Curriculum Development and Implementation of SMCLA Department
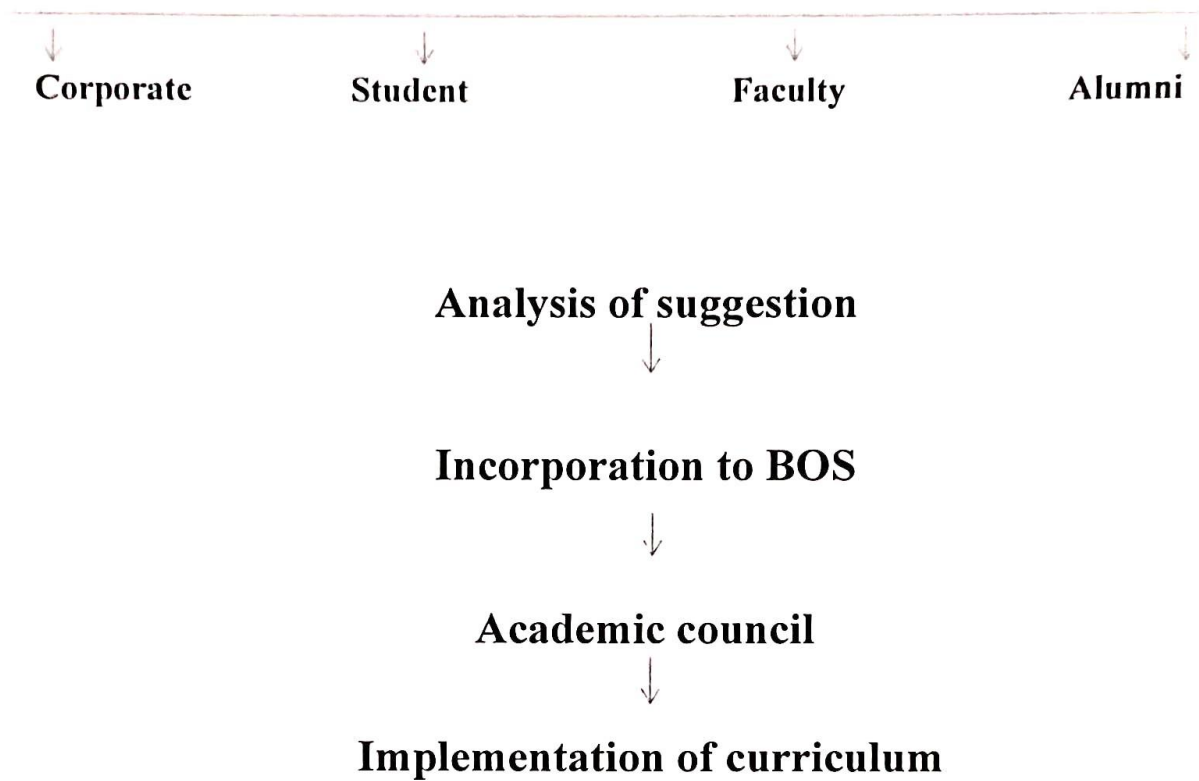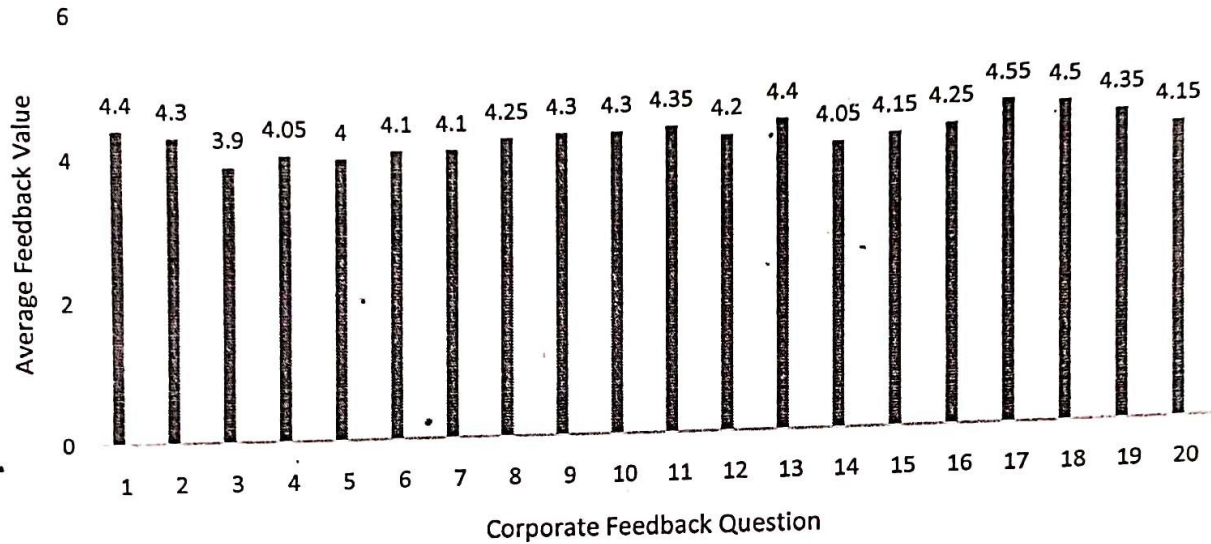
Methodology for Feedback by following stakeholder:-

| Corporate | Student | Faculty | Alumni |

Analysis of suggestion

↓

Incorporation to BOS

↓

Academic council

↓

Implementation of curriculum

CORPORATE FEEDBACK ACTION REPORT 2023-24

Corporate Feedback 2023-24

Average Feedback Value (y-axis: 0, 2, 4, 6)

Values by Corporate Feedback Question:
1: 4.4, 2: 4.3, 3: 3.9, 4: 4.05, 5: 4, 6: 4.1, 7: 4.1, 8: 4.25, 9: 4.3, 10: 4.3, 11: 4.35, 12: 4.2, 13: 4.4, 14: 4.05, 15: 4.15, 16: 4.25, 17: 4.55, 18: 4.5, 19: 4.35, 20: 4.15

