

THE APOLLO UNIVERSITY – UNIVERSITY OF LEICESTER
BACHELOR OF BUSINESS ADMINISTRATION
(Artificial Intelligence)
UNDER REGULATIONS(R-2026)

COURSE STRUCTURE AND SYLLABI
(W.E.F. 2026-27 ADMITTED BATCH)



THE APOLLO UNIVERSITY
MURUKAMBATTU - CHITTOOR (DT) – 517127
ANDHRA PRADESH

PROGRAM OUTCOMES (PO)

PO1: Apply management principles and business knowledge to organizational decision-making.

PO2: Analyze business problems using critical thinking, data analytics, and AI-enabled tools.

PO3: Demonstrate leadership, teamwork, and managerial skills in diverse organizational settings.

PO4: Communicate effectively through oral, written, and digital platforms.

PO5: Utilize digital technologies, management information systems, and AI applications in business functions.

PO6: Apply research methods and analytical techniques to solve business and managerial issues.

PO7: Integrate marketing, finance, HR, and operations knowledge for organizational effectiveness.

PO8: Exhibit ethical values, social responsibility, and sustainability in business practices.

PO9: Adapt to changing business environments, emerging technologies, and global trends.

P10: Apply entrepreneurial thinking and innovation to create business opportunities.

P11: Demonstrate awareness of global business practices and cross-cultural perspectives.

P12: Engage in lifelong learning and professional development for career advancement.

PROGRAM EDUCATIONAL OBJECTIVES (PEO):

PEO1: Develop competent business professionals with strong managerial, analytical, and AI-enabled decision-making skills.

PEO2: Apply ethical, sustainable, and socially responsible practices in professional and entrepreneurial endeavors.

PEO3: Pursue continuous learning, innovation, and career growth in technology-driven business environments.

PROGRAM SPECIFIC OUTCOMES (PSO):

PSO1: Apply AI, analytics, and digital technologies to improve decision-making across business functions.

PSO2: Utilize AI-enabled tools in marketing, human resources, finance, healthcare, and operations management.

PSO3: Design innovative and data-driven business solutions to address organizational and societal challenges.

THE APOLLO UNIVERSITY

ACADEMIC REGULATIONS

SCOPE:

This Academic regulation provide a framework for the regulatory guidelines of all programs offered by The Apollo University. It includes procedures and practices that are to be followed to ensure academic standards in the University. The regulations are approved by the Academic Council. These regulations may be amended from time to time with the approval of the Academic council for the benefit of students or sometimes to reflect the changes suggested by the statutory bodies.

Information regarding amendments (if any) to the regulations will be communicated to the students by publishing in the University website. Students must follow the amended regulations as they might impact the process for the award of degree. The decision of the Vice Chancellor shall be the final in case of any discrepancy. These regulations apply to all students, despite the program of study.

1. ADMISSION INTO THE PROGRAM

The University admits the students by following below procedure:

- A. The applicant shall satisfy the entrance requirements specified by The Apollo University and in accordance with guidelines of statutory councils for Under-graduation.
- B. The Applicant shall be qualified in the qualifying examination for a particular program.

The Apollo University will widely notify the counselling schedule for admissions into the academic programs in the media. The provisional admission will be given to the eligible students during the counselling scheduled by The Apollo University. The selected candidates will be provisionally admitted into the program of his/her choice if the candidate meets the program specific requirements in addition to academic performance qualifying exam. Admission is purely based on merit and so merely meeting the requirements will not ensure admission. The University does not discriminate based on gender, race, region, religion, disability or nationality. The University reserves the right to make admissions based on various criteria which is specified in the admission brochure.

2. ELIGIBILITY CRITERIA

Undergraduate programs

The qualifying exam eligibility for BBA program is given Annexure 1. The student should have passed the qualifying exam. Candidates of any age group shall apply for this programme.

Counselling

All the eligible students need to apply for admission and must attend counselling conducted by TAU as per the schedule for the university quota.

3. PROGRAMS

The Apollo University offers variety of programs which includes certificate, undergraduate, postgraduate, and Research. The list of programs on offer for the academic year 2022-23 are annexed in Annexure 2 and those of 2023-24, 2024-25, AND 2025-26 are annexed in Annexure 3.

Minimum duration of the program

The minimum duration of each program depends on the type of program, viz., undergraduate, postgraduate, integrated programs, etc., and the faculty which offers the program. The maximum duration of the program is N+2 years, where N stands for the minimum duration of the program as mentioned in Annexure 2 and 3. If the student has not obtained the minimum number of credits within the stipulated time, the Vice-Chancellor may extend the maximum duration in extenuating circumstances upon receiving a request along with reasons from the student for not completing the program on time.

4. UNIVERSITY/PROGRAM ELECTIVE COURSES

The university/program elective courses facilitates the education student-centric. It provides the opportunity for the learner to choose the courses from a basket of university/program elective courses. All programs of study are designed to meet the specified number of credit requirements. The courses taken by the student in respective semesters as part of program are allotted some credit points based on the number of hours assigned. Upon successful completion of the course, the student secures the number of credits allotted for that course. Once the minimum number of credits of the program is achieved, the degree can be awarded, subject to fulfilment of all other relevant conditions.

5. STRUCTURE OF THE PROGRAM

The Program structure Consists of

- i) University Courses

A. University Core

B. University Electives

ii) Program Courses

A. Program Core

B. Program electives

iii) Internships and Project Work.

Each course* is assigned a certain number of credits depending upon the number of contact hours (lectures/tutorials/practical) per week. (*one course means one subject)

- University Core/University Elective = 3 Credits
- Program Core/Elective Courses = 3 Credits
- Internship = 6 Credits
- Project Work = 6 Credits

In general, credits are assigned to the courses as detailed below:

- A classroom lecture/ tutorial of 60 min (1 hr) duration per week, spread over the entire semester, shall be considered as one credit.
- For integrated skill enhancement certification course, students will attain the allotted credits after satisfying the specifications of the service provider (offering the certification) with respect to course completion and assessment criteria/procedure.
- For project work/ Internship, one credit shall be considered as 30 hours stipulating the student to complete 120 or 180 hours based on credits allotted in each semester.

6. MEDIUM OF INSTRUCTION

The medium of instruction (including examinations and project reports) shall be English.

7. REGISTRATION

Any of the following student must register for the courses opted in a particular semester during the scheduled registration period.

- i. a new student who enrolls into any program
- ii. an existing student who is continuing on rolls from the preceding regular semester
- iii. a former student, i.e., who has not enrolled in the preceding regular semester or who has availed academic break or detained and got readmission

Each newly admitted student shall attend an induction/ orientation program prior to commencement of the first semester. During this program academic advisors assist the students in choosing the courses. Existing student may register online by using their registration number and mail ID through the Apollo ERP portal. Class schedules are available approximately two weeks before the beginning of every semester for each program. The concerned head of the department must approve class schedule.

8. ATTENDANCE REQUIREMENTS

- Students should earn a minimum of 80% attendance in the current semester to become eligible to write the Semester End Examinations.
- The monthly statement of attendance will be displayed on the School Notice Board/ Apollo ERP by the respective School within the first five working days of the following month.
- Candidates who are falling short of 80% attendance will be detained on the recommendation of the Dean and are not eligible to appear for the current semester examinations. The students who are detained in the current semester will not be allowed to register for the next semester and they have to repeat the same semester by paying the tuition fee prescribed. However, they can write arrear subjects, if any.

9. EVALUATION

The assessment of the student's performance in a Theory course shall be based on two components: Continuous Evaluation (40 marks) and Semester-end examination (60 marks). A student has to secure an aggregate of 40% in the course in the two components put together to be declared to have passed the course, subject to the condition that the candidate must have secured a minimum of 24 marks (i.e. 40%) in the theory component at the semester-end examination. Internship/ Project Work/ Viva voce etc. are completely assessed under Continuous Evaluation for a maximum of 100 marks, and a student has to obtain a minimum of 50% to secure Pass Grade.

Details of Assessment Procedure are furnished below in Table 1.

Table 1: Assessment Procedure

S. No.	Component of Assessment	Marks Allotted	Type of Assessment	Scheme of Evaluation
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1	Theory	40	Continuous Evaluation	i) Twenty (20) marks for mid examinations. Three mid examinations shall be conducted for 20 marks each; average of the best two performances shall be taken into consideration. ii) Ten (10) marks for Quizzes, Assignments and Presentations. iii) Ten (10) marks for periodic evaluation, case studies and projects
		60	Semester-end Examination	iv) Sixty (60) marks for Semester-end examinations
	Total	100		
2	Internship	100	Continuous Evaluation	i) (80) marks for periodic evaluation of Internship report by the Project Supervisor. ii) Twenty (20) marks for final Report presentation and Viva-voce, by a panel of internal examiners. iii) Students shall undergo TWO internships during the course of time and the evaluation shall be done at the end of respective semester.

3	Project work	100	Continuous Evaluation	iv) (80) marks for periodic evaluation and technical report writing by the Project Supervisor. ii) Twenty (20) marks for final Report presentation and Viva-voce, by a panel of internal examiners
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GRADING SYSTEM

Based on the student performance during a given semester, a final letter grade will be awarded at the end of the semester in each course. The letter grades and the corresponding grade points are as given in Table 2.

Table 2: Grades & Grade Points

Sl. No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very Good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above Average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	Ab. (Absent)	0	-

SEMESTER GRADEPOINT AVERAGE (SGPA)

A Semester Grade Point Average (SGPA) for the semester will be calculated according to the formula:

$$SGPA = \frac{\sum [C \times G]}{\sum C}$$

Where

C=number of credits for the course,

G=grade points obtained by the student in the course.

A student who earns a minimum of 4 grade points (P grade) in a course is declared to have successfully completed the course, and is deemed to have earned the credits assigned to that course.

CUMULATIVE GRADE POINT AVERAGE (CGPA)

A similar formula is used to arrive at Cumulative Grade Point Average (CGPA), considering the student's performance in all the courses taken in all the semesters up to the particular point of time.

Table 3 shows the CGPA required for the award of class after the successful completion of the program.

Table3: CGPA required for award of Class

Class	CGPA Required
First Class with Distinction	$\geq 8.0^*$
First Class	≥ 6.5
Second Class	≥ 5.5
Pass Class	≥ 5.0

*In addition to the required CGPA of 8.0 or more, the student must have necessarily passed all the courses of every semester in first attempt.

11. REAPPEARANCE

- A student who has secured 'F' grade in a Theory course shall have to reappear at the subsequent Semester end examination held for that course.
- A student who has secured 'F' Grade in Internship /Project work etc shall have to reappear for Viva – voce scheduled by the school / department.
- A student who is declared fail (F) in a course/s can apply for revaluation within one week from the date of publication of results with a fee prescribed by the university. The marks

/grade awarded in the revaluation is final.

11.1 Procedure for revaluation

- The students who have not satisfied with the marks awarded by the examiner can apply for revaluation of his/her answer script/s
- The students have to apply through the proper channel for revaluation and to pay the revaluation fee per paper to the university towards revaluation fee.
- Students have to apply for revaluation within 7 days from the date publication of result.
- The scripts will get valued by second examiner and if the difference is more than 15 marks, they will get valued by the third examiner. The average of the nearest two marks will be declared as the final marks.

11.2 ASSESSMENT MECHANISM

The Apollo University offers a student the benefits of the Choice based credit System. Every paper is allotted a certain number of credits as per the UGC norms. A student is awarded the specified credits on obtaining a pass in the respective paper.

The program and university electives have been adopted for UG Course from the year 2022-25 onwards as per the norms. The structure of the programme provides a wide range of choice for students to opt for courses based on their eligibility, aptitude and career goals.

11.3 Semester End Examination

The End semester examination will be a comprehensive examination of 3 hours duration. Two End Semester examinations are conducted in a year-

Odd semester examinations in November/ December and

Even semester examination in May/June

Internship/ Project viva will be held 1 week prior to the end of that semester.

Under-Graduation Programs

Course	Continuous Assessment	End semester	Aggregate in End semester
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			Examinations
All UG Courses	No passing minimum	40%	40%

11.4 Post Evaluation Programme:

Under the Post Evaluation Programme there are three menus:

- Provision for improvement
- Re-totaling and Revaluation of answer scripts
- Restrictions to appear for the examinations

11.5 Provision for improvement

A student who passes a paper in the first attempt can reappear for the same paper in the succeeding End-of-Semester examination only, for improving his/her marks. Re-appearance for improvement is allowed for theory and practical subjects of all semesters, except for the final semester subjects. Revised mark statement will be issued after withdrawing the previous one, if the marks obtained in improvement are higher than the marks awarded earlier. When there is no improvement, there shall not be any change in the original marks already awarded. The improved marks shall be considered for classification but not for ranking.

Provision for Re-totaling and Revaluation of valued answer scripts

- UG candidates may apply for re-totaling / revaluation of valued answer scripts, to the Controller of Examinations through the Heads of Departments and Principal / Dean, in the prescribed forms, remitting the prescribed fee within 7 days from the date of publication of results. Revaluation of answer scripts is permissible only for the current semester papers and not for any arrear paper.
- Those wish to apply for revaluation of final semester papers can do so within five days from the date of publication of results. In re-valuation, the answer papers will be valued by an external examiner and if there is a difference of 15 marks between the two evaluations then the script will be sent for third valuation which is final and the mark awarded by the third examiner will be taken into the account.
- Revised mark statement will be issued after withdrawing the previous one, if the marks obtained in revaluation / retotalling are higher than the marks obtained earlier. In other

cases, the original marks obtained earlier will be retained and the matter will be intimated to the student concerned as 'No change'.

- A candidate who applies for revaluation should not apply for retotalling.

Restrictions to appear for the examinations

Candidates who fail in any of the papers in the UG End semester examinations shall complete the paper concerned within N+2 years from the date of admission to the particular course. If they fail to do so, they shall re-register their names and take the examination in the texts/revised regulations/syllabus of the paper prescribed for the subsequent batch of candidates, in force at the time of their reappearance. In the event of removal of that paper consequent to change of regulation and/or curriculum after N+2 years period, the candidate shall have to take up an equivalent paper in the revised syllabus as suggested by the Chairman, Board of Studies concerned.

12. BETTERMENT OF GRADES

A student who has secured only a Pass or Second class and desires to improve his/her Class can appear for Betterment Examinations only in Theory courses of any Semester of his/her choice, conducted in Summer Vacation along with the Special Examinations. Betterment of Grades is permitted 'only once' immediately after completion of the program of study.

13. DETENTION AND RE-ADMISSION

If a student fails to meet the minimum attendance requirement or minimum standards for academic progression, the concerned academic head will recommend for detention and it will be notified by the concerned Dean of the School. The students who are detained in the current semester will not be allowed to register for the next semester and they have to repeat the same semester.

The candidates who are detained or availed academic break or suspended in the previous semester/academic year and want to continue their study shall apply for re-admission to the university. The candidates shall request for re-admission to the respective Head of the Department, with details viz., Full Name, Registration Number, Department, School, Fee payment particulars with proofs and reasons for discontinuations. The concerned academic head will forward it to the Registrar with specific comments. The Registrar will notify the decision of re-admission which shall include the prescribed fee particulars, semester/ year into which readmission is granted and additional courses to be completed by the student (if

any). The candidates should apply for re-admission in advance, that is before the commencement of the semester.

14. GROOMING AND ATTIRE FOR STUDENTS

Grooming and Etiquette is of great significance in the dynamic of shaping one's Personality. The Apollo University stands by a *Code of Grooming, Attire and Etiquette* that promotes a professional standard: Academic Day; Campus Placements and Non-Academic Hours on Campus.

The Dress Code to be in compliance on academic premises while attending: Formal Functions of the Institution / Lectures / Practicals / Dining Area / Library / Labs / Office Areas.

Students shall follow appropriate attire during Academic and Non-Academic hours on the campus. Students shall wear clean, neat, pressed and presentable clothing, and command respect by dressing in accordance with responsible personal norms. Students shall always wear The Apollo University ID Card with the Lanyard.

Grooming and Formal Wear - Boys:

Formal Shirts / T-Shirts with a Collar should preferably be tucked in with a Formal pair of Pants Shoes and Socks to complete the Formal Attire. Personal Hygiene should be followed and Hair should be well groomed.

Smart Casuals for Boys:

Long Kurtas / Formals / Semi-Formal Shirts with Jeans.

Grooming and Formal Wear - Girls:

Sarees / Salwar Suits / Leggings or Jeggings with Long Kurtis / Long Frocks / Long Skirts / Palazzos. Complement the outfit with proper footwear. Personal Hygiene should be followed and Hair should be well groomed.

Smart Casuals for Girls:

Jeans with long Kurtis / Long Skirts / Long Frocks.

Attire for Non-Academic Hours On Campus:

The students should be neatly attired during Non-Academic Hours on Campus.

Dress Code for Boys:

Jeans / Track Suits / T-Shirts / Trousers / Shirts.

Dress Code for Girls:

Jeans / T-Shirts or Blouses / Salwar Suits / Palazzos / Leggings or Jeggings with Long Tops / Sarees / Long Skirts / Track Suits.

DO'S AND DO'NTS FOR BOYS AND GIRL STUDENTS OF THE UNIVERSITY:

- To wear modest clothing that reflects the essence of good personal grooming standards.
- To refrain from wearing Sleeveless Clothing; Shorts; Short Tops, etc.,

PLEASE NOTE: The decision as to what constitutes Appropriate Attire vests with the Authorities of The Apollo University.

15. ELIGIBILITY FOR AWARD OF THE DEGREE

The undergraduate degree will be of 3-years of duration. A student shall be declared as eligible for the award of the degree if the candidate has successfully secured the minimum number of required credits as specified in the curriculum corresponding to the branch of his/her study within the stipulated time.

After successful completion of the program, a provisional certificate cum memorandum of grades (PCMG) will be issued to the students. The PCMG includes the secured grades and class achieved in chosen program and specialization if any, along with grades and CGPA secured by the student. The original degree will be presented in the subsequent convocation.

16. DISCRETION POWER

Not with-standing anything contained in the above sections, the Vice Chancellor may review all exceptional cases, and give his decision, which will be final and binding.

