YEAR II
Semester III

COURSE TEMPLATE

1. Department:	**School of Management**			
2. Course Name: Fundamentals of Operations Management		**3. Course Code**	**4. L- T-P**	**5. Credits**
		Code: BSL201	2-0-2	3
6. Type of Course (Check one):	Programme Core ✓	Programme Elective		Open Elective
7. Frequency of offering (check one): Odd semester	✓	Even	Either semester	Every
8. Brief Syllabus: Operations Management is the field of study that examines the production of goods and services within an organization. Decisions made in the operations function have a strong impact on customers and financial results, meaning that Operations management decisions strongly impacts the performance of all other departments- marketing, accounting, and financial performance and hence on the performance of the overall organization.				
9. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)				
Lectures: 28 hours		**Tutorials: 0 hours**		**Practicals: 14 hours**
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed				
CO 1	Coherently understand the role of operations management contributing to business management and display multi-disciplinary knowledge toward managing and leading enterprises.			
CO 2	Develop a systems approach to management and learn to operate under various business contexts.			
CO 3	Display creativity and analytical ability in business decision making.			
CO 4	Coherently understand the scope of inventory management			
CO5	Understand the importance of quality management and supply chain management			

COURSE TEMPLATE

1.Department: SOM	**School of Management**			
2. Course Name: Fundamentals of Financial Management		**3. Course Code**	**4. L-T- P**	**5.Credits**
		Code: BSL205	2-0-2	3
6. Type of Course (Check one):	Programme Core □ Programme Elective Open Elective			
7. Frequency of offering (check one):	Odd **X** Even ☐ Other semester ☐ Every seme ☐			
8. Brief Syllabus: Introduction to financial management, sources of finance, capital structure, cost of capital, capital budgeting, working capital management and ratio analysis				
9. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)				
Lectures: 28 hours	**Tutorials: NIL**	**Practical:14 hours**		
10. Course Outcomes (COs) After the completion of this course students will be able:				
CO 1	To acquaint the students of management with the basic knowledge of finance function in a corporate enterprise and to get familiar with the various sources of raising finance.			
CO 2	To create an understanding how a firm can create value through its financing decisions			
CO 3	To understand how the profits are distributed so as to maximize the wealth of shareholders			
CO 4	To understand the long term and short term investment decisions taken in an enterprise			

COURSE TEMPLATE

1. Department:	**School of Management**		
2. Course Name: Introduction to Marketing Management	**3. Course Code**	**4. L – T -P**	**5. Credits**
	Code: BSL207	2-0-2	3
6. Type of Course (Check one):	Programme Core ✓	Programme Elective	Open Elective
7. Pre-requisite(s), if any -- None			
8. Frequency of offering (check one): Odd ✓ Even	Either semester	Every semester	
9. Brief Syllabus: Marketing is a value-enhancing function that identifies opportunities, develops markets, and builds brands. Consequently, good marketing enables companies to charge price premiums, sustain competitive advantage and maintain long-run profitability. To this end, the course covers the following topics: marketing mix, branding, New product development process. Consumer adoption process. Product Life Cycle, Introduction to various objectives of pricing and pricing process, concept of geographical pricing, promotional pricing, discriminatory pricing, product-mix pricing and price discounts. Pricing strategies in face of competitive pressures and reactions, nature of Marketing Channels, Channel Functions and Flows. Channel Design and Management Decisions, Marketing process and Marketing Plan, Introduction to Distributor, Wholesaler and Retailer, Brief introduction to various elements of Integrated Marketing Communication. The process of deciding the Marketing communication mix based on objectives and the budget. Examination of distinct advantages and cost of each promotional tool, challenges and opportunities of Globalization. Marketing Mix for Global Markets.			
10. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)			
Lectures: 28 hours	**Tutorials: 0 hours**	**Practicals: 14 hours**	

11. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	Design marketing mix
CO 2	Apply product related concepts like classification of products, product levels, product life cycle, new product development process for marketing a product.
CO 3	Design model of service quality to improve service quality
CO 4	Design pricing strategies for setting prices of products and services
CO 5	Design distribution channel
CO 6	Use integrated marketing communication mix

