Course Title	OPERATIONS AND SUPPLY CHAIN MANAGEMENT
Term/Semester	III
Course ID	21MBA431
Credits	3

Introduction:

With the growing manufacturing and service enterprises in recent years, supply chain management has gained popularity in India. The current course facilitates the students on how to build different supply chain management strategies and methods of forecasting demand, aggregate planning and network design for companies. The course aims at recognizing the role of Operations management among various business functions and its role in the organizations' strategic planning and gaining competitive advantage. It provides adequate knowledge of a range of operations management systems/models in decision making.

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Understand the concept and scope of operations management in a business context
CO2: Distinguish the role of location planning and capacity planning for enhancing operations capability
CO3: Demonstrate knowledge of the functions of logistics and supply chain management
CO4: Design and Develop the supply chain network
CO5: Understand and apply the quality management tools in business context

Course content and Structure: 36 hours

Module 1: Production and Operations management functions (6 Hrs.)
- Introduction to operation; Operation management function; Classification of production systems
- Productivity; factors affecting productivity; The decision process; Characteristics of operations decisions; Decision making environments;
- Time study; methods
- Work study: Methods
- Method study: Methods
- Motion study: Methods
- Calculation of lead time and cycle time

Module 2: Capacity and Location planning (8 Hrs.)
- Importance of capacity decisions; Defining and measuring capacity; Determinants of effective capacity; Determining capacity requirement; Developing capacity alternatives- Evaluating alternatives
- Need for location decisions; Nature of locations decisions; General procedure for making locations decisions; Evaluating locations decisions;
- Facilities layout; need for layout decisions
- Types of processing

Module 3: Supply chain management and Logistics   **(8 Hrs.)**

- Basic concepts & philosophy of SCM; Decision phases in SCM; Supply chain framework
- Key issues in SCM and benefits
- Logistics of part of SCM –
- Logistics costs; Inbound and out bound logistics; Bullwhip effects in logistics;
- Distribution and warehousing management
- Demand Management

Module 4: Designing the supply chain network   **(8 Hrs.)**

- Designing the distribution network; Role of distribution; Factors influencing distribution
- Design options; Distribution networks in practice
- Network design in the supply chain; Factors affecting the network design decisions - Designing and Planning
- Transportation Networks; Role of transportation; Modes of transportation

Module 5: Introduction to Quality Management   **(6 Hrs.)**

- Dimensions of quality; Cost of quality and quality cost audit
- Statistical process control; control charts
- Total quality management (TQM)
- Six sigma
- ISO 9000 and other ISO series
- Lean and Just in Time production system

Pedagogy:

- Class room discussion
- Project based learning
- Workshop from practioners
- Case based teaching
- Experiential learning

Teaching Learning Resources:

Recommended Books

1. Supply chain management, Chopra Sunil and Peter Meindl - 3rd edition, Pearson, 2007.

2. "Operation Management, Author- Joseph G Monks McGrew Hill Publication, International Edition-1987.

3. "Production and Operation Management", -Pannerselvam R. PHI publications, 2nd edition

Reference Books

1. "Production and Operation Management" Chary S. N. Tata McGrew Hill 3rd edition.
2. "Production and Operations Management", Everett E. Adams, Ronald J. Ebert, Prentice Hall of India Publications, Fourth Edition.
3. Modern Production/Operations Management, Buffia, Wiely India Ltd 4th Edition.
4. Supply Chain Management-A Managerial Approach, Amith Sinha, Herbert, 2nd edition, TMH.
5. A Text Book of Logistics and Supply chain management, Agarwal D.K. - 1st edition, Macmillan

Supplementary reading

- https://www.coursera.org/specializations/supply-chain-management
- https://www.futurelearn.com/courses/supply-chain-innovation
- https://www.edx.org/course/operations-management
- Pearson e – library ; https://elibrary.in.pearson.com/bookshelfDashboard
- EBSCO : https://www.ebsco.com/search?search=supplychainmodel
- Jgate: https://jgateplus.com/home/resources/
- Capitaline: https://www.capitaline.com/SiteFrame.aspx?id=1

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	1	-	--	2	3	-	3	-	--
CO2	-	3	1	-	1		3	3	3	1	2
CO3	2	3	1	-	-		3	1	3	1	2
CO4		3	-	-	-	3	3	1	3	1	1
C05	1	3	2	-	-	1	3	1	3	-	1

