

Master of Business Administration (MBA) – Revised Syllabus 2019

2 year, 4 Semester Full time Programme
Choice Based Credit System (CBCS) and Grading System
Outcome Based Education Pattern

MBA I effective from AY 2019-20
MBA II effective from AY 2020-21

1.0 Preamble: The revised MBA Curriculum 2019 builds on the implementation of the Choice Based Credit System (CBCS) and Grading System initiated in the AY 2013. The curriculum takes the MBA programme to the next level in terms of implementing Outcome Based Education along with the Choice Based Credit System (CBCS) and Grading System.

2.0 Definitions:

2.1 Outcome Based Education:

2.1.1 Outcome Based Education (OBE) Approach: Outcomes are about performance, and this implies:

- There must be a performer – the student (learner), not only the teacher
- There must be something performable (thus demonstrable or assessable) to perform
- The focus is on the performance, not the activity or task to be performed

2.1.2 Programme Educational Objectives (PEOs): Programme Educational Objectives are a set of broad future-focused student performance outcomes that explicitly identify what students will be able to do with what they have learned, and what they will be like after they leave school and are living full and productive lives. Thus PEOs are what the programme is preparing graduates for in their career and professional life (to attain within a few years after graduation¹).

2.1.3 Graduate Attributes (GAs): Graduate Attributes (GAs) are the qualities, knowledge and capabilities that students are encouraged to take responsibility for developing throughout their studies and are the defining characteristics of the students passing out of the MBA program. These attributes include, but go beyond, the disciplinary expertise or technical knowledge.

2.1.4 Programme Outcomes (POs): Programme Outcomes are a set of narrow statements that describes what students (learners) of the programme are expected to know and be able to perform or attain by the time of graduation.

2.1.5 Programme Specific Outcomes (PSOs): Programme Outcomes are a set of narrow statements that describes what students (learners) of a particular specialization of the programme are expected to know and be able to perform or attain by the time of graduation. PSOs are also a function of the various course combinations offered by the Institute.

2.1.6 Learning Outcomes: A learning outcome is what a student CAN DO as a result of a learning experience. It describes a specific task that he/she is able to perform at a given level of competence under a certain situation. The three broad types of learning outcomes are:

- Disciplinary knowledge and skills
- Generic skills
- Attitudes and values

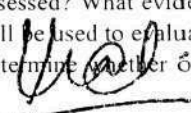
2.1.7 Course Outcomes (COs): A set of specific statements that describes the complex performances a student should be capable of as a result of learning experiences within a course.

2.1.8 Teaching and Learning Activities (TLAs): The set of pedagogical tools and techniques or the teaching and learning activities that aim to help students to attain the intended learning outcomes and engage them in these learning activities through the teaching process.

2.1.9 Outcome Based Assessment (OBA): An assessment system that asks course teachers to first identify what it is that we expect students to be able to do once they have completed a course or program. It then asks course teachers to provide evidence that they are able to do so. In other words, how will each learning outcome be assessed? What evidence of student learning is most relevant for each learning outcome and what standard or criteria will be used to evaluate that evidence? Assessment is therefore a key part of outcome-based education and used to determine whether or not a qualification has been achieved.

2.2 Credit: In terms of credits, for a period of one semester of 15 weeks:

- every ONE hour session per week of L amounts to 1 credit per semester
- a minimum of TWO hours per week of T amounts to 1 credit per semester,
- a minimum of TWO hours per week of P amounts to 1 credit per semester,


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¹ Graduation refers to passing out of the MBA programme. Graduation does NOT refer to 10+2+3/4 degree.



Each credit is a combination of 3 components viz. Lecture (L) + Tutorials (T) + Practice (Practical / Project Work / Self Study) (P) i.e. LTP Pattern. Indicative LTP, for each course, is documented in the syllabus.

The course teacher may modify the LTP of the course in view of the course requirements, nature of the course, the level of learners and the type of pedagogy and assessment tools proposed. The modified LTP shall have to be approved by the Director / Head of the Department / Designated academic authority of the Institute.

