



# COEP Technological University (COEP TECH)

A Unitary Public University of Government of Maharashtra w.e.f. 21<sup>st</sup> June 2022

Formerly known as College of Engineering, Pune

## **Department of Management Studies**

Curriculum Structure & Detailed Syllabus  
FYMBA- General Management & Business Analytics

(Effective from: A.Y. 2023-24)

**Summary**

<b>Semester I</b>					
<b>Course Type</b>	<b>Description</b>	<b>No. of courses offered</b>	<b>Options</b>	<b>Max Credits</b>	<b>Total Credits</b>
PCC	Program Core Courses	6	6	4	18
PEC	Program Elective Courses	5	4	2	8
					<b>26</b>

<b>Semester II</b>					
<b>Course Type</b>	<b>Description</b>	<b>No. of courses offered</b>	<b>Options</b>	<b>Max Credits</b>	<b>Total Credits</b>
PCC	Program Core Courses	4	4	4	12
PEC	Program Elective Courses	4	2	2	4
SCC	Specialization Core Courses	2	2	3	6
SEC	Specialization Elective Courses				4
	Finance	3	2	2	
	Entrepreneurship	3	2	2	
	Business Analytics	3	2	2	
					<b>26</b>

**Semester I**

<b>SEMESTER I</b>							
<b>Program Core Courses-PCC for MBA- GM* &amp; BA**</b>							
<b>Sr. No.</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Teaching Scheme</b>			<b>Credits</b>
				<b>L</b>	<b>T</b>	<b>P</b>	
1	PCC-1		Fundamentals of Management (PPM, OB & OD)	3	0	0	3
2	PCC-2		Business Economics (Micro & Macro)	3	0	0	3
3	PCC-3		Accounting for Business Decisions	3	1	0	4
4	PCC-4		Marketing Management	2	1	0	3
5	PCC-5		Business Statistics & Research Methodology	2	0	2	3
6	PCC-6		Managerial Communication Skills	2	0	1	2
<b>Total Credits for PCC</b>				<b>18</b>			

<b>Program Elective Courses-PEC Common for MBA- GM &amp; BA (Any 4 of 5)</b>							
<b>Sr. No.</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Teaching Scheme</b>			<b>Credits</b>
				<b>L</b>	<b>T</b>	<b>P</b>	
1	PEC-1		Design & Critical Thinking	2	0	1	2
2	PEC-2		Enterprise Analysis	2	0	1	2
3	PEC-3		Entrepreneurship Development	2	1	0	2
4	PEC-4		Data Visualization	1	0	2	2
5	PEC-5		Foreign Language 1 (Spanish)	2	1	0	2
<b>Total Credits for PEC</b>				<b>8</b>			
<b>Total Credits for Sem I</b>				<b>26</b>			

**Semester II**

SEMESTER II							
Program Core Courses-PCC for MBA- GM & BA							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Financial Management	3	0	1	4
2	PCC-2		Human Resource Management	3	0	0	3
3	PCC-3		Management Information System	3	1	0	3
4	PCC-4		Legal Aspects of Business	2	0	0	2
Total Credits for PCC				12			

Program Elective Courses-PEC Common for MBA- GM & BA (Any 2 of 4)							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PEC-1		Operations Management	2	1	0	2
2	PEC-2		Supply Chain Management	2	0	0	2
3	PEC-3		Industry Analysis	1	0	1	2
4	PEC-4		Foreign Language 2 (German)	1	0	2	2
Total Credits for PEC				4			

Specialization Core Courses-SCC- Mandatory for MBA- GM & BA							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	SCC-1		Service Management	3	1	0	3
2	SCC-2		Managing Banks and Financial Institutions	3	1	0	3
Total Credits for SCC				6			

Specialization Elective Courses-SEC- Choice based (Any 2 of 3 in each)							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
FINANCE				L	T	P	
1	SEC-1		Corporate Finance	2	1	0	2
2	SEC-2		Direct Taxes	2	1	0	2
3	SEC-3		Financial Markets	2	1	0	2

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
<b>ENTREPRENEURSHIP</b>				<b>L</b>	<b>T</b>	<b>P</b>	
1	SEC-1		Business Plan	2	1	0	2
2	SEC-2		Digital Marketing	2	1	0	2
3	SEC-3		Entrepreneurship Development Cycle	2	1	0	2
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
<b>BUSINESS ANALYTICS</b>				<b>L</b>	<b>T</b>	<b>P</b>	
1	SEC-1		Machine Learning	2	0	1	2
2	SEC-2		Data Warehousing & Mining	2	0	1	2
3	SEC-3		Power BI	2	0	1	2
<b>Total Credits for SEC</b>							<b>4</b>
<b>Total Credits for Sem II</b>							<b>26</b>

