

Pimpri Chinchwad Education Trust's

Pimpri Chinchwad University

Sate, Pune - 412106



**PCET's
Pimpri
Chinchwad
University**

Learn | Grow | Achieve

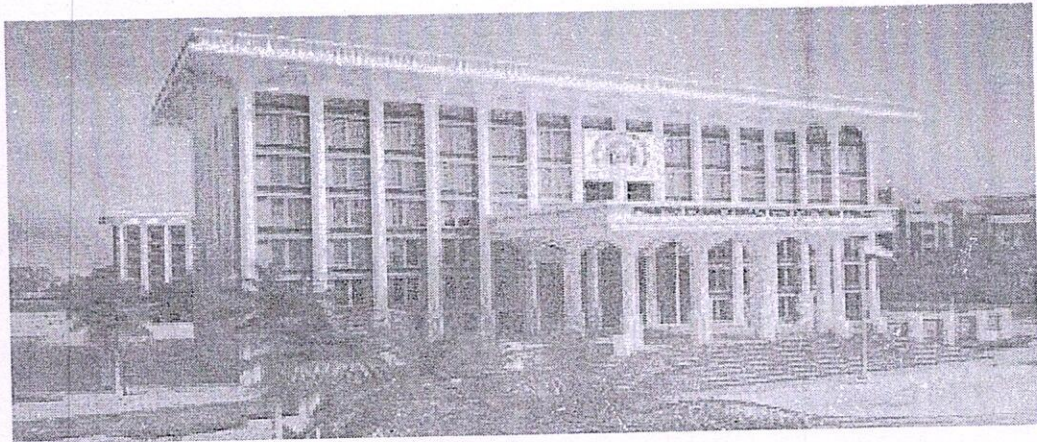
Curriculum Structure

Master of Business Administration (MBA)

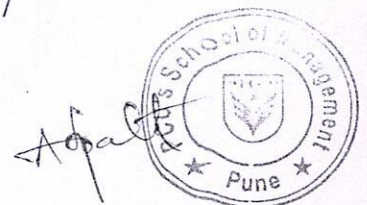
(BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE)

(Pattern 2026)

School of Management



Effective from Academic Year 2026-27



Preamble:

The business world has changed significantly in the past few decades. The pace at which technology has evolved is unheard and unseen. The fourth industrial revolution is bringing advanced robotics and autonomous transport, artificial intelligence (AI) and machine learning, advanced materials and biotechnology. For instance, AI will almost certainly automate some jobs, particularly those that rely on assembly lines or data collection. The mobile internet and cloud technology are already impacting the business world to a larger extent. What is certain is that the future managers will need to align their skillset to keep pace in this VUCA world. It is therefore imperative for management education to meet the challenges of rapid changing times and technologies.

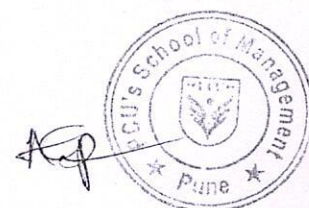
In this fast disruptive digital economy and VUCA world, high-quality management education is essential for India. Use of technology is one of the powerful ways to enhance the students' ability to meet the ever- changing requirements of the corporate world and society. MBA students be equipped to work across time zones, languages, and cultures. Employability, innovation, theory to practice connectedness are the central focus of MBA curriculum design and development. The core curriculum is designed to give students an in-depth mastery of the academic disciplines and applied functional areas necessary to every non-business and business leader's success.

Vision and Mission of Programme:

Vision - Nurture Leaders and Responsible Corporate Citizens for an era of Digital Business and Transformations.

Mission

- M1: Evolve the curriculum in tune with emerging technology trends and industry needs.
- M2: Develop skills and competencies in the business domains and leading-edge technology.
- M3: Nurture agile leader with ability to drive change, innovation, and transformation.
- M4: To make the students pleasantly employable.



Program Educational Objectives (PEOs):

Post-Graduates from the MBA program are expected to attain or achieve the following.

Program Educational Objectives:

- Comprehensive knowledge of technical concepts, technology platforms, and solutions.
- Exhibit good business functional knowledge and skills.
- Inculcate key attributes of visualization of technology, innovation, critical and integrative thinking enable to solve business problems.

Program Outcomes (POs)

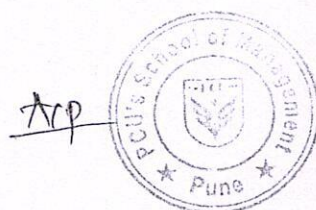
- **PO1: Leadership:** Students will proactively demonstrate the ability to take initiative. They will be able to generate agreement, fairly and objectively, by working through different, even conflicting, points of view. They will be result oriented and have the ability to take calculated risks.
- **PO2: Innovation:** Students will demonstrate the ability to visualize innovative solutions and gather user needs holistically.
- **PO3: Critical & Analytical Thinking:** Students will be able to analyse a situation to its root cause, using tangible and intangible information.
- **PO4: Communication:** Students will be able to make a good personal impact, and articulate good written and spoken skills.
- **PO5: Global Perspective:** Students will be aware of contemporary globally accepted practices, tools, and techniques. They will demonstrate ability to view problems and solutions from a global perspective organizational, locational, and cultural.
- **PO6: Role of Self in the organization & in the society:** Students will demonstrate clarity on their personal goals, while being aware of the social context. They will be sensitive to ethical issues and believe in working out solutions based on sustainability principles.
- **PO7: Techno-Proponent (PO):** Apply the knowledge and passion for technology to solve business problems in an effective manner



- **PO8: Entrepreneurial Mindset:** Graduates will exhibit an entrepreneurial mindset, demonstrating creativity, innovation, and an ability to identify and pursue business opportunities.
- **PO9: Business Acumen:** Graduates will have an in-depth comprehension of various business functions, encompassing finance, marketing, operations, and human resources, and will be capable of applying this knowledge to address real-world business challenges.
- **PO10: Decision-Making:** Students will exhibit an awareness of ethical considerations in business and possess the capacity to make informed and responsible decisions that are in accordance with ethical principles and social responsibility.

Program Specific Outcomes (PSO)

1. **PSO1: Data-Driven Decision Making:** Demonstrate the ability to collect, clean, analyze, and interpret large volumes of structured and unstructured data using advanced analytical tools and techniques to support strategic and operational decision-making in a business context.
2. **PSO2: Proficiency in AI & ML Applications:** Apply Artificial Intelligence and Machine Learning models to solve complex business problems across various domains such as marketing, finance, supply chain, and human resources, while ensuring scalability and ethical usage.
3. **PSO3: Business Intelligence & Visualization:** Leverage Business Intelligence platforms and data visualization tools to create actionable insights, communicate data stories effectively, and enable real-time business performance tracking and optimization.
4. **PSO4: Integration of Technology with Business Strategy:** Strategically integrate digital technologies, analytics solutions, and AI systems with business models to drive innovation, enhance customer experience, and gain competitive advantage.
5. **PSO5: Ethical and Responsible Use of Data and AI:** Demonstrate awareness and application of data privacy laws, ethical AI principles, and responsible governance frameworks while handling data and deploying intelligent systems in business environments.