ANNEXURE 1**ELIGIBILITY FOR QUALIFYING EXAM FOR UNDER GRADUATE PROGRAMS**

Program Type	Program Name	Eligibility
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Bachelor	Bachelor of Business Administration	i. Candidates must secure 50% in Intermediate of any discipline or Class 12 or equivalent examination from recognized board. A 5% relaxation is granted to SC/ST/OBC, Differently-Abled, and Economically Weaker Sections (EWS). ii. Candidates of any age group shall apply for this programme who have met the clause (i) criteria above.
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ANNEXURE 2

PROGRAMS OFFERED BY THE SCHOOL OF MANAGEMENT

FROM ACADEMIC YEAR 2022-23

Sl. No.	Program	Expanded	Level	Minimum Duration in Years (N)
1	MBA HHM	Master of Business Administration in Hospital and Healthcare Management	Master's	2
2	MBA	Master of Business Administration	Master's	2
3	BBA	Bachelor of Business Administration	Bachelor's	3

ANNEXURE 3

PROGRAMS OFFERED BY SCHOOL OF MANAGEMENT

FROM ACADEMIC YEAR 2023-24, 2024-25, 2025-26

Sl. No.	Program	Expanded	Level	Minimum Duration in Years (N)
1	MBA HHM	Master of Business Administration in Hospital and Healthcare Management	Master's	2

TAU- UoL**Bachelor of Business Administration (Artificial Intelligence) 2+1****Programme Structure – Total Credits 126**

FIRST YEAR SEMESTER I						
Course Code	Course Name	Periods per week			Credits	Hours per week
		L	T	P		
26BBAT1501	Management Principles and Practices	3	0	0	3	3
26BBAT1502	Business, Economy and Society	3	0	0	3	3
26BBAT1503	Marketing Management	3	0	0	3	3
26BBAT1504	Human Resource Management	3	0	0	3	3
26BBAT1505	Financial Accounting and Management	2	1	0	3	3
26TAUT1101	TAU University Core 1- Communicative English	3	0	0	3	3
26TAUT1201	TAU University Elective 1	3	0	0	3	3
---	Co-curricular activities	0	0	0	0	3
---	Physical Activity	0	0	0	0	2
---	Extra-curricular activities	0	0	0	0	2
---	Case Study	0	0	0	0	5
--	Self-learning	0	0	0	0	3
SEMESTER I TOTAL CREDITS		20	1	0	21 Credits	36

FIRST YEAR SEMESTER II						
Course Code	Course Name	Periods per week			Credits	Hours per week
		L	T	P		
26BBAT1506	AI in Business Management	2	1	0	3	3
26BBAT1507	Organizational Behavior	3	0	0	3	3
26BBAT1508	Managing Digital Health Technologies	3	0	0	3	3
26BBAT1509	Enterprise in Practice	3	0	0	3	3
26BBAT1510	Consumer Brands and Digital Marketing	2	1	0	3	3
26TAUT1102	TAU University Core 2 - Environmental Studies	3	0	0	3	3
26TAUT1202	TAU University Elective 2 (Foreign Languages)	3	0	0	3	3
---	Co-curricular activities	0	0	0	0	3
---	Physical Activity	0	0	0	0	2
---	Extra-curricular activities	0	0	0	0	2
---	Case Study	0	0	0	0	5
--	Self-learning	0	0	0	0	3
SEMESTER II TOTAL CREDITS		19	2	0	21 Credits	36
Course Code	Value Added Course					
26BBAV0001	Digital Marketing Foundation' by Digital Vidya on NASSCOM FSP (To support 26BBAT1510)					

SECOND YEAR SEMESTER III						
Course Code	Course Name	Periods per week			Credits	Hours per week
		L	T	P		
26BBAT2501	Management Information Systems	3	0	0	3	3
26BBAT2502	The Business Environment	3	0	0	3	3
26BBAT2503	HR Analytics	2	1	0	3	3
26BBAT2504	AI in Healthcare Management	3	0	0	3	3
26BBAT2505	AI applications in Marketing	3	0	0	3	3
26TAUT2103	TAU University Core (Health and Wellness)	3	0	0	3	3
26TAUT2203	TAU University Elective 3 (Human Rights & Industry 4.0)	3	0	0	3	3
---	Co-curricular activities	0	0	0	0	3
---	Physical Activity	0	0	0	0	2
---	Extra-curricular activities	0	0	0	0	2
---	Case Study	0	0	0	0	5
--	Self-learning	0	0	0	0	3
SEMESTER III TOTAL CREDITS		20	1	0	21 Credits	36
Course Code	Value Added Course					
26BBAV0002	Microsoft Excel-beginner to advanced by Analytics Vidya (To support 26BBAT2503)					

SECOND YEAR SEMESTER IV						
Course Code	Course Name	Periods per week			Credits	Hours per week
		L	T	P		
26BBAT2506	Operations Management	2	1	0	3	6
26BBAT2507	Corporate Social Responsibility	3	0	0	3	6
26BBAT2508	Research Methodology	2	1	0	3	6
26BBAT2509	AI in Performance and Compensation Management	3	0	0	3	6
26BBAT2510	AI-Driven Investment Analysis	3	0	0	3	6
26BBAT2501	Internship (8-10 weeks)	0	0	6	6	-
---	Co-curricular activities	0	0	0	0	2
---	Physical Activity	0	0	0	0	2
---	Extra-curricular activities	0	0	0	0	2
SEMESTER IV TOTAL CREDITS		13	2	6	21 Credits	36
Course Code	Value Added Course					
26BBAV0003	Master Tableau from Scratch by Analytics Vidya (To support 26BBAT2508)					

THIRD YEAR SEMESTER V						
Course Code	Course Name	Periods per week			Credits	Hours per week
		L	T	P		
26BBAT3501	International Business Management	3	0	0	3	3
26BBAT3502	Business Statistics	2	1	0	3	3
26BBAT3503	Project Management	2	1	0	3	3
26BBAT3504	Supply Chain Management	3	0	0	3	3
26BBAT3505	Business and Company Law	3	0	0	3	3
26BBAT3506	Corporate Communication	2	1	0	3	3
26BBAT3601	Program Elective 1	3	0	0	3	3
---	Co-curricular activities	0	0	0	0	3
---	Physical Activity	0	0	0	0	2
---	Extra-curricular activities	0	0	0	0	2
---	Case Study	0	0	0	0	5
--	Self-learning	0	0	0	0	3
SEMESTER V TOTAL CREDITS		18	3	0	21 Credits	36
Course Code	Value Added Course					
26BBAV0004	Exploratory Data Analysis and Statistics by Analytics Vidya (To support 26BBAT3502)					

THIRD YEAR SEMESTER VI						
Course Code	Course Name	Periods per week			Credits	Hours per week
		L	T	P		
26BBAT3507	Fundamentals of Quality Management	2	1	0	3	6
26BBAT3508	Sustainability Management	3	0	0	3	6
26BBAT3509	Hospital Management	3	0	0	3	6
26BBAT3510	Strategic Management	3	0	0	3	6
26BBAT3602	Program Elective 2	3	0	0	3	6
26BBAI3501	Project work	0	0	6	6	-
---	Co-curricular activities	0	0	0	0	2
---	Extra-curricular activities	0	0	0	0	2
--	Self-learning	0	0	0	0	2
SEMESTER VI TOTAL CREDITS		14	1	6	21 Credits	36
GRAND TOTAL					126 Credits	

PROGRAM ELECTIVE COURSES

Students will have the option to select one Program Elective paper in both the V and VI Semesters.

Electives for Semester -V	Electives for Semester -VI
AI in Recruitment and Talent Management	AI in Learning & Development
Consumer behaviour in the age of AI	AI in Advertising and Sales Management
AI Enabled Financial Modeling	Indian Financial System in the Age of AI
AI in Service Operations	AI for Logistics Optimisation

BBA I YEAR – I SEMESTER

26BBAT1501

MANAGEMENT PRINCIPLES AND PRACTICES

L	T	P	C
3	0	0	3

Course Description:

This course provides an introduction to management principles, organizational structure, and business environments. It explores management theories, leadership, communication, motivation, and organizational behavior. The course also highlights strategic management and sustainable business practices, including green marketing and corporate social responsibility.

Course Objectives:

Students undergoing this course are expected to:

- To understand the basic concepts, functions, and evolution of management.
- To study organizational structure, authority, and delegation processes.
- To analyze business environments and strategic management practices.
- To examine communication, leadership, motivation, and organizational behavior.
- To understand sustainable business practices, green marketing, and CSR.

UNIT-I

9 Hrs.

Introduction to Management: Evolution of Management- Scientific, human relations, system and contingency approaches, Basic concepts- Meaning, functions and importance of management, Current trends and issues in Management, Types of managers - managerial roles and skills.

UNIT-II

9 Hrs.

Organizations: Formal and informal organizations, Organizational Structure, Organizational Authority- Line and staff authority, Delegation of authority- Centralization and decentralization, Departmentalization.

UNIT-III

9 Hrs.

Business Environment: Business environment in Indian and global context, Organizational culture and its impact on business.

UNIT-IV**9 Hrs.**

People: Understanding Individual and group behavior, formal and informal groups, communication, Leadership theories and practices, Motivation theories, Ethics and Job Satisfaction.

UNIT-V**9 Hrs.**

Business Ecology: Business ecology, organization–environment interdependence, social and ecological dimensions of business decisions, circular economy, sustainable business practices

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Explain the evolution and concepts of management and their practical applications.
- Understand organizational structures & authority relationships
- Analyze business environments and strategic management processes.
- Apply concepts of communication, leadership, and organizational behavior.
- Understand sustainable business practices, green marketing, and CSR initiatives.

Text Books:

- Stephen P. Robbins, Michael A. James A. F. Stoner & V. S. Manjunath, Principles of Management, Pearson Education.
- L. M. Prasad, Principles and Practice of Management, 10th Revised Edition, Sultan Chand & Sons, 2020.
- C. B. Gupta, Management: Theory and Practice, 21st Revised Edition, Sultan Chand & Sons, 2022.

Reference Books:

- P Subba Rao, "Principles of Management, (2018), HPH
- Principles of Management, Koonz, Weihrich and Aryasri, Tata McGraw Hill

Course Mapping (CO-PO-PSO Mapping)

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	1	1	1	2	1	2	1	2	3	2	1
C02	3	2	2	1	1	1	1	2	2	2	1	1	3	2	1
C03	3	3	3	2	2	2	2	2	1	2	2	2	3	3	2
C04	2	2	2	1	1	2	2	3	3	3	2	2	2	3	2
C05	2	2	2	1	1	3	3	3	2	2	2	3	2	2	3
Correlation Level	3	3	3	2	2	3	3	3	3	3	2	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course examines the relationship between business, economics, and society. It covers classical and modern economic theories, labor markets, globalization, and neoliberalism. The course also explores the 2007–08 financial crisis, Keynesian policies, austerity, the Green New Deal, and alternative economic approaches.

Course Objectives:

Students undergoing this course are expected to:

- Understand the relationship between economics, business, and society.
- Analyze classical and heterodox economic perspectives.
- Evaluate neoliberal policies and their social impact.
- Examine globalization and the world economic system.
- Discuss economic crises and alternative economic theories.

UNIT-I**9 Hrs.**

Classical Economics and Business: Classical economic theories and their influence on business strategies and societal organization. The historical development of classical economic thought and its implications for business practices.

UNIT-II**9 Hrs.**

Heterodox Perspectives on Workers and Society: Heterodox economic theories, workers' roles and their impact on social dynamics. Critiques of mainstream economic models regarding labor market participation and income distribution. Alternative economic perspectives and their relevance to contemporary business practices.

UNIT-III**9 Hrs.**

Labor Market, Unemployment and Social Reproduction: Labor markets, social reproduction and economic stability. The impact of unemployment on social welfare and economic policies. Policies and interventions addressing labor market dynamics and their societal implications.

UNIT-IV**9 Hrs.**

Neo-liberal Economics and the Role of the State: Neoliberal economic policies and their effects on state functions, governance, and societal welfare. Privatization,

deregulation, and the shrinking role of the state in economic affairs. Critiques of neoliberalism's impact on business practices and societal outcomes.

UNIT-V

9 Hrs.

Globalization, Imperialism and Economic Systems: Globalization and its implications for economic integration, inequality, and global economic systems. Imperialism as a historical and contemporary economic phenomenon influencing global economic relations. Comparative analysis of economic systems and their impact on business strategies and societal development.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Analyze economic theories and their business impact.
- Compare classical and heterodox views on labor.
- Assess neoliberal policies and social welfare.
- Evaluate globalization and imperialism in business.
- Discuss alternative theories for economic crises.

Text Books:

- Smith, A. (1776). *An Inquiry into Nature and Causes of the Wealth of Nations*.
- Mankiw, N. G., & Taylor, M. P. (2021). *Economics* (5th ed.). Cengage Learning.
- Rodrik, D. (2011). *The Globalization Paradox: Democracy and the Future of the World Economy*. W. W. Norton & Company

Reference Books:

- John Stuart Mill, *Principles of Political Economy* (1848)
- David Ricardo-*Principles of Political Economy and Taxation* (1817)

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	3	2	1	1	2	2	2	1	2	1	2	3	2	1
C02	3	3	2	1	1	2	2	2	1	2	1	2	3	2	1
C03	3	3	3	2	1	3	3	2	1	2	2	2	3	3	2
C04	3	3	3	2	2	2	3	2	1	2	2	2	3	3	2
C05	3	3	3	2	1	3	3	3	1	2	2	3	3	3	3
Correlation Level	3	3	3	2	2	3	3	3	1	2	2	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT1503

MARKETING MANAGEMENT

L	T	P	C
3	0	0	3

Course Description:

This course covers consumer behavior, effective marketing strategies, product lifecycle management, pricing tactics, digital trends, and distribution channel optimization. Through case studies, gain skills to navigate competitive markets, craft compelling brand narratives, and achieve sustainable growth

Course Objectives:

Students undergoing this course are expected to:

- Analyze consumer behavior and marketing fundamentals.
- Understand marketing strategies, segmentation, and positioning.
- Explain product lifecycle and product development.
- Apply pricing strategies based on market conditions.
- Understand digital marketing and emerging marketing trends.

UNIT-I

9 Hrs.

Consumer Behavior and Marketing Fundamentals: Analyzing consumer behavior through psychological, social, and cultural lenses. Factors influencing consumer decisions: motivations, perceptions, attitudes. The consumer buying decision process: stages from need recognition to post-purchase behavior. Marketing-Needs, wants and demands, Marketing concepts

UNIT-II

9 Hrs.

Target Marketing and Market Segmentation: Importance of target marketing in aligning products/services with specific consumer segments. Strategies for market segmentation: demographic, psychographic, and behavioral. Positioning strategies to establish a distinctive market position and competitive advantage.

UNIT-III

9 Hrs.

Product Management: Product decisions and strategies: product development, branding, and packaging. Managing the product mix: product line decisions and portfolio management. Product life cycle stages: introduction, growth, maturity, and decline.

Strategies for each stage. New product development process: idea generation, concept development, testing, and launch strategies.

UNIT-IV

9 Hrs.

Pricing Strategies: Pricing fundamentals: objectives, factors influencing pricing decisions. Pricing strategies: cost-based pricing, value-based pricing, competitive pricing. Pricing tactics: discounting strategies, psychological pricing, dynamic pricing. Pricing adaptation: responding to market conditions, price discrimination strategies.

UNIT-V

9 Hrs.

Digital Marketing and Channel Management: Digital marketing landscape: online advertising, social media marketing, content marketing. Channel functions: distribution channels, logistics, and supply chain management. Channel management strategies: managing channel relationships, resolving conflicts, and optimizing channel performance. Sustainability- Sustainability and ethical practices in marketing.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Understand consumer behavior and fundamentals of marketing
- Develop effective target marketing and market segmentation strategies.
- Apply product management strategies throughout product life cycles.
- Formulate competitive pricing strategies and adaptations.
- Design integrated digital marketing and channel management plans.

Text Books:

- Principles of Marketing- Kotler, P., & Armstrong, G. (2023). *Principles of marketing* (18th ed.). Pearson
- Marketing Management: Text and Cases Indian Context-Panda, T. K. (2009). *Marketing management: Text and cases: Indian context*. Excel Books.

Reference Books:

- Ferrell, O. C., & Hartline, M. D. (2023). *Marketing Strategy, Text and Cases* (8th ed.). Cengage Learning.
- Pride, W. M., & Ferrell, O. C. (2023). *Foundations of Marketing* (9th ed.). Cengage

Course Mapping (CO-PO-PSO Mapping)

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	PSO 1	PSO 2	PSO 3
C01	3	2	2	1	2	1	1	2	1	2	1	2	3	2	1
C02	3	3	3	2	2	1	1	2	2	2	1	2	3	3	2
C03	3	3	3	2	2	1	1	2	1	2	2	2	3	3	2
C04	3	3	3	2	2	1	1	2	1	2	2	2	3	3	2
C05	3	3	3	2	3	2	2	3	2	3	2	3	3	3	3
Correlation Level	3	3	3	2	3	2	2	3	2	3	2	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course provides a comprehensive overview of Human Resources Management, emphasizing the significance, competencies, and evolution of the field. It equips students with the skills to manage human resources effectively in diverse organizational settings. Emphasis is placed on understanding key HR functions, implementing effective strategies, and ensuring workplace well-being, preparing students for the complex challenges of HR management.

Course Objectives:

Students undergoing this course are expected to:

- Identify and apply factual knowledge about human resources management.
- Utilize human resource principles, concepts, generalizations, theories and models.
- Apply human resources management for problem-solving and decision- making.
- Utilize skills, competencies, values, and points of view about human resources.
- Integrate the professions of human resources management and administration

UNIT-I**9 Hrs.**

Introduction to Human Resource Management: HRM Meaning and significance; HR functions; Competencies required by HR professionals.

UNIT-II**9 Hrs.**

Job Role and Resourcing: Job Analysis, Job design, Human Resource Planning- Process, and Aims, Recruitment- the formal and informal recruitment process, Selection process and types, Reference and Background checks, Induction, Placement, Employee retention, Training and Development- types, process, significance, Executive development.

UNIT-III**9 Hrs.**

Performance Management and Compensation: Performance appraisal- process, methods; Compensation- objectives, factors influencing; Incentives and Benefits, Job evaluation, promotion, transfer, separation, mentoring, coaching.

UNIT-IV**9 Hrs.**

Legal Aspects: Disciplinary Policies and Procedures, Termination, Privacy and Confidentiality, Sexual Harassment, ethical and moral decisions, Unionization, understanding labor market, Job quality, Flexible working, Collective Bargaining, Human resource information systems, Challenges in Human Resources Management

UNIT-V**9 Hrs.**

Health and Safety: Health and safety policies; Importance of health and safety in the workplace; Benefits of workplace health and safety; Conducting risk assessments, Health and safety audits, Health and safety training, employee welfare services.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Understand the significance and role of human resources management, including the competencies required by HR professionals.
- Apply job analysis, design, and human resource planning to effectively recruit, select, induct, and retain employees.
- Understand performance management and compensation strategies, including performance appraisal methods and incentive programs.
- Analyze legal aspects of HR management, including disciplinary procedures, privacy, confidentiality, and unionization.
- Understand health and safety policies in providing health and safety training to ensure workplace well-being.

Text Books:

- Armstrong M (2009). *Armstrong's Handbook of Human Resource Management Practice*. Kogan Page.
- Aswathappa, K., & Dash, S. (2023). *Human resource management: Text and cases* (10th ed.). McGraw Hill.

Reference Books:

- Martin J (2010) *Key Concepts in Human Resource Management*. Sage Key Concepts Series.
- Noe, RA, JR Hollenbeck, B Gerhart and PM Wright (2009). *Human Resource Management*. McGraw Hill

- Sen R (2009). Industrial Relations in India (2nd Ed). MacMillan.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	2	1	1	2	1	2	2	2	1	2	3	2	1
C02	3	3	3	2	2	2	1	2	2	2	1	2	3	3	2
C03	3	3	3	2	2	2	1	2	2	2	2	2	3	3	2
C04	3	3	2	2	1	3	2	3	2	2	2	2	3	3	2
C05	2	2	2	2	2	3	3	3	2	2	2	3	2	2	3
Correlation Level	3	3	3	2	2	3	3	3	2	2	2	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
2	1	0	3

Course Description:

This course offers an in-depth exploration of Financial Accounting and Management, focusing on foundational principles, practices, and their application in business decision-making. It covers the preparation and analysis of financial statements, management accounting techniques, financial analysis, and sources of finance. Emphasis is placed on understanding Generally Accepted Accounting Principles (GAAP), financial statement analysis, cost behavior, and strategic financial management.

Course Objectives:

Students undergoing this course are expected to:

- Understand the principles of financial accounting and their application.
- Apply accounting principles to prepare financial statements and analyze financial performance.
- Utilize management accounting tools for cost analysis, budgeting, and decision-making.
- Evaluate financial performance using ratio analysis and interpret financial statements.
- Assess different sources of finance and their implications for organizational decision-making.

UNIT-I**9 Hrs.**

Introduction to Financial Accounting: Meaning and significance of Financial Accounting, Generally Accepted Accounting Principles (GAAP), Single-column and double-column cash book, Journal entries and Ledger preparation, Preparation of Balance Sheet (Trading, Profit and Loss Account), Methods of depreciation: Straight-line vs. Reducing balance method.