**Total Credits for the Course: 85**

**Core Courses Total Credits 69 + SpecializationCredits16 + Non-Core Credits**

**[PCC-1] FUNDAMENTALS OF MANAGEMENT**

**Teaching Learning Scheme**

Lectures: 3hrs /week

**Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks

**Course Outcomes:**

Students will be able to

- Understand what is meant by management and managerial effectiveness
- Identify managerial activities that contribute to managerial effectiveness
- Develop insights in employee Behaviour and performance at the workplace, help develop understanding of these aspects, motivate employees and assist in working effectively with managers, colleagues, and subordinates
- Acquire knowledge in interventions designed for organizational development & change management

**Unit 1**

**[8 hrs]**

- Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management.
- Foundations Of Organizational Behavior- Definition, Objectives, Values and Assumptions, Importance and Evolution of Organizations and Organizational structure
- Historical framework of Organizational Development. Steps involved in Organizational Development, Role of Managers, Factors affecting Organizational Development.

**Unit 2**

**[8 hrs]**

- Evolution of Management Thought Approaches of Management Thought, Functions of Management.
- Development of personality–Attributes of personality- Perceptual process -Importance of Perception in OB; Motivation- Maslow, Herzberg, McClelland, Vroom, Porter and Law
- Interventions designed at Individuals, Dyads/Triads, Team and Groups, Inter-group Relations, Total organization, Washboard Model.

### **Unit 3**

**[8 hrs]**

- Organization Structure, Matrix Organizations, Organizational culture: Meaning & Definition, Culture & Organizational Effectiveness
- Planning and Organizing Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing.
- Introduction to Action Research, Action Research as a Process and as an Approach, Determinants of Organizational Design, Components of Organization Design, Organization - The Environment Interface, Organizational Decision Making

### **Unit 4**

**[8hrs]**

- Directing Effective Directing, Supervision, Motivation, Job Satisfaction. Concept of Leadership-Theories and Styles. Communication Process, Channels and Barriers, Effective Communication.
- Team Interventions, Inter-group Interventions, Comprehensive Interventions, Structural Interventions, Issues in Consultant - Client Relationship; Power, Politics and Organizational Development

### **Unit 5**

**[8hrs]**

- Controlling and Coordinating- Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.
- Organizational Change- Planned Change & OB Techniques, Need for change, Factors causing change- Environmental, Technological, Legal, Political, Social, &, Cultural factors of change, Models & techniques involved in change management, Total Quality Management, Business Process Reengineering, Guidelines for Facilitating change.
- Changing values, Cultural Models & theories of planned change, organizing for the Future, Organizations as learning systems, and Implications for future managers

#### **Text & References:**

- Human Relations and Organizational Behavior, Mr. R.S. Dwivedi
- Tripathy PC & Reddy PN, "Principles of Management", Tata Mc Graw Hill, 1999
- Essentials of Management, H. Koontz
- Barat, N. 1998, Emerging issues in Management, Excel Books, India.
- Greenberg, J. & Baron, R.A. 1993, Behaviors in Organizations, Allyn and Bacon, Boston..

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**[PCC-2] BUSINESS ECONOMICS**

**Teaching Learning Scheme**

Lectures: 3hrs /week

**Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks  
(Case/Project/Presentation)

**Course Outcomes:**

**Students will be able to**

- Understand principles of economics.
- Learn theory of forms and various objectives of the firm.
- Learn tools and techniques of Economic Analysis
- Application of Economics Concepts in Decision Making
- Evaluate economic policies in the context of business decision problems.

