



**MES Garware College of Commerce, Pune, India
(Autonomous)**

**Affiliated to
Savitribai Phule Pune University, Pune**

AUTONOMY HANDBOOK

**Choice Based Credit System - CBCS
(2021 Pattern)
With effect from Academic Year 2022-23**

**Degree Programme of
Bachelor of Business Administration – International Business (BBA-IB)**

Course Contents

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Course Contents

Course Code: B3-21/401	Subject / Course: E-Commerce Technologies	Marks: 100 Credits: 3
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the concept, importance, role, and various activities of E-Commerce. 2. To understand the role of IT infrastructure and the concept of digital currencies. 3. To understand the concept of digital payment systems, E-Marketing and its tools in E-Commerce. 4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce. 		
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to</p> <p>CO1: To understand the concept of various business models used in E-Commerce</p> <p>CO2: To understand the role of IT infrastructure in the development of E-commerce. To understand the concept of digital currencies.</p> <p>CO3: To understand various modern digital payment systems used in E-commerce, e-marketing and multiple tools used in E-Commerce.</p> <p>CO4: To understand the concept of cyber space and the importance of cyber security in E-Commerce.</p>		

Unit	Unit Title	Contents
I	Elements of E-Commerce	<p>1.1 Introduction to E-Commerce, Meaning, nature, concepts, advantages, disadvantages, and reasons for transacting online, types of E commerce -B2C, B2B, C2C, P2P, M Commerce, Issues in E Commerce, Rise and Collapse of the Dotcom Bubble and the lessons for future.</p> <p>1.2 Technology Infrastructure for E Commerce. The internet, technology and standards, Marketing for E Commerce. Promoting the products and services, Internet marketing technologies,</p> <p>1.3 Internet protocols. Types of browsers, Search engines and E mail, Bots, Emerging applications like streaming media, distributed</p>

Unit	Unit Title	Contents
		<p>computing, E-learning.</p> <p>1.4 Marketing and branding strategies in E Commerce. Online marketing research.</p>
II	Security and Encryption in E-Commerce	<p>2.1 E-commerce security environment: Need and Importance, (dimension, definition and scope of e-security)</p> <p>2.2 Security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.),</p> <p>2.3 Technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients</p> <p>2.4 Online services and Internet Service Providers</p> <p>2.5 Open Vs. Closed e-commerce models, Management issues in online banking, Electronic Commerce and Retailing.</p>
III	IT Acts and E-Payment systems.	<p>3.1 E-payment System: Models and methods of e-payments (Debit Card, Credit Card, UPI, Digital Wallets, Smart Cards, e-money), Digital signatures (procedure, working and legal position).</p> <p>3.2 Payment gateways, Online banking (meaning, concepts, importance, electronic fund transfer), Risks involved in e-payments, Web transaction logs and customer profiling and targeting.</p> <p>3.3 IT Act 2000: Definitions, Digital signature and electronic governance, Databases, Data mining Data warehousing, Data analysis, mailings and spam Digital copyrights and electronic publishing.</p>
IV	Online Business Transactions and Website Designing.	<p>4.1 Meaning, purpose, advantages, and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features),</p> <p>4.2 Online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.).</p>

Unit	Unit Title	Contents
		4.3 Business Models in E Commerce, Emerging legal framework of E Commerce, Ethical Political and social Issues of E Commerce. 4.4 Designing, building, and launching e-commerce website (outsourcing vs. in-house development of a website), Developing and putting online a site. Domain registration, hiring web space, promoting the site to develop traffic. Delivery systems in E commerce and Logistics of delivery.
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Elements of E-Commerce	Group Discussion & Quiz	Importance and essentials of E-Commerce in modern world.	Understand the Importance and essentials of E-Commerce in modern world.	➤ Importance and essentials of E-Commerce in modern world.	20%
2	Security and Encryption in E-Commerce	Discussion, Group Presentations. Videos, Posters.	Presentations and Talks on Unfair Security and Encryption in E-Commerce	Understand Security and Encryption in E-Commerce	➤ Awareness towards Security and Encryption in E-Commerce.	25%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
3	IT Acts and E-Payment systems.	Informative lectures, case studies and presentations.	Presentations and Talks on IT Acts and E-Payment systems.	Understand the functions of IT Acts and E-Payment systems.	➤ Awareness towards IT Acts and E-Payment systems functioning.	30%
4	Online Business Transactions and Website Designing.	Discussion based on Online Business Transactions and Website Designing.	Presentations and talks on role of Industry Online Business Transactions and Website Designing.	Understand the Applications of Online Business Transactions and Website Designing.	➤ Awareness towards Online Business Transactions and Website Designing.	25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz and Discussions on Elements of E-Commerce.				NA
II	Presentations Security and Encryption in E-Commerce.				NA
III	MCQs/ Presentations on IT Acts and E-Payment systems.				NA
IV	Group Discussion on Online Business Transactions and Website Designing.				NA

Suggested Readings:

