

School of Management Sciences

ACADEMIC YEAR: 2023-24

YEAR: I

SEMESTER: I

REGULATION: R22

Course Name: Management and Organizational Behavior

Course Code: 22MBA01

CO1	Gain understanding of the Concepts of Management, its Evolution, Functions and the Theories contributed by various Management Thinkers.
CO2	Learn the process of planning, goal setting and the process of decision making with the help of various models.
CO3	Learn the processes of Organizing and Controlling with the help of various Organizational Structures.
CO4	Appreciate the relevance of Individual and group behaviour in an organization and the role of Culture and dynamics.
CO5	Identify different Leadership Styles, Skills and the Theories of Motivation

Course Name: Business Economics

Course Code: 22MBA02

CO1	Understand the Concepts and Principles of Business Economics.
CO2	Learn various concepts and practical applications of Demand and Supply viz. Laws, Types, Elasticity, Forecasting and Equilibrium.
CO3	Learn concepts and applications related to Production and Cost of a firm.
CO4	Learn the features of various Market Structures along with the Decision-making with regards to Price and Output in Short and Long Terms.
CO5	Understand the concepts of Pricing Practices, Theory of Firm and Managerial & Behavioral Theories of a Firm.

Course Name: Financial Reporting & Analysis

Course Code: 22MBA03

CO1	Understand the Concepts and Principles of Accounting.
CO2	Understand the Accounting Process in detail.
CO3	Learn various aspects in depreciation, Inventory and Goodwill.
CO4	Analyze the Working Capital and Flow of Funds and Cash into the Business
CO5	Prepare, analyze and Interpret Financial Statements.

Course Name: Research Methodology And Statistical Analysis

Course Code: 22MBA04

CO1	Gain a conceptual overview of Research and the relevant concepts to Research.
CO2	Learn the different types of Research Designs, Data Collection Tools and Procedures.
CO3	Use different methods of representing data through Graphs and Tables; gain an overview of Statistics and relevant concepts and conduct Small Sample Tests.
CO4	Learn to solve mathematical problems related to ANOVA (One-way and Two-way), Correlation and Regression.
CO5	Learn the application of Time Series and Index Numbers; appreciate the need for preparing and presenting a structured Research Report.

Course Name: Legal and Business Environment

Course Code: 22MBA05

CO1	Understand the Business Laws related to Incorporation of a company.
CO2	Learn the Law of Contract & Sale of Goods
CO3	Learn the salient features of Negotiable Instruments Act 1881
CO4	Learn the Reforms Undertaken by the Government with respect to the challenging business environments.
CO5	Gain insights of the Regulatory Framework in India.

Course Name: Business Ethics and Corporate Governance

Course Code: 22MBA06

CO1	Understand the Need for Business Ethics and Corporate Governance in India.
CO2	Apply Knowledge of Established Methodologies of Solving Professional Ethical Issues.
CO3	Learn Codes and Committees in Corporate Governance.
CO4	Understand the Role of Board in Corporate Governance.
CO5	Assess the Stakeholder perspective of Corporate Governance

Course Name: Business Communication Lab

Course Code: 22MBA07

CO1	Appreciate the importance and influence of Business Communication and learn its applications for the purpose of self-development.
CO2	Learn by practice of writing a variety of formal and informal letters & e-mails and reports and improve the readability of written documents.
CO3	Identify the intricacies of writing Business Reports and Proposals.
CO4	Develop verbal (oral) skills by giving presentations and participating in group discussions; appreciate the impact of body language in the process of communication.
CO5	Polish their etiquette, improve telephonic skills and appreciate the need for culture in maintenance of public relations.

CO1	Understand the importance of the main functions of MS- Excel /SPSS.
CO2	Practice advance Excel Tools for conduction of Data Analysis.
CO3	Evaluate Data Analysis using Pivot Tables and Pivot Charts.
CO4	Analyze the Data using Descriptive Statistics.
CO5	Conduct various Parametric and Non-parametric Tests using MS Excel / SPSS.