**Unit 1**

**[8hrs]**

- Introduction to Economics in Business Process and its significance, Definition, Nature and Scope of Managerial Economics, Basic concept of Microeconomic and Macroeconomics. Managerial Economics and decision-making.
- Basic concepts- Marginal analysis, Opportunity Cost, Economic Model.
- Circular Flow in an Economy, Principles,

**Unit 2**

**[8hrs]**

- Theory of Firms, Profit Maximization, Demand analysis, theory of consumer behavior; The elasticity of demand and its measurement methods; importance in decision-making
- The objective of supply analysis; Determinants of supply, Elasticity of Supply
- Different Market Structures and Equilibrium (Short Term & Long Term)

**Unit 3**

**[8hrs]**

- Theory of Production and Cost Analysis; Production Function and its Managerial Uses Cobb Douglas Production Function, Production Possibility Frontier.
- Laws of Production and analysis: Empirical Estimates of Production and Cost; short-run and Long-run average cost curves and their analysis; Economies and Diseconomies of scale.
- Economics of Information, Market Failures, Need for Government Intervention in Markets. Price Controls. Support Price, Preventions and Control of Monopolies & Restrictive Trade practices. System of Dual Pricing.



**Unit 4:**

**[8hrs]**

- Pricing under different Market Structures:  
Perfect and Imperfect (Monopoly, Duopoly, Monopolistic Competition, Oligopoly Markets)
- Pricing Policies and Strategies; Collusive and Non-Collusive Oligopoly; Baumol's Marries' and O. Williamsons Model.

**Unit 5:**

**[8hrs]**

- Introduction to Macroeconomics & International Trade. Concepts of National Income, Aggregate Supply and Aggregate Demand. Wages, prices and unemployment, Inflation & Foreign Exchange, Trades in Foreign Currencies. Employment Generation & Social Cause. Income & Spending, Monetary & Fiscal Policy, Interest rates, Balance of Payment & Exchange rates, Behaviour of Exchange Rate and Decision Making in Import /Export.

**Text & References:**

- Managerial Economics–Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
- Principles of Macroeconomics |By Soumyen Sikdar| Oxford University Press
- Macroeconomics By N. Gregory Mankiw & Mark P.Taylor
- Principles of Macroeconomics |By N.Gregory Mankiw

**[PCC-3] ACCOUNTING FOR BUSINESS DECISIONS**

**Teaching Learning Scheme**

Lectures: 3hrs /week

Tutorial: 1hrs /week

**Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks

(Case/Project/Presentation)

**Course Outcomes:**

**Students will be able to**

- Demonstrate basic knowledge of the process by which business entities record, classify, summarize and present economic transactions.
- Apply ethical reasoning towards accounting issues and earnings management.
- Develop the foundation for evaluating managerial decisions and the quality of an entity's financial reports.
- Demonstrate a critical, analytical mindset to managerial decisions, quality of financial reporting and potential sources of earnings management.

- Evaluate and analyze the financial data effectively

**Unit 1:** [8hrs]

- Nature of Accounting, Branches of Accounting, Types of Accounts and Rules for Debit /Credit. Types of ownership- Capital Structure, Concepts and Conventions, Accounting Cycle, Recording of transactions: journalizing, ledger posting, preparation of Trial Balance.
- Basics and Principles of Accounting, Cost measurement and Estimation, Cost Management

**Unit 2:** [8hrs]

- Preparation of Company's Financial Statements: Income Statement, Balance Sheet, Accounting for Depreciation, Accounting for Dividend and Retained Earnings
- Statement of changes in equity.

**Unit 3:** [8hrs]

- Accounting Analysis, Short-term Decision making, Marginal Costing and Cost-Value-Profit analysis, Differential analysis-Variance Analysis, Capital budgeting

**Unit 4:** [8hrs]

- Cost Classification, Preparation of cost sheet. Valuation of Inventory, Variance Analysis – Budgeting-Fixed & Flexible, Application of Managerial Accounting

**Unit 5:** [8hrs]

- Introduction to financial Software for analysis: Excel and Prowess

**Text & References:**

- M.N.Arora Cost and Management Accounting Vikas Publication. 10<sup>th</sup> Edition
- Horngren T Charles 2012, Introduction to Financial Accounting, 9th Ed, Pearson Education
- Narayana swamy R 2014, Financial Accounting – A Managerial Perspective, 5th Ed, Prentice Hall of India.
- Maheshwari S N and S K Maheshwari 2013, Accounting for Management, 3rd Ed, Vikas Pub. House.