Curriculum Framework for MBA

Curriculum Framework for MBA (Business Analytics & Artificial Intelligence)

Sr. No.	Type of course	Abbreviations
1.	Program Core	PC
2.	General Elective	GE
3.	Skill Enhancement Course	SEC
4.	Value Added Course	VAC
5.	Indian Knowledge System	IKS
6.	Foreign Language	FL

MBA BAAI Program credit Structure

Semester/ Category	I	II	Total (PG Diploma)required 40	III	IV	Total (MBA degree)required 80
Program Core	Max:12 Min:09	Max:12 Min:09	Max:24 Min:18	Max:00 Min:03	Max:00 Min:03	Max:24 Min:24
PC MOOCS	Max:03 Min:00	Max:03 Min:00	Max:06 Min:00	Max:03 Min:00	Max:03 Min:00	Max:12 Min:00
DSE	0	0	0	Max:09 Min:09	Max:09 Min:09	Max:18 Min:18
ASE	Max:02 Min:02	Max:02 Min:02	Max:04 Min:04	0	0	Max:04 Min:04
SEC	Max:02 Min:02	Max:02 Min:02	Max:04 Min:04	Max:02 Min:02	Max:02 Min:02	Max:08 Min:08
VAC+IKS+Foreign Language	Max:04 Min:04 (2+1+1)	Max:04 Min:04 (2+1+1)	08Min- 08Max	Max:03 Min:03 (2+1)	Max:03 Min:03 (2+1)	Max:14 Min:14
GE	Max:03 Min:03	Max:03 Min:03	Max:06 Min:06	Max:03 Min:03	Max:03 Min:03	Max:12 Min:12
Summer Internship	0	0	0	Max:04 Min:04	0	Max:04 Min:04

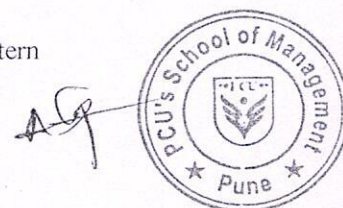
Research Project/Dissertation	0	0	0	0	Max:04 Min:04	Max:04 Min:04
Total	23Min- 23Max	23Min- 23Max	46Min- 46Max	24Min- 24Max	24Min- 24Max	94Min- 94Max

- Student can complete 3 credits from core either offline or from the MOOCS (Swayam/ NPTEL/ PCU approved platform)
- VAC, SEC & Multidisciplinary subjects can be chosen from the basket given from the basket

School of Management										
Program Structure of MBA Business Analytics & Artificial Intelligence 2026-28										
WEF: A.Y. 2026-27 (Pattern 2026)										
SEMESTER I										
Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	PC	Program Core	Principles of Management and OB	3	0	0	3	3	40	60
	PC	Program Core	Business Analytics & Artificial Intelligence Applications in Management	3	0	0	3	3	40	60
	PC	Program Core	Python for Data Science	2	0	1	3	3	40	60
	PC	Program Core	Research Methodology	3	0	0	3	0	40	60
	PC	Program Core(MOOCS)	Research Methodology	3	0	0	0	3	40	60
2	GEI	General elective I	Choose from GE Basket	3	0	0	3	3	40	60
3	SEC1	Skill Enhancement Course – I	Choose from SEC Basket	2	0	0	2	2	20	30
4	AECI	Ability Enhancement Course-I	Aptitude and Logical Reasoning	2	0	0	2	2	20	30
5	VAC1	Value Added Course – I	Choose from VAC basket	2	0	0	2	2	20	30
	VAC	IKS	Choose from IKS basket	1	0	0	1	1	10	20
	VAC	Foreign Language	Choose from Basket	0	0	1	1	1	10	20
		Total					23			

SEC Basket for Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
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1	SEC A	Business Statistics & Data Analysis	SEC	2	0	0	2	20	30
2	SEC B	International Business Environment	SEC	2	0	0	2	20	30

VAC Basket for Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	C A	ES E
1	VAC A	Universal Human Values and Professional Ethics	VAC	2	0	0	2	20	30
2	VAC B	Legal Aspects of Business	VAC	2	0	0	2	20	30

IKS Basket for Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	C A	ES E
1	IKS A	Exploring Indian Knowledge Systems: A Comprehensive Resource	IKS	1	0	0	1	10	20
2	IKS B	Constitution of India	IKS	1	0	0	1	10	20

General Elective Basket for Semester I

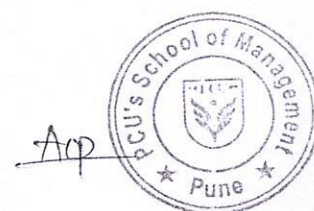
Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	C A	ES E
1	GE A	Operation and Supply chain Management	General elective	3	0	0	3	40	60
2	GE B	Geopolitics & Global Economic	General elective	3	0	0	3	40	60

Foreign Language Basket for Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	C A	ES E
1	FL A	Korean – I	Foreign Language	1	0	0	1	10	20
2	FL B	German – I	Foreign Language	1	0	0	1	10	20

3	FL C	Japanese – I	Foreign Languag e	1	0	0	1	10	20
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*Course Codes to be finalised in consultation with ERP coordinator and University Examination cell.



SEMESTER II

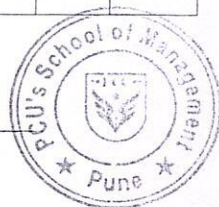
Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	PC	Program Core	Financial Management for Managers	3	0	0	3	3	40	60
	PC	Program Core	Machine Learning & Predictive Analytics	3	0	0	3	3	40	60
	PC	Program Core	Time Series Forecasting	3	0	0	3	3	40	60
	PC	Program Core	Entrepreneurship Development	3	0	0	3	0	40	60
	PC	Program Core(MOOCs)	Entrepreneurship Development	3	0	0	0	3	40	60
2	GEII	General elective II	Choose from GE Basket	3	0	0	3	3	40	60
3	SECII	Skill Enhancement Course – II	Choose from SEC Basket	2	0	0	2	2	20	30
4	VACII	Value Added Course – II	Choose from VAC basket	2	0	0	2	2	20	30
	VAC	IKS-II	Choose from IKS basket	1	0	0	1	1	10	20
	VAC	Foreign Language	Choose from Basket	0	0	1	1	1	10	20
		Total					21			

SEC Basket for Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES E
1	SEC B	International Business Environment	SEC	2	0	0	2	20	30
2	SEC A	Business Statistics & Data Analysis	SEC	2	0	0	2	20	30

VAC Basket for Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES E
1	VAC A	Universal Human Values and Professional Ethics	VAC	2	0	0	2	20	30
2	VAC B	Legal Aspects of Business	VAC	2	0	0	2	20	30



IKS Basket for Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	IKS A	Exploring Indian Knowledge Systems: A Comprehensive Resource	IKS	1	0	0	1	10	20
2	IKS B	Constitution of India	IKS	1	0	0	1	10	20

General Elective Basket for Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	GEB	General elective	Geopolitics & Global Economic	3	0	0	3	40	60
2	GEA	General elective	Operation and Supply Chain Management	3	0	0	3	40	60

Foreign Language Basket for Semester II

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	FL A	Korean – II	Foreign Language	1	0	0	1	10	20
2	FL B	German – II	Foreign Language	1	0	0	1	10	20
3	FL C	Japanese – II	Foreign Language	1	0	0	1	10	20

Exit Policy:

EXIT – PG Diploma Certificate after 1 Year: Students earned at least 46credits + 4 credits OJT/Internship in major subject in summer term (8 weeks): Re-entry within 5 years

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	VOC	Summer Training project report	VOC	0	0	2	4	50	100

SEMESTER III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	PC	Program Core	Strategic Management	3	0	0	3	0	40	60
	PC	Program Core(MOOCs)	Strategic Management	3	0	0	0	3	40	60
	DSE	Discipline Specific Elective	Data Visualization and Storytelling	3	0	0	0	3	40	60
	DSE	Discipline Specific Elective	Big Data Analytics and Cloud Computing	3	0	0	0	3	40	60
	DSE	Discipline Specific Elective	E-Commerce Analytics	3	0	0	0	3	40	60
2	GEIII	General elective III	Choose from GE Basket	3	0	0	3	3	40	60
3	SECI	Skill Enhancement Course – III	Choose from SEC Basket	2	0	0	2	2	20	30
4	Proj	Summer Internship project	SIP	0	0	2	4	4	50	100
5	VACII	Value Added Course – III	Choose from VAC basket	2	0	0	2	2	20	30
	VAC	Foreign Language	Choose from Basket	0	0	1	1	1	10	20
		Total					24			

SEC Basket for Semester III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES E
1	SEC A	Deep Learning	SEC	2	0	0	2	20	30
2	SEC B	Advanced Machine Learning and Artificial Intelligence Applications	SEC	2	0	0	2	20	30

VAC Basket for Semester III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES E
1	VAC A	Design Thinking and Innovation Management	VAC	2	0	0	2	20	30
2	VAC B	Intellectual Property Rights and Technology Law	VAC	2	0	0	2	20	30

General Elective Basket for Semester III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES
1	GE A	Digital Payments and Financial Innovations	General elective	3	0	0	3	40	60
2	GE B	Advanced Statistical Methods	General elective	3	0	0	3	40	60

Foreign Language Basket for Semester III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES
1	FL A	German – I	Foreign Language	0	0	1	1	10	20
2	FL B	Japanese – I	Foreign Language	0	0	1	1	10	20
3	FL C	Korean – I	Foreign Language	0	0	1	1	10	20

*Course Codes to be finalised in consultation with ERP coordinator and University Examination cell.

