

School of Management Sciences

ACADEMIC YEAR: 2019-20

YEAR: I

SEMISTER: I

REGULATION: R19

Course Name: Management and Organizational Behaviour

Course Code: 19MBA01

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| CO1 | Summarizes the theories of management and adopts them in different situations. |
| CO2 | Classification and definition of the problems, analysis of alternatives in decision making. |
| CO3 | Designing the organizational structure and development of controls. |
| CO4 | Influence of personality and perception in individual and group behavior. |
| CO5 | Identifies the need for motivation and choice of motivational theory. |

Course Name: Business Economics

Course Code: 19MBA02

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| CO1 | Determine the objectives, nature and scope of Business economics, Interpret the basic economic principles and opportunity cost. |
| CO2 | Predict and analyze various factors influencing demand and supply. |
| CO3 | Examine optimum production & cost functions and estimate the impact of innovations and global competitiveness. |
| CO4 | Analysis of cost concepts. |
| CO5 | List out types of markets and methods of pricing. |

Course Name: Financial Accounting & Analysis**Course Code: 19MBA03**

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| CO1 | Brief description about financial Accounting and Accounting Principles. |
| CO2 | Preparation of the financial statement and describing the different types of assets. |
| CO3 | Briefly Providing awareness on inventory valuation. |
| CO4 | Describe the funds flow statement and cash flow statement analysis. |
| CO5 | Providing knowledge of Financial Statement Analysis by using various techniques. |

Course Name: Research Methodology and Statistical Analysis**Course Code: 19MBA04**

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| CO1 | Able to understand research, research process, types of research and its importance. |
| CO2 | Understand Data types, Data collection methods and sampling. |
| CO3 | Understand basic statistical concepts such as statistical collection, species characteristics, statistical series, tabular and graphical representation of data. |
| CO4 | Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Learn parametric and non-parametric test such as the Chi-Square test for Independence as well as Goodness of Fit perform ANOVA and t-test. |
| CO5 | Compute and interpret the results of Regression and Correlation Analysis and Time Series Analysis for forecasting. |

Course Name: Legal And Business Environment**Course Code: 19MBA05**

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| CO1 | Student knows powers, duties, liabilities of directors, company meetings. |
| CO2 | Student knows nature of different contracts. |
| CO3 | Student knows about negotiable instruments GST. |
| CO4 | Students know Business environment, govt. policies, banking reforms. |
| CO5 | Students know business regulations, different Acts Impact. |

Course Name: Business Ethics and Corporate Governance**Course Code: 19MBA06A**

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| CO1 | Develops awareness of business ethics and its levels. |
| CO2 | Introduces about professional ethics in all the departments of business. |
| CO3 | Understanding corporate governance and codes and committees. |
| CO4 | Elaborates the role of board in good corporate governance. |
| CO5 | Analyzes the importance of corporate social responsibility. |

Course Name: Business Communications**Course Code: 19MBA07**

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| CO1 | Understands the importance of communication in business and the stages in business writing. |
| CO2 | Develops awareness of common components and kinds of business letters. |
| CO3 | Distinguishes between written instructions, general writing, oral instructions and format in instructions. |
| CO4 | Analyses the steps in writing business reports, corporate reports and business proposals. |
| CO5 | Career building, understanding one and resume preparation.. |

Course Name: Statistical Data Analysis Lab**Course Code: 19MBA08**

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| CO1 | Students understand statistical packages MS-Excel, / SPSS. |
| CO2 | Students understand creating and using templates. |
| CO3 | Students understand data analysis using charts, worksheets. |
| CO4 | Students understand statistics analysis using Excel/SPSS. |
| CO5 | Students understand test of Hypothesis using Excel/SPSS. |

YEAR: I**SEMISTER: II****REGULATION: R17****Course Name: Human Resource Management****Course Code: 17MBA08**

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| CO1 | Summarize HR duties, Technological trends , HRM in INDIA , Equal employment opportunity and HR scorecard |
| CO2 | Discuss Job analysis , job enlargement and enrichment , job satisfaction HRP sources of recruitment types of interviews |
| CO3 | Assess Performance appraisal and training and development of employees |
| CO4 | Outline benefits of compensation and salient features of workmen compensation act and minimum wages act |
| CO5 | Maximize Employee relations, to solve grievances, awareness on Industrial Disputes Act 1947, Factories Act, Mines Act |

Course Name: Marketing Management**Course Code: 17MBA09**

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| CO1 | Importance of marketing concepts of marketing and marketing research. |
| CO2 | Analyzing marketing opportunities and customer value and marketing mix. |
| CO3 | Designing a customer Driven strategy, segmentation, targeting, positioning. |
| CO4 | Developing Marketing channels for consumer and industrial products, promotion and communication mix. |
| CO5 | Analyze Pricing decisions, WOM, Rural marketing, BOP, digital and social marketing. |

