ZEAL EDUCATION SOCIETY'S
ZEAL INSTITUTE OF BUSINESS ADMINISTRATION, COMPUTER APPLICATION AND RESEARCH (ZIBACAR)
NARHE | PUNE | INDIA

PUN CODE: IMMP013170   DTE CODE: 6152   AISHE CODE: C-41828

Criteria 1

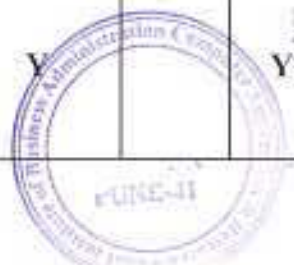**1.3.1** **Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum**

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Sr. No	Particulars
1	List of Courses Relevant to Cross Cutting Issues
	- MBA Department
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3	University provision for Links and Books regarding Human Values
4	List of web Links for Sessions on Human Values, Environment and Sustainability
5	List of Books on Human Rights

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1.3.1: Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum -MBA

Sr. No	Course code	Course Name	Professional Ethics	Gender	Human Values	Environment and Sustainability	Brief Justification
			List of Courses Relevant to Cross Cutting Issues				
1	102- GC	Organizational Behavior	Y		Y		Organizational Behavior explores how professional ethics and human values intersect, shaping workplace cultures and decision-making, influencing organizational success and employee well-being. By addressing these cross-cutting issues, organizations can foster integrity, trust, and social responsibility, enhancing both individual and collective performance.
2	104- GC	Business Research Methods	Y		Y		Business Research Methods navigate ethical considerations and human values by ensuring integrity in data collection, analysis, and dissemination, fostering trust and accountability within organizations, and promoting socially responsible decision-making for sustainable outcomes.
3	107 GC	Management Fundamentals	Y		Y	Y	Management Fundamentals integrate professional ethics, human values, and environmental sustainability by fostering responsible leadership, ethical decision-making processes, and sustainable practices, ensuring organizational success while contributing positively to society and the environment.
4	GE-US-109	Entrepreneurship Development	Y		Y	Y	Entrepreneurship Development intertwines professional ethics, human values, and environmental sustainability by promoting responsible innovation, ethical business practices, and eco-conscious strategies, fostering sustainable growth and societal well-being.

#	Code	Course					Description
5	GE-UL-111	Legal Aspects of Business	Y	Y	Y		Legal Aspects of Business grapple with cross-cutting issues of professional ethics, gender equity, and human values by advocating for fair treatment, inclusivity, and ethical conduct, ensuring legal compliance while fostering a culture of respect and equality in the business environment.
6	205 SC	Marketing Management	Y		Y	Y	Marketing Management addresses cross-cutting issues of professional ethics, environmental sustainability, and human values by promoting responsible advertising, sustainable product development, and inclusive marketing strategies, fostering ethical consumerism and societal well-being.
7	206BA	Data Mining	Y		Y		Data Mining confronts cross-cutting issues by upholding professional ethics in handling sensitive data and ensuring respect for human values, promoting transparency and accountability in decision-making processes, safeguarding privacy and integrity.
8	208 GE	Geopolitics & World Economic Systems	Y			Y	Geopolitics & World Economic Systems engage with cross-cutting issues by advocating for ethical governance in global affairs and promoting sustainable economic policies, ensuring equitable resource management and environmental stewardship for long-term prosperity and societal well-being.
9	209 GC	Start Up and New Venture Management	Y			Y	Start-Up and New Venture Management navigate cross-cutting issues by embedding professional ethics into business practices and prioritizing environmental sustainability, fostering responsible entrepreneurship that balances profit with social and environmental impact for long-term success and societal benefit.
10	301- GC	Strategic Management	Y		Y	Y	Strategic Management integrates professional ethics, human values, and environmental sustainability by guiding organizational decisions that prioritize integrity, inclusivity, and eco-conscious practices, fostering sustainable growth aligned with societal well-being and environmental stewardship.
11	304 SC HRM	Strategic Human Resource Management	Y	Y	Y		Strategic Human Resource Management addresses cross-cutting issues by promoting professional ethics, gender equity, and human values through inclusive policies, fostering a supportive workplace culture that values diversity, fairness, and employee well-being.

No.	Code	Course						Description
12	307–GC	International Business Environment	Y				Y	The International Business Environment navigates cross-cutting issues by advocating for professional ethics in global commerce and promoting environmentally sustainable practices, fostering responsible international business conduct that prioritizes ethical principles and environmental stewardship for long-term global prosperity.
13	GC105	Indian Ethos &Business Ethics	Y	Y	Y		Y	Indian Ethos & Business Ethics intersect cross-cutting issues by integrating professional ethics, gender equality, human values, and environmental sustainability, fostering an inclusive and ethical business culture rooted in Indian principles of integrity, social responsibility, and environmental stewardship for holistic organizational success and societal well-being.
14	403MKT	Marketing 4.0	Y			Y	Y	Marketing 4.0 navigates cross-cutting issues by promoting professional ethics, human values, and environmental sustainability through customer-centric strategies, fostering responsible marketing practices that prioritize integrity, empathy, and eco-consciousness for long-term brand success and societal well-being.
15	404 SC BA	Artificial Intelligence in Business Applications	Y					Artificial Intelligence in Business Applications addresses cross-cutting issues by embedding professional ethics, human values, and environmental sustainability into algorithmic decision-making processes, ensuring responsible and equitable AI implementation that prioritizes societal well-being and environmental stewardship.
16	405 GC	Global Strategic Management					Y	Global Strategic Management integrates environmental and sustainability considerations into strategic decision-making, fostering responsible business practices that prioritize ecological preservation and long-term planetary well-being alongside organizational success.
17	GE-UL-21	Cyber Laws	Y			Y	Y	Cyber Laws intersect cross-cutting issues by ensuring adherence to professional ethics, safeguarding human values, and promoting environmental sustainability in digital interactions, safeguarding online integrity while respecting societal values and ecological concerns.

18	GE-UL-408	Corporate Social Responsibility & Sustainability	Y		Y		Y	Corporate Social Responsibility & Sustainability integrates professional ethics, human values, and environmental stewardship, promoting responsible business practices that prioritize integrity, social equity, and ecological sustainability for the well-being of society and the planet.
19	SC-FIN-405	Financial Laws	Y		Y		Y	Financial Laws intersect cross-cutting issues by enforcing professional ethics, protecting human values, and promoting environmental sustainability in financial practices, ensuring integrity, fairness, and accountability in economic activities for societal well-being and ecological preservation.
20	217	Labor Laws	Y	Y	Y		Y	Labor Laws navigate cross-cutting issues by upholding professional ethics, ensuring gender equality, respecting human values, and promoting environmental sustainability in workplace regulations, fostering fair and inclusive labor practices for societal well-being and ecological harmony.
21		Indian Constitution	Y	Y	Y		Y	The Indian Constitution intersects cross-cutting issues by embedding professional ethics, advocating gender equality, upholding human values, and emphasizing environmental sustainability, providing a legal framework that fosters equitable governance and societal well-being for present and future generations.
22	FOU – 005	Elementary Information Technology	Y		Y		Y	Elementary Information Technology addresses cross-cutting issues by instilling professional ethics, promoting human values, and raising awareness about environmental sustainability, empowering users with responsible digital practices for a socially conscious and eco-friendly technological environment.
23	191	Human Rights 1	Y	Y	Y		Y	Human Rights 1 intersects cross-cutting issues by advocating for professional ethics, ensuring gender equality, upholding human values, and promoting environmental sustainability, fostering a just and inclusive society where dignity fairness, and ecological harmony are paramount.

24	192	Cyber Security I	Y	Y	Y	Y	Cyber Security I navigates cross-cutting issues by promoting professional ethics, ensuring gender-inclusive practices, upholding human values, and safeguarding environmental sustainability, fostering a secure digital landscape that respects privacy, equality, and ecological integrity.
25	291	Human Rights II	Y	Y	Y	Y	Human Rights II intersects cross-cutting issues by advocating for professional ethics, ensuring gender equality, upholding human values, and promoting environmental sustainability, fostering a just and inclusive society where dignity, equality, and ecological integrity are protected.
26	392	Introduction to cyber security III	Y		Y	Y	Introduction to Cybersecurity III addresses cross-cutting issues by emphasizing professional ethics in digital practices, promoting human values in cybersecurity decision-making, and considering environmental sustainability implications, fostering a secure and responsible digital ecosystem aligned with ethical principles and ecological stewardship.
27	394	Skill Development I	Y	Y	Y	Y	Skill Development I navigates cross-cutting issues by promoting professional ethics, fostering gender-inclusive opportunities, upholding human values, and integrating environmental sustainability, empowering individuals with skills that align with ethical practices and contribute to a diverse, equitable, and eco-conscious workforce.