LEVEL   3-Substantial   2-Moderate   1-Slight   - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments (Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc.)	Individual	30	Full Semester

Course Title	BUSINESS, GOVERNMENT AND SOCIETY
Term/Semester	III
Course ID	21MBA214
Credits	2

Introduction:

The Course is designed to provide an interdisciplinary subject that deals with the nature and scope of business and government relations. The emphasis of this course is on ethical and social issues affecting society's stakeholder groups (customers, owners, employees, communities, and environmentalists) and the challenges for business in the future. This course encourages comparative analysis of business ethics with the moral standards of the world community

Course Outcomes (COs):

After successful completion of this course, the student will be able to

CO1: Understand and appreciate the Indian Constitution, composition of Indian Constitution.

CO2: Describe the legal aspects of business and regulations for organisations

CO3: Develop the basic conceptual understanding of disasters and its different contextual aspects, impacts and public health consequences

CO4: Evaluate sustainability and inclusion issues and solutions using a holistic approach

Course content and Structure: (24 hours)

Module 1: Indian Constitution   **(4 Hours)**

— Constitution, Features: Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy
— Union Legislature and Executive
  o President of India – Election and Powers.
  o Prime Minister and Council of Ministers.
  o Lok Sabha – Composition and Powers.
  o Rajya Sabha – Composition and Powers.
— State Legislature and Executive
  o Governor – Powers & Functions
  o Chief Minister and Council of Ministers
  o Legislative Assembly – Composition and powers
  o Legislative Council – Composition and powers
— Local Administration

o 73rd and 74th amendments: Panchayats & Urban Local Bodies: Powers and functions;
— The Judiciary
  o Features of judicial system in India
  o Supreme Court –Structure and jurisdiction
  o High Court – Structure and jurisdiction
  o Subordinate Courts at District, Municipal and Village Level
— Election Commission
  o Role and Functioning
  o Chief Election Commissioner and Election Commissioners, State Election Commission: Role and Functioning

Module 2: Legal Business Environment　　　　　　　　　(10 Hours)

— Indian Contract Act: Agreement and Contract, Essential of a valid Contract, Classification of Contracts, Remedies for breach of Contract.

— Companies Act 2013 and 2017: Major principles, Duties and Liabilities of Directors, Winding up of Companies

— Labor Compliances in India – Laws on Wages, Social Security, Industrial Safety & Welfare and Industrial Relations, The Sexual Harassment of Women at Workplace Prevention, Prohibition and Redressal Act, 2013

— The Consumer Regulations Act 1986 and 2019 and RTI Act, 2005

— Intellectual Property Right: Trade Marks, Patents, Designs, Copyright, Trade Secrets, Geographical Indications

— Information Technology Act 2002, 2008 Amendment, Cyber Law in India, Salient features of IT Act, Digital Signature

Module 3: Integrated Disaster Management　　　　　　　(4 Hours)

— Definitions, Objectives, Importance and Effects of the Disasters (Economical effects, Social effects, Geographical effects.)

— Types of Disasters: Natural Disasters (Earthquake, Landslides, Flood, Drought, Tsunami, Cloud Bursting), Man – made Disasters (Industrial, Chemical, Nuclear Disasters, Forest fires, Deforestation).

— Factors responsible for Disasters: Environmental Factors - Climate change, Pollution (Air, Water, Soil), Geographical Factors – Geographical Distributions of Areas (Hill Areas, Sea Coastal Areas, Desert habitats).

— Biological Disasters: Pest Attacks, Viral infections, Bacterial Infections.

- Prevention Preparedness, Vulnerable Areas, Damage assessment, Rehabilitation & Reconstruction, Allocation of resources, Resource Implementation, Role of Govt. & non - governmental organisations, Contingency Plan & Case Studies
- Disaster Management Act, 2005: salient features

Module 4: Sustainable development and Inclusion   **(6 Hours)**

- Sustainability: Sustainability Pillars (Environmental, Social, Economic, Governance)
- Integrating Sustainability into Business: Value Chain perspective beyond Corporate Social Responsibility, Sustainability Strategy and Planning, Stakeholder Engagement
- Sustainability Management Approaches: Eco-business and Environmental Management, Lean Manufacturing, Social Sustainability Management, Triple Bottom Line
- Sustainable Development Goals Vision
- Environmental Protection Act 1986 – Salient features of the Act, Global Warming
- Environmental Management System [EMS]
- Carbon Footprints, Carbon Credits