Course Name: Financial Management**Course Code: 17MBA10**

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| CO1 | Students can relate value of money & money, functions of finance. |
| CO2 | Students understand selection criteria of accepting projects. |
| CO3 | Students know the importance of leverage concepts, BEP, Capital structure theories. |
| CO4 | Students can measure dividend decisions impact on organisation. |
| CO5 | Students can estimate working capital of an organisation. |

Course Name: Quantitative Analysis for Business Decisions**Course Code: 17MBA11**

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| CO1 | Able to understand the evolution and applications of Operations Research in various fields. Mathematically formulate a real-world problem as linear programming problems and solve those using different techniques to get an optimal solution. |
| CO2 | Able to Solve transportation problems to minimize cost or maximize profit. |
| CO3 | To Understand the Principles of assignment of jobs and find optimal assignment. |
| CO4 | Use Decision Making Theory to identify the optimal strategies for Decision Makers. |
| CO5 | To Model a dynamic system as a queuing model and compute important performance measures. Understand how to model and solve problems using dynamic programming. |

Course Name: Entrepreneurship**Course Code: 17MBA12**

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| CO1 | Summarize Entrepreneurial Mindset- Twenty first century trends in entrepreneurship, the evolution of entrepreneurship |
| CO2 | Analyzing the individual entrepreneurial mind-set and Personality, The entrepreneurial journey- Stress |
| CO3 | Developing Entrepreneurial Ventures- opportunities identification |
| CO4 | List out the challenges of Entrepreneurship, Elaborate Intellectual property protection |
| CO5 | Evaluate Strategic perspectives in entrepreneurship-Strategic planning-Strategic actions |

Course Name: Supply Chain Management**Course Code: 17MBA13**

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| CO1 | Students knows competitive advantage of logistics, value added services. |
| CO2 | Students know impact of logistics on cost. |
| CO3 | Students know benchmarking, mapping. |
| CO4 | Students know internal supply chain, transportation. |
| CO5 | Students know global aspects of SCM. |

Course Name: Summer Internship**Course Code: 17MBA14**

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| CO1 | Able to acquire practical knowledge by working in any organization |
| CO2 | To give an opportunity to the students to have practical exposure related to the job they prefer to do after completion of course |
| CO3 | Understand the organizational dynamics in terms of organizational behavior, culture, competition, future strategies and change initiatives of the organization |

YEAR: II**SEMISTER: I****REGULATION: R17****Course Name: Production and Operations Management****Course Code: 17MBA15**

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| CO1 | Understand the concept and importance of Production function in organization, its role in creating competitive advantage for business organizations |
| CO2 | Develops the knowledge of various constituents of production operations viz. Product design, Process design, Vendor Management |
| CO3 | Improves the knowledge regarding Plant Location planning, Layout planning, Scheduling |
| CO4 | Analyzes the Capacity planning, Quality management, Purchasing management and Inventory management towards effective production and operations management |
| CO5 | Evaluates the concepts like ABC analysis, EOQ etc for effective Management of Materials. |

Course Name: Management Information Systems**Course Code: 17MBA16**

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|-----|---|
| CO1 | Creates awareness of MIS concept and its classification. |
| CO2 | Presents an idea of business applications of information systems. |
| CO3 | Analyzes the management of information system. |
| CO4 | Develops the knowledge of information systems building. |
| CO5 | Introduces to cyber crime and IT Act 2000. |

Course Name: Data Analytics**Course Code: 17MBA17**

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| CO1 | Able to learn Data Analytics, Big Data and Importance, Applications Data Analytics in Various Fields of Management. |
| CO2 | Understands Population and Sample, how to calculate and apply measures of location (Average) and measures of dispersion -- grouped and ungrouped data cases. |
| CO3 | Able to compute and interpret the results of Regression and Correlation Analysis. |
| CO4 | Understand basic statistical concepts such as Data Mining, Cluster Analysis, and Partitioning Data. |
| CO5 | Able to learn Simulation Concepts, Risk Analysis and Decision Tree Analysis. |

Course Name: Digital Marketing**Course Code: 17MBA18 M1**

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|-----|--|
| CO1 | Student knows the concepts of digital marketing. |
| CO2 | students know channels of DM. |
| CO3 | Student know planning process of DM. |
| CO4 | Students know searching marketing, online advertisement. |
| CO5 | Students know social media marketing. |