**[PCC-4] MARKETING MANAGEMENT**

**Teaching Learning Scheme**

Lectures: 3hrs /week

**Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks

(Case/Project/Presentation)

**Course Outcomes:**

**Students will be able to**

- Understand basic concepts, and techniques of marketing of Goods & Services.
- Apply and analyze market scenarios, strategies and conditions
- Analyze and solve marketing problems in the complex and fast changing business environment.
- Evaluate and apply newer strategies and practices in an organization

**Unit 1:**

**[8hrs]**

- Fundamentals of Marketing, Scope and Significance of Marketing, Market Analysis, tools and Techniques of preparing Marketing Plan and Budget.
- Core concepts of marketing- Need, Want, Desire, Benefits, Demand, Value, and Exchange applied to Goods & Services. Four P's of Marketing.
- Approaches to Marketing–Product–Production–Sales–Marketing– Societal–Relational. Concept of Marketing Myopia. Selling versus marketing

**Unit 2:**

**[8hrs]**

- Consumer Behavior- Concept, Characteristics of consumer and organizational markets
- Competition: Creating Opportunities in changing Market, Real-time scenarios, Generic Process, Need and Significance of marketing control. Difference between Effective and Responsive marketing.
- Holistic Marketing Orientation & Customer Value. Customer Satisfaction, Customer Delight

**Unit 3:**

**[8hrs]**

- Marketing Process Marketing mix - Marketing environment - Domestic & International.
- Market segmentation and targeting and positioning.
- Innovation & Product related decisions - concept of a Product - Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Stages in Product Life Cycle and application of strategies.

**Unit 4:**

**[8hrs]**

- Introduction of Marketing Plan- Developing Marketing Plan for variety of goods and services
- Price Decisions - Pricing objectives - Pricing policies and constraints - Different Pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.
- Channel Decision - Nature of Marketing Channels –. Types of Channel flows - Channel functions Linkages with Supply Chain management- Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflict and competition – Retailers and wholesalers.

**Unit 5:**

**[8hrs]**

- Promotion Decision - Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Program – Role of Media in Advertising - Advertisement effectiveness - - Sales force Decision, Concepts of Digital Marketing and Green Marketing.
- International Marketing: Application, strategies and Extension, Market Evaluation and Controls- Generic Process, Need and Significance of marketing control. Marketing Audit

**Text & References:**

- Marketing Management–Rajan Saxena
- K.S. Chandrasekhar, Marketing Management Text And Cases, Tata McGraw-Hill Publication, New Delhi.2010
- Govindarajan, Marketing Management Concepts, Cases, Challenges and Trends, Prentice Hall of India, New Delhi. 2009
- PrinciplesOfMarketing12thEdition- Philip Kotler and Gary Armstrong
- Marketing Management- V.S.Ramaswamy And S.Namakumari
- Analysis For Marketing Planning–Donald Lehmann & Russell Winer, 6thEd

**[PCC-5] BUSINESS STATISTICS & RESEARCH METHODOLOGY**

**Teaching Learning Scheme**

Lectures:3hrs /week

Tutorial: 1hrs /week

**Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks  
(Case/Project/Presentation)

**Course Outcomes:**

**Students will be able to**

- Introduce the concept of Scientific Research and Business Statistics. Methods of conducting Scientific Enquiry in the Context of Business.
- Understand research problem formulation and approaches of ethical investigation
- Apply statistical rules and concepts to answer questions with in a business
- Engage into effective technical report writing

**Unit 1:**

**[6hrs]**

- Business Process and Need of Research. Qualities of Researcher,— Components of Research Problem and Research Process, Research Output and Decision Making.
- Various Steps in Scientific Research – Quantitative & Qualitative.
- Research Purposes, Objective & Research Problem - Research Designs –Formation of Hypotheses.
- Plagiarism & Research ethics

**Unit 2:**

**[8hrs]**

- Measures of Central Tendency, Measures of Dispersion, Sampling and Sampling Techniques, Scaling Techniques
- Data Collection – Sources of Data – Primary Data – Secondary Data - Procedure Questionnaire – Sampling methods – Merits and Demerits – Pilot Survey & Experimental Design – Observation method – Sampling Errors - Type-I Error & Type-II Error.
- Quality of Data &Data Processing:- coding- editing - and tabulation of data.