UNIT-II**9 Hrs.**

Management Accounting: Introduction to Management Accounting, Cost behavior and analysis, Break-Even and Contribution Analysis, Use of accounting information in marketing decisions

UNIT-III**9 Hrs.**

Cash Flow Statement and Financial Analysis: Overview of Cash Flow Statement, Garner vs. Murray method, Creative Accounting & Earnings Management: Examples and implications, Case studies on financial analysis and implications for decision-making

UNIT-IV

9 Hrs.

Ratio Analysis and Interpretation of Accounts: Ratio Analysis: Liquidity, Profitability, and Solvency ratios, Case Study: International Airline - Limitations and applications of Ratio Analysis

UNIT-V

9 Hrs.

Financial Management: Introduction to Financial Management, Sources of Finance, Time Value of Money, Capital Budgeting, Working Capital Management

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Apply financial accounting principles to prepare and interpret financial statements.
- Utilize management accounting techniques for cost analysis and decision-making.
- Evaluate financial performance using ratio analysis and other financial tools.
- Assess different sources of finance and their implications for organizational strategy.
- Analyze real-world financial scenarios through case studies and examples.

Text Books:

- Horngren, C. T., Sundem, G. L., Schatzberg, J. O., & Burgstahler, D. (2016). Introduction to Financial Accounting. Pearson Education.
- Drury, C. (2018). Management and Cost Accounting. Cengage Learning.

Reference Books:

- Narayanaswamy, R. (2022). Financial accounting: A managerial perspective (7th ed.). PHI Learning.
- Pandey, I. M. (2021). *Financial management* (12th ed.). Pearson.
- Gibson, C. H. (2017). Financial Reporting and Analysis: Using Financial Accounting Information. Cengage Learning.
- Brigham, E. F., & Ehrhardt, M. C. (2013). Financial Management: Theory & Practice.

Cengage Learning.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO1	3	2	1	1	2	0	0	1	0	1	2	1	3	2	1
CO2	3	3	2	2	2	1	0	1	1	1	3	1	3	2	1
CO3	3	3	2	2	2	1	0	1	1	1	3	1	3	2	1
CO4	2	3	2	2	2	1	1	1	1	1	3	2	2	3	1
CO5	3	3	3	3	2	1	1	1	2	2	2	2	3	3	2
Correlation Level	2.8	2.8	2.0	2.0	2.0	0.8	0.4	1.0	1.0	1.2	2.6	1.4	2.8	2.4	1.2

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

BBA I YEAR – II SEMESTER

26BBAT1506

AI in Business Management

L	T	P	C
2	1	0	3

Course Description:

This course introduces students to the basic concepts of Artificial Intelligence (AI) and its growing role in business organizations. It focuses on how AI is used to improve business operations, customer experiences, decision-making, and organizational performance. The course helps students understand the opportunities, challenges, and ethical considerations associated with AI in modern business environments.

Course Objectives:

Students undergoing this course are expected to:

- Understand the basic concepts and significance of AI in business.
- Examine the applications of AI across HR and marketing
- Examine the applications of AI across finance and operations
- Understand AI-driven changes in business
- Evaluate ethical and responsible use of AI in organizations.

UNIT-I

9 Hrs.

Introduction to AI and Business: Meaning and importance of Artificial Intelligence; AI in everyday life; evolution of AI; benefits and challenges of AI; case studies of AI in business organizations.

UNIT-II

9 Hrs.

AI in Marketing and HR: AI in Marketing: customer insights, personalized recommendations, digital marketing; AI in Human Resource Management: recruitment, employee engagement, and workforce planning;

UNIT-III

9 Hrs.

AI in finance and operations: AI in Finance: budgeting, fraud detection, and financial decision support; AI in Operations and Supply Chain Management: inventory management, demand forecasting, and process improvement; business examples and case discussions.

UNIT-IV**9 Hrs.**

AI in Modern Businesses: AI in retail, banking, healthcare, education, and e-commerce; AI and entrepreneurship; AI-enabled products and services; changing nature of work; AI and workplace productivity, opportunities created by AI in business.

UNIT-V**9 Hrs.**

Ethics and AI: Ethical use of AI; privacy and data protection; fairness and transparency; impact of AI on jobs and workplaces; human and AI collaboration; responsible business practices; future trends and challenges of AI in business.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Explain the basic concepts, significance, and applications of Artificial Intelligence in business organizations.
- Identify and describe the use of AI in marketing and human resource management functions.
- Examine the applications of AI in finance, operations, and supply chain management for improving organizational efficiency.
- Analyze the role of AI in transforming business models, products, services, and workplace practices across industries.
- Evaluate ethical, privacy, transparency, and workforce-related issues associated with the adoption of AI in business.

Text Books:

- Marr, B. (2021). *Business Trends in Practice: The 25+ Trends That Are Redefining Organizations*. Wiley.
- Gurazada, P., & Gupta, S. (2025). *Artificial intelligence in business*. Vikas Publishing House.

Reference Books:

- Kaplan, J. (2016). *Artificial Intelligence: What Everyone Needs to Know*. Oxford University Press.
- Wilson, H. J., & Daugherty, P. R. (2018). *Human + Machine: Reimagining Work in the Age of AI*. Harvard Business Review Press.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	2	1	2	1	1	1	1	1	1	2	3	2	2
C02	3	3	3	3	3	1	1	1	2	2	2	2	3	3	2
C03	3	3	3	3	3	1	1	2	2	2	2	2	3	3	3
C04	2	3	2	2	2	2	3	3	2	2	2	2	2	2	2
C05	3	3	3	3	3	1	2	2	2	3	2	2	3	3	3

Correlation Level	2.8	2.8	2.6	2.4	2.6	1.2	1.6	1.8	1.8	2.0	1.8	2.0	2.8	2.6	2.4
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Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT1507**ORGANIZATIONAL BEHAVIOR**

L	T	P	C
3	0	0	3

Course Description:

This course provides a comprehensive study of key concepts, theories, and practical applications in the discipline of organizational behavior. Students will delve into topics such as motivation, leadership, learning, change management, group dynamics, organizational culture, and structures, gaining valuable insights into the dynamics of individual and group behavior within organizational contexts.

Course Objectives:

Students undergoing this course are expected to:

- Understand the fundamental principles and their significance in the business environment.
- Develop skills in motivating and leading individuals and teams effectively to drive organizational success.
- Learn to implement and manage change within organizations while understanding the impact of change on organizational behavior.
- Gain insights into group dynamics, organizational culture
- Understand various organizational structures to enhance organizational effectiveness.

UNIT-I**9 Hrs.**

Introduction to Organizational Behavior: Definition and Importance of Organizational Behavior, Disciplines Involved in the Study of Organizational Behavior, Application of Organizational Behavior in Business

UNIT-II**9 Hrs.**

Motivation and Leadership: Theories of Motivation, Motivational Strategies in the Workplace, Leadership Styles and Approaches, Role of Leadership in Organizational Behavior

UNIT-III**9 Hrs.**

Learning and Change Management: Types of Learning in Organizations, Change Management Processes, Implementing Change in Organizations, Challenges and Strategies for Successful Change Management

UNIT-IV**9 Hrs.**

Group Dynamics and Organizational Culture: Group Formation and Dynamics, Inter-group Behavior and Conflict Resolution, Understanding and Shaping Organizational Culture, Importance of Organizational Culture in Employee Behavior

UNIT-V

9 Hrs.

Organizational Structures and Effectiveness: Types of Organizational Structures, Advantages and Disadvantages, Impact of Organizational Structures on Behavior and Performance, Aligning Organizational Structures with Strategic Goals

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Demonstrate a deep understanding of the core theories and principles of organizational behavior and their relevance to contemporary business practices.
- Analyze and address practical challenges related to motivation, leadership, and learning in the workplace.
- Develop strategies for successful change management based on an understanding of individual and group behavior within organizations.
- Assess the role of organizational culture in shaping behavior and performance, and its influence on organizational success.
- Evaluate different organizational structures and determine their impact on behavior, teamwork, and overall organizational effectiveness.

Text Books:

- Buchanan, D. and Huczynski, A. 2019. Organizational behaviour. Harlow: Pearson
- Mullins, L. and Rees. G. 2023. Management and Organisational Behaviour. Harlow: Pearson Education, Limited

Reference Books:

- S.Chandan, "Organisational Behaviour", Vikas Publishing House Pvt. Ltd. 3rd Edition.
- Robbins, S. (2013). Organisational Behaviour. Australia: Pearson Higher Education AU.
- Fred Luthans, Brett C. Luthans, Kyle W. Luthans 2015 Organizational Behavior: An Evidence-Based Approach

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	1	1	0	2	1	1	1	1	3	2	1
C02	3	3	2	2	1	2	0	2	2	2	2	1	3	2	1
C03	3	3	3	2	2	2	1	2	2	2	3	2	3	3	2
C04	2	3	2	2	1	3	1	3	2	2	2	2	2	3	1
C05	3	3	3	3	2	2	1	2	3	2	3	2	3	3	2
Correlation Level	2.8	2.8	2.2	2.0	1.4	2.0	0.6	2.2	2.0	1.8	2.2	1.6	2.8	2.6	1.4

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT1508**MANAGING DIGITAL HEALTH TECHNOLOGIES**

L	T	P	C
3	0	0	3

Course Description:

This course offers a comprehensive exploration of Managing Digital Technologies, focusing on the integration of digital tools, data analytics, and ethical considerations within organizational contexts. Students will delve into digital business models, regulatory frameworks, and the impact of artificial intelligence. Practical skills in digital business analytics, ethical decision-making, and adapting to digital work environments will be emphasized.

Course Objectives:

Students undergoing this course are expected to:

- Understand the fundamentals of digital healthcare business models and their application.
- Analyze data systems within organizations and apply business analytics techniques.
- Evaluate the ethical implications of digital healthcare technologies in business contexts.
- Develop digital skills for academic study and professional application.
- Explore regulatory frameworks governing digital environments.

UNIT-I**9 Hrs.**

Introduction to Digital Technology and Healthcare Business Models: Introduction to Managing Digital Technologies. Film Screening - "The Social Dilemma": Discussion on digital ethics and societal impacts. Digital healthcare business Models: Types and case studies.

UNIT-II**9 Hrs.**

Data Management and Business Analytics in Healthcare: Data Management Systems: Integration and utilization in health care organizational settings. Healthcare Business Analytics: Techniques for data-driven decision-making. Introduction to Artificial Intelligence: Applications in healthcare and ethical considerations.

UNIT-III**9 Hrs.**

Digital Skills and Academic Writing: Digital Literacy: Tools and resources for academic research and study. Academic Writing in Digital Environments: Strategies and best practices.

UNIT-IV**9 Hrs.**

Regulatory Frameworks and Privacy: Regulatory Frameworks: Legal and ethical considerations in digital healthcare environments. Case Studies on Privacy and Data Protection Regulations.

UNIT-V

9 Hrs.

Ethics in Digital Technologies and Work Design: Ethical Decision-Making in Digital healthcare Business: Principles and case analyses. Ethical Issues in AI and Automation: Bias, transparency, and accountability. Digital Work Environments: Designing for productivity and well-being. Remote Work Practices: Tools, challenges, and strategies for success.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Analyze and implement digital healthcare business models.
- Utilize data analytics tools to enhance organizational decision-making in healthcare.
- Evaluate the ethical implications of digital technologies in business practices.
- Apply digital skills effectively in academic and professional contexts.
- Navigate regulatory frameworks governing digital environments.

Text Books:

- Ćwiklicki, M., Duplaga, M., & Klich, J. (Eds.). (2021). The digital transformation of healthcare: Health 4.0. Routledge.
- Laudon, K. C., & Traver, C. G. (2021). E-commerce 2020: Business, Technology, Society. Pearson Education.
- Chaffey, D., & White, G. (2017). Business Information Management: Improving Performance Using Information Systems. Pearson Education.

Reference Books:

- Marx, E. W., & Padmanabhan, P. (2020). Healthcare digital transformation: How consumerism, technology and pandemic are accelerating the future. Productivity Press
- Brynjolfsson, E., & McAfee, A. (2017). Machine, Platform, Crowd: Harnessing Our Digital Future. W. W. Norton & Company.

- Floridi, L. (2019). The Fourth Revolution: How the Infosphere Is Reshaping Human Reality. Oxford University Press.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	PSO 1	PSO 2	PSO 3
C01	3	2	2	1	3	1	1	2	1	2	2	1	3	2	2
C02	3	3	2	3	3	1	1	2	1	2	2	1	3	3	2
C03	2	3	1	2	2	3	2	3	2	2	1	2	2	2	3
C04	2	2	2	1	3	1	1	2	2	3	2	2	2	3	2
C05	2	3	1	2	2	3	2	3	1	2	1	2	2	2	3
Correlation Level	3	3	2	2	3	3	2	3	2	3	2	2	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course will help students in developing an enterprise and team working skills as well as a range of other transferable skills such as communication, researching and analyzing, problem solving and decision making, resilience, adaptability and drive, leadership and supervising, plus planning and organizing.

Course Objectives:

Students undergoing this course are expected to:

- Understand the key components of a business proposal and business plan.
- Explain the business problem in the context of the workplace and the business environment.
- Use various tools and techniques to generate ideas and evaluate potential solutions to the given business problem.
- Analyze different solutions and identify the most appropriate option.
- Assess and select the best solution, and create a plan for its implementation.
- Produce a detailed plan for implementing the chosen solution effectively.

UNIT-I**9 Hrs.**

Introduction to Business Proposals and Plans: Essential elements of a business proposal and plan, Business challenges in the workplace and wider business environment, Importance of group work for business success and graduate employment

UNIT-II**9 Hrs.**

Idea Generation and Problem Analysis: Diverse tools and techniques for brainstorming ideas, assessing potential solutions for business issues, Market research for analyzing challenges. Working assignment: Students to present their ideas to address their chosen challenge and conduct market research.

UNIT-III**9 Hrs.**

Decision Making and Solution Evaluation: Evaluating and comparing multiple solutions, making informed decisions on the most suitable option, various decision-making tools.

UNIT-IV**9 Hrs.**

Developing Business Plans and Financial Calculations: Measures to be taken while preparing business plan and proposal, financial calculations involved in business proposal and plan, How to deliver a pitch to stakeholders.

Working assignment: Students to present the outline of their business proposal and business plan.

UNIT-V

9 Hrs.

Implementation and Execution: Assessing and determining the optimal solution for a business problem, constructing a detailed plan for successful execution, submission of team formation and Memorandum of Understanding.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Demonstrate a comprehensive understanding of the essential elements within a business proposal and plan.
- Clearly articulate business challenges within the workplace and wider business environment.
- Apply diverse tools and techniques to brainstorm ideas and assess potential solutions for business issues.
- Evaluate and compare multiple solutions to make informed decisions on the most suitable option.
- Assess and determine the optimal solution for a given business problem and develop an implementation plan.
- Construct a detailed plan ensuring successful execution of the chosen solution.

Text Books:

- Carter, S., & Smallbone, D. (Eds.). (2012). Enterprise and small business: Principles, practice and policy (3rd ed.). Pearson.
- Bruce R. Barringer, & R. Duane Ireland. (2023). Entrepreneurship: Successfully launching new ventures (7th ed.). Pearson.
- S. S. Khanka. (2022). Entrepreneurial development. S. Chand Publishing.

Reference Books:

- Robert D. Hisrich, Michael P. Peters, & Dean A. Shepherd. (2020). Entrepreneurship (11th ed.). McGraw-Hill Education.
- Jeffry A. Timmons, & Stephen Spinelli Jr.. (2009). New venture creation: Entrepreneurship for the 21st century (8th ed.). McGraw-Hill.
- Raj Shankar. (2012). Entrepreneurship: Theory and practice. Vijay Nicole Imprints.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	1	2	0	1	2	2	1	1	3	2	1
C02	2	3	2	2	1	2	1	1	2	2	1	1	3	2	1
C03	2	3	3	2	2	1	1	1	2	2	1	2	3	3	2
C04	2	3	3	2	2	1	1	1	2	3	2	2	3	3	2
C05	3	3	3	2	2	2	1	1	3	3	2	3	3	3	3
Correlation Level	3	3	3	2	2	2	1	1	3	3	2	2	3	3	2

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT1510**CONSUMER BRANDS AND DIGITAL MARKETING**

L	T	P	C
2	1	0	3

Course Description:

This course provides an insightful exploration of consumer behavior, brand development, and digital marketing strategies in the dynamic landscape of the digital age. It offers an in-depth understanding of branding, consumer culture, and strategic global brand management in the context of contemporary consumer behavior and digital marketing trends.

Course Objectives:

Students undergoing this course are expected to:

- Examine the fundamental principles of consumer behavior and its impact on brand management.
- Analyze various branding strategies and their relevance to consumer engagement in the digital age.
- Explore the influence of digital marketing on consumer culture and behavior.
- Understand the challenges and opportunities of global brand management in diverse cultural contexts.
- Develop comprehensive knowledge and skills required for leveraging digital marketing in the global brand management arena

UNIT-I**9 Hrs.**

Introduction: Understanding Consumer Behavior, Overview of Branding in the Digital Age, Introduction to Digital Marketing

UNIT-II**9 Hrs.**

Branding Strategies and Consumer Engagement: Brand development in the Digital Age, Services Marketing and Loyalty Programs, Branding Morality and Sustainability

UNIT-III**9 Hrs.**

Consumer Culture and Marketing: Celebrity Culture, Brands, and Consumption; Marketing and Cultural Industries, Consumer Behavior and Experience in the Age of Big Data

UNIT-IV**9 Hrs.**

Digital Marketing and Consumer Behavior: Digital Virtual Consumption and Algorithmic Consumer Culture, Consumer Resistance and Anti-Consumption, Global Brands and Consumer Culture in the 21st Century

UNIT-V

9 Hrs.

Strategic Global Brand Management: Overview of Global Branding, Adopting Branding Strategies in Different Cultures, Managing Consumer Behavior in the Global Market

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Demonstrate a deep understanding of the impact of consumer behavior on branding strategies in the digital age.
- Critically evaluate the role of services marketing and loyalty programs in enhancing consumer engagement.
- Apply digital marketing techniques to analyze and understand consumer behavior and experiences.
- Assess the complexities of global brand management and develop strategies for addressing cultural diversity and consumer preferences.
- Utilize digital marketing tools and techniques to optimize global brand management in real-world scenarios.

Text Books:

- Solomon, M. R. (2019). Consumer behavior: Buying, having, and being. Pearson.
- Keller, K. L., & Brexendorf, T. O. (2019). Strategic brand management: Building, measuring, and managing brand equity. Pearson.
- Kevin Hartman (2023). Digital Marketing Analytics (3rd edition). Ostmen Bennettsbridge Publishing Services.

Reference Books:

- Smith, P. R., & Taylor, J. (2018). Marketing communications: An integrated approach. Routledge.
- Kotler, P., & Armstrong, G. (2016). Principles of marketing. Pearson.
- Hollensen, S. (2019). Global marketing: A decision-oriented approach (7th ed.). Pearson.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	3	2	2	2	2	1	1	2	2	1	1	3	3	2
C02	2	3	3	2	2	2	1	1	3	3	1	1	3	3	2
C03	2	3	3	3	3	2	1	1	2	3	2	2	3	3	3
C04	2	3	3	3	2	3	2	2	2	3	2	2	3	3	3
C05	2	3	3	3	3	2	1	1	3	3	2	2	3	3	3
Correlation Level	2	3	3	3	3	2	1	1	3	3	2	2	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAV0001

**VALUE ADDED COURSE
DIGITAL MARKETING FOUNDATION
BY DIGITAL VIDYA ON NASSCOM FSP
(TO SUPPORT 26BBAT1508)**

It is a mandatory skill for a large number of professional roles in the industry today in departments such as Marketing, Public Relations, Branding, and HR. With the knowledge of Digital Marketing, you can Expand Your Business, Start an e-Commerce Store, Be a Freelancing Giant, Set up a Website for Regular Passive Income, or you can Up-Skill your Profile and grow in your career.

