

SKILL ENHANCEMENT COURSES							
2021-22							
BACHELOR OF BUSINESS ADMINISTRATION							
Sl. No.	Course Code	Course Name	Teaching Hour Per Week	ESE	CIA	Total Marks	Credits
1	M1 21 SB 101	Digital Fluency	1+ 0+2	30	20	50	2
2	M1 21 SB ***	Business Decision Using Excel	1+ 0+2	30	20	50	2
3	M1 21 SB ***	Management Information System	1+ 0+2	30	20	50	2
4	M1 21 SB ***	Financial Analytics and Control	1+ 0+2	30	20	50	2
5	M1 21 SB ***	Application of E - Commerce	1+ 0+2	30	20	50	2
6	M1 21 SB ***	Cognitive Skills & Flexibility	1+ 0+2	30	20	50	2
7	M1 21 SB ***	Introduction to Lean Process Management & Six Sigma	1+ 0+2	30	20	50	2
8	M1 21 SB ***	Leadership and Performance	1+ 0+2	30	20	50	2

## **BACHELOR OF BUSINESS ADMINISTRATION**

### **M1 21 SB 101: DIGITAL FLUENCY**

#### **COURSE OBJECTIVES**

The students will be able to:

1. Identify the environmental Factors that determine public health and its contribution towards Human Development Indices for public health.
2. Analyze the change of Agricultural activities, Industrial activities and life style, and its impact on climate change and Public health.
3. Identify the Factors that determine Good health and type of diseases that affect health due to lack of management of hygiene in public places and Sanitation, Poverty and change of Life style.
4. Evaluate the role of alternative systems of Medicine and intervening Programme of Government of India on Public health.
5. Examine the role of local bodies and its policies, practices with respect to solid waste management as per Environmental Protection Act, Forest Conservation Act, Wild Life Protection Act, Water and Air Act and Industrial, Bio Medical and E waste disposal rules.

#### **Module 1: Emerging Technologies**

**5 Hours**

Artificial Intelligence- Machine Learning- Deep Learning- Database Management for Data Science- Big Data Analytics- Internet of Things (IoT) and Industrial Internet of Things (IIoT)- Cloud computing and its service models- Cyber Security and Types of cyber attack

#### **Module 2: Applications of Emerging Technologies**

**5 Hours**

Artificial Intelligence- Big Data Analytics- Internet of Things- Cloud Computing- Cyber Security

#### **Module 3: Building Essential Skills beyond Technology**

**5 Hours**

Importance of Effective Communication Skills, Creative Problem Solving & Critical Thinking, Collaboration and Teamwork Skills, Innovation & Design Thinking, Use of tools in enhancing skills

#### **COURSE OUTCOMES:**

After completion of the course, the students will be able to:

1. Explain the type of emerging technologies and potential cyber-attacks in the world of digital
2. Evaluate the relevance and applicability of Artificial Intelligence, Big Data Analytics, Internet of Things and Cloud Computing on specific operations citing a example for the same
3. Justify the building of Essential Skills beyond Technology that goes well with adoption the Technology

**BOOK FOR REFERENCE:**

1. Volker Lang, Digital Fluency: Understanding the basics of Artificial Intelligence, Block chain technology, Quantum Computing and their applications for Digital Transformation, 1<sup>st</sup> Edition, Apress Publications, 2021
2. S. B. Ramoshi and S.P. Sajjan, Digital Fluency, 1<sup>st</sup> Edition, Karnataka, Ekalavya E-educate, 2021.
3. Eric Downey, Fundamentals, Applications and Emerging Technologies, Createspace Independent Publications, 2017
4. Chris Hackett, The Big Book of Maker Skills (Popular Science): Tools & Techniques for Building Great Tech Projects Flexi bound, Weldon Owen, Illustrated edition, 2014

## BUSINESS DECISION USING EXCEL

### COURSE OBJECTIVES:

Students should be able to:

1. Use the Excel functions for formatting of date and time, numerical and Textual functions
2. Apply the selected Excel functions of Financial and Logical functions and prepare charts
3. Choose an appropriate excel function for Data formatting

### Module 1: Excel Basic functions:

**4 Hours**

Referring, functions and formulas, Text functions, date and time. Formatting - Font formatting, borders, alignment, number formatting, as well as the Excel styles and themes.