Corporate Feedback Question

2023-24						
Questions	Excellent	Very Good	Good	Average	Poor	Max Responses
1	10	8	2	0	0	Excellent
2	8	10	2	0	0	Very Good
3	3	12	5	0	0	Very Good
4	5	11	4	0	0	Very Good
5	4	12	4	0	0	Very Good
6	7	8	5	0	0	Very Good
7	7	8	5	0	0	Very Good
8	7	11	2	0	0	Very Good
9	7	12	1	0	0	Very Good
10	8	10	2	0	0	Very Good
11	8	11	1	0	0	Very Good
12	6	12	2	0	0	Very Good
13	9	10	1	0	0	Very Good
14	4	13	3	0	0	Very Good
15	6	11	3	0	0	Very Good
16	8	9	3	0	0	Very Good
17	13	5	2	0	0	Excellent
18	11	8	1	0	0	Excellent
19	10	7	3	0	0	Excellent
20	7	9	4	0	0	Very Good

Observations Based on the Corporate's Feedback Questionnaire Responses

1. The competency levels expected to be achieved through the course are excellent.
2. The course composition — including Basic Sciences, Engineering Sciences, Humanities, Core and Elective subjects, Open Electives, and Project work — is excellent.
3. The proportion of courses that include laboratory components is excellent.
4. The sequencing of courses, with regard to prerequisite coverage and logical progression, is very good.
5. The overall arrangement of courses within the curriculum is excellent.
6. The syllabus size, in terms of workload and academic pressure on students, is very good.

Suggestions received from Corporate Members

1. I prefer a curriculum that maintains a balance between conceptual learning and practical application.
2. A blend of theoretical knowledge and hands-on experience is essential to prepare students for the job market.
3. If the curriculum focuses only on outdated topics, it may fail to equip students for today's job roles.
4. The syllabus should include emerging trends relevant to the subject.
5. Students should be provided with up-to-date knowledge of the latest technologies.
6. The curriculum should offer deeper insights and help students acquire specialized skills.
7. Additional electives, such as foreign language courses, should be included to enhance students' versatility.
8. Courses should encourage lifelong learning and promote ethical conduct in professional environments
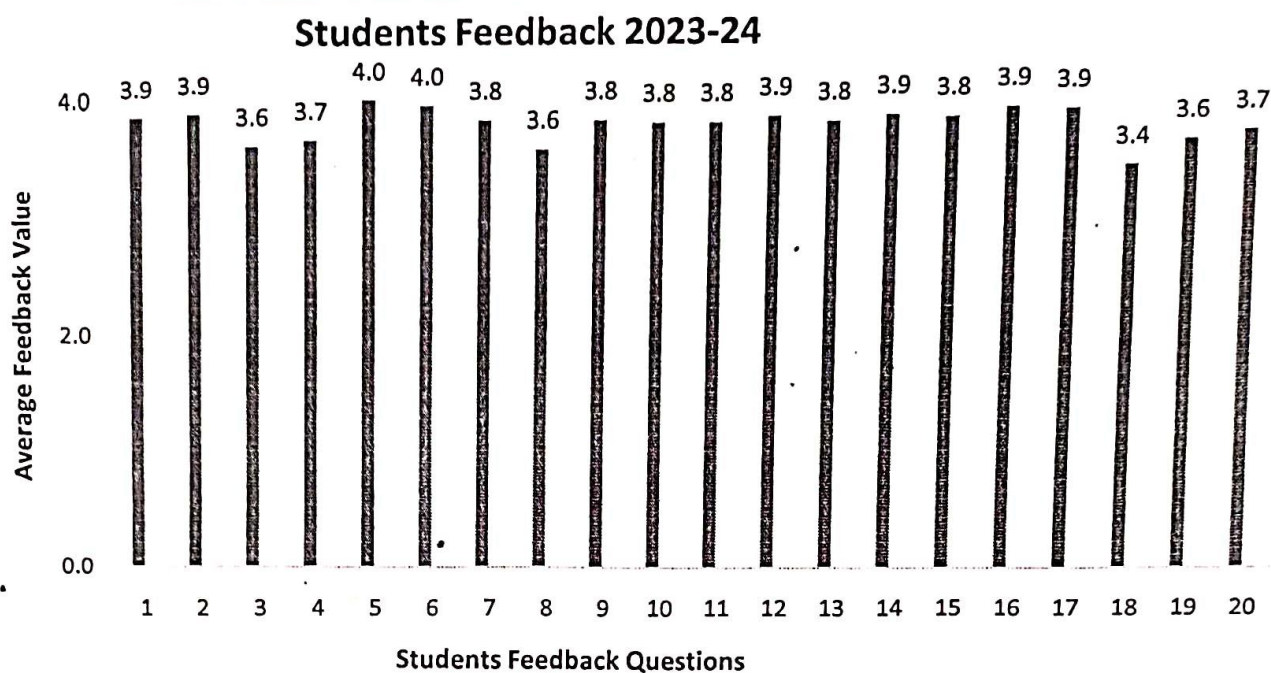
Suggested action

1. Students should be further encouraged to develop innovation and entrepreneurship skills.
2. Efforts will be made to increase student participation in VAC and MOOC courses.
3. Additional course components will be integrated to enhance students' employability.
4. More relevant case studies and research findings will be incorporated into classroom discussions.
5. The proposal to offer major-minor specializations in programs will be discussed in the BOS meeting scheduled for 2024–25.