Pedagogy:

1) Classroom Discussion
2) Workshop from Practitioners
3) Case based teaching
4) Experiential Learning
5) Project based learning
6) Mock Parliament
7) Field Visit

Teaching Learning Resources:

Essential readings-

- N. D Kapoor, elements of mercantile Law Sultan Chand and Company, India, 2006.
- Aswathappa K, Essentials of Business Environment, Himalaya Publishing House
- Anderson J.E., (2006) Public Policy-Making: An Introduction, Boston,Houghton
- Dr Rajesh Chakraborty and Kaushiki Sanyal, Public Policy in India Publisher: Oxford University Press

References-

- The Introduction To The Constitution Of India, by Dr. Durga Das Basu, LexisNexis
- B.D.Singh, "Labor Laws for Managers", Excel Books
- Public Policy and Politics in India: How Institutions Matter, Kuldeep Mathur, Oxford University Press, 2013
- Disaster Management and Mitigation- by Prof R B Singh
- John M. Wallace and Peter V. Hobbs, Atmospheric Science: An Introductory Survey, Academic Press, New York, 1977.
- Bohle, H. G., Downing, T. E. and Watts, M. J. Climate change and social vulnerability: the sociology and geography of food insecurity, Global Environmental Change. No.4, pp. 37-48

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	3	2	3	3	3	-	-	-
CO2	3	3	3	3	2	2	2	3	2	2	2
CO3	2	2	3	3	1	2	1	3	2	2	2
CO4	2	2	3	3	1	1	2	2	2	2	2
C05	3	2	3	3	2	2	2	2	3	3	3

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

Course Title	Values, Ethics and Social Responsibility in Business
Term/Semester	III
Course ID	21MBA247
Credits	2

Introduction:

Ethics is the branch of philosophy concerned with the meaning of all aspects of human behavior. Theoretical ethics, sometimes called normative ethics, is about delineating right from wrong. It is supremely intellectual and, as a branch of philosophy, rational in nature. It is the reflection on and definition of what is right, what is wrong, what is just, what is unjust, what is good, and what is bad in terms of human behaviour. It helps us develop the rules and principles (norms) by which we judge and guide meaningful decision-making.

Business ethics, also called corporate ethics, is a form of applied ethics or professional ethics that examines the ethical and moral principles and problems that arise in a business environment. It can also be defined as the written and unwritten codes of principles and values, determined by an organization's culture, that govern decisions and actions within that organization. It applies to all aspects of business conduct on behalf of both individuals and the entire company. In the most basic terms, a definition for business ethics boils down to knowing the difference between right and wrong and choosing to do what is right.

Social responsibility is an ethical theory in which individuals are accountable for fulfilling their civic duty, and the actions of an individual must benefit the whole of society. In this way, there must be a balance between economic growth and the welfare of society and the environment.

Course Outcomes (COs):

After completion of this course, students will be able to;

CO1: Understand and appreciate the importance of ethics in business
CO2: Demonstrate ethical practices for effective management
CO3: Evaluate the success of a Social responsibility initiative and its impact on organization.
CO4: Demonstrate the relevance of Corporate Governance in the context of present-day management

Course content and Structure: (24hours)

Module 1: Relevance of Values in Modern Management   (6 Hrs)

- Values for Managers
- Ethics, culture and values:
- Importance of culture in organizations;
- Indian ethos and value systems;
- Concepts of Dharma;
- Work ethos;
- Difference between western approach of Management and Indian Approach of Management, Concept of Knowledge.

Module 2: Business ethics: (4 hours)

- Importance of Business Ethics; Relevance of Ethics s in Management; Characteristics of Business Ethics; Principles of Business Ethics.

- Holistic approach for managers in decision-making; Ethical Management; Role of organizational culture in ethics;
- Structure of ethics management; Ethics Committee and ethical code of conduct.
- Advantages of Managing Ethics in Workplace

Module 3: Ethical Concepts   (4 hours)
- Ethics and Morality; Types of ethics; Theories of ethics: Teleological theory; Deontological theory; Virtue theory.
- Meaning and scope of business; Characteristics – Objectives of Business Ethics; Factors influencing business ethics; Arguments for and against business ethics; Different views of business ethics - The Separatist View, The Unitarian View, The Integration View,
- Ethical issues in global business.

