

UNIVERSITY OF PETROLEUM & ENERGY STUDIES



BBA (GLOBAL PROGRAM)

2022

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BBA (Global Program) 2022

SEMESTER I			SEMESTER II		
Subject Code	Subject	Credits	Subject Code	Subject	Credits
HRES1006	Introduction to Management	3	DSQT 1004	Business Statistics	3
DSQT 1001	Business Mathematics	3	FINC 1002	Financial Management	3
FINC 1001	Business Accounting	3	MKTG 1004	Marketing Management	3
ECON 1001	Business Economics I	3	DSBA 1003	Introduction to Excel	3
HUMN 1001	Business Communication	3	DSIT 1003	Understanding Emerging Technologies	2
HRES 2001	Organizational Behaviour	3	HRES 3001	Human Resource Management	3
SLLS 0102	Learning How to Learn	2	SLSG 0101	Critical Thinking and Writing	3
TOTAL		20	TOTAL		20
SEMESTER III			SEMESTER IV		
Subject Code	Subject	Credits	Subject Code	Subject	Credits
DSIT 2016	Digital Economy	3	STGM 2006	Essentials of Strategic Management	3
ECON 2036	Business and Global Economy	3	INTB 2017	Comparative Country Studies	3
DSRM 2001	Research Methodology & Report Writing	3	STGM 2008	Competitive Dynamics and Strategy	3
SLSG 0201	Design Thinking	2	INTB 2018	Foreign Language	2
SLICS02	Ethical Leadership in the 21 st Century (Human Values and Ethics)	3	SLSG 0202	Environment and Sustainability - Himalaya Fellowship	3
	Exploratory I	3		Exploratory III	3
	Exploratory II	3		Exploratory IV	3
			INDT 2101	Industrial Visit	
TOTAL		20	TOTAL		20
SEMESTER V			SEMESTER VI		
Subject Code	Subject	Credits	Subject Code	Subject	Credits
MKTG 3027	International Marketing	3	MKTG 3028	Consumer Behaviour	2
INTB 3013	International Business Law	3	INTB 3014	Impact of Globalization	3
DSBS2004	Business Analytics	3	ECON 3024	Business Economics II	3
STGM 3017	Growth Strategy	3	SLLS 0103	Leadership and Teamwork	2
SLLS 0301	Persuasive Presence	2	DIST 3107	Dissertation	6
SLSG 0204	Start your Start-up	3		Signature- V (Choose from basket)	3
SLLS 0101	Living Conversations	2	SLSG 0302	Solving Complex Problems	
SIIB 3101	Summer Internship	2	SLSG 0303	Technologies of the Future	
			SLSG 0304	Future Casting	
			SLSG 0305	Managing Relationships and Being Happy	
TOTAL		21	TOTAL		19
TOTAL CREDIT POINTS FOR BBA (Global Program)					120

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SEMESTER I

HRES 1006	Introduction to Management	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

1. To develop an understanding of the various concepts related to management and leadership.
2. To develop analytical & critical understanding of management principles, values, ethics, and diversity together with its hands on skills for planning, designing and operation of management strategies.
3. To understand how organizations can achieve competitive advantage through effective leadership and management excellence across various industries.
4. To enable the students to integrate technological and human issues relating to management and leadership for organizational success

Course Outcomes

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

CO1: Demonstrate a clear understanding of the concepts related to management and leadership.

CO2: Understand the application of effective leadership and management excellence in business to gain competitive advantage and will be able to take appropriate decisions in automobile industry.

CO3: Analyze the benefits delivered by understanding of management and leadership and issues related to ethics, values and diversity in automobile industry.

CO4: Demonstrate how effective leadership and management excellence can integrate technological and human issues related to organizational success.

Catalog Description

This introductory course addresses the role and functions of managers, specifically principles and procedures for planning, organizing, leading, and controlling organizations. Emphasized is the practical application of theory to reality. This course is structured so that students have the opportunity to see the interrelationships among the functions, components, and disciplines that comprise the field of management and thereby gain a comprehensive perspective as a foundation for the further study of management. As the course is targeted to students of Auto-Marketing, it includes practical examples with strong lineage to Data Analytics.

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Course Content

UNIT 1: Introduction to Management **6 LECTURE HOURS**

Managers and managing, levels and skills of managers, Essential Managerial Tasks, Recent Changes in Management Practice, Challenges for Management in a Global Environment, Theories of management, Values, Attitudes, and Moods and Emotions, Emotional Intelligence Organizational Culture.

UNIT 2: Ethics, Diversity, and the Global Environment **6 LECTURE HOURS**

Ethics and Social Responsibility, Approaches to Social Managers Responsibility, Managing Diverse Employees in a Multicultural Environment, Managing in the Global Environment

UNIT 3: Decision Making and Planning **6 LECTURE HOURS**

Decision Making, Learning, Creativity, and Entrepreneurship, The Manager as a Planner and Strategist, Value Chain Management: Functional Strategies for Competitive Advantage

UNIT 4: Organizing and Motivating **6 LECTURE HOURS**

Managing Organizational Structure and Culture, Organizational Control and Change, Human Resource Management

UNIT 5: Leadership, Team Management, and Managing Human Resources

6 LECTURE HOURS

Motivation and Performance, Leadership, Effective Groups and Teams

UNIT 6: Information Systems Management and Quality Control **6 LECTURE HOURS**

Promoting Effective Communication, Managing Conflict, Politics, and Negotiation, Using Advanced Information Technology to Increase Performance

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Text Book

Jones, G. R., & George, J. M. (2011). *Essentials of contemporary management* (4th ed.). New York, NY: McGraw-Hill. ISBN: 978-0-07-813722-5

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

CO/P O	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	-	1	3	2	1	1	1	-	2
CO2	1	-	3	2	1	1	2	1	1	2
CO3	1	-	3	2	1	3	1	2	1	-
CO4	1	-	3	2	3	2	3	1	1	-
Average	1.5	-	2.5	2.2	1.7	1.7	1.7	1.2	1	2

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

“_” means there is no correlation

ECON 1001	Business Economics I	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

1. To provide an intuitive overview of what macroeconomists do, and how they go about thinking through the problems they deal with.
2. To explain optimization behavior of economic agents such as consumers and producers.
3. To enable the students to understand the microeconomic phenomenon in totality.

Course Outcomes

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

CO1. Demonstrate the concepts of Microeconomics and its impact on dynamic Microeconomic Environment.

CO2. Apply the principle of Microeconomics in explaining the behaviour of consumers and producers.

CO3. Analyze the current economic phenomenon with existing theory of Microeconomics and put their views on contemporary economic issues.

CO4. Integrate the concepts of Microeconomics in unfolding the dynamics of energy sectors.

Catalog Description

Microeconomics is considered as a backbone to understand the economic environment in totality. Environment of any economy is generally dynamic in nature and therefore the concepts of microeconomics will help to understand the existing economic phenomena as well as its interrelationship and interdependency. Interactive approach shall be followed while conducting sessions. Students are expected to read and come prepared for the topics of discussion in the class. Individual or group assignments/projects would be given to students which will have to be

finished within due date. Class participation will be encouraged and it will be a part of internal assessment for example, discussion during conducting the class.

Course Content

Module: 1 Introduction to Economics

6 Lecture Hours

Nature and Scope of Economics, Economic Problems, Price Mechanism and Production Possibility Curve, Positive and Normative Economics, Classification of the Economic System, Difference between Microeconomics and Macroeconomics

Module: 2 Theory of Demand and Supply

8 Lecture Hours

Meaning of Demand and the Law of Demand, Determinants of Demand, Market Demand Curve, Meaning of Supply and the Law of Supply, Determinants of Supply, Market Supply Curve, Concept of Equilibrium, Elasticity of Demand, Degree and Measurement-Price, Income and Cross elasticity, Elasticity of Supply

Module 3: Theory of Consumer Behaviour

10 Lecture Hours

Cardinal Utility Approach-its assumptions and Consumer's Equilibrium, Ordinal Utility Approach, Indifference Curves- Features, Properties and Consumer's Equilibrium, Expansion Path, Income Consumption Curve, Engel Curves, Price Consumption Curves, Price Effect and its Components, Application of Indifference Curves

Module 4: Theory of Production, Cost and Revenue

12 Lecture Hours

Factors of Production, Production Function-Short and Long-run, Isocost and Isoquant Curves, Producer's Equilibrium, Returns to Variable Proportions and Returns to Scale, Features of Cobb-Douglas Production Function, Elasticity of Substitution, Economic and Non-Economic Regions of Production, Cost Functions, Traditional and Modern theory of Costs, Economies and Diseconomies of Scale, Revenue Curves, Linear and Non-linear Break-even Analysis

Text Books:

1. Koutsoyiannis, A. : Modern Microeconomics, ELBS.
2. Ahuja H. L: Advanced Economic Theory, S Chand, New Delhi.
3. Chauhan S.P.S. : Microeconomics: An Advanced Treatise, PHI, Delhi.

Reference Books:

1. Kreps, D. (1990): A Course in Microeconomic Theory. Princeton, N.J.: Princeton University Press.
2. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
3. Varian H. R. Intermediate Micro Economics: A Modern Approach, Affiliated East -West Press.
4. Maddala G. S. and Miller E. Micro Economics. McGraw-Hill International Editions.
5. D. N. Dwivedi. Micro Economics Theory and Applications. Pearson Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

CO/P O	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO2	PSO3
CO1	3	1	2	-	1	2	2	2	-	-
CO2	1	2	-	-	2		1	-	2	2
CO3	1	1	2	2		2	2	2	2	2
CO4	1	-	2	2	2	1	-	1	2	2
Average	1.5	1.3	2	1.3	1.7	1.7	1.7	1.7	2	2

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

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DSQT 1001	Business Mathematics	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Set theory, function, limits, continuity, number, surds, Indices, Algebra, trigonometry, mathematical symbols, notations, and few basic formulae.				
Co-requisites					

Course Objectives

1. To provide an intuitive overview of what macroeconomists do, and how they go about thinking through the problems they deal with.
2. To explain optimization behavior of economic agents such as consumers and producers.
3. To enable the students to understand the microeconomic phenomenon in totality.

Course Outcomes

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

- CO1 Understand and use equations, formulae, and mathematical expressions and Relationships in a variety of contexts and producers.
- CO2 Apply the knowledge in mathematics (algebra, matrices, calculus) in solving business Problems
- CO3 Analyse mathematical skills required in mathematically intensive areas in Economics and business.
- CO4 Integrate critical thinking, and problem

Catalog Description

This course provides complete skill to understand basic function of Mathematics and their use in Business and Finance. After completing the course, student will be able to solve business and finance problems. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in business. Most of the examples are drawn from a variety of business applications. It examines aspects of business and marketing with regards to basic statistical analysis. Students will be provided with the theoretical concepts, tools and methods of mathematics as well as the opportunity to work through example problems.

Course Content

Unit I:

11 Lecture Hours

Determinants, Matrices, Set Theory & Progression

Self and Subject introduction, Prerequisite Mathematics, Fast calculation, Introduction to Matrices, Types of Matrices, Transpose of a Matrix, Properties of transpose, Determinants and Non Singularity, Rank of a Matrix, Matrix Method, Cramer's Rule, Union of Sets, Intersection of Sets, Multiplication of Sets, Arithmetic Progression, Geometric Progression.

Unit II:

08 Lecture Hours

Differentiation

Introduction to functions-linear/Non-linear and their Graphs, Rules of differentiation, Chain rule, Product rule, Maxima and Minima, Point of inflexion, Second order Derivatives, Logarithmic Differentiation, Exponential Differentiation.

Unit III:

06 Lecture Hours

Integration

Integration by substitution, Integration by parts, Definite Integral, Basic Rules of Integration, Methods of Integration using basic formula

Unit IV:

11 Lecture Hours

Economic Application (from all the units)

Matrices: National Income model, Input-Output Analysis

Differentiation: Application of chain rule, Logarithmic differentiation, Rate of growth and decay, Elasticity of a function

Demand function: Price demand, price elasticity of demand, Income demand and Income elasticity of demand, Cross demand and cross elasticity of demand

Law of supply: Elasticity of supply

Maximization of profit: Effect of a specific tax on equilibrium output or price, Maximization of tax revenue

Integration: Total revenue and marginal revenue, Demand function from elasticity of demand, Total cost from marginal cost, Profit function from marginal profit function

Text Books

1. Business Mathematics by Mr. R. S. Bharadwaj, pub: Excel Book

Reference Books

1. Schaum's Series for problem practice
2. Business Mathematics By Mohd. Shadab Khan, pub: Vedams Book
3. Business Mathematics By V.K. Kapoor, pub: S.Chand
4. Mathematics for Economics and business by Soper Jean , pub: Blackwell
5. Sancheti & Kapoor for Business Mathematics by S.Chand
6. Business Math by Schultheis Robert , pub: South West
6. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
7. Varian H. R. Intermediate Micro Economics: A Modern Approach Affiliated East -West Press.
8. Maddala G. S. and Miller E. Micro Economics. McGraw-Hill International Editions.
9. D. N. Dwivedi. Micro Economics Theory and Applications. Pearson Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

CO/P O	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	-	1	3	2	1	1	1	2	2
CO2	1	-	2	2	1	1	2	2	2	1
CO3	1	-	2	2	1	2	1	1	1	3
CO4	1	-	-	2	3	2	3	2	2	-
Average	1.5	-	1.7	2.2	1.7	1.5	1.7	1.5	1.7	2

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

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FINC 1001	Business Accounting	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Basic knowledge of Fundamentals of Accounting such as calculation of Assets, Liabilities, Expenses				
Co-requisites					

Course Objectives

1. To understand the accounting principles, procedure and practices;
2. To learn to prepare the financial statements of companies;
3. To learn analysis of financial statements of a company using Microsoft Excel;
4. To incorporate the accounting principles and practices in organisation.

Course Outcomes

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

- CO1. Demonstrate the applicability of the concept of Accounting to understand the managerial Decisions and financial statements
- CO2. Apply the Financial Statement Analysis associate with Financial Data in the organization.
- CO3. Analyse the complexities associated with management of cost of product and services in the Organization
- CO4. Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems pertaining in general

Catalog Description

The main objective of Business Accounting is to help students to acquire and develop skills to take rational decisions in the process of product mix and assessment of Earning per Share. Assets and Liabilities have always been regarded as important in financial analysis in organizations.

Leverage aspects are critical in each aspects of management and equally so for the effective management of Financial Resources. In view of this, Accounting and Management Accounting has assumed great importance. This course is designed primarily for students who are being exposed to Accounting, Asset Liability Management for the first time.

This course covers the explanations about the accounting concepts in the organizational context, it details the impact of assets,, liabilities , expenses , income on Financial Statement. The course also focuses on understanding of identification of Cost and framing of strategies and scenarios required to select and develop product line.

Classroom activities including lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates.

Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

UNIT – I **6 Lecture Hours**

Basics of Accounting & its Principles; & Depreciation Accounting

Meaning, Need, Role and Significance of Accounting, Basic Accounting Concepts (AS-1 & 9) and Conventions (Overview of Indian GAAP, US GAAP, IAS, IFRS), Asset-Liability Equity Relationship (ALE).

UNIT – II **6 Lecture Hours**

Introduction to Accounting Cycle-Preparation of Journal, Ledger, Trial Balance. Depreciation, Depletion and Amortization (AS-6), Preparation of financial statements with adjustments.