Saurabhi

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

STUDENT'SFEEDBACKACTIONREPORT2023-24

Students Feedback 2023-24

Bar chart titled "Students Feedback 2023-24" with Y-axis "Average Feedback Value" (0.0 to 4.0) and X-axis "Students Feedback Questions" (1 to 20). Values: 1=3.9, 2=3.9, 3=3.6, 4=3.7, 5=4.0, 6=4.0, 7=3.8, 8=3.6, 9=3.8, 10=3.8, 11=3.8, 12=3.9, 13=3.8, 14=3.9, 15=3.8, 16=3.9, 17=3.9, 18=3.4, 19=3.6, 20=3.7

Questions	Excellent	Very Good	Good	Average	Poor	Major Responses
1	10	17	14	1	0	Very Good
2	9	20	12	1	0	Very Good
3	8	10	24	0	0	Good
4	7	15	19	1	0	Good
5	12	18	12	0	0	Very Good
6	12	17	12	1	0	Very Good
7	13	12	14	3	0	Good
8	4	17	21	0	0	Very Good
9	10	17	13	2	0	Very Good
10	9	16	17	0	0	Good
11	12	10	20	0	0	Good
12	10	18	12	2	0	Very Good
13	6	22	14	0	0	Very Good
14	14	11	14	3	0	Excellent
15	11	14	16	1	0	Good
16	12	15	14	1	0	Very Good
17	12	13	17	0	0	Good
18	2	15	23	2	0	Good
19	6	16	18	2	0	Good
20	8	16	15	3	0	Very Good

STUDENT'SFEEDBACKACTIONREPORT2023-24

ObservationsBasedontheStudentFeedbackQuestionnaire response

1. The sequence of the course with relevance of preceding courses were rated are very good
2. The student's found the allocation of the credits as Very Good.
3. The distribution of the contact hours among the course components was rated as Very Good.
4. The courses in terms of basic science , Humanities, Discipline core, discipline elective, open elective, project is Good
5. The competencies expected out of the course is Very Good.
6. The evaluation scheme designed for each of the course is Excellent.
7. The offering considering whether the preceding courses were found to be Very Good.
8. The syllabus of the courses that you have studied in relation to the competencies expected out of the course was found to be Very Good.
9. The courses that you have studied are in sequence what you have studied in the previous semester is Very Good.

SuggestionreceivedfromStudentMembers

1. I expect electives to give me in-depth knowledge in a specific area of interest.
2. I want courses that teach me to keep learning beyond college and promote ethical behaviour in the workplace.
3. Curriculum should promote continuous learning and ethical behaviour.
4. Require more live research opportunities
5. The content help should I grow as a person, not just a student.
6. Keeping up with industry changes via intense research projects will make me feel confident and prepared.
7. Increase participation in VAC and MOOC courses
8. Integrate more ethics-based content in subjects.
9. Provide more in-depth knowledge and specialized skills
10. Additional electives or courses like on foreign language.

Suggestedaction:

1. ParticipationinVACandMOOCcoursestobeincreased.
2. Foreignlanguageclasses tobeintroducedaspart ofskilldevelopment.
3. Taking into account feedback given by students it was understood that many students lack in soft skills as well as technical skills required at workplace, to overcome this challengeaprovisionwillbemadetoincludethesoftskillandprofessionalskillcourses inthenewcurriculumtobeproposedintheBOSof2024-25willbesignedandseveral skill encroaching certificate courses will be inducted.
4. As the students are now well equipped with making a research project, they will be encouraged to present their research work in National and International seminars and conferences.
5. Faculties will be encouraged be a part of Faculty Development Programmes to make themefficientin integratingpractical skills andcurrent technologiesintotheircourses and teaching methodologies when dealing with the students.
6. Relevant and updated reference books and research journals to be added in the library for knowledge enhancement as per the revised curriculum.

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

FACULTY FEEDBACK ACTION REPORT 2023-24

Faculty Feedback 2023-24
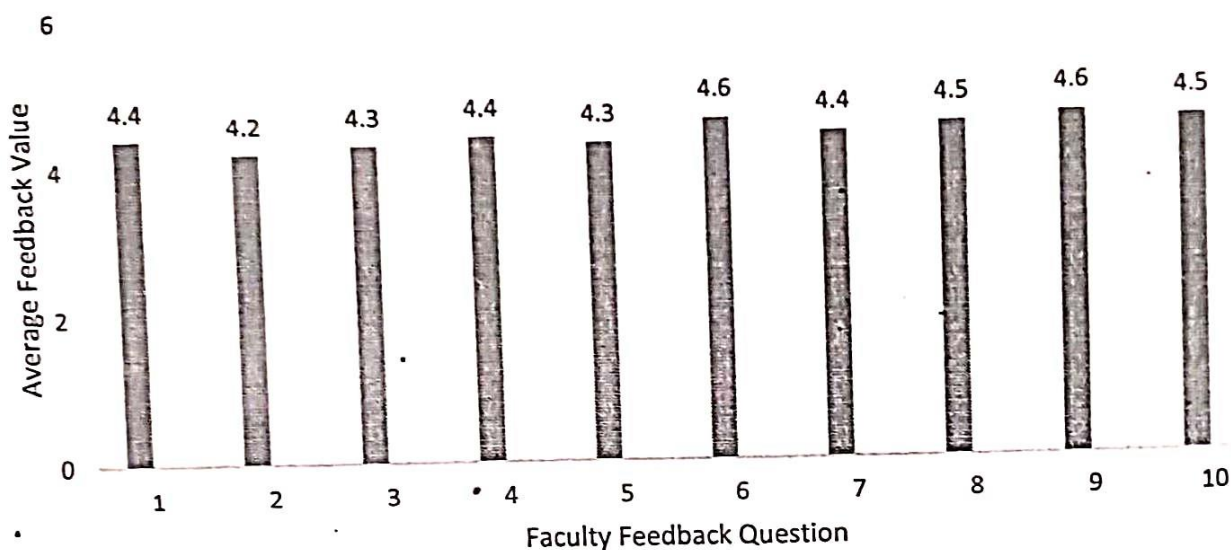
2023-24						
Questions	Excellent	Very Good	Good	Average	Poor	Max Responses
1	4	6	0	0	0	Very Good
2	2	8	0	0	0	Very Good
3	4	5	1	0	0	Very Good
4	5	4	1	0	0	Excellent
5	3	7	0	0	0	Very Good
6	6	4	0	0	0	Excellent
7	4	6	0	0	0	Very Good
8	5	5	0	0	0	Excellent
9	6	4	0	0	0	Excellent
10	5	5	0	0	0	Excellent

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

Observations Based on the Faculty Feedback Questionnaire responses
1. The course is appropriate for distinguishing excellent students.
2. The prerequisite courses are well-suited for this course.
3. The course/syllabus maintains an excellent balance between theory and laboratory work.
4. The curriculum effectively fosters the habit of self-learning among students.

