

## NCU School of Business

The School of Business offers two programs from the academic year 2024-26. These are MBA and MBA – Business Analytics. Both these programs are AICTE approved. The first year of study is common to students of both MBA and MBA Business Analytics with just one exception. Students of the MBA Business Analytics program will have to mandatorily do a course *Python for Data Analysis* during Semester 2 since it will be a prerequisite for most courses in the Business Analytics curriculum in the second year. This *Python for Data Analysis* course shall be optional for the MBA students who will be offered an alternate course - *Marketing Research* in case they opt out of *Python for Data Analysis*.

### **Program Highlights (MBA and MBA- Business Analytics):**

#### **Experiential Learning:**

We adopt pedagogies such as case method of teaching, role playing, simulation etc. to ensure active engagement of our students in the learning process. The hands-on thematic workshops and projects also help “Learning-by-doing”. The mandatory 2-month summer internship gives our students a first-hand feel of the business world and the realities of the work environment.

#### **Practical Orientation:**

Our unique blend of pure academicians and Professors of Practice (POP) in the faculty pool brings the necessary practical orientation for a management class. It would be the dream and pleasure of every seeker of management education to learn from the long years of experience of erstwhile practitioners (like our PoPs) and hear from the horse’s mouth on unique management experiences and learnings on-the-job of such veterans.

#### **Futuristic Curriculum:**

Through a periodic reconnaissance of the management trends, we update our curriculum to include new-age courses and workshops and weed out sunseting topics to ensure our graduates are abreast of the latest tools and trends as they enter the business world and are also sufficiently future ready.

#### **π-shaped honing of skills:**

Through a meticulous design of the curriculum, our students gather the breadth of knowledge during the first year of study by means of core courses covering all the major management disciplines and then gather depth in a couple of areas during the second year, by choosing elective courses in their preferred area of specializations from the whole set of electives offered from the various specialization areas.

## NCU School of Business

### Course Structure for MBA and MBA Business Analytics

<b>Master of Business Administration Overall Credit Structure</b>			
<b>Category</b>			<b>Credits</b>
Program Core			44
Program Electives			36
Skill / Ability Enhancement			11
General Proficiency			4
Project / Hands-on Practice			6
<b>Total Credits</b>			<b>101</b>
<b>Program Core</b>			
<b>Code</b>	<b>Name</b>	<b>L-T-P</b>	<b>Credits</b>
BSL502	Management of Human Resources	3-0-0	3
BSL504	Financial Management	3-0-0	3
BSL505	Marketing Management	3-0-0	3
BSL509	Managerial Economics	3-0-0	3
BSL511	Business Statistics	3-0-0	3
BSL513	Operations Management	3-0-0	3
BSL516	Entrepreneurship and Innovation	3-0-0	3
BSL519	Organizational Behaviour 1	3-0-0	3
BSL521	Financial Reporting and Control	3-0-0	3
BSL522 / BSP508	Marketing Research/ Python for Data Analysis	3-0-0 / 2-0-2	3
BSL523	Indian Financial Systems	3-0-0	3
BSL525	Information Systems for Business	2-0-0	2
BSL526	Sales and Distribution Management	3-0-0	3

BSL528	Organizational Behaviour 2	3-0-0	3
BSL603	Strategic Management	3-0-0	3
<b>Skill / Ability Enhancement</b>			
<b>Code</b>	<b>Name</b>	<b>L-T-P</b>	<b>Credits</b>
BSC501	Business Communication	1-0-0	1
BSC502	Digital Transformation	1-0-0	1
BSC504	Introduction to AI	1-0-0	1
BSC506	Team Building and Work Ethics	1-0-0	1
BSC601	Leadership and Executive Presence	1-0-0	1
BSC602	Introduction to Sustainable Business	1-0-0	1
BSC603	Introduction to Consulting	1-0-0	1
BSC604	Global Trends in Management	1-0-0	1
BSC606	Legal Framework of Business	1-0-0	1
BSP504	Advanced Excel	0-0-4	2
<b>General Proficiency</b>			
<b>Code</b>	<b>Name</b>	<b>L-T-P</b>	<b>Credits</b>
BSR501	General Proficiency I		1
BSR502	General Proficiency II		1
BSR503	General Proficiency III		1
BSR504	General Proficiency IV		1
<b>Project / Hands-on Practice</b>			
<b>Code</b>	<b>Name</b>	<b>L-T-P</b>	<b>Credits</b>
BST601	Summer Internship		6

Program Electives			
Marketing			
Code	Name	L-T-P	Credits
BSL508	Consumer Behaviour	3-0-0	3
BSL611	Marketing Strategy	3-0-0	3
BSL612	Brand Management	3-0-0	3
BSL613	New Product Development	3-0-0	3
BSL632	Services Marketing	3-0-0	3
BSL636	Integrated Marketing Communication	3-0-0	3
BSL638	Digital Marketing & Social Media	3-0-0	3
BSL683	Marketing Analytics	3-0-0	3
Finance			
Code	Name	L-T-P	Credits
BSL616	Business Valuation	3-0-0	3
BSL617	Corporate Finance and Treasury Management	3-0-0	3
BSL618	Introduction to Fintech	3-0-0	3
BSL619	International Trade and Finance	3-0-0	3
BSL621	Managing Business Risks	3-0-0	3
BSL643	Financial Derivatives	3-0-0	3
BSL648	Mergers and Acquisitions	3-0-0	3
BSL695	Securities Analysis and Portfolio Management	3-0-0	3
BSL697	Management of Retail Financial Institutions	3-0-0	3
BSL698	Strategic Financial Management	3-0-0	3

Business Analytics			
Code	Name	L-T-P	Credits
BSL622	Applied Machine Learning	2-0-2	3
BSL623	Generative AI	2-0-2	3
BSL624	Deep Learning	2-0-2	3
BSL625	Block Chain and Applications	2-0-2	3
BSL626	Natural Language Processing	2-0-2	3
BSL676	Big Data Analytics	2-0-2	3
BSL680	Data Visualization and Expression	2-0-2	3
BSL689	SQL for Data Analysis	2-0-2	3
Human Resources			
Code	Name	L-T-P	Credits
BSL627	Compensation and Benefits	3-0-0	3
BSL628	Employee Relations	3-0-0	3
BSL656	Industrial Relations & Labour Laws	3-0-0	3
BSL657	Workforce Planning, Recruitment and Selection	3-0-0	3
BSL661	Training and Development	3-0-0	3
BSL662	Organizational Development	3-0-0	3
BSL666	Talent Management	3-0-0	3
BSL699	HR Analytics	3-0-0	3
General Management			
Code	Name	L-T-P	Credits
BSL524	Logistics and Supply Chain Management	3-0-0	3
BSL614	Design Thinking (Cross-Listed with Marketing)	3-0-0	3
BSL615	Behavioural Economics for Managers (Cross-Listed with Marketing)	3-0-0	3