Sr. No.	Name of the Book	Author	Publication	Edition	Place
1	E-Commerce	Kenneth C. Laudon and Carlo Guercio Traver	Pearson Education	2009	New Delhi
2	E-commerce: Strategy, Technology and Applications	David Whiteley	McGraw Hill Education	2015	New Delhi
3	Electronic Commerce: Framework, Technology and Application.	Bharat Bhaskar	McGraw Hill Education (4th Edition)	2008	New Delhi
4	E-Commerce: An Indian Perspective	PT Joseph	PHI Learning	2012	New Delhi
5	E-commerce	KK bajaj and Debjani Nag	McGraw Hill Education	2011	New Delhi
6	E-Commerce	TN Chhabra	Dhanpat Rai and Co	2013	New Delhi
7	E-Commerce	Sushila Madan	Taxmann	2013	New Delhi
8	An Introduction to HTML	TN Chhabra, Hemchand Jain, Aruna Jain	Dhanpat Rai and Co	2016	New Delhi

Suggested Web/E-learning Resources:

Sr. No.	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Films	Journals / Articles / Case studies
1	Consumer Protection Act and Market Structure	<p>Courses</p> <p>BCOS-184: E-Commerce - Course (swayam2.ac.in)</p> <p>Free Online Course: E-commerce Technologies from Swayam Class Central</p> <p>E-Business - Course (nptel.ac.in)</p>	--	<p>Ecommerce Articles (2021) (bigcommerce.com)</p> <p>Articles related to: E-commerce - Inbound Logistics</p>

Sr. No.	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Films	Journals / Articles / Case studies
2	Unfair Trade Practices and Regulatory Standards	<p>Courses</p> <p>BCOS-184: E-Commerce - Course (swayam2.ac.in)</p> <p>Free Online Course: E-commerce Technologies from Swayam Class Central</p> <p>E-Business - Course (nptel.ac.in)</p>		<p>Ecommerce Articles (2021) (bigcommerce.com)</p> <p>Articles related to: E-commerce - Inbound Logistics</p>
3	Consumer Protection Bodies/ Councils and its Functions	<p>Courses</p> <p>BCOS-184: E-Commerce - Course (swayam2.ac.in)</p> <p>Free Online Course: E-commerce Technologies from Swayam Class Central</p> <p>E-Business - Course (nptel.ac.in)</p>	--	<p>Ecommerce Articles (2021) (bigcommerce.com)</p> <p>Articles related to: E-commerce - Inbound Logistics</p>
4	Role of Industry and Non-commercial Organizations in Consumer Protection	<p>Courses</p> <p>BCOS-184: E-Commerce - Course (swayam2.ac.in)</p> <p>Free Online Course: E-commerce Technologies from Swayam Class Central</p> <p>E-Business - Course (nptel.ac.in)</p>	--	<p>Ecommerce Articles (2021) (bigcommerce.com)</p> <p>Articles related to: E-commerce - Inbound Logistics</p>



Course Code: B3-21/402	Subject / Course: Management Information System	Marks: 100 Credits: 3
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To introduce and explain the concept of MIS and its significance in business. 2. To study system approach in management and know models and tools of system designing 3. To understand issues and challenges of MIS 4. To explain the application of MIS in Manufacturing and Service sector 		
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to</p> <p>CO1: Understand the concept and significance of MIS in business.</p> <p>CO2: Acquire the knowledge of system approach in management and know models and tools of system designing</p> <p>CO3: Acquire the knowledge of issues and challenges of MIS</p> <p>CO4: Understand the application of MIS in Manufacturing and Service sector</p>		

Unit	Unit Title	Contents	No of lectures
I	Management Information Systems	1.1 MIS: Meaning, Concept, Need, Purpose and Objectives, Characteristics 1.2 Information: Meaning, Attributes, Sources, Information process, Types 1.3 Information as a strategic resource 1.4 Use of information for competitive advantage 1.5 MIS as an instrument for the organizational change	12
II	System Analysis and Design	2.1 System: Meaning, Characteristics, Types 2.2 System Approach in Planning, Organizing and Controlling MIS 2.2 Fundamentals of Data Processing 2.3 System Building Approaches: Waterfall model, Spiral model, Rapid Development Tools, Object-oriented systems, Agile model	12

Unit	Unit Title	Contents	No of lectures
III	Management Issues in MIS	3.1 Information Security and Control, 3.2 Quality Assurance 3.3 Ethical and Social Dimensions of information protection 3.4 IPR Protection in IT Services /Products 3.4.1 Copy Rights 3.4.2 Patent Protection 3.4.3 Trade marks Protection 3.5 Managing Global Information Systems.	12
IV	Application of MIS in Manufacturing and Service sector	4.1 MIS applications in manufacturing industry: 4.1.1 Personnel Management 4.1.2 Financial Management, 4.1.3 Production management 4.1.4 Raw Material management 4.1.5 Marketing management 4.2 MIS applications in service industry	12
No of Lectures			48 (48 min)
No of Lectures for Evaluation			09
Total No of Lectures			57