In this course, you will find seven chapters where you will learn about

- IT Marketing
- Search Engine Optimization (SEO)
- Email Marketing
- Social Media Marketing
- Content Marketing
- Search Engine Marketing (SEM)
- Mobile Marketing

Tools Introduced During the Course

- Facebook Ads Manager
- Google Analytics

BBA II YEAR – III SEMESTER

26BBAT2501

MANAGEMENT INFORMATION SYSTEMS

L	T	P	C
3	0	0	3

Course Description:

This course introduces Management Information Systems (MIS), focusing on information technology use in business environments. Students will explore basic and advanced concepts in MIS, including system analysis, database management, enterprise systems, and emerging technologies.

Course Objectives:

Students undergoing this course are expected to:

- Understand the role and importance of Management Information Systems in organizations.
- Explore fundamental concepts in MIS, including system analysis, design, and implementation.
- Examine advanced topics such as enterprise systems, business intelligence, and emerging technologies.
- Analyze case studies and real-world examples to illustrate the application of MIS in different industries.
- Develop practical skills in using MIS tools and technologies for decision support and strategic planning.
- Evaluate ethical and social implications of MIS implementations in organizational contexts.

UNIT-I

9 Hrs.

Introduction to Management Information Systems: Overview of Management Information Systems. Role and functions of MIS in organizations. Introduction to Information Systems development lifecycle.

UNIT-II

9 Hrs.

DBMS: Fundamentals of System Analysis and Design. Database Management Systems (DBMS): Concepts and applications. Information Retrieval and Decision Support Systems (DSS).

UNIT-III

9 Hrs.

Advanced Concepts in Management Information Systems: Enterprise Systems: ERP and CRM systems. Business Intelligence and Analytics. Big Data and Data Science in MIS.

UNIT-IV**9 Hrs.**

Emerging Technologies in Management Information Systems: Cloud Computing and Virtualization. Internet of Things (IoT) and its applications in business. Artificial Intelligence and Machine Learning in MIS.

UNIT-V**9 Hrs.**

Case Studies and Applications: Successful MIS implementations in various industries. Ethical and social implications of MIS: Privacy, security, and governance. Future trends and challenges in Management Information Systems.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Apply fundamental concepts of MIS in analyzing and solving business problems.
- Design and develop information systems to support organizational goals.
- Utilize advanced MIS tools and technologies for data-driven decision-making.
- Evaluate the impact of MIS on organizational efficiency and effectiveness.
- Demonstrate proficiency in using MIS applications for strategic planning and competitive advantage.
- Critically assess ethical and social issues related to MIS implementations.

Text Books:

- Laudon, K. C., & Laudon, J. P. (2022). Management Information Systems: Managing the Digital Firm. Pearson Education.
- Oz, E. (2020). Management Information Systems. Cengage Learning.

Reference Books:

- Stair, R. M., & Reynolds, G. W. (2021). Principles of Information Systems. Cengage Learning.
- Turban, E., & Volonino, L. (2019). Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance. Wiley.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	3	2	2	2	1	1	1	1	2	1	1	3	2	2
C02	3	3	3	3	2	1	1	1	2	2	1	2	3	3	2
C03	2	3	3	3	3	1	1	1	2	2	2	2	3	3	3

C04	2	3	2	3	3	2	1	1	2	2	2	2	3	3	3
C05	2	3	3	3	3	2	1	1	2	3	2	3	3	3	3
Correlation Level	3	3	3	3	3	2	1	1	2	3	2	2	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course offers a comprehensive analysis of the various external and internal factors that impact businesses today. Students will explore the dynamic nature of business environments, including the political, economic, social, technological, ethical, and global contexts.

Course Objectives:

Students undergoing this course are expected to:

- To provide an overview of the business environment and the impact of uncertainty on businesses.
- To examine the role of ethical considerations and environmental responsibility in business practices.
- To understand the influence of technological advancements on business innovation and competition.
- To explore the impact of social and cultural factors on business practices and consumer behavior.
- To study globalization and its effects on international business strategies.

UNIT-I**9 Hrs.**

Introduction to Business Environment: Overview of the business environment and the impact of uncertainty on businesses, The Changing Nature of the Firm: Evolution of business firms and their structures, The Changing Nature of Work and Critical Analysis: Transformation in work patterns, critical analysis of labor market trends, and workforce dynamics.

UNIT-II**9 Hrs.**

Political and Economic Environment: Analysis of how political and economic factors influence businesses, Contemporary Market Structures: Understanding different market structures (monopoly, oligopoly, perfect competition) and their implications on business operations.

UNIT-III**9 Hrs.**

Ethical and Natural Environment: Role of businesses in sustainable development, environmental responsibility, and ethical considerations in business practices. Technological Environment: Impact of technological advancements on business operations, innovation, and competition.

UNIT-IV**9 Hrs.**

Social and Cultural Environment: Examining the influence of social and cultural factors on business practices and consumer behavior. Concepts of cultural diversity, social responsibility, and corporate culture.

UNIT-V**9 Hrs.**

Globalization and International Business: Understanding globalization, its impact on businesses, and strategies for operating in international markets. Adapting to Global Markets: Challenges and opportunities in global business, cross-cultural management.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Demonstrate a comprehensive understanding of the business environment and the impact of uncertainty on businesses.
- Evaluate the role of businesses in sustainable development and ethical considerations in business practices.
- Assess the impact of technological advancements on business operations and innovation.
- Examine the influence of social and cultural factors on business practices and consumer behavior.
- Develop strategies for operating in global markets and managing cross-cultural challenges.

Text Books:

- John Kew and John Stredwick. 2008. Business Environment: Managing in a Strategic Context. CIPD - Kogan Page
- Ian Worthington and Chris Britton. 2006. The Business Environment. Financial Times/ Prentice Hall
- Andrew Crane and Dirk Matten. 2016. Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford University Press.

Reference Books:

- David C. Thomas and Mark F. Peterson. 2017. Cross-Cultural Management: Essential Concepts
- Charles W. L. Hill and G. Tomas M. Hult. 2018. International Business: Competing in the Global Marketplace. McGraw Hill

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	3	2	2	1	2	1	1	2	2	1	1	3	2	1
C02	2	3	2	2	1	3	3	2	2	2	2	2	3	2	2
C03	2	3	3	2	2	2	1	1	2	2	2	2	3	3	2
C04	2	3	2	2	1	3	3	2	3	3	2	2	3	2	2
C05	2	3	3	3	2	3	2	2	3	3	2	3	3	3	3
Correlation Level	3	3	3	3	2	3	3	2	3	3	2	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
2	1	0	3

Course Description:

The course introduces students to human resource analytics and the use of data in human resource management. It helps students understand how HR data, metrics, and analytics tools are used to improve decision-making, workforce planning, employee performance, and the overall effectiveness of HR operations in organizations.

Course Objectives:

Students undergoing this course are expected to:

- Understand the fundamentals of human resource analytics and HR data systems.
- Examine analytical tools and techniques used in human resource management.
- Analyze HR data for decision-making.
- Understand applications of predictive analytics and AI in HR management.
- Evaluate ethical, privacy, and fairness issues in HR data management.

UNIT-I**9 Hrs.**

Introduction to HR Analytics: Meaning, scope, and evolution of HR analytics; role of analytics in human resource management; HR metrics and key performance indicators; types and sources of HR data; HR information systems; importance of data-driven HR decisions; challenges in HR analytics.

UNIT-II**9 Hrs.**

HR Data Management and Visualization: Data collection methods in HR; data cleaning and validation; data storage and integration; basics of HR statistics; descriptive analytics in HR; data visualization techniques; dashboards and reporting in HR; use of Excel and business intelligence tools for HR analysis.

UNIT-III**9 Hrs.**

Workforce and Talent Analytics: Workforce composition analysis; employee attendance and absenteeism analysis; employee productivity analytics; manpower planning and forecasting; skills inventory and competency mapping; succession pipeline analysis; promotion and career movement patterns; workforce cost analysis.

UNIT-IV**9 Hrs.**

Employee Experience and Performance Analytics: Employee engagement measurement; satisfaction survey analysis; training effectiveness analysis; performance appraisal analytics; compensation and benefit analysis; reward pattern analysis; attrition trend analysis; workplace climate and organizational culture metrics.

UNIT-V**9 Hrs.**

Strategic and Emerging HR Analytics: Predictive and prescriptive analytics in HR; scenario planning for workforce decisions; strategic workforce planning; diversity, equity, and inclusion analytics; labor turnover modeling; ethical issues in HR data use; privacy, fairness, and transparency in HR analytics; future trends in people analytics.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Understand the concepts and applications of human resource analytics.
- Analyze HR data using analytical tools and techniques.
- Apply predictive analytics and AI in HR decision-making.
- Evaluate ethical, privacy, and fairness concerns in HR data management.
- Develop data-driven solutions for human resource management.

Text Books:

- Edwards, M. R., & Van de Voorde, K. Human Resource Analytics.
- Fitz-enz, J., & Mattox, J. Forecasting Human Resources.
- Marler, J. H., & Boudreau, J. W. Human Resource Analytics: Why Human Capital Is Important.

Reference Books:

- Phillips, J. J., & Phillips, P. P. Handbook of Training Evaluation and Measurement Methods.
- Marr, B. Data Strategy: How to Profit from a World of Big Data, Analytics and the Internet of Things.
- Provost, F., & Fawcett, T. Data Science for Business.
- McKinney, W. Python for Data Analysis.
- Nankervis, A., Baird, M., Coffey, J., & Shields, J. Human Resource Management.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	2	1	2	1	1	1	1	1	1	2	3	2	2
C02	3	3	3	3	3	1	1	1	2	2	2	2	3	3	2
C03	3	3	3	3	3	1	1	2	2	2	2	2	3	3	3
C04	2	3	2	2	2	2	3	3	2	2	2	2	2	2	2
C05	3	3	3	3	3	1	2	2	2	3	2	2	3	3	3
Correlation Level	2.8	2.8	2.6	2.4	2.6	1.2	1.6	1.8	1.8	2.0	1.8	2.0	2.8	2.6	2.4

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course provides an introduction to Artificial Intelligence (AI) and its growing role in the healthcare industry. Students will learn how AI is transforming healthcare services, patient care, hospital operations, healthcare marketing, and digital health businesses. The course focuses on practical applications, emerging trends, and business opportunities in healthcare AI.

Course Objectives:

1. Students undergoing this course are expected to:
2. Understand the basic concepts of Artificial Intelligence and healthcare.
3. Identify various applications of AI in healthcare services.
4. Explore the impact of AI on healthcare consumers and organizations.
5. Examine emerging digital health technologies and business opportunities.

UNIT-I**9 Hrs.**

Introduction to AI and Healthcare: Meaning and concepts of Artificial Intelligence; Evolution of AI; Introduction to Healthcare Industry; Importance of AI in Healthcare; Benefits and Limitations of AI.

UNIT-II**9 Hrs.**

AI Applications in Healthcare: AI in Patient Care; AI-powered Chatbots and Virtual Assistants; AI in Appointment Scheduling; AI in Telemedicine; AI in Medical Imaging and Diagnosis; AI in Health Monitoring Devices.

UNIT-III**9 Hrs.**

AI and Digital Health Services: Digital Health and Smart Healthcare; Electronic Health Records (EHR); Mobile Health Applications; Wearable Health Technologies; AI in Health Information Management; Patient Engagement through Digital Platforms.

UNIT-IV**9 Hrs.**

AI in Patient Engagement: Patient Relationship Management (PRM); Personalized Healthcare Services; Social Media and Digital Marketing in Healthcare; AI for patient Feedback Analysis; Healthcare Startups and Innovation.

UNIT-V**9 Hrs.**

Future of AI in Healthcare: Emerging Trends in Healthcare AI; Robotics in Healthcare; Smart Hospitals; Ethical Issues in AI; Data Privacy and Security.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Explain the basic concepts of AI and its relevance to healthcare.
- Identify common AI applications used in healthcare services.
- Describe the role of AI in digital health and patient engagement.
- Analyze the impact of AI on healthcare businesses and marketing activities.
- Discuss future trends, ethical concerns, and career opportunities related to healthcare.

AI in

Text Books:

- Panesar, A. (2020). Machine learning and AI for healthcare: Big data for improved health outcomes (2nd ed.). Apress.
- Lawry, T. (2020). AI in health: A leader's guide to winning in the new age of intelligent health systems.
- Topol, E. (2019). Deep medicine: How artificial intelligence can make healthcare human again

Reference Books:

- Bernard Marr, Artificial Intelligence in Practice.
- Shafiq Rab & Shahram Ebadollahi, AI in Healthcare: Building a Smarter Health System.
- Natarajan, P., Mani, M., & Patel, R. AI in Healthcare: A Leader's Guide to Winning in the New Era of Intelligent Health Systems. McGraw Hill, 2024.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	2	1	1	1	1	1	1	2	3	2	1
C02	3	3	2	2	2	1	1	1	2	2	1	2	3	2	2
C03	2	3	2	2	3	1	1	1	2	3	2	2	3	3	2
C04	2	2	3	2	2	1	2	1	2	2	2	2	2	3	3
C05	2	2	2	2	1	3	2	3	2	2	2	3	2	2	3
Correlation Level	2.4	2.4	2.0	1.8	2.0	1.4	1.4	1.4	1.8	2.0	1.6	2.2	2.6	2.4	2.2

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course provides an understanding of the application of Artificial Intelligence (AI) in marketing activities across industries. The course explains how AI supports customer analysis, digital marketing, market forecasting, personalized advertising, and marketing automation. Students will study AI tools such as predictive analytics, recommendation systems, chatbots, and social media analytics. The course also covers ethical concerns, implementation challenges, and future developments in AI-driven marketing. It is designed to equip BBA students with practical knowledge of AI-enabled marketing strategies and business decision-making.

Course Objectives:

Students undergoing this course are expected to:

1. Understand the fundamentals of Artificial Intelligence and marketing concepts.
2. Learn the applications of AI in digital marketing and customer engagement.
3. Identify AI tools used for marketing automation and data analysis.
4. Analyze the role of AI in improving customer experience and marketing decisions.
5. Understand ethical issues, implementation challenges, and future trends of AI in marketing.

UNIT-I**9 Hrs.**

Introduction to AI and Marketing: Importance of AI in marketing; AI and digital transformation in marketing; Types of AI applications in marketing.

UNIT-II**9 Hrs.**

AI in Customer Relationship and Communication: AI-powered customer service systems; Personalized marketing using AI; AI in customer relationship management (CRM); Sentiment analysis and customer feedback systems; Enhancing customer engagement using intelligent technologies.

UNIT-III**9 Hrs.**

Automation and Decision-Making in Marketing: Automation in marketing campaigns; AI in market segmentation and targeting; Predictive analytics in consumer demand forecasting; AI for pricing and promotional decisions; Marketing efficiency and performance improvement using AI.

UNIT-IV**9 Hrs.**

AI Applications Across Business Sectors: AI in retail and consumer marketing; AI in digital commerce and social media marketing; AI in hospitality and tourism marketing;

AI in media and entertainment marketing; Real-world case studies of AI-driven marketing organizations.

UNIT-V

9 Hrs.

Ethical and Future Perspectives of AI in Marketing: Ethical issues in AI-enabled marketing; Data privacy and cybersecurity; Human-AI collaboration in marketing; Challenges in AI implementation; Future trends of AI in marketing industries.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Understand the fundamentals of Artificial Intelligence and marketing management.
- Explain AI applications in customer engagement and digital marketing activities.
- Apply AI tools and automation techniques to improve marketing efficiency and customer experience.
- Analyze AI-driven marketing decision-making and campaign optimization.
- Evaluate ethical issues, implementation challenges, and future trends of AI in marketing

Text Books:

- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for humanity.
- King, K. (2019). Using artificial intelligence in marketing: How to harness AI and maintain the competitive edge.
- Roetzer, P., & Kaput, M. (2022). Marketing artificial intelligence: AI, marketing, and the future of business.

Reference Books:

- Venkatesan, R., & Lecinski, J. (2021). The AI marketing canvas: A five-stage roadmap to implementing artificial intelligence in marketing.
- Penn, C. S. (2021). AI for marketers: An introduction and primer (3rd ed.).
- Sterne, J. (2017). Artificial Intelligence for Marketing: Practical Applications. Wiley.
- Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing (8th ed.). Pearson.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	2	1	1	1	1	2	1	2	3	2	1
C02	3	3	2	2	3	1	2	1	2	3	2	2	3	3	2
C03	2	3	3	3	3	1	2	2	2	3	3	2	3	3	3
C04	2	3	3	3	2	2	3	2	3	2	3	3	2	3	3
C05	2	2	2	2	2	3	2	3	2	2	2	3	2	2	3
Correlation Level	2.4	2.6	2.2	2.2	2.4	1.6	2.0	1.8	2.0	2.4	2.2	2.4	2.6	2.6	2.4

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAV0002

VALUE ADDED COURSE
MICROSOFT EXCEL – BEGINNER TO ADVANCED
BY ANALYTICS VIDYA
(TO SUPPORT 26BBAT2504)

Course Description:

Microsoft Excel - Beginners to Advanced: MS Excel is still the most widely used tool for day to day work in business analytics across the world. By the end of this course, you will have mastered Excel, Pivot Tables, Conditional Formatting and will be ready to crunch numbers like a pro!

- Introduction and Excel installation
- Excel Interface and Keyboard Shortcuts
- Excel Operations and Formatting
- Excel Formula & Referencing
- Logical and Error Functions
- Date-Time & Text Functions
- Mathematical Functions in Excel
- Financial Functions in Excel
- LookUp Functions (VLookup, HLookup, Match, Index)
- Logical and Error Functions
- Statistical Function
- Sort, Filter, and Advance Filter
- Pivot Table
- Data Visualization in Excel
- Conditional Formatting, Advanced Formatting
- What-if Analysis Tools: Goal Seek, Scenario manager, & Data Tables
- Data Validation and Security of Excel sheets
- MS Excel vs. Google Sheet
- Modelling and Simulation

BBA II YEAR – IV SEMESTER

26BBAT2506

OPERATIONS MANAGEMENT

L	T	P	C
2	1	0	3

Course Description:

This course provides an overview of Operations Management (OM), focusing on managing production processes, systems, and strategies within organizations. Topics include plant location, layout, manufacturing systems, scheduling, ERP, supply chain management, operations strategy, and quality management.

Course Objectives:

Students undergoing this course are expected to:

- Understand the fundamentals and significance of Operations Management.
- Analyze plant location decisions and factors influencing location choices.
- Explore plant layout strategies and their impact on production efficiency.
- Examine various manufacturing systems and their applications.
- Introduce scheduling techniques, ERP systems, supply chain strategies, operations strategy, and quality management principles.

UNIT-I

9 Hrs.

Introduction to Operations Management: Overview of Operations Management. Objectives and significance of OM. Dimensions of Operations Management: 4Vs (Volume, Variety, Variation, Visibility).

UNIT-II

9 Hrs.

Plant Location and Layout: Plant location decisions: Objectives, factors, and analysis. Plant layout: Types (Process, Product, Cellular) and their features.

UNIT-III

9 Hrs.

Manufacturing Systems: Introduction to manufacturing systems. Intermittent manufacturing systems: Job Production System, Batch Production System. Continuous manufacturing system.

UNIT-IV

9 Hrs.

Scheduling and ERP: Scheduling techniques in operations management. Enterprise Resource Planning (ERP) systems: Functions and benefits.

UNIT-V**9 Hrs.**

Supply Chain, Operations Strategy and Quality Management: Supply Chain Management: Strategies and integration into operations. Operations Strategy: Formulation and implementation. Quality Management: Principles and practices in operations.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Apply operations management principles to optimize production processes.
- Analyze and make informed decisions regarding plant location and layout.
- Implement scheduling techniques and ERP systems effectively.
- Evaluate supply chain strategies and their impact on operational efficiency.
- Develop and implement operations strategies aligned with organizational goals.
- Apply quality management principles to enhance product and service quality.

Text Books:

- Stevenson, W. J. (2022). Operations Management. McGraw-Hill Education.
- Chary, S. N. (2022). *Production and operations management* (7th ed.). McGraw Hill.