Module 4: Social responsibility   (4 hours)
- Understanding Social Responsibility
- Social Responsibility in Practice; Accountability; Triple Bottom line; Collective responsibility
- Inclusive business
- SA8000
- Shareholder primacy
- Social enterprise
- Social Audit.
- Social entrepreneurship
- Socially responsible investing

Pedagogy:
1) Classroom Discussion
2) Case Supplement
3) Scenario analysis and group discussions
4) Workshop

Teaching Learning Resources:

Essential readings

1. Velasques, (2003), "Business Ethics-Concept and Cases", 5th Ed. PHI, New Delhi
2. Chakraborty, S. K. (1998), "Foudations of Management Work – Contribution from Indian Thought" HPH, Delhi 2.
3. Drucker, P., (1983), " Management in Turbulent Times", Pan Books, London
4. Modh, Satish, Ethical Management: Text and Cases in Business Ethics and Corporate Governance. New Delhi: Macmillan Publishers India Ltd, 2005.
5. Manuel G. Velasquez, "Business Ethics", PHI Learning, New Delhi, 2010

References
6. S K Mandal Ethics in Business and Corporate Governance Tata McGraw Hill 2011 or Latest
7. Murthy C.S.V. Business Ethics and Corporate Governance Himalaya Publishing 2009 or Latest Edition
8. A.C. Fernando Business Ethics: An Indian Perspective Pearson Latest
9. Riya Rupani Business Ethics and Corporate Governance Himalaya Publishing Latest Edition

10. David J.Fritzsch Business Ethics; a Global and Managerial Perspective McGraw-Hill Irwin, Singapore Latest Edition
11. Andrew Crane & Dirk Matten Business Ethics : Managing Corporate Citizenship and Sustainability in the Age of Globalization Oxford University Press Latest Edition
12. Ashok K Nadhani Business Ethics and Business Communications Taxmann Latest Edition
13. Murthy C.S.V Business Ethics Himalaya Publishing Latest Edition
14. Daniel Albuquerque, "Business Ethics", Oxford University Press, New Delhi, 2010.
15. Jayasree Suresh,B.S. Ragavan, "Human Values in Professional Ethics", Sultan Chand, New Delhi,2009.
16. Joseph W.Weiss, "Business Ethics", Cengage Learning, New Delhi,2012.
17. Shekhar R.C, "Ethical Choices in Business", Sage Publishers, New Delhi,2009

Supplementary resources

- https://www.slideshare.net/saadiakh/business-ethics-and-corporate-governance-21431952

https://www.icmrindia.org/courseware/Business%20Ethics%20&%20Corporate%20Governance

- Business%20Ethics-Suggested%20Case%20Studies.htm
- https://www.scu.edu/ethics/focus-areas/business-ethics/resources/cases/
- https://www.grin.com/document/336022
- Journal of Human Values
- IBA Journal of Management & Leadership
- International Journal of Business Ethics in Developing Economies
- Journal of Business Law and ethics

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	1	1	2	2	3	1	2
CO2	2	2	1	-	1	-	2	2	2	1	1
CO3	2	1	1	2	1	1	1	3	3	2	2
CO4	2	2	1	1	1	1	2	1	2	1	-

LEVEL   3-Substantial   2-Moderate   1-Slight   - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments (Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

Course Title	DOMAIN SPECIFIC SKILL
Term/Semester	**III**
Course ID	**21 MBA731 (SE)**
Credits	**AC**

Guidelines:

The domain specific certificate program is offered to the students with the purpose of giving them a wide opportunity to enhance their domain specific skill and competencies in the following areas:

— Personal Finance Management

— Banking /IBPS exam preparation

— Audit

— International Taxation And Training Course

— Ecommerce

— Digital Marketing

— Supply Chain Management

— Sales and Distribution Management Skills

Evaluation Plan:

In the beginning of third semester students have to register for TWO certificate course chosen from their area of specialization(from the list of certificate programs given above) The chosen course should be of a minimum duration of 20 hours.

Students need to inform and register their names for the course with Center for Training and Placement. After the completion of the certificate program students need to submit the certificate to the center. On gaining the TWO required certification the student will be eligible for the semester–end exam.

Course Title	SOCIAL IMMERSION PROGRAMME
Term/Semester	III
Course ID	21MBA831
Credits	1

INTRODUCTION

Each student should undertake the social immersion programme immediately after the second semester examination for the duration of two weeks and submit a hard bound copy of the report before commencement of 3rd semester. The immersion programme will be under the guidance of internal faculty of the institution.