### Module 2: Advanced excel Functions

**7 Hours**

Sum, Sumif, Sumifs, count, Countif, Countifs, Cell Referencing, Absolute cell referencing, Relative Referencing, mixed referencing AND, IF, Vlookup and H lookup, Match function and Index functions, PV,FV,PMT,CAGR NPV,IRR,MIRR, charts, Pivot table and Pivot chart. Basic graph formatting, frequency functions, histograms

What if Analysis - Data table (one way and two ways), and Goal seek, Scenario manager, Solver and Random numbers generating, Monte Carlo simulation.

### Module 3: Data Formatting

**4 Hours**

Auto filter, advanced filter, sorting, Error proofing, conditional formatting, data validation, data cleaning, text formatting

### COURSE OUTCOMES:

After completion of the course, the students should be able to:

1. Explain the procedure to be observed in connection with initial set up for the accounting process to take place under Tally framework
2. Integrate the particulars of accounting vouchers with the tally for creating and maintenance of the Books of Accounts
3. Create a Data management in tally for all the Transactions and vouchers for the purpose of Back up, restoring, retrieval and print a report of the same
4. Design the display of all the financial statements and accounting statements for purpose of display, Back Up, print out and retrieval.

**BOOKS FOR REFERENCE:**

1. Excel Macros for Dummies by Micheal Alexander, 2<sup>nd</sup> Edition, 2019
2. Excel for Dummies, Quick reference by John Walkenbach, John Wiley & Sons Inc, 1993.
3. Excel quick Start Guide from Beginner to Expert by William Fischer, 2016
4. Excel from Scratch, Peter Kalmstrom, 2016
5. Excel for Dummies by Greg Harvey, 2016

## MANAGEMENT INFORMATION SYSTEM

### COURSE OBJECTIVES:

The students will be able to

1. Explain the role and structure of Management Information System in organizations and its relationship with other information systems
2. Devise the plan for developing a structure of Management Information System at Management level, Strategic level and Operation level of an organization
3. Analyze the role of Enterprise Resource Planning in Large Organizations and its relationship with E-commerce.

### Module 1: Fundamentals of Management Information system

5 Hours

Introduction to Management Information Systems, MIS Categories, Managers and Activities in IS, Types of Computers Used by Organizations in Setting up MIS, Hardware support for MIS, The Decision Making Process, System Approach to Problem Solving, The Structure of Management Information System. Kinds of Information Systems: Introduction, Types of Management Systems Concepts of Management Organization

### Module 2: MIS Planning and Development

5 Hours

Introduction, Planning, development, MIS Organization Structure: Introduction, MIS at Management levels, Strategic Level Planning, Operational Level Planning, Economic and Behavior Theories.

### Module 3: Enterprise Resource Planning

5 Hours

Introduction, Basics of ERP, Evolution of ERP, Enterprise Systems in Large Organizations, Benefits and Challenges of Enterprise Systems, E-commerce.

### COURSE OUTCOMES:

After completion of the course, the students should be able to:

1. Explain the role and structure of Management Information System in organizations and its relationship with other information systems
2. Devise the plan for developing a structure of Management Information System at Management level, Strategic level and Operation level of an organization
3. Analyze the role of Enterprise Resource Planning in Large Organizations and its relationship with E-commerce.