Reference Books:

- Krajewski, L. J., Ritzman, L. P., & Malhotra, M. K. (2019). Operations Management: Processes and Supply Chains. Pearson Education.
- Chase, R. B., Jacobs, F. R., & Aquilano, N. J. (2019). Operations and Supply Chain Management. McGraw-Hill Education.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	3	2	2	2	1	1	1	2	2	1	1	3	2	2
C02	3	3	3	2	2	1	1	1	2	2	1	2	3	3	2
C03	2	3	3	3	3	1	1	1	2	2	2	2	3	3	3
C04	2	3	3	3	3	2	1	1	2	2	2	2	3	3	3
C05	3	3	3	3	2	2	1	1	3	3	2	3	3	3	3
Correlation Level	3	3	3	3	3	2	1	1	3	3	2	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT2507**CORPORATE SOCIAL RESPONSIBILITY**

L	T	P	C
3	0	0	3

Course Description:

This course explores Corporate Social Responsibility (CSR) within organizations, examining its historical evolution, theoretical frameworks, practical activities, current trends, and strategic implications for sustainable development. Topics include CSR theories, stakeholder engagement, challenges, and successful corporate initiatives.

Course Objectives:

Students undergoing this course are expected to:

- Understand the historical evolution and theoretical foundations of Corporate Social Responsibility (CSR).
- Analyze various CSR activities, their nature, types, and impact on different stakeholder groups.
- Explore current trends and opportunities in CSR, viewing CSR as a strategic business tool for sustainable development.
- Examine the drivers of CSR implementation and the challenges involved in managing CSR effectively.
- Review successful corporate CSR initiatives and their impact on business and society.

UNIT-I**9 Hrs.**

History and Evolution of CSR: Historical development of Corporate Social Responsibility (CSR). Evolution of CSR theories: From philanthropy to strategic CSR.

UNIT-II**9 Hrs.**

CSR Activities and Stakeholder Engagement: Nature and types of CSR activities. CSR towards various groups of stakeholders: Employees, communities, environment, etc.

UNIT-III**9 Hrs.**

Current Trends and Opportunities in CSR: Emerging trends in CSR practices. CSR as a strategic business tool for sustainable development.

UNIT-IV**9 Hrs.**

Drivers and Challenges in CSR: Motivations and drivers behind CSR initiatives. Challenges in implementing and managing CSR effectively.

UNIT-V**9 Hrs.**

Review of Successful Corporate CSR Initiatives: Case studies of successful corporate CSR initiatives. Impact assessment of CSR initiatives on business performance and societal outcomes.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Critically evaluate the historical evolution and theoretical frameworks of CSR.
- Analyze and apply different types of CSR activities to various stakeholder groups.
- Identify and assess current trends and opportunities in CSR for sustainable business practices.
- Discuss the strategic importance of CSR as a tool for enhancing corporate reputation and sustainability.
- Evaluate challenges faced by organizations in implementing CSR and propose solutions.
- Review and critique successful corporate CSR initiatives through case studies and real-world examples.

Text Books:

- Carroll, A. B., & Shabana, K. M. (2021). The Business Case for Corporate Social Responsibility: Understanding and Measuring Economic Impacts of Corporate Social Performance. Routledge.
- Blowfield, M., & Murray, A. (2014). Corporate Responsibility. Oxford University Press.

Reference Books:

- Visser, W. (2018). The World Guide to CSR: A Country-by-Country Analysis of Corporate Sustainability and Responsibility. Greenleaf Publishing.
- Matten, D., & Moon, J. (2020). Corporate Social Responsibility: A Very Short Introduction. Oxford University Press.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	2	1	1	3	3	3	2	2	1	1	3	2	1
C02	2	3	2	2	1	3	3	3	3	2	2	2	3	2	2
C03	2	3	3	2	1	3	3	2	2	2	2	2	3	3	2
C04	2	2	3	2	1	3	3	3	3	3	2	2	3	3	2
C05	2	3	3	3	2	3	3	3	3	3	2	3	3	3	3

Correlation Level	3	3	3	3	2	3	3	3	3	3	2	3	3	3	3
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Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
2	1	0	3

Course Description:

This course offers input to administrators towards identifying the key areas for research, following appropriate research tools and techniques, collecting and analyzing data, using appropriate statistics to confirm the findings, etc.

Course Objectives:

Students undergoing this course are expected to:

- Acquire basic knowledge of research types and methods
- Familiarize with sample and sampling techniques
- Understand data collection sources.
- Understand the concepts related to data processing.
- Apply the correct statistical test for analysis and interpret the results of statistics

UNIT-I**9 Hrs.**

Introduction to Research Methodology: Definition, objectives, significance, and types of research (Basic, Applied, Qualitative, Quantitative). **Research Process:** Formulating research problems, variables, and hypotheses. **Literature Review:** Purpose, process of searching databases (Google Scholar, Scopus), and evaluating prior studies.

UNIT-II**9 Hrs.**

Research Design & Sampling: Research Design- Meaning, necessity, and types (Exploratory, Descriptive, Experimental, and Case Studies). **Sampling Theory-** Concepts, probability, and non-probability sampling techniques. **Measurement & Scaling-** Techniques, reliability, and validity of research instruments.

UNIT-III**9 Hrs.**

Data Collection Methods: Primary Data- Methods like observation, interviews, surveys, and questionnaire design. Secondary Data- Sources, reliability, and precautions in using existing records. **Experiments-** Principles of experimental design, control groups, and treatment.

UNIT-IV**9 Hrs.**

Data Processing and Statistical Analysis: Data Processing: Editing, coding, classification, and tabulation. Descriptive Statistics: Measures of central tendency, dispersion, and probability distributions.

Inferential Statistics- Hypothesis testing (Parametric: (t-test, F-test, ANOVA; Non-parametric: Chi-square test).

UNIT-V

9 Hrs.

Report Writing and Research Ethics: Report Writing- Structure of a research paper, thesis (Chapter 3/Methods section), and dissertation. Research Ethics- Plagiarism, copyright issues, fabrication, and falsification of data. Referencing & Tools- Citation styles (APA, MLA, Chicago) and reference management software (Mendeley, Zotero, EndNote).

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Demonstrate a comprehensive understanding of various research types and methods.
- Effectively utilize appropriate sampling techniques in research projects.
- Identify and employ suitable sources for data collection.
- Exhibit proficiency in data processing concepts and techniques.
- Apply appropriate statistical tests to analyze data and accurately interpret statistical results.

Text Books:

- Handbook of Research Methodology: A Compendium for Scholars & Researchers. (n.d.). (n.p.): Educreation
- Kothari, C. R. (2004). Research Methodology: Techniques. India: New Age International

Reference Books:

- Hareendran, A., Chandra, V. (2017). Research Methodology by Pearson 1st Edition. India: Pearson Education India.
- Lokanadha Reddy, G. (2016). Research Methodology and Statistics in Education. India: Discovery Publishing House

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	3	2	2	1	1	1	1	2	2	1	2	3	2	1
C02	2	3	2	3	1	1	1	1	2	2	1	2	3	3	1
C03	2	3	2	3	2	1	1	1	2	2	1	2	3	3	2
C04	2	3	3	3	2	1	1	1	2	2	2	2	3	3	2

C05	2	3	3	3	3	1	1	1	2	2	2	3	3	3	3
Correlation Level	3	3	3	3	3	1	1	1	2	2	2	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT2509

**AI in
Performance And Compensation Management**

L	T	P	C
3	0	0	3

Course Description:

This course introduces the role of artificial intelligence in modern performance management and compensation systems. It examines how AI tools support goal setting, continuous feedback, predictive performance analysis, pay decisions, incentives, and workforce fairness. The course also explores ethical, legal, and strategic issues in using AI for employee evaluation and compensation design.

Course Objectives:

Students undergoing this course are expected to:

- To understand the concepts, scope, and evolution of performance and compensation management.
- To study the use of AI tools in performance appraisal, feedback, and productivity tracking.
- To analyze AI applications in compensation planning, rewards, and incentive systems.
- To examine ethical, legal, and fairness issues in AI-driven HR decisions.
- To understand strategic and data-driven approaches to employee performance and pay management.

UNIT-I

9 Hrs.

Performance Management in Contemporary Organizations: Evolution of Performance Management including emerging trends; Performance Management Cycle and Continuous Performance Management; Competency Based Performance Management; Traditional and Modern Performance Appraisal Methods; Key Performance Indicators (KPIs); Performance Improvement Plans and Developmental Feedback

UNIT-II

9 Hrs.

Compensation Management in Contemporary Organizations: Compensation Philosophy and Strategy; Job Evaluation and Pay Structure; Total Rewards Approach; Basic pay and Variable Pay System; Compensation Benchmarking; Flexible Benefits (Cafeteria Benefits); ESG and Sustainability-Linked Executive Compensation; Pay Transparency

UNIT-III**9 Hrs.**

AI in Performance Management: AI-based goal setting, real-time feedback systems, predictive performance analytics, digital dashboards, employee productivity measurement, AI-supported performance appraisal methods.

UNIT-IV**9 Hrs.**

AI in Compensation Management: AI in salary benchmarking, pay equity analysis, incentive design, variable pay systems, benefits optimization, automated compensation planning, data-driven reward decisions, compensation analytics.

UNIT-V**9 Hrs.**

Ethics and Strategic Perspectives: Employee Perception of AI in performance evaluation and compensation management – Trust, Transparency, Bias and Fairness; Ethical Issues; Privacy and Data Protection; Legal and Compliance Issues; Workforce Planning; Future Trends.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Explain the concepts and evolution of performance and compensation management.
- Understand the applications of AI in performance evaluation and feedback systems.
- Analyze AI-based compensation tools and reward decisions.
- Apply ethical and fairness principles in AI-driven HR practices.
- Evaluate strategic and future trends in AI-enabled performance and compensation management.

Text Books:

- Michael Armstrong, Armstrong's Handbook of Performance Management, Kogan Page.
- Richard I. Henderson, Compensation Management in a Knowledge-Based World, Pearson.
- Gary Dessler, Human Resource Management, Pearson.

Reference Books:

- T. V. Rao, Appraising and Developing Managerial Performance, Excel Books.
- Milkovich, Newman and Gerhart, Compensation, McGraw Hill.
- Dave Ulrich, HR from the Outside In, McGraw Hill.
- B. B. Kothari, Human Resource Management and AI Applications, relevant editions if available through institutional library resources.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	1	1	1	2	1	2	1	2	3	2	1
C02	3	3	2	1	2	1	1	2	2	2	1	2	3	2	2
C03	3	3	3	2	2	2	2	2	1	2	2	2	3	3	2
C04	2	2	2	1	1	2	2	3	3	3	2	2	2	3	2
C05	2	2	2	1	1	3	3	3	2	2	2	3	2	2	3
Correlation Level	3	3	3	2	2	3	3	3	3	3	2	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course introduces students to the fundamentals of investment analysis enhanced by Artificial Intelligence (AI). It covers basic financial concepts, data driven decision making, AI tools used in investment forecasting, risk assessment, and portfolio management. The course emphasizes practical understanding rather than technical programming, enabling students to interpret AI generated insights for business and financial decisions.

Course Objectives:

Students undergoing this course are expected to:

- Understand the foundational concepts of investments and financial markets.
- Learn how AI supports data collection, cleaning, and interpretation in investment decisions.
- Explore basic AI techniques used in forecasting and risk analysis.
- Understand how AI assists in portfolio construction and performance evaluation.
- Identify real world applications and emerging trends in AI driven finance.

UNIT-I**9 Hrs.**

Introduction to Investments and AI in Finance: Investment Basics -Types of Investments -Risk and Return Concepts -Overview of Financial Markets -Role of Data in Investment Decisions -Introduction to Artificial Intelligence -AI vs Traditional Analysis - Applications of AI in Finance -Ethical Use of AI in Investment Decision Making.

UNIT-II**9 Hrs.**

Data for Investment Analysis: Types of Financial Data -Market Data, Company Data, Economic Indicators -Basics of Data Collection -Data Cleaning and Preprocessing - Introduction to Financial Databases -Understanding AI Assisted Data Tools -Concept of Sentiment Analysis -Using AI to Interpret News, Reports, and Market Signals.

UNIT-III**9 Hrs.**

AI Techniques for Forecasting and Risk Assessment: Introduction to Forecasting - Trend Analysis -Basics of Machine Learning (Non Mathematical) -Regression Concepts - AI Based Price Prediction -Understanding Risk through AI -Volatility Indicators -Credit Scoring Basics -AI Tools for Detecting Market Patterns -Limitations of AI Forecasting.

UNIT-IV**9 Hrs.**

AI in Portfolio Management: Portfolio Basics -Diversification -Asset Allocation -AI Assisted Portfolio Construction -Robo Advisors -Understanding Portfolio Optimization (Beginner Level) -AI Based Performance Tracking -Risk Profiling -Case Studies of AI Driven Portfolio Tools.

UNIT-V

9 Hrs.

Applications, Trends and Future of AI-Driven Investments: AI in Stock Market Analysis -AI in Mutual Funds and ETFs -Algorithmic Trading (Introductory Concepts) -AI in Behavioral Finance -Emerging Trends -Regulatory and Ethical Considerations -Future of AI in Investment Advisory -Real World Business Applications.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Understand the role of AI in modern investment analysis.
- Use basic data preprocessing concepts for financial decision making.
- Interpret AI generated forecasts and risk indicators.
- Apply AI assisted tools for simple portfolio decisions.
- Evaluate real world AI applications in investment and financial services.

Text Books:

- Y. Hilpisch, 2024, Artificial Intelligence for Finance: Foundations and Applications, O'Reilly Media, USA.
- D. Hudgeon & R. Nichol, 2023, Machine Learning for Business: A Practical Introduction, O'Reilly Media, USA.
- S. S. Kumar & R. Srinivasan, 2023, Financial Data Analytics: Concepts, Tools, and Applications, Springer Nature, Singapore

Reference Books:

- M. Zachariadis & S. Scott, 2024, AI and Financial Markets: A Practical Guide, Routledge, UK.
- S. Kumar, 2023, Applied Financial Forecasting Using Machine Learning, Wiley, USA.
- D. J. Walters, 2024, AI Powered Investing: A Beginner's Guide to Smarter Decisions, McGraw Hill, USA.
- M. Halls Moore & T. Wiecki, 2023, Data Driven Portfolio Management, QuantStart Publishing, UK.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	2	2	1	1	1	1	1	1	1	1	1	1	2	1	1
C02	3	3	2	2	2	1	1	1	1	2	2	2	3	2	2
C03	3	3	2	2	2	1	1	2	3	3	2	2	3	2	2
C04	3	2	2	2	2	1	1	1	2	2	2	2	2	2	2
C05	2	2	1	2	2	1	1	1	1	2	2	2	2	2	2
Correlation Level	2.6	2.4	1.6	1.8	1.8	1.0	1.0	1.2	1.6	2.0	1.8	1.8	2.4	1.8	1.8

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAV0003

**VALUE ADDED COURSE
MASTER TABLEAU FROM SCRATCH
BY ANALYTICS VIDYA
(TO SUPPORT 26BBAT2505)**

Convert your data into actionable insights, create dashboards to impress your clients, and learn Tableau tips, tricks and best practices for your business analytics role

- The Power of Visualization
- Getting Started with Tableau, Installation
- Tableau interface & connecting with different Data Sources
- Loading Dataset & Understanding Variables
- Getting Hands-On with Tableau: Labels, Formatting, colors, filters, and exporting Tableau worksheet
- Different Chart Types: Line Charts, Geo-spatial analysis using Maps, Dual axis charts etc
- Calculated fields and Parameters: Feature Engineering, Parameter Analysis
- Joining and Blending Data in Tableau
- Building Powerful Dashboard in Tableau, Blueprint for Multi-Dashboard View
- The Art of Storyboarding in Tableau
- Capstone Project

BBA III YEAR – V SEMESTER

26BBAT3501

INTERNATIONAL BUSINESS MANAGEMENT

L	T	P	C
3	0	0	3

Course Description:

This course emphasizes the managerial process in the international environment and provides an operational assessment of the fundamental issues involved in the management of international and multinational corporations

Course Objectives:

Students undergoing this course are expected to:

- Understand the concept, nature, and scope of international business.
- Analyze various aspects and challenges of international business environments.
- Examine the process and impact of globalization on business operations.
- Develop knowledge of Multinational Corporations (MNCs) and their role in global business.
- Gain understanding of export promotion measures and assistance available for international trade.

UNIT-I

9 Hrs.

Introduction to International Business: Evolution of international business, nature of international business, need & importance of International Business, stages of internationalization, (EPRG) approaches to international business, theories of international business

UNIT-II

9 Hrs.

International Business Analysis: Modes of entry- exporting (direct and indirect) licensing, franchising, contract manufacturing, management contracts, turnkey projects, Joint ventures- Mergers and Acquisitions- Foreign direct investment -Comparison of different modes of entry.

UNIT-III

9 Hrs.

Globalization: Meaning- Definition and Features-Globalization, -Advantages and Disadvantages, Socio-Cultural, Political & Legal and Economic Implications, Globalization and India. GATT and WTO.

UNIT-IV

9 Hrs.

MNCs and International Marketing Intelligence: Meaning and concepts of MNCs and international business, distinction among domestic, international, multinational, global, and transnational companies, merits and demerits of MNCs, MNCs in India, and basics of international marketing intelligence.

UNIT-V

9 Hrs.

Export Promotion Assistance and Incentives: Export promotion measures and assistance available to Indian exporters, including Market Development Assistance (MDA), Cash Compensatory Scheme, Duty Drawback Scheme, Replenishment Licensing Scheme, and Duty Exemption Scheme.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Demonstrate an understanding of the fundamentals of international business.
- Analyze international business environments and practices effectively.
- Exhibit sound knowledge of globalization and its impact on business.
- Understand the role and functions of multinational corporations in global trade.
- Gain knowledge of export promotion assistance and incentives available to exporters.

Text Books:

- Sumati Varma. 2013. International Business (1st edition 2013), Pearson.
- International Business Texts and Cases, P.SubbaRao Third revised and enlarged edition Himalaya Publishing House 2013

Reference Books:

- International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House Latest Edition
- K.Ashwathappa ,International Business,7th Edition,2020 Mc Graw Hill Publishing
- International Business Oxford Higher Education,Oxford University Press: Illustrated edition 200

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	2	1	1	2	1	1	2	2	1	1	3	2	1
C02	2	3	3	2	2	2	1	1	2	2	1	2	3	3	2
C03	2	3	2	2	1	2	2	2	3	2	2	2	3	3	2
C04	2	3	2	2	1	2	1	1	3	3	2	2	3	3	2
C05	2	3	3	3	2	2	1	1	3	3	2	3	3	3	3
Correlation Level	3	3	3	3	2	2	2	2	3	3	2	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT3502**BUSINESS STATISTICS**

L	T	P	C
2	1	0	3

Course Description:

This course is designed to provide students with a comprehensive understanding of statistical concepts and their practical application in the field of business. It covers essential topics such as data collection, analysis, and interpretation.

Course Objectives:

Students undergoing this course are expected to:

- Understand the fundamental concepts and applications of business statistics.
- Analyze the role and significance of measures of dispersion in data analysis.
- Examine correlation and regression techniques to study relationships between variables.
- Develop knowledge of statistics and its role in business decision-making.
- Apply statistical tools and techniques for business analysis and problem-solving.

UNIT-I**9 Hrs.**

Introduction to Statistics, Measures of Central Tendency and Dispersion: Introduction: Meaning and Definition of Statistics, Collection and Tabulation of Statistical Data, Presentation of Statistical Data, Graphs and Diagrams – Measures of Central Tendency: Arithmetic Mean, Median and Mode, Harmonic Mean and Geometric Mean – Measures of Dispersion: Concept of Range, Quartile deviation, Mean Deviation and Variance, Standard Deviation, Coefficient of Variance, Skewness and Kurtosis.