SEMESTER IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	PC	Program Core	AI and Emerging Technologies for Business	3	0	0	3	0	40	60
	PC	Program Core(MOOCs)	AI and Emerging Technologies for Business	3	0	0	0	3	40	60
	DSE	Discipline Specific Elective	Digital Payments and Financial Innovations	3	0	0	0	3	40	60
	DSE	Discipline Specific Elective	Customer Analytics and Engagement strategy	3	0	0	0	3	40	60
	DSE	Discipline Specific Elective	Data Driven Decision Making in Marketing	3	0	0	0	3	40	60
2	GEIV	General elective IV	Choose from GE Basket	3	0	0	3	3	40	60
3	SECIV	Skill Enhancement Course – IV	Choose from SEC Basket	2	0	0	2	2	20	30
4	PROJ	Dissertation	Desk Research	0	0	2	4	4	50	100
5	VACII	Value Added Course – IV	Choose from VAC basket	2	0	0	2	2	20	30
	VAC	Foreign Language	Choose from Basket	0	0	1	1	1	10	20
		Total					24			

SEC Basket for Semester IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES E
1	SEC A	Deep Learning	SEC	2	0	0	2	20	30
2	SEC B	Advanced Machine Learning and Artificial Intelligence Applications	SEC	2	0	0	2	20	30

VAC Basket for Semester IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ES E
1	VAC A	Design Thinking and Innovation Management	VAC	2	0	0	2	20	30
2	VAC B	Intellectual Property Rights and	VAC	2	0	0	2	20	30

		Technology Law							
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General Elective Basket for Semester IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	GE A	Digital Payments and Financial Innovations	General elective	3	0	0	3	40	60
2	GE B	Advanced Statistical Methods	General elective	3	0	0	3	40	60

Foreign Language Basket for Semester IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	FL A	German – I	Foreign Language	0	0	1	1	10	20
2	FL B	Japanese – I	Foreign Language	0	0	1	1	10	20
3	FL C	Korean – I	Foreign Language	0	0	1	1	10	20

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SEMESTER I



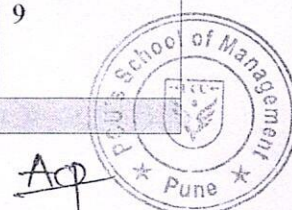
PC I COURSE CURRICULUM

Principles and Practices of Management & Organizational Behaviour

Name of the Program:		MBA				Semester: I		Level: PG	
Course Name		Principles and Practices of Management & Organizational Behavior				Course Code/ Course Type		PC	
Course Pattern		2026		Version		1.0			
Teaching Scheme					Assessment Scheme				
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)		Practical/Oral	
3	-	-	3	3	40	60		-	
Pre-Requisit		Bachelor's Degree							
Course Objectives (CO):			The objectives of PPOM & OB course are: 1. Recall the basic concepts and principles of management. 2. Recognize the ability to apply the multifunctional approach to organizational objectives. 3. Apply professional mastery; managers, both present and prospective, are required to be fully equipped with principles of management and how these principles can be put into practice in an organization. 4. Evaluate and have better control over resources for effective management. 5. Design and create an evaluation system where principles of management will enhance decision-making abilities and sharpen tools for the purpose.						
Course Learning Outcomes (CLO):			Students would be able to: 1. Identify cases as real time experience in the field of Management and Organizational Behavior. 2. Explain conceptual knowledge of management, various functions of Management and theories in OB. 3. Comprehend and apply management and behavioral models to relate attitude, perception and personality. 4. Analyze the recent trends in Management and models in organizational behavior for better control. 5. Decide/evaluate ongoing business situations through the application of the management principles.						

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction: Meaning, Objectives, Differences between Administration and Management, Levels of Management, Kinds of Managers, Managerial roles, History of Management, Recent trends in Management	CLO 1	9
UNIT II		



Planning: Importance, Process, Benefits of Planning, Types of Plans, Planning tools and techniques; Organising: Meaning, Types of Organisation structures, Traditional structures, Directions in organisation structures; Leading: Meaning, Nature, Traits and Behaviour, Contingency approaches to Leadership, Transformational leadership; Controlling: Meaning, Importance, Steps in the control process, Types of Control	CLO 2	9
UNIT III		
Organisational Behaviour: Introduction, Meaning, History of Organisational Behaviour, Organisational effectiveness, Organisational learning process, Stakeholders, Contemporary challenges for Organisations	CLO 3	9
UNIT IV		
Behavioural Dynamics: MARS Model of individual behaviour and performance, Types of Individual behaviour, Personality in Organization, Values in the workplace, Types of values; Perception: Meaning, Model of Perceptual process. Emotions in workplace, Types of emotions, Circumplex Model of Emotion, Attitudes and Behaviour, Work-related stress and its management; Motivation: Meaning, Maslow's Hierarchy of Needs, Four Drive Theory of Motivation	CLO 4	9
UNIT V		
Teams & Culture: Teams: Advantages of Teams, Model of Team Effectiveness, Stages of Team Development, Power, Meaning, Sources, and Contingencies of Power, Consequences of Power; Culture: Meaning, Elements of Organizational Culture, Importance of Organisational Culture. Organisational Change, Meaning, Resistance to change, Approaches to Organisational Culture, Action Research Approach, Appreciative Inquiry Approach, Large Group Intervention Approach, Parallel Learning Structure Approach, and Ethical issues of Organisational Behaviour	CLO 5	9
Total Hours		45

Textbooks:

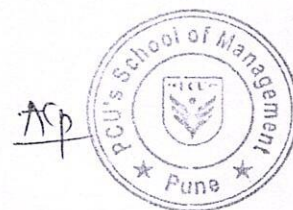
1. Organizational Behavior, Steven L. McShane & Mary Ann Von Glinow, 6/e, McGraw Hill Education, 2015
2. Essentials of Management, Koontz, McGraw Hill, 8/e, 2014
3. Management, John R. Schermerhorn, Jr., 8/e, Wiley India, 2010. 01.02.2023 12.01.2023

Reference Books:

1. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers
2. Williams. Management, (International edition) South-western Cengage Learning.
3. L M Prasad, (2007). Principles and Practices of Management, Himalaya Publishing House

Online Resources/E-Learning Resources:

1. Principles of Management (<https://www.coursera.org/learn/principlesofmanagement>)
2. Certification in Principles and Practices of Management (<https://www.udemy.com/course/certification-in-principles-and-practices-of-management/?couponCode=ST8MT40924>)
1. Principles of Management (<https://open.lib.umn.edu/principlesmanagement/>)

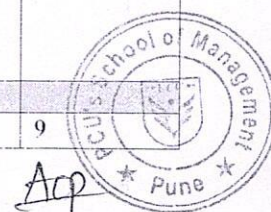


PC2: COURSE CURRICULUM:**Business Analytics & Artificial Intelligence Applications in Management**

Name of the Program:		MBA (BA&AI)			Semester : I		Level: PG	
Course Name		Business Analytics & Artificial Intelligence Applications in Management			Course Code/ Course Type		PC	
Course Pattern		2026		Version		1.0		
Teaching Scheme					Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)		Practical/Oral
3	-	0	3	3	40	60		NA
Pre-Requisite: Bachelor's Degree								
Course Objectives (CO):					The objectives of Business Analytics & Artificial Intelligence Applications in Management are: 1. To introduce the concepts of business analytics and artificial intelligence in the context of management. 2. To explain the role of AI and analytics in functional areas such as marketing, HR, finance, and operations. 3. To demonstrate the use of AI-driven tools for effective managerial decision-making. 4. To analyze real-life business scenarios using data analytics and machine learning techniques. 5. To evaluate the impact of AI applications on business performance and strategic planning.			
Course Learning Outcomes (CLO):					Students would be able to: 1. Describe the scope and significance of business analytics and artificial intelligence in management. 2. Interpret how AI and analytics can enhance decision-making in different management functions. 3. Apply analytical tools and AI models to solve basic business problems. 4. Analyze case studies to derive insights using AI-based approaches. 5. Develop strategic recommendations using AI applications for improved business outcomes.			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
1.1 Evolution of Business Analytics & AI in Decision-Making	CLO 1	9
1.2 Role of Data-Driven Decision-Making in Management (Case Study: Google's data-driven HR policies)		
1.3 Business Intelligence vs. Business Analytics vs. AI		
1.4 Hands-on: Using Excel & Power BI for Basic Business Analytics		
UNIT II		
2.1 Identifying Key Performance Indicators (KPIs) in Business Analytics	CLO 2	9