### BOOKS FOR REFERENCE:

1. Oke & Jayant, Management Information System, 7th edition, Nirali Prakashan Pune India. 2014
2. Jawadekar, W. S., Management Information Systems, 2nd edition, Tata McGraw Hill (TMH). 2017
3. Oka M. M., Management Information Systems, 14th edition, Everest Publishing House India,

2019

4. Oz, Effy, Management Information Systems, Course Technology, 2020
5. Sadagopan, S, Management Information Systems, PHI Learning Pvt. Ltd, 2021

## FINANCIAL ANALYTICS & CONTROL

### COURSE OBJECTIVES:

The students will be able to

1. Analyze the role of accounting information systems, ERP and Enterprise performance management systems in organizations and their relationship with other information systems and Data governance
2. Justify the Integration of Business intelligence, Data mining, Analytic tools and Data visualization with Technology enabled financial Analytics with Automation.
3. Examine the factors related to organizing Financial Analytics with AI and ML in the context of ascertainment of cost.
4. Evaluate the essential components of internal control structure and external audit measures to ensure Governance, Risk and Compliance
5. Devise a plan for Systems Controls and Security Measures in the context of General accounting systems controls, Application and transaction controls, Network Controls, Backup Controls, Business Continuity planning

#### **Module 1: Information systems and Data Governance**

**5 Hours**

Accounting information systems. Enterprise resource planning systems -Enterprise performance management systems. Data policies and procedures - Life cycle of data - Controls against security breaches Technology enabled finance transformation and Data Analytics - Systems Development Life Cycle - Process automation - Innovative applications - Business intelligence - Data mining - Analytic tools - Data visualization

#### **Module 2: Cost Measurement Concepts**

**5 Hours**

-Cost behaviour and cost objects - Actual and normal costs - Standard costs - Absorption (full) costing - Variable (direct) costing - Joint and by-product costing, Job order costing - Process costing - Activity-based costing - Life-cycle costing - Fixed and variable overhead expenses - Plant-wide versus departmental overhead - Determination of allocation base - Allocation of service department costs

#### **Module 3: Governance, Risk Compliance and Systems Controls**

**5 Hours**

Governance, Risk and Compliance -Internal control structure and management philosophy- Internal control policies for safeguarding and assurance - Internal control risk - COSO Control Components - ERM Policies and Procedures - Corporate governance & Responsibilities - Audit Risk - External audit requirements.

Systems Controls and Security Measures -General accounting systems controls- Application and transaction controls - Network Controls - Backup Controls -Business Continuity planning

### COURSE OUTCOMES:

After completion of the course, the students should be able to:

1. Analyze the role of accounting information systems, ERP and Enterprise performance management systems in organizations and their relationship with other information systems and Data governance
2. Justify the Integration of Business intelligence, Data mining, Analytic tools and Data visualization with Technology enabled financial Analytics with Automation.



3. Examine the factors related to organizing Financial Analytics with AI and ML in the context of ascertainment of cost.
4. Evaluate the essential components of internal control structure and external audit measures to ensure Governance, Risk and Compliance
5. Devise a plan for Systems Controls and Security Measures in the context of General accounting systems controls, Application and transaction controls, Network Controls, Backup Controls, Business Continuity planning

**BOOKS FOR REFERENCE:**

1. Financial Analytics and Control, Dr. Anuradha B, 2019
2. Financial Analytics, Mark J. Bennett & Dirk L. Hugen, Cambridge University Press, 2016
3. Quantitative Financial Analytics, Edward E Williams, John A Dobelman, 2017
4. Data Analytics made accessible, Anil K Maheshwari, 2020

## APPLICATION OF E-COMMERCE

### COURSE OBJECTIVES:

The students will be able to

1. Evaluate the role of E – commerce in today's competitive business environment.
2. Justify the relevance and applicability of E – Commerce on the Information Technology services- Broker based services of Service Industries.
3. Examine the factors that contribute to the relevance and applicability of E – Commerce on the Retail business.
4. Illustrate the meritorious aspect of E – Commerce on customization and automatization of services in the context of Global Business.