Teaching Methodology

Unit	Unit Title	Teaching methodology	Project (if any)	Outcome expected- Conceptual understanding Knowledge / Skills/ Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Management Information Systems	Interactive lecture		Understand the concept and significance of MIS in business.	➤ Conceptual understanding	25%
2	System Analysis and Design	Interactive Lecture, Presentations, Guest lecture		Acquire the knowledge of system approach in	➤ Conceptual understanding ➤ Reasoning	25%

Unit	Unit Title	Teaching methodology	Project (if any)	Outcome expected- Conceptual understanding Knowledge / Skills/ Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
			NA	management and know models and tools of system designing	skills	
3	Management Issues in MIS	Lecture, Presentation, Discussions		Acquire the knowledge of issues and challenges of MIS	<ul style="list-style-type: none"> ➤ Conceptual understanding ➤ Thinking ability ➤ Reasoning skills 	25%
4	Application of MIS in Manufacturing and Service sector	Interactive lecture, Group discussion		Understand the application of MIS in Manufacturing and Service sector	<ul style="list-style-type: none"> ➤ Conceptual understanding ➤ Reasoning skills 	25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	Semester end Exam (60)	
1	Quiz			MCQ 25% Short notes 35% Long answers 40%	NA
2	Presentations				NA
3	MCQs				NA
4	Group Discussions				NA

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
1.	Management Information Systems	Laudon and Laudon	Pearson Education	-	Asia

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
2.	Management Information Systems	Jawadekar	Tata McGraw Hill	-	New Delhi
3.	Management Information Systems	Davis and Olson	Tata McGraw Hill	-	New Delhi
4.	Management Information Systems	Schulthesis	Tata McGraw Hill	-	New Delhi
5.	Management Information Systems	K C Laudon, J P Laudon, R Dass	Pearson	11th	
6.	Management Information System – Text & Cases	W S Jawadekar	McGraw Hill	5th	New Delhi

Suggested Web/E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films / Links	Journals / Articles / Case studies
1.	Management Information Systems	https://onlinecourses.swayam2.ac.in/cec21_ge05/preview		http://www.ijsrp.org/research-paper-1015/ijsrp-p4671.pdf
2.	System Analysis and Design	https://onlinecourses.nptel.ac.in/noc20_mg60/preview		
3.	Management Issues in MIS			https://www.researchgate.net/publication/277883137_MANAGEMENT_INFORMATION_SYSTEMS_ISSUES_CO-CITATION_ANALYSIS_OF_JOURNAL_ARTICLES
4.	Application of MIS in Manufacturing and Service sector			https://www.researchgate.net/publication/255680083_Utilisation_of_MIS_in_manufacturing_industries

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Course Code: B3-21/403	Subject / Course: Supply Chain Management + Business Exposure	Marks: 100 Credits: 3+1
Course Objectives :		
<ol style="list-style-type: none"> 1. To understand the basic concepts of Supply Chain Management 2. To acquaint the students with the various elements of a Supply Chain 3. To make the students aware of the concepts of Physical Distribution, Logistics and the integrative philosophy of Supply Chain Management. 4. To explore & study the key operational aspects of a Supply Chain. 		
Course Outcome :		
After completing the course, the student shall be able to		
CO1: Understand the basic concepts of Supply Chain Management		
CO2: Know the various elements of a Supply Chain.		
CO3: Explain the concepts of Physical Distribution, Logistics and the integrative philosophy of Supply Chain Management.		
CO4: Understand the key operational aspects of a Supply Chain.		

Unit	Unit Title	Contents
I	Introduction to Supply Chain Management (SCM)	1.1 Concept, Objectives and Functions of Supply Chain Management, 1.2 Supply Chain Strategy, 1.3 Global Supply Chain Management, 1.4 Value Chain and Value Delivery Systems for SCM, 1.5 Bull-Whip Effect. 1.6 Concept, Importance and Objectives of Green Supply Chain Management.
II	Elements of a Supply Chain	2.1 Procurement 2.2 Warehousing 2.3 Transportation 2.4 Order Processing 2.5 Materials Handling 2.6 Facility 2.7 Customer Service, 2.8 Information System 2.9 Reverse Logistics.