YEAR: I

SEMESTER: II

REGULATION: R22

Course Name: Human Resource Management

Course Code: 22MBA09

CO1	Understand the concepts, role and functions of HRM and appreciate the need of HR to act as a Strategic Business Partner of the Organization.
CO2	Learn the methods of conducting Job Analysis, process of writing Job Descriptions & Specifications and the processes of recruitment and selection.
CO3	Gain an understanding of various concepts and practices of Employee Training & Development and Performance Management & Appraisals.
CO4	Learn the principles and practices of Employee Compensation and Rewards, with the help of Job Evaluation & Broad-banding etc. and the salient features of Workmen Compensation Act and Minimum Wages Act.
CO5	Appreciate the need for effective Employee Relations and learn the salient features of Industrial Disputes Act and Factories Act.

Course Name: Marketing Management

Course Code: 22MBA10

CO1	Understand the important concepts and principles of Marketing Management and Marketing Research.
CO2	Learn about the analysis of Market Opportunities and Customer Value with the help of Marketing Mix Elements.
CO3	Learn the significance of designing a customer driven strategy through Marketing Segmentation, Targeting and Positioning.
CO4	Assess Global marketing, green marketing strategies for sustainable development.
CO5	Gain insights of the key aspects of pricing decisions and the role of communication.

Course Name: Financial Management

Course Code: 22MBA11

CO1	Understand the concept of time value of money.
CO2	Learn about the capital budgeting techniques and cost of capital.
CO3	Learn the significance of Capital structure vs. financial structure.
CO4	Assess dividend policies of Indian companies, determinants of working capital, analysis of investment in inventory.
CO5	Understand the Concepts and Applications of Working Capital Management and Management of Current Assets.

Course Name: Quantitative Analysis for Business Decisions

Course Code: 22MBA12

CO1	Understand the origin and application of operations research.
CO2	Learn about the Formulation of Linear Programming Problem for different areas.
CO3	Appreciate the significance of variations of assignment problem, methods for finding Initial feasible solution.
CO4	Learn the aspects of Decision Theory and Network Analysis.
CO5	Gain insights of the theoretical principles and practical applications of different queuing models.

Course Name: Entrepreneurship and Design Thinking

Course Code: 22MBA13

CO1	Understand the approaches to entrepreneurship.
CO2	Learn about the individual entrepreneurial mind-set and Personality.
CO3	Learn the significance of Feasibility Analysis, Industry, competitor analysis, new venture development.
CO4	Understand the principles of implementation of Design Thinking.
CO5	Appreciate the relevance of Creativity in the process of implementation of Design Thinking.

Course Name: Logistics & Supply Chain Management

Course Code: 22MBA14

CO1	Understand the cyclical perspective of logistics and supply chain process.
CO2	Learn about the distribution, transportation, warehousing related issues and challenges in supply chain.
CO3	Appreciate the significance of network design in the supply chain.
CO4	Gain knowledge of various models / tools of measuring the Supply Chain Performance.
CO5	Appreciate the role of coordination and technology in supply chain management.

Course Name: Rural Marketing

Course Code: 22MBA015D

CO1	Understand the importance of Indian Rural Economy.
CO2	Learn various rural marketing strategies.
CO3	Learn challenges of Retail Channel Management.
CO4	Understand the aspects of rural business research.
CO5	Learn e- rural marketing, CSR, IT for rural development, e- Governance for Rural India.

Course Name: Summer Internship

Course Code: 22MBA22

CO1	Understand Management Functions and Organizational Structure.
CO2	Understand Organizational Dynamics in terms of Organizational Behaviour, Culture and Climate.
CO3	Understand Functional Domain Knowledge.
CO4	Understand the processes and Systems.
CO5	Understand External and Internal Environment Impact on the Organization.

YEAR: II

SEMESTER: I

REGULATION: R22

Course Name: Production and Operations Management

Course Code: 22MBA16

CO1	Understand the importance concepts of operations management in the global era and Industry 4.0
CO2	Learn various strategies in product and process design, analysis
CO3	Learn examine the various aspects of plant location and product layout.
CO4	Understand the aspects of scheduling.
CO5	Gain insights of integrated materials management, e-procurement, and materials planning.