2.2 Data Collection & Cleaning for Business Insights (Case Study: How Amazon optimizes supply chain analytics)		
2.3 Statistical Techniques for Business Decision-Making (Regression, Correlation, Hypothesis Testing)		
2.4 Data Visualization & Reporting: Tableau		
2.5 Hands-on: Analyzing a business dataset for strategic decision-making		
UNIT III		
3.1 Role of AI & ML in Business Strategy (Example: AI-driven product recommendations at Netflix)	CLO 3	9
3.2 Predictive Analytics in Sales & Marketing (Churn Prediction, Customer Segmentation)		
3.3 NLP (Natural Language Processing) for Business Applications (Chatbots, Sentiment Analysis)		
3.4 AI in HR & Recruitment (Example: Resume screening using AI at Unilever)		
3.5 Hands-on: Building a simple predictive model for customer retention		
UNIT IV		
4.1 RPA (Robotic Process Automation) in Business Operations	CLO 4	9
4.2 AI in Supply Chain Management (Example: AI-driven inventory forecasting at Walmart)		
4.3 AI in Financial Risk Management (Fraud Detection & Credit Scoring)		
4.4 AI Ethics & Governance: Challenges in AI Implementation		
4.5 Hands-on: Automating a business workflow using RPA tools		
UNIT V		
5.1 The Future of AI in Business: Trends & Innovations	CLO 5	9
5.2 AI-Driven Digital Transformation in Industries		
5.3 AI & Business Model Innovation (Case Study: OpenAI's impact on enterprise productivity)		
5.4 Challenges & Risks in AI Deployment in Business		
5.5 Hands-on: Developing a business case for AI adoption		
Total Hours		45 Hours

Textbooks:

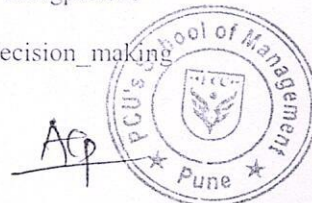
1. Competing on Analytics: The New Science of Winning (Revised Edition). Boston: Harvard Business Review Press. Davenport, T. H., & Harris, J. G. (2017).
2. Data Mining for Business Analytics: Concepts, Techniques, and Applications in R. Hoboken, NJ: Wiley. Shmueli, G., Patel, N. R., & Bruce, P. C. (2016).
3. Weber, F. (2023). Artificial Intelligence for Business Analytics: Algorithms, Platforms, and Application Scenarios. Wiesbaden: Springer Vieweg.
4. Rose, D. (2020). Artificial Intelligence for Business. Boston: Pearson.

Reference Books:

1. Ganesan, K. (2022). The Business Case for AI: A Leader's Guide to AI Strategies, Best Practices & Real-World Applications. United States: Opinions Analytics Publishing.
2. Wodecki, A. (2022). Artificial Intelligence in Management. Cheltenham: Edward Elgar Publishing.
3. Chaudhary, S., & Alam, M. (2023). AI-Based Data Analytics: Applications for Business Management. Boca Raton, FL: CRC Press.
4. Jain, Piyanka; Sharma, Puneet (November 2014). Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data Into Profitable Insight. American Management Association

Online Resources/E-Learning Resources

1. <https://www.scrip.org/reference/referencespapers?referenceid=3166319>
2. https://business.fiu.edu/academics/graduate/insights/posts/competitive-advantage-of-using-ai-in-business.html?utm_source=chatgpt.com
3. https://www.tuw.edu/business/business-analytics-trends-ai-machine-learning/?utm_source=chatgpt.com
4. https://online.hbs.edu/blog/post/ai-in-business?utm_source=chatgpt.com
5. https://www.researchgate.net/publication/384729583_AI-driven_business_analytics_and_decision_making

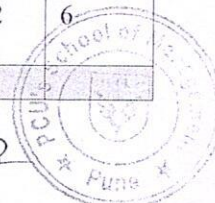


PC3: COURSE CURRICULUM:**Python for Data Science**

Name of the Program:		MBA (BA&AI)			Semester : I		Level: PG	
Course Name		Python for Data Science			Course Code/ Course Type		PC	
Course Pattern		2026		Version		1.0		
Teaching Scheme					Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)		Practical/Oral
2	1	0	3	3	40	60		
Pre-Requisite: Bachelor's Degree								
Course Objectives (CO):					The objectives of Python for Data Science are: 1. Introduce the fundamentals of Python programming and its applications in data-driven decision-making. 2. Enable students to handle, clean, and manipulate large financial datasets using Pandas. 3. Familiarize students with data visualization techniques using Matplotlib and Seaborn for financial data storytelling. 4. Develop students' skills in numerical computing, statistical analysis, and hypothesis testing using NumPy and SciPy. 5. Equip students with practical skills in web scraping, automation, and real time data extraction using APIs and libraries.			
Course Learning Outcomes (CLO):					Students would be able to: 1. Write Python scripts using variables, control flow, functions, and modules to solve basic business and financial problems. 2. Analyze, clean, and transform real-world datasets using Pandas to prepare them for business analytics. 3. Create meaningful visualizations and interactive dashboards using Matplotlib and Seaborn to communicate financial insights. 4. Perform statistical and hypothesis testing using Python libraries to derive actionable conclusions from financial data. 5. Design and implement web scraping and automation scripts to extract and analyze real-time financial data from the web.			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I Introduction to Python & Business Relevance		
Introduction to Data Science in Management, Applications in HR/Marketing/Finance, Python Environment Setup (Anaconda, Jupyter), Basic Syntax, Variables, Data Types, Input/Output	1	6
Unit 2: Data Structures & Programming Logic		
Lists, Tuples, Sets, Dictionaries, Conditional Statements, Loops, Basic Functions, Business-oriented problem solving.	2	6
Unit 3: Numerical Computing with NumPy		



Introduction to NumPy, Array creation, Indexing & slicing, Mathematical operations, Statistical functions for business data	3	6
Unit 4: Data Analysis using Pandas		
Series & DataFrames, Importing datasets (CSV/Excel), Data cleaning, Handling missing values, Data manipulation, Grouping & aggregation	4	6
Unit 5: Data Visualization & Business Applications		
Visualization using Matplotlib & Seaborn, Charts (bar, line, pie, histogram), Interpretation of graphs, Case studies in Marketing, HR & Finance analytics.	5	6
Total Hours :		30

Practical Plan (30 Hours – 15 Sessions × 2 Hours)

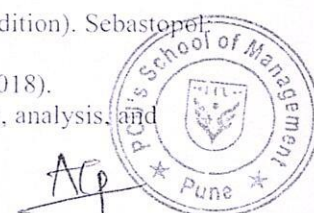
Session	Practical Exercises	Hours
1	Introduction to Python, IDE setup (Jupyter, VS Code)	2
2	Basic Python syntax, variables, input/output, Variables, Data Types, Operators	2
3	Operators and expressions	2
4	Lists and tuples operations	2
5	Dictionaries and sets	2
6	if-Else, Loops, Loops (for, while) with business examples	2
7	Functions and Modules and simple problem-solving	2
8	Introduction to Pandas: Creating Series and DataFrames	2
9	Data cleaning – handling missing values, duplicates, and outliers (financial datasets)	2
10	NumPy for numerical arrays, statistical measures (mean, median, std. dev., correlation)	2
11	Data visualization using Matplotlib & Seaborn – Line, Bar, Histogram charts	2
12	Advanced visualizations: Heatmaps, Pair Plots, Violin Plot	2
13	Filtering, sorting, grouping, and aggregation	2
14	Importing and exploring datasets (CSV/Excel)	2
15	Mini Project: Business dataset analysis & presentation, Dashboard creation using multiple charts and layout customization	2
Total Hours		30

Learning resources

Textbooks:

1. Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython (2nd edition). Sebastopol: O'Reilly Media.
2. Python for Finance. Berlin: Springer Vieweg. Hilpisch, Y. (2018). McKinney, W. (2018).
3. Hands-On Data Analysis with Pandas: Efficiently perform data collection, wrangling, analysis, and

PCET's PCU/School of Management/MBA BAAI/2026 Pattern



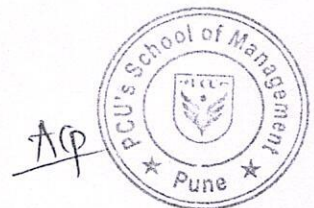
4. visualization using Python. Birmingham: Packt Publishing. Molin, S. (2020).
5. 4. Python Data Science Handbook: Essential Tools for Working with Data. Sebastopol: O'Reilly Media.
6. VanderPlas, J. (2016).
7. 5. Data Science from Scratch: First Principles with Python. Sebastopol: O'Reilly Media. Grus, J. (2019).

