Sharda - Masai Academy - School of Business Studies

Revamped Curriculum for School of Business Studies, Management Department

Introduction

The Management Department at Sharda University's School of Business Studies is undergoing a comprehensive curriculum revamp to integrate project-based learning, industry-aligned courses, and modern pedagogy processes, including the addition of AI and GenAI courses. This initiative, in partnership with industry experts, aims to enhance educational outcomes, prepare students for the dynamic business environment, and ensure they possess the skills and knowledge required to excel in their careers.

Key Components of the Revamped Curriculum

1. Project-Based Learning

Project-based learning (PBL) is central to the revamped curriculum, providing students with the opportunity to apply theoretical knowledge to real-world business problems. PBL encourages critical thinking, creativity, and collaboration, offering hands-on experience that is essential for professional growth.

2. Industry-Aligned Curriculum

The curriculum is designed in alignment with current industry standards and practices, developed in collaboration with industry partners. This alignment ensures that the courses are relevant, up-to-date, and reflective of the latest trends and demands in the business world.

3. Modern Pedagogy Processes

Modern pedagogy processes, including flipped classrooms, blended learning, and continuous assessment, are incorporated to create an engaging and effective learning environment. These methods facilitate personalized learning, allowing students to progress at their own pace and according to their individual learning styles.

AI and GenAI Courses

AI for Business

- **Objective**: Introduce students to the applications of AI in business.
- **Revamp**:
  - Projects involving the implementation of AI solutions for business problems.
  - Case studies on successful AI applications in various industries.
  - Collaboration with AI experts for workshops and guest lectures.

GenAI in Business Decision-Making

- **Objective**: Explore the role of generative AI in business decision-making.
- **Revamp**:
  - Projects involving the use of GenAI for scenario planning and strategy development.
  - Real-world applications of GenAI in market analysis, product development, and customer engagement.
  - Industry-aligned case studies and practical insights from GenAI professionals.

Benefits of the Revamped Curriculum

1. **Enhanced Employability**: The integration of project-based learning and industry-aligned curriculum ensures that students are job-ready upon graduation, equipped with skills that are in high demand.
2. **Practical Experience**: Students gain hands-on experience through real-world projects, making them adept at applying theoretical knowledge to practical situations.
3. **Industry Connections**: Collaboration with industry partners provides students with networking opportunities, internships, and mentorship, enhancing their career prospects.
4. **Modern Learning Approaches**: Modern pedagogy processes create a dynamic and engaging learning environment, catering to diverse learning styles and promoting lifelong learning.
5. **Interdisciplinary Skills**: The integration of AI and GenAI across various courses fosters interdisciplinary skills, preparing students for a wide range of career opportunities.

Detailed Course Revamp

Python

- **Objective**: Equip students with programming skills for data analysis and business applications.
- **Revamp**:
  - Projects involving data manipulation, analysis, and visualization using Python.
  - Real-world business case studies and applications.
  - Integration of AI and machine learning basics for business problem-solving.

SQL

- **Objective**: Develop proficiency in database management and querying for business analytics.
- **Revamp**:
  - Hands-on projects involving database design, querying, and management.
  - Collaboration with industry experts for practical insights and applications.
  - Real-world data analysis projects using SQL for business decision-making.

Excel

- **Objective**: Master Excel for data analysis, visualization, and business modeling.
- **Revamp**:
  - Projects involving complex data analysis, financial modeling, and business forecasting.
  - Integration of AI tools in Excel for advanced data analysis and automation.
  - Industry-aligned case studies and collaborative projects.

Business Analytics

- **Objective**: Provide a comprehensive understanding of business analytics techniques and tools.
- **Revamp**:
  - Projects involving the analysis of business data to derive actionable insights.
  - Use of AI and machine learning algorithms for predictive analytics and decision-making.
  - Collaboration with industry partners for real-world business analytics applications.

Guesstimates & Case Studies

- **Objective**: Develop problem-solving skills through guesstimates and case study analysis.
- **Revamp**:
  - Real-world business problems and case studies for practical experience.
  - Integration of AI tools to enhance problem-solving and decision-making processes.
  - Workshops and guest lectures from industry professionals on best practices.

Digital Marketing

- **Objective**: Equip students with skills in digital marketing strategies and tools.
- **Revamp**:
  - Projects involving the creation and optimization of digital marketing campaigns.
  - Use of AI and GenAI tools for personalized marketing and customer segmentation.
  - Collaboration with industry experts for practical insights and real-world applications.