Course Name: Management Information Systems

Course Code: 22MBA17

CO1	Understand the importance of MIS for strategic advantages.
CO2	Learn various business applications of information systems like e-business, BPR, DSS.
CO3	Learn examine the information system planning.
CO4	Understand alternative methods for building information system.
CO5	Learn cyber securities with inter networks security defences.

Course Name: Business Analytics

Course Code: 22MBA18

CO1	Understand the importance of business analytics in practice.
CO2	Learn various rural marketing strategies.
CO3	Learn challenges of data modelling.
CO4	Understand the aspects data mining.
CO5	Learn Monte Carlo simulation, risk analysis and decision tree analysis.

Course Name: Digital Marketing

Course Code: 22MBA19M1

CO1	Understand Evolution of digital marketing, its strategies and platforms.
CO2	Learn the relevance of digital marketing channels.
CO3	Learn the significance of digital marketing.
CO4	Understand the relevance of online advertising.
CO5	Understand the methods of measuring the digital media performance.

Course Name: Sales and Promotion Management

Course Code: 22MBA20M2

CO1	Understand Evolution of Sales and Promotion Management.
CO2	Learn the relevance of various types of Advertising.
CO3	Appreciate the significance of sales management.
CO4	Assess the relevance of sales promotion strategies.
CO5	Appreciate the need for the distribution channels.

Course Name: Consumer Behavior

Course Code: 22MBA21M3

CO1	Understand Evolution of consumer behaviour.
CO2	Learn the relevance various influences on consumer behavior
CO3	Learn the significance of personality, attitudes of the consumer.
CO4	Assess the relevance of the different models of Consumer decision making.
CO5	Identify the need for the marketing ethics towards consumers.

Course Name: Security Analysis and Portfolio Management

Course Code: 22MBA19F1

CO1	Understand the Indian financial system and also about Investment.
CO2	Learn the relevance of risk and returns.
CO3	Learn various influences bond valuation and management.
CO4	Understand the relevance of equity valuation of cash market and derivatives.
CO5	Identify the need for mutual funds in India.

Course Name: Risk Management and Financial Derivatives

Course Code: 22MBA20F2

CO1	Understand risk management and derivatives.
CO2	Learn the relevance of Basel norms, types of risks.
CO3	Learn various aspects about Derivatives Market in India.
CO4	Understand the uses of options strategies.
CO5	Examine the importance of SWAP Market.

Course Name: Strategic Cost and Management Accounting

Course Code: 22MBA21F3

CO1	Understand the cost analysis and control.
CO2	Learn the relevance of unit, job, and process costing for strategic decisions.
CO3	Learn various aspects of activity-based management.
CO4	Understand the role of types of budgets and the budgeting process in non-profit organizations.
CO5	Identify the need for establishing cost standards.

Course Name: Talent and Performance Management Systems

Code: 22MBA19H1

CO1	Understand Talent Management Process along with its key components.
CO2	Learn the significance of performance management and employee development in organizations.
CO3	Learn different approaches to Performance Management System.
CO4	Understand KRA's and KPI's and performance metrics.
CO5	Identify the importance of reward systems in organizations.

Course Name: Learning and Development

Course Code: 22MBA20H2

CO1	Understand Learning theories with the emphasis on learning outcomes.
CO2	Learn the significance of Training in organization.
CO3	Learn different training methods.
CO4	Understand essentials of management development.
CO5	Identify the Training needs, Training methods for different sectors.

Course Name: Employee Relations

Course Code: 22MBA21H3

CO1	Understand the changing nature of Labor/Workforce in India and appreciate the need for knowing and maintaining good relations with Industry and Trade Unions.
CO2	Learn the legal framework/process of Collective Bargaining and the aspects of Negotiation, Social Security and Drafting of Agreements.
CO3	Learn various aspects of Tripartism, Social Dialogue and the role of Government in Industrial Relations
CO4	Understand the salient features of various Acts such as Factories Act, Minimum Wages Act, ESI Act etc. and the need for maintenance of good Employee Relations
CO5	Understand the salient features of Acts such as Industrial Disputes Act, Occupational Safety, Health and Working Conditions Code etc.