UNIT – III **6 Lecture Hours**

Understanding & Preparation of Financial Statements

Understanding & analysis of company accounts; Analysis of Financial statements of Holding & Subsidiary Companies.

UNIT – IV **6 Lecture Hours**

Financial Statements Analysis

Analysis and Interpretation of Financial Statements-Ratio Analysis, Common-Size Statement, Du-Pont Analysis, Cash-Flow Statement (AS-3).

UNIT – V **6 Lecture Hours**

Costing

Cost Concepts, Cost Sheet, Material Costing, Labour and Overhead Costing, Absorption Costing, Activity Based Costing, Inventory Valuation (AS-2).

UNIT – VI **6 Lecture Hours**

Managerial Decision Making

Marginal Costing- PV Ratio, BEP Analysis, Relevant Costing, Standard Costing, Budgetary Control, EVA, MVA.

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Text Books

1. Management Accounting, M.Y.Khan; P.K.Jain, Tata McGraw, New Delhi
2. Financial Accounting, S N Maheshwari and S K Maheshwari, Vikas Publishing House (P) Ltd

Reference Books

1. Financial Accounting; Principles and Practices, J Lal and S Srivastava, S Chand, New Delhi
2. Financial Accounting, P C Tulsian, Tata McGraw, New Delhi
3. Management Accounting, I M Pandey, Vikas Publishing House (Pvt) Ltd.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

CO/P O	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3
CO1	3	2	1	2	-	2	-	2	-	-
CO2	1	2	2	1	2	2	2	-	3	2
CO3	1	2	2	2	1	2	1	3	1	1
CO4	1	-	-	-	2	-	2	1	2	3
Average	1.5	2	1.6	1.6	1.6	2	1.6	2	2	2

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

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HUMN 1004	Business Communication	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

1. To provide an overview of Prerequisites to Business Communication.
2. To put in use the basic mechanics of Grammar.
3. To provide an outline to effective Organizational Communication.
4. To underline the nuances of Business communication.
5. To impart the correct practices of the strategies of Effective Business writing.

Course Outcomes

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

CO1. Demonstrate online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.

CO2. Apply his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.

CO3. Analyze various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO4. Integrate Critical thinking by designing and developing clean and lucid writing skills.

Catalog Description

Effective communication is an integral part of life. Communication is a process of exchanging ideas, messages, information etc. through verbal or nonverbal communication. In this course, the focus will be on improving LSRW skills, i.e. listening, speaking, reading and writing. Students will learn how to communicate effectively through prescribed syllabus as well as through Pearson Global English solutions. Classroom assignments/activities specifically designed to encourage students to play an active role for enhancing their knowledge and developing learning strategies. Blended learning - online and traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, quizzes, discussions and assignments enable students towards understanding various aspects of effective communication. Class participation is a fundamental aspect of this course student are encouraged to actively take part in all group activities and to give an oral group presentation. Through an experience-based curriculum, highly interactive exercises, and powerful presentation, students will become the type of communicator that others search for and remember. Students will not only notice a huge

improvement, they will be having a lot of fun in this learning process. Students will have two F2F and one online lecture (24 + 12 = 36 sessions). Assessment process is continuous.

Course Content

Unit I:

8 Lecture hours

Prerequisites to Business Communication- Introduction to Blended Learning & Blackboard. Nuances of Academic writing will be discussed which is a prerequisite to Blended Learning.

- Paraphrasing
- Deciphering Instructions
- Interpreting Guidelines
- Dos and Don'ts of participating in Online Discussion Boards and
- Referencing Styles (MLA, Chicago, APA)

Unit II:

7 Lecture hours

Grammar Plus/ Enriching Business Vocabulary & Reading Skills

- Tenses/Passive Voice
- Conditional Sentences
- Common errors
- Building Blocks of Vocabulary
- Business Idioms and Collocations
- Reading and analysis of Business articles, short reports, success stories and caselets.

Unit III:

7 Lecture hours

Effective Business Communication. Communication – An overview.

- Origin, meaning and process of Communication.
- Goals of Communication
- Organizational Communication
- Directions/Flow of Communication.
- Barriers to Communication
- Cross-cultural/Intercultural communication.

Unit IV:

7 Lecture hours

Critical Thinking & Writing Skills – Empower your writing skills.

- Mind Mapping
- Prerequisites to paragraph writing
- Methods of Paragraph Development
- Precis writing
- Abstract writing
- Summary writing

Unit V:

7 Lecture hours

The Writing Strategy in Business messages & Presentation skills

- Preparing Effective business messages (Planning steps, organizing content, drafting, beginning & ending. Proof – reading & final editing)
- Writing Good news, Bad news and Neutral messages.

- How to draft Memo, agenda & Minutes of Meeting?
- Effective presentation skills.
- Group Presentations (Organizational communication)

Text Books

1. Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.

Reference Books

1. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
4. **C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education. ISBN: 9788131733844.**

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes

CO/P O	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3
CO1	1	-	1	-	1	-	1	-	2	-
CO2	2	-	2	-	2	-	2	-	1	-
CO3	1	2	2	1	2	2	-	2	-	2
CO4	-	2	-	1	-	1	2	2	2	1
Average	1.3	2	1.6	1	1.6	1.5	1.6	2	1.6	1.5

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

“_” means there is no correlation

HRES 1004	Organization Behavior	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Basic knowledge of General Management				
Co-requisites					

Course Objectives

1. To help the students to develop cognizance of the importance of human behaviour in framing human resource policies.
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyse specific strategic human resources demands for future action.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

Course Outcomes

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

CO1: Understand the concepts of organizational behavior and behavior of people in the organizations.

CO2: Develop the applicability of concepts associated with management of individual behavior and group behavior in an organization.

CO3: Analyze the complexities associated with management of the group behavior, structures and cultures in organizations

CO4: Demonstrate how the organizational behavior can integrate with other functional areas of management, understanding the motivation behind behavior of people in the organization

Catalog Description

The main objective of Organizational Behavior course is to help students to handle a new workforce, and cope with the challenges of the new environment and also help students to acquire and develop skill to take rational decisions related to organizational behavior.

In view of this, organizational behavior has assumed great importance. This course is designed primarily for students who are being exposed to organizational behavior for the first time.

Students study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

Classroom activities involving lectures, discussions and case studies (topped up with role-play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, analysis of video cases and debates.

Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

Unit I: 6 lecture hours

Meaning, Fundamental concepts, Characteristics & limitations of OB, Models of OB, Historical Perspective, Challenges & Opportunities of OB.

Unit II: 6 lecture hours

Personality: Definition, Features, Big five model, MBTI, Johari Window, Managerial Implications of Personality.

Perceptions and Attributions: Definition, Features, factors affecting perception, Process. Attribution, perceptual and attribution errors, Managerial Implications of Perception.

Unit III: 6 lecture hours

Learning: Definition, Features, Classical and operant conditioning, social learning theory, Behavioral modification.

Attitude: Definition, Features, ABC model of Attitude, Managerial Implications of Attitude.

Unit IV: 6 lecture hours

Motivation: Concept, Definition, Features, Types of Motivation, Process, Managerial Implications of Motivation.

Leadership: Concept, Definition, Leadership Styles, Transactional and Transformational Leadership, Leadership development.

Unit V: 6 lecture hours

Groups and Teams: Definition, Features, Group development stages, Group vs. Teams, Managing and developing effective teams.

Conflict Management: Definition, Features, Types of Conflict, Conflict Resolution Strategies, Relationship between Conflict and Performance.

Unit VI: 6 lecture hours

Organizational Culture: Elements and dimensions of organizational culture, Importance of organizational culture in shaping the behavior of people.

Organizational Change: Understanding the issues and managing change, Approaches to organizational change.

Text Books

1. Organizational Behaviour, Robbins, S.P., Judge, Sanghi, S.
2. Organizational behaviour, Fred Luthans., McGraw Hill international edition
3. ORGB, Debra Nelson & James Campbell Quick, Cengage Learning.

Reference Books

1. Organizational Behaviour: A Strategic Approach, Hitt, Miller, & Colella, Wiley India
2. Organizational Behaviour, McShane, Glinow, & Sharma, R.R, TMH

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

CO/P O	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3
CO1	3	-	-	3	2	-	1	1	3	2
CO2	1	-	-	2	1	-	2	1	1	2
CO3	1	1	3	2	1	-	1	2	1	3
CO4	1	1	2	2	3	-	3	1	1	3
Average	1.5	1	2.5	2.2	1.7	-	1.7	1.2	1.5	2.5

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

“ - ” means there is no correlation

SLLS 0102	LEARNING HOW TO LEARN	L	T	P	C
		2	0	0	2
Pre-requisites/Exposure	--				
Co-requisites	--				

Course Objectives:

The objectives of this course are:

- To facilitate the process of inquiry through a need to know and explore a wide variety of subject matter that may or may not be linked to the learners chosen specialism or area of interest.
- To analyze and understand how learning takes place using both cognitive and motor skills.
- To appreciate that the learning process is as important as the content.
- To develop the knowledge and skills of becoming a competent learner

Course Outcomes:

Knowledge & Understanding:

After completing this course, you will be able to:

CO1. **Define** the basic qualities of a life-long learner.

CO2. **Understand** the process and elements of inquiry-based learning.

CO3. **Identify, contextualize and discuss** the learning tools needed to be a lifelong learner of diverse subjects and self-driven goal-oriented learning.

CO4. **Respond** to new learning content and develop concepts using the understanding of the learning process and tools

Skills and Attributes:

CO5: Use a range of basic inquiry-based techniques to draw on appropriate sources in the development of a response to a problem.

CO6: Choose and employ appropriate practice tools in the execution of a project/coursework.

CO7: Critique and articulate responses to project work undertaken by self and by others.

Catalog Description: This course explores and attempts to equip learners to become conscious about the learning process beyond the cognitive functions of knowledge, understanding and application of subject content. It aims at enabling students to consciously use curiosity, deductive reasoning, inquiry, perspective and argument in exploring a variety of diverse subjects and theories thereby developing a lifelong learning habit.

Course Content

- 1. Learning through inquiry** **8 hours**
 - a. Elements of inquiry based learning: question, investigate, use evidence (to describe, explain, and predict), evaluation and response/findings.
 - b. Types of inquiry: Confirmation inquiry, Structure enquiry, Guided inquiry and Open inquiry
 - 2. The learning process** **6 hours**
 - a. Interactive components of the learning process: attention, memory, language, processing and organizing, writing and synthesizing.
 - 3. Learning tools** **6 hours**
 - a. Basic tools that help learning: reading, writing/annotating, exploring, experiencing, experimenting, applying, practicing, memorizing.
 - b. Exploring learning tools: Focused modes of thinking, Chunking, Recall, Pomodoro Technique, Journaling
 - 4. Collaborative learning** **6 hours**

Learning through peer and self-exploration of diverse and challenging subject

 - a. Developing the lifelong learner
 - b. Self-driven goal oriented learning
 - 5. PROJECT and E- portfolio Submission** **4 hours**
-

Text Books / Reference Books:

Textbooks

- Stanley, J. (2011). *Know How*. Oxford University Press. ISBN: 9780199695362.
- Oakley, B. (2017). *Mindshift: Break Through Obstacles to Learning and Discover Your Hidden Potential*. TarcherPerigee (Amazon/Kindle Ed.)

Reference Books

- Kosslyn, S.M., & Rosenberg, R.S. (2007). *Psychology in Context*. Pearson. ISBN: 9780205507573
- Minsky, M. (1986). *The Society of the Mind*. Simon & Schuster. ISBN: 978-0671657130

JOURNALS AND ARTICLES (Will be uploaded on LMS)

https://www.emeraldgrouppublishing.com/sites/default/files/2020-01/ejournal-subject-brochure-HRLOS_0.pdf

WEB SOURCES

TED Talks:

- The Life Long Learner – Bernie Dunlap
- The Nerd's Guide to Learning Everything Online – John Green

How to learn a new language: 7 secrets from TED Translators

Modes of Evaluation: **Quiz +e-portfolio + project**

Examination Scheme:

Components	QUIZ	E-PORTFOLIO	PROJECT	Total
Weightage (%)	20%	30%	50%	100

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	2	-	2	2
CO2	-	-	-	1	-	-	1	-	2	-
CO3	-	3	-	-	-	-	3	-	1	1
CO4	3	-	-	3	1	2	1	-	-	2
CO5	-	-	-	-	3	1	-	-	-	-
CO6	-	-	-	-	2	2	-	1	3	3
CO7	-	-	-	-	-	-	-	2	-	1
Average	3	3		2	2	1.7	1.8	1.5	2	1.8



SEMESTER II

HRES 1005	Human Resource Management	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Basic knowledge of general Management				

Course Objectives

1. To acquaint and understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To make ready for self-selling by the prospective new incumbent to suit to the requirements of the organization.
3. To help the students to develop cognizance of the significance of human resource practices.
4. To enable students on how to develop HR policies under changing conditions.

Course outcomes

On completion of this course, students will be able to

CO1: To demonstrate the understanding of the concept of human resource management and to understand its relevance in organizations.

CO2: To apply the applicability of analyzing the complexities associated with management of workforce.

CO3: To analyze the complexities associated with designing HR policies.

CO4: To integrate how human resource management can integrate in understanding the people aspects in organizations.

Catalog Description

The main objective of Human Resource Management is to help the students to acquire and develop skills to design rational decisions in the discipline of human resource management. An efficient HR manager must guide the work force, influence their behavior and motivate them to conduct maximum towards the achievement of organizational goals. This course focuses on issues and strategies required to select and develop manpower resources.

Workforce is regarded as the most valuable asset of an organization. Human aspects are critical in each functional aspects of management and equally so for the effective utilization of resources. In this view, studying human resource management has a great deal of importance. This course is mainly designed for the students who are being exposed to human resourced management or the first time.

The course encompasses the various sub-functions of human resource management in the organizational context. It highlights the significance of recruitment and selection, training and development, compensation and benefits, performance management, employee welfare schemes, and contemporary issues in human resource management discipline.

Classroom activities involving lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved and absorb & assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, analysis of video cases and debates.

Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

Unit I: 4 lecture hours

INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Meaning, Functions, Significance, Job Analysis, Job Evaluation, Job Design, Challenges of HRM, HR Policies. **STRATEGIC HUMAN RESOURCE MANAGEMENT (SHRM) :** Introduction, Strategic HR systems, Strategic role of HR and Strategic HR business implications.

Unit II: 4 lecture hours

HUMAN RESOURCE PLANNING

Introduction to HRP, Various Methods of HRP, Forecasting and HR Effectiveness.

Unit III: 4 lecture hours
RECRUITING, SELECTING & SOCIALIZING

Policy Issues, Sources of people, Selection process & tests, Socialization,

Unit IV: **4 lecture hours**

TRAINING & DEVELOPING WORKFORCE

Concept, Need of Training & Development, Methods of Training & Development, Importance & evaluation of training & development, Principle of learning,

Unit V: **4 lecture hours**

PERFORMANCE MANAGEMENT SYSTEM

Definition, Importance, objectives, Components and Methods of performance management system.

Unit VI: **4 lecture hours**

COMPENSATION MANAGEMENT

Principal compensation issues, Job evaluation, Job Description and Job Specification, Pay-structures, Individual & group incentives,

Unit VII: **4 lecture hours**

INTERNAL MOBILITY

Introduction, Career Planning and Development.