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List of Courses Relevant to Cross Cutting Issues

Cross Cutting Issues- Professional Ethics, Gender, Human Values, Environment and Sustainability

MBA Department

Sr. No	Course Code	Course Name	List of Courses Relevant to Cross Cutting Issues
1	102- GC	Organizational Behavior	Professional Ethics, Human Values
2	104- GC	Business Research Methods	Professional Ethics Human Values
3	107 GC	Management Fundamentals	Environment and Sustainability
4	GE-US-109	Entrepreneurship Development	Professional Ethics Human Values
5	GE-UL-111	Legal Aspects of Business	Professional Ethics Human Values
6	205 SC	Marketing Management	Professional Ethics Human Values
7	206BA	Data Mining	Professional Ethics Human Values
8	208 GE	Geopolitics & World Economic Systems	Environment and Sustainability
9	209 GC	Start Up and New Venture Management	Environment and Sustainability
10	301- GC	Strategic Management	Environment and Sustainability
11	304 SC HRM	Strategic Human Resource Management	Professional Ethics Human Values
12	307–GC	International Business Environment	Professional Ethics Human Values
13	GC105	Indian Ethos &Business Ethics	Professional Ethics Human Values
14	403MKT	Marketing 4.0	Environment and Sustainability
15	404 SC BA	Artificial Intelligence in Business Applications	Professional Ethics Human Values
16	405 GC	Global Strategic Management	Professional Ethics Human Values, Environment and Sustainability

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17	GE-UL-408	Corporate Social Responsibility & Sustainability	Professional Ethics Human Values, Environment and Sustainability
18	SC-FIN-405	Financial Laws	Professional Ethics Human Values
19	217	Labor Laws	Professional Ethics Human Values
20		Indian Constitution	Professional Ethics Human Values
21	FOU – 005	Elementary Information Technology	Professional Ethics Human Values

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Program Name-MBA
Course Name: OrganizationalBehavior
Course Code: GC-102

Course Contents

1. Fundamentals :

Evolution of management thought, five functions of management, Definition, scope and importance OB, Relationship between individual & OB , Evolution of OB, Models of OB (Autocratic, Custodial, Supportive, Collegial & SOBC), Limitation of OB, Values, Attitudes and Emotions: Introduction, Values, Attitudes, Definition and concept of Emotions, Emotional Intelligence - Fundamentals of Emotional Intelligence, The Emotional Competence Framework, Benefits of Emotional Intelligence, difference between EQ and IQ, Personality & Attitude: Definition Personality, importance of personality in Performance, The Myers-Briggs Type Indicator and the Big Five Personality Model, Johari Window, Transaction Analysis, Definition of attitude Importance of attitude in an Organization, Right Attitude, Components Of attitude, Relationship between behavior and attitude.

2. Perception:

Meaning and concept of perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, social perception (stereo typing and halo effect). Motivation: Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories-Equity Theory of Work Motivation.

3. Group and Team Dynamics:

The meaning of group & group behavior & group dynamics, types of groups, the five-stage model of group development team effectiveness & team building. Leadership: introduction, managers v/s leaders. Overview of leadership-traits and types, theories of leadership, trait and behavioral theories.

4. Conflict Management:

Definition and Meaning, Sources of Conflict, Types of Conflict, Conflict

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Management Approaches. Organizational Culture: Meaning and Nature of Organization Culture Origin of Organization Culture, Functions of Culture, Types of Culture, Creating and Maintaining Organization Culture, Managerial

5. Stress at workplace:

Work Stressors – Prevention and Management of stress – Balancing work and Life, workplace spirituality. Organizational Change: Meaning, definition & Nature of Organizational Change, Types of Organizational change, Forces that acts as stimulants to change. Kurt Lewin's- Three step model, how to overcome the Resistance to Change, Methods of Implementing Organizational Change, Developing a Learning Organization. Relevant case studies on stress management and organizational change (5+2)

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Program Name - MBA
Course Name: Business Research Methods
Course Code: GC-104

Course Contents

1. Foundations of Research:

Definition of Research, Need of business research, Characteristics of scientific research method, Typical Research applications in business and management. Questions in Research: Formulation of Research Problem – Management Question – Research Question – Investigation Question. The process of business research: Literature review Concepts and theories - Research questions - Sampling - Data collection - Data analysis – Writing up - The iterative nature of business research process, Elements of a Research Proposal. Practical considerations: Values – researcher & organization. Ethical principles - Harm to participants, Lack of informed consent, Invasion of privacy, Deception, Reciprocity and trust, Affiliation and conflicts of interest. Legal considerations - Data management, Copyright. (6+1)

2. Research Design:

Concept, Features of a robust research design. Exploratory, Descriptive, Quasi Experimental, Experimental research designs, Concept of Cause and Effect, Difference between Correlation and causation. Types of Variables – Independent, Dependent, concomitant, mediating, moderating, extraneous variables, Basic knowledge of Treatment & Control group, Case study design. Cross-sectional and Longitudinal designs, Qualitative and Quantitative Research approaches, Pros and Cons of various designs, choice of a research design. Hypothesis: Definition, research Hypothesis, Statistical hypothesis, Null hypothesis, Alternative Hypothesis, Directional Hypothesis, Non-directional hypothesis. Qualities of a good Hypothesis, Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance. (7+1)

3. Data & Measurement:

Meaning of data, Need for data. Secondary Data: Definition, Sources, Characteristics, Advantages and disadvantages over primary data, Quality of secondary data - Sufficiency, adequacy, reliability and consistency. Primary Data: Definition, Advantages and disadvantages over secondary data. Measurement: Concept of measurement, what is measured? Problems in measurement in management research - Validity and Reliability, Levels of measurement - Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales –Paired Comparison & Forced Ranking - Concept and Application. Questionnaire: Questionnaire Construction Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools. (8+1)

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4. Sampling: Basic Concepts:

Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame, determining the sample frame, Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response. Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample: Practical considerations in sampling and sample size, (sample size determination formulae and
numerical not expected) (9+1)

5. Data Analysis & Report Writing:

Data Analysis: Cleaning of Data, Editing, Coding, Tabular representation of data, tables, Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation. Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms. Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation. Chi-square test including testing hypothesis of association, association of attributes. Linear Regression Analysis: Meaning of regression, Purpose and use, Linear regression; Interpretation of regression co-efficient, Applications in business scenarios. Test of Significance: Small sample tests:
t (Mean, proportion) and F tests, Z test. Non-parametric tests: Binomial test of proportion, Randomness test. Analysis of Variance: One way and two-way Classifications. Research Reports: Structure of Research report, Report writing and Presentation. (10+1)

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Program Name–MBA
Course Name: Entrepreneurship Development
Course Code: GE-109

Course Contents

1. Entrepreneurship:

Concept of Entrepreneur. Intrapreneur, Entrepreneurship and Manager. Difference between Entrepreneur and Intrapreneur, Entrepreneur and Entrepreneurship. Attributes and Characteristics of

successful entrepreneurs. Functions of an Entrepreneur, Classification of Entrepreneurs. Role of Entrepreneur in Indian Economy, developing entrepreneurial culture, Factors influencing Entrepreneurship Growth - Economic, Non-Economic Factors, for profit or Not for profit entrepreneurs, Constraints for the Growth of Entrepreneurial Culture, Entrepreneurship as a career, Entrepreneurship as a style of management, Emerging Models of Corporate Entrepreneurship, India's start up revolution–Trends, Imperatives, benefits; the players involved in the ecosystem,

Business Incubators-Rural entrepreneurship, social entrepreneurship, women entrepreneurs, Cases of Tata, Birlas, Kirloskar and new generation entrepreneurs in India. (6)

2. Theories of entrepreneurship:

Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland, ☐X-Efficiency Theory by Leibenstein, ☐Theory of Profit by Knight, Theory of Social change by Everett Hagen. (4)

3. Entrepreneurship development:

Entrepreneurial Competencies, Developing Competencies. Concept of entrepreneurship development, Entrepreneur Training and developing, Role of Entrepreneur Development Programs

(EDP), Role of DIC, SISI , EDII , NIESBUD, NEDB, EDP - Objectives – contents – methods - execution. Role of Mentors. Innovation and Entrepreneurship, Design Thinking Process. Role of consultancy organizations in promoting Entrepreneurs, Problems and difficulties of Entrepreneurs - Marketing Finance, Human Resource, Production; Research - external problems, Mobility of Entrepreneurs, Entrepreneurial change, occupational mobility - factors in mobility. (6)

