		SKILL ENHANCEMENT COURSES					
		2021-22					
		BACHELOR OF BUSINESS ADMINISTRATION **(PROFESSIONAL – FINANCE AND ACCOUNTANCY)**					
1	M2 21 SB 101	Digital Fluency	1+ 0+2	30	20	50	2
2	M2 21 SB ***	Digital Transformation in Finance and Accounting	1+ 0+2	30	20	50	2
3	M2 21 SB ***	Stock Market Trading	1+ 0+2	30	20	50	2
4	M2 21 SB ***	Fundamentals of Business Case Study and Analysis	1+ 0+2	30	20	50	2
5	M2 21 SB ***	Cognitive Skills	1+ 0+2	30	20	50	2
6	M2 21 SB ***	Leadership and Performance	1+ 0+2	30	20	50	2

BACHELOR OF BUSINESS ADMINISTRATION

(PROFESSIONAL – FINANCE AND ACCOUNTANCY)

M2 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 an 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, 1st Edition, Apress Publications, 2021

2. S. B. Ramoshi and S.P. Sajjan, Digital Fluency, 1st 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

DIGITAL TRANSFORMATION IN FINANCE AND ACCOUNTING

COURSE OBJECTIVES:

The students will be able to

1. Evaluate the indispensable factors that demands the emerging digital technologies of Al, ML, DL and IoT in Accounting and Finance and adoption of AI for strategic decision making.
2. Examine the role of technology in Finance and emerging trends in Finance in the context of block chain transaction, Automation and financial reporting.
3. Use Big Data Analytics in Accounting and Finance and strategic decision making
4. Identify the potential threats of Cyber-attacks in the context of the data Breach, Protection and Privacy

Module 1: Digital Innovation   **5 Hours**

Digital mind set in a finance professional - The 4th Industrial Revolution – Features of 4th Industrial revolution, Key technologies - Artificial Intelligence and Machine Learning, Cloud computing in Accounting and Finance, Sustainability in Digital Finance, Adoption of AI for strategic decision making,

Module 2: Technology in Finance   **5 Hours**

Role of technology in Finance and emerging trends in Finance – Block chain, Benefits of Block chain, Key features, Stages in a block chain transaction, Robotic Process Automation in redesigning finance functions and Financial reporting, Internet of Things

Module 3: Finance Function using Big Data and Data Analytics   **3 Hours**

Big Data – Key features of Big Data – 4Vs framework, Sources of Data, Data Analytics in Accounting and Finance, Role of Data Analytics in strategic decision making

Module 4: Cyber security   **2 Hours**

Data Protection and Privacy, Data Management, Cyber security Framework and Regulations, Importance of cyber security in the digital era, Types of Cyber-attacks and data breach and prevention

COURSE OUTCOMES:

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

1. Evaluate the indispensable factors that demands the emerging digital technologies of Al, ML, DL and IoT in Accounting and Finance and adoption of AI for strategic decision making.
2. Examine the role of technology in Finance and emerging trends in Finance in the context of block chain transaction, Automation and financial reporting.
3. Use Big Data Analytics in Accounting and Finance and strategic decision making
4. Identify the potential threats of Cyber-attacks in the context of the data Breach, Protection and Privacy

BOOK FOR REFERENCE:

Managing Finance in Digital world, CIMA – E1, Kaplan Financial Limited, 2021

STOCK MARKET TRADING

COURSE OBJECTIVES:

The students will be able to:

1. List out the avenues of investment in terms Physical Assets and Financial Assets.
2. Evaluate the key indicators of securities market that its impact change on the change of direction of the market from the stand point view of investors and speculators
3. Compare and contrast the mechanism of Capital and Money Market and its Primary and secondary market in the context of choice and time of investment of securities
4. Analyze the characteristics of securities in terms of risk and return investment decision making.
5. Examine the provisions of laws relating to Legal framework stock market trading in the protection of interests of stakeholders.

Module 1: Investments Basics   **3 Hours**
Meaning and options of investment – Meaning and role of stock exchanges

Module 2: Overview of Indian Securities Markets   **3 Hours**
Key indicators of securities markets – Products and participants – Market segment and their products – Reforms in Indian securities markets

Module 3: Capital and Money Market   **3 Hours**
Primary market – Role – Issuing shares – IPO process – Listing of securities – Secondary markets – Structure – products, stocks and Indices, Debt market products – Money market products

Module 4: Security Analysis   **3 Hours**
Interest basics – Time value of Money – Systematic analysis of companies

Module 5: Legal Framework   **3 Hours**
SEBI – Depositories Act – Securities Contract Act – SEBI Regulations – Indian Contract Act

COURSE OUTCOMES:

After completion of the course, the students should be able to:
1. List out the avenues of investment in terms Physical Assets and Financial Assets.
2. Evaluate the key indicators of securities market that its impact change on the change of direction of the market from the stand point view of investors and speculators
3. Compare and contrast the mechanism of Capital and Money Market and its Primary and secondary market in the context of choice and time of investment of securities
4. Analyze the characteristics of securities in terms of risk and return of investment decision making.
5. Examine the provisions of laws relating to Legal framework stock market trading in the protection of interests of stakeholders

BOOK FOR REFERENCE:

1. Balkrishna M Sadekar, How to Make Money Trading with Candlestick Charts, Vision Books, 2011
2. Prasenjit Paul How to Avoid Loss and Earn Consistently in the Stock Market: An Easy-to-understand and Practical Guide for Every Investor, Partridge Publication, 2015

<div align="center">**FUNDAMENTALS OF BUSINESS CASE STUDY AND ANALYSIS**</div>

COURSE OBJECTIVES:

The students will be able to

1. Identify the problem of a case in the case study and define the same.
2. Evaluate key issues in the case in addressing the problem with long term solution and reporting of the same.
3. Use Simulation for analyzing the problems under specific scenarios and generate feasible solution for the case under study.

Module 1: Introduction to case study analysis   **5 Hours**
Define Case and Case study & Analysis – Uses of Case Study and Areas of application – Different Approaches in Case study and analysis – Critical – Interpretative – Positive – Advantages of using case study and Limitations

Module 2: Process of case study analysis   **5 Hours**
Context of the problem – Goal of the Analysis - Selection of Case – Identify key issues in the case- Analysing the problems, Interpreting - assess alternative course of action, Reporting – Recommend best course of action

Module 3: Case Analysis – Simulation   **5 Hours**
(Indicative case -
https://www.cimaglobal.com/Global/Teaching/Combined%20OCS%20question%20tutorial%20support%20material.pdf)

COURSE OUTCOMES:

After completion of the course, the students should be able to:
1. Identify the problem of a case in the case study and define the same.
2. Evaluate key issues in the case in addressing the problem with long term solution and reporting of the same.
3. Use Simulation for analyzing the problems under specific scenarios and generate feasible solution for the case under study.

BOOK FOR REFERENCE:

1. Management Case Studies: A student's Handbook, Dr. Ramesh R Kulkarni, Dr. Shrinivas R Patil, Notion Press
2. Management Cases, revised Edition, Peter Drucker, Harper Business

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

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