COURSE TEMPLATE

1. Department:	**SCHOOL OF MANAGEMENT**		
2. Course Name:	**3. Course Code**	**4. L-T-P**	**5. Credits**
E-Commerce	BSL209	2-0-2	3
6. Type of Course (Check one):	☐Programme Elective ☒ Programme Core ☐ Open Elective		
7. Pre-requisite(s), if any (Mention course code and name)			
NA			
8. Frequency of offering (check one):	☐ Odd ☐ Even ☒ Either semester ☐Every semester		
9. Brief Syllabus:			
A comprehensive overview of how firms compete in today's environment with a focus on strategic choices and the infrastructure enabling e-commerce. The course equips students with contemporary e-commerce business models and practices This course describes the basic principles of e-business technologies. Upon the completion of this course, students should have a good working knowledge of e-commerce concepts, applications and technologies.			
Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)			
Lectures:28	**Tutorials:** NIL	**Practical:** 14	
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	Understand e-commerce , its building blocks and importance for organizations, society and customers.		
CO 2	Identify various business models of e-commerce and comprehend components of the online business model.		
CO 3	Familiarize with online consumer and able to analyze market in the new online environment.		
CO 4	Comprehend implementation of e-commerce technology in various fields and understand about e-commerce payment security mechanisms.		

COURSE TEMPLATE

1. Department:	**School of Management**		
2. Course Name: HRM and OB	**3. Course Code**	**4. L-T-P**	**5. Credits**
	BSL211	2-0-2	3
6. Type of Course (Check one):	Programme Core ✓	Programme Elective	Open Elective
7. Pre-requisite(s), if any:			
8. Frequency of offering (check one): Odd semester ✓	Even	Either semester	Every

9. Brief Syllabus:

The course starts with a brief introduction to HRM and its importance for all managers. It is the human resources of an organization who are instrumental in getting a competitive edge for an organization. It is the contribution of these human resources that ultimately leads to the organizational effectiveness and performance. The objective of the course is to impart knowledge, understanding and key skills that enable individuals to deal with the people component of organizations and employ effective strategies and methods for acquisition, development, maintenance and separation of human resources in an organization. For learners of this course, it could serve as a foundation while taking up courses in specialized HR areas and fields and also for building a career in HR. The course also intends to disseminate knowledge of organizational behaviour amongst students and hence, prepare them toward monitoring their own behaviours and managing the behaviours of others in organizational settings. Also, OB and HRM are important in context of sustainability since embedding sustainability in an organization is a people-related challenge, not a technological one. OB and HRM together can instill sustainability deep within an organizations' culture and embed a sustainability mindset in an organization and provide an integrated approach to sustainability

Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)

	Practice	
Lectures: 28 hours	**Tutorials /Problem solving : hours**	**Practical: 14 hours**

10. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	Effectively deliberate on the concept of human resources and the various developments in the field of personnel management.
CO 2	Effectively assess, compare, employ and evaluate effective strategies and methods for acquisition and development of human resources in an organization.
CO 3	Effectively assess, compare, employ and evaluate effective strategies for maintenance and separation of human resources in an organization.
CO 4	Display ability in communicating, leading and resolving conflicts and; facilitating cooperation toward advancement of individual, group and organizational goals.
CO 5	Effectively assess individual personality types and plan contingent responses to different personalities toward monitoring individual behaviour in organizational settings and foster effective interpersonal relationships.

COURSE TEMPLATE

1. Department:	**School of Management**			
2. Course Name: Statistics & Research Methodology-II		**3. Course Code**	**4. L- T-P**	**5. Credits**
		Code: ENL204	2-0-2	3
6. Type of Course (Check one):	Programme Core ✓	Programme Elective ☐	Open Elective ☐	
Frequency of offering (check one): Odd ☐	Even ✓	Either semester ☐	Every semester ☐	

Brief Syllabus This course attempts at inculcating in students the knowledge in the area of statistics. The main topics covered are Index Numbers, Time series analysis, Probability Distribution, sampling distribution, Test of Hypothesis, Small sampling theory, CHI square, ANOVA.

7. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)

Lectures: 28 hours	**Tutorials: NIL**	**Practical: 14 NIL**

8. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	Student would be able to use summary statistics to describe data.
CO 2	Student would be able to use probability theory and probability distributions in decision making.
CO 3	Student would be able to perform basic statistical analysis using the concepts of correlation and regression.
CO 4	Student would have the understanding of the sampling theory and sampling distributions.