Unit VIII: **4 lecture hours**

SOCIAL SECURITY AND LABOUR WELFARE

Concept of Social Security, Significance of Workers Participation in Management and Various social security legislations in India.

Unit IX: **4 lecture hours**

CONTEMPORARY ISSUES IN HUMANA RESOURCE MANAGEMENT

Competency Mapping, HR Outsourcing, Knowledge Management and Learning Organizations.

Text Books

Text books

1. Human Resource Management, Gary Dessler and Biju Varkkey, Pearson education.
2. Managing Human Resources, Bohlander and Snell, Thomson Publications.
3. Human Resource Management, VSP Rao, Excel publishers.
4. Human Resource Management, Mizra S.Saiyadain, Tata McGraw Hill Publishers.

Reference books

1. The Management of People at Work, Dale S.Beach, Tata McGraw Hill Publishers.
2. Personnel Management, CB Memoria , Himalaya Publishers .

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	Presentation/Assignment/ etc.	ESE
Weightage (%)	20	30	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

Program Outcomes / Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO 1	3	-	1	3	2	1	3	1	2	3
CO 2	1	-	2	2	1	2	3	2	2	1
CO 3	1	-	2	-	1	1	1	1	1	1
CO 4	1	-	2	-	3	2	1	2	2	1
Average	1.5	-	1.8	2.5	1.7	1.5	2.0	1.5	1.8	1.5

1. Weekly Mapped (Low) 2. Moderately Mapped (Medium) 3. Strongly Mapped (High)
“-“means there is no correlation

FINC 1002	Financial Management	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Basic knowledge of Fundamentals of Financing and Accountingsuch as calculation of cost, revenue and profit				
Co-requisites	Knowledge of classification of data, data presentation				

Course Objectives

1. Provide an in-depth view of the process in financial management of the firm
2. Develop knowledge on the allocation, management and funding of financial resources.
3. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
4. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.

Course Outcomes

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

CO1.to demonstrate the main ways of raising capital and their respective advantages and disadvantages in different circumstances

CO2.to apply an understanding of fundamental financial concepts, especially time value of money.

CO3.to analyse capital budgeting projects using traditional methods.

CO4. To integrate the capital market.

Catalog Description

Finance considers the requirements for financial information both external and internal to the organisation and the role of finance professionals as key players in a dynamic and ever-changing business environment, encompassing key decisions and the fundamental principles of Business.

Classroom activities including lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates.

Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

UNIT 1: Introduction to Finance

7 Lecture Hours

Introduction to three important decisions - investment decision, financing decision, dividend policy decision, scope and objectives of financial management, time-value of money, risk-return trade-off

UNIT 2: Financing Decision

7 Lecture Hours

Financing Decision: Concept and types of cost of capital, cost of various sources of finance, weighted average cost of capital, study of operating, financial and combined leverage, EBIT-EPS Analysis, Sources of Finance, Indian Financial System – SEBI, Stock Markets, and other participants

UNIT 3: Long term investment Decision

8 Lecture Hours

Investment Decision: Concept, nature of capital budgeting, determination of relevant cash flows, capital budgeting techniques & their limitations-Traditional vs. Discounted techniques

UNIT 4: Dividend Decision

7 Lecture Hours

Dividend Policy Decision:- Theories of relevance and irrelevance of dividends, dividend-pay-out ratio, stability of dividends, legal, contractual and internal constraints and restrictions

UNIT 5: Working Capital Management

7 Lecture Hours

Working Capital Management: Gross vs. net working capital, need, determinants of working capital, Management of Cash: Nature, Motives for holding cash, Determining Optimum Cash Balance, Cash Management Models, Receivables Management: Cost of maintaining Receivables. Factors Influencing Receivables. Meaning, Objects and Dimensions of Receivable Management, Inventory Management

TEXT BOOKS

1. Pandey, I.M., (2015), "Financial Management", 11th Edition, Vikas Publication, New Delhi.
2. Sinha, Pradeep Kumar, (2009), "Financial Management", 5th Edition, The World Press, Calcutta.

REFERENCE BOOKS

- Chandra, Prasanna, (2011), "Financial Management Theory and Practice", 8th Edition, TMH, New Delhi.
- Vanhorne, J, (2015), "Financial Management & Policy", 13th Edition, Pearson Education, Delhi.
- Brealey and Myers, (2017), "Principles of Corporate Finance", 10th Edition, McGraw Hill, India.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	MSE	IA	ESE
Weightage (%)	20	30	50
		<ul style="list-style-type: none"> • Case Presentation (30 Marks) • Online Assignments (40 Marks) • Quiz (30 Marks) 	

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

Program Outcomes / Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO 3
CO 1	3	-	-	3	2	-	1	1	3	2
CO 2	1	-	-	2	1	-	2	1	1	2
CO 3	1	1	3	2	1	-	1	2	1	3
CO 4	1	1	2	2	3	-	3	1	1	3
Average	1.5	1	2.5	2.2	1.7	-	1.7	1.2	1.5	2.5

1. Weekly Mapped (Low) 2. Moderately Mapped (Medium) 3. Strongly Mapped (High)
 “-“means there is no correlation

MKTG 1004	Marketing Management	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

1. To demonstrate the concepts of marketing management
2. To apply about marketing process for different types of products and services
3. To analyze the tools used by marketing managers in decision situations
4. To integrate the marketing strategies

Course Outcomes

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

CO1. Students will demonstrate strong conceptual knowledge in the functional area of marketing management

CO2. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application

CO3. Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management

CO4. Students will demonstrate effective application capabilities of their conceptual understanding to the marketing

Catalog Description

Marketing is an important part of business. Most aspects of the business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions, sales & distribution. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, your business may offer the best products or services in your industry, but none of your potential customers would know about it. In this course, the focus will be on improving marketing skills, i.e. decision making, selling, communication. Students will learn marketing effectively though prescribed syllabus. Classroom activities will be designed to encourage students to play an active role in the construction of their own knowledge and in the design of their own learning strategies. We will

combine traditional lectures with other active teaching methodologies, such as group discussions, case study discussion, analysis of current market, etc. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities.

Course Content

Unit 1: 3 Lecture Hours

BASIC CONCEPTS OF MARKETING

Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing.

Unit 2: 3 Lecture Hours

MARKETING MANAGER'S ROLE IN STRATEGY FORMULATION

Delivering Values, Satisfaction & Retention: Business Components. Customer Satisfaction. Concept of Value, Attracting & Retaining Customers. Structural Ties. Relationship Marketing.

Unit 3: 3 Lecture Hours

ANALYZING MARKET OPPORTUNITIES

Marketing Environment: Competitive forces, Macro Environmental Factors.

Unit 4: 3 Lecture Hours

MARKETING AIDS/TOOLS FOR DECISION MAKING

Understanding Consumer Behavior, Organizational Markets & Buying Behavior, Market Segmentation & Market Targeting.

Unit 5: 4 Lecture Hours

PLANNING MARKETING STRATEGY

Strategic Planning Process, Marketing & Competitive Strategies.

Unit 6: 4 Lecture Hours

MARKETING MIX STRATEGY

Interaction between Marketing Mix & Environment, Assembling & Managing Marketing Mix.

Unit 7: 4 Lecture Hours

MARKETING CHANNELS AND DISTRIBUTION

Nature of Marketing Channels, Role of Marketing Channels, Functions of Marketing Channels. Designing Distribution Channels, Channel Management, Channel Dynamics, Channels & Conflicts.

Unit 8: 4 Lecture Hours

PRODUCT POLICY

Product & Product Line, Product Classification, Product Mix Strategy, Product Life Cycle, New Product Development. Branding & Packaging.

Unit 9: 4 Lecture Hours

ADVERTISING & PROMOTIONS

Benefits of Advertising, Developing an Advertising Program, Sales Promotion, Public Relation, Personal Selling, Social & Digital Media Marketing

Unit 10: 4 Lecture Hours

PRICING

Significance, Price & Non Price Competition, Pricing, Price Adjustments, Effect of Price Change.

Text Books

Kotler Philip, Keller, Kevin Lane (2015) Marketing Management, Pearson education, 14th edition, ISBN: 9789332557185, 9332557187

Kotler, Keller, Koshy, Jha, Marketing Management, A south Asian Perspective, (2002) Prentice Hall 12th Edition..ISBN: 8120316096.

Kotler, Philip. Marketing Management, Millennium Edition. (2002) Intl ed. US: Prentice Hall, .ISBN: 8120316096.

Kotler and Armstrong, Principles of Marketing, 12th edition.,(2008), Pearson, ISBN: 978-81-317-1547-5

Reference Material

Harvard Business Review, Business week, Forbes, Fortune 500, Journals of Marketing, Business and Advertising.*Newspaper*: Any national daily, The Economic Times

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	IA	ESE
Weightage (%)	20	30	50
		<ul style="list-style-type: none">• Case Presentation(15)• Assignments (10)• Quiz / Discussions(5)	

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

Program Outcomes Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO 1	3	-	1	3	2	1	3	1	2	3
CO 2	1	-	2	2	1	2	3	2	2	1
CO 3	1	-	2	-	1	1	1	1	1	1
CO 4	1	-	2	-	3	2	1	2	2	1
Average	1.5	-	1.8	2.5	1.7	1.5	2.0	1.5	1.8	1.5

1. Weekly Mapped (Low) 2. Moderately Mapped (Medium) 3. Strongly Mapped (High)
 “-“means there is no correlation

DSQT 1004	Business Statistics	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	set theory, permutation and combination, 12 th level mathematics				
Co-requisites	Mathematical symbols and notations and few basic formulae.				

Course Objectives

1. To have a proper understanding of Statistical applications in Economics and Management.
2. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
3. To develop the students ability to deal with numerical and quantitative issues in business

Course Outcomes

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

- CO1. To demonstrate and discuss the key terminology, concepts tools and techniques used in business statistical analysis
- CO2. To apply and critically discuss the issues surrounding sampling and significance
- CO3. To analyse critically the uses and limitations of statistical analysis
- CO4. To integrate the underlying assumptions of analysis tools

Catalog Description

This course is designed to provide students with an understanding of the data and its relevance in business and develop an understanding of the quantitative techniques from statistics. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in business. Most of the examples are drawn from a variety of business applications. This course introduces business statistics and fundamental aspects of decision-making. It examines aspects of business and marketing with regards to basic statistical analysis. Students will be provided with the theoretical concepts, tools and methods of statistics as well as the opportunity to work through example problems.

Course Content

Unit I: 07 Lecture Hours

Data and Presentation of Data

Introduction: Introduction to statistics, Meaning and scope, Limitation of Statistics, Data, Types of data, Methods of data collection, Presentation of data, Tabulation, Frequency Distribution, Graphical Representation.

Unit II: 14 Lecture Hours

Measures of Central Tendency and Dispersion

Measure of Central Tendency

Mean, Median, Quartiles, Deciles, Percentiles, Mode, Geometric mean, Harmonic mean, Merit and demerit of all the averages

Measure of Variations

Introduction, Range, Mean Deviation, Quartile Deviation, Variance, Standard Deviation, Coefficient of variation, Skewness, kurtosis

Unit III: 09 Lecture Hours

Correlation & Regression Analysis

Correlation Analysis

Correlation: concept, Type of correlation, Measure of correlation

Regression Analysis

Regression: concept, Line of regression X on Y, Line of regression Y on X, Relation between correlation and regression

Unit IV: 06 Lecture Hours

Probability

Permutations & Combinations, Events, Classical definition of Probability, Additive law of probability, Multiplicative law of probability

Text Books

1. Gupta, S. P., & Gupta, M. P. (1979). *Business statistics*. S. Chand, New Delhi.
2. Gupta, C. B., & Gupta, V. (2009). *Introduction to Statistical Methods*. Vikas Publishing House Pvt Ltd.

Reference Books

1. Follet, P., Likert, R., Bernard, C., McGregor, D., Drucker, P., Porter, M., & Prahlad, C. K. (1989). Management Concepts and Applications.
2. Balakrishnan, V. K. (1997). *Schaum's Outline of Graph Theory: Including Hundreds of Solved Problems*. McGraw Hill Professional.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	IA	ESE
Weightage (%)	20	30 <ul style="list-style-type: none"> • Presentation (10 marks) • Quiz(10marks) • Class assignments (10 marks) 	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

Program Outcomes Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO 3
CO 1	3	2	-	1	-	3	1	2	3	1
CO 2	1	2	-	2	-	1	2	2	1	2
CO 3	1	2	-	1	-	3	1	1	3	1
CO 4	1	1	-	3	-	3	2	-	1	3
Average	1.5	1.8	-	1.7	-	2.5	1.5	1.7	2.0	1.7

1. Weekly Mapped (Low) 2. Moderately Mapped (Medium) 3. Strongly Mapped (High)
 “-“means there is no correlation

Course Code	Critical Thinking and Writing	L	T	P	C
SLSG 0101		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives.

The objectives of this course are:

- To introduce the essential tools and approaches of critical thinking.
- To realize how the fallacies and biases hinder the process of critical thinking and how to overcome them.
- To understand and the various components and conventions of critical writing and create appropriate documents.

Course Outcomes

On completing this module, the student should be able to:

CO 1 identify, understand and define the various arguments in different contexts

CO 2 to draw logical conclusions

CO 3 introspect and reflect on their thought processes

CO 4 identify the errors in reasoning

CO 5 listen, read and write critically

Catalog Description

The ability to think clearly and rationally is important in whatever we choose to do. **Critical thinking is the ability to think clearly and rationally about what to do or what to believe** and includes the ability to engage in reflective and independent thinking. Critical Thinking and Writing skills are important to help the one progress in their professional and personal life effectively. This course aims to introduce the various tools and methods available to develop their critical thinking. It will equip students to utilize critical thinking concepts and strategies in learning, and apply those skills for effective written communication, thus developing the ability to think critically and communicate effectively

Course Content

Unit 1 – Heading – 0 Lectures

Module-1 Understanding the process of critical thinking

- What is critical thinking: definition and theories
 - Importance of Critical Thinking
 - Critical thinking Structures
 - Metacognitive skills; understanding our minds
-

Unit 2 – Heading – 0 Lectures

Module-2 Barriers to critical thinking

- The critical thinking model
 - Information Literacy
 - Cognitive Biases
 - Logical Fallacies
-

Unit-3

Module-3 Approaches for Critical Thinking

- Arguments and Rationality
 - Reasoning and Persuasion
 - Six Thinking hats
 - Simplification
-

Unit-4

Module-4 Critical thinking and writing

- Critical thinking and clear writing
 - Presenting and communicating ideas
-

Text Books / Reference Books

- Lewis Vaughn, The power of critical thinking, effective reasoning about ordinary and extraordinary claims, second edition, Oxford University Press
 - Walter Sinnott Armstrong and Robert Fogelin, Understanding Arguments: An Introduction to Informal Logic. 8th Ed., Wadsworth Cengage Learning.
 - Edward de Bono, Six Thinking Hats, ISBN 0-316-17831-4
 - Richard Paul and Linda Elder, The miniature guide to critical thinking, concepts and tools, the foundation for critical thinking
 - Encourage critical thinking with 3 questions: <https://www.youtube.com/watch?v=0hoE8mtUS1E>
 - Wile E Coyote Into- Introduction to critical thinking: <https://www.youtube.com/watch?v=xOjI3jm-GrA>
-

- Psychologist Diane Halpern on Critical Thinking:
https://www.youtube.com/watch?v=rn_7aJP5BTw

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	QUIZ	E-PORTFOLIO	PROJECT	Total
Weightage (%)	20%	30%	50%	100

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	2	-	2	2
CO2	-	-	-	1	-	-	1	-	2	-
CO3	-	3	-	-	-	-	3	-	1	1
CO4	3	-	-	3	1	2	1	-	-	2
CO5	-	-	-	-	3	1	-	-	-	-
CO6	-	-	-	-	2	2	-	1	3	3
CO7	-	-	-	-	-	-	-	2	-	1
Average	3	3	-	2	2	1.7	1.8	1.5	2	1.8

1 = weakly mapped,

2 = moderately mapped,

3 = strongly mapped

DSBA 1003	Introduction to Excel	L	T	P	C
VERSION 0.0		3	0	0	3
Pre-requisites/Exposure	Basic knowledge of Math				
Co-requisites					

Course Objectives:

The objectives of this course are

- To provide an introductory overview of excel.
- To explain fundamentals of excel analytics functions and conditional formatting
- To enable the students to understand both analysing and visualizing and data.