The main objective of the Social Immersion project is to sensitize students on civic and community issues, to enhance their interpersonal skills and to understand the problems of Rural/Urban/NGOs/Government or any other social issues of the society and enhance their status through capacity building. Social Immersion Programme also helps students to be better citizens by knowing, understanding and finding sustainable solutions for pressing community needs. They also learn and practice their management skills for building a better community.

The student has to work for two weeks in an NGO/ Government Organisation/ Government Agencies/ Panchayat Raj Institutions on different issues or undertake a freelancing study based on their interest. This could involve a desk study / data analysis / extension work / field work or exploration of an idea or its implementation.

I. SOCIAL IMMERSION PROGRAMME FRAMEWORK

1. **Phase 1: Pre Departure Preparation**

   a. Introduction to Social Immersion Programme [SIP]

   b. Sensitization towards social problems

   c. Identification of immersion organisation

2. **Phase 2: Field Immersion**

   a. Two Week Field immersion in collaboration with social-sector organizations across India

   b. Mentor - Student Meeting

   c. Student review meetings

3. **Phase 3: Post-Immersion Reflections**

   a. Presentation to partner organizations

   b. Interim report submission to partner organizations

4. **Phase 4: Report Submission & Evaluations**

   a. Submission of field report

b. Maintenance of diaries

Course Outcomes: After successful completion of this course, the student will be able to
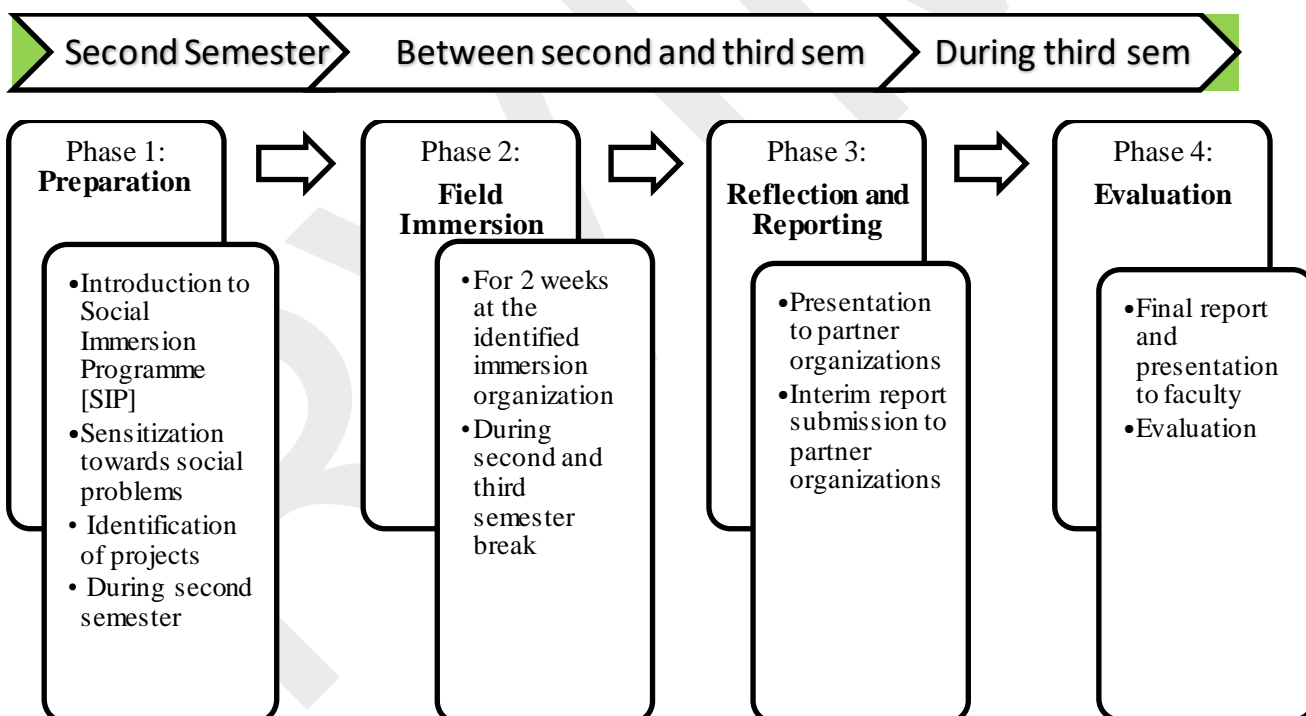
CO1: Develop better citizenship by knowing, understanding and finding creative and sustainable solutions for pressing problems and issues faced by NGOs/ Community/Society