SEMESTER IV

COURSE TEMPLATE

1. Department:	SCHOOL OF MANAGEMENT		
2. Course Name:	**3. Course Code**	**4. L-T-P**	**5. Credits**
HR ANALYTICS	BSL206	2-0-2	3
6. Type of Course (Check one):	☐Programme Elective ☒Programme Core ☐Open Elective		
7. Pre-requisite(s), if any (Mention course code and name)			
➢ BSL211 HRM & OB ➢ ENL204 Statistics and Research Methodology-II			
8. Frequency of offering (check one):	☐ Odd ☐ Even ☒ Either semester ☐Every semester		
9. Brief Syllabus:			
Organizations require efficient human resources (HR) data analytics to make strategic business decisions. This course helps learners gain insight into uses of analytics in HR, why it is important, and how HR analytics can be used to add value to your organization. The course also covers the most common HR analytics tools, with a particular focus on the use of relevant software to explore a set of techniques one can use in organizing, analyzing, and presenting HR data. This course is designed to prepare students for one of the most important analytic skills: to be able to present data effectively to communicate results and recommendations to decision makers.			
Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)			
Lectures:28	**Tutorials:** NIL	**Practical:** 14	

10. Course Outcomes (COs)
Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	Ability to understand the concept of HR Analytics and its relevance to organizations
CO 2	Apply best practices for using HR analytics to support making data-driven decisions
CO 3	Prepare and appropriately represent an analysis of workforce and talent data to identify trends and other actionable performance information
CO 4	Measure the effectiveness of HR processes and interventions and help transform the HR function from service provider to business enabler

COURSE TEMPLATE

1. Department:	**School of Management**		
2. Course Name: Financial Analytics	**3. Course Code**	**L- T-P**	**4. Credits**
	Code: BSL208	2-0-2	3
5. Type of Course (Check one):	Programme Core ✔	Programme Elective ☐	Open Elective ☐
6. Frequency of offering (check one): Odd ✔ Even ✔ Either Sem. ☐ Every Sem. ☐			

7. Brief Syllabus:

The course will explore techniques to analyze time series data and how to evaluate the risk-reward trade off expounded in modern portfolio theory. While most of the focus will be on the prices, returns, and risks of corporate stocks, the analytical techniques can be leveraged in other domains. Finally, a short introduction to algorithmic trading concludes the course.

8. Total lecture and Practical Hours for this course

56 Hours

The class size is maximum 60 learners.

9. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	Understand the fundamentals of financial analytics
CO 2	Acquire knowledge regarding time series data and its relevance
CO 3	To understand the techniques of financial analytics and its applications
CO 4	To understand the conceptual framework of Algorithm trading

COURSE TEMPLATE

1. Department:	**School of Management**		
2. Course Name: Marketing Analytics	**3. Course Code**	**4. L-T/ P**	**5. Credits**
	BSL210	(2-0-2)	3
6. Type of Course (Check one):	Programme Core ✓	Programme Elective	Open Elective
7. Pre-requisite(s), if any: Students Should know basics of MS Excel and fundamentals of Marketing Management.			
8. Frequency of offering (check one): Odd	Even	✓ Either semester	Every semester

9. Course Description:

The objective of the course is to develop knowledge of various marketing analytical techniques in order to help better decision making in sales and marketing. Marketing Managers usually depend on data analysts in their firms to crunch data. This course will help students to analyze data related to their customers, channel partners, vendors and others. The use of analytics helps to generate actionable insights required for impactful decision making. This course will help participants to understand the essentials of marketing analytics and learn the techniques to address fundamental marketing challenges.

Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)

Lectures: 28 hours	**Tutorials : NIL**	**Practical: 14 hours**

10. Course Outcomes (COs)

CO 1	Understand and apply various steps required to attain insights from customer data analysis
CO 2	Ability to analytically assess marketing problems and apply most suitable analytical technique
CO 3	Draw inferences from data in order to answer descriptive, predictive, and prescriptive questions relevant to marketing managers

YEAR III
SEMESTER V

COURSE TEMPLATE

1.Department:	**School of Management**		
2. Course Name: Business Policy & Strategy	**3. Course Code**	**4. L- T-P**	**5.Credits**
	Code: BSL301	2-0-2	3
6. Type of Course (Check one):	Programme Core ✓	Programme Elective ☐	Open Elective ☐
7. Frequency of offering (check one):	Odd ☐ Even ☐	Either semester ☐	Every semester ☐

Brief Syllabus: THE NATURE OF BUSINESS PLANNING AND STRATEGIC MANAGEMENT: What is BP? What is SM? Key terms of SM. Levels of strategies. Decision making criteria and approaches
STRATEGIC MANAGEMENT PROCESSES The SM Model and its limitations BUSINESS VISION AND MISSION, Importance and characteristics. Issues in setting the objectives ENVIRONMENT SCANNING AND SWOT ANALYSIS, Environment components. INDUSTRY ANALYSIS Competitive forces. Competitive analysis: Porters 5- forces. Formulation of strategies BUSINESS FORECASTING Need and steps. Forecasting techniques INTERNAL ANALYSIS Nature of internal environment. Value chain analysis. Evaluation of key internal factors. Financial statements/ratio analysis LONG TERM OBJECTIVES AND GRANDSTRATEGIES Long term objectives. Grand strategies.
Integration and diversification. Mergers and acquisition. Turnaround strategies ANALYSIS OF STRATEGIES Portfolio and matrix analysis. SWOT analysis

8. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)		
Lectures: 28 hours	**Tutorials: 0 hours**	**Practicals: 14 hours**

9. Course Outcomes (COs)
Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	Identify the forces impacting on corporate and business strategies
CO 2	Be critically aware of factors involved in strategy making
CO 3	Assess the resources and constraints for strategy making in a business context
CO 4	Explain the importance of social, economic and political forces; and technological
CO5	Specific knowledge of perspectives, frameworks and concepts within strategy formation, strategic change, and strategic innovation.

COURSE TEMPLATE

1. Department:	**School of Management**		
2. Course Name: Creative Thinking & Negotiation Skills	**3. Course Code** **Code: BSV301**	**4. L- T-P** 2-0-2	**5. Credits** 3
6. Type of Course (Check one):	Programme Core ☑	Programme Elective ☐	Open Elective ☐
7. Frequency of offering (check one): Odd ☐	Even ☑	Either semester ☐	Every semester ☐
Brief Syllabus: Providing the students an insight into the nuances of 'Art and Practice of Creative Thinking and Negotiation Skills"; familiarize with them with the tools and techniques to develop these skills.			
8. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)			
Lectures: 28 hours	**Tutorials: 0 hours**	**Practicals: 14**	

9. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO1	Make better decisions through critical thinking and creative problem solving
CO2	Develop your personal creativity
CO3	Transform your creativity into practical business solutions
CO4	Learning the art of negotiation
CO5	Exploring the negotiation Process

COURSE TEMPLATE

10. Department:	**School of Management**		
11. Course Name: Fundamentals of Data Mining	**12. Course Code**	**L- T-P**	**13. Credits**
	Code: BSL307	2-0-2	3
14. Type of Course (Check one):	Programme Core ☐	Programme Elective ✔	Open Elective ☐
15. Frequency of offering (check one):	Odd ✔	Even ✔	Either Sem. ☐ Every Sem. ☐

16. Brief Syllabus:

This course is designed to introduce data mining algorithms for analysing very large amounts of data. It introduces the basic concepts, principles, methods, implementation techniques, and applications of data mining, The topics include data extraction, exploratory data analysis, visualization, classification, clustering, frequent item sets, search engine basics, recommender systems, dimensionality reduction etc.

17. Total lecture and Practical Hours for this course

56 Hours

The class size is maximum 60 learners.

18. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	To Understanding of the basic concepts, principles, and techniques in data mining
CO 2	To be familiar with most of the classical data mining algorithms
CO 3	To be able to perform systematic analysis of real-world data mining problems end to end
CO 4	To be able to model data mining problems and evaluate, visualize and communicate statistical models

SEMESTER VI

COURSE TEMPLATE

1. Department:	SCHOOL OF MANAGEMENT		
2. Course Name:	**3. Course Code**	**4. L-T-P**	**5. Credits**
Fundamentals of Big Data Analytics	BSL306	2-0-2	3
6. Type of Course (Check one):	☐Programme Core ☒Programme Elective ☐Open Elective		
7. Pre-requisite(s), if any(Mention course code and name)			
Some prior knowledge about statistics and probability are quite important. Keen interest on statistics and mathematics are critical prerequisites			
8. Frequency of offering (check one):	☐ Odd ☐ Even ☒ Either semester ☐Every semester		
9. Brief Syllabus:			
This course introduces big data and how it impacts business.The objective behind this course is to provide an understanding of what insights big data can provide through hands-on experience with the tools. Students will be guided through the basics of using Hadoop with MapReduce, Spark, Pig and Hive. By following along with provided code, they will experience how one can perform predictive modeling and leverage graph analytics to model problems. This specialization will prepare students to ask the right questions about data, communicate effectively with data scientists, and do basic exploration of large, complex datasets.			
Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)			
Lectures:28hours	**Tutorials:** NIL	**Practical:** 14 hours	

10. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	To display the ability to explain the Big Data Fundamentals, including the evolution of Big Data, the characteristics of Big Data and the challenges introduced.
CO2	To be able to model and implement efficient big data solutions for various application areas using appropriately selected algorithms and data structures.
CO3	To be able to display the skills necessary for utilizing tools
CO4	To be able to handle a variety of big data analytics
CO 5	To be able to apply the analytics techniques on a variety of applications

COURSE TEMPLATE

9. Department:	**School of Management**		
Course Name: Data Visualization	**10. Course Code**	**11. L- T-P**	**12. Credits**
	Code: BSL308	2-0-2	3
13. Type of Course (Check one):	Programme Core ✓	Programme Elective ☐	Open Elective ☐
Frequency of offering (check one): Odd ☐	Even ☐	Either semester ✓	Every semester ☐

Brief Syllabus This course is all about data visualization, the art and science of turning data into readable graphics. Data visualization is an essential skill required in today's data driven world. We'll explore how to design and create data visualizations based on data available and tasks to be achieved. The goal of this course is to introduce students to data visualization including both the principles and techniques. Students will learn the value of visualization, specific techniques, and understand how to best leverage visualization methods. This process includes data modeling, data processing (such as aggregation and filtering), mapping data attributes to graphical attributes, and strategic visual encoding based on known properties of visual perception as well as the task(s) at hand. Students will also learn to evaluate the effectiveness of visualization designs, and think critically about each design decision, such as choice of color and choice of visual encoding.

14. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)

Lectures:28 hours	**Tutorials: NIL**	**Practical: 14 hours**

15. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	Present data with visual representations for your target audience, task, and data
CO 2	Create multiple versions of digital visualizations using various software packages
CO 3	Identify appropriate data visualization techniques given particular requirements imposed by the data
CO 4	Apply appropriate design principles in the creation of presentations and visualizations.

PROGRAM ELECTIVES

BSL355 Consumer Behaviour and Analysis 3(2-0-2)

BSL356 Applications in Digital Marketing 3(2-0-2)

16. Department:	**School of Management**		
Course Name: Applications in Digital Marketing	**17. Course Code**	**18. L- T-P**	**19. Credits**
	Code: BSL356	2-0-2	3
20. Type of Course (Check one):	Programme Core ☐	Programme Elective ✓	Open Elective ☐
Frequency of offering (check one):	Odd ☐	Even ✓	Either semester ☐ Every semester ☐

Brief Syllabus

The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content; how to optimize a Web site and SEO optimization; how to create Google AdWords campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently.

21. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)

Lectures: 28 hours	**Tutorials: NIL**	**Practical: 14 hours**

22. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	Understand the importance of the digital marketing for marketing success,
CO 2	Lean to manage customer relationships across all digital channels and build better customer relationships
CO 3	Learn to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations,
CO 4	Understand the perceiving ways of their integration taking into consideration the available budget.