UNIT-II**9 Hrs.**

Probability and Probability distribution: Basic probability rules (Addition and Multiplication theorems), Bayes's Theorem, Discrete and Continuous distributions: Binomial, Poisson and Normal distribution

UNIT-III**9 Hrs.**

Correlation and Regression Analysis: Correlation Analysis: Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank Correlation, Regression analysis: Linear Regression, Regression lines, Standard error of estimates.

UNIT-IV**9 Hrs.**

Hypothesis Testing: Null Vs Alternate Hypothesis, Type- I and Type- II errors, P Values, Parametric test: Z Test, T Test and Anova, Non-Parametric Tests: Chi Square Test.

UNIT-V

9 Hrs.

Time Series Analysis and Index Numbers: Time Series-Meaning and significance – utility, components of Time series- Measurement of Trend: Method of least squares, Parabolic Trend and Logarithmic trend.

Meaning and significance, problems in construction of index numbers, methods of constructing index numbers – weighted and unweighted, test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index numbers.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Effectively summarize and interpret datasets using measures of central tendency, and apply these concepts to practical scenarios.
- Calculate and interpret measures of variation to understand data dispersion and relationships between variables.
- Analyze and interpret regression models to explore and predict relationships between variables.
- Analyze and interpret time series data to identify trends, seasonal patterns, and forecast future values.
- Calculate and interpret index numbers to measure and compare relative changes in variables over time.

Text Books:

- Roger E. Kirk Statistics: An Introduction, Fifth Edition, Thomson-Wadsworth Publication.
- Dr. S.P. Gupta, Dr. M. P. Gupta, 2017, Business Statistics–Eighteenth Edition –Sultan Chand and sons, NewDelhi.ISBN:978-93-5161-012-0.
- Mc Clave, Benson and Sincich, Statistics for Business and Economics, Eleventh Edition, Prentice Hall Publication.

Reference Books:

- Jack Levin, James Alan Fox, Elementary Statistics in Social Research, Pearson Education.
- S. P. Gupta, Statistical Methods, Sultan Chand & Sons, NewDelhi,2007.

- S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.
- J. K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.
- R. S. N. Pillai and Bagavathi, 2016, Statistics: Theory and Practice – 8th Edition – S. Chand and Co., Ltd., ISBN: 978-93-525-3309-1.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO1	3	3	2	2	2	1	1	1	2	2	1	2	3	2	1
CO2	2	3	3	3	2	1	1	1	2	2	2	2	3	3	2
CO3	2	3	3	3	3	1	1	1	2	2	2	2	3	3	3
CO4	2	3	2	3	2	1	1	1	2	2	2	2	3	3	2
CO5	2	3	3	3	2	1	1	1	2	2	2	3	3	3	3
Correlation Level	3	3	3	3	3	1	1	1	2	2	2	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT3503**PROJECT MANAGEMENT**

L	T	P	C
2	1	0	3

Course Description:

This course offers a comprehensive understanding of project management principles, methodologies, and practices. It covers the entire project lifecycle, including project initiation, planning, execution, monitoring, and closure. The course aims to equip students with the skills to manage projects effectively, ensuring they meet their objectives within scope, time, and budget constraints.

Course Objectives:

Students undergoing this course are expected to:

- Understand the key concepts and phases of project management.
- Develop skills to plan, execute, and control projects effectively.
- Apply project management tools and techniques for scheduling, budgeting, and risk management.
- Manage project teams and stakeholders to achieve project goals.
- Evaluate project performance and implement strategies for project success.

UNIT-I**9 Hrs.**

Introduction to Project Management: Definition and Importance of Project Management, Project Life Cycle and Phases, Project Management Framework, Key Project Management Terms and Concepts, The Role of a Project Manager

UNIT-II**9 Hrs.**

Project Planning: Developing a Project Charter, Defining Project Scope and Objectives, Work Breakdown Structure (WBS), Project Scheduling Techniques (Gantt Charts, Critical Path Method), Budgeting and Resource Allocation, Risk Management Planning.

UNIT-III**9 Hrs.**

Project Execution and Control: Managing Project Teams and Stakeholders, Implementing Project Plans, Monitoring and Controlling Project Performance, Managing Project Changes and Scope Creep, Quality Management in Projects, Performance Measurement (Earned Value Management).

UNIT-IV**9 Hrs.**

Project Closure: Project Closure Procedures, Conducting Project Reviews and Post-Mortem Analysis, Documenting Lessons Learned, Finalizing Project Deliverables, Handover and Acceptance, Celebrating Success and Recognizing Team Contributions.

UNIT-V

9 Hrs.

Advanced Topics in Project Management: Agile and Scrum Methodologies, Project Management Software and Tools, Project Management in Different Industries (IT, Construction, Manufacturing), Ethical and Legal Issues in Project Management, Future Trends in Project Management.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Demonstrate an understanding of project management principles and methodologies.
- Develop and implement comprehensive project plans.
- Execute and control projects effectively, ensuring they meet scope, time, and budget requirements.
- Manage project teams and stakeholders to achieve project objectives.
- Apply advanced project management techniques and tools to improve project outcomes.

Text Books:

- Larson, E. W., & Gray, C. F. (2021). Project management: The managerial process (8th ed.). McGraw-Hill Education.
- Meredith, J. R., Shafer, S. M., & Mantel, S. J., Jr. (2022). Project management: A managerial approach (10th ed.). Wiley.
- Choudhury, S. (2018). Project management. Tata McGraw-Hill Education.

Reference Books:

- Burke, R. (2019). Project management: Planning and control techniques (6th ed.). Wiley.
- Prasanna Chandra. (2023). Projects: Planning, analysis, financing, implementation, and review (10th ed.). McGraw Hill Education (India).
- Meredith, J. R., Shafer, S. M., & Mantel, S. J., Jr. (2022). Project management: A managerial approach (10th ed.). Wiley.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	2	1	0	1	1	1	2	1	3	2	1
C02	3	3	2	2	3	1	1	1	2	2	3	2	3	3	2
C03	3	3	3	2	3	1	1	1	3	2	3	2	3	3	2
C04	2	2	2	1	2	2	1	2	3	3	2	2	2	3	2
C05	2	3	2	2	3	2	2	2	2	2	3	3	3	3	3
Correlation Level	3	3	2	2	3	1	1	1	2	2	3	2	3	3	2

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT3504**SUPPLY CHAIN MANAGEMENT**

L	T	P	C
3	0	0	3

Course Description:

This course provides a comprehensive overview of supply chain management (SCM) concepts, strategies, and practices. It covers the flow of goods and services, including all processes that transform raw materials into final products. The course aims to equip students with the knowledge and skills needed to effectively manage and improve supply chains.

Course Objectives:

Students undergoing this course are expected to:

- Understand the fundamentals and key components of supply chain management.
- Analyze the roles of various stakeholders in a supply chain.
- Explore supply chain design, planning, and control.
- Develop strategies for efficient and responsive supply chain management.
- Examine the impact of technology and innovation on supply chains.'

UNIT-I**9 Hrs.**

Introduction to SCM: Definition and Importance of Supply Chain Management (SCM), Key Components of a Supply Chain, SCM vs. Logistic, Supply Chain Strategy Formulation, Supply Chain Network Design.

UNIT-II**9 Hrs.**

Demand and Inventory Management: Demand Forecasting Techniques, Sales and Operations Planning (S&OP), Inventory Types and Functions, Inventory Control Techniques, Economic Order Quantity (EOQ) Model

UNIT-III**9 Hrs.**

Procurement and Production: Procurement Process, Supplier Selection and Evaluation, Strategic Sourcing, Production Planning Strategies, Scheduling Techniques, Just-in-Time (JIT) Production.

UNIT-IV**9 Hrs.**

Logistics and Technology in Supply Chain: Transportation Management, Warehousing and Distribution Centers, Distribution Strategies.

UNIT-V

9 Hrs.

Information Technology and Sustainability Practices: Role of IT in SCM, Enterprise Resource Planning (ERP) Systems, Emerging Technologies (AI, Block-chain, IoT, Green Supply Chain Practices, Corporate Social Responsibility (CSR), Sustainable Sourcing and Production

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Exhibit an understanding of supply chain concepts and their importance in business operations.
- Analyze and design effective supply chain strategies.
- Identify and evaluate the roles and relationships of various supply chain participants.
- Apply logistics and inventory management techniques to optimize supply chain performance.
- Assess the impact of technological advancements on supply chain management.

Text Books:

- Chopra, S., & Meindl, P. (2020). Supply Chain Management: Strategy, Planning, and Operation. Pearson.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies. McGraw-Hill.
- Hugos, M. (2018). Essentials of Supply Chain Management. Wiley

Reference Books:

- Academic Journals: Journal of Supply Chain Management, International Journal of Physical Distribution & Logistics Management
- Online Resources: Supply Chain Management Review, APICS

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	2	1	1	1	1	1	2	1	3	2	1
C02	3	3	2	2	3	1	1	1	2	2	3	2	3	3	2
C03	3	3	2	2	2	2	1	1	2	2	3	2	3	3	2
C04	2	3	3	2	3	1	1	1	2	2	3	2	2	3	2
C05	2	3	2	2	3	2	3	2	2	2	3	3	3	3	3
Correlation Level	3	3	2	2	3	1	1	1	2	2	3	2	3	3	2

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT3505**BUSINESS AND COMPANY LAW**

L	T	P	C
3	0	0	3

Course Description:

This course provides a comprehensive understanding of Business and Company Law, focusing on legal principles relevant to business operations and corporate governance. Topics include the Indian Contract Act, types of contracts, guarantees, bailment, and an introduction to Company Law including types of companies, formation, registration, and corporate governance.

Course Objectives:

Students undergoing this course are expected to:

- Understand the fundamental legal concepts and principles underpinning business operations.
- Analyze different types of contracts and their legal elements.
- Evaluate the legal aspects of guarantees, indemnity, bailment, and pledge.
- Examine the formation, registration, and governance of companies.
- Apply legal knowledge to analyze case studies and real-world business scenarios.

UNIT-I**9 Hrs.**

Introduction to Business Law: Law-Meaning and Nature of Law, Sources of Indian Law Legal Environment of Business. Mercantile Law, Basic Legal Concepts and Essentials of Law.

UNIT-II**9 Hrs.**

Law of Contract: Introduction to the Law of Contract: Objectives and Definitions. Elements of a Valid Contract: Offer and Acceptance, Consideration, Consent. Capacity to Contract and Freedom to Contract. Performance, Discharge, and Breach of Contracts. Void Agreements and Quasi Contracts.

UNIT-III**9 Hrs.**

Contracts of Guarantee and Indemnity: Contracts of Guarantee and Indemnity: Introduction to Indemnity and Guarantee, Types of Guarantees, Rights and Liabilities of Creditor and Surety, Warranties vs. Guarantee.

UNIT-IV**9 Hrs.**

Contracts of Bailment and Pledge: Introduction to Bailment and Pledge: Definition and Kinds of Bailment, Rights and Duties of Bailor and Bailee. Termination of Bailment, Finder of Lost Goods.

UNIT-V

9 Hrs.

Company Law: Introduction to Company Law: Types of Companies: Private, Public, One Person Company (OPC), Formation of a Company: Process and Documents Required. Registration of a Company: Legal Requirements and Procedures. Company Meetings: Types and Procedures.

Directors and Auditors: Roles, Responsibilities, and Appointment.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Apply knowledge of Business and Company Law to analyze and solve legal issues in business contexts.
- Evaluate contracts, guarantees, bailments, and pledges within a legal framework.
- Discuss the formation, governance, and regulatory compliance of companies.
- Analyze and interpret legal documents and case studies related to business law.
- Develop skills in legal reasoning and application to business scenarios.

Text Books:

- Kapoor, N. D., & Puri, R. (2022). Business Law. Sultan Chand & Sons.
- Sen, S. (2021). Mercantile Law. Oxford University Press.

Reference Books:

- Avtar Singh. (2020). Company Law. Eastern Book Company.
- S. K. Aggarwal. (2019). Business Laws. Chand Publishing.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	1	2	1	2	1	1	2	1	3	2	1
C02	3	3	2	2	1	2	1	2	1	1	2	2	3	3	2
C03	3	2	2	2	1	3	1	3	2	2	2	2	3	2	2
C04	2	3	2	3	1	2	1	3	2	2	2	2	2	3	2
C05	2	3	3	3	1	3	1	3	2	2	2	3	3	3	3
Correlation Level	3	3	2	2	1	2	1	3	2	2	2	2	3	3	2

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT3506**CORPORATE COMMUNICATION**

L	T	P	C
2	1	0	3

Course Description:

This course provides an understanding of corporate communication in modern business organizations. It focuses on communication fundamentals, listening skills, business etiquette, digital communication, presentations, interviews, report writing, and public relations. The course also introduces AI-enabled communication tools and ethical practices required for effective professional communication in multicultural and digital workplaces.

Course Objectives:

Students undergoing this course are expected to:

- To understand the fundamentals, process, and barriers of communication.
- To develop listening, non-verbal communication, and business etiquette skills.
- To enhance professional writing and digital communication abilities.
- To develop presentation, interview, meeting, and group discussion competencies.
- To understand public relations, crisis communication in corporate sector.

UNIT-I**9 Hrs.**

Foundations of Communication and Listening Skills: Meaning, importance, objectives, and principles of communication – Communication process, models, and types of communication- verbal and non-verbal – Barriers to communication- linguistic, psychological, cultural, physical, and organizational barriers – Listening- meaning, types, principles, and barriers to effective listening.

UNIT-II**9 Hrs.**

Non-verbal, Cross-cultural Communication and Business Etiquettes: Non-verbal communication- meaning, importance, and types – Kinesics, para-language, proxemics, facial expressions, and haptics – Cross-cultural dimensions of business communication and workplace culture – Business etiquette, professional grooming, and virtual meeting etiquette.

UNIT-III**9 Hrs.**

Digital and Modern Communication Forms: Email writing- parts, format, and principles of effective email writing – Netiquettes, common errors, and guidelines for professional email communication – Modern communication forms- video conferencing, instant messaging, websites, and internet communication – Internal and external business communication including memoranda, circulars, inquiry letters, quotations, complaints, and adjustments – AI writing assistants (ChatGpt, Grammerly, Quillbot) prompt literacy and validation of AI-generated content.

UNIT-IV**9 Hrs.**

Presentations, Meetings, Interviews and Group Discussions: Public speaking- meaning, importance, and principles of effective speech – Presentation skills including planning, preparation, rehearsal, and use of visual aids – Meetings- Agenda, conducting meetings, and preparation of minutes of meetings – Group discussions, interviews, interview etiquette, resume, and cover letter writing – AI presentation tools (Canva, NotebookLM), AI interview rehearsal tools, AI resume optimization tools, and virtual group discussion platforms.

UNIT-V**9 Hrs.**

Report Writing, Public Relations and AI Ethics in Communication: Report writing- definition, characteristics, structure, and types of reports – Preparation of reports for different business situations – Public Relations- meaning, importance, and elements of PR – Press releases, press notes, corporate brand building, and image management – Crisis communication strategies and social media communication for corporations.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Explain the principles, process, and barriers of effective communication.
- Apply listening, non-verbal communication, and business etiquette skills in professional settings.
- Prepare professional emails, business correspondence, reports, resumes, and cover letters.
- Demonstrate effective presentation, interview, meeting, and group discussion skills.
- Analyze public relations strategies and ethical issues related to AI-enabled communication systems.

Text Books:

- Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press.
- C. S. Rayudu, Communication, Himalaya Publishing House.
- Bovee, Thill & Chaturvedi, Business Communication Today, Pearson Education.

Reference Books:

- M. Ashraf Rizvi, Effective Technical Communication, McGraw Hill Education.
- Lesikar, Flatley, Rentz & Pande, Business Communication: Making Connections in a Digital World, McGraw Hill.
- Rajendra Pal & J. S. Korlahalli, Essentials of Business Communication, Sultan Chand & Sons.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	2	1	1	2	2	3	1	2	3	2	1
C02	3	2	2	1	2	2	2	3	3	3	1	2	3	3	2
C03	3	3	3	2	3	2	2	2	2	3	2	2	3	3	2
C04	2	2	3	2	2	2	2	3	3	3	2	2	2	3	3
C05	2	3	2	2	3	3	3	3	2	2	3	3	3	2	3
Correlation Level	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAV0004

VALUE ADDED COURSE
EXPLORATORY DATA ANALYSIS AND STATISTICS
BY ANALYTICS VIDYA
(TO SUPPORT 26BBAT3502)

Course Description:

Statistics forms the backbone of business analytics. Here, you will learn both descriptive as well as inferential statistics, how to use it for performing exploratory data analysis, and how all of that fits into the business analytics world

- Introduction
- Importance of Stats and EDA
- Problem statement and Hypothesis Generation
- System Setup, reading and Understanding Data,
- Central limit Theorem, Confidence Interval and Margin of Error
- Probability for Data Analyst
- Exploring Continuous Variables: Central Tendency, KDE plots, Distributions,
- Univariate Analysis
- Exploring Categorical Variables: Central Tendency, Discrete Distribution
- Identifying & Handling Missing Values and Outliers
- Bivariate Analysis- Introduction
- Continuous Variable: Covariance, Correlataion, Tables and Graphs,
- Bivariate Analysis
- Continuous Categorical: Hypothesis Testing, Z-test, T-test, Bivariate
- Analysis, Chi Squared Test
- Multivariate Analysis: Pivot Table, ANOVA, MANOVA
- Case Study

BBA III YEAR – VI SEMESTER

26BBAT3507

FUNDAMENTALS OF QUALITY MANAGEMENT

L	T	P	C
2	1	0	3

Course Description:

This course offers a foundational understanding of quality management principles, strategies, and practices. It focuses on ensuring products and services meet established standards of quality and continuously improve through various methodologies. Students will learn about the tools and techniques essential for managing and enhancing quality in different organizational settings.

Course Objectives:

Students undergoing this course are expected to:

- Understand the core principles and concepts of quality management.
- Know various quality management systems and standards.
- Explore the methodologies for quality improvement and control.
- Develop strategies for implementing and maintaining quality management practices.
- Assess the role of leadership and culture in quality management.

UNIT-I

9 Hrs.

Introduction to Quality Management: Definition and Importance of Quality Management, Evolution of Quality Management, Quality Management Systems (QMS), Overview of Key Standards (ISO 9001, Six Sigma), Quality Management vs. Quality Control vs. Quality Assurance.

UNIT-II

9 Hrs.

Quality Planning and Assurance: Quality Planning Processes, Quality Assurance Techniques, Quality Function Deployment (QFD), Quality Metrics and Measurement, Statistical Tools for Quality Management, Benchmarking and Best Practices.

UNIT-III

9 Hrs.

Quality Control Methods: Control Charts, Process Capability Analysis, Root Cause Analysis, Failure Mode and Effects Analysis (FMEA), Inspection and Testing, Reliability Engineering.

UNIT-IV

9 Hrs.

Continuous Improvement: Introduction to Continuous Improvement Models (PDCA, DMAIC), Lean Management Principles, Kaizen, Total Quality Management (TQM), Six Sigma Methodology, Role of Employee Involvement and Training.

UNIT-V

9 Hrs.

Leadership and Organizational Culture: Role of Leadership in Quality Management, Developing a Quality Culture, Change Management in Quality Initiatives, Quality Management and Customer Satisfaction, Quality Audits and Compliance, Case Studies and Practical Applications.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Demonstrate an understanding of quality management principles and their application.
- Analyze and apply various quality management tools and techniques.
- Develop and implement quality management systems and improvement strategies.
- Evaluate the impact of leadership and organizational culture on quality management.
- Assess and respond to quality-related challenges in real-world scenarios.

Text Books:

- Evans, J. R., & Lindsay, W. M. (2023). Managing for quality and performance excellence (12th ed.). Cengage Learning.
- Dale, B. G. (2015). Total quality management (3rd ed.). Wiley-Blackwell.
- Gupta, C. B., & Khanna, S. S. (2021). Total quality management. Sultan Chand & Sons.