**Unit 3:**

**[8hrs]**

- Data Analysis – Descriptive & Inferential
- Probability Theories – Conditional Probability, Properties of Normal Distributions, Poisson distribution and Binomial Distribution.
- Hypothesis Tests – One Sample Test – Two Sample Tests / Chi-Square Test
- Association of Attributes - Standard deviation – Co-efficient of variations P-value in hypothesis testing, Sample hypothesis testing, Tests of Significance

**Unit 4:**

**[8hrs]**

- Statistical Applications- Parametric Test- T test, F Test and Z test- Non Parametric Test- U Test, Kruskal Wallis, Sign Test. **(NO Problems)**
- Correlation and Regression Analysis – Analysis of Variance –Two-Factor Evaluation Approaches.
- Data interpretation- techniques and applications

**Unit 5:****[8hrs]**

- Effective technical writing- Significance- Report writing:-Steps in report writing- Layout of report- Types of reports- Oral presentation- executive summary- mechanics of writing research report- Precautions for writing report- Norms for using Tables, charts and diagrams- Appendix:- norms for using Index and Bibliography
- Developing a Research Proposal, Format of research proposal, a presentation and assessment by a review committee.

**Text & References:**

- Statistical and Quantitative Methods –By Ranji Chitale
- Panneerselvam, R., Research Methodology, Prentice Hall of India, New Delhi, 2004.
- Kothari CR , Research Methodology -Methods And Techniques, New Wiley Eastern Ltd., Delhi, 2009.
- Donald R. Cooper and Pamela S. Schindler-Business Research Methods– Tata McGraw Hill.
- Sharma JK:“Business Statistics” 2<sup>nd</sup> Edition Pearson Education,2007.
- Arora, PN, Arora, Sumeet and Arora, Amit:“Managerial Statistics”, S.Chand 1st Ed., 2009

**[PCC-6] MANAGERIAL COMMUNICATION SKILLS****Teaching Learning Scheme**

Lectures: 3hrs /week

Tutorial: 1hrs /week

**Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks  
(Case/Project/Presentation)**Course Outcomes:****Students will be able to**

- Understand and apply learning effectively in both spoken and written Managerial Communication skills
- Distinguish various working styles, extend co-ordination, and collaboration among the departments in organizations
- Analyze and evaluate business communication well and perform managerial skills effectively
- Creatively apply knowledge in the work place keeping the organization active through managerial effectiveness

**Unit 1:**

**[6hrs]**

- Introduction to managerial communication, Role in Business and Importance.
- Managerial Functions and Styles of Communication, Principles of Effective Communication
- Process of Communication, Forms of communication.
- Communication in Global Environment, Barriers to Communication and Methods of overcoming them.

**Unit 2:**

**[8hrs]**

- Verbal communication- Oral Presentation: Planning presentation, Technical & Non-technical presentations, Developing & displaying visual aids, Use of Charts, Diagrams & Tables, Handling questions from the audience, Face to Face Communication ,Non-verbal communication – Personal Appearance, Gestures, Posture – Body Language
- Visual & Audio-Visual Aids for communication, Telephonic Conversation, Teleconferencing
- Listening: Meaning, Importance, Types of listening, Tips for effective listening, Barriers for listening
- Challenges and etiquette, Managerial speeches & principles of Effective Speech

**Unit 3:**

**[8hrs]**

- Organizational Communication (OC) and its importance in the organization, Types of OC, Group Discussions, Characteristics of Effective Communication. Group Decision Making and Cross-Cultural Dimensions, Purpose of Interviewing, Types of Interviews, Style of Interviewing, Correct Methods of Concluding and Judgment, Mock Interviews, Greetings and Art of Conversation, Dressing and Grooming, Norms of Business Dressing

**Unit 4:**

**[8hrs]**

- Introduction to managerial writing- Business letters, Reports, emails; Mechanics of writing; Effective use of formal and in formal business expressions
- Effective E-mail, E-mail Etiquettes, Writing Business Reports and Proposals, Purpose of Business Reports, Parts of Report, Format of Business Proposals, Practice for Writing Business Reports.
- Correspondence- Norms for Business Letters, Letter for different kinds of situations, Personalized stand letters, enquiries, customers' complaints, collection letters, Sales promotion letters, Application letters

**Unit 5:**

**[8hrs]**

- Resume writing, Planning a Targeted Resume, Preparing Resumes, Supplementing a Resume, Composing Application Messages

- Conducting Meetings: Procedure- Preparing agenda, Minutes and Resolutions, Conducting Seminars & Conferences: Procedure of Regulating Speech Evaluating Oral Presentation– Drafting Speech – Negotiation Skills

**Text & References:**

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

**[PEC-1]DESIGN & CRITICAL THINKING**

**Teaching Learning Scheme**

Lectures:2hrs /week

**Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks

(Case/Project/Presentation)