Course Outcomes:

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

- CO1. Explain** data management using the excel software.
- CO2. Associate** analysis of data using excel and decision-making process;
- CO3. Apply** and align data to support business analytics within an organization;

Catalog Description:

Excel is a software package that offers worksheets which comprise of the columns and the rows in which the records can be retained which seem like comparable to the table of the Microsoft Word, on the other hand, the Excel has an aptitude to solve the simple to the complex scientific calculations.

A spreadsheet or a worksheet can be in the similar workbook or else in a changed workbook. A purpose worksheet holds the link formula, and then that link formula assists to accept the data from a cell that is present in the source worksheet.

One It seems simple to identify the forms and connection in the middle of figures in particular when they are exposed in the charts. The Charts that are completed on an excel may be reserved in the worksheet that is following the data or may perhaps be sited in an extra worksheet.

Course Content:

6 Lecture Hours

Module: 1 Starting with MS Excel

What is a Spreadsheet?; A first look at Microsoft Excel; Excel Rows and Columns; Entering text and numbers in a Cell; How to Merge Cells

8 Lecture Hours

Module: 2 Formulas / Functions

How to Add, Subtract, Multiply and Divide in Excel; Combining the Arithmetic Operators; Copy and Paste / Using Paste Special; COUNT / COUNTA; SUM; AVERAGE.

6 Lecture Hours

Module: Conditional Logic

The IF Function; Conditional Formatting in Excel; COUNTIF / COUNTIFS; SUMIF / SUMIFS; AVERAGEIF / AVERAGEIFS; SUMPRODUCT

7 Lecture Hours

Module 4: Processing Data

VLOOKUP / HLOOKUP Functions; Looking up with MATCH and INDEX functions; Flash Fill; Goal Seek; Named Ranges in Excel; Excel Pivot Tables

7 Lecture Hours

Module 5: Excel Charts

Create an Excel Chart; Chart Titles and Series Titles; Create a Pie Chart in Excel; Create a 2D Line Chart in Excel; Predicting with a Trend line Chart

8 Lecture Hours

Text book:

Carlberg, Conrad, Business Analysis with Microsoft Excel

Reference books:

- Greg Harvey, Excel 2019 For Dummies
- Microsoft Excel 2019 Bible: The Comprehensive Tutorial Resource

Course: Understanding Emerging Technologies (DSIT 1003)

Objective: To provide essential foundation elements of new age emerging technologies which are disrupting the post covid world.

Digital Transformation

Digital Business Transformation, Digital Business Models, Big Data Analytics, Disruptions Through IoT

AI transformation

AI impact on the economy, New structure of the digital world and Machine Learning, Why AI Matters

Business Effects of the Cloud

Software as a service, What is Cloud, Business on Cloud, types of Cloud Architecture

Business of Internet of Things

Introduction to IoT, Business model of IoT, basics of network and sensing, implication of IOT across industries.

Web 3.0 and decentralized world

Decentralization, Bitcoin, Blockchain concepts, the Business impact of decentralization, web3.0 concepts and services.

Cyber security and its regulation

Privacy concerns, cyber security at a glance, global laws for cyber security, Recent issues and cases

Practices

Basics of working on Python, Google Analytics



SEMESTER III

DSRM 2001	Research Methodology and Report Writing	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Students should have an aptitude and interest of computational mathematics and statistics				
Co-requisites	Students should have ability to connect with business/social issues				

Course Objectives

1. To have the knowledge to Identify a business problem and making a functional research design
2. To be able to develop a procedure for data collection through instrument design
3. To be able to analyze data using Hypothesis testing
4. To be able to write and present a good research report

Course Outcomes

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

- CO1 to demonstrate business problem
- CO2 to apply making appropriate Research Design
- CO3 to analyse the concept of probability, estimation and hypothesis testing so as to choose The appropriate analytical tools.
- CO4 to integrate an excellent research report.

Catalog Description

All Business students require the ability to deal with quantitative material, including the collection, collation and analysis of data. This course introduces students to research methods in business mainly centered on statistical aspects. It also provides them with experience in designing questionnaires and report writing. In order to effectively carry out statistical analysis, the students are required to have experience of computing.

Course Content

1 lecture hour=60 minutes

Unit I: Research Process & Research Designs

11 lecture hours

- Introduction to research
- Objectives of Research
- Applications of Research
- Role of Research

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- Problem formulation
- Various Steps in Research process
- Types of Qualitative Research
- Types of Quantitative research
- Types of research design
 - Exploratory
 - Descriptive
 - Experimental

Unit II: Data Collection Methods & Measurement

12 lecture hours

- Types of data Collection
 - Primary
 - Secondary
- Data Collection Methods
- Data Sources
- Sampling fundamentals
- Determination of sample size
- Sampling errors
- Measurement & Scaling Techniques
- Questionnaire Designing

Unit III: Estimation and Hypothesis testing

10 lecture hours

- Point and Interval Estimates of Means
- Hypothesis formulation & Testing
 - Basic Concepts
 - Type-I and Type-II Error
 - One Tailed and Two Tailed Tests.
 - Concept of level of significance
 - Degree of freedom
- Z-Test (for large sample)
- t-Test (for small sample)
- F-Test
- Chi-square Test (Non-parametric)

Unit IV: Report Writing Mechanics

03 lecture hours

- Structure and Components of Research Report
- Types of Research Report,
- Criterion for Good Research Report
- Methodology of writing technical reports.

- Components of research Reports
- Formulation of research report
- Presentation of research reports

Text Books

Kothari, C. R. (2016), Research Methodology, New age international publishers, ISBN: 978-93-86649-22-5.

Pannarselvam, R (2016), Research Methodology, PHI Pvt. Ltd., New Delhi, ISBN: 978-81-203-4946-9.

Reference Books

Branica, T & Roche, W.K. (1997), Business Research Methods, Jaycob Publishing House, ISBN: 1860760007 9781860760006

Chawla, Deepak & Sondhi, Neena (2016), Research Methodology- Concept & Cases, Vikas Publication, ISBN: 978-93259-8239-0.

Eswaran, S & Singh, S J (2010), Marketing Research, OXFORD University Press, ISBN: 978-0-19-567696-9.

Ghauri, Pervez & Gronhaug, Kjell (2010), Research Methods in Business Studies, Pearson, ISBN: 978-0273712046.

Gupta, S L & Gupta, H (2012), Business Research Methods, TMHE Pvt. Ltd, ISBN: 978-1-25-900503-9.

Gupta and Kapoor (2014), Fundamentals of Applied Statistics, Sultan Chand & Sons, ISBN: 978-8180547058.

Gupta and Kapoor, (2002), Fundamentals of Mathematical Statistics, Sultan Chand & Sons, ISBN: 81-7014-791-3.

Krishnaswamy, K N, Siva Kumar, A and Mathirajan, M (2011), Research Methodology, Pearson, ISBN: 978-81-7758-563-6.

Wilson (2013), Essential of Research Methods, SAGE Publication, ISBN: 9781446257333.

Sachdeva, J.K. (2009), Business Research Methodology, Himalaya Publishing House, ISBN: 9781441676108.

Trochim, W.M.K. (2003), Research methods, Dreamtech Press, ISBN: 9788177223729.

Shao & Zhou (2006), Marketing Research, Cengage Learning Pvt. Ltd, ISBN: 978-1592602889.

Cauvery, R., Nayak, U. K. S., Girija, M. & Meenakshi, R. (2003), Research Methods, Sultan Chand & company Ltd, ISBN: 9788121922203.

Lee, Nick & Lings, Ian (2009), Doing Business Research, Sage South Asia, and ISBN: 978-8132104544.

Mark Saunders, Lewis. & Thornhill, A. (2015), Research Methods for Business Students, Pearson Education, ISBN: 978-12920166,

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Quiz I	Quiz II	Assignment	Live Project
Weightage (%)	10	10	20	60

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

Program Outcomes Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO 3
CO 1	3	2	-	1	-	3	1	2	3	1
CO 2	1	2	-	2	-	1	2	2	1	2
CO 3	1	2	-	1	-	3	1	1	3	1
CO 4	1	1	-	3	-	3	2	-	1	3
Average	1.5	1.8	-	1.7	-	2.5	1.5	1.7	2.0	1.7

1. Weekly Mapped (Low) 2. Moderately Mapped (Medium) 3. Strongly Mapped (High)
 “-“means there is no correlation

SLLS 0201	Design Thinking	L	T	P	C
		2	0	0	2
Pre-requisites/Exposure	Knowledge of analyzing society problems and product usage problems and a zeal to improve the current situation, in addition to knowing to using laptop/computers, internet, social media interaction, file sharing and uploading, email and communication etiquettes.				
Co-requisites	--				

Course Objectives

This course aim to inspire the essential element of creativity, the ability to take an abstract idea and create something with it. The course stresses on innovation by creative problem solving process, keeping humans at the centre.

The objectives of this course are to:

- Understand human centred design/problem solution
- explore and apply design thinking process by using tools that are collaborative, innovative and effective
- develop a framework for solving complex problems
- Learning by doing, engaging, exploring and experimenting

Course Outcomes

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

Course Content

This is a hands on project driven course that may look to integrate learning from other courses in the students selection of signature courses for identification/problem definition and ideation. The content will be driven more by practice rather than definitive text book based theory learning. Broadly the areas that will be covered are:

- Understanding human centred design through identifying needs
- Interviews and empathy building techniques
- Observations and insights
- Definition, dissections and discussions
- Ideation
- Prototypes development
- Experimenting and viability
- Feedback, critiques and feed forward
- Solutions and variations

Reference Books

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme: All evaluation on the online course is done based on continuous basis for each of the 5 units throughout the semester. The assignment submission formats are in the form of qualitative discussion boards and online submissions of research data and developed product lifecycle and originally designed/redesigned prototype images.

Components	Internal Assessment	MSE	ESE
Weightage (%)	0	0	100

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Digital Economy

This course will help student understand digital platforms and their network effects at the local, national and global levels

Module 1 : The Growth of the global Digital Economy

Module 2 : Digital Platforms and Network Effects

Module 3 : The Digital Transformation of Traditional Business

Module 4 : Internationalization of Digital Firms

Learning outcome

A. Knowledge: 1) To get broad knowledge in digital economics 2) To get broad knowledge in digital business models 3) To get broad knowledge of selected socio-technical topics in the digital economy such as: privacy and market regulation 4) To get basic knowledge on the concept of sustainability and perspectives relating to sustainable business models and Corporate Social Responsibility (CSR) 5) To get a basic understanding on how to achieve Sustainable Development Goals (SDGs) through digital transformation

B. Skills: 1) To perform a network effect analysis of a digital service 2) To analysis and construct a business model 3) To model digital markets 4) To understand and evaluate sustainable business model, CSR policies and practices

ECON 2036	Business and Global Economy	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Content

➤ **Indian Economy and Business Environment**

Anatomy of Indian Economy: Indian Economy-Overview, Economic Reforms in India, Analysis of Sectors,

SWOT Analysis of Indian Economy

➤ **Globalization and Business Environment:** Globalisation- Meaning and Scope, Phases and Indicators, Business

Environment-Sectorwise Analysis

Technological Environment of Business: Role of Information Technology, Remote Banking, Technology

Implementation for Card Based Business: Case of Deutsche Bank, Italy, Technology and Banks' Strategies

Effect of Technology on Risks in Banking, Delivery Channels and Channel Migration

➤ **GATT/ WTO**

Its Origin, Introduction to WTO/GATT, Historical Background, Its main philosophy, Basic Tenets

➤ **STRUCTURE OF WTO AND ITS MAIN TENETS**

Legal Framework of WTO, Its Decision Making Process, Its Secretariat

➤ **LEGAL FRAMEWORK OF WTO**

Trade Policy Review Committee, Dispute Settlement Mechanism

➤ **GENERAL AGREEMENT ON TRADE IN SERVICES**

Opportunities and Threats for Indian Services Sector: Its Main Provisions, Various Modes of Services

➤ **DOHA ROUND**

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Trade and Competition Policy, Multilateral Agreement on Investment, Environment and Trade, Labor Issues, Government Procurement, Trade Facilitation

➤ **REGIONAL TRADING BLOCS**

RTBs in Historical Perspective, Evolution of RTB, Economics of Regional Trading Blocs, Constraints of RTBs among Developing /Least Developed countries ,Status of RTB in WTO, Study of Various Regional Trading Blocs

➤ **MULTILATERALISM VS REGIONALISM**

Multilateralism Vs Regionalism, Assessment of the Impact on Development

SLSG 0201	Ethical Leadership in the 21st Century	L	T	P	C
		3	0	0	3
Pre-requisites/Exposure	Critical Thinking & Writing				
Co-requisites	--				

Course Objectives:

The objectives of this course are to:

- Explore and define the concepts of integrity and ethics
- Develop an understanding of the varied culture specific values in society
- Appreciate ideas of values, ethics and morality in a multicultural context
- Explore a deeper understanding of values and ethics based on case studies.
- Articulate and defend a preferred position on the relationship between ethics and society while appreciating its limitations

Course Outcomes:

After completing this course, Students will be able to:

1. **Understand** the concepts and challenges of ethical practices related to everyday life involved in aligning Ethics, Law, Morality through interactions and discussions.
2. **Recollect concepts** necessary for ethical practices and leadership through objective exercises to evolve as a global citizen.
3. **Apply ethical concepts** to challenging situations faced in a personal, community and national context through direct observation and discussions.

Catalog Description

The course aims at developing values and ethics as an inherent part of individuals development in the social and professional context as a global citizen. This course providing holistic perspective to the students towards life, profession and happiness based on value-based living.