Unit	Unit Title	Contents
III	Logistics Management and IT in Supply Chain Management	3.1 Concepts & objectives of Logistics Management, 3.2 Integrated Logistics Management, Logistics Planning and Strategy, 3.3 Inventory Management and its Role in Customer Service. 3.4 Information and Communication Technology in SCM, Role of IT in SCM, 3.5 Current IT Trends in SCM, RFID, Bar Coding. Retail SCM, Problems and Prospects. (System Integration Concept) 3.6 WMS and TMS.
IV	Key Operation Aspects in Supply Chain	4.1 Supply Chain Network Design, Distribution Network in Supply Chains, 4.2 Channel Design, 4.3 Factors Influencing Design, 4.4 Role and Importance of Distributors in SCM, 4.5 Demand Forecasting 4.5.1 Role of Human Resources in SCM. 4.5.2 Issues in Workforce Management and Relationship Management with Suppliers, Customers and Employees, 4.6 Linkage between HRM and SCM.
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Supply Chain Management (SCM)	PPT, Discussion, Case study	-	Students will understand the basic concepts of	➤ Conceptual understanding, reflective skills	25%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
				Supply Chain Management		
2	Elements of a Supply Chain	PPT, Discussion, Video clips	-	Students will be able to understand the elements of SC.	➤ Conceptual skills, functions of each element, reflective learning	25%
3	Logistics Management and IT in Supply Chain Management	PPT, Video clips, Discussion, Case study	-	Students will be able to decipher the integrative philosophy of SC	➤ Conceptual skills, , critical thinking, analytical skills, reflective learning	25%
4	Key Operation Aspects in Supply Chain	PPT, Diagrammatic representation, Discussion	-	Students will be able to analyze the operational aspects of SC.	➤ Conceptual skills, critical thinking, analytical skills, reflective learning	25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any) (50 marks)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (50)	
I	Quiz	-			
II	Case Study	-			
III	Home Assignments	20			
IV	Descriptive Paper	-	20	60	20

Practical Guidelines –

- Students are expected to do minimum three activities out of the following –
 1. Guest lecture
 2. Case study
 3. Field survey or Desk Research
 4. Comparative study
 5. Industry visit
 6. Workshop
- Students will have to prepare a project report based on any 3 activities and appear for a Viva-voce.

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
1.	Supply Chain Management	Shridhar Bhat	Himalaya		Mumbai
2.	Supply Chain Management	Chopra, Meindl and Kalra	Pearson		UK
3.	Supply Chain Management	V. Sople	Pearson		UK
4.	Logistics Management	Shridhar Bhat	Himalaya		Mumbai
5.	Designing and Managing the Supply Chain	David Simchi, Levi	Tata McGraw Hill		Mumbai
6.	Supply Chain Management for Global Competitiveness	B.S. Sahay	McMillan India		New Delhi

Suggested Web / E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1.	Introduction to Supply Chain Management	https://www.youtube.com/watch?v=M1QBxVjZAw	-	https://www.pm.lth.se/fileadmin/_migrated/content_uploads/ch_3.1_01.pdf
2.	Elements of a Supply Chain	https://www.youtube.com/watch?v=Nrl0CtS1m8Y	-	

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
3.	Logistics Management and IT in Supply Chain Management	http://www.nitttrc.edu.in/nptel/courses/video/110105095/L44.html	-	
4.	Key Operation Aspects in Supply Chain	https://www.digimat.in/nptel/courses/video/110106045/L01.html	-	

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Course Code : B3-21 / 404	Subject / Course: Fundamentals of Business Analytics	Marks: 100 Credits: 3
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To identifying opportunities for creating values using business analytics. 2. To understanding the basic concept of data management. 3. To developing a thought process to think like a data scientist or business analyst. 4. To understand the application of business analysis in various domain. 		
<p>Course Outcome:</p> <p>After completing the Course, the student shall be able to:</p> <p>CO1: Describe and analyze the basic concepts in business analytics.</p> <p>CO2: Understand data management and handling of its quality.</p> <p>CO3: Develop a thought process to think like a data scientist or business analyst.</p> <p>CO4: Explain the application of business analytics in multiple business domains and scenarios.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to Business Analytics	1.1 Introduction to Analytics. 1.2 Principles of Business Analytics. 1.3 Skills required for Business Analytics. 1.4 Historical Overview of data analysis. 1.5 Data Scientist vs. Data Engineer vs. Business Analyst	10
II	Data	2.1 Classification of Data. 2.2 Sources of Organizational Data. 2.3 Importance of Data Quality. 2.4 Dealing with Missing or Incomplete Data.	12
III	Data Driven Decision Making	3.1 Introduction to Data Driven Decision Making Model. 3.2 Cultural and Cross-Functional Barriers in Decision Making. 3.3 Decision Making under Uncertainty. 3.4 Types of Problems: Inventory Management, Capital Investment Analysis, Market Share	13

Unit	Unit Title	Contents	No. of Lectures
		Estimation, Sensitivity Analysis. 3.5 Use of Data to Solve Business Problems: Marketing Mix, Capital Budgeting, Portfolio Optimization	
IV	Application of Business Analysis	4.1 Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Web & Social Media Analytics, Supply Chain Analytics. 4.2 Role of Business Analytics. 4.3 Future of Business Analytics.	13
Total No of Lectures for Teaching			48
Total No. of Lectures for Evaluation			09
Total			57