CO2: Build interpersonal development, particularly the ability to work well with others, and build leadership and communication skills.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	-	1	2	1	3	-	2	2	3	2
CO2	3	-	3	1	-	3	-	-	2	3	2

Timeline

Second Semester	Between second and third sem	During third sem

Phase 1: **Preparation**	Phase 2: **Field Immersion**	Phase 3: **Reflection and Reporting**	Phase 4: **Evaluation**
• Introduction to Social Immersion Programme [SIP] • Sensitization towards social problems • Identification of projects • During second semester	• For 2 weeks at the identified immersion organization • During second and third semester break	• Presentation to partner organizations • Interim report submission to partner organizations	• Final report and presentation to faculty • Evaluation

IMMERSION METHODOLOGY

Primary method used for collecting sociological data will be ethnographic field research, of which field diaries are an important component. The base line survey, field survey, observation of the process, interaction with community members can be adopted for data collection.

Students are required to follow the guidelines indicated below;

GUIDELINES

1. Under this program, the student is required to undertake a Social Immersion individually for a period of two weeks between II and III semester. It would be carried under the guidance of internal faculty member from the Institution and external mentor.

2. Students should identify the place of study (organization) before the completion of II semester and finalize the scope of the study in consultation with the Institute Guide.

3. Students are allotted to respective Internal Faculty Guide based on the area of interest.

4. The Social Immersion program must be a study on live social problem or social issues and work on solving a problem. This could be in the nature of desk study **or** a field study **or** extension work **or** preparation of detailed report of a problem **or** exploration of a solution to the problem **or** implementation of an idea **or** a project **or** of any other study which reflects the spirit of the regulations. The immersion may include research work or a case study.

5. The word organization includes the following

    a. Educational Institutions in rural areas

    b. Government Department

    c. NGO/ CSO/ Voluntary Organization/CSR department of an Organization

    d. Research Body or Development Agency

    e. Panchayat Raj Institution/s

    f. Local Municipal Body, Legislature, Court, Etc.

6. On the completion of Social Immersion Program, the student is required to submit a report to faculty guide and external mentor or company within the specified timeline.

7. Satisfactory completion of Social Immersion Program and obtaining 50% of the marks allotted is an essential requirement for completing Immersion Programme.

8. Any interested faculty, Part Time or Guest Faculty or Social Activist are eligible to guide the immersion programme. Head of the institution has to certify the eligibility of such guides.

9. Every guide will be allotted the maximum of fifteen (15) students.

10. The Social Immersion report has to be as per report guidelines

11. One hard and one soft copy (in CD) have to be submitted to their respective guides.

Uniformity and Size of Type

- The body of the text must be prepared from a clear and readable font style at the same size throughout the document.
- Twelve-point font is the generally accepted font size.
- However, different point sizes can be used for tables, figures, or captions, as long as usage is consistent and conforms to the appropriate style manual.
- Choose the font carefully depending on your final distribution plans. Serif fonts (e.g. Times New Roman) are easier to read on paper.
- The use of bold, italic, capitalization, or any other writing convention should be consistent throughout the document and should follow the appropriate style manual.
- Alignment of text should be consistent (including no justified alignment).
- The body of the document must be spaced with 1.5"
- All page numbers must appear centered or right side in the bottom margin

Evaluation of Social Immersion

1. **Quality of the immersion work and Report**   **- 30**
2. **Immersion Diary (Day wise)**   **- 10**
3. **External Mentor feedback**   **- 30**
4. **Internal Mentor Interaction**   **- 20**
5. **Presentation and Viva-voce**   **- 10**
    TOTAL   **- 100**

Continuous Internal Assessment: 100 Marks					
Sl. No	**Particulars**	**Marks**	**Sl. No**	**Particulars**	**Marks**
1	Report & Viva-voce by External Examiner	20 marks	1	Quality of the immersion work	20 Marks
2	Quality of the Work	10 marks	2	Presentation of the report	10 marks
3	Punctuality, Discipline & Code of Conduct	10 marks	3	Immersion Diary	10 marks
4	Certificate of Appreciation	10 marks	4	Internal Mentor Interactions	10 marks
	Total Marks from External mentor	**50 Marks**		**Total Marks from Internal mentor**	**50 Marks**

Course Title	INTERNATIONAL IMMERSION
Term/Semester	Between II & III Semester
Course ID	21MBA832
Credits	1

Introduction:

To highlight the quality education and value addition being imparted at our institute, RVIM Centre for International Collaborations proposes to have an international immersion programme in "Innovation and Productivity" / Design Thinking/ International Business, etc offered by our partnering institutions/ Universities.