Reference Books:

- Juran, J. M., & Godfrey, A. B. (1999). Juran's Quality Handbook. McGraw-Hill.
- Ishikawa, K. (1985). What is total quality control? The Japanese way. Prentice Hall.
- Shridhara Bhat, K. (2010). Total quality management: Text and cases. Himalaya Publishing House.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
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C01	3	2	1	1	2	1	1	1	1	1	2	1	3	2	1
C02	3	3	2	3	3	1	1	1	2	2	3	2	3	3	2
C03	3	3	3	3	3	1	1	1	2	2	3	2	3	3	2
C04	2	3	2	2	2	2	1	2	3	2	2	2	2	3	2
C05	2	3	3	3	2	2	1	3	2	2	2	3	3	3	3
Correlation Level	3	3	2	3	2	1	1	1	2	2	3	2	3	3	2

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT3508**SUSTAINABILITY MANAGEMENT**

L	T	P	C
3	0	0	3

Course Description:

This course explores the principles and practices of sustainability management, focusing on integrating environmental, social, and economic considerations into organizational strategies. It aims to equip students with the knowledge and skills needed to promote sustainable development, manage resources responsibly, and enhance organizational sustainability.

Course Objectives:

Students undergoing this course are expected to:

- Understand the foundational concepts and importance of sustainability management.
- Analyze and apply sustainability frameworks and standards.
- Develop strategies for integrating sustainability into business practices.
- Assess the impact of sustainability initiatives on organizational performance and stakeholder relationships.
- Explore emerging trends and technologies in sustainability management.

UNIT-I**9 Hrs.**

Introduction to Sustainability Management: Definition and Principles of Sustainability, Triple Bottom Line (TBL) Concept, Corporate Social Responsibility (CSR), Sustainability vs. Environmental Management, Key Drivers of Sustainability in Business.

UNIT-II**9 Hrs.**

Sustainability Frameworks and Standards: Overview of Global Sustainability Frameworks (e.g., UN Sustainable Development Goals, Global Reporting Initiative), ISO 14001 (Environmental Management Systems), ISO 26000 (Social Responsibility), Environmental Impact Assessments (EIAs).

UNIT-III**9 Hrs.**

Sustainability Strategy and Implementation: Developing a Sustainability Strategy, Integrating Sustainability into Business Models, Resource Efficiency and Waste Reduction, Sustainable Supply Chain Management, Green Innovation and Eco-Design.

UNIT-IV**9 Hrs.**

Measuring and Reporting Sustainability Performance: Sustainability Metrics and Key Performance Indicators (KPIs), Reporting and Communication of Sustainability Performance (e.g., Sustainability Reports, Integrated Reporting), Stakeholder Engagement and Feedback Mechanisms.

UNIT-V

9 Hrs.

Emerging Trends and Technologies: Advances in Sustainable Technologies (e.g., Renewable Energy, Circular Economy), Climate Change Adaptation and Mitigation, Role of Digital Tools and Big Data in Sustainability, Case Studies on Successful Sustainability Practices.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Demonstrate a thorough understanding of sustainability management principles and practices.
- Apply sustainability frameworks and standards to organizational contexts.
- Develop and implement effective sustainability strategies and initiatives.
- Measure and report on sustainability performance, engaging stakeholders effectively.
- Analyze emerging trends and technologies in sustainability management and their implications for businesses.

Text Books:

- Siqueira, A. C., Neesham, C., Landrum, N. E., & Kanashiro, P. (2024). Sustainability management. SAGE Publications
- Robertson, M. (2021). Sustainability: Principles and Practice (3rd ed.). Routledge.
- Hahn, R. (2026). Sustainability management: Concepts, instruments, and stakeholders. Pearson

Reference Books:

- Nemetz, P. N. (2024). Corporate strategy and sustainability: From excellence to fraud. Taylor & Francis.
- Ahluwalia, K. (2025). Sustainable supply chain management. Educohack Press.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	2	2	3	3	1	1	2	1	3	2	1
C02	3	3	2	2	3	2	3	3	2	2	3	2	3	3	2
C03	3	3	3	3	3	2	3	3	2	2	3	2	3	3	2
C04	2	3	2	3	2	3	3	3	3	3	2	2	2	3	2
C05	2	3	3	3	3	3	3	3	2	2	3	3	3	3	3
Correlation Level	3	3	2	2	3	2	3	3	2	2	3	2	3	3	2

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT3509**HOSPITAL MANAGEMENT**

L	T	P	C
3	0	0	3

Course Description:

This course provides an overview of hospital administration, covering the concepts, organization, management, and evaluation of hospital services. It equips students with the knowledge and skills required to understand hospital systems, administrative functions, healthcare service delivery, and contemporary management practices in hospitals.

Course Objectives:

Students undergoing this course are expected to:

- To understand the concept, functions, and classification of hospitals.
- To explain the principles, roles, and ethical aspects of hospital administration.
- To familiarize students with various hospital departments and support services.
- To examine the organizational structure and managerial roles in hospitals.
- To introduce evaluation methods and modern management techniques in hospital administration.

UNIT-I**9 Hrs.**

Concept of Hospitals: Definition, philosophy and objectives of Hospital; Classification of Hospitals; Hospital as a System and its peculiarities; Intramural and Extramural Functions of a Hospital; Managerial activities in a Hospital; Relationship between a Hospital and its community.

UNIT-II**9 Hrs.**

Introduction to Hospital Administration: Meaning, nature and principles of Administration; Administration vs Management; Meaning and rationale of Hospital Administration; Roles of Hospital Administration; Skills of Hospital Administration; Types of Hospital Administrators; Professional bodies of Hospital Administrators; Code of Ethics for Hospital Administrators.

UNIT-III**9 Hrs.**

Overview of Hospital Services: Administrative Services; Medical and Ancillary Services; Nursing Services; Supportive Services: Pharmacy, medical stores, housekeeping, ward management, CSSD, Laundry, Dietary, Security, and Transport

UNIT-IV**9 Hrs.**

Hospital Management Levels and Roles: Governing Board; Executive Board and Advisory Board; CEO; Medical Administration, Nursing Administration; Hospital Administration; Middle Level Managers in Hospital and their Responsibilities; Structuring Hospital Organization

UNIT-V

9 Hrs.

Services, Techniques and Trends: Evaluation of Hospital Services; Management Techniques in Hospitals; Recent Advances in Hospital Administration.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Explain the concepts, functions, and classifications of hospitals.
- Describe the principles, roles, skills, and ethics of hospital administration.
- Analyze the functions of administrative, clinical, nursing, and support services in hospitals.
- Evaluate hospital organizational structures and the responsibilities of healthcare managers.
- Apply hospital management techniques to assess service quality and recent trends in hospital administration.

Text Books:

- 1) Sakharkar, B. M., & Jaypee Brothers (Jaypeedigital). (2009). Principles of Hospital Administration & Planning. (Jaypee eBooks.) Jaypee Brothers Medical Publisher (P) Ltd
- 2) Srinivasan, S. (1982). Management process in health care. New Delhi: Voluntary Health Association of India

Reference Books:

- 3) JoshiDC, Joshi, Mamta, (2009). Hospital administration. Jaypee Brothers Medical Publications
- 4) Gupta, M. C., & Mahajan, B. K. (2003). Textbook of preventive and social medicine. New Delhi: Jaypee Brothers Medical Publishers

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	2	2	1	2	1	1	2	1	3	2	1
C02	3	3	2	2	3	2	1	2	2	2	3	2	3	3	2
C03	3	3	2	2	2	3	1	3	3	2	3	2	3	3	2
C04	3	3	2	3	3	2	1	2	2	2	3	2	3	3	2
C05	2	3	3	3	2	2	1	2	3	3	3	3	3	3	3
Correlation Level	3	3	2	2	2	2	1	2	2	2	3	2	3	3	2

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT3510**STRATEGIC MANAGEMENT**

L	T	P	C
3	0	0	3

Course Description:

The course provides an in-depth understanding of strategic management principles, including the analysis of macro and micro business environments, development and implementation of business strategies, and evaluation of strategic initiatives. Students will explore various strategic frameworks and tools, such as SWOT analysis, PESTEL analysis, and Porter's Five Forces, to develop, implement, and monitor business strategies effectively. Special focus will be given to applied strategies in family businesses, SMEs, innovation, entrepreneurship, and global markets.

Course Objectives:

Students undergoing this course are expected to:

- To introduce students to the fundamental concepts and significance of strategic management.
- To develop analytical skills for assessing the external and internal business environments.
- To explore various strategic options at both business and corporate levels.
- To provide practical knowledge on the implementation and evaluation of business strategies.
- To examine specialized strategies tailored for family businesses, SMEs, and global markets.

UNIT-I**9 Hrs.**

Introduction to Strategic Management: Overview of Strategy, Strategic Position and its Significance, Strategy Development Processes- Steps and methodologies for developing strategies (SWOT analysis, scenario planning).

UNIT-II**9 Hrs.**

Strategic Analysis: Analyzing the Macro Environment affecting business (PESTEL analysis), Industry and Sector Analysis- Examining competitive forces within industries (Porter's Five Forces). Organizational Resources and Capabilities- Identifying and evaluating internal resources and capabilities for Strategic Advantage.

UNIT-III**9 Hrs.**

Strategic Choice: Business Strategy for Competitive Advantage- Exploring different types of business-level strategies (cost leadership, differentiation, focus, Corporate Strategy and its Implications- Understanding corporate-level strategies (diversification, mergers and acquisitions, vertical integration)

UNIT-IV**9 Hrs.**

Strategy Implementation and Evaluation: Tools and techniques for making strategic decisions, Approaches to effectively implement strategies within an organization, Techniques for monitoring and evaluating the success of strategies.

UNIT-V**9 Hrs.**

Specialized and Applied Strategies: Family Business Strategy- addressing unique strategic challenges and opportunities in family-owned businesses, Strategy in Small and Medium Enterprises (SMEs): Developing strategies tailored for SMEs, Innovation and Entrepreneurship Strategy: Fostering innovation and entrepreneurial strategies within businesses, Global Strategy: Understanding the complexities and strategies for operating in global markets.

Case Studies and Applications: Real-World Strategic Management Cases.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Grasp the strategic management concepts and their significance.
- Analyze the macro environment and competitive forces within industries using appropriate strategic frameworks.
- Identify and evaluate organizational resources and capabilities to gain strategic advantage.
- Formulate and implement effective business and corporate-level strategies.
- Assess and apply specialized strategies in family businesses, SMEs, and global markets.

Text Books:

- Whittington, R; Regner, P; Angwin, D; Johnson, G and Scholes, K. 2020. Exploring Strategy: Text and Cases 12th Edition. Published by Pearson, London.
- Porter, M. (1996). What is Strategy? Harvard Business Review, 37-54

Reference Books:

- Igor Ansoff Corporate Strategy. Tokyo McGraw Hill Book Co.
- Mintzberg, H. (1987). The strategy concept I: Five Ps for strategy. California management review, 30(1), 11-24.
- Markides, C. (2004). What is strategy and how do you know if you have one?. Financial Times Handbook of Management, 48.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	1	1	2	1	1	1	1	1	2	1	3	2	1
C02	3	3	2	3	2	1	1	1	2	2	3	2	3	3	2
C03	3	3	3	2	2	1	1	1	2	2	3	2	3	3	2
C04	3	3	3	3	2	2	1	2	3	2	3	2	3	3	2
C05	2	3	3	3	3	2	2	2	2	2	3	3	3	3	3
Correlation Level	3	3	3	3	2	1	1	1	2	2	3	2	3	3	2

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

ELECTIVES FOR SEMESTER V

26BBAT3601

AI ENABLED FINANCIAL MODELING

L	T	P	C
3	0	0	3

Course Description:

This course introduces students to financial modeling concepts enhanced with Artificial Intelligence (AI) tools and techniques. It focuses on building and interpreting spreadsheet based and software assisted financial models, incorporating AI for forecasting, valuation, scenario analysis, and risk assessment. The emphasis is on conceptual understanding and managerial interpretation of AI enabled models rather than advanced programming. Students will learn how AI augments traditional modeling for better decision making in corporate finance, investments, and business planning.

Course Objectives:

Students undergoing this course are expected to:

- Understand the basic concepts of financial modeling and its role in decision making.
- Learn how AI tools support data preparation, model building, and sensitivity/scenario analysis in finance.
- Explore basic AI techniques used in forecasting cash flows, valuation, and risk analysis within financial models.
- Develop the ability to build and interpret simple AI enabled models for corporate finance and investment decisions.
- Identify real world applications and emerging trends in AI enabled financial modeling and analytics.

UNIT-I

9 Hrs.

Introduction to Financial Modeling and AI: Basics of Financial Modeling - Structure and Purpose of Financial Models - Spreadsheet Modeling Concepts - Types of Financial Models (Budgeting, Forecasting, Valuation, Project Appraisal) - Role of Assumptions and Drivers - Overview of Artificial Intelligence in Finance - AI vs Traditional Modeling

UNIT-II

9 Hrs.

Data for AI Enabled Financial Models: Types of Financial Data for Modeling - Historical Financial Statements, Market Data, Macro-economic Indicators - Data Collection Sources - Data Cleaning and Preprocessing for Models - Handling Missing and Noisy Data.

UNIT-III

9 Hrs.

AI Techniques in Forecasting and Valuation Models: Introduction to Forecasting in Financial Models - Revenue, Cost, and Cash Flow Projections - Basics of Machine Learning (Non Mathematical) in Modeling - Regression Based Forecasting

UNIT-IV

9 Hrs.

AI Enabled Risk, Scenario, and Sensitivity Analysis: Risk Concepts in Financial Modeling - Types of Risk (Business, Financial, Market) - Scenario Analysis and Sensitivity Analysis in Models - AI Assisted Scenario Generation - Using AI for Stress

UNIT-V

9 Hrs.

Applications and Future Trends in AI Enabled Financial Modeling: Applications of AI Enabled Models in Corporate Finance (Capital Budgeting, Capital Structure, Working Capital) - AI in Startup and Project Evaluation Models - AI in Investment and Portfolio Models (Introductory) - Integration with Business Intelligence Dashboards - Case Examples of AI Enabled Financial Planning and Forecasting

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Understand the role and structure of financial models and how AI enhances them.
- Use basic data preparation techniques and AI assisted tools to support financial modeling.
- Interpret AI driven forecasts and valuation outputs within financial models.
- Apply AI enabled scenario and risk analysis concepts in simple financial decision situations.
- Evaluate real world applications and trends of AI enabled financial modeling in corporate and investment contexts.

Text Books:

- Y. Hilpisch, 2024, Artificial Intelligence for Finance: Foundations and Applications, O'Reilly Media, USA.
- S. S. Kumar & R. Srinivasan, 2023, Financial Data Analytics: Concepts, Tools, and Applications, Springer Nature, Singapore.
- D. Hudgeon & R. Nichol, 2023, Machine Learning for Business: A Practical Introduction, O'Reilly Media, USA.

Reference Books:

- M. Zachariadis & S. Scott, 2024, AI and Financial Markets: A Practical Guide, Routledge, UK.

- S. Kumar, 2023, Applied Financial Forecasting Using Machine Learning, Wiley, USA.
- D. J. Walters, 2024, AI Powered Investing: A Beginner's Guide to Smarter Decisions, McGraw Hill, USA.
- M. Halls Moore & T. Wiecki, 2023, Data Driven Portfolio Management, QuantStart Publishing, UK

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	2	2	2	1	1	1	1	2	2	1	3	2	2
C02	3	3	2	2	3	1	1	2	2	3	2	2	3	2	2
C03	3	3	3	2	2	1	1	2	3	3	2	2	3	3	2
C04	2	2	2	3	2	1	1	1	2	2	2	2	2	2	2
C05	2	2	1	3	2	1	1	1	2	2	2	2	2	2	2
Correlation Level	2.6	2.4	2.0	2.4	2.2	1.0	1.0	1.4	2.0	2.4	2.0	1.8	2.6	2.2	2.0

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT3601

**AI IN
SERVICE OPERATION**

L	T	P	C
3	0	0	3

Course Description:

This course provides an understanding of the application of Artificial Intelligence (AI) in service operations across industries such as banking, healthcare, retail, hospitality, and customer service. The course explains how AI improves operational efficiency, customer experience, decision-making, and automation in service organizations. Students will study AI tools such as chatbots, predictive analytics, virtual assistants, and intelligent service systems. The course also covers ethical concerns, implementation challenges, and future developments in AI-driven service operations. It is designed to equip BBA students with practical knowledge of AI-enabled business services and operations management.

Course Objectives:

Students undergoing this course are expected to:

- Understand the fundamentals of Artificial Intelligence and service operations management.
- Learn the applications of AI in customer service and operational activities.
- Identify AI tools used for automation and operational efficiency in service industries.
- Analyze the role of AI in improving customer experience and decision-making.
- Understand ethical issues, implementation challenges, and future trends of AI in service operations.

UNIT-I

9 Hrs.

Introduction to AI and Service Operations: Meaning and concepts of Artificial Intelligence; Introduction to service operations management; Importance of AI in service industries; AI and digital transformation; Types of AI applications in operations.

UNIT-II

9 Hrs.

AI in Customer Service Management: AI-powered customer support systems; Chatbots and virtual assistants; AI in Customer Relationship Management (CRM); Sentiment analysis and customer feedback systems; Enhancing customer experience using AI.

UNIT-III

9 Hrs.

AI in Operational Efficiency: Automation in service operations; AI in scheduling and resource allocation; Predictive analytics in operations management; AI for quality control and monitoring; Process optimization using AI.

UNIT-IV

9 Hrs.

AI Applications in Service Industries: AI in banking and financial services; AI in healthcare services; AI in retail and e-commerce; AI in hospitality and tourism; Case studies of AI-enabled service organizations.

UNIT-V

9 Hrs.

Strategic and Ethical Issues in AI Services: Ethical issues in AI-enabled services; Data privacy and cybersecurity in service organizations; Human-AI collaboration in operations; Challenges in adopting AI technologies; Future trends and opportunities in AI-driven service industries.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Understand the fundamentals of Artificial Intelligence and service operations management.
- Explain AI applications in customer service and operational activities across industries.
- Apply AI tools and automation techniques to improve service efficiency and customer experience.
- Analyze AI-driven operational decision-making and service process optimization.
- Evaluate ethical issues, implementation challenges, and future trends of AI in service operations.

Text Books:

- Artificial Intelligence: A Modern Approach – Pearson Education, 4th Edition, 2020.
- Artificial Intelligence and Machine Learning – McGraw Hill, 2025.
- Artificial Intelligence: Foundations, Frontiers and Futures – Quill Tech Publications, 2025.
- Service Management – McGraw Hill Education.
- Artificial Intelligence in Practice – Wiley Publications.

Reference Website:

- SAP AI for Business Operations

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	2	3	1	1	2	1	1	2	2	3	3	2	1
C02	3	3	2	3	2	1	3	2	1	2	3	3	3	3	2
C03	3	3	2	3	2	1	3	2	2	3	3	3	3	3	3
C04	2	3	2	2	2	2	3	1	2	2	3	3	2	3	3
C05	2	2	3	2	3	3	2	1	2	2	2	3	2	2	3
Correlation Level	2.6	2.6	2.2	2.6	2.0	1.6	2.6	1.4	1.6	2.2	2.6	3.0	2.6	2.6	2.4

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

26BBAT3601

**AI IN
RECRUITMENT AND TALENT MANAGEMENT**

L	T	P	C
3	0	0	3

Course Description:

This course introduces students to the application of AI technologies in modern HR practices. It focuses on how organizations use AI for hiring, employee development, workforce planning, and improving HR decision-making, while also examining the ethical and practical challenges involved.