Unit 1 : Introduction to the concepts and definitive theory of Integrity and Ethics

- define the concepts of integrity and ethics

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- major theoretical approaches in integrity and ethics
- ethical dilemmas
- the concept of personal integrity

Unit 2: Ethics and Universal Values

- Human rights
- Gender Equality
- Values, ethics and morality in a multicultural context

Unit 3 : Ethics and Society

- Define the concept of society
- The relationship between ethics and society
- Social Values, Moral Values and Ethics

Unit 4: Ethical Leadership

- Defining Ethical Leadership
- Responsibilities of Ethical Leadership
- Scope and limitations of Ethical Leadership
- Effective Ethical Leadership

Unit 5 : Ethics, diversity and Pluralism

- Define diversity, tolerance and pluralism
- Value of cultures, identities, histories and points of view other than one's own
- Case studies/role models of values of tolerance and pluralism
- Diversity, identity and subcultures

Unit 6: Challenges of Ethical Living in the 21st Century

- Ethics and Business
- Media Integrity and Ethics
- Public Integrity and Ethics
- Gender and Ethics
- Professional practice and Ethics

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Text Books / **Reference Books**

1. R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2
2. R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics – Teachers Manual, Excel books, New Delhi, 2010

Reference Books:

1. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008
2. Subhas Palekar, 2000, How to practice Natural Farming, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati
3. A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Relevant websites, movies and documentaries

1. Value Education websites, <http://uhv.ac.in>, <http://www.uptu.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, An Inconvenient Truth, Paramount Classics, USA
4. Charlie Chaplin, Modern Times, United Artists, USA
5. IIT Delhi, Modern Technology – the Untold Story
6. Gandhi A., Right Here Right Now, Cyclewala Productions

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Formative Assessment Methods

Type

Description

(online Portfolio & Project Presentation)

Class & Online Discussions and practice sessions

- Interim Reviews
- Reflective Blog/ Journal (on-line – LMS or physical)
- Discussion Forum (on-line - LMS)
- Quiz

Summative Assessment Methods

This indicates the type and weighting of assessment elements in the course

Weightage	Type	Description
20%	<ul style="list-style-type: none"> • Quiz 	To evaluate understanding of the definitive theory of learning processes
30%	<ul style="list-style-type: none"> • Portfolio 	Compilation of work done through the semester in the course.
50%	<ul style="list-style-type: none"> • Group Project 	Composite exercise/s using different media/platforms that demonstrate the understanding and application of learning methods and tools



SEMESTER IV

STGM 2006	Essentials of Strategic Management	L	T	P	C
Version 1.0		3	0	0	0
Pre- requisites/Exposure	Basic understanding of strategy				
Co-requisites	--				

Course Objectives

1. To disseminate knowledge regarding the concept and tools of Business Policy and strategy
2. To understand how to analyse the benefits of strategic management for foreign trade
3. To understand how to apply concept and tools of Business and strategy in foreign trade
4. To enable the students understand the strategic issues related to foreign trade

Course Outcomes

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

1. To define, describe and identifies, the elements of Strategy
2. To comprehend how a firms behave in competitive environment of foreign trade.
3. To apply contextual issues related to business policy and strategic management of foreign trade
4. To analyze and integrate the structure and business model of foreign trade

Catalog Description

This course comprises the interdisciplinary study of performance differences between firms. Firm performance is often related to match between the firm and its environment. The environment carries market opportunities, which the firm tries to respond with its resources and capabilities. Firm performance is the result of a proper alignment of firm design with the context it operates in. Since environment keeps on changing all the time, so there is a continuous need for adjustment of the fit between the firm and its environment. From the firm's viewpoint, this process of adapting to changes is critical for its survival. Strategic management has traditionally focused on business concepts that affect firm performance. As a field, strategy is a combination of organizational research that spans multiple disciplines and its fundamental question is the pursuit of competitive advantage in a single market or industry. The first emphasis in the course is on business-level strategy and second emphasis is corporate strategy, the pursuit of competitive advantage by simultaneously operating in multiple businesses or industries. By the end of the semester, you should have an understanding of how strategic issues are framed, the range of strategic decisions that are faced by most organizations, and how some of the concepts you have been exposed to in other courses can generate information used for strategic problem solving. The overall goal of this course is to develop your capacity to think and execute strategically

Course Content

Unit I: 4-Lecture Hours

Introduction to Business Policy & Strategy

Unit II: 4-Lecture Hours

External Analysis- Environment Analysis & Industry Analysis- (Opportunities and threats)

Unit 3: 4-Lecture Hours

Internal Analysis- Distinctive and Core Competencies, Resource based view (Identifying Strengths and Weaknesses)

Unit IV- Competitive strategy 4-Lecture Hours

Unit V: 5-Lecture Hours

Industry specific strategy, Strategic choices & formulation

Unit VI - Corporate strategy 5-Lecture Hours

Unit VII: Strategic implementation and control 5-Lecture Hours

Unit VII: Corporate Governance & Managing Strategic Change 5-Lecture Hours

Text Books

Rothaerm, T. (2016) *Strategic management, IIIrd edition*, New York: McgrawHill
Publication 2016

Reference Books

Porter, M. E. (1980) *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. New York: Free Press

Program Outcome / Course Outcome mapping

Relationship between the Program Outcomes (POs), Program Specific Outcomes (PSOs) and Course Outcomes (COs)

PO/CO	PO 1	PO 2	PO 3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3
CO1	3	3	3	3	2	2	3	3	2	3
CO2	3	3	3	1	2	2	3	3	2	3
CO3	2	3	2	1	1	2	1	3	2	3
CO4	3	2	3	3	3	2	2	3	2	3
Average	2.75	2.75	2.75	2	2	2	2.25	3	2	3

1 – Weakly mapped 2 – Moderately mapped 3 – Strongly mapped

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INTB 2017	Comparative Country Studies	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Undergraduate				
Co-requisites	--				

Course Objectives

This course seeks to introduce the phenomenon of strategy to the students at undergraduate level. The primary goal of the course is to provide an insight on how to build up a workable strategy. Thus, it lays out the different dimensions of strategy such as grand strategy, military strategy, operational art, tactics and business strategies. More, it focuses on material and non-material, actor-level and structure-level sources of strategy. In order for substantializing the theory it looks at various practices and examples from different countries. These examples include Greece, France, Britain, Germany, the United States, Russia, China, India and Japan.

Course Outcomes

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

CO1	Students will demonstrate strong insights on building a workable strategy.
CO2	Students will demonstrate effective understanding of grand strategy, military Strategy, operational art, and tactics.
CO3	Students will exhibit the ability integrate their knowledge with various practices Of different countries.
CO4	Students will have local and global perspective through the detailed study of Greece, France, Britain, Germany, the United States, Russia, China, India and Japan.

Catalog Description

The course introduces students to the grand strategies of different countries. Topics include grand strategy, military strategy, operational art, tactics and business strategies with the help of leading countries such as Greece, France, Britain, Germany, the United States, Russia, China, India and Japan. The primary goal of the course is to provide an insight on how to build up a workable strategy

Course Content

.No.	Description
1	Introduction
2	Strategy
3	France
4	Great Britain
5	Germany
6	Russia
7	The United States
8	China
9	India and Japan

TEXT AND REFERENCE BOOKS:

S. No	Relate to Topic No.	Description
1	2	Silove, Nina, "Beyond the Buzzword: The Three Meanings of Grand Strategy," Security Studies, Vol. 27, No. 1, 2017, pp. 27-57.
2	2	Martel, William C., "Foundations of Grand Strategy," in W. C. Martel, Grand Strategy in Theory and Practice: The Need for an Effective American Foreign Policy, Cambridge: Cambridge University Press, 2015, pp. 23-56.
3	2	Strachan, Hew, "The Lost Meaning of Strategy," Survival, Vol. 47, No. 3, 2005, pp. 33-54.
4	2	Platias, Athanassios G. and Constantinos Koliopoulos, "Grand Strategy: A Framework for Analysis," in A. G. Platias and C. Kolopoulos, Thucydides on Strategy: Grand Strategies in the Peloponnesian War and Their Relevance Today, New York: Columbia University Press, 2010, pp. 1-20.
5	3	Lynn, John A. "A Quest for Glory: The Formation of Strategy under Louis

		XIV, 1661-1712,” in W. Murray, M. Knox and A. Bernstein, eds., The Making of Strategy: Rulers, States, And War, Cambridge: Cambridge University Press, 1994, pp. 178-204.
6	3	Kissinger, Henry, “From Universality to Equilibrium: Richelieu, William of Orange and Pitt,” in H. Kissinger, Diplomacy, New York: Simon & Schuster, 1994, pp. 56-77.
7	3	Schroeder, Paul W., “Napoleon’s Foreign Policy: A Criminal Enterprise,” The Journal of Military History, Vol. 54, No. 2, 1990, pp. 147-162
8	3	Porch, Douglas, “Arms and Alliances: French Grand Strategy and Policy in 1914 and 1940” in P. Kennedy, ed., Grand Strategies in War and Peace, New Haven, CT: Yale University Press, 1991, pp. 125-143.
9	3	Martin, Garret, “Conclusion: A Gaullist Grand Strategy,” in C. Nuenlist, A. Locher, and G. Martin, eds. Globalizing de Gaulle: International Perspective on French Foreign Policies, 1958-1969, Lanham: Lexington Books, 2010, pp. 291-308.
10	3	Simon, Luis, “The Spider in Europe’s Web? French Grand Strategy from Iraq to Libya,” Geopolitics, Vol. 18, 2013, 403
11	4	Maltby, William S., “The Origins of a Global Strategy: England from 1558 to 1713,” in W. Murray, M. Knox and A. Bernstein, eds., The Making of Strategy: Rulers, States, And War, Cambridge: Cambridge University Press, 1994, pp. 151-177.
12	4	Kissinger, Henry, “The Concert of Europe: Great Britain, Austria and Russia,” in H. Kissinger, Diplomacy, New York: Simon & Schuster, 1994, pp.78-102.
13	4	Murray, Williamson, “The Collapse of Empire: British Strategy, 1919-1945,” in W. Murray, M. Knox and A. Bernstein, eds., The Making of Strategy: Rulers, States, And War, Cambridge: Cambridge University Press, 1994, pp. 393-427
14	4	Deighton, Anne, “Britain and the Cold War, 1945-1955,” in M. P. Leffler and O. A. Westad, The Cambridge History of the Cold War, Vol. 1: Origins, Cambridge: Cambridge University

		Press, 2010, pp. 112-132.
15	4	Whitman, Richard G., "Brexit or Bremain: What Future for the UK's European Diplomatic Strategy," <i>International Affairs</i> , Vol. 92, No. 2, 2016, pp. 509-529.
16	5	Jones, Marcus, "Bismarckian Strategic Policy, 1871-1890," in W. Murray and R. H. Sinnreich, eds., <i>Successful Strategies: Triumphant in War and Peace from Antiquity to the Present</i> , Cambridge: Cambridge University Press, 2014, pp. 214-240
17	5	Deist, Wilhelm, "The Road to Ideological War, 1918-1945," in W. Murray, M. Knox and A. Bernstein, eds., <i>The Making of Strategy: Rulers, States, and War</i> , Cambridge: Cambridge University Press, 1994, pp. 352-392.
18	5	Showalter, Dennis E., "German Grand Strategy: A Contradiction in Terms?" <i>Militargeschichtliche Mitteilungen</i> 2, 1990, pp. 65-102
19	5	Speck, Ulrich, "Kant vs. Hobbes: Elements of Germany's Emerging Grand Strategy," <i>Elcano Royal Institute</i> , September 2017
20	5	Dijkink, Gertjan, "The Country of Angst," in G. Dijkink, <i>National Identity and Geopolitical Visions</i> , London and New York: Routledge, 1997, pp. 17-35.
21	6	Le Donne, John P., "Introduction," in J. P. Le Donne, <i>The Grand Strategy of the Russian Empire, 1650-1831</i> , Oxford: Oxford University Press, 2004, pp. 3-12.
22	6	Le Donne, John P., "Conclusion," in J. P. Le Donne, <i>The Grand Strategy of the Russian Empire, 1650-1831</i> , Oxford: Oxford University Press, 2004, pp. 219-233.
23	6	Haas, Mark L., "Soviet Grand Strategy in the Interwar Years: Ideology as Realpolitik," in J. W., Taliaferro, N. M. Ripsman and S. E. Lobel, eds., <i>The Challenge of Grand Strategy: The Great Powers and the Broken Balance between the World Wars</i> , Cambridge: Cambridge University Press, 2012, pp. 279-307.
24	6	Gaddis, John L., "Grand Strategies in the Cold War," in M. P. Leffler and O. A. Westad, <i>The Cambridge History of the Cold War, Vol. 2: Crises and Détente</i> , Cambridge: Cambridge

		University Press, 2010, pp. 1-21
25	6	Pechatnov, Vladimir O., "The Soviet Union and the World, 1944-1953," in M. P. Leffler and O. A. Westad, <i>The Cambridge History of the Cold War, Vol. 1: Origins</i> , Cambridge: Cambridge University Press, 2010, pp. 90-111.
26	6	Monaghan, Andrew, "Putin's Russia: Shaping a Grand Strategy," <i>International Affairs</i> , Vol. 89, No. 5, 2013, pp. 1221-1236.
27	6	Michael McFaul, "Russia as It is: A Grand Strategy for Containing Putin," <i>Foreign Affairs</i> , July/August 2018.
28	7	Dueck, Colin, "The Lost Alliance: Ideas and Alternatives in American Grand Strategy, 1918-1921," in C. Dueck, <i>Reluctant Crusaders: Culture and Change in American Grand Strategy</i> , Princeton, NJ: Princeton University Press, 2006, pp. 44-81.
29	7	Dueck, Colin, "Conceiving Containment: Ideas and Alternatives in American Grand Strategy, 1945-1951," in C. Dueck, <i>Reluctant Crusaders: Culture and Change in American Grand Strategy</i> , Princeton, NJ: Princeton University Press, 2006, pp. 82-113.
30	7	Dueck, Colin, "Hegemony on the Cheap: Ideas and Alternatives in American Grand Strategy, 1992-2000," in C. Dueck, <i>Reluctant Crusaders: Culture and Change in American Grand Strategy</i> , Princeton, NJ: Princeton University Press, 2006, pp. 114-146
31	7	Brands, Hal, "American Grand Strategy in the Age of Trump," in H. Brands, <i>American Grand Strategy in the Age of Trump</i> , Washington, DC: Brookings Institute Press, 2018, pp. 255-302
32	8	Johnston, Alastair I., "Chinese Strategic Culture and Grand Strategic Preferences," in A. I. Johnston, <i>Cultural Realism: Strategic Culture and Grand Strategy in Chinese History</i> , Princeton, NJ: Princeton University Press, 1995, pp. 109-154
33	8	Goldstein, Avery, "Stimuli for a New Strategy," in A. Goldstein, <i>Rising to the Challenge: China's Grand Strategy and International Security</i> , Stanford, CA: Stanford University Press,

		2005, pp. 102-117
34	8	Jisi, Wang, “Chinese Search for a Grand Strategy: A Rising Great Power Finds its Way,” Foreign Affairs, Vol. 90, No. 2, 2011, pp. 68-97.
35	8	Danner, Lukas K., “China’s Peaceful Development Grand Strategy,”in L. K. Danner, China’s Grand Strategy: Contradictory Foreign Policy?, New York: PalgraveMacmillan, 2018, pp. 27-50.
36	8	Luttwak, Edward N., “The Rise and Fall of Peaceful Rise,”in E. N. Luttwak, The Rise of China vs. the Logic of Strategy, Cambridge, MA: Harvard University Press, 2012,pp. 273-276.
37	9	Bajpai, Kanti, “Indian Grand Strategy: Six Schools of Thought,”in K. Bajpai, S. Basit and V. Krishnappa, eds., India’s Grand Strategy, New York and London: Routledge, 2014, pp. 113- 150
38	9	Ganguly, Sumit, “Modi’s Foreign Policy Revolution?”Foreign Affairs, March 2018
39	9	Matsumuro, Masahiro, “The Japanese State Identity as a Grand Strategic Imperative,” Brookings Institution, May 2008.
40	9	Kawasaki, Tsuyoshi, “The Rising Sun Was No Jackal: Grand Strategy, theTripartite Pact, and Alliance Formation Theory,”in J. W. Taliaferro, N. M. Ripsman and S. E. Lobel, eds., The Challenge of Grand Strategy: The Great Powers and the Broken Balance between the World Wars,”Cambridge: Cambridge University Press, 2012, pp. 224-245.
41	9	Akimoto, Daisuke, “The Abe Doctrine: Emergence of Japan’s New Grand Strategy,”in A. Daisuke, The Abe Doctrine, New York: Palgrave Macmillan, 2018, pp. 173-196.