Course Name: Advertising and Sales Management**Course Code: 17MBA19 M2**

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|-----|--|
| CO1 | Able to understand the Importance of Advertising, Advertising Plan and elements of Advertising Layout. |
| CO2 | Understands Types of Media, Importance and Promotional Strategies |
| CO3 | Able to understand the Importance of Sales Management ,to learn how to manage and motivate a professional sales team, as a sales manager |
| CO4 | To analyze the key success factors for sales executive performance |
| CO5 | Able to understand the characteristics of Distribution Channels |

Course Name: Consumer Behaviour**Course Code: 17MBA20 M3**

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|-----|---|
| CO1 | Develops an Understanding of Consumer Behaviour |
| CO2 | Summarizes Environmental Influences on Consumer Behaviour |
| CO3 | Assesses Consumer as an Individual |
| CO4 | Analyzes Consumer Decision Making Processes |
| CO5 | Interprets Consumerism and Formulates Ethics |

Course Name: Security Analysis & Portfolio Management**Course Code: 17MBA18 F1**

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|-----|---|
| CO1 | To understand various alternatives available for investment in the changing investment Environment. |
| CO2 | To design an optimum portfolio by measuring risk and return. |
| CO3 | To value Bond and Equity by applying various models. Designing and managing the bond as well as equity portfolios in the real word. |
| CO4 | To conduct equity research and to understand modern financial instruments to hedge the risk. |
| CO5 | To analyze the impact of various economic variables on portfolio performance and to Measure the portfolio performances by using various models. |

Course Name: Financial Institutions Markets And Services**Course Code: 17MBA19 F2**

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|-----|--|
| CO1 | Student knows powers, duties, liabilities of directors, company meetings |
| CO2 | student knows nature of different contracts |
| CO3 | student knows about negotiable instruments GST |
| CO4 | students knows different theories, principles of ethics |
| CO5 | student knows Indian IT ACT Cyber crime, challenges |

Course Name: Strategic Management Accounting**Course Code: 17MBA20 F3**

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|-----|--|
| CO1 | Brief description about Accounting and cost Concepts. |
| CO2 | Describe the different techniques of cost accounting and solving for minimization of cost. |
| CO3 | How marginal Costing techniques will be used for various decision making in the company. |
| CO4 | The management accounting techniques utilization in the reduction of the cost. |
| CO5 | How to prepare different types of Budgets and budgeting reports for various departments. |

Course Name: Performance Management System**Code: 17MBA18 H1**

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|-----|--|
| CO1 | The students can understand the importance of performance Management, Performance Appraisals, Reward System, and other performance related concepts. |
| CO2 | Describe the nature of performance management and outline the core objectives of performance management, Process of Performance Management. |
| CO3 | Understanding about performance management and reward system linked with performance. |
| CO4 | Able to understand the legal issues involved in designing Reward System and importance of Reward System in managing performance of individuals as wells as team. |
| CO5 | Able to understand concepts like Bench Marking, Competency Mapping, Six Sigma, Coaching and Mentoring related to Performance Management. |

Course Name: Learning And Development**Course Code: 17MBA19 H2**

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| CO1 | Develop the knowledge of learning and its importance. |
| CO2 | States the strategies for training and steps in designing training. |
| CO3 | Evaluate various on and off the job training methods. |
| CO4 | Demonstrates the approaches for employee development. |
| CO5 | Creates awareness about contemporary issues in training and development. |

Course Name: Management Of Industrial Relations

Course Code: 17MBA20 H3

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|-----|--|
| CO1 | Importance of Industrial Relations, Trade unions unfair labour practices. |
| CO2 | Outline settlement of dispute, right to strike, tripartite and bipartite bodies. |
| CO3 | Organize for collective bargaining, conciliation, arbitration, adjudication. |
| CO4 | Explain wage policy and payment of bonus act 1965. |
| CO5 | Distinguish Factories act 1948 and mines act 1952. |

YEAR: II**SEMISTER: II****REGULATION: R17****Course Name: Strategic Management****Course Code: 17MBA21**

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| CO1 | Importance of Strategic Management and Competitiveness-Technology, Vision, Mission and Objectives. |
| CO2 | Formulation of Strategic Actions. |
| CO3 | Determine Levels of Diversifications and reasons, Mergers & Acquisitions strategies. |
| CO4 | Identifying International Opportunities and international Strategies. |
| CO5 | Designing Organizational Structure and controls. |

Course Name: Customer Relationship Management**Course Code: 17MBA22 M4**

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|-----|--|
| CO1 | Explains the concept of CRM and its importance. |
| CO2 | Supports in building customer relations. |
| CO3 | Classifies the phases of CRM process. |
| CO4 | Outlines the structures of CRM. |
| CO5 | Construct the planning for CRM and its implementation. |