## SCHEME OF STUDY (2024-25) FOR MBA & MBA Business Analytics

SEM	Course 1	Course 2	Course 3	Course 4	Course 5	Course 6	Course 7	Course 8	Course 9	Course 10	General Proficiency	Courses	Contact / Week			Credits
													L	T	P	
I	BSL505	BSL519	BSL521	BSL523	BSL509	BSL511	BSL525	BSP504	BSC501		BSR501	7	21	0	4	24
	Marketing Management	Organizational Behaviour 1	Financial Reporting and Control	Indian Financial Systems	Managerial Economics	Business Statistics	Information Systems for Business	Advanced Excel	Business Comm	GP I						
	(3-0-0)3	(3-0-0)3	(3-0-0)3	(3-0-0)3	(3-0-0)3	(3-0-0)3	(2-0-0)2	(0-0-4)2	(1-0-0)1	1 Credit						
II	BSL502	BSL504	BSL526	BSL513	BSL522/ BSP508	BSL516	BSL528	BSC502	BSC504	BSC506	BSR502	7	24/ 23	0	0/ 2	25
	Management of Human Resources	Financial Management	Sales and Distribution	Operations Management	Marketing Research/ Python for DA	Entrepreneurship and Innovation	Organizational Behaviour 2	Digital Transformation	Intro to AI	Team Building and Work Ethics	GP II					
	(3-0-0)3	(3-0-0)3	(3-0-0)3	(3-0-0)3	(3-0-0) 3/ (2-0-2) 3	(3-0-0)3	(3-0-0)3	(1-0-0)1	(1-0-0)1	(1-0-0)1	1 Credit					
<b>BST601 Summer Internship (6 credits) / Exit option</b>																6
III	BSL603							BSC601	BSC603		BSR503	7	23	0	0	24
	Strategic Management	Elective 1 (Major)	Elective 2 (Major)	Elective 3 (Major)	Elective 4 (Major)	Elective 1 Minor/Open	Elective 2 Minor/Open	Leadership and Executive Presence	Introduction to Consulting		GP III					
	(3-0-0)3	(3-0-0 / 2-0-2) 3	(3-0-0 / 2-0-2) 3	(3-0-0 / 2-0-2) 3	(3-0-0 / 2-0-2) 3	(3-0-0 / 2-0-2) 3	(3-0-0 / 2-0-2) 3	(1-0-0)1	(1-0-0)1		1 Credit					
IV							BSC606	BSC602	BSC604		BSR504	6	21	0	0	22
	Elective 5 (Major)	Elective 6 (Major)	Elective 7 (Major)	Elective 8 (Major)	Elective 3 Minor/Open	Elective 4 Minor/Open	Legal Framework of Business	Introduction to Sustainable Business	Global Trends in Management		GP IV					
	(3-0-0 / 2-0-2) 3	(3-0-0 / 2-0-2) 3	(3-0-0 / 2-0-2) 3	(3-0-0 / 2-0-2) 3	(3-0-0 / 2-0-2) 3	(3-0-0 / 2-0-2) 3	(1-0-0)1	(1-0-0)1	(1-0-0)1		1 Credit					
												27				101
<b>Total Credits MBA Program</b>												<b>101</b>				

### Note:

BSP508 Python for Data Analysis is a core course for MBA Business Analytics students in Semester 2

MBA students may choose between BSP508 Python for Data Analysis and BSL522 Marketing Research in Semester 2

## Course Descriptions

### **BSC501 Business Communication**

#### **(1-0-0) 1 Credit**

This colloquium course on Business Communication is aimed at making participants understand workplace communication in an experiential manner through an activity-based pedagogy. Specifically, the course shall cover aspects of effective communication, overcoming individual barriers and biases in communication, getting to the point in good news and neutral messages, maintaining goodwill in bad news messages, making a case with persuasive messages etc. The course shall cover the various forms of communication – Written, Oral, Non-verbal and Listening. Besides, the course shall hone the report writing skills, ability to make persuasive PPTs, using appropriate visuals to convey a point, storytelling with data etc. Business etiquette, body language, grooming etc. shall also be an integral part of this course.

### **BSC502 Digital Transformation**

#### **(1-0-0) 1 Credit**

This colloquium course on Digital Transformation (DT) shall offer an overview of the technology landscape across the industrial eco system, new technology adoption cycle across industries, flagship technologies, pre-requisites for DT, steps to DT, cross leverage of technologies across sectors, public and private policies to further DT and skill base required to support such industries. The course will touch upon legacy technologies - Manual, Mainframe, PC based etc., contemporary technologies - Internet, IoT, Mobile, Web, Cloud etc., Emerging and Next Gen technologies - AI, Block chain, Quantum Computing etc. Further, the course shall demystify digital technologies for a new management student, with limited exposure to the same and prepare them to embrace technologies for competitive growth.

### **BSC504 Introduction to AI**

#### **(1-0-0) 1 Credit**

Introduction to AI is a colloquium course that shall be delivered in a workshop format i.e, the sessions

shall be predominantly interactive and an activity-based pedagogy shall be used to enable participants gain knowledge on the topic experientially. This introductory course offers MBA students an

essential understanding of General Artificial Intelligence, with a special focus on Language Models and ChatGPT. The course will explore foundational AI concepts, ethical considerations, and practical applications of AI in enhancing day-to-day business operations and decision-making processes.

### **BSC506 Team Building and Work Ethics**

#### **(1-0-0) 1 Credit**

Work ethics will focus on the set of moral principles, values and standards of behaviour that guide how individuals approach their Work. Team building will involve activities and strategies designed to enhance social relations, define roles within teams and help improve the team members working together. The course will consist of lecturers, individual and team games and activities.

### **BSC601 Leadership & Executive Presence**

#### **(1-0-0) 1 Credit**

This course provides a roadmap to students to execute strategies through leadership. It blends theories and practice so that students understand the theories and connect them to real life situations. The course takes students through a fascinating journey through history, literature, philosophy apart from management sciences. Through case studies of leaders & Industry titans, role plays & audio visuals, the course gets the students to reflect on leadership. Executive Presence, often called the missing link between merit & success, is about the ability to inspire confidence in others to believe and follow you. Students will be trained in the areas of Gravitas, Communication, Confidence, in-person & online

Appearance which helps in commanding respect and admiration from others.

The course, delivered in a hands-on workshop format, presents behavioral models, tools & techniques that students can incorporate in their career to build their executive presence and provide effective leadership to their teams.

## **BSC602 Introduction to Sustainable Business**

### **(1-0-0) 1 Credit**

This colloquium course on Sustainable Business would focus on how a business can operate in a way that is environmentally, socially, and economically responsible. The course will help participants understand how businesses need to focus on long-term goals and integrate sustainability into its core strategies, practices, and values. Through an activity-based pedagogy, participants will understand ESG trends, benefits of diversity and inclusion, challenges and benefits of sustainable business models, strategies for implementing sustainable businesses, measuring and reporting while building and growing sustainable businesses etc.