Modes of Evaluation: Quiz/Assignment/ presentation/ Written Examination

Examination Scheme:

Components	Group	Written	Case study &	ESE
	presentations/ Project	assignment	Class Participation	
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes (PSOs) and Course Outcomes (COs)

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
CO1										
CO2										
CO3										
CO4										
CO5										
Average										

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

COMPETITIVE DYNAMICS AND STRATEGY (STGM 2008)

I. BASICS OF STRATEGY

1. & 2. Introduction to Competitive Strategy
3. Industry Analysis
4. Strategy Identification and Evaluation

II. COMPETITIVE ADVANTAGE

5. First Mover Advantages
6. Positioning
7. Coopetition and the Value-Net

III. STRATEGIC INTERACTION

8. Concentrated Markets
9. Strategic Interaction Game
10. Strategic Complements/Substitutes Framework
11. Quantity Competition/Entry Decisions
12. Price Competition

IV. INDUSTRY DYNAMICS AND COMPETITION

13. Flexibility and Real Options
14. Entry Strategies
15. Commitment and Wars of Attrition
16. Judo Strategy

V. CORPORATE STRATEGY

17. Horizontal Scope/Diversification
18. Vertical Scope
19. Strategic Alliances and Joint Ventures
20. Strategy and Not-for-Profit Organizations

VI. TECHNOLOGY STRATEGY

21. Network Effects
22. Compatibility and Standards

VII. APPLICATIONS: NEW VENTURES, NON-PROFITS, STRATEGIC CHANGE

23. New Ventures
24. Strategic Change

SLSG 0202	Environment and Sustainability Himalaya Fellowship	L	T	P	C
		3	0	0	0
Pre-requisites/Exposure	Critical Thinking & Writing				
Co-requisites	--				

Aims and Objectives:

This course aim to inspire the essential element of creativity, the ability to take an abstract idea and create something with it. The course stresses on innovation by creative problem solving process, keeping humans at the centre.

The objectives of this course are to:

- Understand human centred design/problem solution
- explore and apply design thinking process by using tools that are collaborative, innovative and effective
- develop a framework for solving complex problems Learning by doing, engaging, exploring and experimenting

Course Content:

This is a hand on project driven course that may look to integrate learning from other courses in the student's selection of signature courses for identification/problem definition and ideation. The content will be driven more by practice rather than definitive text book based theory learning. Broadly the areas that will be covered are:

- Understanding human centered design through identifying needs
- Interviews and empathy building techniques
- Observations and insights
- Definition, dissections and discussions
- Ideation
- Prototypes development
- Experimenting and viability
- Feedback, critiques and feed forward Solutions and variations

INTB 2018	French	L	T	P	C
Version 0.0		2	0	0	2
Pre-requisites/Exposure					
Co-requisites	--				

Course Content

Module I: Introductions

- Introduction to French Language
- Alphabets
- Certain Rules of pronunciation
- Greetings and responses
- Farewells
- Introducing one's name and others' names
- Conjugations etre,avoir,faire,aller & s'appeler
- French and its usage in Legal system

Module 2: Meeting people

- Rencontre
- Professions
- Conjugation: habiter
- Numbers (0-50)
- Introductions : Amongst peers, younger to older, female to male,
- Addressing persons
- Short conversation Dialogues
- How to tell time, examples related to clock

Module 3: Getting to know people

- Sympathies
- Numbers (51-100)
- Days of the week
- Names of months
- Indefinite articles
- Feminine and masculine
- Conjugations: parler, eouter,venir
- Negative sentence formation
- A look into French Culture

Text Books:

1. Complete French (Learn French with Teach Yourself) by Gaelle Graham, 2012
2. Collins Easy Learning French Grammar Practice by Collins, 2011

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SEMESTER V

MKTG 3027	International marketing	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Marketing Management				
Co-requisites	--				

Course Content

Module I: The International Marketing Environment

- Management Orientations in the context of International Marketing
- Forces affecting global integration and international marketing
- Global Economic, Socio-Cultural, Political, Legal and Regulatory Environment
- The Global Trade Environment

Module 2: Approaching International Markets

- Information Technology, Management Information Systems, and Big Data for International Marketing
- Global Market Segmentation, Targeting and Positioning Strategy
- Global Market Entry and Expansion Strategies
- Importing, Exporting and Sourcing in the context of International Marketing

Module 3: The International Marketing Mix

- Product and Brand Decisions
- Pricing Decisions
- Marketing Channels and Physical Distribution in the context of International Marketing
- Global Marketing Communications decisions

Module 4: Digital Revolution, Strategy and Leadership in International Marketing

- Global E-commerce
- Value Networks and Disruptive Technologies in the context of International Marketing
- The Digital Revolution: New Products and Services
- Global Competition and National Competitive Advantage
- Leadership and Organisation for International Marketing
- Ethics, Corporate Social Responsibility and Social Responsiveness in the context of International Marketing

Text Books:

1. Keegan, W.J., and Green, M.C., Global Marketing, New Delhi: Pearson India Education Services Pvt. Ltd.
2. Czinkota, M.R., and Ronkainen, I.A., International Marketing, New Delhi: Cengage Learning India Pvt. Ltd.
3. Albaum, G., and Duerr, E., International Marketing and Export Management, New Delhi: Pearson India Education Services Pvt. Ltd.

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INTB 3013	International Business Law	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Content

Module I: Legal framework

i

Legal framework of international business: nature and complexities; code and common laws and their implications to business; international business contract – legal provisions with Foreign direct investments (incl. Mergers & acquisitions, joint-ventures, share deals and asset deals) ; payments terms; international sales agreements; rights and duties of agents and distributors.

Module 3: Rules of International Trade

The rules of international trade in detail: the question of subsidies; dumping and anti-dumping; agriculture; Multinational corporations

Module 4: International Property Rights

Intellectual property law and the world trading system: the major conventions; trips; and other international agreements; patents; trademarks; copyright in international law; other forms of protected intellectual property

Module 6: Legal Provisions of WTO

Organizations

- WTO legal Provisions
- Beyond the world trade organization- the environment and international economic law, competition law, competition policy and world economic integration

Text Books:

1. Richard Schaffer, Filiberto Agusti, Lucien J. Dhooge (2018), International Business Law And Its Environment 9th Ed., Cengage Learning
 2. [Ray A. August](#), [Don Mayer](#), [Michael Bixby](#) (2013) International Business Law, Pearson.
- Andreas F. Lowenfeld (2003) International Economic Law, Oxford University Press.

SLLS 0101	LIVING CONVERSATIONS	L	T	P	C
		2	0	0	2
Pre-requisites/Exposure	--				
Co-requisites	--				

Course Objectives:

The objectives of this course are:

- Encourage critical self-reflection so as to develop empathy and clarity of expression foreexchange of individual and organizational ideas and information.
- Enable qualities of deep listening and clear and concise communication skills.
- Apply and practice varied platforms and tools of communication both formal and informal.
- Appreciate and practice collaborative communication in a given environment and context.

Course Outcomes:

Knowledge & Understanding:

After completing this course, you will be able to:

- CO1. **Understand** the importance of being empathetic and the role of clarity in the expression.
- CO2. **Identify** appropriate strategies to improve one's ability to express, listen and to understand people in a given situation and context.
- CO3. **Use** speaking, writing and listening skills to create more effective and productive professional and personal relationships
- CO4. **Build** collaborative relationships that emphasize cross cultural understanding.

Skills and Attributes:

- CO5: **Use** a range of basic and advanced communication skills, both verbal and non-verbal to engage, inquire, ideate, collaborate and co-create.
- CO6: **Choose and employ** appropriate practice tools in the execution of a project/coursework.
- CO7: **Critique and articulate** responses to group and individual work undertaken by self and by others.

Catalog Description: Living Conversations is a life skill course that empowers and enables learners to exchange, empathize, express, ideate, create and collaborate in any given situation - professional or personal. It aims at enabling students to converse confidently and participate in a

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variety of discussions appropriately in different situational and cultural contexts, making them an influential communicator.

Course Content

- | | |
|---|----------|
| 1. Basics of Communication | 6 |
| hours | |
| Introduction to the course, Importance, use and its application in life (personal as well as professional), Basics of Communication with Practical Examples (need – principles - process – model), Introducing Types of Communication (Verbal & non-verbal), Types of non-verbal communication & its importance in overall communication. | |
| 2. Setting Communication Goals & Avoiding Breakdowns | 4 |
| hours | |
| Communication goals, creating value in conversations, Internal & external factors impacting our conversations, Communication breakdowns and how to address them. | |
| 3. Communication Styles | 4 |
| hours | |
| Recognizing your style and the styles of others, closing communication gaps, being flexible without compromising one’s identity. | |
| 4. Listening for Improved Understanding | 4 |
| hours | |
| Importance, Active & Passive listening, Barriers, Benefits, Features & Examples of Active Listening, Verbal and non-verbal signs of active listening skills, Tools & Tips for Practicing Active Listening. | |
| 5. Emoting, Enunciating & Expressing | 4 |
| hours | |
| Intonation, Enunciation & clarity, Expressions – verbal and written), Calibrating the variance between what you want and what you express, Speaking through silence. | |
| 6. Cross-cultural Communication: navigating beyond boundaries | 4 |
| hours | |
| Developing greater sensitivity to cultural differences, Building greater accountability and trust on virtual teams, Uncovering hidden assumptions, Recognizing filters in oneself and others. | |
| 7. PROJECT and E- portfolio Submission | 4 |
| Hours | |

Text Books / Reference Books:

Textbooks

- Hargie, Owen (ed.) (2018). The Handbook of Communication Skills. Routledge. London.
- Anderson, Peter & Guerrero, Laura. Handbook of Communication and Emotion. 1st Edition. Elsevier.
- Bordia Crossman, Bretag. Communication Skills. Tata Macgraw Hill.
- Tuhovsky, Ian. The Science of Effective Communication. Murphy, Herta, Thomas, Jane P. Effective Organizational Behaviour
- . Tata MacGraw Hill

JOURNALS AND ARTICLES (Will be uploaded on LMS)

- Patterson, Kerry et.al. (2011) Crucial Conversations Tools for Talking When Stakes Are High. MacMillan. Switzerland.
- A Theory of Goal Oriented Communication:
https://www.researchgate.net/publication/220138297_A_Theory_of_Goal-Oriented_Communication

WEB SOURCES

1) Effective Communication <http://www.free-management-ebooks.com/dldebk/dlcm-effective.htm>

2) Active Listening <http://www.free-management-ebooks.com/dldebk/dlcm-active.htm>

TED Talks:

https://www.ted.com/playlists/211/the_art_of_meaningful_conversa

Modes of Evaluation: Project + E-Portfolio + Mega Quiz

Examination Scheme:

Components	PROJECT	E-PORTFOLIO	MEGA QUIZ	Total
Weightage (%)	50%	30%	20%	100

DSBA 2004	Business Analytics	L	T	P	C
Version 0.0		3	0	0	3
Pre-requisites/Exposure	Basic Knowledge of data management				
Co-requisites					

Course Objectives

1. To help the students for understanding the importance of data and their analytics in Business in Big Data Analysis.
2. To enable students for describing and analysis technologies, applications and processes used by organizations to gain insight in to their business based on data and statistics to drive business planning under different conditions
3. To provide the students to analysis specific characteristics of Business
4. To enable students to synthesis related information and evaluated option for most logical and optimal solution.

Course Outcomes

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

CO1 Demonstrate the concept of Analytics Lifecycle & Process in Big Data Analysis.

CO2 Apply the different tools used for analytics to enhance the functionality of a Business and decide the complexities associated with Business analytics

CO3 Analyse ddescriptive, Predictive and Prescriptive analytics while identifying and resolving problems.

CO4 Integrate business Analytics that is useful to make data-driven decision in corporate

Catalog Description

The main objective of this course is to help students to finding ways to improve efficiency, reduce waste, identify and implement solutions, meet project deadlines and accurately document the necessary requirements. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, etc.

Course Content

UNIT 1:	Overview of Business Analytics	6 lecture hours
	What is analytics, Analytics Lifecycle & Process, Data cleaning, handling missing data, outliers	
UNIT 2:	Descriptive Analytics	12 lecture hours
	Data Visualization & Data exploration, Regression Analysis (Simple & Multiple) Linear & Non-Linear	

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UNIT 3: Predictive Analytics **12 lecture hours**

Time Series Analysis and Forecasting, Data Mining

UNIT 4: Prescriptive Analytics **6 lecture hours**

Optimization Models: Linear & Non-Linear, Simulation

Reference Books

1. Guide to Learn And Master Data Analysis. “Too Big To Ignore: The Business Case For Big Data” by Phil Simon.
2. “Business Intelligence for Dummies” by Swain Scheps.
3. “Successful Business Intelligence, Second Edition: Unlock the Value Of BI & Big Data” by Cindi Howson.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	MSE	Quiz	Presentation/Assignment/ etc	ESE
Weightage (%)	20	10	20	50

Relationship between the Program Outcomes (POs), Program Specific Outcomes and Course Outcomes (COs)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PSO2	PSO3
CO1	1	-	3	3	3	-	-	3	2	2
CO2	2	2	1	-	-	2	2	2	-	2
CO3	-	1	2	2	-	1	3	1	2	1
CO4	2	2	-	1	2	2	1	-	1	-
Average	1.6	1.6	2	2	2.5	1.6	2	2	1	1.6

1 – Weakly Mapped (Low)

2 – Moderately Mapped (Medium)

3 – Strongly Mapped (High)

“_” means there is no correlation

Growth Strategy (STGM 3017)

Mod-I

Leveraging assets and organizing for success

Recognizing and managing risk

Structure a risk control plan for your venture

Mod-II:

Assessment of vital resources and capabilities required for growth strategies

Mod-III

Business Models: New Economy vs. Old Economy Analyses

Alliances and Diversification, Mode of Growth, Vertical Growth: Integration

Horizontal Growth: Integration

Diversification: concentric and Conglomerate

Mod -IV : Mergers and Acquisitions : Mergers- Concept and Types; Reasons for Mergers; Legal and Tax Aspects of Mergers; Evaluating a Merger-Capital Budgeting Framework; Valuation of Purchase of a Division/Plant; Takeovers – Concept and Rationale; A Brief Overview of Regulations; Measures to Tackle Hostile Takeover Attempts.

Mod-V

International mode of Growth

Export, Licensing, franchising, joint venture, countertrade, piggy backing, mutual service consortia, Management contract, brown and green field project

Course Code:	Persuasive Presence	L	T	P	C
		2	0	0	2
Pre-requisites/Exposure	12 th level Knowledge of English Language				
Co-requisites	<ul style="list-style-type: none"> • Knowledge of Word processing using MS Word • Basic I.T Skills 				

Course Objectives

1. To identify the role of personal brand and its communication in the media age.
2. To provide an understanding on the importance of how to present themselves to audiences through verbal and visual texts.
3. To analyze the role of rhetoric in personal branding.
4. To produce a body of work that reflects a personal brand.