COURSE TEMPLATE

1. Department:	**School of Management**		
2. Course Name: Introduction to Econometrics	**3. Course Code**	**4.**	**5. Credits**
	Code: SML 233N	4-0-0	4
6. Type of Course (Check one):	Programme Core ✓	Programme Elective ☐	Open Elective ☐
Frequency of offering (check one): Odd ✓	Even ☐	Either semester ☐	Every semester ☐

8. Brief Syllabus: This course aims at providing students a thorough understanding of core techniques of econometrics with focus on applied microeconomics techniques and how to apply them to test economic theories and quantify relevant factors for economic policy and other decisions. This course will help student to rigorously understand issues in connecting data, statistics and economic theory. The approach would be hands-on practice to help students get comfortable with working with dataset. The course would address the problems typically encountered in conducting empirical econometric research, in evaluating results and testing hypotheses in making predictions. The main contents of this course are introduction to econometrics, simple linear regression model (concepts, estimation, properties and testing of hypothesis), multiple regression models, functional forms and testing for model specification, identifying and correcting for violation of CLRM assumptions, dummy variables, logit and probit models, simultaneous equation model.

9. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)

Lectures: 60 hours	**Tutorials: NIL**	**Practical: NIL**

10. Course Outcomes (Cos)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	Demonstrate the basic concepts of econometrics and econometrics modeling.
CO 2	Effectively carry out estimation and inference for simple linear regression model.
CO 3	Effectively carry out estimation and inference for multiple linear regression models under different scenarios.
CO 4	Carry out econometric applications on problem data sets and interpret the results of multivariate regression using statistical software program.
CO 5	To be thorough on Simultaneous Equation Models

COURSE TEMPLATE

1. Department:	**SCHOOL OF MANAGEMENT**		
2. Course Name:	**3. Course Code**	**4. L-T-P**	**5. Credits**
Multi Criteria Decision Making	BSL358	2-0-2	3
6. Type of Course (Check one):	☒ Programme Elective ☐ Programme Core ☐ Open Elective		
7. Pre-requisite(s), if any (Mention course code and name)**NA**			
8. Frequency of offering (check one):	☐ Odd ☒ Even ☐ Either semester ☐Every semester		
9. Brief Syllabus:			
This course provides an introduction to the concepts and methods of Decision Science, which involves the application of mathematical modeling and analysis to management problems. It also provides a foundation in modeling with spreadsheets. The primary goal of the course is to help the student become a more skilled builder and consumer of models and model-based analyses. These methods will be applied to problems arising in a variety of functional areas of business, including economics, accounting, marketing, operations, and capital markets. Another important goal is to encourage a more disciplined thinking process in the way the students approach management situations. As a result of this course the student will become more confident in understanding and using models, both in other courses and on the job.			
Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)			
Lectures: 28 hours	**Tutorials:** NIL		**Practical:** 14 hpurs
10. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	Show the students how to use Excel spreadsheets effectively for business analysis. They will learn a comprehensive set of spreadsheet skills and tools, including how to design, build, test, and use a spreadsheet.		
CO 2	Introduce the students to the basic principles and techniques of applied mathematical modeling for managerial decision-making. They will learn to use some of the more important analytic methods, to recognize their assumptions and limitations, and to employ them in decision-making. These methods will be applied to problems arising in a variety of functional areas of business, including economics, accounting, marketing, operations, and capital markets.		
CO 3	Sharpen the students' ability to structure problems and to perform logical analyses. They will practice translating descriptions of business situations into formal models, and they will investigate those models in an organized fashion.		

CO 4	Expose the students to settings in which models can be used effectively. They will apply modeling concepts in practical situations. They will learn to extract insight from models, and to use those insights to communicate, persuade and motivate change.

COURSE TEMPLATE

19. Department:	**School of Management**		
20. Course Name: Fundamentals of Predictive Modelling	**21. Course Code**	**L- T-P**	**22. Credits**
	Code: BSL359	2-0-2	3
23. Type of Course (Check one):	Programme Core ☐ Programme Elective ✓ Open Elective ✓		
24. Frequency of offering (check one):	Odd ✓ Even ✓ Either Sem. ☐ Every Sem. ☐		
25. Brief Syllabus: The course would facilitate the students to learn, how to develop models to predict categorical and continuous outcomes, using such techniques as neural networks, decision trees, logistic regression, support vector machines and Bayesian network models.			
26. Total lecture and Practical Hours for this course **56Hours** The class size is maximum 60 learners.			
27. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	Understand the process of formulating business objectives, data selection/collection, preparation and process to successfully design, build, evaluate and implement predictive models for a various business application.		
CO 2	Compare the underlying predictive modeling techniques.		
CO 3	Select appropriate predictive modeling approaches to identify cases to progress with.		
CO 4	Apply predictive modeling approaches using a suitable package such as SPSS Modeler		