4. Role of Central Government and State Government in promoting Entrepreneurship:

Introduction to various incentives, subsidies and grants, Export Oriented Units, Fiscal and Tax concessions available, Women Entrepreneurs -Role, Problems and Prospects, Reasons for low

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women Entrepreneurs, Assistance Programme for Small Scale Units –Institutional Framework – Role of SSI Sector in the Economy – SSI Units – Failure, Causes and Preventive Measures – Turnaround Strategies. Future of Entrepreneurship Development and Government, Start Up India, Make in India. (5)

5. Enterprise Promotion:

Creating Entrepreneurial Venture, Entrepreneurship Development Cycle, Business Planning Process, The business plan as an entrepreneurial tool, Elements of Business Plan, Objectives, Market Analysis, Development of product / idea – Resources, Capabilities, and strategies, identifying attributes of strategic resources, Opportunity Analysis, innovator or imitator, SWOT analysis, Internal and External Environment Analysis, Industry Analysis, Embryonic Companies and Spin offs, Porter's five forces model, Identifying the right Business Model Canvas, Seven Domains of John Mullins, Opportunities in Emerging/Transition/Decline industries, Opportunities at the bottom of the pyramid, Opportunities in social sector, Opportunities arising out of digitization, Marketing, Finance, Organization & Management, Ownership - Franchising, networking and alliances, Buying an existing business, Critical risk contingencies of the proposal, Scheduling and milestones. (9)

Program Name - MBA
Course Name: Legal Aspects of Business
Course Code: GE-111

Course Contents

1. The Contract Act, 1872:

Essential Elements of Valid Contract, Essential elements of Valid Contracts, Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Discharge of contract, Breach of contract-Meaning& remedies, Agency - Creation of Agency – Agent and Principal (Relationship/rights). (5+1)

2. Sale of Goods Act, 1930:

Contract of sale of goods, Conditions & warranties, Transfer of property or ownership, Performance of the Contract of Sale, Rights of unpaid seller, Sale by Auction. (5+1)

3. The Negotiable Instrument Act, 1881:

Negotiable Instruments – Meaning, Characteristics, Types. Parties, Holder and holder in due course, Negotiation and Types of Endorsements, Dishonor of Negotiable Instrument – Noting and Protest. (5+1)

4. The Companies (Amendment) Act, 2015:

Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Share capital & Debentures, Acceptance of deposits, Appointment of director including woman Director. (5+1)

5. The Consumer Protection Act, 2019:

Unfair & Restrictive Trade Practices, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate Authority. (5+1)

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Program Name - MBA
Course   Name: Marketing
Management
Course Code: SC - 205

Course Contents

1. Introduction to Marketing Research:

Definitions - Marketing Research, Market Research, Scope and Limitations of Marketing Research, Role of Information in Marketing Decisions, Value and Cost of Information, Marketing
Information System and Marketing Research, Marketing Decision Support System, Threats to Marketing Research, Relationship between Marketing Research & Marketing, Organizing Marketing Research function, Evaluating utility of Marketing Research, Online Marketing Research, Recent Trends in Marketing Research, Marketing Research Industry in India. (5+2+2).
Marketing Research Proposal:

The marketing research brief, The Marketing decision problem and marketing research problem, Defining the marketing research problem, developing the research approach, The decision maker & the environment, alternative courses of action, objectives of decision maker, consequences of
alternative courses of action, Translating decision problem to research problem, The marketing research proposal (Background - basic problem/opportunity , Objectives , Research Design – Qualitative & Quantitative approaches, Data Requirements, Data collection methods, Data collection instruments, Population definition, Sample Plan, Sample size, Sampling Methodology, Statistical analysis, Cost Estimates, Time line, Appendices),Report Writing, Ethical Issues in Marketing Research – participant issues, sponsor issues, corporate espionage, code of ethics. (5+2+2)

3. Advanced Analytical Tools:

(a) Conjoint Analysis: Conceptual basis, procedure, type of data required, key decision, how to interpret output, applications to study trade off patterns of consumers as related to different levels of marketing mix elements(Question on interpretation of output is expected)
(b) Factor Analysis: Conceptual basis, type of data required, procedure, PCA, interpreting factor matrix (factor loadings, communalities, Eigen value), determining number of factors using latent root criteria & screentest, interpreting & naming factors, applications in consumer behaviour studies (interpretation of output is expected)
(c) Cluster Analysis: Conceptual basis, type of data required, procedure, clustering methods – single linkage rule, how to interpret output, applications related to psychographic & lifestyle market segmentation (interpretation of output is expected)

(d) Multi- dimensional Scaling & Perceptual Mapping: Conceptual basis, type of data required, key decision attribute based versus non-attribute based approaches, procedure, how to interpret output, applications related to target market selection & positioning (interpretation of output is expected)

(e) Discriminant Analysis (Two Group Case): Conceptual basis, type of data required, determining coefficients, interpreting discriminant function & classifying subjects using discriminant function, applications in marketing(interpretation of output is expected) (9+2+2)

4. Marketing Research Applications - I:

(a) Sales Analysis and Forecasting: Mining internal customer and sales data, In-store shopper marketing research and Retail shop audits, margin trend data, targeting best customers, identifying most efficient and effective advertising and promotion methods to reach existing consumers, Consumer panels, Customer satisfaction research, Concept of Market demand and Market potential, Forecasting, Forecasting methods, choosing a forecast model, forecast errors. Moving Average and Exponential Methods, Decomposition Methods, Regression Models.

(b) New Product Development and Test Marketing: marketing information for new markets, new product categories, new product concepts, new product design and market validation research, test marketing – uses, types, methods, limitations. Conjoint analysis for understanding consumer preferences and application to product design.

(c) Market Segmentation and Positioning: researching traditional market segments, defining meaningful segments, assessing existing product strength and line extension potential, creative positioning strategy, repositioning strategy research, defining go-to-market strategy, current and potential markets. Use of Factor analysis and perceptual maps.

(d) Pricing research: Pricing research and pricing strategy decisions, optimum price-product-feature configurations and market positioning opportunities. (8+2+2)

5. Marketing Research Applications - II:

(a) Brand Research: brand concepts, brand names, brand power research, brand equity survey measurements, Brand tracking studies.

(b) Advertising Research: Concept testing research – evaluating advertising concepts, ad theme concepts and appeals, ad recall surveys, message and theme salience, impact measures, buying motivation and association measures, media research like readership surveys, Media audience tracking studies, TRP, Limitations of advertising research.

(c) International Marketing Research: Marketing research in international context - importance, complexities and issues, International secondary data sources, Primary data collection methods and complexities of data collection in international marketing research, Online data sources and research, Issues in multi-country data analysis - Data comparability and validity problems, major sources of errors, Report preparation and presentation. (8+2+2)

Program Name - MBA
Course Name: Data Mining
Course Code: BA - 206

Course Contents

1. Basic Concepts:

Concept, Definitions and Need of Big Data, Data Mining, Business Intelligence. Data Mining Process, relation to Business Intelligence techniques. Introduction to Data Mining Tasks (Classification, Clustering, Association Analysis, Anomaly Detection). Concept, Definitions of model, descriptive models, predictive modeling, basic terminology. Real-world data mining applications - Big Data Analytics in Mobile Environments, Fraud Detection and Prevention with Data Mining Techniques, Big Data Analytics in Business Environments. (6+1)

2. Data and Preprocessing:

Understanding of Data, what is data? Types of attributes, properties of attribute values, types of data, data quality, Sampling, Data Normalization, Data Cleaning, Similarity Measures, Feature Selection/Instance Selection, the importance of feature selection/instance selection in various big data scenarios.(7+1)
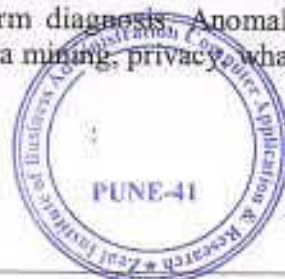
3. Classification:

Decision-Tree Based Approach, Rule-based Approach, Instance-based classifiers , Support Vector Machines, Ensemble Learning, Classification Model Selection and Evaluation, Applications: B2B customer buying stage prediction, Recommender Systems. (9+1)

4. Clustering:

Partitional and Hierarchical Clustering Methods, Graph-based Methods, Density-based Methods,
Cluster Validation, Applications: Customer Profiling, Market Segmentation. (9+1)