Reference Books:

1. McKinney, W. (2022). Python for Data Analysis. Sebastopol: O'Reilly Media.
2. Mather, B. (2023). Financial Data Analytics Using Python (3 Book Series). Kindle Edition.
3. Hilpisch, Y. J. (2023). Reinforcement Learning for Finance: A Python-Based Introduction.
4. Hilpisch, Y. J. (2021). Python for Algorithmic Trading: From Idea to Cloud Deployment.

Online Resources/E-Learning Resources

1. <https://wesmckinney.com/book/>
2. https://www.researchgate.net/publication/364576263_Role_and_Application_of_Artificial_Intelligence_in_Business_Analytics_A_Critical_Evaluation
3. <https://wesmckinney.com/book/>



PC4 COURSE CURRICULUM

Research Methodology

Name of the Program:		MBA		Semester : I		Level: PG	
Course Name		Research Methodology		Course Code/ Course Type		PC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite:							
Course Objectives (CO):					1. 1.To develop firm understanding of the basic framework of research process 2. To develop a thorough understanding of various research designs and techniques 3. To identify various sources of information for literature review and data collection 4. To demonstrate knowledge of research process by conducting a literature review in their research area interest 5. 5. Define and develop a possible research interest area to be taken ahead in their business research projects later to conduct an independent publishable research project		
Course Learning Outcomes (CLO):					1. Apply knowledge of fundamental principles of statistics. 2. Explain statistics processes for the betterment of the organisation. 3. Assess various formulas and inferences of statistical methods and theories for data science. 4. Analyze statistical inferences influencing various data science procedures. 5. Create data science models based on the statistical inferences.		

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
UNIT I – Foundations of Business Research	1	9
Introduction to Business Research, Nature and Scope of Business Research, Types of Business Research used in management studies, Scientific		

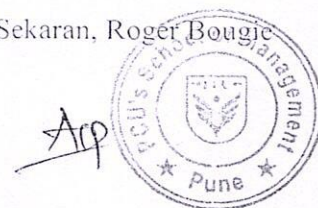


Investigation in Business, Concepts and Constructs, Definitions and Variables, Propositions and Hypotheses, Theory Building and Models, Information Needs of Managers, Technology Applications in Business Research including Internet, E-mail, Browsers and Websites, Role of Research in Managerial Decision-Making, Ethical Issues in Business Research.		
UNIT II		
UNIT II – Research Design and Research Approach Meaning and Purpose of a Research Design, Elements of a Research Design, Types of Research Designs (Exploratory, Descriptive, Causal), Formulation of the Research Problem, Developing the Problem Statement, Hypothesis Formulation and Characteristics of a Good Hypothesis, Testing of Hypothesis (basic framework), Selection of Appropriate Research Approach, Importance of Research Design in Business Studies.	2	9
UNIT III		
UNIT III – Sampling Design, Measurement and Scaling Concept of Sampling and Sample Design, Probability and Non-Probability Sampling Methods, Determination of Sample Size, Concept of Measurement in Business Research, Levels of Measurement (Nominal, Ordinal, Interval, Ratio), Scaling Techniques, Thurstone Scale, Likert Scale, Guttman Scale and Semantic Differential Scale, Reliability of Measurement, Validity of Measurement.	3	9
UNIT IV		
UNIT IV – Data Collection Methods and Instruments Sources of Data (Primary and Secondary), Methods of Primary Data Collection used in academic research such as Interviews, Surveys, Observations and Experiments, Structured and Unstructured Interviews, Face-to-Face and Telephone Interviews, Observation Methods, Design and Construction of Questionnaires, Principles of Question Wording, Question Sequencing, Structured and Unstructured Questionnaires, Guidelines for Developing Valid and Reliable Questionnaires as used in university research methodology courses.	4	9
UNIT V		
UNIT V – Research Report Writing and Presentation Meaning and Importance of Research Reports, Types of Research Reports, Components of a Standard Research Report including Title Page, Table of Contents, Executive Summary, Introduction, Main Body, Findings and Interpretation, Conclusion and Recommendations, Acknowledgements, References and Appendices, Formatting Guidelines similar to university project standards, Oral Presentation of Research, Designing Presentation Content, Use of Visual Aids, Role of the Presenter, Effective Delivery and Handling Questions.	5	9
Total Hours :		45

Learning resources

Textbooks:

1. Research Methodology, CR Kothari & Gaurav Garg (Methods & Techniques). New Age International
2. Publishers
3. Schindler, Business Research Methods, McGraw Hill Education, 13th Edition
4. Research Methods for Business: A Skill Building Approach, 7th Edition, Uma Sekaran, Roger Bougie



Reference Books:

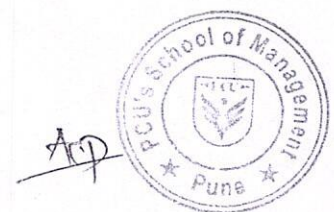
1. Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). Business Research Methods. Cengage Learning
2. Bryman, Alan & Bell, Emma (2015). Business Research Methods (Fourth Edition), Oxford University Press
3. Press
4. G.C. Beri, Marketing Research, Tata McGraw- Hill Publishers

Online Resources/E-Learning Resources

https://www.youtube.com/watch?v=5pPsU7ZIUs&utm_source=

<https://www.youtube.com/watch?v=eDw-Xhnx6tU>

<https://www.youtube.com/watch?v=iSHcC-QNCP4>



GENERAL ELECTIVES

COURSE CURRICULUM

Operation and Supply Chain Management

Name of the Program:		MBA			Semester : I		Level: PG	
Course Name		Operation and Supply Chain Management			Course Code/ Course Type		GE	
Course Pattern		2026		Version		1.0		
Teaching Scheme					Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral	
3	-	0	3	3	40	60	NA	
Pre-Requisite: Bachelor's Degree								
Course Objectives (CO):		The objectives of Operations and Supply Chain Management are: 1. Recall definitions, significance, and historical evolution. 2. Recognize different types of operations processes and layouts. 3. Apply concepts of demand forecasting and capacity planning methods. 4. Evaluate SCM models and customer service metrics. 5. Design and create integrated solutions considering key enablers and challenges.						
Course Learning Outcomes (CLO):		Students would be able to: 1. Apply knowledge of operations and SCM to optimize business processes. 2. Analyze operational data to identify patterns, trends, and areas for improvement. 3. Apply inventory planning and control methods such as EOQ, ABC analysis, and inventory turns ratios. 4. Evaluate the effectiveness of supply chain management strategies in terms of collaboration, responsiveness, and customer service. 5. Create solutions for supply chain challenges by integrating facilities, inventory, transportation, information, sourcing, and pricing effectively.						