YEAR: II

SEMESTER: II

REGULATION: R22

Course Name: Strategic Management

Course Code: 22MBA23

CO1	Understand the importance of strategic management process.
CO2	Learn various market life cycle models for strategic analysis.
CO3	Learn Strategies for competing in global markets and internet economy.
CO4	Appreciate the need for having appropriate Turnaround and Diversification Strategies.
CO5	Understand the aspects of strategy evaluation and control.

Course Name: International Marketing

Course Code: 22MBA24M4

CO1	Understand the Global Marketing Management
CO2	Learn the relevance of WTO, EXIM Policy.
CO3	Learn various influences of the Global Consumer
CO4	Understand the relevance of International Marketing Mix, distribution promotion strategies.
CO5	Identify the need for E-Marketing channels.

Course Name: Services Marketing

Course Code: 22MBA25M5

CO1	Understand Marketing Management of companies offering Services.
CO2	Learn the relevance of services.
CO3	Learn various influences of the consumer behavior in services.
CO4	Understand the relevance of service operations.
CO5	Identify the need for promotion strategies for services.

Course Name: Marketing Analytics

Course Code: 22MBA26M6

CO1	Learn the Concepts of Marketing Analytics and their relevance in business.
CO2	Use MS Excel to deal with Marketing Data at basic level.
CO3	Appreciate Customer's journey through Product Selection Process and Customer Lifetime Value.
CO4	Conduct Analysis in Determining the Pricing Strategies and
CO5	Understand the Process of Optimizing Clusters and Measure the Effectiveness of Promotion.

Course Name: International Financial Management**Course Code: 22MBA24F4**

CO1	Understand recent changes and challenges in International Financial Management.
CO2	Learn Factors affecting International Trade flows.
CO3	Learn various aspects about International Stock market.
CO4	Understand the uses of exchange rates.
CO5	Examine the importance of International Financing.

Course Name: Strategic Financial Management**Course Code: 22MBA25F5**

CO1	Understand financial strategy and control of a company.
CO2	Learn the relevance of risk and uncertainty in making strategic decisions.
CO3	Learn various aspects of capital budgeting.
CO4	Understand the capital structure, dividend policy, financial distress, restructuring.
CO5	Identify the different diversification strategies and mergers and acquisitions.

Course Name: Financial Analytics**Course Code: 22MBA26F6**

CO1	Understand techniques of financial statements.
CO2	Learn the relevance of time value money.
CO3	Learn various aspects of capital budgeting.
CO4	Understand industry, technical and economic analysis.
CO5	Learn duration of bond and immunization strategies.

Course Name: International Human Resource Management**Course Code: 22MBA24H4**

CO1	Gain an overview of the nature, scope and importance of International Human Resource Management.
CO2	Understand and appreciate the role of International Human Resource Management in development and execution of strategies for success of multinational corporations.
CO3	Learn the role of International Human Resource Management in long-term planning and staffing of manpower globally.
CO4	Gain insights of the strategic role of Training and Development of Expatriates in management of international assignments.
CO5	Acquaint themselves with the process of global performance management and understand the complexities of global compensation.

Course Name: Leadership and Change Management

Course Code: 22MBA25H5

CO1	Gain an understanding of the concepts and principles of leadership by studying the contributions made by various philosophers and Universities.
CO2	Learn from the various theories and styles of leadership and their contribution the subject matter of leadership from time to time.
CO3	Appreciate the role of leader in the ever-changing business scenario and gain knowledge of various models of change.
CO4	Understand the role of power, politics and conflicts in times of change, management of resistance to change in the process of implementing organizational change.
CO5	Gain insights of the process organizational development from a consultative perspective.

Course Name: HR Analytics

Course Code: 22MBA26H6

CO1	Gain an understanding of the relevance of HR Analytics in the current business scenario.
CO2	Have an understanding of the models of conducting HR Analytics and understanding of the methods of capturing, examining & purifying data for conduction of HR Analytics.
CO3	Use MS Excel for conduction of HR Analytics for key HR Processes.
CO4	Have an overview of various tools and software technologies used for conduction of Descriptive HR Analytics and Visualization of HR Data.
CO5	Appreciate the significance of Predictive and Prescriptive Analytics.