5. Association Analysis:

Apriori Algorithm and its Extensions, Association Pattern Evaluation, Sequential Patterns and Frequent Subgraph Mining, Applications: B2B Customer Buying Path Analysis, Medical Informatics, Telecommunication alarm diagnosis, Anomaly Detection: Statistical-based and Density-based Methods, Ethics of data mining, privacy, what can/do firms know? (9+1)

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Program Name – MBA
Course Name: Geopolitics & World Economic Systems
Course Code: GE- 208

Course Contents

1. Introduction to Global Economic & political Systems:

Meaning of Global Economy and its History Structure and Components of Global Economy, Theory of Hegemonic Stability, Differences among National Economies, Market Oriented Capitalism, Developmental Capitalism, Social Market Capitalism, Comparative Analysis, Effects of Globalization on Indian Economy. (6)

2. The Trading System:

Debate over Free Trade – Functions of GATT and WTO, The Uruguay Round and World Trade Organization, Trade Blocs – EU, OECD, OPEC, SAARC, ASEAN, NAFTA, Threats to Open Trading System, Developments in International Trade Theory, Bi-lateral, Multilateral Trade Agreements, Impact of Trade wars in liberalized economy. (6)

3. International Trade Laws:

International Contracts of Sale of Goods Transactions, International Trade Insurance, Patents, Trademarks, Copyright and Neighboring Rights. Intellectual property Rights, Dispute settlement Procedures under GATT & WTO, Payment systems in International Trade, International Labour organization and International Labour Laws. (6)

4. International Monetary System:

The International Financial System - Reform of International Monetary Affairs - The Bretton Wood System and the International Monetary Fund, Controversy over Regulation of International Finance, Developing Countries' Concerns, Exchange Rate Policy of Developing Economies. (6)

5. Contemporary issues and Challenges in Global Economic Environment:

Indian perspective: Globalization and its Advocacy, Globalization and its Impact on India, Fair Globalization and the Need for Policy Framework, Globalization in Reverse Gear-The Threatened Re-emergence of Protectionism-Euro zone Crisis and its impact on India, Issues in Brexit, World recession, inflationary trends, impact of fluctuating prices of crude oil, gold etc.

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Program Name – MBA
Course Name: Start Up and New Venture Management
Course Code: GC- 209

Course Contents

1. Being an Entrepreneur:

The entrepreneur, Profile analysis, behaviour and motivations, Lean Start –up, The entrepreneurial ecosystem, Entrepreneurs and strategic decisions Sustainability of Entrepreneurship; Dilemmas of
an entrepreneur for success; Handling doubts on survival of business, Struggles-Causes of failure–Product/ market, financing, managerial-Resilience. Legal Fundamentals - When, how and where to incorporate. (5)

2. Customer Discovery:

Entrepreneurial Opportunity Search and Identification; Market Intelligence, Market analysis, Market research, Customer validation, developing your business model, Crafting your value proposition, Product Development , Managing the product development process, Long Tail markets, Product launch goals, Go-to-Market Strategy, The role of selling in a startup, Sales forecasting for startups, Mapping buyer response modes. Social media Promotion tools. (7)

3. The Financial Road Map:

Planning/Budgeting, Developing a financial roadmap, financial statements: the four components, How to budget for startup success, Bootstrapping and alternative sources of funding, Informal capital–Friends & Family, Role of Government in ED, various schemes - PMEGP, CGTMSE, MPDA, SFURTI. Role of MSDE;Schemes by MSDE: PMKVY, SANKALP, STAR. Crowd funding, Venture capital, Private Equity, Financing Mix and the Financing continuum shareholding- Cliff -Vesting schedule-Relative importance of Operational Involvement, The Pitch, Preparing for your investor presentation, Elements of the perfect investment pitch. (6)

4. Entrepreneurial Leadership:

Building and managing the founder team, Attracting and retaining the right people, The Team - Board/Governance, The role of a successful board, Different board models for different ventures, How to assemble a board of advisors, separating leadership from management, Legal Matters- Organizational form–partnership, sole proprietorship, Tax, Legal expenses, hiring the service providers. Employee management and leadership in the workforce, Recruiting, selection and hiring, Hiring the first employee. (5)

5. Business Plan:

Need & Objectives, Target audience, Contents - Cover page and table of contents, Executive summary, Description of the current situation: Basic company information, products/services, management team, business organization, future goals, vision, and mission, Description of opportunity and market: Who are the buyers, who are the competitors, what are the competitive advantages of the company? Description of the business model, the marketing and sales strategy, Basic facts on the financials: Cash flow projection (life line), income statement (bottom line/profit and loss), balance sheet (business health/assets, liabilities, etc.), funding requirements, Risk analysis and possible exit strategies. Conclusion and appendixes: Résumés, literature, technical descriptions. Executive summary, Elevator pitch, Building a strong presentation, innovative methods of presenting a business plan–mind map, animated videos, etc. (7)

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PUN CODE: IMMP013170   DTE CODE: 6152   AISHE CODE: C-41828

Program Name – MBA
Course Name: Strategic Management
Course Code: GC- 301

Course Contents

1. Understanding Strategy:

Concept of strategy, Levels of Strategy - Corporate, Business and Functional. Strategic Management - Meaning and Characteristics. Distinction between strategy and tactics, Strategic Management Process, Stakeholders in business, Roles of stakeholder in strategic management. Strategic Intent – Meaning, Hierarchy, Attributes, Concept of Vision & Mission - Process of envisioning, Difference between vision &mission. Characteristics of good mission statements. Business definition using Abell's three dimensions. Objectives and goals, Linking objectives to mission & vision. Critical success factors (CSF), Key Performance Indicators (KPI), Key Result Areas (KRA). Components of a strategic plan, Analyzing Company's External Environment: Environmental appraisal, Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP). Analyzing Industry Environment: Industry Analysis - Porter's Five Forces Model of competition, Entry & Exit Barriers. (7+2)

2. Analyzing Company's Internal Environment:

Resource based view of a firm. Analyzing Company's Resources and Competitive Position - meaning, types & sources of competitive advantage, competitive parity &competitive disadvantage. VRIO Framework, Core Competence, characteristics of core competencies, Distinctive competitiveness. Benchmarking as a method of comparative analysis. Value Chain Analysis Using Porter's Model: primary & secondary activities. Organizational Capability Profile: Strategic Advantage Profile, Concepts of stretch, leverage & fit, ways of resource leveraging – concentrating, accumulating, complementing, conserving, recovering. Portfolio Analysis: Business Portfolio Analysis – BCG Matrix – GE 9 Cell Model. (7+2)

3. Generic Competitive Strategies:

Meaning of generic competitive strategies, Low cost, Differentiation, Focus –when to use which strategy. Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration
Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment – Turnaround, Divestment, Liquidation, Outsourcing Strategies. (7+2)

4. Strategy Implementation:

Barriers to implementation of strategy, Mintzberg's 5 Ps – Deliberate & Emergent Strategies. Mc Kinsey's 7s Framework. Organization Structures for Strategy Implementation: entrepreneurial, functional, divisional, SBU, Matrix, Network structures, Cellular/ Modular organization, matching structure to strategy, organizational design for stable Vs. turbulent environment, Business Continuity Planning. Changing Structures & Processes. Reengineering & strategy implementation – Principles of Reengineering. Strategy Evaluation: Operations Control and Strategic Control - Symptoms of malfunctioning of strategy –Concept of Balanced scorecard for strategy evaluation. (7+2)

5. Blue Ocean Strategy:

Difference between blue & red ocean strategies, principles of blue ocean strategy, Strategy Canvass & Value Curves, Four Action framework. Business Models: Meaning & components of business models, new business models for Internet Economy– E-Commerce Business Models and Strategies –Internet Strategies for Traditional Business –Virtual Value Chain. Sustainability & Strategic Management. Threats to sustainability, Integrating Social & environmental sustainability issues in strategic management, meaning of triple bottom line, people-planet-profits.