Suggestion received from Faculty Members
1. Ensure that evaluation methods (e.g., quizzes, assignments, and presentations) remain flexible to accommodate diverse student skill sets and avoid excessive rigidity.
2. Revise the external evaluation system to encompass a more comprehensive assessment of student competencies beyond academic knowledge.
3. Enhance internal evaluation practices by implementing continuous and comprehensive assessment techniques that effectively monitor student progress throughout the course.
4. Incorporate project-based learning, peer assessments, and continuous evaluations to reduce reliance on mid-term and final examinations.
5. Develop assessment strategies that evaluate critical thinking, problem-solving abilities, and application of knowledge, rather than focusing solely on theoretical understanding.
6. Organize regular webinars and seminars to enrich student learning with contemporary insights and industry perspectives.
7. Facilitate guest lectures by industry experts to provide students with practical exposure and real-world knowledge.
8. Integrate case studies, hands-on projects, and real-life scenarios to help students apply theoretical concepts in practical contexts.
9. Promote a balanced approach between theoretical instruction and application by offering more opportunities for live research and fieldwork.
10. Encourage and acknowledge student participation in co-curricular activities as an essential component of holistic development and classroom engagement.
11. Schedule additional learning sessions to mentor and support slow learners for improved academic outcomes.
12. Embed research ethics and values within the curriculum to cultivate responsible and integrity-driven academic inquiry.
13. Adopt flexible and inclusive assessment methods to address varied learning styles and competencies.
14. To enhance practical understanding and field-based learning, subjects such as Experiential Projects, Summer Internships, and Research Projects will be proposed for inclusion in the 2023 Board of Studies (BOS) curriculum revision.

Suggested action:
1. The current internal evaluation system will be revised to provide greater flexibility in assessing a variety of student skills by incorporating diverse CEC components such as quizzes, assignments, presentations, and more into the internal assessment methods.
2. To achieve a better balance between theoretical knowledge and its practical application, more live research opportunities will be made available to students.
3. Since students are now well-equipped with research and analytical skills, they will be encouraged to actively participate in national and international webinars, seminars, and conferences.
4. To stay updated with the latest technology and teaching methodologies, faculty members will be encouraged to participate in faculty development programs.
5. External evaluation methods will also be revised accordingly.
6. Library reference materials and research journals will be updated in accordance with the revised curriculum.

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

ALUMNI FEEDBACK ACTION REPORT 2023-24

Alumni Feedback 2023-24
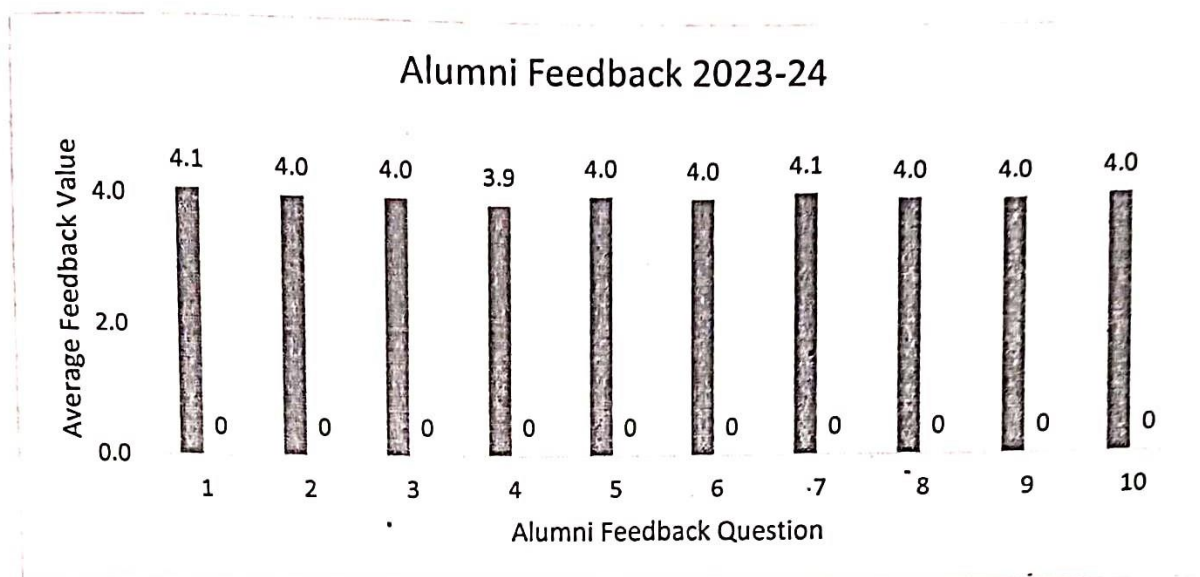
2023-24						
Questions	Excellent	Very Good	Good	Average	Poor	Max Responses
1	13	24	9	0	0	Excellent
2	9	28	9	0	0	Very Good
3	13	20	13	0	0	Very Good
4	11	19	16	0	0	Very Good
5	14	20	12	0	0	Very Good
6	15	16	15	0	0	Very Good
7	13	24	9	0	0	Very Good
8	11	24	11	0	0	Very Good
9	10	25	11	0	0	Very Good
10	14	20	12	0	0	Very Good

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

Observations Based on the Alumni Feedback Questionnaire Responses:

1. The relevance of the courses to the overall program has been rated as Excellent.
2. Courses focused on industry-related skills included in the program have been rated as Very Good.

Suggestion received from Alumni Members:

1. More discussions should be conducted on real-life ethical dilemmas and ways to effectively address them.
2. Staying updated with industry changes will help students feel more confident and prepared.
3. Course content should balance foundational knowledge with current industry trends.
4. Emphasis on skill development and practical training is essential.
5. Greater exposure through internships, hands-on projects, and real-world experiences is needed ensure job readiness.

Suggested Actions:

1. Introduce new value-added courses in the curriculum and actively encourage student participation.
2. Expand opportunities for students to engage in live research projects.
3. Facilitate relevant internships to help students gain practical knowledge and become job-ready.
4. Integrate innovation and entrepreneurship development skills into the curriculum.