- 2.3 Session: Each teaching-learning, evaluation session shall be of 60 minutes. However, institutes shall have the flexibility to define their time slots in a manner as to use their faculty and infrastructure resources in the best possible way and ensure effective learning.
- 2.4 Course Announcement: The institute shall announce the elective courses and specializations it proposes to offer the students out of the wider course basket. It is not mandatory to offer all the specializations and all the electives. The decision of the Director shall be final in this case. However, in the spirit of Choice Based Credit System, institutes should offer choices to the students for the elective courses and not offer only the minimum number of electives.
- 2.5 Course Registration: It is mandatory for every student, to register every semester, for the courses opted for that semester. Each student, on admission shall be assigned to a Faculty Advisor who shall advise her/him about the academic programs and counsel on the choice of courses considering the student's profile, career goals and courses taken in the earlier semesters. With the advice and consent of the Faculty Advisor, the student shall register for a set of courses he/she plans to take up for the Semester. Students shall have to register for the courses for the semester within first week of Semester I and immediately after conclusion of the preceding term for subsequent Semesters II, III and IV.

3.0 MBA Programme Focus:

3.1 Programme Educational Objectives (PEOs):

1. PEO1: Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.
2. PEO2: Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.
3. PEO3: Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
4. PEO4: Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning.
5. PEO5: Graduates of the MBA program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agents.

3.2 Programme Outcomes (POs): At the end of the MBA programme the learner will possess the

1. Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
2. Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3. Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
4. Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5. Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

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8. Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
9. Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
10. LifeLong Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

3.3 Programme Specific Outcomes (PSOs): It is expected that Institutes define the PSOs for each specialization / major-minor combination. PSOs shall also vary based upon the customized combination of Generic Core, Generic Elective, Subject Core, Subject Elective, Foundation, Enrichment & Alternative Study Credit Courses that they offer.

3.4 Graduate Attributes (GAs): At the end of the MBA programme the learner shall exhibit:

GA1: Managerial competence

GA2: Proficiency in Communication, Collaboration, Teamwork and Leadership

GA3: Competence in Creativity & Innovation

GA4: Research Aptitude, Scholarship & Enquiry

GA5: Global Orientation

GA6: Proficiency in ICT & Digital Literacy

GA7: Entrepreneurship & Intrapreneurship Orientation

GA8: Cross-functional & Inter-disciplinary Orientation

GA9: Results Orientation

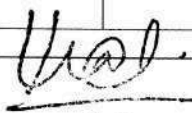
GA10: Professionalism, Ethical, Values Oriented & Socially Responsible behaviour GA11:

Life-Long Learning Orientation

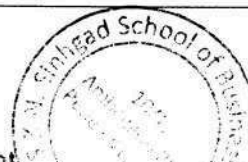
4.0 MBA Programme Course Types & Evaluation Pattern:

Sr.No.	Course Type	Credits	Nature	Comprehensive Concurrent Evaluation (CCE)	End Semester Evaluation (ESE) Marks	Total Marks
BASIC COURSE TYPES						
1	Generic Core (GC)	3	Compulsory	50	50	100
2	Subject Core (SC)	3	Compulsory (Specialization specific)	50	50	100
3	Generic Elective (GE - UL)	2	Elective	0	50	50
4	Generic Elective (GE - IL)	2	Elective	50	0	50
5	Subject Elective (SE - IL)	2	Elective (Specialization specific)	50	0	50
6	Summer Internship Project (SIP)	6	Project (Compulsory)	50	50	100
ADDITIONAL COURSE TYPES						
1	Enrichment Courses (ENR)	1	Elective	25	0	25
2	Foundation Courses (FOU)	1	Elective	25	0	25
3	Alternative Study Credit Courses (ASCC)	2	Elective	50	0	50
4	Open Electives (OE)	3 or 2	Subject Core / Subject Elective	As per Subject Core / Subject Elective Pattern		