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PUN CODE: IMMP013170   DTE CODE: 6152   AISHE CODE: C-41828

Program Name – MBA
Course Name: Strategic Human Resource Management
Course Code: SC - HRM-304

Course Contents

1. Introduction to Strategic Human Resource Management:

Definition and objectives of SHRM, Evolution of SHRM, Strategic Fit, Types of HR strategies, Linking HR strategies to business strategies (7+1)

2. Components of SHRM:

Human Capital management, Valuation of human resources in a strategic level, HR cost, Investments in HR, Formulation of HR strategies, Strategic HR vs traditional HR, HRM in knowledge economy, Challenges and issues in implementation of HR strategies in Indian context (9+1)

3. HR Planning as a strategy:

Business Strategy & HRP, HRP process, Job Analysis, Forecasting and analyzing HR demand (qualitative and quantitative), Supply forecasting (external and internal), Comparison of demand and supply forecasting(8+1)

4. Specific HR strategies:

Talent Management strategies, Career Planning and succession planning, Compensation and reward strategies, Employee engagement strategies (7+1)

5. Global Dimensions to HR strategy:

SHRM in international context, Global competitive advantage, Issues and challenges in SHRM, cross cultural management- developing cross cultural sensitivity, OCTAPACE, Global business ethics (9+1)

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PUN CODE: IMMP013170   DTE CODE: 6152   AISHE CODE: C-41828

Program Name – MBA
Course Name: International Business Environment
Course Code: GC - 307

Course Contents

1. Introduction to International Business:

Importance, nature and scope of International business; modes of entry into International Business, internationalization process. Globalization: Meaning, Implications, Globalization as a driver of International Business. The Multinational Corporations (MNCs) – evolution, features and dynamics of the Global Enterprises. Consequences of Economic Globalization, Brexit, Reverse globalization. (5+1)

2. International Business Environment:

Political Economy of International Business, Economic and Political Systems, Legal Environment, Cultural Environment, Ethics and CSR in International Business. (5+1)

3. International Financial Environment:

Foreign Investments - Pattern, Structure and effects. Theories of Foreign Direct Investment, Traditional and Modern theories of FDI, Modes of FDI - Greenfield, Brownfield Investments, Mergers and Acquisitions, Motives of FDI, FDI contrasted with FPI. Basics of Forex Market. (5+1)

4. International Economic Institutions and Agreements:

WTO, IMF, World Bank, UNCTAD Tariff and Non-Tariff Barriers. Balance of Payment Account: Concept and significance of balance of payments, Current and capital account components. Introduction to Basic Concept of IFRS. (5+1)

5. Emerging Issues in International Business Environment:

Growing concern for ecology, Digitalisation; Outsourcing and Global Value chains. Labor and other Environmental Issues, Impact of Pandemic COVID-19 on international trade. (5+1)

Program Name – MBA
Course Name: Indian Ethos &Business Ethics
Course Code: GC - 105
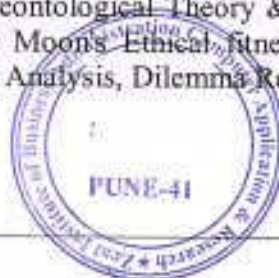
Course Contents

1. Indian Ethos and Values:

Its relevance at Workplace: Indian Ethos- Meaning, Features, Need, Evolution, Relevance, Universal Human values for continuity of happiness and prosperity, Development of Human Consciousness Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Triguna Theory-OSHA Model. Work Ethos meaning, dimensions of Work Ethos. Values - Concepts, Values in business, Value system in work culture, and Values of Indian Managers, Relevance of Value Based Management in Global Change; Impact of values on Stakeholders; Trans-Cultural Human Values, need of ethos in business organisations with reference to Indian firms, Ethics v/s Ethos, Eastern Management v/s Western Management.(8+2)

2. Indian Model of Management:

Concept of Indian Model of Management in the Indian socio-political environment, Laws of Karma and its relevance in business settings, Indian Heritage in Business-Management. Production and Consumption: Management lessons from Indian heritage scriptures (like Mahabharata &Ramayana), Leadership Pointers from Kautilya's Arthashastra, VEDA Model of Leadership, Corporate Rishi Model, Theory K, WE theory (West-East Theory) (11+2)

3. Business Ethics as Applied ethics:

Meaning, Characteristics of Business Ethics, Importance of Business Ethics(Long Term growth, Cost reduction, Risk mitigation, Limited resources, etc.), The Ethics of the Business, Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics), Factors influencing business ethics,Svensson and Wood, A Model of Business Ethics. Categories of Ethics and Responsibilities (Personal, Professional, Managerial) Business Code of Conduct), Approaches to Business Ethics: Consequentialist & Non-Consequentialist The Ethical Audit, Theories of Ethics - Deontological Theory & Teleological Theory, Kohlberg's Six Stage moral development, Chris Moon's Ethical fitness: a Four-Step Workout (Moral Awareness, Values Definition, Ethical Analysis, Dilemma Resolution). (11+2)

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4. Ethical decision making in business matrix:

Framework of Ethical decision making, Ethical dilemmas indifferent functional areas of Business (Finance, Marketing HRM and International Business), Difficulties for practice ethics in organization, Intellectual Property Rights and Business Ethics, Ethical challenges for Managers, Ethical Decision Making process, it's Model -STEP Model, PLUS Filter Model.(8+2)

5. Applications of Ethical Principles to Contemporary, Moral and Ethical problems / issues related to Business:

Contemporary cases n Corporate Strategy, Moral Reasoning, personal responsibility and UN-17 SDG: Climate Change, Corporate Strategy and Natural resource depletion, Corporate Social Responsibility, transparency and accountability, Social Media and E-Platforms. Current ethical issues like Bank scams, Airlines etc. (7+2)

Program Name – MBA
Course Name: Marketing 4.0
Course Code: SC -MKT-403

Course Contents

1. Introduction to Marketing 4.0:

Power Shifts to the Connected Customers, shift from Exclusive to Inclusive, social communities, Reverse innovation, Frugality change in focus from Vertical to Horizontal, Transition from Individual to Social approach, online go-to market option-factor (friends, families, Facebook, Fans, twitter followers), Creating Inclusivity and Sustainability for Society. The Paradoxes of Marketing to Connected Customers Breaking the Myths of Connectivity -connectivity as a game changer, lowering entry barriers, disruption, collaboration, cocreation, Informed customers vs Distracted customers, brand conversion, Negative Advocacy vsPositive Advocacy, prompted Advocacy The Influential Digital Subcultures Youth: Acquiring the Mind Share, Fast changing Pop culture, Youth as a primary market, Early adopters, Women: Growing the Market Share, Women's role in decision making, Researched decision process, Women's role as a gatekeeper, Netizens: Expanding the Heart Share, savvy, smart and High influence of Netizens. (8+2)

2. Marketing 4.0 in the Digital Economy:

Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, technologies that drive digital economy, digitally empowered entrants, combining online and offline interaction Blending style with substance, The New Customer Path Brand clarification of characters and codes Brand positioning, consistency in Brand characters, Brand differentiation based on Human-to Human touch, Four Ps to 4Cs, Commercializing 4C's Understanding How People Buy: From Four A's to Five A's, Aware, Appeal, Ask, Act, and Advocate. Driving from Awareness to Advocacy: The O Zone (O3) (7+ 2)

3. Marketing Productivity Metrics:

Introducing PAR and BAR, Decomposing PAR and BAR
Driving Up Productivity, Purchase Action Ratio and Brand Advocacy Ratio
Industry Archetypes and Best Practices Four Major Industry Archetypes, Four Marketing Best Practices. (7+2)

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4. Human-Centric Marketing for Brand Attraction:

Understanding Humans Using Digital Anthropology, Human and Machine in new customer experience (CX), Building the Six Attributes of Human-Centric Brands, When Brands Become Humans Content Marketing for Brand Curiosity Content Is the New Ad, #Hashtag Is the New Tagline, Step-by-Step Content Marketing, Creating Conversations with Content, Introduction to Contextual Marketing (6+2)

5. Omni channel Marketing for Brand Commitment:

The Rise of Omnichannel Marketing, Step-by-Step Omnichannel Marketing, Moving from physical to digital channels, Integrating the Best of Online and Offline Channels Engagement Marketing for Brand Affinity Enhancing Digital Experiences with Mobile Apps, Providing Solutions with Social CRM, Driving Desired Behavior with Gamification, Mobile Apps, Social CRM, and Gamification, Augmented Marketing, Using Predictive marketing for Engagement, Epilogue: Getting to WOW! What Is a "WOW"? Enjoy, Experience, Engage. (7+2)

Program Name – MBA
Course Name: Artificial Intelligence in Business Applications
Course Code: SC - BA - 404

Course Contents

1. Introduction to AI and Programming Tools:

Analytics Landscape, Complexity of Analytics, What Is Artificial Intelligence? Embedding AI into Business Processes, Basic Concepts of Artificial Intelligence Brain Science and Problem Solving, The History of AI, Benefits of AI Data Pyramid Property of Autonomy, The AI Revolution, Business Innovation with Big Data and Artificial Intelligence. AI and Predictive Analytics, Overlapping of Artificial Intelligence with Other Fields Ethics and Privacy Issues, Application Areas, AI and Society. Knowledge-Based Systems Knowledge Based Reasoning: Agents, Facets of Knowledge. (7)