Course Name: International Marketing**Course Code: 17MBA23 M5**

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|-----|---|
| CO1 | Distinguishes international and domestic marketing. |
| CO2 | Examine global markets, EXIM policy, and international trade. |
| CO3 | Assessing global market opportunities. |
| CO4 | Developing global market strategies. |
| CO5 | Implementing global marketing strategies. |

Course Name: Marketing of Services**Course Code: 17MBA24 M6**

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| CO1 | To provide students with a theoretical and practical understanding of current service marketing issues. |
| CO2 | Understand the expectations of customers and know how to translate this knowledge into genuine value for customers. |
| CO3 | Appreciate, modify, and/or extend new theories and concepts pertaining to explaining the characteristics of customers' purchasing and consumption behaviour of services. |
| CO4 | Be able to identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes. |
| CO5 | Managing the interface among customers, service employees, and firm, apply new approaches to managing customer satisfaction and loyalty. |

Course Name: International Financial Management**Course Code: 17MBA22 F4**

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| CO1 | To discuss the additional complexities financial managers, face as they move from a domestic to an international arena. |
| CO2 | To understand the structure of international financial markets and the role financial institutions in shaping a smooth and promising business environment. To understand Balance of payment and to analyze various factors affecting balance of payment. |
| CO3 | Demonstrate an integrative understanding of the foreign exchange market and the relationships between interest rates, spot and forward rates and expected inflation rates. |
| CO4 | Develop strategies to deal with risk relating to exchange rate fluctuations and other types of country risks associated with foreign operations. |
| CO5 | To discuss various aspects of international financial management including capital structure, capital budgeting, cost of capital, portfolio management, cash management and foreign direct investment. |

Course Name: Strategic Investment and finance decisions**Course Code: 17MBA23 F5**

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|-----|--|
| CO1 | Brief Description about investment, risk and uncertainty. |
| CO2 | Describe about Investment and Disinvestment opportunities in the market. |
| CO3 | Defining the techniques used for the Investment Analysis. |
| CO4 | How to make Strategic Analysis of investment to enhance the organization growth. |
| CO5 | Brief the importance of Mergers and acquisition, guidelines & regulations. |

Course Name: Risk Management**Course Code: 17MBA24 F5**

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|-----|---|
| CO1 | Student knows types scope, models of risk. |
| CO2 | Student knows VaR, CaR analysis. |
| CO3 | Student knows pricing of currency, commodity forward contract. |
| CO4 | Students knows options, binomial, black-scholes model. |
| CO5 | Student knows pricing, valuing of currency swap, equity swap, swap options. |

Course Name: International Human Resource Management**Course Code: 17MBA22 H4**

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|-----|--|
| CO1 | Outlines the importance and perspectives, overview of IHRM. |
| CO2 | Elaborates the key role of IHRM in successful MNC strategy. |
| CO3 | Summarizes the global human resource planning. |
| CO4 | Observes the significance of global work force training and development in IHRM. |
| CO5 | Appraises the performance of global workforce and its management. |

Course Name: Leadership and Change Management**Course Code: 17MBA23 H5**

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|-----|---|
| CO1 | Ability to use theories in the practice of leadership. |
| CO2 | Able to understand the Contingency Leadership and its styles, Strengths and applications. |
| CO3 | Understand Transformational Leadership and its implementation and strengths. |
| CO4 | Understand the importance of changes in Organizational design, Culture. |
| CO5 | Able to understand Technological change, importance of Employee Relations. |

Course Name: Talent and Knowledge Management**Course Code: 17MBA24 H6**

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|-----|--|
| CO1 | Understand the importance of Talent Management |
| CO2 | Assess the various Talent Management Strategies |
| CO3 | Analyze the Knowledge Management Systems |
| CO4 | List out the types of Knowledge |
| CO5 | Evaluate the Knowledge Management Assessment and solutions |

Course Name: Comprehensive Viva**Course Code: 17MBA26**

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| CO1 | To demonstrate competency in fundamentals of core subjects of management. |
| CO2 | The ability to use the theoretical framework to solve specific management problems. |
| CO3 | To demonstrate high levels of communication skills, creativity and critical thinking in their careers. The ability to put across the concepts with ease and good clarity. |
| CO4 | To test the acquired knowledge of students in terms of organizational behavior, culture, competition, future strategies and change initiatives of the concerned organization. |
| CO5 | To enable the students to face any job interview and tests on selection for admission into research programs in management and science with adequate confidence. |