Course Objectives:

Students undergoing this course are expected to:

- Understand the basics of AI applications in contemporary HR functions
- Examine AI technologies used in talent acquisition and employee management
- Analyze the role of HR analytics and predictive systems in workforce decisions
- Apply AI concepts to improve organizational talent management strategies

UNIT-I

9 Hrs.

Introduction to AI in HR Functions: Meaning and scope of Artificial Intelligence in HRM; Evolution of AI-enabled HR practices; Traditional HR vs AI-augmented HR practices; Benefits and challenges of AI in HR functions; Role of AI in recruitment and talent management.

UNIT-II

9 Hrs.

AI in Talent Acquisition and Hiring Analytics: Traditional recruitment vs AI-based recruitment; Applicant Tracking Systems (ATS); Resume screening and candidate shortlisting; AI-based interview tools; AI in talent sourcing; Advantages and limitations of AI in recruitment.

UNIT-III

9 Hrs.

AI in Talent Management: Workforce planning using AI; Identifying employee skill gaps and potential; AI-supported employee performance analysis; HR dashboards and reporting systems; AI for employee growth and internal mobility; Benefits and challenges of AI integration in talent management.

UNIT-IV

9 Hrs.

AI in Employee Retention: Employee engagement and satisfaction analysis; AI in employee retention and turnover management; AI-based performance appraisal and feedback systems; AI applications in compensation and reward management.

UNIT-V

9 Hrs.

Strategic Workforce Intelligence: Strategic talent ecosystems; Workforce optimization; Diversity and inclusion management; Human-AI collaboration at workplace; AI-driven succession planning and career development.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Understand the role of AI in recruitment and talent management
- Apply AI tools in talent acquisition and employee management processes
- Analyze HR data using analytics and AI-supported systems
- Develop AI-based strategies for workforce planning and talent development

Text Books:

- Upadhyay, M. A. Artificial Intelligence for Managers.
- Waddill, D. Digital HR: A Guide to Technology-Enabled Human Resources.
- Berger, L. A. The Talent Management Handbook.

Reference Books:

- Marr, B. Artificial Intelligence in Practice.
- Rao, V. S. P. Human Resource Management: Text and Cases.
- Joshi, G., & Vohra, V. Talent Management.
- Choudhury, S. Human Resource Management.
- Harvard Business Review. HBR Guide to AI Basics for Managers.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	2	1	2	1	1	1	1	1	1	2	3	2	2
C02	3	3	3	2	3	1	1	1	2	2	2	2	3	3	2
C03	3	3	2	3	3	1	1	2	2	2	2	2	3	3	3
C04	2	3	2	2	2	2	3	3	2	2	2	2	2	2	2
C05	3	3	3	3	3	1	2	2	2	3	2	2	3	3	3
Correlation Level	2.8	2.8	2.4	2.2	2.6	1.2	1.6	1.8	1.8	2.0	1.8	2.0	2.8	2.6	2.4

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course explains how consumers think, choose, and buy in a world where artificial intelligence influences shopping, marketing, and customer experience. It helps students understand consumer behaviour in digital and AI-based environments.

Course Objectives:

Students undergoing this course are expected to:

- Understand the basics of consumer behaviour.
- Learn how AI affects consumer decisions.
- Study digital consumer trends.
- Understand personalization and recommendation systems.
- Recognize ethical issues in AI-based marketing.

UNIT-I**9 Hrs.**

Introduction to Consumer Behaviour and AI: Meaning and importance of consumer behaviour; consumer and customer; basics of AI in marketing; role of AI in understanding consumers; digital consumer trends.

UNIT-II**9 Hrs.**

Consumer Psychology: Perception, learning, and memory; motivation and attitude; personality and lifestyle; how AI influences consumer thinking; AI-based nudges and suggestions.

UNIT-III**9 Hrs.**

Consumer Decision Making: Stages of buying decisions; online search and comparison; role of chatbots and smart assistants; personalized recommendations; social media and online shopping behaviour.

UNIT-IV**9 Hrs.**

Consumer Segmentation and Experience: Dividing consumers into groups; customer profiles and personas; consumer journey mapping; feedback and sentiment analysis; improving customer experience using AI.

UNIT-V**9 Hrs.**

Ethics and Future Trends: Privacy and data use; bias in AI systems; trust and transparency; responsible use of AI in marketing; future of consumer behaviour in digital markets.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Understand consumer behaviour clearly.
- Explain how AI changes consumer choices.
- Use AI ideas in marketing.
- Study consumer experience and engagement.
- Identify ethical issues in AI marketing.

Text Books:

- Schiffman and Wisenblit, *Consumer Behavior*
- Solomon, *Consumer Behavior*
- Kotler and Keller, *Marketing Management*

Reference Books:

- Schwarz et al., *The AI Marketing Canvas*
- Wedel and Kannan, *Marketing Analytics for Data-Rich Environments*
- Provost and Fawcett, *Data Science for Business*

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
C01	3	2	2	1	2	1	1	1	1	2	1	2	3	2	2
C02	3	3	3	2	3	1	1	1	2	2	2	2	3	3	2
C03	2	3	2	2	3	1	1	1	2	2	2	2	3	3	3
C04	2	2	2	2	2	1	2	2	2	2	2	2	2	2	2
C05	3	3	3	3	3	1	2	2	2	3	2	2	3	3	3
Correlation Level	2.6	2.6	2.4	2.0	2.6	1.0	1.4	1.4	1.8	2.2	1.8	2.0	2.8	2.4	2.4

ELECTIVES FOR SEMESTER VI

26BBAT3602

AI IN ADVERTISING AND SALES MANAGEMENT

L	T	P	C
3	0	0	3

Course Description:

This course provides an understanding of the application of Artificial Intelligence (AI) in advertising and sales management. The course explains how AI supports advertising campaigns, customer targeting, sales forecasting, personalized promotions, and sales automation. Students will study AI tools such as predictive analytics, recommendation systems, chatbots, customer segmentation, and digital advertising platforms. The course also covers ethical concerns, implementation challenges, and future developments in AI-driven advertising and sales strategies. It is designed to equip BBA students with practical knowledge of AI-enabled advertising and sales management techniques.

Course Objectives:

Students undergoing this course are expected to:

- Understand the fundamentals of Artificial Intelligence in advertising and sales management.
- Learn the applications of AI in digital advertising and sales activities.
- Identify AI tools used for sales automation and customer targeting.
- Analyze the role of AI in improving advertising effectiveness and sales decisions.
- Understand ethical issues, implementation challenges, and future trends of AI in advertising and sales management.

UNIT-I

9 Hrs.

Introduction to Digital Advertising and AI: Meaning and characteristics of advertising and sales management; Digital advertising concepts; Introduction to Artificial Intelligence in advertising; Importance of AI in customer engagement and sales growth; AI and business transformation in sales management.

UNIT-II

9 Hrs.

AI in Consumer Engagement and Advertising: AI-powered advertising systems; Chatbots and virtual assistants; AI in Customer Relationship Management (CRM); Consumer behavior analysis using AI; Enhancing customer engagement through AI-driven advertising.

UNIT-III**9 Hrs.**

AI in Sales Analytics and Automation: Sales automation tools; Predictive analytics in sales management; AI in sales forecasting and demand analysis; Recommendation systems and targeted promotions; Process optimization using AI.

UNIT-IV**9 Hrs.**

AI Applications in Advertising and Sales Industries: AI in retail advertising; AI in e-commerce and online sales; AI in banking and financial product promotions; AI in media and entertainment advertising; Case studies of AI-enabled advertising organizations

UNIT-V**9 Hrs.**

Strategic and Ethical Issues in AI Advertising and Sales: Ethical concerns in AI-driven advertising; Data protection and cybersecurity in sales organizations; Human-AI collaboration in sales decisions; Challenges in adopting AI technologies; Future opportunities in AI-driven advertising and sales systems.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Understand the fundamentals of Artificial Intelligence in advertising and sales management.
- Explain AI applications in advertising, promotions, and sales activities.
- Apply AI tools and automation techniques to improve advertising effectiveness and sales performance.
- Analyze AI-driven sales decision-making and campaign optimization.
- Evaluate ethical issues, implementation challenges, and future trends of AI in advertising and sales management.

Text Books:

- Advertising and Promotion: An Integrated Marketing Communications Perspective – McGraw Hill Education.
- AI in Marketing, Sales and Service – Springer Publications, 2018.
- Artificial Intelligence: Foundations, Frontiers and Futures – Quill Tech Publications, 2025.
- Generative AI for Marketing – O'Reilly Media.
- Marketing with AI For Dummies – Wiley Publications..

Reference Books:

- Microsoft AI for Business Applications
- IBM – AI in Sales and Marketing
- HubSpot AI for Sales
- Oracle AI for Advertising and CX

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	2	2	1	1	2	1	1	1	2	3	1	2	2	3	1
C02	3	2	2	2	3	1	2	2	3	3	2	2	3	3	2
C03	2	3	3	2	3	1	2	2	3	3	3	2	2	3	3
C04	2	3	3	3	2	2	3	2	3	3	2	3	2	3	3
C05	1	2	2	2	2	3	2	3	2	2	2	3	2	2	3
Correlation Level	2.0	2.4	2.2	2.0	2.4	1.6	2.0	2.0	2.6	2.8	2.0	2.4	2.2	2.8	2.4

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course introduces students to the role of Artificial Intelligence (AI) in Learning and Development (L&D) within educational institutions and business organizations. The course focuses on how AI technologies are transforming training, employee development, personalized learning, and digital education systems. Students will learn about AI-based learning platforms, adaptive learning systems, chatbots, analytics, and intelligent tutoring applications. The course also discusses ethical issues, challenges, and future trends of AI in learning environments. The subject is designed to provide BBA students with practical and managerial understanding of AI applications in modern learning systems.

Course Objectives:

Students undergoing this course are expected to:

- Understand the basic concepts of Artificial Intelligence and Learning & Development.
- Learn the role of AI in employee training, education, and skill development.
- Identify AI tools and technologies used in digital learning systems.
- Analyze the impact of AI on organizational learning and workforce development.
- Understand ethical, managerial, and future aspects of AI in learning environments.

UNIT-I**9 Hrs.**

Introduction to AI and Learning & Development: Introduction to Learning & Development (L&D); Evolution and importance of AI in organizational learning; Traditional learning vs AI-enabled learning systems; Role of AI in employee learning, capability building, and organizational development.

UNIT-II**9 Hrs.**

AI-Based Learning Systems: AI-enabled Learning Management Systems (LMS); Personalized and adaptive learning; Chatbots and virtual learning assistants; Gamification in learning.

UNIT-III**9 Hrs.**

AI in Employee Training and Skill Development: AI applications in corporate training; Personalized learning and recommendation systems; Skill gap analysis using AI; Learning analytics and workforce development.

UNIT-IV**9 Hrs.**

Digital Learning Technologies and Applications: E-learning and mobile learning platforms; AI tools for content creation; AI applications in business training; AI-driven employee performance assessment; Case studies of AI-enabled learning organizations.

UNIT-V**9 Hrs.**

Ethical and Future Perspectives of AI in L&D: Ethical issues in AI learning systems; Data privacy and security in digital learning; Challenges in AI implementation; Future trends of AI in Learning & Development; AI and future workforce transformation.

Total: 45 Hrs.**Course Outcomes:**

At the end of this course, students should be able to:

- Understand the basic concepts and applications of Artificial Intelligence in Learning & Development.
- Explain the role of AI technologies in training, education, and employee development.
- Apply AI-based tools and digital learning systems in organizational learning environments.
- Analyze the impact of AI on workforce learning, performance, and skill development.
- Evaluate ethical issues, challenges, and future trends of AI in Learning & Development.

Text Books:

- Blanchard, P. N., & Thacker, J. W. (2023). Effective training: Systems, strategies, and practices (7th ed.). Pearson.
- Salas, E., Tannenbaum, S. I., Kraiger, K., & Smith-Jentsch, K. A. (Eds.). (2012). The science of training and development in organizations: What matters in practice. Psychological Press.
- Gupta, D., & Johari, R. (2024). Artificial intelligence for business and management. BPB Publications.

Reference Websites:

- Noe, R. A. (2023). Employee training and development (9th ed.). McGraw-Hill Education.
- Russell, S., & Norvig, P. (2021). Artificial intelligence: A modern approach (4th ed.). Pearson.
- Kumar, A. (2023). Artificial intelligence for business applications. Wiley India.
- Bansal, A. (2024). Generative AI for managers. BPB Publications.

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	2	2	3	1	1	2	1	1	1	2	3	3	2	1
C02	3	3	2	3	2	1	3	2	1	2	3	3	3	3	2
C03	2	3	2	3	2	1	3	2	2	2	3	3	3	3	3
C04	2	3	3	2	2	2	3	1	2	2	3	3	2	3	3
C05	2	2	3	2	3	3	2	1	2	2	2	3	2	2	3
Correlation Level	2.4	2.6	2.4	2.6	2.0	1.6	2.6	1.4	1.6	1.8	2.6	3.0	2.6	2.6	2.4

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course introduces students to the Indian Financial System and the growing role of Artificial Intelligence (AI) in financial services. It covers financial institutions, financial markets, digital banking, financial technologies, payment systems, insurance, and regulatory frameworks. The course highlights how AI is transforming customer service, financial decision-making, risk management, and financial inclusion in India.

Course Objectives:

Students undergoing this course are expected to:

- Understand the structure and functions of the Indian Financial System.
- Examine the role of financial institutions and financial markets in economic development.
- Understand the impact of digital technologies and AI on financial services.
- Explore AI applications in banking, payments, insurance, and investments.
- Evaluate emerging opportunities and challenges in AI-driven financial systems.

UNIT-I

9 Hrs.

Evolution of Indian Financial System and Digital Finance: Meaning and importance of the financial system; structure of the Indian Financial System; financial institutions, financial markets, financial instruments, and financial services; role of the financial system in economic development; financial sector reforms in India; introduction to digital finance and financial innovation.

UNIT-II

9 Hrs.

Financial Institutions and Intelligent Banking Systems: Reserve Bank of India and its functions; commercial banks, cooperative banks, and NBFCs; banking services and financial intermediation; digital banking and mobile banking; electronic payment systems; UPI and digital wallets; introduction to AI in banking; chatbots, customer support automation, and personalized banking services.

UNIT-III

9 Hrs.

Financial Markets, Investments and AI Analytics: Money market and capital market; primary and secondary markets; stock exchanges and securities trading; mutual funds

and investment services; role of technology in financial markets; robo-advisory services; AI-supported investment recommendations; emerging trends in digital investments.

UNIT-IV

9 Hrs.

AI Applications in Risk Management, Insurance and Financial Inclusion: Insurance sector in India; life and general insurance services; risk and risk management; AI applications in insurance services; fraud detection and claim processing; financial inclusion initiatives in India; digital financial services for rural and underserved populations; role of AI in expanding access to finance.

UNIT-V

9 Hrs.

Governance, Ethics and Future of AI in Finance: Financial regulatory framework in India; role of RBI, SEBI, and IRDAI; cybersecurity in financial services; data privacy and consumer protection; ethical issues in AI-enabled financial services; responsible use of AI; future trends in FinTech, digital finance, and intelligent financial systems.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Explain the structure and components of the Indian Financial System.
- Describe the functions of financial institutions and digital banking services.
- Understand the role of technology and AI in financial markets and investments.
- Examine AI applications in insurance, risk management, and financial inclusion.
- Evaluate regulatory, ethical, and future issues related to AI in finance.

Text Books:

- Pathak, B. V. (2022). *The Indian financial system: Markets, institutions and services* (6th ed.). Pearson Education India.
- Desai, V. (2020). *The Indian financial system and development* (7th ed.). Himalaya Publishing House.
- Bhole, L. M., & Mahakud, J. (2021). *Financial institutions and markets: Structure, growth and innovations* (7th ed.). McGraw Hill Education.

Reference Books:

- Chishti, S., & Barberis, J. (Eds.). (2016). *The FINTECH book*. Wiley.
- Taulli, T. (2019). *Artificial intelligence basics: A non-technical introduction*. Apress.

- Marr, B. (2021). *Artificial intelligence in practice*. Wiley.
- RBI Annual Reports, Financial Stability Reports, and Digital Payments Reports.
- SEBI, IRDAI, and NPCI publications and reports.

Recommended Reading:

- Kumar, N., & Gupta, S. (2022). *Digital banking and financial inclusion in India*. Sage Publications.
- Sharma, R. (2023). *FinTech innovations and digital transformation in financial services*. Oxford University Press.

Official Websites and Online Resources:

- Reserve Bank of India – <https://www.rbi.org.in>
- Securities and Exchange Board of India – <https://www.sebi.gov.in>
- Insurance Regulatory and Development Authority of India – <https://www.irdai.gov.in>
- National Payments Corporation of India – <https://www.npci.org.in>
- NITI Aayog – <https://www.niti.gov.in>

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
C01	3	2	1	1	2	1	1	1	1	1	1	2	3	2	1
C02	3	3	2	2	3	1	1	1	2	2	1	2	3	3	2
C03	3	3	3	3	3	1	1	2	2	2	2	2	3	3	3
C04	2	3	2	2	3	2	2	2	2	2	1	2	2	3	3
C05	3	3	3	3	2	2	3	3	2	3	2	3	3	3	3
Correlation Level	2.8	2.8	2.2	2.2	2.6	1.4	1.6	1.8	1.8	2.0	1.4	2.2	2.8	2.8	2.4

Correlation Scale: 3 – High Correlation, 2 – Medium Correlation, 1 – Low Correlation, 0 – No Correlation

L	T	P	C
3	0	0	3

Course Description:

This course explains how AI is used to improve logistics work such as delivery planning, stock management, warehouse operations, and transport efficiency. It helps students understand how technology can make logistics faster, smarter, and more effective.

Course Objectives:

Students undergoing this course are expected to:

- Understand logistics basics.
- Learn how AI supports logistics.
- Study forecasting and inventory control.
- Understand route and warehouse optimization.
- Recognize challenges in AI-based logistics.

UNIT-I 9 Hrs.

Introduction to Logistics and AI: Meaning of logistics; supply chain and logistics basics; introduction to AI in logistics; data used in logistics; digital transformation in logistics.

UNIT-II 9 Hrs.

Forecasting and Inventory: Demand forecasting; stock control; reorder levels and safety stock; avoiding shortages and overstock; AI in planning purchases and inventory.

UNIT-III 9 Hrs.

Transport and Route Planning: Vehicle routing; delivery planning; fleet management; traffic-based route changes; last-mile delivery optimization.

UNIT-IV 9 Hrs.

Warehouse Automation: Smart warehouses; robots in warehouse work; barcode, RFID, and sensors; order picking and packing; productivity improvement using AI.

UNIT-V 9 Hrs.

Strategy and Future Trends: Risk management in logistics; supply chain visibility; sustainable logistics; ethics and legal issues; future of AI in logistics.

Total: 45 Hrs.

Course Outcomes:

At the end of this course, students should be able to:

- Understand AI in logistics.
- Apply AI to planning and delivery.
- Improve logistics efficiency.
- Analyze logistics problems.
- Recognize future trends in AI logistics.

Text Books:

- Christopher, *Logistics & Supply Chain Management*
- Bowersox, Closs, and Cooper, *Supply Chain Logistics Management*
- Chopra and Meindl, *Supply Chain Management: Strategy, Planning, and Operation*

Reference Books:

- Russell and Norvig, *Artificial Intelligence: A Modern Approach*
- Monczka et al., *Purchasing and Supply Chain Management*
- Choi and Lambert, *Advanced Logistics and Supply Chain Management*

Course Mapping (CO-PO-PSO Mapping)

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
C01	3	2	2	1	2	1	1	1	1	2	1	2	3	2	2
C02	3	3	3	3	3	1	1	1	2	2	2	2	3	3	2
C03	3	3	3	3	3	1	1	2	2	2	2	2	3	3	3
C04	2	3	2	2	2	2	3	3	2	2	2	2	2	2	2
C05	3	3	3	3	3	1	2	2	2	3	2	2	3	3	3
Correlation Level	2.8	2.8	2.6	2.4	2.6	1.2	1.6	1.8	1.8	2.2	1.8	2.0	2.8	2.4	2.4