



SHARDA
UNIVERSITY
Beyond Boundaries



**SHARDA SCHOOL OF
BUSINESS STUDIES**



COURSE

**Business News
and
Corporate affairs
(NVAC211)**

VALUE ADDED
COURSE BROCHURE-30 HRS
2025-26

Vision and Mission of the School

Vision of the School

To become a world class institution imparting education based on values, fostering culture of research, innovation and entrepreneurial spirit and exhibiting professional excellence for better and sustainable society.

Mission of the School

M1. Building conducive learning ecosystem

M2. Creating socially responsible future business leaders and entrepreneurs

M3. Imparting cutting-edge application based curriculum

M4. Boosting industry-academia connect

Course Articulation Matrix

POs COs	P01	P02	P03	P04	P05	PSO(1)	PSO(2)
C01	1		3	2	1	-	2
C02		2	2	3		2	-
C03		3	3	1	1	2	-
C04	1	2	3	2	1	3	-
C05		2	2	1	1	-	-
Co6	2	2	3	2	1	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

ABOUT THE UNIVERSITY

Sharda University is a leading Educational institution based out of Greater Noida, Delhi NCR. A venture of the renowned Sharda Group of Institutions (SGI), The University has established itself as a high-quality education provider with a prime focus on holistic learning and imbining competitive abilities in students.

ABOUT SCHOOL

Sharda School of Business Studies believes in preparing students to approach business obstacles and solve them the way established corporations do. Learning happens both inside and outside the classroom; hence, technology plays a big part in the core culture, and so do global exposure, project management, critical reasoning, and business communications skills.

ABOUT COURSE

The **'Business News and Corporate Affairs' (NVAC211)** is a dynamic course designed to provide students with a comprehensive understanding of the intersection between current business events and corporate decision making. The course focuses on analyzing global and domestic business trends, corporate strategies, market dynamics, and regulatory developments. By engaging with real-time news, case studies, and industry reports, students develop the ability to interpret and assess how external events influence corporate performance and business environments. The course emphasizes critical thinking and analytical skills, enabling students to connect theoretical knowledge with practical insights into the corporate world. Through this course, students gain exposure to key topics such as mergers and acquisitions, corporate governance, economic policies, and emerging market opportunities. Additionally, it encourages awareness of ethical and sustainability issues in corporate decision-making. With interactive sessions, group discussions, and regular news analysis, NVAC211 equips future managers and business leaders with the tools to stay informed and adaptable in a rapidly changing global economy. By the end of the course, students will have developed a strategic mindset to evaluate and respond effectively to evolving business challenges.

COURSE SCHEDULE

Week	Content	Details of Topic Covered	Duration Hrs.
1	What is Business News?	Introduction to the concept of business news, its evolution, and key players in business media.	3
2	Scope and Importance	Definition, scope, and importance of business news in shaping economic, corporate, and consumer behaviors.	3
3	Impacts of Business News	How business news influences companies, consumers, economies, and investment decisions.	3
4	Definition of Corporate Affairs	Introduction to corporate affairs and their role in managing stakeholder relationships.	3
5	Key Components of Corporate Affairs	Corporate reputation, public relations, crisis management, and communication strategies.	3
6	Understanding Market Dynamics	Insights into market trends, demand-supply factors, and how they influence corporate strategies.	3
7	Technology and Market Trends	Exploring the impact of technological advancements like AI on market trends and corporate affairs.	3
8	Current Trends in Corporate Affairs	The role of AI, remote work, and their implications on business operations, productivity, and culture.	3
9	Case Studies	Analysis of recent corporate case studies on governance, crises, and success stories (e.g., Tesla, Apple).	3
10	Current Affairs & Assessment	Discussion on the latest corporate news and assessment through quizzes, group projects, and short essays.	3

PROFILES

Dr. Monica Agarwal:

Dr. Monica Agarwal She specializes in the areas of Human resources & organisational behaviour. Her areas of interest include stress management, leadership, team building, student distraction & women empowerment. She has more than 26 years of teaching, administrative, training and research experience. She has several research publications in the journals of national and international repute. She has attended and participated in various national and international conferences on contemporary issues. She has also conducted MDPs for managers of different levels for reputed corporate houses.

Dr. Sweta Dixit:

Dr. Sweta Dixit earned her Ph.D. in Management (2006) and holds a Master's degree in Human Resource Management and Industrial Relations from the University of Lucknow. She is an Emotional Intelligence Specialist certified and has conducted several training sessions for the middle and senior managerial staff in behavioral psychology. Dr. Dixit, who is qualified for UGC-NET, is a professional with more than 20 years of diverse experience in the field of both the academic and the industry. She has a wide range of publications in both national and international journals of repute. Several Ph.D. scholars and is currently supervising several research scholars.