**Course Outcomes:**

**Students will be able to**

- Appreciate the importance of design thinking, Develop new ways of thinking and Learn the innovation cycle for creating innovative products
- Develop skills for evaluating, articulating, refining, and creating an innovative engineering product that solves customer problems
- Distinguish critical thinking from other forms of thinking and Evaluate arguments using deductive and inductive logic
- Identify and distinguish between types of fallacies and Apply critical thinking strategies for solving business problems

**Unit 1:**

**[6hrs]**



- 
- Definition & Need of Design Thinking, Concepts & Brainstorming
  - Stages of Design Thinking Process (explain with examples)

**Unit 2:**

**[6hrs]**

- Design Thinking in Various Sectors (Health Sector, Finance, Education, Infrastructure)
- Design Thinking Case Studies in Retail, Design Thinking Case Studies in Banking
- Design Thinking Case Studies in Management Decisions.

**Unit 3:**

**[6hrs]**

- Thinking Critically: concept, benefits, standards and barriers; Perceiving and Believing; Stages of Critical Thinking-an assessment
- Framework of Critical Thinking; Tools for thinking with clarity
- Introducing Arguments- Premise, Facts, Beliefs, Assumptions; Deductive and Inductive Logic; Evaluating Arguments; Argument Mapping; Composing Arguments

**Unit 4:**

**[6hrs]**

- Introducing Fallacies and its types- Types of Formal/ Logical Fallacies; Types of Informal/ Substantive Fallacies
- Fallacies based on Faulty Argument Techniques
- Business Ethics & Social Media; Communicating with arguments

**Text & References:**

- Design Thinking: Integrating Innovation, Customer Experience and Brand Value Thomas Lockwood
- Change by Design| Tim Brown
- The Design of Business: Why Design Thinking is the Next Competitive Advantage| Roger Martin
- Bob Schoenberg (2015). Critical Thinking in Business. 2nd Edition, Heuristic Books.
- Richard Paul & Linda Elder (2006), Critical Thinking- Learn the tools the best thinkers use, Pearson.
- Walter Sinnott Armstrong and Robert Fogelin (2015), Understanding Arguments: An Introduction to Informal Logic. 9th Edition, Wadsworth Cengage Learning

**[PEC-2] ENTERPRISE ANALYSIS**

**Teaching Learning Scheme**

Lectures: 2hrs /week

Practical: 2 hrs/week

**Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks  
(Case/Project/Presentation)

### Course Outcomes:

#### Students will be able to

- Describe the key historical, organizational, product, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
- SUMMARIZE the regional, national and global footprint of a real world business Organization
- Demonstrate the use of secondary – offline and online resources to profile a real world business organization.
- Analyse, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
- Compose a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
- IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).

#### Unit 1:

[6hrs]

**Enterprise History & Background:** Establishment, Original & Current Promoters, Business Group or Business Family to which it belongs, Vision-Mission-Philosophy – Values-Quality Policy, Brief profiles of the Chairman, CEO, MD, Members of Board of Directors along with their career highlights CSR Initiatives, Technical and other collaborations if any, Recent Mergers and Acquisitions, if any

#### Unit 2:

[6hrs]

**Organization :** Organizational Structure, Geographical (domestic and global) foot print – at the time of inception and spread over the years, company's current head quarter worldwide as well as head quarter / corporate office in India, Manufacturing /Service locations India and worldwide, Certifications if any - ISO / EMS / FDA / CMMI , etc.

Online (Digital) presence. Initiatives towards gender diversity, Initiatives towards social inclusion, Initiatives towards environmental conservation. Current Talent needs. Key highlights of the company's website

#### Unit 3:

[6hrs]

**Markets:** Major Customers, customer segments, Products, Product lines, Major Brands, Market Share nationally, region wise, product wise, Advertising Agency, Advertising Punch Line/Slogan, Logo, Key Alliances in the past 5 years & impact. Mergers & Acquisitions, if any. Technological developments. Disruptive innovations affecting the organization. Labour unrest if any – reasons thereof and impact. Emerging potential competition through first-generation entrepreneurs or global / local players.