## **BSC603 Introduction to Consulting**

### **(1-0-0) 1 Credit**

Introduction to Consulting is organized around the core skill of structured problem-solving, which takes participants through various phases of a strategy project: defining the problem, structuring the problem, conducting analysis, developing recommendations, and communicating for impact. These core skills are supplemented with additional sessions on managing strategy projects, working with diverse teams, and influencing skills.

The course encompasses specific consulting situations where the participants will be asked for ideas on how he / she would approach such situations. The course is specially designed to challenge the thinking process and make the participants see how instinctive approaches to solving problems often lead them down the wrong paths. Discussions will follow each scenario and

reveal specific tools that can be used to address similar situations in real life. Participants will gain tangible, hands-on learning, and key insights in an experiential manner.

## **BSC604 Global Trends in Management**

### **(1-0-0) 1 Credit**

This colloquium course on Global Trends in Management will focus on how businesses continually evolve and how they adapt to new technologies, market conditions, geopolitical scenarios, international relations, global economic conditions and societal expectations. Specifically, the course will focus on trends related to remote and hybrid working, data driven decision making, ever morphing technological landscape, employee wellbeing, agile management, globalization and localization, geopolitical changes, reskilling and upskilling, collaborative leadership styles etc.

## **BSC606 Legal Framework of Business**

### **(1-0-0) 1 Credit**

This colloquium course shall help participants understand the legal framework of business through interactive sessions conducted in a workshop mode. Participants of this course shall gain a basic understanding of the various statutory provisions that confront business managers while taking decisions. A brief introduction to a variety of acts and laws such as the Indian Contract Act, 1872, the Companies Act, 1956, the Partnership Act, 1932, The Negotiable Instruments Act, 1881, Consumer Protection Act, 1986, Competition Act, 2002, IPR etc. shall inform the participants on the broad legal framework in action.

On completion of the course, the students would have got exposure to the various legal elements associated with business and would be in a position to appreciate and take legally correct business decisions.

## **BSL502 Management of Human Resources**

**(3-0-0) 3 Credits**

The course outlines about HRM and its place in the organization and the different verticals – from Strategic Workforce planning, Talent Acquisition, onboarding performance management, learning and Development, Talent Management, succession planning, employee relations and employee life cycle.

## **BSL504 Financial Management**

**(3-0-0) 3 Credits**

This course covers basic concepts of Finance that students need as foundation for subsequent programmes in Finance. It demonstrates the relationship of Finance to Economics & Accounting. The course demonstrates the linkages between commercial enterprises & the Indian & Global Financial Systems. It explains all concepts in the area of Finance which are also important for students interested in non-Finance functions. The course explains all areas which are relevant for students interested in pursuing a career or planning to start their own business. It discusses the theories, analytical methods and practical applications that are helpful in addressing issues in financial management. Designed to be immensely practical & relevant, the course will help students in making sense of the business world in general & financial world.

## **BSL505 Marketing Management**

**(3-0-0) 3 Credits**

Defining Marketing for the 21st Century: Marketing Concept and Process; The changing marketing Landscape and Developing Marketing Strategies and Plans: Role of marketing in company's strategic planning; Customer drives marketing strategy and integrated marketing mix; managing the marketing effort. Scanning the Marketing Environment, Forecasting Demand, and Conducting Marketing Research; Creating Customer Value and Customer Relationships; Analysing Consumer Markets and Analysing Business Markets. Identifying Market Segments and Targets; Competitive Dynamics; Crafting the Brand Positioning; and Creating Brand

Equity. Designing Value: Setting Product Strategy; Designing and Managing Services and Developing Pricing Strategies and Programs. Delivering Value: Designing and Managing Integrated Marketing Channels and Managing Retailing, Wholesaling, and Logistics. Communicating Value: Designing and Managing Integrated Marketing Communications; Managing Mass Communications; Managing Personal Communications. Creating competitive advantages; marketing in the global environment; managing the holistic marketing effort; introducing new marketing offerings; social responsibility of marketing.

## **BSL508 Consumer Behaviour**

**(3-0-0) 3 credits**

Introduction to Consumer Behaviour - Importance of Consumer Behaviour; Evolution of Consumer Behaviour; Methods of Studying Consumer Behavior ; Customer Centric Organizations; Market Analysis; Market Segmentation, Marketing Mix Strategies; Value of brands in Marketing Strategy; Customer Loyalty and Retention Strategy; Global Marketing Strategy; Global Advertising Effectiveness Consumer Decision Making - Consumer Decision Process Model; Variables affecting the Decision Process; Types of Decision Process; Factors Influencing the Extent of Problem Solving; Need Recognition; Internal and External Search; Pre-Purchase Evaluation; Retailing and the Purchase Process; Determinants of Retail Success or Failure; Point of Purchase Materials; Consumer Logistics; Location Based Retailing; Direct Marketing; Consumption Experiences; Importance of Customer Satisfaction; Factors affecting Satisfaction Level. Individual Determinants of Consumer Behaviour - Demographics and Consumer Behaviour; Economic Resources and Consumer Behaviour ; Personality and Consumer Behaviour; Personal Values; Lifestyle; Motivational Conflict and Need Priorities; Motivational Intensity; Motivating Consumer; Importance of Consumer Knowledge; Types of Consumer Knowledge; Sources of Consumer Knowledge; Benefits of Understanding Consumer Knowledge; Consumer Beliefs; Consumer Feelings; Consumer Attitudes; Consumer Intentions. Environmental Determinants of Consumer Behaviour. Influencing Consumer Behaviour - Shaping Consumer's Opinion; Opinions Change; Product's and Advertising's Role in Shaping

Consumer Opinion; Cognitive Learning; Retrieval of Information; Company's Role in Helping Consumers to Remember

## **BSL509 Managerial Economics**

**(3-0-0) 3 Credits**

Basics of Managerial Economics+ Introduction to Managerial Economics: Definition, Nature & Scope, Relationship with other subjects, Objectives of Business Firms, Economic v/s Accounting Profit. Decision Making in the Household Consumer Choice; Theory of Demand and Elasticity of Demand: Meaning, Determination, Types, Estimation and Forecasting. Decision Making in the Firm - Theory of Production and Cost; Product Price Determination in Perfect Competition, Monopoly, Monopoly Completion, and Oligopoly Markets. Macroeconomics Concepts National Income Determination using Keynes and IS-LM Models, Inflation, Fiscal and Monetary Policy, Game Theory.