Course Outcomes

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

- CO1. Define the role of Executive Presence in the media age
- CO2. Demonstrate the importance of how to present themselves to audiences through verbal and visual texts.
- CO3. Evaluate the role of rhetoric in personal branding.
- CO4. Design a body of work that reflects a personal brand.

Catalog Description

Persuasive Presence examines the importance of developing a personal brand in today's scenario. By engaging in detailed self-assessment process through verbal and visual texts. With the exposure to the strategies of articulation and tools for brand building, helps Students to build a personal brand for persuasive presence in various mediums.

Course Content

Unit I: Persuasive Presence: WHY HOW WHAT

- Media Age and Communication: An Overview
- Media and Executive Presence

Unit II: Quintessence-Create Your Avatar

- Identify Personal & Professional Values
- Create Interests & Skill Inventory
- Personality Traits for Professionalism

Unit III: Reflect to Record

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- The 5R framework for reflection
- **SEAL-Situation, Effect, Action and Learning**
- Visual thinking tools for reflections

Unit IV: Articulation- Sequencing Stories that Stick

- Rhetoric and its role
- Scaffolding: Structures sets you free

Unit V: Science behind stories-Persuasive story telling

- Text and Images
- Elements for Branding
- Image for branding
- Persuasion

Unit VI: Gravitas- Influence & Persuade with your stories

- AIMM
- Audience
- Intent
- Medium
- Message

Text Books

1. Stand Out: How to Find your break through Idea and Build a Following Around It by Dorie Clark, Newwork: Portfolio/Penguin,2015
2. Berger, A. A. (2012). *Seeing is believing, An introduction to visual communication.*(Fourth edition). New York: McGraw-Hill.
3. Borchers, T. A. (2002). *Persuasion in the Media Age.* New York: McGraw Hill
4. Aristotle,C. [1991]. *The Art of Rhetoric.* Trans. Hugh Lawson-Tancred. London: Penguin Books.

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Reference Books

1. Bender, J.& Welberry ,D.E. (1990).*The Ends of Rhetoric: History, Theory, and Practice*. Stanford: Stanford University Press.
2. Burke, K. (1950). *A Rhetoric of Motives*. New York: Prentice Hall.
3. Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content by Ann Handley, Hoboken: John Wiley & Sons, 2014
4. Reinventing You Define Your Brand, Imagine Your Future by Dorie Clark, Harvard Business Review Press,2017

Suggested Readings:

- Lencioni, P. M. (2002). Make your values mean something. *Harvard Business Review*, 80(7).(1) 97–106.
- Gardner, H. (2007). The Ethical Mind. *Harvard Business Review*, 85(3), 51 – 56.
- Goffee, R., & Jones, G. (2005). Managing Authenticity: The Paradox of Great Le George, B. (2007). Chapter 7: Building your support team. In *True north: Discover your authentic leadership* (pp. 117–131). San Francisco, CA: Wiley.
- Prahalad, C. K. (2010). The responsible manager. *Harvard Business Review*, 88(1/2).
- Kallasvuo, O-P., Jackson, G., Humer, F., Gensler, A., Petrov, S., Klapmeier, A., Cummings, A. B., et. al. (2007). Moments of truth: Global executives talk about the challenges that shaped them as leaders. *Harvard Business Review*, 85(1), 15 – 27.
- Morriss, A., Ely, R. J., & Frei, F. X. (2011). Stop holding yourself back. *Harvard Business Review*, 89(1/2).
- leadership. *Harvard Business Review*, 83(12), 86-94.
- Ibarra, H. (2015). The authenticity paradox: Why feeling like a fake can be a sign of growth. *Harvard Business Review*, 93(1/2), 52–59
- Groysberg, B., & Slind, M. (2012). Leadership is a conversation. *Harvard Business Review*, 90(6), 76-84.

Modes of Continuous Evaluation: Quiz/Discussion/Assignment Examination Scheme:

Components	IA	ESE	Total
Weightage (%)	40	60	100%
Items	1 Discussion	Personal Profile Blog	100

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	. Define the role of Executive Presence in the media age	PO5
CO2	Demonstrate the importance of how to present themselves to audiences through verbal and visual texts.	PO5
CO3	Evaluate the role of communication in personal branding.	PO10
CO4	Design a body of work that reflects executive presence.	PO10 & PO 12

		Engineering Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The engineer and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12
	Persuasive Presence					3					3		3

1=weakly mapped
 2= moderately mapped
 3=strongly mapped

Start your start up

Course Objective

By end of this course the students will know how to go about identifying start up ideas and start your start up

Session 1: Why start a start up

What are benefits of entrepreneurship. What are various kinds of entrepreneurship-small business, self-employment, high growth start up. What are the reasons for not doing a start up. When is not a good time to start a new company. What are the risks

Session 2: All about ideas

How to find start up ideas and evaluate them. How to work on a start up without even having an idea.

Session 3: Minimum viable product

How to build something quickly, prototyping, testing key assumptions about your business. How to launch your start up

Session 4: Customer acquisition

How to do sales. How to find the customers.

Session 5 :The art of raising money

When to raise money, making pitches, boot strapping and crowd funding

Session 6 : Working with co-founders/teams

How to find team members, co-founders for your start up. What are the things to look at. How to work in teams

Session 7 : Managing your time

How to prioritize tasks and do what is most important for the start up

Session 8 : Understanding Finance- 1

Reading a basic balance sheet and profit and loss, understanding of cash flows, costing

Session 9 : Understanding finance- 2

Unit economics for start ups

Session 10 : Legal and structure

What to set up- company, LLP, Proprietary set up, equity structure, statutory requirements like GST, FSSAI

Session 11 : How to make a pitch

How to pitch your idea to a investor. How to share your idea in a clear and crisp way.

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Session 12 : One page business plan

Putting it all together. Business model canvas.

Session 13: Pitches of selected business ideas

Session 14: Pitches of selected business ideas

Session 15: Pitches of selected business ideas



SEMESTER VI

MKTG 3028	Consumer Behaviour	L	T	P	C
		3	0	0	3
Pre-requisites/Exposure	Marketing Management				
Co-requisites	--				

Course Objectives

1. To understand consumer behaviour in an informed and systematic way.
2. To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
3. To give the students a perspective to understand the application of consumer behaviour concept and theories in framing effective marketing strategies.
4. To enable students in designing and evaluating the global marketing strategies based on fundamentals of consumer buying behaviour.

Course Outcomes

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

- CO1: Describe the various terms and concepts related to consumer behaviour.
- CO2: Explain the relevance of consumer behaviour concepts and theories to marketing decisions.
- CO3: Apply the appropriate combinations of consumer behaviour concepts (such as personality, perception, learning, motivation, and attitude) to take appropriate decisions related to global marketing.
- CO4: Analyze and integrate global consumer buying behaviour concepts & practices with contemporary marketing issues to develop an effective marketing plan for international organizations.

Catalog Description

Consumer Behavior course enables a student to gain a comprehensive understanding of consumer behavior and their relevance in gaining consumer insight. This course explores various aspects of consumer decision making process keeping the individual, social and cultural dimensions of consumer behavior as a backdrop. During the course students will frequently be asked to consider two perspectives when thinking about the concepts they cover. One is the perspective of a marketing manager, who needs to understand consumer behavior to develop, implement and evaluate effective marketing strategies. Second is the perspective of the customer and understand influences of marketing on your own behavior. The goal is to improve students' ability to understand, critically analyze, and apply current trends in global consumer buying behaviour.

Course Content

Unit I:

Consumer behavior: Concept and Implications; Integration of consumer behavior in the marketing concept; Consumer Decision Making Process; Levels of consumer decision making; Types of Consumer Decision Making. Impact of globalization, changing consumer characteristics. Consumer Satisfaction and Dissatisfaction: Mechanism; Managing Post-purchase behavior.

Unit II:

Key Determinants of Consumer Behaviour and Marketing Strategy; Country of Origin impact – Ethnocentrism and Xenocentrism approach. Providing Customer Value and Retention; Market segmentation: Concept, Bases and Significance; How market segmentation operates; Criteria for effective targeting of market segments; Target Marketing strategies.

Unit III:

Consumer Motivation; Dynamics of Motivation, type and systems of needs; Personality and theories of personality (relevant to marketing); Consumer diversity; Self and self-image; Consumer Perception; Dynamics of perception and consumer imagery.

Unit IV:

Consumer Learning; Behavioral and cognitive learning theories; Consumer Attitude; Attitude formation and behavior; Communication and consumer behavior.

Unit V:

Family: Concept, roles, and influences; Reference groups and their influence; Social class and consumer behavior; Influence of culture on consumer behavior; Culture and core values; Globalization and Global consumer culture, multiculturalism, Influence of sub culture & cross culture on consumer behavior.

Unit VI:

Consumer Influence and the Diffusion of Innovations; Diffusion of innovation in different global markets. Opinion Leadership, WOM, e-WOM. New times, new consumers; Managing Consumer Dynamics; Consumer decision making and beyond.

Text Books:

1. Schiffman, L.G. & Wisenblit, J. (2019). Consumer Behaviour. Global Edition, 12th Ed, Pearson. ISBN: 9781292269245
2. Sethna, Z. & Blythe, J. (2019). Consumer Behaviour, 4th Ed, Sage. ISBN: 9781526471062

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3. S. Ramesh Kumar, & Krishnamurthy, A. (2020). Advertising, Brands and Consumer Behaviour: The Indian Context. Sage Publications. ISBN: 9789353883928

Reference Books:

1. Solomon, M.R., (2017). Consumer Behaviour: Buying, Having Being. Global Edition, 12th Ed, Pearson. ISBN: 9780134129938
2. Stephens, D.L. (2016). Essentials of Consumer Behavior, Taylor & Francis. ISBN: 9781317648857

Modes of Evaluation:

Quiz/ Test/ Assignment/ Discussions/ Case study Discussion/ Group Project/ Written Examination

Examination Scheme:

Components	Internal Assessment	Mid Semester Exam (Written Exam)	End-Semester Exam (Written Exam)
Weightage (%)	30%	20%	50%

Relationship between the Program Outcomes (POs), Program Specific Outcomes (PSOs) and Course Outcomes (COs)

Program Outcomes Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3
CO 1	2	2	-	-	-	-	1	-	-	1
CO 2	2	2	-	-	-	-	1	-	-	1
CO 3	2	2	-	1	-	-	2	2	2	2
CO 4	2	2	-	1	-	-	2	2	2	2
Average	2	2	-	1	-	-	1.5	2	2	1.5

1 – Weakly Mapped (Low)

3 – Strongly Mapped (High)

2 – Moderately Mapped (Medium)

“-” means there is no correlation

INTB 3014	Impact of Globalization	L	T	P	C
		3	0	0	3
Pre-requisites/Exposure	Principles of Economics and Management Science				

Course Objectives

1. To introduce students to the concept of globalisation, especially economic globalisation and the interaction of this process with international technological development.
2. Students will explore the theoretical underpinnings of globalisation and its practical manifestation in different regions of the world. Instead of taking a short-term view, students will discuss the similarities/differences between the current era of globalisation and earlier eras.
3. Using empirical evidence and case studies, students will be asked to critically analyse whether the process of globalisation has had a positive impact on international development or has led to further accentuation of differences between low- and high-income countries.

Course Outcomes

CO1: to develop a clear understanding of the process of globalization with an emphasis on economic globalization

CO2: to evaluate the differential impact of globalization on developing countries in various regions of the world.

CO3: to identify issues of rising concentration and importance of trans-national corporations (TNCs) in various sectors of the economy.

CO4: to analyze the wide-ranging and important contemporary issues in many developing countries and the link to economic development in developing countries.

Catalog Description

Globalisation has had a profound impact on the world. Technological developments and progress in communication and transport technologies have reshaped the way we interact. While globalisation encompasses a number of different aspects, in this course the focus is primarily on economic globalisation and its impact on international development.

Using a number of case studies and empirical examples, course participants will develop a critical understanding of how globalisation affects international development and whether it has led to the world becoming a more equal place or contributed to further accentuating inequality between low- and high-income countries. By successfully completing this specialization, learners will be fully prepared to engage in discussions and management issues regarding contemporary international and domestic business.

Module 1**8 Hours**

Introduction to the Process of Globalisation

Module 2**10 Hours**

Impact of Globalisation on Developing Countries

Module 3**8 Hours**

Global Business Revolution and the impact on firms from developing countries.

Module 4**10 Hours**

Globalization and Contemporary Issues

Examination Scheme:

Components	IA	MSE	ESE
Weightage (%)	30	20	50

Reference Books

1. Stiglitz, J. E. (2018). Globalization and its discontents. New York: W.W. Norton
2. Parker, B. (2005). Introduction to globalization and business: Relationships and responsibilities (Recent ed.). Thousand Oaks, CA: Sage.
3. Sikdar, S. (2006). "Contemporary Issues in Globalization: An Introduction to Theory and Policy in India," OUP Catalogue, Oxford University Press (Recent Edition)

ECON 1006	Business Economics II	L	T	P		C
Version 1.0		3	0	0		3
Pre-requisites/Exposure	12th Standard Economics					
Co-requisites						

Course Objectives

1. To understand the functioning of economy at the macro level.
2. To understand how the economy is regulated through monetary and fiscal policies.
3. To study the important indicators of the economy and their significance.

Course Outcomes

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

- CO1. To define and differentiate various concepts of macroeconomics.
- CO2. To illustrate and extend the circular flow of income and expenditure in various sectors of economy.
- CO3. To apply and analyse Keynesian Model of income determination and its application in employment, interest rate, savings, investment, consumption and demand for money
- CO4. To integrate the role of fiscal and monetary policies in real and monetary sector of the economy.

Catalog Description

Macroeconomics is a basic subject of Economics. It is required to understand the major economic phenomena at the national and international levels. It would cover the concepts like measuring the economic performance of the economy, determinants of economic performance, fiscal policy, monetary policy, trade policy, etc.

Course Content

Module 1: 4 Lecture hours

Introduction to Macroeconomics: Liberalization, Privatization, Globalization

Module 2 4 lecture hours

Measuring National Income and Output- GNP, GDP. Three methods to calculate output

Module 3 5 lecture hours

Consumption and Investment- Consumption function, Psychological law of consumption, Multiplier, Leakages of Multiplier

Module 4 5 lecture hours

Unemployment and Inflation.

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Module 5 **5 lecture hours**
International Trade, Comparative Advantage and Protectionism.

Module 6 **4 lecture hours**
The Balance of Payments and Exchange Rates.

Module 7 **4 lecture hours**
Long-Run and Short-Run Concerns: Economic Growth, Productivity

Module 8 **5 lecture hours**
Evolution, Functions and Role of WTO

Text Books

1. Colander, D. (2017). Macroeconomics. New Delhi, India: McGraw-Hill Education.
2. Fischer & Startz (2010). Macroeconomics. New Delhi, India: McGraw Hill.
3. Mankiw, G. (2010). Macroeconomics. New Delhi, India: Worth Publishers.
4. Andrew B. A. & Ben, S. B. (2011). Macroeconomics. New Delhi, India, Pearson Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Examination Scheme:

Components	IA	MSE	ESE
Weightage (%)	30	20	50

SLICL 003	LEADERSHIP AND TEAMWORK	L	T	P	C
		2	0	0	2
Pre-requisites/Exposure	--				
Co-requisites	--				

Course Objectives:

The objectives of this course are:

- Formulate and articulate a personal point of view about the meaning of leadership and teamwork, and why they are important.
- Explore and appreciate the scope of leadership and teamwork in one's day to day life.
- Understand the concepts of effective leadership and teamwork in organizations.
- Identify and assess the skills and motivations associated with effective leadership and teamwork.
- Improve effective communications in groups and manage team conflict to resolve issues.
- Learn how to perform in teams to achieve results on personal and professional levels.