2. Logic and Inferences:

Formal Logic, Propositional and First Order Logic, Resolution in Propositional and First Order Logic, Deductive Retrieval, Backward Chaining, Second order Logic. Knowledge Representation: Conceptual Dependency, Frames, Semantic nets. Reasoning Systems for Categories, Reasoning with Default Information. Propositional Logic &
Predicate logic - Syntax., Semantics , Computability and Complexity Applications and Limitations, Logic for Problem solving, Logic Programming with PROLOG , PROLOG Systems and Implementations, Execution Control and Procedural Elements, Constraint Logic Programming. Simple Examples (8)

3. Problem Solving, Search and Game Techniques:

Problem solving with AI, Study and analysis of various searching algorithms, Local Search in Continuous Spaces, Searching with Non-deterministic Actions General Problem Solver, Gelernter's Geometry Theorem, STRIPS, ABSTRIPS, Search - Overview, Problem representation State-space representation, Problem-reduction representation, Uninformed Search - Blind state-space search, Breadth-First Search, Uniform-cost search, Depth-First Search, Iterative Deepening, Heuristic Search, Greedy Search , A★-Search ,IDA★-Search. Games with Opponents- Minimax Search, Alpha-Beta-Pruning Non-deterministic Games. Heuristic Evaluation Functions Game trees, optimal search for an optimal solution. Conditions for optimality: Admissibility and consistency. Optimality of A*, Optimization Problems: Hill-climbing search Simulated annealing, Local beam search, Recursive Best First Search, Pruning the CLOSED and OPEN Lists (10)

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4. Machine Learning and Data Mining:

Introduction - What is machine learning?, Supervised vs. unsupervised learning , Reinforcement Learning. Machine Learning Workflow, Learning Algorithms, Linear Regression k-Nearest Neighbor , Decision Trees, Feature Construction and Data Reduction ,Random Forest, k-Means Algorithm, Gradient Boosting, Analyzing Big Data Different Deep Learning Models, Auto encoders, Data Analysis, The Perceptron, a Linear Classifier, The Learning Rule, Optimization and Outlook , The Nearest Neighbor Method, Two Classes, Many Classes, Approximation, Case-Based Reasoning, Decision Tree Learning, Entropy as a Metric for Information Content, Learning of Appendicitis Diagnosis, Cross-Validation and Over fitting, Learning of Bayesian Networks, Learning the Network Structure, The Naive Bayes Classifier, Clustering ,Hierarchical Clustering, Data Mining in Practice (10)

5. Natural language processing & Neural Networks: Introduction to Natural Language Processing, Stages in NLP, NLP Models, Morphological Processing - Syntax and Semantics, Text Analytics, Sentiment Analysis, Syntactic Analysis (Parsing), Semantic interpretation, Discourse and pragmatic Processing, Text Classification, Implementation aspects of Syntactic Analysis (Parsing), Application of NLP in Machine Translation, Information Retrieval and Big Data Information Retrieval. Learning: Supervised, Unsupervised and Reinforcement learning. Use Cases of NLP, Applications of NLP in Business Customer Service, Reputation Monitoring. Market Intelligence, Sentiment Technology in Business. Artificial Neural Networks - Concept, Feed forward and Feedback ANNs, Error Back Propagation, Boltzmann Machine, Deep Neural Network and Tools, Hopfield Networks , Application to a Pattern Recognition Example, Neural Associative Memory , Linear Networks with Minimal Errors, Applications of Neural Network (10)

Suggested Text Books:
1. Introduction to Artificial Intelligence by Wolfgang Ertel, Springer, Translated by Nathanael Black
2. Artificial Intelligence by Elaine Rich, Kevin Knight and Nair, TMH
3. A First Course in Artificial Intelligence by Deepak Khemani, McGraw Hill Education(India)
Suggested Reference Books:
1. Artificial Intelligence: A Modern Approach by Stuart Russell and Peter Norvig, Pearson
2. Artificial Intelligence by Saroj Kausik, Cengage Learning
3. Artificial Intelligence by Dan W Patterson, Prentice Hall of India

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PUN CODE: IMMP013170   DTE CODE: 6152   AISHE CODE: C-41828

Program Name – MBA
Course Name: Global Strategic Management
Course Code: GE - 405

Course Contents

1. Introduction:

The phenomenon of Globalisation Localisation and Globalization, Factors that push globalisation, factors that work against globalisation, The localisation pushes, The Global Integration/Local Responsiveness Grid. Globalization and strategic management; Competitive strategy and competitive advantage in global market. Assessing Countries' Attractiveness: Country attractive Market and industry opportunities, Assessing industry opportunities, Country risk analysis. (5+1)

### 2. Market Intelligence and Designing a Global Strategy :

Market Intelligence: Drivers and Benefits, Key Success Factors of World Class Market Intelligence, Intelligence Scope, Intelligence Process, Intelligence Tools – Collecting, Storing, and Communicating Intelligence. Designing a Global Strategy: Entry strategies, Direct Exporting, Licensing, Partnering, Joint Ventures, Buying an organization, Piggybacking, Turnkey Projects, Greenfield Investments. Increased Market Size, Return on Investment, Economies of Scale and Learning, Location Advantages. (5+1)

3. Global Strategic Alliances:

Strategic Alliances: Global versus local alliances, typology and framework, Value potential, Partner analysis, Negotiation and design, Implementation of alliance management, Global multilateral alliances, Alliance constellation management, Criteria for successful alliances. Global Mergers and Acquisitions: The rationale for cross-border M&As, Cross-border acquisitions performance, Deciding on the M&A, Integrating the companies: the integration phase, Integrating the companies: the transition phase, Integrating the companies: the consolidation phase (Case studies of global strategic alliances and global mergers and acquisitions are expected). (5+1)

4. Designing a Global Organisation:

Structure, processes and culture, global functional model, geographicalmodel, single matrix model, multi-business global product division model, multi-business geographical model, multi-business matrix model, Hybrid structural models, transnational model. (5+1)
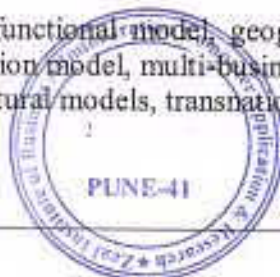
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5. Globalization, Innovation, and Sustainability:

Challenges to Strategic Management: Impact of Globalization, Innovation, Sustainability, Theories of Organizational Adaptation, Issues in global strategy implementation; strategy evaluation and control. (5+1)

Program Name – MBA
Course Name: Cyber Laws
Course Code: GE - 21

Course Contents

1. Information Technology Act:

Evolution of the IT Act, Genesis and Necessity, Salient features of the IT Act, 2000; various authorities under IT Act and their powers; Penalties & Offences, amendments, Cyber Space Jurisdiction,Jurisdiction issues under IT Act, 2000. (5+1)

2. E-commerce and Laws in India:

Digital/ Electronic Signature in Indian Laws, E-Commerce; Issues and provisions in Indian Law, E-Governance; concept and practicality in India, E-Taxation issues in Cyberspace, E-Contracts and its validity in India, Cyber Tribunal & Appellate Tribunal, Cyber Regulations. (5+1)

3. Intellectual Property Rights:

Domain Names and Trademark Disputes, Concept of Trademark/ in Internet Era, Cyber squatting, Reverse Hijacking, Jurisdiction in Trademark Disputes, Copyright in the Digital Medium, Copyright in Computer Programmes, Copyright and WIPO Treaties, Concept of Patent Right, Relevant Provisions of Patent Act1970. (5+1)

4. Personal Data Security:

Sensitive Personal Data or Information (SPDI) in Cyber Law, SPDI Definition and Reasonable Security Practices in India, Reasonable Security Practices – International perspective, Cloud Computing& Law. (5+1)

5. Cyber Law:

International Perspective, EDI : Concept and legal Issues, UNCITRAL Model Law, Electronic Signature Law's of Major Countries, Cryptography Laws, Cyber Law's of Major Countries, EU Convention on Cyber Crime. (5+1)

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Program Name – MBA
Course Name: Corporate Social Responsibility & Sustainability
Course Code: GE - 408

Course Contents

1. The Companies Act 2013 Sec 135 & Schedule VII , Committee , Board of Committee, Role of the committees.CSR Annual Report, CSR Sustainability Report, meaning and importance of Corporate Social Responsibility, Evolution of CSR, Benefits of CSR. Primaries of CSR, CSR and law of e economics, CSR and social legitimacy ,CSR Expectations in rich and poor societies, The evolving role of stakeholders, Moral and economic arguments for CSR. (5+1)