Dr. Rachna Bansal:

Dr. Rachna Bansal is a highly accomplished and versatile academician, researcher, trainer, and administrator with over 17 years of experience in Human Resources Management (HRM) and Organizational Behavior (OB). She has a strong educational background with an M.B.A. and PhD in HRM and Organizational Behavior, also UGC Net qualified. She is a Certified Learning and Development Manager, certified by Middle Earth HR and Human Resource Certification Institute (HRCI). Dr. Bansal's career trajectory is marked by impactful training, project, and consultancy experiences. Dr. Bansal is actively engaged in scholarly publishing and editorial activities. Dr. Bansal's intellectual contributions extend beyond academia, as evidenced by her patents and copyrights.

Lt. Dr Yashodhara Raj:

She has held key senior management positions in the department of HR & Learning & Development in corporates like IFFCO -IFFDC, Reliance Communication Pvt Ltd, Idea Cellular, Mayfair Group of Hotels and resorts etc. prior to graduating into her role as Life coach and academician. Her unique perspective comes from working within different sectors ranging from education, health, public sector, telecom, hospitality, IT and FMCG. She was also a member of Family Conflict Resolution Cell in association with Gautam Budh Nagar Police apart from Chief Psychological Counsellor for Sharda University.

Dr. Bhagawan Chandra Sinha:

Dr. B.C. Sinha has done Ph.D. in Management from Mittal School of Business, LPU, Phagwara, MHROD from Delhi School of Economics, University of Delhi, B.Tech. from Calcutta University His research interest is e-HRM, e-learning, e-governance, and corporate social responsibility, gig employment, employee engagement. He has acted as resource person for Executive Development Program for the Afghanistan Finance Ministry, presented research papers at different forums.

School: SSBS Programme: MBA Branch:		Batch : 2025-27 Current Academic Year: 2025-26 Semester: II	
1. Course Code	NVAC211		
2. Course Title	Business News and Corporate Affairs		
3. Credits	Audit Course		
4. Contact Hours (L-T-P)	30 Hours		
Course Type	Value added course		
5. Course Objective	<ol style="list-style-type: none"> To understand the role and impact of business news on corporate decision-making and market perceptions. To explore key principles and practices in corporate world To analyze the effects of current market trends and economic influences on businesses. To examine role of artificial intelligence in the corporate world. To apply critical thinking to recent business news and corporate affairs case studies. 		
6. Course Outcomes	<p>CO1: Understand the role of business news and how it influences corporate decisions and market perceptions.</p> <p>CO2: Analyze the affairs of corporate world.</p> <p>CO3: Evaluate the market and impact of technology.</p> <p>CO4: Discuss the legal, regulatory, and ethical challenges facing businesses today.</p> <p>CO5: Stay informed about role of artificial intelligence in business operations</p> <p>CO6: The student will be able to apply their understanding of course through the creation of written assignments, case analyses, and quizzes.</p>		
7. Course Description	This module would provide a comprehensive understanding of the corporate world and help learners develop critical skills for analyzing business news and trends. It is designed for students of business, economics, or journalism who wish to deepen their understanding of corporate affairs and the business landscape.		
8. Outline syllabus		CO Mapping	
Unit 1	Introduction to Business News		
A	What is Business News?		CO1
B	Definition, scope, and importance of business news		CO1
C	How business news impacts companies, consumers, and economies		CO1
Unit 2	Corporate Affairs		
A	Definition of Corporate Affairs:		CO2
B	Corporate affairs encompass a company's relationships with stakeholders, including shareholders, employees, regulators, and the public		CO2,CO6
C	Managing corporate reputation, public relations, crisis management, and communication strategies.		CO2
Unit 3	Market Trends and Analysis		
A	Understanding Market Dynamics		CO2
B	Impact of Technology on Corporate Affairs		CO2
C	Global and National Economic Influences		CO2,CO6
Unit 4	Current Trends in Corporate Affairs		
A	The Role of Artificial Intelligence in Business		CO3
B	Remote Work and Its Impact on Business Operations		CO3
C	Implications for corporate culture, employee engagement, and productivity		CO3
Unit 5	Case Studies and Current Affairs		
A	Corporate News Case Studies		CO4, CO6
B	Recent case studies on business crises, governance failures, or corporate triumphs		CO4, CO6
C	Current Affairs (e.g., Tesla, Apple, Amazon).		CO5
Mode of examination	Assessment and Evaluation (Quizzes, Group Projects and Short Essays)		