Course Outcomes:

Knowledge & Understanding:

After completing this course, you will be able to:

CO1. **Understand** the importance of being an empathetic leader and a collaborative team member.

CO2. **Understand** the skills of leadership and teamwork – including analysis of leadership and teamwork theory, as well as how they are assessed in the professional and social process.

CO3. **Build** collaborative relationships that emphasize team building and problem solving.

Skills and Attributes:

CO4: **Use** a range of basic reflective practice techniques, to evaluate their own teamwork and leadership skills.

CO5: **Use** leadership and teamwork skills to create more effective and productive professional and personal relationships.

CO6: **Choose and employ** appropriate practice tools in the execution of a project/coursework.

CO7: **Critique and articulate** responses to group and individual work undertaken by self and by others.

Catalog Description: Leadership and teamwork are the essence of community living both social and professional. The aim of this course is to explore and appreciate the scope of both these attributes in varied aspects of one's day to day working. When taking this course, you will raise your own self-awareness and gain self-confidence for a better leadership.

Course Content

1. Leadership: Introduction, Self-Awareness & Leadership Examples

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5 Hours

Introduction to the Course, Importance and Its Application in Life, Self Awareness and Leadership Examples from Different Walks of Life, Personality Assessment through (i) BIG 5, (ii) MBTI.

2. Defining Leaders and Leadership

3 hours

Defining Leaders and Leadership, Historical Perspective, Contemporary Perspective, Types of Leaders and Leadership Styles.

3. Leadership Toolkit

6 hours

Leadership Tools - Locus of Control, Goal Setting, Time Management, Interpersonal Relationship, Role of Perception, Powerful First Impression, Body Language, Elevator Pitch, Small Talk, Constructive Criticism, Assertiveness Skills, Dealing with Difficult People.

4. What is a Team?

6 hours

What is a Team? Why is a Team needed? 4 Phase Model of Team Formation, What to Do as a Leader and What to Do as a Team Member in Each Phase? Effective Teams and Solving Problems as a Team – Brief Introduction to The Six Thinking Hats

5. Positive Leadership & Team Building Activity

6 hours

Positive Leadership - Communication, Appreciation, Empathy, Feedback, Leaders and Teams: Working Effectively towards Common Goals, Team Building Activity.

6. PROJECT and E- portfolio Submission

4 hours

Text Books / Reference Books:

Textbooks

- Carroll, John, and Sachi Hatakenaka. "Driving Organizational Change in the Midst of Crisis." *MIT Sloan Management Review* 42, no. 3 (Spring 2001): 70-79.
- Senge, Peter M., Art Kleiner, Charlotte Roberts, Rick Ross, and Bryan Smith. "The Ladder of Inference." In *The Fifth Discipline Fieldbook*. New York, NY: Currency Publishers, pp. 242-250. ISBN: 0385472560.
- Organizational Behavior, Stephen P. Robbins, Timothy A. Judge and Seema Sanghi, 12th ed, Prentice Hall India.
- Organizational behavior-Human behavior at work by John W Newstrom, 12th edition, McGrawHill

Additional Reading/Viewing:

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- Stephen R. Covey, *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*
- Katie Shonk (2018, June 19). 3 Types of Conflict and How to Address Them. Harvard Law School.
climerconsulting.com/episode-23-how-conflict-impacts-team-creativity
- Charas, S. (2013, February 27). Boardroom conflict: Productive or not? Business Insider.

businessinsider.com/boardroom-conflict-productive-or-not-2013-3?r=AU&IR=T

- Mitchell, R. (2014, January 21). Team innovation and success: Why we should fight at work. *The Conversation*

theconversation.com/team-innovation-and-success-why-we-should-fight-at-work-20651

WEB SOURCES:

- NACE Job Outlook Report, 2020
- https://www.stjohns.edu/sites/default/files/2020-05/nace_job_outlook_0.pdf
- Ten Leadership Theories in Five Minutes
- <https://courses.lumenlearning.com/wmopen-organizationalbehavior/chapter/the-history-of-leadership-theories/>
- <https://toughnickel.com/business/The-History-of-Leadership-Studies-and-Evolution-of-Leadership-Theories>
- <https://courses.lumenlearning.com/principlesmanagement/chapter/10-5-contemporary-approaches-to-leadership/>
- <https://www.bumc.bu.edu/facdev-medicine/files/2010/10/Leadership-Matrix-Self-Assessment-Questionnaire.pdf>
- <https://www.tuw.edu/business/what-kind-of-leader-are-you/>
- <https://www.thebalancesmb.com/smart-goal-examples-2951827>
- <https://examples.yourdictionary.com/examples-of-measurable-goals-and-objectives.html>
- https://www.youtube.com/watch?v=0Mi9_XEXQqc
- <https://www.youtube.com/watch?v=zc8zCSQxBhM>
- <https://www.youtube.com/watch?v=vlpKyLkIDDY&t=296s>

Modes of Evaluation: Project + E-Portfolio + Mega Quiz

Examination Scheme:

Components	PROJECT	E- PORTFOLI O	MEGA QUIZ	Total
Weightage (%)	50%	30%	20%	100

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INTB 3014	Impact of Globalization	L	T	P	C
		3	0	0	3
Pre-requisites/Exposure	Principles of Economics and Management Science				

Course Objectives

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Course Name	:	Managing Relationships and Being Happy
Course Code	:	SLIES o4 : Managing Relationships and Being Happy
Course Department	:	School of Life
Course Tutors	:	Dr. Shalini Vohra, Ms. Yamini Negi
Course Credits	:	03
Course Duration	:	45 Contact hours – Full Semester
Level/Semester/Year	:	Semester 6/Year 3
Type of Course	:	Signature
Module Assessment	:	Coursera Course : A Life of Happiness and Fulfillment by Indian School of Business + PRE and Post happiness assessment test
Cohort	:	2020 – 2025

Aims and Objectives

Managing Relationship and being Happy course explores the connection between the relationship management, happiness and its impact on health and well-being. It focuses primarily on the power of “Self “and able to apply it during need. 21st century instills lot of transition in thinking pattern of individual and the result is the loss of positive attitude towards health and Happiness. The objective of this course is to help students to harness the immense powers hidden “with in” by understanding the ability, responsibility and accountability for self and society as an individual. The course intends to impart knowledge and learning of different aspects of dilemmas and help to raise their happiness index while doing their work with full enthusiasm and confidence. This course provides students new knowledge and the awareness of different concepts and approaches (i.e. Physical aspects, Character based, Principle based, Consequence based) to be used when facing dilemmas and further applied and adapt (mind-body wellness practices) in daily life for prevention of illness, development of the self and communities which leads to employees welfare in the industry and in diverse settings.

1. To Recognize the connection between happiness, relationship and well-being
2. To understand and recall The concept of "N3C" (Needs, Circumstances, Characteristics and Capacity)
3. To provide an understanding of the “7 Habits of the Highly Happy” and its implementation.
4. To gain a deeper understanding of the science of happiness, for being significantly happier.
1. To impart an understanding of the health, nutrition and lifestyle related problems and its management.
2. To develop an understanding holistic health and balanced living through mindful techniques.
3. To apply the methods and theories of Happiness management for resolving the contemporary issues.

Learning Outcomes

1. To recognize the connection between relationship and well-being.
2. To recall the concept of "N3C" (Needs Circumstances, Characteristics and Capacity).
3. To analyze the N3C of yourself and others for building capacity to manage differences.
4. To evaluate issues involved in applied research and ways and means of studying the effectiveness of relationship and Happiness modalities.
5. To apply and adapt happiness and wellness practices in daily life for relationship building prevention of illness and development of rural/ urban communities.

Module Content

- Course intro and happiness measurement
- The Seven deadly sin which destroy happiness : Why we devalue happiness:
- Effects of chasing superiority on happiness
- Why neediness and avoidness lowers happiness
- Why Being Overly Controlling of Others Lowers Happiness
- Distrusting others , Why trust is important.
- Managing Relationship and managing differences
- Ignoring the source with in

Learning Methodology

The learning of this module will be through:

- Large and small group seminars/discussion groups
- Quizzes & Pre and Post Relationship and happiness management Test
- Yoga and Meditation

Assessment

This course has two assessment components

PRE and Post happiness assessment - Writing Assignment 20%

Coursera course A Life of Happiness and Fulfillment by Indian School of Business 80%

Link of the course : <https://www.coursera.org/learn/happiness/home/welcome>
<https://www.coursera.org/learn/human-needs/home/week/1>

Module No.	Week	Module Name	Prerequisite readings	Class-wise Plan
C2	Week 2	<p>The Seven deadly sin which destroy happiness : Why we devalue happiness</p> <p>Effects of chasing superiority on happiness</p>	<p>Video 1: The 2nd sin: Chasing superiority</p> <p>Video 2: Effects of chasing superiority on happiness</p> <p>Video 3: Is need for superiority important for success?</p> <p>Video 7: Why flow enhances happiness</p> <p>Video 9: Getting flow back into your life</p> <p>Video 10: A practice for when things are not going well: Self-compassion</p> <p>Video 11: A practice for when things are going well: Gratitude</p>	Self-grading for assignment #2 (The 2nd happiness exercise--expressing gratitude)
C3	Week 3	<p>Why neediness and avoidness lowers happiness</p> <p>The 2nd habit of the highly happy</p>	<p>1 Video 4: Flow is discovered</p> <p>2 Video 6: When does flow happen</p> <p>3 Video 7: Why flow enhances happiness</p> <p>4 Video 8: Why flow enhances success</p> <p>5 Video 9: Getting flow back into your life</p>	
C4	Week 4	<p>Strategies for mitigating the need for superiority</p> <p>Why Being Overly Controlling of Others Lowers Happiness</p> <p>The 4th Happiness Exercise: Leading A Healthy Lifestyle</p>	<p>6 Video 10: A practice for when things are not going well: Self-compassion</p> <p>7 Video 11: A practice for when things are going well: Gratitude</p> <p>Video 12: The 2nd happiness exercise: Expressing gratitude</p>	

Module No.	Week	Module Name	Prerequisite readings	Class-wise Plan
C5	Week 5	<p>Distrusting others , Why trust is important</p> <p>The 5th habit of the highly happy and the 5th happiness exercise: Exercising "smart trust" and Forgiveness</p> <p>The 6th deadly happiness sin: Distrusting life</p> <p>The 6th habit: The dispassionate pursuit of passion</p>	<p>Video 1: Distrusting Others and Why Trust is Important</p> <p>Video 2: Instinctive distrust and proactive trust</p> <p>Video 3: The (hidden) Benefits of Proactive Trust</p> <p>Video 4: Perceived vs Actual Trust</p> <p>Video 5: Trust Scale</p> <p>The 6th Deadly Happiness Sin--Distrusting Life</p>	
C6	Week 6	<p>The 3rd deadly happiness sin: The need to be loved--or its opposite: The need to go it alone</p> <p>The 3rd habit of the highly happy: The need to love (and give)</p> <p>The 2nd (mid-course) happiness measurement</p> <p>Lesson: The 7th happiness exercise: Presence practice</p>	<p>Video 1: The need to be loved--or its opposite: the need to go it alone</p> <p>Video 3: Why neediness lowers happiness</p> <p>Video 4: Why avoidance lowers happiness</p> <p>Video 6: An alternative route to belongingness</p>	
C7	Week 7	<p>The 4th Deadly Happiness Sin: Being Overly Controlling</p>	<p>Video 7: The 6th Deadly Happiness Sin--Distrusting Life</p>	

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Module No.	Week	Module Name	Prerequisite Readings	Class-wise Plan
			<p>Video 8: Process (vs. Outcome) as a Source of Happiness</p> <p>Video 9: Pre-Occurrence Preference and Post-Occurrence Non-Judgmentalism</p> <p>Video 10: Three Strategies for Instilling the Dispassionate Pursuit of Passion</p>	
C8	Week 8 (07.03.20 22-11.03.20 22)	<p>Relationships in Our Lives</p> <p>Relationships in our life: Introduction of the Basic Concepts of SSLD</p> <p>Lesson 2: Introduction to SSLD & N3C</p>	<p>Relationships Overview - Video</p> <p>Video – SSLD & N3C</p>	

Module No.	Week	Module Name	Prerequisite readings	Class-wise Plan
C9	Week 9 (14.03.20 22- 18.03.20 22) <i>18.03.20 22- Holi</i>	Similarities and Differences How to Manage Differences Relationship Patterns Communication Building Relationships that Work for You	Video – Similarities and Differences Video – Managing Differences	
C10	Week 10 (21.03.20 22- 25.03.20 22)	The 4th Habit of the Highly Happy: Taking Personal Responsibility For Your Happiness	Video - Taking Personal Responsibility for Happiness Video 6: Obstacles to Taking Personal Responsibility Video : Learning Simple Emotion Regulation Strategies Video 9: Appreciating Uncertainty and Lack of Control Video 10: The Importance of Leading a Healthier Lifestyle	
C11	Week	Relationships & Self Sexuality & Relationship Problems	Video Relationship and Self Video – Relationship and Wellness	

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Module No.	Week	Module Name	Prerequisite readings	Class-wise Plan
C12	Week 13	Ignoring the source with in: Mindfulness Lesson: The 7th habit of the highly happy: Mindfulness Lesson: The 7th happiness exercise: Presence practice	Video : Flying Into The Present Video 7: Motivational Obstacles To Mindfulness Video 9: Some Other Obstacles To Mindfulness, Including Logistical Ones	
	Week 14	Yoga & Meditation	Video 10: The 7th Happiness Exercise: The “Presence Practice”	Assignment Quiz (The 7th happiness exercise--presence practice): Important note
	Week 15	Happiness & Relationship Management Satisfaction Test		

Recommended Reading/Viewing

Coursera Link:

1. <https://www.coursera.org/learn/happiness/home/welcome>

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2. <https://www.coursera.org/learn/human-needs/home/week/1>
 - Tsang, A. Ka Tat. Learning to change lives: The strategies and skills learning and development system. University of Toronto Press, 2013.
 - <https://utorontopress.com/ca/learning-to-change-lives-4>
 - <https://www.amazon.ca/Learning-Change-Lives-Strategies-Development/dp/1442645814>

Note: Late submission, absenteeism and plagiarism will be treated according to the norms laid down in the students' handbook.

Feedback to you:

You will receive formative feedback during the semester from your tutors orally, as well as in writing. Summative feedback will be given in writing on submission of the assignment and its evaluation thereof. The grade for the module is provisional and subject to the ratification of the exam board which will be held at the end of the academic session.

If you have a problem – special situation

If you have any problems with the course or the work, see the respective course tutor or course leader as soon as possible. They may be able to help, and sooner a problem is identified, the easier it will be to sort out. If you are ill or have other special situations which might affect your ability to meet deadline, your assessment will be evaluated as per the rules. In case of any non-academic issues, you are encouraged to meet the Student Counselor.