2. The Role of stakeholders in CSR, Stakeholders advocacy, The role of business in society, Consumers awareness and willingness to pay for socially responsible corporate, Behavior, Globalization and CSR. Different stakeholder's different perspective for CSR, Success and failure with CSR initiatives, corporate response to citizen demands via CSR, The five stages of organizational growth with CSR. (5+1)

3. The strategic importance of CSR implementation, CSR a balance between organizational means and end, The strategic lens, vision, mission ,strategy and tactics. Environmental and other global forces propelling CSR, Impact of globalization and communication technologies, The strategic CSR model, The business level CSR threshold,

Implementing CSR, CSR as a competitive advantage (5+1)
4. Practical Work, Case studies in organizational, Economic and Social CSR issues, Linking CSR Companies
community, Organizational issues, action vs. intentions corporate commitment, voluntary Vs. mandatory
stakeholders activism, Economic business issues- diversifying sustainability. (5+1)
5. Branding Strategy of CSR in Service Sectors – Financial, Hospital, Wellness, Health Care, NGOs and Public
Services, CSR and Marketing, CSR as Organizational Brand Building, Identify the Indian & Global Companies
Practicing CSR. Company's contribution in CSR and the community benefits (5+1)

Program Name – MBA
Course Name: FinancialLaws
Course Code: SC - FIN - 403

Course Contents

01 Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act, 2002:

Meaning & Definition of Securitisation &Reconstruction, Formation of SARFAESI Act, 2002, SARFAESI Act 2002 - Need for the new law, Objectives , Scheme of the Act, Salient features, Incorporation &Registration of Special Purpose Companies, Funding of Securitisation, Assets Reconstruction, Enforcing Security Interest, Establishment of a Central Registry ,Offences & Penalties, Boiler-plate Provisions Applicability, Exempted transactions, SARFAESI Process and Documentation.(8+1)

02 Corporate Debt Restructuring and Strategic Debt restructuring:

Meaning, Definition and Importance. CDR and GDR: difference, mechanism, Scheme, Debt Restructuring Process, Benefits, Corporate Financial Distress, Restructuring, and Bankruptcy (8+1)

03 India Laws and Regulations Governing International Business Transactions:

FERA/FEMA, Taxation of foreign income; Foreign investment (8+1)

04 The Actuaries Act:

Definition, Need, Importance, Objectives, Incorporation of Institute of Actuaries of India, Composition of council of institute, Functions of Council, Registration of Members, Appointment and Prosecution of Director, Constitution of Appellate authority, Appeal to authority, Penalty, Companies not to engage n actuarial practice, Quality Review Board: Establishment, functions, procedure, terms and conditions of chairperson and members of board (8+1)

05 Insolvency & Bankruptcy code:

Introduction, Concept of Insolvency and bankruptcy, Distinctive Features and Evaluation of the Code, Insolvency Resolution & liquidation process for corporate, Voluntary Liquidation of Corporate Person, Insolvency Resolution & Bankruptcy for Individuals &Partnership Firms, Adjudicating Authority under the Code, and Liability of Guarantors during the Corporate Insolvency Resolution Process. (8+1)

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PUN CODE: IMMP013170   DTE CODE: 6152   AISHE CODE: C-41828

Program Name – MBA
Course Name: Labor Welfare
Course Code: SE - HRM - 217

Course Contents

1. Introduction - Evolution of Labour Welfare:

Origin and evolution of Labour Welfare-objectives of Labour Welfare need and importance of I. W. Classification of Labour Welfare, Work agencies of Labour Welfare, Scope of Labour Welfare, Concepts, philosophy and principles of labour welfare, Plans and labour policy in India and Labour Welfare in India. (4+2)

2. Labour Legislations in India:

Statutory Welfare Amenities – as per Factories Act, 1948, Plantation Act, 1951,Motor Act 1952, Motor Transport Act. Non-statutory welfare Agencies – Role of Trade Unions, NGOs and Local-self Govt., National Commission on Labour and Labour Welfare, Labour Laws of the Elimination of Child Labour(4+2)

3. Agencies of Labour welfare:

Agencies of Labour welfare in India (Central Govt. , State Govt., Employers &Trade-Unions), Labour Welfare Officer: Role, Qualifications, Functions, Duties, Labour Administration in India (4+2)4. Industrial Hygiene & Occupational Health: Working condition and benefits, Working conditions in the factory-safety and accident prevention, Health and hygiene, Canteen organization and management, Organization of credit and consumer co-operative societies-recreational and educational actives-workers education in India, Functions of Labour welfare officers India. (4+2)

5. Problems of Indian labour:

Problems of Women Labour, Problems of Unorganized labour, Problems of Workers education (4+2)

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PUN CODE: IMMP013170   DTE CODE: 6152   AISHE CODE: C-41828

Program Name – MBA
Course Name: Indian Constitution
Course Code:

Course Contents

1.	Preamble
2.	The Union And Its Territory
3.	Citizenship
4.	Fundamental Rights
5.	Directive Principles Of State Policy
6.	Fundamental Duties
7.	The Union
8.	The States
9.	The States In Part B Of The First Schedule
10.	The Union Territories
11.	The Panchayats
12.	The Municipalities
13.	The Co-Operative Societies
14.	The Scheduled And Tribal Areas
15.	Relations Between The Union And The States
16.	Trade, Commerce, And Intercourse Within The Territory Of India
17.	Services Under The Union And The States
18.	Tribunals
19.	Elections
20.	Special Provisions Relating To Certain Classes
21.	Official Language
22.	Emergency Provisions
23.	Miscellaneous
24.	Amendment Of The Constitution
25.	Temporary, Transitional And Special Provisions
26.	Short Title, Commencement, Authoritative Text In Hindi And Repeals

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Program Name: MBA
Course Name: Elementary Information Technology
Course Code: FOU - 005

Course Contents

1. Computer Basics:

Introduction, Evolution of Computers, Computer Generations, Classification of Computers, Computer Applications, Computer Organization, Memory and Storage - Basic Computer Organization (a) Input devices- keyboard, voice devices, scanner, MICR, OMR, Bar code reader, digital camera, etc. (b) Output devices - Visual Display Unit, printers, plotters, Audio Output, etc.(c) Memory or Storage Devices – Memory or Storage Unit - Physical Devices Used as Storage Cells, Random Access Memory, Read Only Memory, Secondary Storage, Compact Disk Read Only Memory, Flash Memory, Archival Storage, etc. (d) Central Processing Unit. Basic trouble shooting, Connecting a desktop, laptop to LCD, printer, etc. (4)

2. Computer Software:

Introduction to System Software, Application Software, Software Installing and Uninstalling, Booting, Software Development Steps, Programming Languages - Classification of Programming Languages. Operating System - Introduction, Role and functions of Operating System, Working Knowledge of GUI Based Operating System, Use of menus, tools and commands of windows operating system, File Handling and Management. (4)

3. Computer Networks:

Overview of Computer Network, Types of computer networks (LAN, WAN and MAN), Network topologies, Components of computer networks (servers, workstations, network interface cards, hub, switches, cables, etc.) Internet and its Tools - Introduction, Internet Evolution, Basic Internet Terminology, Data over Internet, Modes of Data Transmission, Types of Networks, Types of Topologies, Protocols used in the Internet, Getting Connected to Internet Applications, Internet Applications, Computer Ethics. (3)

4. Information Technology Basics:

Introduction, Data and Information, Types of Data, Need for Information Storage and Processing, (2)5. Emerging Trends in IT-Introduction, Electronic Commerce, Electronic Data Interchange, Smart Cards, Mobile Communications, Internet Protocol TV. (2)

Savitribai Phule Pune University

Dr. V. B. Gaikwad
M.Sc., M.Phil., Ph.D.

Director,
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Ref.BCUD/ 76

Dt. 18.03.2015

To,
The Principal/ Directors.
All Affiliated colleges
All Recognized institute
Savitribai Phule Pune University,
Pune

Subject: Guidelines regarding evaluation of Cyber security courses of 4 credits.

Dear Sir/Madam,

As per decision taken by the University authorised, Cyber Security courses of 4 credits has

been incorporated in the syllabi of Post graduate courses. We hereby, would like to give the

guidelines for the evaluation of these courses. We hereby, would like to give the guidelines

for the evaluation of these courses attached herewith.

With regards,

Dr. V. B. Gaikwad
Director, BCUD

GUIDELINES FOR EVALUATION OF CYBER SECURITY COURSES OF 4 CREDITS

From the academic year 2014-15, the cyber security courses for 4 credits have been incorporated in the curriculum of Post-graduate degree programmes of Savitribai Phule Pune University.