Swarrnim School of Management, Commerce and Liberal Arts

Minutes of Second Board of Studies meeting of the School of Management held on April 24, 2024 at SWARNIM STARTUP & INNOVATION UNIVERSITY

Members Present:

Sr. No.	Name of the Member	Name of Company/ Institute	Designation	Member Designation
01	Dr. Kavita Kshatriya	SSIU	Dean Academics	Chairperson
02	Dr. Sourbhi Chaturvedi	SSIU	Director SMCLA	Co - Chairperson
03	Dr. Shashikant Bhagat	SSIU	HOD SMCLA	Faculty Member
04	Mr. Paras Parmar	SSIU	Assistant Professor	Faculty Member
05	Mr. Hardik Nayee	SSIU	Assistant Professor	Faculty Member
06	Ms. Archana Vijayvargiya	SSIU	Assistant Professor	Faculty Member
07	Ms. Abhishek Srivastava	SSIU	Assistant Professor	Faculty Member
08	Ms. Arpi Mehta	SSIU	Assistant Professor	Faculty Member
09	Dr. Nilam Panchal	B K School, Gujarat University, Ahmedabad	Professor	Academic Expert
10	Dr. Anu Singh Gupta	Chimanbhai Patel Institute of Management & Research, Ahmedabad	HOD & Associate Professor	Academic Expert
11	Mr. Pragnendra Rahevar	SML Gujarat, Anmedabad	Chief Digital Officer	**Industry Expert**
12	Dr. Varsha Patel	SSIU	HOD, SMCLA	Department Secretary
13	Mr. Swapnil Solanki	SSIU	Assistant Registrar	Member Secretary

Department Secretary, Dr Varsha Patel Introduces and welcome all invited academic and industry expert's chairperson Dr Kavita Kshatriya Ma'am, Co-Chairperson Dr Sourbhi Chaturvedi Ma'am, Member Secretary Mr Swapnil Solanki and Internal Members of SMCLA to Second board of studies meeting

Agenda 1: Confirmation of the minutes of the meeting of BOS held on 24th April 2024.

Resolution: The Minutes of meeting of first board of studies meeting has been presented and confirmed by the members of the BOS

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

Agenda 2: To discuss the detailed curriculum for BBA – (Honours) Second Year: Semester III & IV, as per NEP 2020

Resolution: Detailed curriculum of different subjects of Semester III & IV, Second Year BBA (Honours) as per UGC NEP guidelines has been presented. BOS members have reviewed the syllabuses and unanimously approved **(Annexure I & II)**

Agenda 3: To discuss the detailed curriculum for revised teaching scheme of MBA Second Year: Semester III & IV

Resolution: BOS members have reviewed the syllabuses, teaching scheme and unanimously approved **(Annexure I & II)** with the following suggestions

A) MBA Sem III
1. Nomenclature would be changed of **Strategic Management & Corporate Social Responsibility** to **Strategic Management** and suggested to modify the syllabus accordingly.
2. Board has suggested to modify the syllabus of **Integrated Marketing Communication**.
3. **Taxation** subject is suggested to be introduced and **Digital and Social Media Marketing** to be shifted to Sem IV.
4. Nomenclature would be changed of **Banking and Insurance** to **Management of Financial Services** and suggested to modify the syllabus accordingly.
5. Modify the syllabus of **Emerging Technology for Managers** by adding the AI basics theory topic in Module 5

B) MBA Sem IV
1. **Product and Brand Management** subject suggested to add replacing **International Marketing.**
2. Board has suggested to modify the syllabus of **Consumer Behaviour.**
3. **Digital and Social Media Marketing** subject suggested to add instead of **Design Thinking**
4. Board has suggested to remove subject titled **Indian Financial System and add Corporate Restructuring** as a subject
5. Modify the syllabus of **HR Analytics** by adding the **HR Audit topic**

Remaining detailed curriculum including three specialisation offered Finance, Marketing and Human Resource, different subjects of all the said specialisations of Semester III & IV has been presented. BOS members have reviewed the syllabuses and unanimously approved **(Annexure III & IV)**

Agenda 4: To discuss the detailed curriculum for revised teaching scheme of MBA Second Year: Semester III & IV with research option as per NEP 2020.
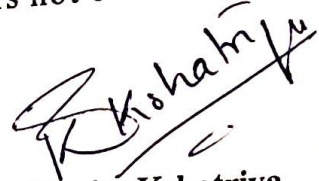
Resolution: MBA with research guidelines and structure has been discussed with BOS members and the decision of the above agenda has been postponed for next BOS as the guidelines from UGC and Government of Gujarat is not been adequate

Dr. Varsha Patel
Department Secretary
Board of Studies

Dr. Sourbhi Chaturvedi
Co-Chairperson
Board of Studies

Dr. Kavita Kshatriya
Chairperson
Board of Studies

Academic Expert

(Member 1): Dr. Nilam Pnchal
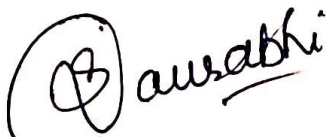
Academic Expert

(Member 2): Dr. Anu Singh Gupta

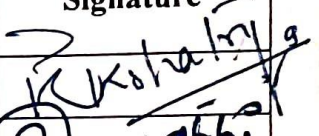**Industry Expert**

(Member 3): Mr. Pragnendra Rahevar
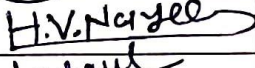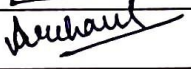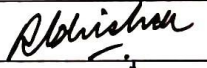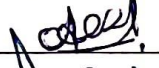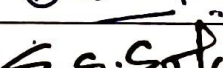
SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

Board of Studies

Attendance Record

Date: April 24, 2024, Wednesday   Time: 01:30 PM

Venue: Board Room

Sr. No.	Name of the Member	Signature
01	Dr. Kavita Kshatriya	*(signed)*
02	Dr. Sourbhi Chaturvedi	*(signed)*
03	Dr. Shashikant Bhagat	*(signed)*
04	Mr. Paras Parmar	*(signed)*
05	Mr. Hardik Nayee	H.V. Nayee
06	Ms. Archana Vijayvargiya	*(signed)*
07	Ms. Abhishek Srivastava	*(signed)*
08	Ms. Arpi Mehta	*(signed)*
09	Dr. Nilam Panchal	*(signed)*
10	Dr. Anu Singh Gupta	*(signed)*
11	Mr. Pragnendra Rahevar	*(signed)*
12	Dr. Varsha Patel	*(signed)*
13	Mr. Prof. Swapnil Solanki	S.S. Solanki