## **BSL511 Business Statistics**

**(3-0-0) 3 Credits**

Measures of Central tendency, Dispersion (variation) and kurtosis their measures, their characteristics (merits and demerits) and application. Proof- Sum of the Deviations taken from AM is zero. Combined Mean and problems on missing figures application- Individual, Discrete and continuous series. Correlation and linear Regression Analysis scatter Diagram, Karl Person's & Rank Correlation Method, Standard Error and Probable Error of Correlation and Significance of Correlation Regression- Difference between Correlation & Regression, why Coefficient of Correlation lies between -1 and +1 why there are two regression lines & their properties and the properties of Regression Coefficients, Explained & Unexplained Variation. Solution of the regression lines and standard error of the estimates of regression. Probability, Random variable, Expectations and probability Distributions, Binomial, Poisson's & Normal Distributions fitting of Distribution and their properties and solution of problems. Central limit theorem. Sampling Fundamentals and Sampling Distributions, sampling error and

standard error of the estimated parameter & estimator, Estimation & Hypothesis Testing, Parametric, Algebra of Expectations and decision making.

## **BSL513 Operations Management**

**(3-0-0) 3 Credits**

Introduction: The field of operations management, production systems, O.M. in the organizational chart, historical development of O.M, role of services in the post-industrial society, service operations management, current issues in O.M. Product Design: Designing for the Customer – Quality Function Deployment, Value Analysis, Value Engineering, Designing Products for Manufacturing and Assembly, Measuring Product Development Performance. Manufacturing Process Selection and Design: Process Selection - Types Of Processes, Process Flow Structure, Product Process Matrix. Service Process Selection and Design: The Nature of Services, An Operational Classification of Service, Designing Service Organizations, Structuring The Service Encounter, Service System Design Matrix, Service Blueprinting and Fail Sating. Facility Location and Layout. Waiting Line Management. Capacity Management: Capacity Management in Operations, Capacity Planning Concepts, Capacity Planning, Planning Service Capacity Aggregate Sales And Operations Planning: Overview of Sales And Operations Planning Activities, The Aggregate Operations Plan, Aggregate Planning Techniques. Inventory Control: Definition Of Inventory, Purposes of Inventory, Inventory Costs, Independent Versus Dependent Demand, Inventory Systems, Fixed Order Quantity Models, Fixed Time Period Models, Selective Control, Including ABC, VED Classifications, Optional Replenishment System, 2Bin System. Managing queues. Supply Chain Management: Supply Chain Drivers, Supply Chain Strategy, Measuring Supply Chain Performance, Push Strategy/Pull Strategy/ Push Pull Strategy, Bullwhip Effect, Outsourcing, Design For Logistics, Global Sourcing, Mass Customization, Efficiency of Service Delivery. Total Quality Management.



## **BSL516 Entrepreneurship and Innovation**

### **(3-0-0) 3 credits**

Innovation and Entrepreneurship course focuses on the interconnection between entrepreneurial thinking and innovation. The course will introduce students to the fundamentals of innovation and entrepreneurship, providing them with a blueprint for the ideas and strategies to build a successful venture. This course attempts to address critical areas for successful growth, including design thinking, open innovation, business models, product-market fit, and financing. This course will teach students to think like an entrepreneur and provides the models, tools and frameworks to further develop your business or idea.

## **BSL519 Organizational Behaviour 1**

### **(3-0-0) 3 Credits**

The course outlines the study of Organizational Behaviour focusing on areas of Individual, Group and Organizational Systems. In this course focus is on areas of diversity of organization, Attitudes and Job satisfaction, Emotions and Moods, Personality and values, Perception and Individual Decision making, Motivation concepts to applications, Communications and Foundations of Group Behavior

## **BSL521 Financial Reporting & Control**

### **(3-0-0) 3 Credits**

This course provides a comprehensive understanding of financial reporting principles and practices, along with analytical techniques for interpreting financial statements. Topics include financial statement preparation, analysis of income statements, balance sheets, and cash flow statements, evaluation of financial ratios, forecasting techniques, and the interpretation of financial data for decision-making purposes. Accounting as an information system, Bases of accounting, Basic concepts and conventions, Branches of Accounting, International Financial Reporting Standards (IFRS). Business Income: Measurement of business income -Net income; the accounting period, the matching concept, Revenue recognition, Salient features of Accounting

Standard (AS 9) Recognition of expenses. Depreciation: Nature/Methods of depreciation, Inventories; meaning, Significance of inventory valuation. Final Accounts: Capital and revenue expenditures and receipts: general introduction only. Preparation of financial statements of corporate business entities from a trial balance. Creation of vouchers and recording transactions, preparing reports – cash book and bank book, ledger accounts, trial balance, Profit and Loss Account (Income Statement) and Balance Sheets. Introduction to Tally Software (latest version) is part of the course as well.

## **BSL522 Marketing Research**

### **(3-0-0) 3 Credits**

This course enriches MBA students with the theoretical and practical knowledge of research process for solving marketing problems. Students are taught as well as made to practice the systematic and objective process of conducting research (which involves problem identification, developing a theoretical approach, research design, field work and data collection, data analysis and interpretation, and report writing) in the context of marketing problems. The learning in this course will enable students to independently conduct market research in future.

## **BSL523 Indian Financial Systems**

### **(3-0-0) 3 Credits**

This course provides an overview of the Indian financial system, covering its structure, institutions, and regulatory framework. It explores the functioning of financial markets, including money markets, capital markets, and derivative markets. It provides awareness about the regulatory framework in which the financial service industry operates. Financial instruments at the disposal of the industry and on their specific use at the hand of financial service providers have also been incorporated in this course. It also considers how recent developments, including technological advances and economic globalization, have instilled renewed interest in activities such as acquisitions and mergers, and contemplates the future of the industry. Topics include Non-Banking Financial Services, Insurance Services, Merchant Banking, Credit Rating Services, Factoring and Forfeiting,

Venture Capital, Plastic Money (Credit cards), Lease & Hire Purchasing, Housing Finance.

## **BSL524 Logistics and Supply Chain Management**

### **(3-0-0) 3 Credits**

In this course, the students will be introduced with main concepts, best practices, and key strategies of logistics and supply chain management. The course shall specifically address the following issues: Managing and using information to improve supply chain efficiency, reduce uncertainty, Information distortion (the bullwhip effect) and its countering strategies, Collaborative Planning, Forecasting and Replenishment, Supply chain inventory management, utilizing postponement for efficient supply chain design, Managing short life cycle products through accurate response, Outsourcing and contract manufacturing.

## **BSL525 Information Systems for Business**

### **(2-0-0) 2 Credits**

This course, Information Systems for Business, shall provide a perspective on Information Technology and Systems in organizations, business value of information systems, ethical considerations and privacy issues while using Information Technology & Systems in an organization. It includes topics on building an IT infrastructure within an organization, Cloud Computing, Emerging Technologies, Enterprise Systems (ERP Systems, CRM Systems, SCM Systems etc.) E-commerce & Digital Payment Systems, Systems for decision making in organizations, building information systems in organizations and securing an organization's information systems.