### Module 1: Overview of Electronic Commerce

5 Hours

Introduction, Main activities of ecommerce, Broad goals of ecommerce, Prospects for ecommerce, Pre-requisites for ecommerce, ecommerce applications, Types of electronic commerce-Business- to Business(B2B),Business to Consumer (B2C), Business to Government (B2G) Consumer to Consume (C2C) Advantages of ecommerce(Benefits to Organization, Benefits to society) Limitations of ecommerce (Non-technical limitations, Technical limitations), Value chains in electronic commerce

### Module 2: Electronic Commerce for service Industries & Retailing

5 Hours

**Electronic Commerce for service Industries** - Information Technology services- Broker based services, Travel and tourism services, Employment Placement and the job market, Real Estate, Trading stocks online, Online Publishing, Marketing and Manufacturing industries , e- agriculture in India.

**Electronic Commerce and Retailing** - E-commerce and retail industry, vision of online retailing in ecommerce, today's E-tailing environment, ecommerce and marketing, Incentives for engaging in ecommerce, driving forces behind ecommerce, ecommerce and economic efficiency, impact of ecommerce on business.

### Module 3: E-commerce and customization

5 Hours

**E-commerce and customization** - Global Markets- Understanding the structure of virtual Enterprises work flow Automation and coordination, customization and internal commerce- customization of services. Order selection and prioritization: Order scheduling, fulfilling and delivery, Order billing and payment management; Post sales services. Recent Trends in Ecommerce-Big Data Analytics, Cloud Computing, M-Commerce, S-Commerce, O2O Ecommerce.

### COURSE OUTCOMES:

After completion of the course, the students should be able to:

1. Evaluate the role of E – commerce in today's competitive business environment.
2. Justify the relevance and applicability of E – Commerce on the Information Technology services- Broker based services of Service Industries.
3. Examine the factors that contribute to the relevance and applicability of E – Commerce on the Retail business.

4. Illustrate the meritorious aspect of E - Commerce on customization and Automatization of services in the context of Global Business.

**BOOKS FOR REFERENCE:**

1. Efraim Turban, Jae Lee & David King, Electronic Commerce A Managerial Perspective, 1st Edition, New York, Springer Publications, 2000
2. Kalakota & Whinston, Frontiers of Electronic Commerce, 1st Edition, New Delhi, Pearson, 2002
3. Murty CSV, E-commerce, 1st Edition, Mumbai, Himalaya Publishing, 2018
4. Nidhi Dhawan, E-Commerce Concepts and Applications, 1st Edition, Bengaluru, International Book House Pvt., Ltd,

## COGNITIVE SKILLS & FLEXIBILITY

### COURSE OBJECTIVES:

The students will be able to:

1. Solve numerical problems and extract meaning from written communication.
2. Evaluate Reasoning Ability and Communication skills by identifying word and numeric patterns and the related
3. Use Emotional Intelligence for Complex problem solving in Multi-tasking settings

#### **Module 1: Numerical and Verbal Ability**

**5 Hours**

Number system, Arithmetic, Elementary statistics, data interpretation, English Grammar, Reading comprehension

#### **Module 2: Reasoning Ability and Communication skills**

**5 Hours**

Identifying word and numeric patterns, Problem solving, Figural and Factual Analysis, Decision making, Propositional Reasoning, Visual/Spatial reasoning

Process of communication, Barriers to communication, Verbal and Non-verbal communication, Effective communication

#### **Module 3: Cognitive Flexibility**

**5 Hours**

Building relationships - Human intuition in automated and data driven world - Measured Risks - Multi tasking - Complex problem solving - Emotional Intelligence

### COURSE OUTCOMES:

After completion of the course, the students should be able to:

1. Solve numerical problems and extract meaning from written communication.
2. Evaluate Reasoning Ability and Communication skills by identifying word and numeric patterns and the related
3. Use Emotional Intelligence for Complex problem solving in Multi-tasking settings