MBA - TEACHING SCHEME BATCH 2023-25

MBA Semester – III

Sr. No.	Subject Code	Subject title	Teaching scheme per week				Examination				
			Theory	Tutorial	Practical	Credits	Internal Th	Internal Pr	External Th	External Pr	Total
1	MBA301SIP	Summer Internship Project	0	-	12	6	-	75	-	75	150
2	MBA302TAX	Taxation	1	-	4	3	50	-	50	-	100
3	MBA303STM	Strategic Management	4	-	-	4	50	-	50	-	100
Specialization Major 1 Finance/ Major 2 HR/ Major 3 Marketing											
4	MBA304SAPF/MBA304COM/MBA304SEM	Security Analysis & Portfolio Management/ Compensation Management/ Services Marketing	4	-	-	4	50	-	50	-	100
5	MBA305MFS/MBA305SHR/MBA305IMC	Management of Financial Services/ Strategic Human Resource Management/ Integrated Marketing Communication	4	-	-	4	50	-	50	-	100
6	MBA306ETM	Emerging Technology for Managers	3	-	-	3	50	-	50	-	100
		Total	16	0	8	24	250	75	250	75	650

MBA Semester – IV

Sr. No.	Subject Code	Subject title	Teaching scheme per week				Examination				
			Theory	Tutorial	Practical	Credits	Internal Th	Internal Pr	External Th	External Pr	Total
1	MBA401PRM	Project Management	2	-	2	3	50	-	50	-	100
2	MBA402DSM	Digital & Social Media Marketing	3	-	-	3	50	-	50	-	100
3	MBA403BUL	Business Law	3	-	-	3	50	-	50	-	100
Specialization Major 1 Finance/ Major 2 HR/ Major 3 Marketing											
4	MBA404COR/MBA404HRA/MBA404COB	Corporate Restructuring/ HR Analytics/ Consumer Behaviour	4	-	-	4	50	-	50	-	100

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

No.	Code	Subject									
5	MBA405FID/ MBA405INR/ **MBA405PBM**	Financial Derivatives/ Industrial Relation & Labour Laws/ Product and Brand Management	4	-	-	4	50	-	50	-	100
6	MBA406REP	Research Project	0	-	12	6	-	75	-	75	150
		Total	16	0	7	23	250	75	250	75	650

** The teaching scheme originaly passed on 22 August 2023 BOS. It has been Modified on 24 April 2024 BOS.

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

School of Management, Commerce & Liberal Arts

MBA Programme
MBA Semester III

Course Title: Integrated Marketing Communication

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Core	MBA305IMC	4	60	20%	30%	-	50%	-

Course Outcomes (COs)

1. Identify relevance with the concept, scope and functions of Integrated Marketing Communication.

2. Understand the role of In house advertising department & outsourcing marketing/advertising agencies so as to enable students to gain an understanding of market mechanisms.

3. Aware of necessary pros and cons of sales promotion instruments available in the market.

4. Understand the fundamental concepts of marketing communication concept of Advertising/Promotion/Communication amongst the business organization, employees & customers and Media process, specifically with focus on Advertising

5. Understanding Social marketing communication with Legal & Ethical issues in Advertising, Publicity, Public relations with respect to Marketing Communication.

SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

Syllabus:

Module	Contents	No of Sessions	Weightage
1	**Introduction to Integrated Marketing Communication** • IMC Program Situation Analysis; • The Evolution of IMC; • Indian Media Scene; • Tools for IMC; • IMC Planning Process; • Role of IMC in the Marketing Process • Case Study	12	20%
2	**Marketing communication & Advertising** • Marketing Communication in Marketing; • Communication-Key Concepts; • Organizing for Advertising and Promotion; • Advertising & Evaluating Agencies; • IMC Process; • Perspectives on ConsumerBehavior; • Analyzing the communication Process– Source, Message and Channel Factors Objectives & Budgeting for IMC Programs; • Case Study	12	20%
3	**Advertising campaign planning & Execution** • Developing the IMC Programme; • Planning Communication Strategy; • Creative Strategy Planning and Development; Advertising Campaign Planning; • Creative Strategy Implementation & Consideration; • Advertising Creativity; • Campaign Planning and Execution; • Case Study	12	20%

4	**Media Planning Concepts** • Advertising Research; Role and Trend; • Media Concepts; • Characteristics and Issues in Media Planning; • Media Planning and Strategy; • Media Selection; Planning and Scheduling; • Evaluation of Media-Monitoring & Control; • Measuring the Effectiveness of the Promotional Program- • Definitions and Techniques Measuring the Effectiveness of other Program Elements; • Internet as an Emerging Advertising Media; • Case study	12	20%
5	**Marketing Communication** • Managing Sales Promotion; • Direct Marketing; • Publicity and Public Relation; • Social Marketing Communication; • Strategies for Advertising Agencies; • Function and Structure of Ad Agencies; • Managing Client Agency Relationship; • Strategies for Account Management; • Legal and Ethical Issues in Advertising; Case study	12	20%

Evaluation

1	Assignments/ Quizzes/Class Participation / Role Play/Project etc.	30% (Internal Assessment)
2	Internal Examination	20% (Internal Assessment)
3	External Examination (University Exam)	50% (External Assessment

Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Belch, E. George, Belch, A. Michael and Purani K	Advertising and Promotion: An Integrated Marketing Communications	McGraw Hill;	McGraw Hill;

2	Shah, Kruti and D'Souza, Alan	Advertisement and Promotion- An IMC Perspective	McGraw Hill	McGraw Hill

Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Shimp, Terence	A: Advertising and Promotion: An IMC Approach	South-Western Cengage Learning	South-Western Cengage Learning