4.1 Course Types


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- 4.1.1 Foundation Course: These courses focus on developing the basic abilities that support the understanding of other courses.
- 4.1.2 Core courses are the compulsory courses for all the students. Core courses are of two types: Generic Core & Subject Core.
- 4.1.3 Generic Core: This is the course which should compulsorily be studied by a candidate as a core requirement to complete the requirement of a degree in a said discipline of study. Therefore, Generic Core courses are mandatory and fundamental in nature. These courses cannot be substituted by any other courses. Such courses are also known as Hard Core Courses.
- 4.1.4 Subject Core: A Core course may be a Subject Core if there is a choice or an option for the candidate to choose from a broad category (grouping) of subjects (specializations / electives). These are also known as Soft Core Courses.
- 4.1.5 Elective Course: Elective course is a course which can be chosen from a pool of courses. It may be:
- Very Specialized or advanced course focusing on a specific aspect
 - Supportive to the discipline of study
 - Providing an extended scope
 - Enabling an exposure to some other discipline/domain
 - Nurturing candidate's proficiency/skills.
- 4.1.6 Generic Elective: An elective course which is common across disciplines / subjects is called a generic elective. 'Generic Elective' courses develop generic proficiencies amongst the students.
- 4.1.7 Generic Elective – University Level: These elective courses are supportive to the discipline of study and focus on the knowledge aspect of competence building. The course outcomes for such courses can be better assessed through traditional End Semester Evaluation.
- 4.1.8 Generic Elective – Institute Level: These elective courses are aimed to develop inter-personal, technical and other skills aspect of competence building. The course outcomes for such courses can be better assessed through Comprehensive Concurrent Evaluation.
- 4.1.9 Subject Elective: A 'Discipline (specialization) centric' elective is called 'Subject Elective.' Subject Elective courses, in the Semester II, III and IV are focused on a specialization.
- 4.1.10 Open Elective: A subject elective course chosen generally from another Discipline / specialization / subject, with an intention to seek cross-functional exposure is called an Open Elective. A Subject Elective offered in one specialization area may be treated as an Open Elective by another specialization area and vice-a-versa.
- 4.1.11 Enrichment Course: This is a course generally offered to bright learners / fast learners for advanced inputs beyond the curriculum. Enrichment / Add-on Course shall be a 1 Credit Course. The course is of the nature of Course of Independent Study (CIS) and is designed for learners who have the ability and inclination to work independently with limited guidance, supervision and interaction with the faculty member(s).
- 4.1.12 Alternative Study Credit Courses: These courses prepare the learners for a VUCA (Volatile Uncertain, Complex and Ambiguous) world by going beyond the boundaries of their campus. Apart from core and elective courses, these courses engage students in discussion, debate and solution of real world challenges.
- 4.1.13 Massive Open Online Courses (MOOCs)²: Massive Open Online Courses (MOOCs) are such online courses which are developed as per the pedagogy stated in the AICTE regulation (2016) or equivalent; following the four quadrant approach and made available on the SWAYAM platform of Government of India.

Course#	Semester I	Semester II	Semester III	Semester IV	Credits	CCE Marks	ESE Marks
COMPULSORY CORE COURSES (GENERIC (GC) + SUBJECT (SC) + Summer Internship Project SIP)							
A	1 GC -	1 GC - 7	1 GC - 11	1 GC - 14	Credits		
	2 1 GC	2 GC - 8	2 GC - 12	2 GC - 15			
	3 - 2						
	4 GC -	3 GC - 9	3 GC - 13 (SIP)	3 SC - 5			
	5 3 GC	4 GC - 10	4 SC - 3	4 SC - 6			
	6 - 4	5 GC -	5 SC - 4				
	5	6 SC - 1				1050	1050
						2100	

² AICTE (Credit Framework for online learning course through SWAYAM) Regulations, 2016

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	GC-6		SC-2									
GENERIC ELECTIVE COURSES (UNIVERSITY LEVEL) - GE - UL												
B	7	GE UL - 1	7	GE UL - 4	6	GE UL - 7	5	GE UL - 10	Credits	0	550	
	8	GE UL - 2	8	GE UL - 5	7	GE UL - 8	6	GE UL - 11				
	9	GE UL - 3	9	GE UL - 6	8	GE UL - 9						
GENERIC / SUBJECT ELECTIVE COURSES (INSTITUTE LEVEL) - GE - IL / SE - IL												
C	10	GE IL - 1	10	GE IL - 4	9	SE IL - 3	7	SE IL - 6	Credits	550	0	
	11	GE IL - 2	11		10	SE IL - 4	8	SE IL - 7				
	12	GE IL - 3	12	SE IL - 1 SE IL - 2	11	SE IL - 5						
	12		12		11		8		43	110	1600	1600
									Credits	CCE	ESE	