Teaching Methodology

Unit	Unit Title	Suggestive teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				CO	LO	
I	Introduction to Business Analytics	Lecture - Demonstration Method & Group Discussion.	NA	To identifying opportunities for creating values using business analytics.	Reflective Thinking, Self-directed Learning	20%
II	Data	Lecture - Demonstration Method, Peer Learning.	NA	To understanding the basic concept of data management.	Problem Solving, Critical thinking, Scientific Reasoning, Professional Skills, Lifelong learning	20%
III	Data Driven Decision	Peer Learning & Group	NA	To developing a thought process	Problem Solving,	30%

Unit	Unit Title	Suggestive teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				CO	LO	
	Making	Discussion.		to think like a data scientist or business analyst.	Analytical Reasoning, Scientific Reasoning, Employability, Application Skills	
IV	Application of Business Analysis	Group Discussion, PPT & Videos.	NA	To understand the application of business analysis in various domain.	Research related skills, Reflective Thinking, Problem Solving	30%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
1	Test on Introduction to Business Analytics.	Test	Assignment		NA
2	Test on Data.	Test	Assignment		NA
3	Test on Measure of Dispersion.	Test	Assignment		NA
4	Test on Data Driven Decision Making.	Test	Assignment		NA
5	Test on Application of Business Analysis.	Test	Assignment		NA

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
1.	An Introduction to Business Analytics	Ger Koole	Lulu.com	2019	New Delhi

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
2.	Essentials of Business Analytics: An Introduction to the methodology and its application	Bhimasankaram Pochiraju, Sridhar Seshadri	Springer	Latest	New Delhi
3.	The analytics revolution: how to improve your business by making analytics operational in the big data era	Bill Franks, Hoboken	Wiley	Latest	New Delhi
4.	Fundamentals of Business Analytics	R N Prasad, Seema Acharya	Wiley	2nd Edition	New Delhi
5.	Business Analysis with Microsoft Excel and Power BI	Conrad G. Carlberg	Pearson	5th edition	New Delhi

Suggested Web/E-Learning Resources:

Sr. No.	Topic of the lectures	Lectures (Available on You tube / Swayam / MOOCS etc)	Films	Journals / Articles / Case Studies
1	Introduction to Business Analytics	https://www.edx.org/ https://in.udacity.com/		College e-library: https://sites.google.com/mespune.in/mesgarwarecollegeofcommercelib/s-y-bbaib?authuser=0
2	Data			
3	Data Driven Decision Making			
4	Application of Business Analysis			

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Course Code: B3-21/405A	Subject / Course: Foreign Language-German	Marks: 100 Credits: 3+1
<p>Course Objectives :</p> <ol style="list-style-type: none"> 1. To make students aware of German manners and etiquettes. 2. To enable students to converse about houses in Germany and express their likes and dislikes. 3. To give knowledge to the students about jobs in Germany. 4. To enable students to shop comfortably in Germany. 5. To give information to the students about body and health in German. 6. To enable students to manage a tour in German speaking countries. 		
<p>Course Outcomes:</p> <p>CO1: After completion of the course students have idea about work culture in Germany.</p> <p>CO2: Students can converse about houses in Germany and express their likes and dislikes.</p> <p>CO3: Students have knowledge about jobs in Germany.</p> <p>CO4: Students can shop comfortably in Germany.</p> <p>CO5: Students have information about body and health in German.</p> <p>CO6: Students can manage a tour in German speaking countries.</p>		

Unit	Unit Title	Contents
VII	Kontakte	<p>7.1 Grammar: Dative, Articles in Dative, Prepositions in Dative, Possessive Articles (Accusative)</p> <p>7.2 Vocabulary: Daily routine in the office, Telephonic conversations, standard letters, language learning</p> <p>7.3 Language handling: Taking appointments, understanding and giving instructions, speaking about language learning, understanding conversation situations and conversations, understanding and answering letters</p>

Unit	Unit Title	Contents
VIII	(Meine Wohnung)	<p>8.1 Grammar: Adjective with 'sein'+sehr/zu, in with accusative, changing prepositions in Dative</p> <p>8.2 Vocabulary: apartment, rooms, Furniture and Gadgets, Colours, living forms</p> <p>8.3 Language handling: Understanding advertisement about houses, describing houses, planning and speaking about furnishing the house, answering to the invitation in the written form, express likes and dislikes</p>
IX	(Alles Arbeit?)	<p>9.1 Grammar: Das Perfekt (Past Tense) Part 1, Conjunctions- und, oder, aber</p> <p>9.2 Vocabulary: Professions, Work places, Higher Studies, Jobs</p> <p>9.3 Language handling: Describing daily routine, speaking about past, understanding job advertisement, expressing opinions about jobs, understanding Blogs about jobs, preparing, calling and enquiring on telephonic conversation</p>
X	(Kleidung und Mode)	<p>10.1 Grammar: (welch-), (dies-), Das Perfekt (Past Tense) Part 2, Personal pronouns in dative, Verbs in Dative</p> <p>10.2 Vocabulary: Cloths, Floors and goods in the shopping mall, shops and business</p> <p>10.3 Language handling: Speaking about cloths, chatting about shopping, describing the past, conducting conversations for shopping, to orientate oneself in the shopping mall, understanding and researching the information about Berlin.</p>
XI	(Gesund und munter)	<p>11.1 Grammar: Imperative, Modal Auxiliary (sollen, müssen, dürfen)</p> <p>11.2 Vocabulary: Parts of body, Body care, Diseases, Medicines, Professions</p> <p>11.3 Language handling: Giving personal details, naming parts of body, understanding and explaining physical exercise, Requesting or ordering again, conducting conversation with doctor, understanding instructions, understanding health tips</p>