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Operations and Supply Chain Management: Definition, Concept, Significance and Functions of Operations and SCM. Evolution from manufacturing to operations management, Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives. Quality: Definitions from various Perspectives, Customers view and Manufacturer's view, Concept of Internal Customer, Overview of TQM and LEAN Management, Impact of Global Competition, Technological Change, Ethical and Environmental Issues on Operations and Supply Chain functions.	CLO 1	9
UNIT II		
Operations Processes: Process Characteristics in Operations: Volume Variety and Flow. Types of Processes and Operations Systems - Continuous Flow system and intermittent flow systems. Process Product Matrix: Job Production, Batch Production,	CLO 2	

Assembly line and Continuous Flow, Process and Product Layout. Service System. Design Matrix: Design of Service Systems, Service Blueprinting.		
UNIT III		
Production Planning & Control (PPC): Role and Functions of PPC Demand Forecasting: Forecasting as a Planning Tool, Forecasting Time Horizon, Sources of Data for forecasting, Accuracy of Forecast, Capacity Planning. Production Planning: Aggregate Production. Planning, Alternatives for Managing Demand and Supply, Master Production Schedule, Capacity Planning - Overview of MRP, CRP, DRP, MRP II. Production Control: Scheduling, Loading, Scheduling of Job Shops and Floor Shops, Gantt Charts.	CLO 3	9
UNIT IV		
Inventory Planning and Control: Continuous and intermittent demand system, concept of inventory, need for inventory, and types of inventory - seasonal, decoupling, cyclic, pipeline, and safety - Implications for Inventory Control Methods. Inventory Costs - Concept and behaviour of ordering cost, carrying cost, and shortage cost. EOQ – definition, Basic EOQ Model, EOQ with discounts. Inventory control - Classification of material - ABC Analysis -VED, HML, FSN, GOLF, SOS. (Numerical expected on Basic EOQ, EOQ with discounts & ABC), Inventory turns ratios, Fixed Order Quantity Model - Periodic Review and Re-order Point	CLO 4	9
UNIT V		
Supply Chain Management: Generalized Supply Chain Management Model – Key Issues in SCM – Collaboration, Enterprise Extension, responsiveness, Cash-to-Cash Conversion. Customer Service: Supply Chain Management and customer service linkages, Availability service reliability, perfect order, customer satisfaction. Enablers of SCM - Facilities, Inventory, Transportation, Information, sourcing, Pricing.	CLO 5	9
Total Hours		45

Learning resources

Textbooks:

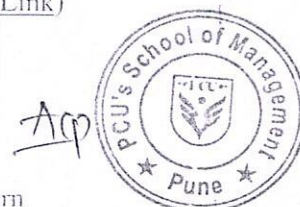
1. Operations Management Theory & Practice, B. Mahadevan , Pearson.
2. Operations Now - Supply Chain Profitability & Performance, Byron J. Finch, McGraw Hill.
3. Production and Operations Management, R B Khanna, PHI, New Delhi.

Reference Books:

1. Supply Chain Logistics Management, Donald Bowersox, David Closs, M Bixby Cooper, Tata McGraw Hill.
2. Operations Management, William J. Stevenson, TMGH.
3. Operations Management, Lee Krajewski, Larry Ritzman, Manoj Malhotra, Pearson Education.
4. Introduction to Materials Management, J.R. Tony Arnold, Stephen Chapman, Ramakrishnan, Pearson.

Online Resources/E-Learning Resources

1. Swayam MOOC Course: Supply Chain Analytics by IIT Roorkee ([Course Link](#))
2. Online Book: Supply Chain Management: Strategy, Planning, and Operation. Author Sunil Chopra (Kellogg School of Management, Northwestern University), Peter Meindl (Stanford University). Pearson Publication ([Book Link](#))
3. MOOC Course: Operations And Supply Chain Management- IIT Madras ([Course Link](#))
4. MOOC Course: Supply Chain Management and Capacity Planning ([Course Link](#))



COURSE CURRICULUM

Name of the Program:		MBA			Semester : I		Level: PG	
Course Name		Geopolitics & Global Economic			Course Code/ Course Type		GE	
Course Pattern		2026			Version		1.0	
Teaching Scheme					Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral	
3	-	-	3	3	40	60	-	
Pre-Requisite:								
Course Objectives (CO):			The objectives of the course are: 1. To understand the geopolitical factors influencing international economic relations. 2. To analyze the impact of global economic trends and institutions on business strategy and policymaking. 3. To explore the interdependence between political stability, international trade, and economic development. 4. To examine the roles of global powers and alliances in shaping the world economy. 5. To prepare students to assess geopolitical risk and economic indicators in global decision-making.					
Course Learning Outcomes (CLO):			Students would be able to: 1. Interpret geopolitical developments and their implications for global economic stability. 2. Assess the influence of global institutions (e.g., IMF, WTO, World Bank) on national and corporate strategies. 3. Evaluate international economic indicators and policy responses. 4. Understand the dynamics of international trade, capital flows, and global supply chains. 5. Identify and mitigate geopolitical risks in global business planning.					

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hrs
Unit 1: Introduction to Geopolitics and Global Economics		
Concept and scope of geopolitics and geo-economics. History of global economic development. Globalization and its discontents. State vs market: economic liberalism and political realism. Economic geography and its influence on trade and conflict	1	9
Unit 2: Global Economic Institutions and Governance		
Role and structure of the IMF, World Bank, WTO, OECD. G7, G20, BRICS, ASEAN – political and economic cooperation. International monetary system and currency politics. Global financial architecture and economic surveillance. International economic law and dispute resolution mechanisms.	2	9
Unit 3: Geopolitical Risk and Business Strategy		

- Political risk analysis tools and methodologies - Energy geopolitics: oil, gas, and green transitions - Trade wars and protectionism (e.g., US-China trade conflict) - Technology and cyber sovereignty - Sanctions, embargoes, and economic warfare	3	9
Unit 4: Emerging Markets and Regional Dynamics		
- Rise of China and Asia-Pacific strategies - Middle East, Africa, and Latin America – geopolitical significance - Role of the European Union in global governance - India's geopolitical and economic positioning - Belt and Road Initiative (BRI) and strategic corridors	4	9
Unit 5: Future Trends and Global Economic Shocks		
- Impact of pandemics, climate change, and migration on global economics - Global financial crises and recovery models (2008, COVID-19, etc.) - Deglobalization and reshoring trends - Digital currencies and the future of the global financial system - Artificial intelligence, automation, and geopolitics of technology	5	9
Total		45

Learning resources

Textbooks:

1. "Geopolitics: A Very Short Introduction" by Klaus Dodds – Oxford University Press
2. "The Globalization of World Politics" by John Baylis, Patricia Owens, and Steve Smith – Oxford University Press
3. "Global Political Economy: Understanding the International Economic Order" by Robert Gilpin – Princeton University Press

Recommended Readings:

1. "The Post-Cold War World: Turbulence and Change in World Politics since 1989" by Michael Cox
2. "Why Nations Go to War" by John G. Stoessinger
3. World Bank & IMF Annual Reports (available online)
4. WTO World Trade Report
5. The Economist, Foreign Affairs, Brookings Institution, and CSIS articles on current geopolitical and economic trends



VALUE ADDED COURSES

COURSE CURRICULUM

Sustainability and Climate Change

Name of the Program:		MBA		Semester : I		Level: PG	
Course Name		Sustainability and Climate Change		Course Code/ Course Type		VAC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theo r y	Practic a l	Tutori a l	Total Credit s	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	0	0	2	2	20	30	NA
Pre-Requisite: Bachelor's Degree							
Course Objectives (CO)				The objectives of this course are:			
				1. Recall the basic concepts of sustainability, environment, and climate change. 2. Understand the causes and impacts of climate change on society, economy, and business. 3. Apply sustainability principles in managerial and organizational decision-making. 4. Analyze environmental challenges, climate risks, and sustainable development practices. 5. Evaluate strategies for climate action, corporate sustainability, and responsible business practices.			
Course Learning Outcomes (CLO):				1. Identify key concepts of sustainability, sustainable development, and climate change. 2. Explain the causes, effects, and global responses to climate change. 3. Apply sustainability practices in business and management contexts. 4. Analyze climate-related risks, environmental challenges, and stakeholder responsibilities. 5. Evaluate sustainable business models, ESG practices, and climate action strategies			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
Unit 1: Introduction to Sustainability and Sustainable Development		
Meaning and scope of sustainability, Concept of sustainable development, Triple Bottom Line: People, Planet and Profit, Sustainable Development Goals, Importance of sustainability in management, Role of businesses in sustainable development	CLO 1	6



Unit 2: Climate Change: Concepts, Causes and Impacts		
Meaning of climate change, Difference between weather and climate, Greenhouse effect and global warming, Major causes of climate change, Carbon footprint, Impact of climate change on environment, society, economy, agriculture, health and business	CLO 2	6
Unit 3: Environmental Challenges and Climate Risk Management		
Pollution, biodiversity loss, deforestation, resource depletion, waste management, water scarcity, climate-related risks for organizations, disaster risk and resilience, adaptation and mitigation strategies, role of technology in climate risk reduction	CLO3	6
Unit 4: Sustainability in Business and Management		
Corporate social responsibility and sustainability, Green business practices, Sustainable supply chain management, Circular economy, Renewable energy, Energy efficiency, Sustainable consumption and production, Green marketing and sustainable innovation	CLO4	6
Unit 5: Climate Governance, ESG and Future Strategies		
Climate policies and international agreements, Paris Agreement, ESG concept and reporting, Corporate climate responsibility, Carbon neutrality and net zero, Climate finance, Sustainable leadership, Future trends in sustainability and climate action	CLO5	6
Total Hours		30 hours

Learning resources

Textbooks:

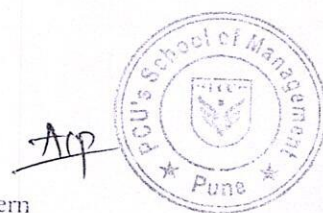
- Rogers, P. P., Jalal, K. F., & Boyd, J. A. An Introduction to Sustainable Development. Earthscan/Routledge.
- Henson, R. The Thinking Person's Guide to Climate Change. American Meteorological Society.
- Botkin, D. B., & Keller, E. A. Environmental Science: Earth as a Living Planet. Wiley.