## **BSL526 Sales and Distribution Management**

### **(3-0-0) 3 Credits**

This course is meant to make students understand fundamentals of Sales Management and

Distribution Management. Since many students with marketing specialization start their career in sales or business development, it is essential for them to understand the basics of personal selling, sales process, sales force management, distribution dynamics, various channels of distribution etc. This course shall broadly cover topics such as, Sales Strategy, Sales Planning and Forecasting, Sales Force Staffing, Retailing, Wholesaling, Distribution Channels – Physical and web channels, Channel design, Channel Economics, Channel Conflict and Channel Management.

## **BSL528 Organization Behavior 2**

### **(3-0-0) 3 Credits**

The course focuses on the area of understanding Work teams, Leadership traits and theories, Power and Politics, Foundation of Organization Structure, Organization Culture and Organization Change and Stress Management.

## **BSL603 Strategic Management**

### **(3-0-0) 3 Credits**

The course enables students to understand the concept of Strategy. It provides insights about the highly competitive markets where firms with competitive advantage only survive. It helps students analyze the business environment in which business operates not only the external environment but also the internal environment in order to understand the business environment better. The course explains how strategy is formulated, implemented and evaluated in an organization, taking them through the process and techniques used in leading organizations globally.

## **BSL611 Marketing Strategy**

### **(3-0-0) 3 Credits**

Marketing Strategy is a fundamental area within the field of marketing focusing on the strategic application of marketing principles to foster business growth and competitive advantage. This course provides a comprehensive exploration of marketing strategy concepts and their application in

real-world business scenarios. Emphasizing strategic analysis, planning, and implementation, the course prepares students to the roles and responsibilities of senior marketing managers with an integrative perspective of marketing decisions. The course broadly includes topics such as, product and brand strategy, pricing strategy, digital marketing strategy, Green Marketing, Global marketing, crisis management in marketing etc.

## **BSL612 Brand Management**

### **(3-0-0) 3 Credits**

Brand management is an ever-evolving discipline-one that involves a balance between strategy and emotion. Brand is a promise made to consumer. Brands have come to acquire center stage in marketing and they are often labeled as 'the' asset of value creation. This course is designed to provide an understanding of how brands are created and managed over time. Course will cover various concepts and practices of brand management like what is branding, different attributes of a brand, brand positioning, brand building, relation of a brand and consumer, brand equity and value and brand evaluation. This course seeks to impart understanding of the role brands play in contemporary businesses.

## **BSL613 New Product Development**

### **(3-0-0) 3 Credits**

This course is designed to provide students with a rigorous understanding of the processes and strategic considerations involved in bringing new products to market. It explores various issues including new product design, market entry strategies, and marketing of new products. The course aims to equip students with the skills to identify and seize market opportunities and stimulate the way students think and evaluate new product development by analyzing important steps in the product development and marketing processes. Broad contents include Product Design and Development, Technical and Economic Feasibility Analysis, Strategic Product Planning, Prototyping and Testing, Product Life Cycle Management, Market Entry Strategies, Marketing Mix for New Products, Managing Product Portfolios, Pricing and Distribution Strategies, Promotion Strategies for New Products, Launching the Product, International Product Development , Innovation

and Future Trends in Product Development, Legal & Ethical Considerations etc.

## **BSL614 Design Thinking**

### **(3-0-0) 3 Credits**

This course is designed to introduce MBA students to the principles of Design Thinking, a problem-solving methodology used to foster innovation and strategic solutions. By integrating analytical, synthetic, divergent, and convergent thinking, students will learn to generate a diverse array of potential solutions and narrow these down to the most effective one.

Through this course, participants will gain an appreciation for various applications of the Design Thinking process and learn to incorporate different methodologies to achieve successful outcomes. This will equip participants, as future business leaders and innovators, with the skills to solve complex problems and add significant value through creative and effective solutions.

## **BSL615 Behavioral Economics For Managers**

### **(3-0-0) 3 Credits**

Behavioral Economics is an interdisciplinary field that blends insights from psychology, judgment, decision making, and economics to explore how individuals actually behave in economic environments, as opposed to how they should behave if they were perfectly rational. This course provides a comprehensive overview of how cognitive biases, emotions, and social influences affect economic decisions. Through a blend of theoretical concepts and real-world applications, students will learn to identify and analyze the irrational behaviors that often guide economic decisions. The course will explore key topics such as Prospect Theory, Heuristics, Biases, Nudge Theory, and the implications of behavioral economics on Public-policy, Marketing, and Finance. By applying these insights, students will develop the skills needed to create strategies that can positively influence behavior in various sectors and understand the broader implications of economic theories in everyday life.

## **BSL616 Business Valuation**

### **(3-0-0) 3 Credits**

The course on Business Valuations builds on the basic fundamental concepts of Finance to accurately value a company's tangible & intangible assets. It explores all aspects of valuation from estimating cash flows and discount rates to the strategy for creating value. The course focuses on the main valuation techniques & methods to determine the real value of a firm. The course imparts skills to analyze a company financially while gaining insights into its drivers of value i.e. get the numbers & the story to create a cogent picture of the enterprise. The course is taught with the twin view of valuing the company through eyes of an external portfolio manager as well as through the internal corporate strategist interested in operating that business. The pedagogy apart from fundamentals & quantitative tools will use case studies to drive home the key learnings to students.

## **BSL617 Corporate Finance & Treasury Management**

### **(3-0-0) 3 Credits**

This course builds on the foundation developed in Financial Management focusing on critical areas of Financial Management within Corporates. It provides tools of financial decisions related to Working Capital & Long-term Capital needs of Corporates. It deals with financial policy choices of Corporates e.g. Capital Budgeting & structure, Dividend policy. The course will help students evaluate complex investments, set and execute financial policies and methods to integrate financial decisions faced by corporates. It will equip the students to manage the treasury operations of corporate and dovetail them to the organizational strategy.

## **BSL618 Introduction to FinTech**

### **(3-0-0) 3 Credits**

This course offers an introductory exploration of Financial Technology (FinTech), which continues to revolutionize the traditional financial services industry through innovative digital solutions. Students will gain insights into the intersection of finance and technology, understanding how FinTech disrupts and transforms various sectors such as

banking, payments, lending, insurance, and wealth management. Topics include blockchain technology, cryptocurrencies, peer-to-peer lending, robo-advisors, regulatory challenges, and the outlook of FinTech.

## **BSL619 International Trade and Finance**

### **(3-0-0) 3 Credits**

This course is designed for MBA students with an aim to equip them with the knowledge and skills necessary for success in the global marketplace. It offers a comprehensive exploration of international trade and finance, covering essential concepts and practical applications. Topics include trade theories, global trade finance, international debt and equity finance, global exchanges, currency dynamics, interest rate mechanisms, arbitrage strategies, trade operations and documentation, and risks in international trade and finance. Through theory and case studies, students gain the expertise needed to navigate the complexities of international trade and finance effectively.