Unit	Unit Title	Contents
XII	(Ab in den Urlaub)	12.1 Grammar: Pronoun- man, Question words- (wer? wen? wem? was?), Time Adverbs (zuerst, dann, später, zum Schluss) 12.2 Vocabulary: Holiday types, travelling destinations, sightseeing places, weather 12.3 Language handling: Understanding guidelines for a city tour, describing a way, describing weather, understanding travelogue, describing problems in the hotel, complaining in the hotel, speaking about travelling destinations
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology

Sr. No.	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
7	Kontakte	Group Discussion & Role Play		Students will be able to take appointments in different situations and speak more about their experience in learning a language.	<ul style="list-style-type: none"> ➤ German etiquettes ➤ experience sharing 	15%
8	Meine Wohnung	Discussion, Group Presentations. Videos.	Advertisement making	Understand and speak about houses and furniture	<ul style="list-style-type: none"> ➤ Converse about houses in Germany ➤ Expressing 	15%

Sr. No.	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
				in the house	your likes and dislikes	
9	Alles Arbeit?	Group discussion regarding general topics with facilitation from instructor.		Information about daily routine in Germany, jobs in Germany	➤ Knowledge about jobs in German countries	20%
10	Kleidung und Mode	Video, Role Play, listening Conversations		Understand German fashion and shopping habits	➤ Shopping Comfortably in Germany	20%
11	Gesund und munter	Game based on instructions	Making a healthy recipe video in German.	Students will be able to explain physical problems and health issues	➤ information about body and health	15%
12	Ab in den Urlaub	Games (like pantomime) between students to understand map, direction, etc Videos	Make a PPT on any sightseeing place in German speaking countries.	Students will be able to visit different places in German speaking countries.	➤ Managing a tour to German speaking countries.	15%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (40)	(20)
I	Make a PPT on any sightseeing place in German speaking				✓

Unit	Evaluation Method	Marks (100)			Project / Practical (If any) (20)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (40)	
	countries. (Speaking)				
II	Listening Information and answering questions based on it. (Listening)	✓			
III	Reading Text and answering questions based on it. (Reading)	✓			
IV	Dictation test (Writing)		✓		
V	Written assignment (Writing)		✓		

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Studio-d	Funk, Kuhn, Demme	Cornelsen & Goyal	2014	India

Suggested Web / E-Learning Recourses:

Sr. No.	Topic	Lectures	Films	Journals / Articles / Case studies
1	Accusative-Dative	https://youtu.be/kK-0k1lr5wM		
2	Prepositions	https://youtu.be/SqxvbEyWw3c		
3	House-furniture-Gadgets	https://youtu.be/m3Z9AYBNxB4		
4	Das Perfekt	https://youtu.be/Q1zHcyl0z4U https://youtu.be/iH9hrE4BGrg		
5	Welch-/dies-	https://youtu.be/pusoAa5jz34		

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Course Code: B3-21/405B	Subject / Course: Foreign Language-French	Marks: 100 Credits: 3+1
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Participate in a meeting, give solutions to problems, and describe an activity. 2. To tell time, fix appointments on phone, vocabulary related to shopping, buying clothes. 3. To buy train tickets, understand directions of metro. 4. To learn to write a CV, to talk about weather and vacations. 		
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to</p> <p>CO1: Participate in a meeting and talk about solutions to problems.</p> <p>CO2: Tell time; fix appointments, to make conversations in a mall / supermarket for shopping.</p> <p>CO3: Buy train tickets, understand directions of metro.</p> <p>CO4: Write a CV, talk about weather and vacations</p>		

Unit	Unit Title	Contents
I	Lessons 10 to 12 10. Régler des problèmes 11. Participer à une reunion 12. Décrire des activités	Grammar: 5.1 Verbs voir, produire, conduire, falloir 5.2 Reciprocal verbs 5.3 Contracted articles 5.4 Prepositions Communication Skills: 5.5 Give solutions to problems 5.6 Participate in a meeting 5.7 Describe an activity
II	Lessons 13 to 15 13. Laisser un message 14. Comparer les produits 15. Donner des conseils	Grammar: 6.1 Demonstrative adjectives 6.2 'yer' verbs 6.3 Degrees of comparision 6.4 Types of negations 6.5 Simple future tense