Reference Books:

- Sachs, J. D. The Age of Sustainable Development. Columbia University Press.
- Esty, D. C., & Winston, A. S. Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage. Yale University Press.
- Hawken, P. The Ecology of Commerce: A Declaration of Sustainability. Harper Business.

Online Resources/E-Learning Resources

- United Nations Sustainable Development Goals: <https://sdgs.un.org/goals>
- Intergovernmental Panel on Climate Change: <https://www.ipcc.ch>
- United Nations Framework Convention on Climate Change: <https://unfccc.int>

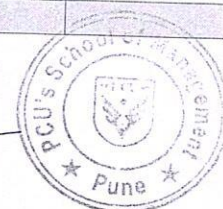


COURSE CURRICULUM –**Legal aspects of Business**

Name of the Program:		MBA		Semester : I		Level: PG	
Course Name		Legal Aspects of Business		Course Code/ Course Type		VAC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theo ry	Practi cal	Tutor ial	Total Cred its	Ho urs	CIA	ESA	Practical/Ora l
2	0	0	2	2	20	30	0
Pre-Requisite:							
Course Objectives (CO):		The objectives of this course are: 1. To understand the legal framework that governs business operations. 2. To explore the role of legal aspects in business decision-making. 3. To analyze contracts, corporate structures, and laws affecting business. 4. To provide an overview of intellectual property rights (IPR) and their relevance to business. 5. To develop the ability to identify and manage legal risks in business activities					
Course Learning Outcomes (CLO):		Students would be able to: 1. Demonstrate an understanding of the legal principles applicable to business operations. 2. Apply legal knowledge in making strategic business decisions. 3. Analyze contracts and corporate legal structures for risk management. 4. Understand the importance of intellectual property rights in business. 5. Evaluate and address legal challenges in business contexts.					

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
Unit 1: Introduction to Legal Environment of Business		
Overview of legal systems (Common law, Civil law, etc.) Role of law in business and society. Understanding business laws: Civil, Criminal, and Commercial Laws	CLO 1	6
Unit 2 : Contract Law and Business Agreements		
Elements of a contract: Offer, Acceptance, Consideration, etc. Types of contracts: Bilateral, Unilateral, and Executed Contracts Breach of contract and remedies	CLO 2	6
Unit 3 : Company Law and Corporate Governance		
Structure of business organizations: Sole Proprietorship, Partnership, and Corporations Legal requirements for forming and operating a company. Corporate governance and responsibilities of directors.	CLO3	6
Unit 4: Labor and Employment Laws		



Employment contracts and employee rights , Labor laws: Worker's compensation, discrimination, and harassment , Termination, dismissal, and redundancy laws	CLO4	6
Unit 5 : Intellectual Property Rights (IPR)		
Introduction to Intellectual Property (IP). Types of IP: Patents, Trademarks, Copyrights, and Trade Secrets. Importance of IPR for business protection and innovation	CLO5	6
Total Hours		30 hours

Learning resources

Textbooks:

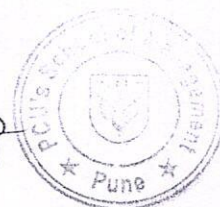
1. Business Law and the Legal Environment by Jeffrey F. Beatty, Susan S. Samuelson, Patricia Sanchez Abril (17th Edition).
2. Business Law: A Hands-On Approach by Neal Bevans (5th Edition).

Reference Books:

1. Business Law and the Regulation of Business by Neal Bevans (12th Edition).
2. Business Law and the Legal Environment: A Comprehensive Guide by Jeffrey F. Beatty, Susan S. Samuelson.

Online Resources/E-Learning Resources:

1. Business Law – Harvard Online Course
2. Intellectual Property Rights: An Overview – Coursera



IKS VAC

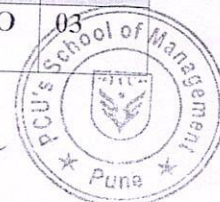
Indian Concepts and Theories in Psychology

Name of the Program:		MBA		Semester: I		Level: PG	
Course Name		Indian Concepts and Theories in Psychology		Course Code/ Course Type		VAC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	-	-	1	1	10	20	
Pre-Requisite: 12 th pass							
Course Objectives (CO):				CO1: Explain the foundations of Indian psychology and its sources. CO2: Analyse concepts of self, mind, and consciousness in Indian thought. CO3: Describe mental processes as explained in Indian philosophical systems. CO4: Apply Yoga and meditation concepts for psychological well-being. CO5: Integrate Indian psychological ideas with modern behavioral sciences.			
Course Learning Outcomes (CLO):				CLO1: Identify key features of Indian psychological traditions. CLO2: Compare Indian and Western views of mind and behavior. CLO3: Explain concepts like Atman, Chitta, and Buddhi. CLO4: Demonstrate understanding of Yoga-based mental health practices. CLO5: Relate Indian psychology to modern personal and professional life.			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I Introduction to Indian Psychology		
Meaning, scope, and evolution of Indian Psychology, Difference between Indian and Western psychology, Sources: Vedas, Upanishads, Bhagavad Gita	CLO 1	3
Concept of mind (Manas) and consciousness		
Unit 2: Self and Consciousness in Indian Thought		
Concept of Atman and Purusha. Layers of consciousness (Koshas theory)	CLO 2	03
Mind-body relationship in Indian tradition. Ego, self-realization, and identity		
Unit 3 Mental Processes in Indian Psychology		
Chitta, Manas, Buddhi, Ahamkara. Emotions (Rasa theory). Attention, perception, and cognition in Indian texts. Role of meditation in mental regulation	CLO 3	03

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Unit 4: Yoga and Psychological Well-being		
Patanjali's Yoga Sutras (Ashtanga Yoga). Stress, anxiety, and mental health management. Meditation and mindfulness practices. Holistic health and lifestyle psychology	CLO 4	03
Unit 5: Applications of Indian Psychology		
Positive psychology in Indian context. Leadership and decision-making (Bhagavad Gita insights). Emotional intelligence in Indian thought. Relevance in modern counseling and therapy	CLO 5	03
Total Hours		15

Learning resources

Textbooks:

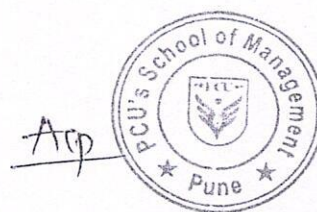
1. Exploring Indian Knowledge Systems: A Comprehensive Resource – Prof. V. Ramanathan (IIT BHU)
2. What Indian Knowledge Systems is all about – Gautam R. Desiraju (IISc Bangalore)

Reference Books:

1. *The Wonder That Was India* – A.L. Basham
2. *Indian Knowledge Systems* – Edited academic compilations (UGC/IKS Division resources)

Online Resource

1. Indian Knowledge Systems Division <https://www.iksindia.org>
2. National Education Policy 2020 <https://www.education.gov.in>