## **BSL621 Managing Business Risks**

### **(3-0-0) 3 Credits**

This course on Managing Business Risks introduces the participants to the classical theory of risk along with its application to various kind of risks, and their interplay within and outside an Enterprise. The course will teach students to land at various risk contributions, starting from a given vantage point, and cover the following risks affecting the organisation - Financial Risk, People Risk, Market risk, Operational risk, Third Party Risk, Technology Risk, ESG Risk, and Systemic Risks (like pandemic, terrorism, sabotage etc.) The course will help the students to begin /end with either kind of risk, and understand its impact on the enterprise as a whole - pressing detailed risk metrics for each risk type.

## **BSL622 Applied Machine Learning**

### **(2-0-2) 3 Credits**

Applied Machine Learning course shall cover the complete cycle of predictive model building starting from data exploration, to data preparation, data

preprocessing to model building to model evaluation. It shall cover Linear Regression model building both from a statistical standpoint and in the ML way. Artificial Neural Networks and the perceptron learning model shall be covered. It shall also cover supervised learning techniques like Decision Trees, Logistic Regression, K-Nearest Neighbour, Support Vector Machine etc and unsupervised learning techniques such as principal component analysis, clustering etc. All ML model building shall be done in Python using relevant Python libraries.

## **BSL623 Generative AI**

### **(2-0-2) 3 Credits**

This course shall first provide foundational AI concepts and then take the participants through practical applications of AI in enhancing day-to-day business operations and decision-making processes. The latter half of the course shall delve deeper into Generative AI, focusing on advanced applications and technical aspects such as Language Models, Code Generations, GANs, VAEs, LangChain, and RAG. Designed for MBA students, this course blends theoretical knowledge with practical, hands-on projects to build a robust understanding of AI's capabilities and challenges.

## **BSL624 Deep Learning**

### **(2-0-2) 3 Credits**

Deep Learning course shall cover Artificial Neural Networks, Deep Neural Networks, Convolutional Neural Networks, Capsule Networks, Generative Adversarial Networks etc. It shall use libraries like TensorFlow and Keras and help students build deep neural network models, and also evaluate them. Concepts like overfitting and regularization shall be dealt with in detail to help students understand the downsides of building deep neural networks with multiple layers and multiple nodes and understand how to optimize the models to get reliable results.

## **BSL625 Block Chain and Applications**

### **(2-0-2) 3 Credits**

The primary purpose of this course is to provide knowledge and hands-on experience about various

concepts, techniques, and methods that serve as a foundation for Blockchain and DLT technologies. Furthermore, this course will also present the internal workings and applications of this potentially disruptive technology by taking Bitcoin as one example of cryptocurrency. Similarly, using the Ethereum platform outside of cryptocurrencies, this course also presents smart contracts as self-executing scripts over Blockchain for deploying business logic in an automated way in decentralized applications. Finally, this course will also discuss several use cases and applications regarding the potential impact of blockchain technology on the banking and financial industry, governments, contracting, and identity management.

## **BSL626 Natural Language Processing**

### **(2-0-2) 3 Credits**

The course provides an in-depth exploration of Natural Language Processing (NLP) and offers comprehensive training in leveraging Python programming to extract meaning from text data. The course will start with the foundational concepts of NLP, including intricate techniques such as text pre-processing, tokenization, stemming / lemmatization etc and then provide extensive hands-on experience with powerful Python libraries like NLTK, spaCy, Gensim etc. enabling the participants to master essential tasks such as parts-of-speech tagging and named entity recognition. The course shall broadly cover, text classification, text summarization, sentiment analysis, opinion mining, topic modeling etc.

## **BSL627 Compensation and Benefits**

### **(3-0-0) 3 Credits**

The course focuses on the area of understanding about Conceptual framework of Compensation Management, Contingent Pay - Pay for Performance, competence, skills, Administrating and controlling salary costs and reviews. Statutory requirements, Designing Benefits. Compensation and Reward Policy, processes, procedures.

## **BSL628 Employee Relations**

### **(3-0-0) 3 Credits**

Employee Relations course shall provide a historical overview of the area of Industrial Relations and

expand the scope to employee relations in an organization beyond the factory or shop floor. Topics covered shall broadly include industrial disputes, collective bargaining, trade unions, workers participations in management, discipline and disciplinary action, grievance handling procedure, employee compensation – Wages, Incentives etc. in compliance with the regulations of both Indian and International Labour Organizations.

## **BSL632 Services Marketing**

### **(3-0-3) 3 Credits**

This course shall introduce the concept of services marketing by first differentiating between goods and services from a marketing perspective and then extend towards insights into consumer behaviour in services. The course shall broadly cover marketing mix in services marketing, Service quality gaps, consumer expectation and perception of services, customer satisfaction measurement tools and techniques, customer defined service standards, service designing, service delivery, service marketing strategy, service recovery, service pricing etc.

## **BSL636 Integrated Marketing Communication**

### **(3-0-0) 3 Credits**

The objective of the course is to help students understand the principles and practices of marketing communications and its concepts, strategies, methods and tools with a view to enable students to provide a managerial framework ( plan, create, implement good marketing communications) as well as to be familiar with all types of marketing communications in their role as advertisers and users. The course shall also give the participants a perspective of media and its strategic use in designing good IMC campaigns for any company. The course shall broadly cover Advertising - Strategy and Implementation, Budgeting, Segmenting, Targeting and Positioning, IMC Creative Concept and Messages, Message Execution, IMC Print, Broadcast, and Out-of-Home Media, basics of media planning, media selection, media strategy and tactics, current trends in the

indian media industry, Social, Legal, and Ethical Issues in IMC etc.

## **BSL638 Digital Marketing and Social Media**

### **(3-0-0) 3 credits**

The course will provide students an overview of the fundamental elements, principles, tools and techniques of digital marketing and communication. They will be able to understand and apply the core principles, concepts and nuances of digital marketing and communications in the context of the overall product/service/brand marketing. The students will also get an orientation in using some of the popular digital marketing techniques like Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Behavioural Targeting, Retargeting, e-CRM and some digital marketing planning and analytics tools like Google AdWords, Google Keyword Tool, Google Webmaster, Google Analytics, etc. Building blocks of this course require having a sound understanding of marketing planning and management process. On completion of the course, the students should have a developed and practical understanding of how to create a digital marketing plan and how to approach and leverage various available digital marketing channels in an integrated manner to market products and services – be it to create awareness, acquire new customers or retain existing customers. The course will help the students in making a good career in the field of digital marketing by having sound understanding of the concepts along with practical orientations.