Unit	Unit Title	Contents
		Communication Skills: 6.6 Make simple telephonic conversation, leave a message 6.7 Do shopping in a shop or a mall 6.8 Telling time 6.9 Buy a train ticket.
III	16. Raconter une expérience	Grammar: 7.1 Past tense (Le passé Composé auxiliary avoir et être) Including that of transitive and intransitive verbs. Communication Skills: 7.2 To narrate an incident
IV	Lessons 17 and 18 17. Présenter son parcours professionnel 18. Raconter ses vacances	Grammar: 8.1 Imperative of pronominal verbs 8.2 Practice of all the tenses learnt Communication Skills: 8.3 Write a CV 8.4 Talk about weather and vacations
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Lessons 10 to 12 10. Régler	Reading comprehension Writing	Enacting dialogues Asking each	Conducting a meeting, Describing	➤ Finding solutions to problems	25%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
	des problèmes 11. Participer à une réunion 12. Décrire des activités	dialogues Solving grammar exercises	other questions	an activity	➤ Writing minutes of the meeting	
2	Lessons 13 to 15 13. Laisser un message 14. Comparer les produits 15. Donner des conseils	Listening exercises, reading and writing dialogues	Enacting conversations on topics learnt. Can be done in groups of two	Travel related vocabulary and conversations Clothes vocabulary.	➤ Buying train tickets ➤ Learn to move around in a metro ➤ Understanding instructions on a station ➤ Conversation in a shop / mall	25%
3	16. Raconter une expérience	Reading, solving exercises of grammar, writing, Dialogue writing	Enacting dialogues on topics learnt, Presentation of different French dishes	Past tense learning	➤ Narrating an experience in the past	25%
4	Lessons 17 and 18 17. Présenter son parcours professionnel 18. Raconter ses vacances	Writing, solving exercises, reading and understanding	Listening to conversations and understand their meanings, Enacting the situations	CV writing Weather related vocabulary and seasons	➤ Write your CV ➤ Talk about weather	25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project/ Practical (1 credit)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	(20 marks)
I	Dictation of words	10 marks	NA	NA	NA
II	Listening comprehension	NA	NA	NA	10 marks
III	Written Assignments	5 marks	NA	NA	NA
IV	Reading comprehension	5 marks	NA	NA	NA
V	Saying 5-10 sentences on a given topic / Dialogue	NA	NA	NA	10 marks
VI	Written Paper	NA	20 marks	60 marks	NA

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1.	Objectif Express 1	Anne-Lyse Dubois, Sara Kaddani	hachette	2022	Goyal Book Depot

Suggested Web/E-learning Resources:

Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Films pertaining to the professional world (with subtitles)
All the topics	https://tv5monde.com/fr/learn-french	Ressources Humaines (1999) 35 heures, c'est déjà trop ! (1999) La stratégie de l'échec (2003) J'ai très mal au travail (2006)



Course Code : B3-21/406	Subject / Course: Research Methodology	Marks : 100 Credits :3
Course Objectives: <ol style="list-style-type: none"> 1. To study the fundament aspects of research methodology. 2. To develop the understanding of essentials of research design. 3. To know types of data and various methods used to collect the data. 4. To educate the students about data analysis and report writing. 		
Course Outcome : After completing the course, the student shall be able to <ol style="list-style-type: none"> CO1: Know the fundament aspects of research methodology. CO2: Understand the essentials of research design. CO3: Know the types of data and various methods used to collect the data. CO4: Analyze the data and write the research report considering the essential of report writing. 		

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Research Methodology	1.1 Meaning & Definition of Research 1.2 Significance of Research 1.3 Limitations of Research 1.4 Types of Research	08
II	Research Design	2.1 Meaning and Definition 2.2 Objectives & limitations 2.3 Essentials of good Research Design 2.4 Process of Research 2.5 Defining the relationship between title, objectives, questionnaire, finding and conclusion.	12
III	Data Collection	3.1 Primary Data- Definition, Advantages and Disadvantages 3.2 Methods of collection of Primary Data- Observation, Interview, Scheduling and Questionnaire. 3.3 Secondary Data-Definition, Advantages,	10

Unit	Unit Title	Contents	No of Lectures
		Disadvantages, Types & Methods of collection of Secondary Data. 3.4 Sampling- Meaning, Advantages, Disadvantages and Methods.	
IV	Data Analysis & Report Writing	4.1 Coding of data, Data Processing, Analysis, and Interpretation. 4.2 Meaning & Characteristics of Research Report, Steps involve in research report writing. 4.3 Essentials of good research report writing.	18
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc		
I	Introduction to Research Methodology	Case Study and Group Discussion.	NA	<ul style="list-style-type: none"> To develop the fundamental understanding of Research Methodology 	<ul style="list-style-type: none"> Critical thinking 	20%
II	Research Design	Situation Analysis, Problem Identification.	NA	<ul style="list-style-type: none"> To know how to outline a Research Design 	<ul style="list-style-type: none"> Problem Solving Reflective Thinking 	30%
III	Data Collection	Group Projects, Case Study.	NA	<ul style="list-style-type: none"> To know Data Collection methods 	<ul style="list-style-type: none"> Critical thinking Reflective Thinking Application Skills 	20%
IV	Data Analysis & Report Writing	Guest Lecture and Problem Solving.	Mini Projects	<ul style="list-style-type: none"> To educate the students on Data Analysis & 	<ul style="list-style-type: none"> Critical thinking Employability Decision 	30%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc		
				Report Writing	Making Skills	