The programme shall highlight the need and relevance of international exposure and certification along with MBA degree in the present days. It emphasizes on the benefits of a globally relevant certification. This will enable us to compete with the best of B-Schools on aspects of teaching-learning resources, international collaborations, and industry academia connect .

Course Outcomes :
On completion of the international immersion program, students will be able to-

CO1. Understand and appreciate the working culture of different countries/ universities.

CO2. Gain proficiency in the chosen area of certification

CO3. Understand and appreciate international travel etiquettes, food and behavioural etiquettes.

CO4. Contribute to collaborative research, Making the students industry-ready, brand building, international projects & placement opportunities.

Course content and Structure: (30 hours)

The 2 week immersion programme will include the following :

✓ class room sessions for 4 days per week on the chosen area of study with the partnering institution leading to certification

✓ Industrial visits : 3- 4 to facilitate project work

✓ Cultural visits : Local sightseeing & places of cultural importance

Evaluation Plan: The total evaluation will be for 100 marks which will include 3 components:

1. **Presentation:**

   To prepare a presentation of 15-20 slides including the broad areas like- prior preparations done, their experiences, learnings, takeaways from industrial visits, takeaways from cultural visits, students' impression about the country visited and challenges faced.

2. **Project report:**

The report has to be prepared based on the industrial visits and overall international experience. This will be evaluated for 30 marks

3. **Feedback** of the Internal mentor on preparations made and conduct during the immersion: 20 marks

The students have to score a minimum of 50% marks to be eligible for successful completion of the Program

The timeline for the immersion program is between the II & III Sem MBA.

Course Evaluation Plan:

Sl. No.		Evaluation Item	Marks Allotted
1	**Internal Marks**	Class Participation	30
2	**(50)**	Feedback of Mentor	20
3	**External Marks**	Project report	30
4	**(50)**	Viva-Voce	20

Course Title	DESIGN THINKING AND CREATIVITY FOR BUSINESS
Term/Semester	III
Course ID	21MBA833
Credits	2

Introduction:

Design thinking is a critical problem-solving approach for building creative and innovative solution. Design thinking is a process that relies on understanding users' needs and experiences as they continue to evolve. It is a solution-focused mindset that is critical to developing new ideas that can uncover potential opportunities, challenge assumptions and lead to product and service innovations. Through analysis and imagination, design thinking empowers organizations to identify and implement human-centered and action-oriented solutions to complex business problems.

Gaining deeper insight into the target users' needs and expectations in turn leads to more value creation. This is the core of design thinking, and it leads to improved products, services and internal processes. This course will develop a user-centric designs for all issues and evolve a solution that will address a customers' pain points and meet their business goals.

COURSE OUTCOMES (CO):
On completion of the course students will be able to:
CO1 Understand and appreciate the design thinking frame work and develop an empathy map
CO2 Understand and appreciate the importance of problem defining – in the design thinking frame work.
CO3 Demonstrate ability to identify an idea based on design thinking process.
CO4 Demonstrate the ability to develop prototype which offers real world solutions
CO5 Apply these new strategies to create new innovative solutions

COURSE CONTENT AND STRUCTURE (24 hours)

MODULE 1: INTRODUCTION TO DESIGN THINKING & EMPATHY MAPPING
(04 HOURS)
— Introduction to design thinking approach,
— Identify the customer journey.
— Map the customer journey to understand customers' experiences with product/service
— Develop persona(s) of your target customers (CPM).

MODULE 2: PROBLEM MAPPING   (05 HOURS)

— Problem statement or underlying issue and possible solution options
— Define customer profile and needs by using ethnographic research methods (interviews and observations)
— Pinpoint target users and design interview questionnaires to understand customer pain points

MODULE 3: IDEATE AND SYNTHESISE SOLUTION   (05 HOURS)
— Brainstorm ideas to explore solutions that will help customers meet their needs
— Identify desirable features of solutions and cluster ideas, select high-quality solution ideas that can be prototyped
— Discussion of Indian companies using design thinking.