* Cyber security courses has been divided into 4 modules namely :

Name of Modules	No. Of credit	No. Of hours	No of Marks
Module . 1 Pre-requisites in Network and information Security	One credit	14	25
Module : 2 Security Management	One credit	13	25
Module : 3 Information and Network Security	One credit	13	25
Module:4 System and Application Security	One credit	20	25

* Evaluation comprises of the Internal Assessment of the aforesaid modules are on the basis of following components:

Name of module	Examination pattern		Marks	
Module 1	Written Examination	Objective questions, MCQs, define/answer in one sentence	7	15
		Two descriptive questions of short answers	8	
	Hands on /Practical examination along with viva			10
			Total	25
Module 2	Written Examination	Objective questions, MCQs, define/answer in one sentence	7	15
		Two descriptive questions of short answers	8	
	Hands on /Practical examination along with viva			10
			Total	25
Module 3	Written Examination	Objective questions, MCQs,	7	15

		define/answer in one sentence		
		Two descriptive questions of short answers	8	
	Hands on /Practical examination along with viva			10
			Total	25
Module 4	Written Examination	Objective questions, MCQs, define/answer in one sentence	7	15
		Two descriptive questions of short answers	8	
	Hands on /Practical examination along with viva			10
			Total	25
	GRAND TOTAL			100

- Course- related skill-based practical work will be entirely based on the skills to be developed in the students. It may include the topics as has been prescribed in the syllabi of every module.
- Practical components may be based on laboratory work, on job industrial training, working with NGO or similar organizations, project, group discussion, presentation etc. unless otherwise clearly specified in the given syllabi of all the courses.
- College is supposed to maintain the record of marks allotted to the practical work carried out by the students.
- There shall be combine passing (written exam + practical, viva) of 40%.

Savitribai Phule Pune University

Dr. V. B. Gaikwad
M.Sc., M.Phil., Ph.D.

Director,
Board of College & University Development
Ganeshkhind, Pune-411 007

Ref.BCUD/ 7 2-

Dt. 18.03.2015

To,
The Principal/ Directors,
All Affiliated colleges
All Recognized institute
Savitribai Phule Pune University,
Pune

Subject: Guidelines regarding evaluation of Human Rights Education Programme (2 credits)

Dear Sir/Madam,

As per decision taken by the University authorised, Human Education Programme of 2 credits has been incorporated in the syllabi of Post graduate courses. We hereby, would like to give the guidelines for the evaluation of these courses attached herewith.

With regards,

Dr. V. B. Gaikwad
Director, BCUD

GUIDELINES FOR EVALUATION OF HUMAN RIGHTS EDUCATION PROGRAMME FOR 2 CREDITS

- Students of all the Post graduate programmes have to undergo the Human Rights Education programme

- The Courses under the programme will have no affect on the credit/grade of the students of their regular course of study. The grades earned in the papers of this programme will reflect separately in the mark statement of each student.

- In the HRE Programme there will be three courses.

Paper code	Course Name	Credits	Marks
HRE 101	Introduction to Human Rights and Duties (Mandatory)	1	25
HRE 102	Human Rights of Vulnerable and Disadvantaged Groups (Optional)	1	25
HRE 103	Human Rights and Duties in India: Law, Policy, Society and Enforcement mechanism. (Optional)	1	25

- In the three courses, students have to opt for only two courses during their entire Post Graduate Programme Among the three papers, **(HRE 101 Introduction to Human Rights and Duties)** is a compulsory course. In the other two papers (**HRE 102 Human Rights of Vulnerable and Disadvantaged Groups and HRE 103 Human Rights and Duties in India: Law, Policy, Society and Enforcement Mechanism)** the students are free to select any one paper as per the decision of the head of the institute.

- At no point of time any two courses should be taken together. (This rule is applicable for the students in part I or from the new academic year).

- The Coordinators of each institute appointed by the Directors/Principal shall monitor the programme under the Supervision of the Head of the institute.

- It would be a self-study programme. The students will have to study the materials of each paper, based on the materials uploaded on the University Website. Apart from the materials available on the website, students are free to refer to any reference book of their choice stated in the bibliography. Apart from the reading materials, a video of Lectures delivered by some of the eminent professors will also be available on the University Web Site.

- For evaluation of the papers, any of the models prescribed in the credit pattern for Internal Assessment regulations may please be adopted depending on the Models suitable to the institute.

- Individual faculty member shall have the flexibility to design the concurrent evaluation components in a manner so as to give a balanced assessment of student capabilities across Knowledge, Skills and Abilities based on following assessment tools:
    1. Case Study/ Caselet/ Situation Analysis
    2. Class Test
    3. Open book test
    4. Study tour/ Field visit and report of the same.
    5. Small group Project
    6. Group Discussion
    7. Role Play/ Story telling
    8. Thematic Presentation
    9. Industry Analysis
    10. In depth viva
    11. Quiz
    12. Model Development / Simulation exercises

- A pass in the two papers is compulsory.

- Each Paper carries only One Credit. This means a credit is equal to 25 marks. Hence, the minimum applicable per credit as per the credit system rules need to be adopted as the passing minimum. Based on the marks that are secured by each student the grade may be decided depending on the mark obtained in each paper.

- If any student fails to secure the minimum passing grade of E in any of the two papers, such student may have to repeat such paper and has to pass the paper compulsorily otherwise they won't be conferred the degree.

- The Coordinators of each institute need to maintain a record of the evaluation methods adopted by the respective institute.

The syllabus

Course I

Introduction to Human Rights and Duties

Credit: 1

I) **Basic Concept**
   a) Human Values- Dignity , Liberty, Equality , Justice, Unity in Diversity, Ethics and Morals
   b) Meaning and significance of Human Rights Education

II) **Perspectives of Rights and Duties**
   a) Rights: Inherent-Inalienable-Universal- Individual and Groups
   b) Nature and concept of Duties
   c) Interrelationship of Rights and Duties

III) **Introduction to Terminology of Various Legal Instruments**
   a) Meaning of Legal Instrument- Binding Nature
   b) Types of Instruments: Covenant-Charter-Declaration-Treaty-Convention-Protocol-Executive Orders and Statutes

IV) **United Nations And Human Rights**
   a) Brief History of Human Rights- International and National Perspectives
   b) Provision of the charters of United Nations
   c) Universal Declaration of Human Rights- Significance-Preamble
   d) Civil and Political Rights-(Art. 1-21)
   e) Economic, Social and Cultural Rights-(Art.22-28)
   f) Duties and Limitations-(Art. 29)
   g) Final Provision (Art. 30)

Course II

Human rights of vulnerable and disadvantaged groups

Credit: 1

I) General Introduction
   a) Meaning and Concept of Vulnerable and Disadvantaged
   b) Groups, Customary, Socio-Economic and Cultural Problems of
   c) Vulnerable and Disadvantaged Groups

ii) Social status of women and children in international and national perspective

   a) Human Rights and Women's Rights —International and National Standards
   b) Human Rights of Children-International and National Standards

III) Status of Social and Economically Disadvantaged people

   a) Status of Indigenous People and the Role of the UN
   b) Status of SC/ST and Other Indigenous People in the Indian Scenario
   c) Human Rights of Aged and Disabled
   d) The Minorities and Human Rights

IV) Human rights of vulnerable groups

   a) Stateless Persons
   b) Sex Workers
   c) Migrant Workers
   d) HIV/AIDS Victims

Course III

Human Rights and Duties in India: Law, Policy, Society and Enforcement

Mechanism

Credit: 1

I. **Human Rights in Indian Context**
   a) Indian Bill of Rights And Sarvodaya
   b) Preamble- Fundamental Rights- Directive Principles-Fundamental Duties

II. **Human Rights- Enforcement Mechanism**
   a) Human Rights Act, 1993
   b) Judicial Organs- Supreme Court (Art 32) And High Courts(Art 226)
   c) Human Rights Commission- National and State of Maharashtra
   d) Commission of Women, children , Minority, SC/ST
   e) Survey of International Mechanism

III. **Human Rights Violations and Indian Polity**
   a) Inequalities in society-population-illiteracy-poverty-caster-inaccessibility of legal redress
   b) Abuse of Executive Power-Corruption-Nepotism and favoritism
   c) Human Rights and Good Governance
   d)

IV. **Role of Advocacy Groups**
   a) Professional Bodies: Press, Media, Role of Lawyers-Legal Aid
   b) Educational Institutions
   c) Role of Corporate Sector
   d) NGO's