#### Unit 4:

[6hrs]

**Financials:** Data to be studied, tabulated, graphically depicted, analyzed and presented for last 5 years for the Revenues, Profitability, Market Capitalization, Segmented Revenues, Auditors. Listing status & Scrip Codes – BSE and NSE, Global Listings on International Stock Markets, Share Price Face Value, Current Market Value, Annual High Low Figures, P/E Ratio, Shareholding Pattern

## Unit 5

**Governance:** Philosophy, Action taken by SEBI if any, Involvement in Scams, Insider Trading Issues, Standard & Poor's Corporate Governance Scores, CRISIL Rating. Major Awards and Achievements of the Organization in the last 5 years. Forward looking statements of the top management

Note:

1. Students should work in groups of 3 to 5 each under the guidance of a faculty.
2. Students shall carry out an in-depth study of any THREE Organizations of their choice.
3. Organizations selected should demonstrate a variety across sectors, ownerships, size, and other key dimensions.
4. Students shall submit a structured detailed report.

## Text & References:

1. No text books are prescribed.
2. The course has to be taught using the company annual reports and other publications, company website, social media feeds, business newspapers and business data bases such as ACE equity, CRISIL database, etc.

## **[PEC-3] ENTREPRENEURSHIP DEVELOPMENT**

### **Teaching Learning Scheme**

Lectures: 2hrs /week

Practical: 2 hrs/week

### **Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks  
(Case/Project/Presentation)

## Course Outcomes:

### Students will be able to

- Know the three models of entrepreneurial development: Causal, Effectual, and Lean Launch pad
- Integrate entrepreneurial thinking and problem-solving into their academic and professional aspirations
- Articulate the different pathways to entrepreneurship including lifestyle businesses, high-tech/high growth entrepreneurship, corporate entrepreneurship and social entrepreneurship.

## Unit 1:

[8hrs]

- Foundations and theories of Entrepreneurship, Concept and Need of Entrepreneurship Development- Definition of Entrepreneur, entrepreneurship

- Concepts of Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur– comparative study  
- Roles, Responsibilities
- Entrepreneurship as a career, Entrepreneurship as a style of management, The changing role of the entrepreneur: mid career dilemmas–Closing the window, Sustaining Competitiveness-Maintaining competitive advantage

**Unit 2:**

**[4hrs]**

- Meet Leading and Impacting Entrepreneurs
- Understanding their roles and approach towards Entrepreneurship, Case studies on Role models

**Unit 3:**

**[8 hrs]**

- Influences on Entrepreneurship Development, Entrepreneurial Traits, External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal
- Entrepreneurial culture with special reference to Intrapreneurship/Corporate Entrepreneurship, Entrepreneurial Success and Failure: Reasons and Remedies
- Business Models and Planning, Components of business model, Business strategies and flaws, Planning and Innovations, Blind spots

**Unit 4:**

**[6 hrs]**

- Lean Launch Pad -Steve Blank- Business Model/Customer Development, Testing Value Proposition, Testing Customers/Users, Testing Demand Creation, Testing Channel, Testing Revenue Models, Testing Key Resources & Cost Structures:
- Lean Canvas – Ash Maurya

**Text & References:**

- Entrepreneurship: New Venture Creation– David H. Holt
- Entrepreneurship: Strategies and Resources – Marc J. Dillinger
- The Culture of Entrepreneurship–Brigitte Berger.
- Innovation and Entrepreneurship–Peter F. Drucker

**Websites:**

- <https://steveblank.com/category/lean-launchpad/>

**[PEC-4] Data Visualization**

**Teaching Learning Scheme**

Lectures: 2hrs /week

Practical: 2 hrs/week

**Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks  
(Case/Project/Presentation)

**Course Outcomes:**

**Students will be able to**

- Describe both theoretical knowledge and practical skills in data visualization, including its business applications and relevant tools.
- Understand the skills necessary to communicate data-driven insights effectively in a business context.

**Unit 1**

**[6hrs]**

- **Introduction to Data Visualization:** Understanding the importance of data visualization in business analytics. Historical perspective and evolution of data visualization Business applications of data visualization Tools: Introduction to data visualization tools, Fundamentals of Time Series Analysis.

**Unit 2:**

**[6hrs]**

- **Data Types and Visualization Techniques:** Types of data: categorical, numerical, time-series, spatial Basic visualization techniques: bar charts, histograms, scatter plots Advanced visualization techniques: box plots, heat maps, violin plots Lab: Creating basic visualizations using Excel
- **Dashboard Design Principles:** Principles of effective dashboard design, Layout, color, and font choices for dashboards Interactive elements: filters, slicers, drill-downs Lab: Designing Dashboard.