MODULE 4: PROTOTYPE AND EXPERIMENT   (05 HOURS)

- — Design a prototype for the selected idea to enable a conversation with the stakeholders
- — Derive insights from user-prototype interactions with all stakeholder feedback. Rectify flaws, address constraints and enhance strengths.
- — Discuss the importance of accepting of failing quickly and cheaply. Improvise and restart.

MODULE 5: VALIDATE AND REFINE   (05 HOURS)
- — Refine prototype and solutions based on feedback from target users to better fit with user needs
- — Test and refine point of view (POV)
- — Describe the applications of complementary tools of innovation: Value Proposition Designer, Business Model Canvas

PEDAGOGY

- • MOOC driven learning
- • Workshop by Experts
- • Experiential Learning
- • Expert Video Lecture
- • Use of Templates to learn Concepts and Models
- • Case Studies/Simulations

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO11
CO1	3	3	1	2	3	3	3	3	2	3	3
CO2	3	3	-	2	3	3	3	3	1	3	3
CO3	3	3	-	2	3	3	3	3	1	3	3
CO4	3	3	1	2	3	3	3	3	1	3	3
C05	3	3	1	2	3	3	3	3	1	3	3

LEVEL   3-Substantial   2-Moderate   1-Slight   - No Co-relation

RECOMMENDED BOOKS

1) Design: Creation of Artifacts in Society by Prof. Karl Ulrich, U. PennChange by Design by Tim Brown.
2) The Design of Everyday Things: Revised and Expanded, Norman, Don. Edition. United States, Basic Books, 2013.
3) Design Thinking: Understanding How Designers Think and Work, 1st edition, Pearson
4) Handbook on Design Thinking –Eli Woolery, Free book.
5) Design Thinking for Startups, Jimmy Jain, Notion Press,2018.
6) Design Thinking for Small Business Putting the Power of Design to work., Beverly Rudkin Ingle, Apress, Oct-2013.

REFERENCE BOOKS:

1. Elements of User Experience: User-Centered Design for the Web and Beyond, Second Edition Jesse James Garrett
2. 8 Steps To Innovation –T. Krishnan Rishikesha, Harper Collins Publishers India.
3. Design thinking in Class room, David Lee,Ulysses Press,2018.

SUPPLEMENTARY RESOURCE:

1. https://www.ibedo.org/
2. https://blog.hypeinnovation.com/
3. Coursera: Design Thinking for Innovation by University of Virginia. By Jeanne M Liedtka
4. Coursera: Design Thinking for the Greater Good: Innovation in the Social Sector (by Jeanne M Liedtka).
5. Swayam: Design thinking -A Primer. By IIT-Madras. (4 weeks).
6. https://elibrary.in.pearson.com/login
7. https://jgateplus.com/home/
8. https://capitaline.com/
9. http://web.b.ebscohost.com/ehost/search/basic?vid=1&sid=c8b5124d-307d-4f0a-843e-3b13e9156a4a%40pdc-v-sessmgr06.

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

Course Title	Open Elective II
Term/Semester	III
Course ID	21MBA834
Credits	2

Guidelines:

The open electives are offered to the students with the purpose of giving them a wide opportunity to enhance their knowledge.

The students are given an opportunity to choose from a wide range of MOOCs- 4500 + courses offered by Coursera and enroll themselves.

Open elective 2 : Students have to complete 1 MOOC in their area of specialization during the III Sem and submit the certificate. The duration of the course should be for atleast 6-8 weeks.

In the beginning of the semester, students have to register for a MOOC in their chosen area of specialization, preferably in their major specialization and update the information to the designated faculty member. This will enable the faculty to monitor the progress. After completion of the course, students have to submit the completion certificate. This will ensure eligibility for the students to complete the semester successfully.

Evaluation Plan:
Students are required to complete the course and takeup the assessment at the end of the course.

Sl. No.		Evaluation Item	Marks Allotted
1	**Internal Marks (50)**	Weekly presentation and submission of reports to the mentor	20
2		Presentation on the learnings from the course	30
3	**External Marks (50)**	Final course assessment score and submission of certificate to the mentor	50