10100Credits

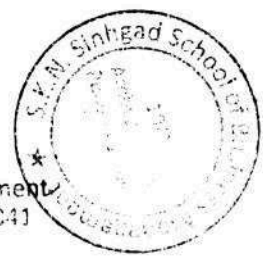
1014Credits

1027Credits

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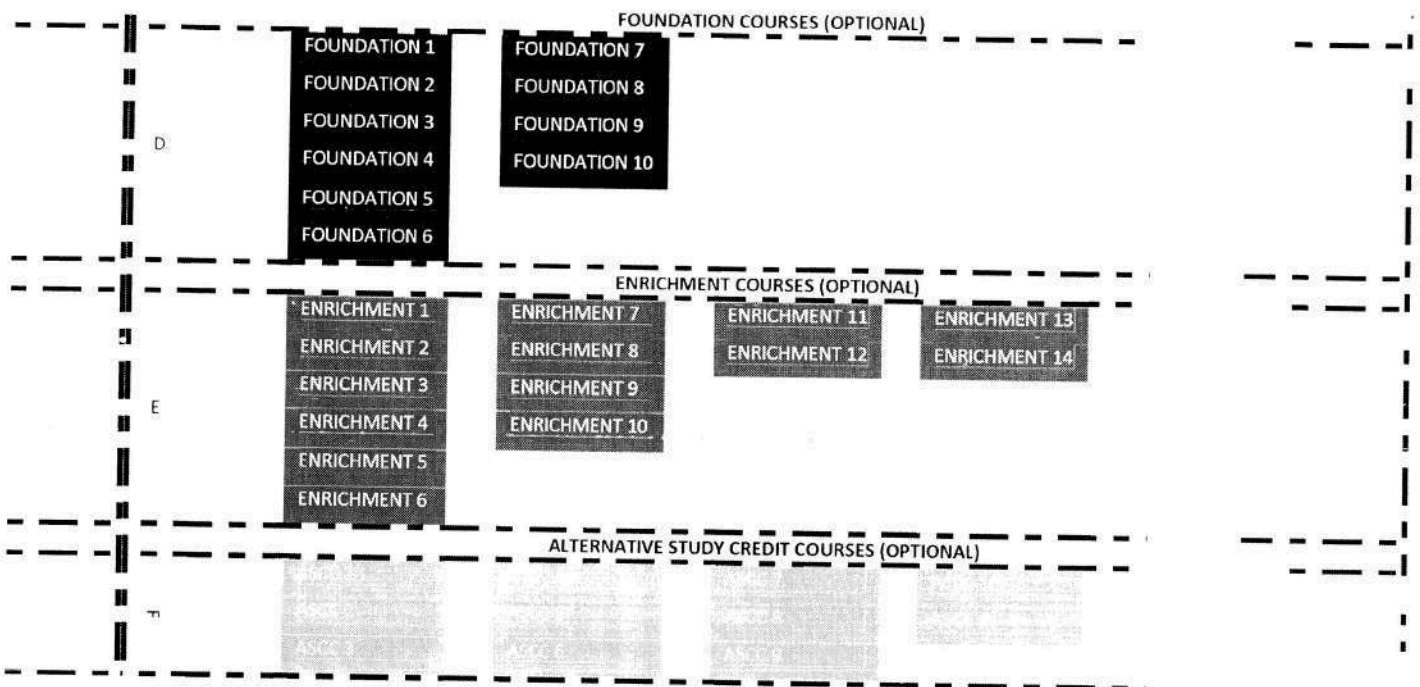
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4.2 MBA Programme Structure: The Basic Programme Structure shall be as depicted below

Note:

1. The basic programme structure comprises of Block A, B & C above.
2. Variations to the basic programme structure shall be defined at the institute level using any permissible combination of A,B,C,D,E and F blocks depicted above, taking into consideration institutional vision-mission-focus areas, industry demand, student learning capabilities, faculty competencies, availability of learning resources, etc. PSOs shall be appropriately defined by the institute.



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LEGEND:

#	Block	CIE - ESE (Credits per course)	Course Type	Credits	Courses	Nature
1.1	A1	50-50 (3 Credits)	GENERIC CORE (GC)	42	14	COMPULSORY
1.2	A2	50-50 (3 Credits)	SUBJECT CORE (SC)	18	6	COMPULSORY
1.3	A3	50-50 (3 Credits)	PROJECT	6	1	COMPULSORY
2	B	0 - 50 (2 Credits)	GENERIC ELECTIVE (UNIVERSITY LEVEL) GE - UL	22	11	ELECTIVES
3.1	C1	50-0 (2 Credits)	GENERIC ELECTIVE (INSTITUTE LEVEL) GE - IL	8	4	ELECTIVES
3.4	C2	50-0 (2 Credits)	SUBJECT ELECTIVE (INSTITUTE LEVEL) SE - IL	14	7	ELECTIVES
			TOTAL	110	43	
OPTIONAL COURSES (In Lieu of C1 / C2 ONLY)						
4.1	D	25 - 0 (1 Credit)	FOUNDATION COURSES	0 - 10	0 - 10	ELECTIVES
4.2	E	25 - 0 (1 Credit)	ENRICHMENT COURSES	0 - 14	0 - 14	ELECTIVES
4.3	F		ALTERNATIVE STUDY CREDIT COURSES	0 - 22	0 - 11	ELECTIVES