COURSE TEMPLATE

28. Department:	**School of Management**		
29. Course Name: Supply Chain Analytics	**30. Course Code**	**L- T-P**	**31. Credits**
	Code: BSL360	2-0-2	3
32. Type of Course (Check one):	Programme Core ☐ Programme Elective ☑ Open Elective ☐		
33. Frequency of offering (check one):	Odd ☑ Even ☑ Either Sem. ☐ Every Sem. ☐		

34. Brief Syllabus:

In present era of intense competition, customers are demanding more, with better quality and service at lower cost. In order to be successful, firms need to develop supply chain strategies and logistic capabilities that serve the needs of their customers whilst maximizing overall profitability. All supply chains, in order to function properly must focus on the huge opportunity that exists in their analytics.

35. Total lecture and Practical Hours for this course

56 Hours

The class size is maximum 60 learners.

36. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	To Understand the basics of Supply chain analytics
CO 2	To understand the application of descriptive analytics in a supply chain
CO 3	To understand the application of predictive analytics in a supply chain
CO 4	To understand the application of prescriptive analytics in a supply chain

COURSE TEMPLATE

7. Department:	**School of Management**		
8. Course Name: Fundamentals of Time Series Analysis	**9. Course Code**	**10.**	**11. Credits**
	Code: BSL361	2-0-2	3
12. Type of Course (Check one):	Programme Core ☐ Programme Elective ☑ Open Elective ☐		
13. Frequency of offering (check one): Odd ☑ Even ☐ Either semester ☐ Every semester ☐			
8. Brief Syllabus: The course provides basic skills for professional work in which time series data are explored, modified, modeled and assessed to detect trends and make forecasts. The course focus on: time series decomposition, autocorrelation and partial autocorrelation, forecasting using time series regression, ARIMA models and transfer functions, intervention analysis, trend detection.			
9. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 28 hours	**Tutorials: NIL**	**Practical: 14 hours**	

10. Course Outcomes (Cos)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	**Demonstrate the Basic Statistics and Visualizing Time Series, and Beginning to Model Time Series**
CO 2	Effectively carry out estimation and inference for Stationarity, MA(q) and AR(p) processes.
CO 3	Effectively carry out estimation and inference for AR(p) processes, Yule-Walker equations, PACF.
CO 4	Carry out applications on Akaike Information Criterion (AIC), Mixed Models, Integrated Models
CO 5	To be thorough on Seasonality, SARIMA, Forecasting

COURSE TEMPLATE

23. Department:	**School of Management**			
Course Name: Social Media and Web Analytics		**24. Course Code**	**25. L- T-P**	**26. Credits**
		Code: BSL362	2-0-2	3
27. Type of Course (Check one):	Programme Core ☐	Programme Elective ✓	Open Elective ☐	
Frequency of offering (check one):	Odd ☐	Even ✓	Either semester ☐	Every semester ☐

Brief Syllabus Social media not only provides marketers with a means of communicating with their customers, but also a way to better understand their customers. Viewing consumers' social media activity as the "voice of the consumer," this session exposes learners to the analytic methods that can be used to convert social media data to marketing insights. In Introduction to Social Media Analytics, learners will be exposed to both the benefits and limitations of relying on social media data compared to traditional methods of marketing research. This course will examine topics in social data analysis, including influence and centrality in social media, information diffusion on networks, topic modeling and sentiment analysis, identifying social bots, and predicting behavior.

28. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)

Lectures: 28hours	**Tutorials: NIL**	**Practical: 14 hours**

29. Course Outcomes (COs)

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

CO 1	Familiarize the learners with the concept of social media analytics and understand its significance.
CO 2	Familiarize the learners with the tools of social media analytics.
CO 3	Enable the learners to develop skills required for analyzing the effectiveness of social media for business purposes.
CO 4	Utilize various Application Programming Interface (API) services to collect data from different social media sources such as YouTube, Twitter, and Flickr.