>Total</b>		<b>75</b>