## **BSL643 Financial Derivatives**

### **(3-0-0) 3 Credits**

This course delves into the fundamentals of investment strategies and derivatives instruments, offering a comprehensive understanding of financial markets and their associated risks. The course aims to enable a better understanding of various derivatives products available in equity derivatives markets, regulations and risks associated with the products and the exchange mechanisms of clearing and settlement. Managing financial risk is a critical objective of firms.

Accordingly, this course covers the aspect of reducing risk coming from interest rates, exchange rates and equity market risk using derivative products like futures, options and swaps. Additionally, the course covers the issues of pricing, hedging and trading derivatives especially from a corporate treasury manager's perspective.

## **BSL648 Mergers & Acquisitions**

### **(3-0-0) 3 Credits**

Mergers & Acquisitions (M&A) are part of Strategic financial management & corporate growth strategy. Whether driven by the current owners of enterprise or common owners of diverse entities, M&A has come to be part of modern corporate lexicon. This course will help students appreciate the role & importance of M&A in the present corporate world. The student will gain insights into the process and be able to form an opinion if an M&A transaction makes sense for the firm. The students of Finance will be exposed to the fundamentals, valuation methods, tools & process of M&A. The course will apply basic finance principles & analytical techniques to actual problems encountered by senior management or advisors to them. The course apart from teaching M&A will cover different takeover tactics & defenses. The course will be designed as an applications-oriented course and will draw heavily on real world cases.

## **BSL656 Industrial Relations & Labour Laws**

### **(3-0-0) 3 Credits**

This course focuses on understanding the Labour laws applicable to organizations and employees such as Labour Legislation, Labour reforms, Labour Code, and Employment Legislation. The Industrial Relations aspect shall cover, the Payment of Wages Act, the Minimum Wages Act, the Factories Act, the Employment Exchange Act, the Apprentice Act, the Payment of Bonus Act, the Contract Labour (Regulation and Abolition) Act, the Trade Union Act, the Industrial Employment (Standing Orders) Act, the Industrial Disputes Act, the Employee Compensation Act, the ESI Act, the PF Act, the Maternity Act, the Payment of Gratuity Act etc.

## **BSL657 Workforce Planning, Recruitment and Selection**

### **(3-0-0) 3 Credits**

In 21st century HR is influenced by various factors like size of the workforce, rising employee expectations, composition of workforce, new skills and competencies required. The Course will provide the tools needed to analyze the workforce, develop a strategy to match demand for staff with the right people at the right time, and create a plan for talent management and retention. The course will help in analyzing the role of recruitment and selection in relation to the organization's business and HRM objectives in Indian context. This includes demonstrating the appropriate use of job descriptions, application forms and related staffing tools such as internet recruiting. The course contents broadly are Manpower Planning, Recruitment Challenges, Interviewing, Selection, and Orientation & Onboarding. At the end of the course the student will be able to use manpower planning techniques; identify, define, assess and optimally apply appropriate sources of recruitment; define and utilize various selection tools, techniques and tests; plan appropriate selection strategies and formulate selection procedures across a variety of verticals and business situations; plan and devise orientation and onboarding programs.

## **BSL661 Training and Development**

### **(3-0-0) 3 Credits**

This course, Training and Development shall focus on the theories and tools of learning and development. Topics covered shall include, Identification of skills gaps, capability building within the organization, developing training programs, soliciting and recording training feedback, working with stakeholders and functional leaders in identifying organizational needs etc.

## **BSL662 Organizational Development**

### **(3-0-0) 3 Credits**

Organizational Development (OD) is a field of research, theory, and practice dedicated to expanding the knowledge and effectiveness of

people to accomplish more successful organizational change and performance. The course shall enable the students to understand the philosophical, historical, theoretical, political and practical underpinnings of OD as a core area of practice within HRD; increase awareness of different tools that are used to diagnose organizations as well as interventions used through hands-on experience and; enhance skills in facilitation, OD skills, group process, communication, and collaboration. Main topics shall include: introduction to organization development; the nature of planned change; the od practioner; entering and contracting; diagnosing organizations, groups and jobs – collecting and feeding information; designing individual, group and organizational level interventions; strategic change interventions; action research; etc. At the end of the course, the students shall have basic theoretical and competency base in OD that they will need to be able to assist with and facilitate positive, planned change efforts within the organizations in which they work.

## **BSL666 Talent Management**

### **(3-0-0) 3 Credits**

The course intends to make students aware of the concept of talent management and its importance in 21st century. Students will learn the role of environment and various innovative practices that businesses go for to manage their talent. The role of IT in effective talent management is also highlighted.

## **BSL676 Big Data Analytics**

### **(2-0-2) 3 Credits**

The explosion of social media and the digitization of every form of business and economic activity has resulted in the creation of large volumes of data, mostly unstructured data such as web logs, videos, audio recordings, photographs, e-mails, tweets etc. and streaming data such as data from sensors and IoT devices. Collectively, data characterized by large volume, variety and velocity has been dubbed as “Big Data”. Hadoop and Spark have emerged as general-purpose cluster-computing frameworks to reliably and cheaply store big data, and efficiently process them for business and social benefit.

Additionally a whole range of big data ecosystem components keep evolving every day. Comprehending this big data space has become imperative for every aspiring data scientist. Accordingly, this course “Big Data Analytics” has been designed to help ‘Data Science’ participants get a grasp of the distributed storage and processing frameworks and other important ecosystem components that go along, to handle specific data processing needs.

## **BSL 680 Data Visualization and Expression**

### **(2-0-2) 3 Credits**

Students will use Tableau as their main tool to visualize data and develop dashboards but will develop transferrable skills which can apply to many of the most popular software packages in the current marketplace. The students will be able to employ best practices in data visualization to develop charts, maps, tables, and other visual representations of data. Use Tableau’s visualization tools to conduct data analysis, especially exploration of an unfamiliar dataset. Create compelling, interactive dashboards to combine several visualizations into a cohesive and functional whole. Utilize advanced Tableau features including parameters, data blending, custom SQL, very large datasets, custom date hierarchies, and others. Use data visualizations, dashboards, and Tableau Stories to support relevant communication for diverse audiences.

## **BSL683 Marketing Analytics**

### **(3-0-0) 3 Credits**

Marketing Analytics course aims to bring out the importance and significance of data-driven decision making in the field of marketing. It helps participants apply descriptive, predictive and prescriptive models to solve marketing problems. The course shall broadly cover topics such as customer analytics for market segmentation, perceptual mapping for product positioning, application of choice models, conjoint analysis etc. for product analytics, Pricing, Web analytics, Customer Life time value, Churn analytics etc.



## **BSL689 SQL for Data Analysis and Business Intelligence**

**(2-0-2) 3 Credits**

This course is designed to give a primer in the fundamentals of SQL and working with data so that the students can begin analyzing it for data science purposes. At the end of this course, students will be able to identify a subset of data needed from a column or set of columns and write a SQL query to limit to those results; use SQL commands to filter, sort, and summarize data; create an analysis table from multiple queries using the UNION operator; and manipulate strings, dates, & numeric data using functions to integrate data from different sources into fields with the correct format for analysis.