### BOOKS FOR REFERENCE:

1. Maggie McGonigle - Chalmers, Understanding Cognitive Development, Sage Publications Ltd., 2015
2. Frank C. Keil, Concepts, Kinds and Cognitive Development, MIT Press (MA), 2015
3. Workbook for Cognitive skills, Exercises for Thought Processing and Word Retrieval (William Beaumont Speech and Language), Susan Howell Brubaker, Wayne State University Press, 2018

## INTRODUCTION TO LEAN PROCESS MANAGEMENT AND SIX SIGMA

### COURSE OBJECTIVES:

The students will be able to

1. Illustrate how value addition takes place by removal of waste when organization adopts Lean Methodology
2. Evaluate the implications of Five principles of Lean and Tools in Lean management and its role in Value addition, removal of waste and cost reduction
3. Use Lean Six Sigma for controlling quality, reducing defectives and value addition with minimum cost

### Module 1: Lean Methodology

5 Hours

Meaning – Lean – Value – Types of Waste in process and removal of waste –

### Module 2: Principles of Lean and Tools

5 Hours

Five principles of Lean – Tools in Lean management – Value Stream Mapping – Kaizen – Just in Time - Kanban

### Module 3: Six Sigma and Metrics

5 Hours

Meaning – Goals – DMAIC Roadmap – Lean Six Sigma – Three key Elements – Customers – Processes – Employees – Importance and Benefits of Lean Six Sigma

### COURSE OUTCOMES:

After completion of the course, the students should be able to:

1. Illustrate how value addition takes place by removal of waste when organization adopts Lean Methodology
2. Evaluate the implications of Five principles of Lean and Tools in Lean management and its role in Value addition, removal of waste and cost reduction
3. Use Lean Six Sigma for controlling quality, reducing defectives and value addition with minimum cost

### BOOKS FOR REFERENCES:

1. Making Sense of Lean Six Sigma Process Improvement, Robert Setiadi, 2018
2. The Six Sigma handbook, Thomas Pyzdek, Paul A Keller, McGraw Hill, 2020

## LEADERSHIP AND PERFORMANCE

### COURSE OBJECTIVES:

The students will be able to

1. Compare and contrast the three domains of leadership Technique for developing self-awareness and its impact on augmenting leadership effectiveness
2. Examine the factors that determine the engagement of team members effectively in a Team that lead to High Performance.
3. Evaluate the reactions of rational brain and emotional brain during change that leads to Critical Decision making for best results

### Module 1: Leadership Skills

5 Hours

Fundamental concept behind leadership - Leading self - Three domains of leadership Technique for developing self-awareness - Subtleties of your inner world - Augment leadership effectiveness

### Module 2: Team Building

5 Hours

Leadership communication - Role-plays and Case analysis based on Different Leadership Styles and their communication skills - Being Exceptional Managers - Engaging with team members effectively - Relationship Building for High Performance Team- Awareness of your behaviour and its impact on others - effective feedback - giving and receiving feedback

### Module 3: Adaptability to Challenges

5 Hours

Agility and Adaptability - Adaptive to Technical Challenges - Challenges of change with an organisation - Reactions of rational brain and emotional brain during change - Critical Decision making for best results

### COURSE OUTCOMES:

After completion of the course, the students should be able to:

1. Compare and contrast the three domains of leadership Technique for developing self-awareness and its impact on augmenting leadership effectiveness
2. Examine the factors that determine the engagement of team members effectively in a Team that lead to High Performance.
3. Evaluate the reactions of rational brain and emotional brain during change that leads to Critical Decision making for best results

### BOOKS FOR REFERENCES:

1. Building a Winning Team: Technical Leadership, Brian Sutton and Robina Chatham, BCS Chartered Institute for IT, 2018
2. Team Building: Discover How to Easily Build & Manage Winning Teams (Strategies for Building and Leading Powerful Teams), Ace McCloud, Pro Mastery Publishing, 2019