List of Journals / Periodicals / Magazines / Newspapers:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

- Journal of Marketing Management, Sage publication
- Business Standards
- Harvard Business Review

CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	High	Medium	High	High	Low	High
CO2	High	High	Medium	Medium	High	Low	Medium	High	Low	Medium
CO3	High	Medium	High	Medium	High	Low	Medium	High	Low	High
CO4	High	High	Low	Medium	High	Medium	High	Medium	Medium	High
CO5	High	Medium	Medium	Medium	High	Medium	High	Medium	Low	High

School of Management, Commerce & Liberal Arts

MBA Programme

Semester IV

Course Title: HR Analytics

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Major	MBA404HRA	4	60	20%	30%	-	50%	-

Course Outcomes (COs)

1. To understand the concept of HR Analytics.

2. To analyses how various analytics modules.

3. To understand and learn to apply HR Metrics and reports

4. To remember and create data visualization of HR metrics

5. To create a HR metric dashboard

Syllabus

Module	Contents	No of Sessions	Weightage
1	**Introduction to HR Analytics** Definition of HR Analytics, Meaning of HR Measurement, Advantages and Disadvantages of HR Analytics Domains of HR Analyst. Meaning of HR Measurement, Data and Metrics, Relationship of Metrics and Analytics, Benefits of HR Metrics	12	20
2	**Framework and Models in HR Analytics** Importance of Predictive Models, Predictive Analytics Models, Significance of Predictive analytics	12	20
3	**HR Metrics:** Recruitment Metrics, Training Metrics and other HR Metrics, Employee Information, Benefits of HR reports, HR Reports for Effective Business Reporting, Recruiting report, Performance management report, HR reporting pitfalls	12	20
4	**HR Data Visualization:** Need For Data Visualization, Types of data visualizations , Dashboarding of KPIs (Tableau, Excel)	12	20
5	**HR Audit:** Concept and Definition of HR Audit, Objectives of human resource audit, Audit of HR Functions Project based on Recruitment and selection analytics and Predicting employee turnover and Employee attitude surveys	12	20
	Total	60	100

Evaluation			
	1	Assignments / Quizzes / Class Participation / Role Play/ Project etc.	30% (Internal Assessment)
	2	Internal Examination	20% (Internal Assessment)
	3	External Examination (University Exam)	50% (External Assessment)

Basic Text Books

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Martin R Edwards and Kirsten Edwards	Predictive HR Analytics : Mastering the HR Metric	Kogan Page	latest
2	Shonna D. Waters PhD, Valerie Streets, Lindsay McFarlane, Rachael Johnson-Murray	The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions	Society For Human Resource Management	latest
3	Nadeem Khan, Dave Millner	Introduction to People Analytics: A Practical Guide to Data-driven HR	Kogan Page	latest

List of Journals / Periodicals / Magazines / Newspapers:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

- Harvard Business Review
- Times Ascent and Times of India Editorial Page
- Journal of Human Values (IIM Calcutta Journal)

CO PO Mapping

CO *	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	Low	Medium	Medium	Low	Low	Medium	High
CO2	High	High	High	Low	Medium	Medium	Low	Low	Medium	High
CO3	High	High	High	Low	Medium	Medium	Low	Low	Medium	High
CO4	High	High	High	Low	Medium	Medium	Low	Low	Medium	High
CO5	High	High	High	Low	Medium	Medium	Low	Low	Medium	High

SWARNIM STARTUP & INNOVATION UNIVERSITY

SWARRNIM SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS

MBA - TEACHING SCHEME BATCH 2023-25

MBA Semester – I

Sr. No.	Subject Code	Subject title	Teaching scheme per week				Examination				Total
			Theory	Tutorial	Practical	Credits	Internal		External		
							Th	Pr	Th	Pr	
1	MBA101MAE	Managerial Economics	4	-	0	4	50	-	50	-	100
2	MBA102PPM	Principles & Practices of Management	3	-	0	3	50	-	50	-	100
3	MBA103MAM	Marketing Management	4	-	0	4	50	-	50	-	100
4	MBA104ORB	Organization Behaviour	4	-	0	4	50	-	50	-	100
5	MBA105POM	Production and Operation Management	3	-	0	3	50	-	50	-	100
6	MBA106AFM	Accounting for Managers	3	-	2	4	50	-	50	-	100
7	MBA107EAS	Entrepreneurship and Startups	3	-	0	3	50	-	50	-	100
		Total Credit	24	-	1	25	350	0	350	0	700

MBA Semester – II

Sr. No.	Subject Code	Subject title	Teaching scheme per week				Examination				Total
			Theory	Tutorial	Practical	Credits	Internal		External		
							Th	Pr	Th	Pr	
1	MBA201BUS	Business Statistics	3	-	2	4	50	-	50	-	100
2	MBA202HRM	Human Resource Management	4	-	0	4	50	-	50	-	100
3	MBA203ITM	Information Technology for Mangers	3	-	2	4	25	25	25	25	100
4	MBA204FIM	Financial Management	3	-	2	4	50	-	50	-	100
5	MBA205PSE	Professional Skills & Etiquettes	0	-	4	2	-	25	-	25	50
6	MBA206BRM	Business Research Methods	3	-	2	4	50	-	50	-	100
7	MBA207EXP	Experiential Project	0	-	6	3	-	50	-	50	100
		Total Credits	16	-	9	25	225	100	225	100	650

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

MBA - TEACHING SCHEME BATCH 2023-25

MBA Semester – III

Sr. No.	Subject Code	Subject title	Theory	Tutorial	Practical	Credits	Internal Th	Internal Pr	External Th	External Pr	Total
1	MBA301SIP	Summer Internship Project	0	-	12	6	-	75	-	75	150
2	MBA302TAX	Taxation	1	-	4	3	50	-	50	-	100
3	MBA303STM	Strategic Management	4	-	-	4	50	-	50	-	100
	Specialization Major 1 Finance/ Major 2 HR/ Major 3 Marketing										
4	MBA304SAPF/MBA304COM/MBA304SEM	Security Analysis & Portfolio Management/ Compensation Management/ Services Marketing	4	-	-	4	50	-	50	-	100
5	MBA305MFS/ MBA305SHR/ MBA305IMC	Management of Financial Services/ Strategic Human Resource Management/ Integrated Marketing Communication	4	-	-	4	50	-	50	-	100
6	MBA306ETM	Emerging Technology for Managers	3	-	-	3	50	-	50	-	100
		Total Credits	16	0	8	24	250	75	250	75	650