Exploring Indian Knowledge Systems: A Comprehensive Resource

Name of the Program:		MBA		Semester: I		Level: PG	
Course Name		Exploring Indian Knowledge Systems: A Comprehensive Resource		Course Code/ Course Type		VAC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	-	-	1	1	10	20	
Pre-Requisite: 12 th pass							
Course Objectives (CO):				CO1: Explain the foundations and scope of Indian Knowledge Systems. CO2: Describe major Indian philosophical traditions and ideas. CO3: Identify contributions of India in mathematics, science, and astronomy. CO4: Analyze traditional Indian approaches to environment and society. CO5: Relate Indian knowledge systems to modern interdisciplinary applications.			
Course Learning Outcomes (CLO):				CLO1: Recognize key sources and features of IKS. CLO2: Summarize basic Indian philosophical concepts. CLO3: Explain contributions of Indian scholars in science and mathematics. CLO4: Describe traditional ecological and health knowledge systems. CLO5: Connect IKS concepts with contemporary global challenges.			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I Foundations of Indian Knowledge Systems		
Meaning, scope, and evolution of IKS Sources of Indian knowledge: Vedas, Upanishads, Sutras Concept of knowledge in Indian tradition Holistic and interdisciplinary nature of IKS	CLO 1	3
Unit 2: Indian Philosophy & Thought Systems		
Schools of Indian philosophy (Nyaya, Vaisheshika, Sankhya, Yoga, etc.) Concepts of Dharma, Karma, and Moksha Logic and reasoning in Indian tradition Ethical and value-based systems	CLO 2	03
Unit 3: Science, Mathematics & Astronomy in India		
Ancient Indian mathematics and numerals Contributions of Aryabhata, Bhaskara, and others	CLO 3	03

Indian astronomy and calendar systems Scientific reasoning in classical texts		
Unit 4: Indian Knowledge in Society, Environment & Life Sciences		
Traditional ecological knowledge Ayurveda and health sciences (basic introduction) Water management and sustainability practices Indigenous technologies and environmental balance	CLO 4	03
Unit 5: Applications & Contemporary Relevance of IKS		
IKS in modern education and research Indian knowledge in AI, computing, and design thinking Role of IKS in sustainable development Integrating traditional knowledge with modern innovation	CLO 5	03
Total Hours		15

Learning resources

Textbooks:

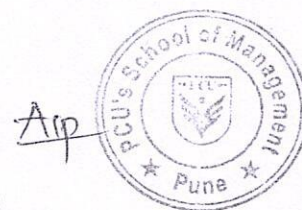
1. Exploring Indian Knowledge Systems: A Comprehensive Resource – Prof. V. Ramanathan (IIT BHU)
2. What Indian Knowledge Systems is all about – Gautam R. Desiraju (IISc Bangalore)

Reference Books:

1. *The Wonder That Was India* – **A.L. Basham**
2. *Indian Knowledge Systems* – Edited academic compilations (UGC/IKS Division resources)

Online Resource

1. Indian Knowledge Systems Division <https://www.iksindia.org>
2. National Education Policy 2020 <https://www.education.gov.in>



SKILLS ENHANCEMENT COURSES

COURSE CURRICULUM -

Business Statistics & Data Analysis

Name of the Program:	MBA	Semester : I	Level: PG
Course Name	Business Statistics & Data Analysis	Course Code/ Course Type	SEC
Course Pattern	2026	Version	1.0
Teaching Scheme			
Theory	Practical	Tutorial	Total Credits
2		0	2
Hours			
Assessment Scheme			
CIA (Continuous Internal Assessment)			
ESA (End Semester Assessment)			
Practical/Oral			
20			
30			
0			
Pre-Requisite: Bachelor's Degree			
Course Objectives (CO):			
The objectives of this course are:			
1. Recall fundamental statistical concepts and techniques. 2. Understand the role of data analysis in business decision-making. 3. Apply statistical tools to analyze business data. 4. Analyze data trends and relationships for managerial insights. 5. Evaluate and interpret statistical results for effective decision-making.			
Course Learning Outcomes (CLO):			
Students would be able to:			
1. Identify appropriate statistical tools for different business situations. 2. Explain descriptive and inferential statistical techniques. 3. Apply statistical methods to analyze and interpret data. 4. Analyze relationships between variables using statistical models. 5. Evaluate business problems using data-driven decision-making approaches.			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
Unit 1: Introduction to Business Statistics		
Meaning, importance, types of data, measurement scales, data collection methods, classification and tabulation of data	CLO 1	6
Unit 2 : Descriptive Statistics		
Measures of central tendency (mean, median, mode), Measures of dispersion (range, variance, standard deviation), Skewness and kurtosis, Data visualization techniques	CLO 2	6
Unit 3 : Probability and Distributions		
Basic probability concepts, rules of probability, probability distributions (Binomial, Poisson, Normal), applications in business decision-making	CLO 3	6
Unit 4 : Inferential Statistics		
Sampling techniques, estimation, hypothesis testing (t-test, z-test, chi-square test), confidence intervals, errors in hypothesis testing	CLO 4	6
Unit 5 : Data Analysis Techniques		

Correlation and regression analysis, Time series analysis (trend and seasonal variations), Introduction to data analytics tools (Excel/SPSS), interpretation of results for business decisions	CLO 5	6
Total Hours		30

Textbooks:

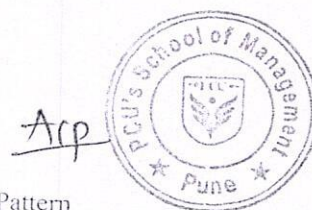
1. Anderson, Sweeney & Williams – *Statistics for Business and Economics*, Cengage
2. Levin & Rubin – *Statistics for Management*, Pearson
3. Gupta, S. P. – *Statistical Methods*, Sultan Chand

Reference Books:

1. Keller, G. – *Statistics for Management and Economics*, Cengage
2. Newbold, Carlson & Thorne – *Statistics for Business and Economics*, Pearson
3. Black, K. – *Business Statistics*, Wiley

Online Resources / E-Learning:

1. NPTEL – Business Statistics
2. Coursera – Data Analysis and Statistical Inference
3. Khan Academy – Statistics and Probability



COURSE CURRICULUM

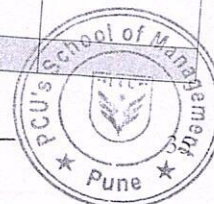
International Business Environment

Name of the Program:		MBA		Semester : I		Level: PG	
Course Name		International Business Environment		Course Code/ Course Type		SEC	
Course Pattern		2026		Version		1.0	
Teaching Scheme						Assessment Scheme	
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
2	-	-	2	2	20	30	-
Pre-Requisite: Bachelor's Degree							
Course Objectives (CO):		The objectives of this course are: 1. Recall the fundamental concepts of international business environment. 2. Understand global economic, political, and cultural forces affecting business. 3. Apply environmental analysis tools in international business decisions. 4. Analyze global opportunities and risks in different markets. 5. Evaluate strategies for operating in a dynamic international environment.					
Course Learning Outcomes (CLO):		Students would be able to: 1. Identify key components of the international business environment. 2. Explain economic, political, legal, and cultural factors influencing global business. 3. Apply analytical frameworks to assess international markets. 4. Analyze global business risks and opportunities. 5. Evaluate strategic decisions in the global business context.					

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
Unit I : Introduction to International Business Environment		
Meaning, nature, and scope of international business, Components of business environment, Differences between domestic and international environment, Globalization – concept, drivers, and impact	CLO1	6
Unit II : Global Economic Environment		
Economic systems (capitalist, socialist, mixed), Global economic indicators, Role of International Monetary Fund and World Bank, Balance of Payments, Foreign exchange market basics.	CLO2	6
Unit III : Political and Legal Environment		
Political systems, Government influence on business, Political risk analysis, Legal systems in international business, Role of World Trade Organization, Trade regulations and policies	CLO3	6
Unit IV : Socio-Cultural and Technological Environment		

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Culture and its dimensions, Cross-cultural management, Social environment, Technological changes, Digital transformation, Impact of innovation on global business.	CLO4	6
Unit V: Global Business Strategy and Emerging Trends		
Market entry strategies, Global vs local strategies, Strategic alliances, Emerging trends (sustainability, digital economy, ESG practices), Risk management in international business.	CLO5	6
Total Hours		30 Hours

Textbooks:

1. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. – *International Business: Environments and Operations*, Pearson
2. Hill, C. W. L. – *International Business*, McGraw Hill
3. Cherunilam, F. – *International Business Environment*, Himalaya Publishing

Reference Books:

1. Cavusgil, S. T. – *International Business Strategy*, Pearson
2. Rugman, A. M. – *International Business*, Pearson
3. Wild, J. J. – *International Business*, Pearson

Online Resources / E-Learning:

1. NPTEL – International Business Environment
2. Coursera – Global Business Environment
3. World Bank & IMF official learning portals.