**Unit 3:**

**[6hrs]**

**Geographic Data Visualization:** Introduction to geographic data visualization Mapping techniques: choropleth maps, point maps Business applications: location analytics, customer segmentation Lab: Creating maps using GIS tools

**Unit 4:**

**[6hrs]**

**Time-Series Data Visualization:** Understanding time-series data. Time-series visualization techniques: line charts, stacked area charts, Forecasting and trend analysis

Lab : Visualizing time-series data Multivariate Data Visualization ,Visualization for multivariate data analysis, Parallel coordinates, scatter plot matrices, Cluster analysis and dimensionality reduction Lab: Exploring multivariate data with visualization tools . Storytelling with Data: The art of data storytelling, Communicating insights effectively, Data- driven narratives in Business, Lab: Creating data-driven stories with visuals

**Text & References:**

"Data Points: Visualization That Means Something" by Nathan Yau

Online resources, research papers, and case studies Data visualization software and tools documentation

**[PEC-5] FOREIGN LANGUAGE- SPANISH**

**Teaching Learning Scheme**

Lectures: 2hrs /week

Practical: 2 hrs/week

**Examination Scheme**

Internal Assessment: T1 20Marks

T2 20Marks

End Semester Assessment: 60Marks  
(Case/Project/Presentation)

**Course Outcomes:**

**Students will be able to**

- Acquire knowledge of facts about **Spain and Latin America** and Spanish culture.
- Adapt pronunciation of Spanish letters and greetings.
- Identify and calculate numerical till 1000.
- Describe themselves and third person.
- Construct simple questions or sentences and interact with the teacher and classmates.
- Comprehend time and time related phrases, illustration of the same in conversations.
- Handle day to day situations like placing an order in the restaurant or interact with shopkeeper in the supermarket

**Unit 1: Alfabetos ,soludos y despedidas (6 hrs)**

**Introduction to Spanish** Facts about Spain and Latin America: capitals, cuisines, famous people, sports, music and danceforms etc. **Alfabetos: deletrear, Pronunciation rules.**

**Numbers 0 – 100**

**Saludos Y despedidas.(Greetings)**

**Common / Classroom expressions Basic questions and answers:** Self introduction

- ¿cómo te llamas?
- ¿De dónde eres? Nationalities
- ¿Qué haces? Professions
- ¿Dónde trabajas?.....some places of work.
- ¿Dónde vives?
- ¿Cuál es tu número de teléfono?

**Days and months [ question based on the same]** ¿Que día es hoy? ¿En qué mes estamos? ¿Cuándo cumples años? ¿Cuándo es tu cumpleaños? **Common classroom objects.** Questions , ¿Como se dice...?

¿Qué significa...?

**Unit :2 Grammar.**

**(6 hrs)**

**Gender, plural forms**Articles

**Question words .**

**Pronombres**Regular verbs. AR, ER , IR **Important verbs ....Ser, tener, llamarse.Querer**

**Unit : 3Family and likes-dislikes**

**(6 hrs)**

**Vocabulary of the family**Possessive adjectives .

**Verbs :Gustar, encantar, interesar**(Hobby/what do you like to do in your free time) A mí también,  
A mí tampoco**Mi familia.** Describe , family , family member or friend.

**Unit : 4 Comida**

**(6hrs)**

**Vocabulary:** Food list in Spanish.

**Cooking manners in**

**shorts. Meals of the day** primer plato/Segundo plato or desayuno/almuerzo /cena etc.

**verbs...**desayunar, comer, almorzar, merendar, cenar.

**Questions.** Qué desayunas, etc, cuál es tu plato favorito, qué lleva bocadillo etc.

**Poner, traer .**

**Menú del día**

**Conversation in restaurant**

**Unit : 5 La compra**

**(6hrs)**

**Numbers till 1000**

**Vocabulary of**

clothes ,accessories etc. Questions related to clothes.

**Colours Demonstratives..**este, esta, estos....etc.

**Verbs-** Preferir, Tener, Ir.

**Express need with**Tener+que.

**Ask Price with the verb costar.**Conversation which takes place at shop.

**Unit : 6 La rutina diaria**

**(6hrs)**

**Express frequency.**

**Hora-** How to ask and tell time.

Explanation of time.Part of the day

**Reflexive verbs and other irregular verbs** useful to explain daily routine.

**Sequence events or actions with primero, después, luego.**

**Describe your daily routine.**