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project/Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQ	MCQ		MCQ / Written Examination	Nil
II	MCQ	MCQ	Assignment	MCQ / Written Examination	Nil
III	MCQ		Assignment	MCQ / Written Examination	Nil
IV	MCQ		Project	MCQ / Written Examination	Project

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Business Research Methodology	J. K. Sachdeva	Himalaya Publication
2	Research Methodology	C. R. Kothari	
3	Business Research Methodology	D. K. Sharma & A. K. Gupta	

Suggested Web/E-Learning Resources:

Sr. No.	Topic Of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1.	Introduction to Research Methodology	https://onlinecourses.swayam2.ac.in/nou22_cm06/preview?user_email=sandeeprathod40@gmail.com	-	https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20(Business%20Research%20Methods)Research_Methodology_C_R_Kothari.pdf
2.	Research Design	https://onlinecourses.swayam2.ac.in/aic21_ge02/preview?user_email=sandeeprathod40@gmail.com	-	http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf
3.	Data Collection	-	-	-
4.	Data Analysis & Report Writing	-	-	-



Course Code: B3-21/407	Subject / Course : Yoga and Wellness course	Marks: 50 Credits: 2
Course Objectives: <ol style="list-style-type: none"> 1. To explain the basic concepts of Yoga and its components. 2. To make the students aware of the benefits of Yoga and its relation to Personality Development 3. To make the students understand the effect of Yoga on health and wellness 4. To demonstrate the various postures and breathing exercises to the students 5. To increase awareness of Yoga and enhance the skills of students. 		
Course Outcome: After completing the course, the student shall be able to <ol style="list-style-type: none"> CO1: Understand the basic concepts of Yoga and its components CO2: Know the effect of Yoga on Personality Development CO3: Relate between Yoga and health CO4: Demonstrate the basic postures and breathing exercises. CO5: Show awareness about Yoga and enhancement of their skills 		

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Yoga	1.1 Concept, definition, benefits of Yoga 1.2 Yoga and personality development	3
II	Yoga and health	2.1 Concept of disease, Pancha Kosha (5 layers) 2.2 Yoga for Stress management	3
III	Ashtanga Yoga (the eight limbs of Yoga)	3.1 Yama 3.2 Niyama 3.3 Asana 3.4 Pranayama 3.5 Pratyahara 3.6 Dharana 3.7 Dhyana 3.8 Samadhi	2
IV	Meditation-	4.1 What is meditation?	3

Unit	Unit Title	Contents	No of Lectures
	Theory	4.2 Benefits of Meditation 4.3 Pre-requisites for practicing Meditation 4.4 Technique of Meditation	
V	Diet (Yukta Ahara)	5.1 What is a balanced diet? 5.2 Importance of a balanced diet 5.3 Lifestyle and diet related illness	3
VI	Practical	6.1 Loosening exercises 6.2 Standing Postures 6.3 Sitting Postures 6.4 Prone postures 6.5 Supine Postures 6.6 Suryanamaskar 6.7 Breathing exercises 6.8 Pranayamas and Mudras 6.9 Meditation- Practice	16
Total No of Lectures			30

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc	
I	Introduction to Yoga	Presentations, Lectures	NA	The student shall be able to understand the basic concept of Yoga	5%
II	Yoga and health	Presentation Lectures Discussion	NA	Students will be able to know the effect of Yoga on health	10%
III	Ashtanga Yoga (the eight limbs of Yoga)	Presentations Lectures Discussion	NA	It will able to build knowledge of Ashtanga Yoga	10%
IV	Meditation-Theory	Presentations, Lectures Discussions	NA	Students will be able to understand the positive effects of meditation and technique to practice it.	15%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc	
V	Diet (Yukta Ahara)	Presentations, Lectures Discussions	NA	It will help the students to understand the importance of a balanced diet	10%
VI	Practical	Demonstration and explanation	NA	Students will be able to understand the basic postures of Yoga and its technique	50%

Evaluation Method:

Unit	Evaluation Method	Marks (50)		Project / Practical (If any) 2 Credit
		Formative Assessment	Summative Assessment	
		Internal	SEMESTER	
All units	MCQ Test	25	25	
	Practical Demonstration	25	25	

Suggested Readings:

1. Hathyog Pradipika
2. Patanjali Yog Pradeep
3. Asana Pranyama Mudra Bandh by Swami Satyanand Saraswati, Yoga Publication Trust, Munger Bihar
4. Certification of Yoga Professionals Guide Book Level One