## **BSL695 Security Analysis & Portfolio Management**

**(3-0-0) 3 Credits**

This course is intended to provide a general overview of capital markets, financial instruments, and investment process. The course would emphasize the role of modern financial theory in portfolio management. The broad topics includes Investment process, Intermediaries in financial market, Sources of financial information, Different investment alternatives, Approaches of bond valuation, Introduction to fundamental analysis. Technical analysis and efficient market hypothesis.

Introduction to mutual funds and their risk evaluation and Role of SEBI are part of the course. Portfolio management is taught with a view to devise the best investment plan for individuals as per their income, budget, age, and ability to undertake risks. Portfolio management is taught as a discipline that minimizes the risks involved in investing and increases the chance of making profits.

The main topics such as portfolio construction, Markowitz model, the Sharpe Index model, capital asset pricing theory, arbitrage pricing theory, portfolio evaluation, and revision are covered.

## **BSL697 Management of Retail Financial Institutions**

**(3-0-0) 3 Credits**

This course covers in details, workings of Retail Financial Institutions e.g., Retail Banks, Non - Banking Finance Companies, NBFC-Micro Finance Institutions, Life Insurance, General Insurance & Health Insurance. It provides an overview of the industry, products, business strategy, regulatory framework and management of the institutions. It helps the students understand the key issues relevant to the industry and managing the corporates in the industry. The course integrates the theoretical concepts with practical considerations and real-life cases. The course involves interaction with Industry professionals and/or field trips as part of pedagogy.

## **BSL698 Strategic Financial Management**

**(3-0-0) 3 Credits**

This is an advanced course on corporate finance or financial management. Achieving competitive advantage through strategic financial management is inevitable in 21st century business world. The scope of strategic financial management deals with tasks such as ensuring the availability of funds, allocating them for different uses, managing them, forecasting financial requirements, investing funds, performing profit planning, controlling costs, and estimating the rate of return on investment. Apart from these, the course explores the contemporary concepts and trends in strategic financial management (SFM), particularly focusing on cutting-edge areas like corporate valuation methods, value-based management, need, causes and impact of Buy-back Shares, Takeover Tactics, Organizational Architecture, and other related areas of strategic financial decision making in the present corporate world.

## **BSL699 HR Analytics**

**(3-0-0) 3 Credits**

HR Analytics, which is also referred to as People Analytics or Workforce Analytics, deals with the collection, modelling and analysis of human resources data to help HR professionals and their

organizations make data driven decisions. Towards that end, this course focuses on the area of understanding HR metrics across different verticals in HR and its implications, understanding the business needs and key areas from HR to integrate, identify trends and patterns in data and focus on building skills of the HR team while having interaction with the stakeholders.

## **BSP504 Advanced Excel Lab**

### **(0-0-4) 2 Credits**

In this Microsoft Excel course, students will learn to easily build dynamic tools & Excel dashboards to filter, display and analyze your data. You could create your own formula-based Excel formatting rules, join datasets from multiple sources with XLOOKUP, INDEX & MATCH functions, Manipulate dates, times, text, and arrays. You will be able to efficiently navigate and manipulate worksheets and workbooks. Implement formulas, functions, and names, design a reusable data entry template that protects formulas, implement conditional formatting, Connect, prepare, and validate data employing editing tools, formulas, and Flash Fill. Identify, sort, and select detailed data with tables and slicers. Present and analyze data with conditional formatting, charting, sparklines, and printing parameters. Construct IF functions that make decisions - present results visually. Analyze summary data with PivotTables and implement a quick dashboard.

## **BSP508 Python for Data Analysis**

### **(2-0-2) 3 Credits**

The Python for Data Analytics course provides students with wide general overview of Python – a general-purpose programming language that is becoming ever more popular for data science. The focus is on the application of Python specifically for data science. With this Programming Foundation and Data Analytics course, you will learn programming fundamentals, how to analyze data in Python, perform simple statistical analyses and create meaningful data visualizations, about ways to import, store and manipulate data, and helpful data science tools to conducting data analysis. The course is about ways to import, store and

manipulate data, and helpful data science tools to conducting data analysis.

## **BSR501 General Proficiency I**

### **1 Credit**

Under General Proficiency, students are expected to independently work on their ability to face aptitude tests which will then get tested through an online aptitude test conducted towards the end of the semester. Students are also encouraged to opt for MOOC courses, certification courses to upgrade their knowledge from time to time and submit such certificates towards the end of the semester. They are also encouraged to take part in various activities conducted by the professional societies and clubs of the University. They are expected to actively participate in the industry speaker sessions organized by the school from time to time and gather practical insights emerging from the real-life experiences of the speakers.

## **BSR502 General Proficiency II**

### **1 Credit**

Under General Proficiency, students are expected to independently work on their ability to face aptitude tests which will then get tested through an online aptitude test conducted towards the end of the semester. Students are also encouraged to opt for MOOC courses, certification courses to upgrade their knowledge from time to time and submit such certificates towards the end of the semester. They are also encouraged to take part in various activities conducted by the professional societies and clubs of the University. They are expected to actively participate in the industry speaker sessions organized by the school from time to time and gather practical insights emerging from the real-life experiences of the speakers.

## **BSR503 General Proficiency III**

### **1 Credit**

Under General Proficiency, students are expected to independently work on their ability to face aptitude tests which will then get tested through an online aptitude test conducted towards the end of the semester. Students are also encouraged to opt for

MOOC courses, certification courses to upgrade their knowledge from time to time and submit such certificates towards the end of the semester. They are also encouraged to take part in various activities conducted by the professional societies and clubs of the University. They are expected to actively participate in the industry speaker sessions organized by the school from time to time and gather practical insights emerging from the real-life experiences of the speakers.

## **BSR504 General Proficiency IV**

### **1 Credit**

Under General Proficiency, students are expected to independently work on their ability to face aptitude tests which will then get tested through an online aptitude test conducted towards the end of the semester. Students are also encouraged to opt for MOOC courses, certification courses to upgrade their knowledge from time to time and submit such certificates towards the end of the semester. They are also encouraged to take part in various activities conducted by the professional societies and clubs of the University. They are expected to actively participate in the industry speaker sessions organized by the school from time to time and gather practical insights emerging from the real-life experiences of the speakers.

## **BST601 Summer Internship**

### **6 Credits**

At the completion of the second semester, each student would be expected to undergo an internship in a business organization for about 8 weeks. The student would be expected to identify a particular business issue, do extensive research on the topic and provide recommendations to solve the issue for the business. They need to submit a project report and certificates of project completion from the organization, and appear before a panel of faculty members for a presentation and viva at the end of the project.