MBA Semester – IV

Sr. No.	Subject Code	Subject title	Theory	Tutorial	Practical	Credits	Internal Th	Internal Pr	External Th	External Pr	Total
1	MBA401PRM	Project Management	2	-	2	3	50	-	50	-	100
2	MBA402DSM	Digital & Social Media Marketing	3	-	-	3	50	-	50	-	100
3	MBA403BUL	Business Law	3	-	-	3	50	-	50	-	100
	Specialization Major 1 Finance/ Major 2 HR/ Major 3 Marketing		-								
4	MBA404COR/ MBA404HRA /MBA404COB	Corporate Restructuring/ HR Analytics/ Consumer Behaviour	4	-	-	4			50	-	100

5	MBA405FID/ MBA405INR/ **MBA405PBM**	Financial Derivatives/ Industrial Relation & Labour Laws/ Product and Brand Management	4	-	-	4	50	-	50	-	100
6	MBA406REP	Research Project	0	-	12	6	-	75	-	75	150
		Total Credits	**16**	**0**	**7**	**23**	**250**	**75**	**250**	**75**	**650**

** The teaching scheme originaly passed on 22 August 2023 BOS. It has been Modified on 24 April 2024 BOS.

SWARRNIM SCHOOL OF MANAGEMENT
COMMERCE AND LIBERAL ARTS

SWARRNIM STARTUP & INNOVATION UNIVERSITY

Master of Business Administration Program

MBA SEMESTER I					
Subject Code	**Subject Title**	**Teaching Scheme (Per Week)**			
		Theory	**Tutorial**	**Practical**	**Credits**
MBA101MAE	Managerial Economics	4	0	0	4
MBA102PPM	Principles & Practices of Management	3	0	0	3
MBA103MAM	Marketing Management	4	0	0	4
MBA104ORB	Organization Behaviour	4	0	0	4
MBA105POM	Production and Operation Management	3	0	0	3
MBA106AFM	Accounting for Managers	3	0	2	4
MBA107EAS	Entrepreneurship and Startups	3	0	0	3
	Total Credit	**24**	**0**	**1**	**25**

Note:

1. Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
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2. Internal and External evaluation components have 50 % weightage each

School of Management, Commerce & Liberal Arts

MBA Programme

MBA Semester II

Course Title: Professional Skills and Etiquettes

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA205PSE	2	30	20%	30%	-	50%	-

Course Outcomes (COs)

1. Demonstrate an understanding of professionalism in terms of workplace behaviors and Business meetings.
2. Adopt attitudes and behaviors consistent with standard workplace expectations.
3. Presenting oneself with finesse and making others comfortable in a business setting & developing basic etiquettes in order to succeed in corporate culture and multi culture challenges.

Syllabus:

Module	Contents	No of Sessions	Weightage
1	**Business Etiquettes: An Overview** Understanding business etiquette, Minimum standards required by etiquette practice, Example of organizational culture, Knowledge and appreciation of courtesy and good manners at work. Significance of Business Etiquettes in 21st Century Professional Advantage Need and Importance of Professionalism. **Meeting Etiquettes**: Managing a Meeting- Meeting agenda, Meeting logistics, Minute taking, protocols during the meeting; duties of the chairperson, Ground rules for conducting meeting, effective meeting Strategies, Preparing for the meeting, Conducting the meeting, Evaluating the meeting,	10	33%
2	**Workplace Etiquette:** Personal Appearance - Formal Dressing, Casual Dressing, Accessories for Men & Women, Footwear, General Appearance, what to wear for different occasions. Using the right tone of voice, managing your volume in business settings, Sounding Confident. Dealing with bad breath, Using Perfume Etiquette for Personal Contact- Introductions, Getting the names right, Handshakes, Facial Expressions, Eye Contact, Hand gestures & Posture, proximity	12	40%

	Etiquette in and around the Office-Conversations at Work, Dealing with Colleagues, Difficult People and Issues Professionally ; Dealing with Confidential Issues in the Office, Dealing with Ethical Dilemmas. **Office party etiquette**- appearance, attire, attendance, food conversations, introductions, entertaining customers.		
3	**Presentation Etiquette**: How to design great presentations – Colour scheme, font size, content, spellings, animation, how to make effective presentations – Body language, confidence, Common mistakes during presentations. **Multi-Cultural Challenges** -Multi-cultural Etiquette, Examples of Cultural Insensitivity, Cultural Differences and their Effects on Business Etiquette.	**8**	**27%**

Evaluation

1	Assignments/ Quizzes/ClassParticipation / Role Play/Projectetc.	30%(Internal Assessment)
2	InternalExamination	20%(InternalAssessment)
3	ExternalExamination(UniversityExam)	50%(External Assessment)

Basic Text Books:

Sr. No.	Author/s	Nameof the Book	Publisher	Edition
1	Raghu Palat	Indian Business Etiquette	Jaico Books publishers	latest edition

5

SWARRNIM STARTUP AND INNOVATION UNIVERSITY

School of Management, Commerce and Liberal Arts

SMCLA/Value Added Course/2024/43   Date: 11-09-2024

Circular for Enrollment for Value-Added Courses – MBA & BBA Students

Dear Students

Greetings from School of Management Commerce and Liberal Arts!!!

All students of **MBA & BBA programs** are hereby informed that the institution is organizing **Value-Added Courses** for Academic year 2024-2025 aimed at enhancing students' skills, employability, and industry readiness beyond the regular curriculum.

These courses are designed to bridge the gap between academic learning and industry expectations, providing practical exposure and skill development in emerging areas relevant to the corporate world.

Proposed Course Areas:

French Language

Course Duration: (30 hours) interested students are requested to register for the courses. For any queries, please contact class mentor

DIRECTOR
Dr. SOURBHI CHATURVEDI