5.0 Specializations offered: The following specializations shall be offered as MAJOR / MINOR:

1. Marketing Management (MKT)
2. Financial Management (FIN)
3. Human Resources Management (HRM)
4. Operations & Supply Chain Management (OSCM)
5. Business Analytics (BA)

The following specializations shall be offered ONLY as MINOR Specializations:

1. Rural & Agribusiness Management (RABM)
2. Pharma & Healthcare Management (PHM)
3. Tourism & Hospitality Management (THM)

Note:

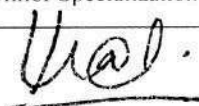
1. Institutes may offer ONLY SELECT specializations based on industry needs, faculty strength & competencies, student demands, employability potential, etc.
2. Institutes MAY NOT offer a specialization if a minimum of 20% of students are not registered for that specialization.
3. The Institute MAY NOT offer an elective course if a minimum of 20% of students are not registered for that elective course.

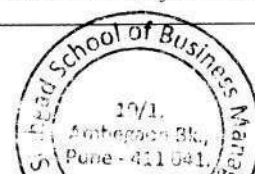
5.1 Open Elective(s):

1. Learners who intend to learn specific courses from other specialization(s) can opt for Subject Elective (SE - IL) courses from other specializations in lieu of the Subject Elective (SE - IL) courses from their native specialization.
2. These open electives MAY BE from two different specializations.
3. Open Electives can be opted for only in Sem III and Sem IV.
4. Students can opt for maximum 1 Subject Elective (SE - IL) course in Sem III and Sem IV each. i.e. Students can opt for maximum 2 Open Electives (total 4 credits).

5.2 Major Specialization + Minor Specialization Combination:

1. For a Major + Minor Specialization combination the learner shall complete
 - a) Major Specialization – Courses: Total 9 (4 Subject Core courses and 5 Subject Elective courses)
 - b) Minor Specialization – Courses: Total 4 (2 Subject Core courses and 2 Subject Elective courses)


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2. For a Major + Minor Specialization combination the learner shall earn
 - a) Major Specialization – Credits: Total 22 (12 Credits from Subject Core + Minimum 10 Credits from Subject Electives)
 - b) Minor Specialization – Credits: Total 10 (6 Credits from Subject Core + Minimum 4 Credits from Subject Electives)
3. The 10 credits of the MINOR specialization shall be from a single specialization, out of which 6 credits shall be mandatorily earned through the Subject Core Courses.
4. The Major + Minor specialization combination is OPTIONAL.
5. Students shall be permitted to opt for ANY Major + ANY Minor specialization combination, subject to institutional norms and guidelines, issued from time to time.
6. A student opting for Major + Minor specialization combination shall opt for Foundation Courses / Enrichment Courses / Alternative Study Credit Courses ONLY in lieu of Generic Elective (GE - IL) Courses.
7. Institutes may stipulate additional criteria of minimum SGPA / CGPA, number of backlogs, expectations about specific graduation discipline for students who wish to take up a specific specialization / specific major minor combination. Such criteria may also involve the potential employability criteria for a particular specialization / Major + Minor specialization combination.

5.3 Options & Guidelines for Choice of Specialization:

1. Students can opt for a single specialization (i.e. Major Only – 5 choices)
2. Students can opt for a two specializations (i.e. Major + Minor Combination – 1(Major) + 7(Minor) choices)
3. Specializations which are offered ONLY as MINOR shall be offered in SECOND YEAR ONLY. (3 choices)
4. Courses for the Minor specialization shall be taken up in the second year ONLY (in either Sem III or Sem IV or in a combination of Sem III and IV).
5. The Major specialization of a student shall be determined by the Subject Core (SC) courses and the Subject Elective (SE - IL) courses chosen in Sem II.
6. All courses (Subject Core (SC) courses and the Subject Elective (SE - IL) courses) chosen in Sem II shall belong to the same specialization.
7. The learners shall generally complete 6 Subject Core courses (2 each in semester II, III, IV) and 7 Subject Elective courses (2, 3, 2 each in semester II, III, IV respectively). In this case he /she shall be awarded MBA (Functional Area Specialization) degree, e.g. MBA (Marketing), MBA (Finance), etc.
8. The learners shall complete 4 Subject Core courses and 5 Subject Elective courses of Major specialization and 2 Subject Core courses and 2 Subject Elective courses of Minor specialization. In this case he /she shall be awarded MBA (Functional Area Specialization Major + Functional Area Specialization Minor) degree, e.g. MBA (Marketing + Finance), etc.

5.4 Foundation Courses:

1. All the Foundation Courses shall be of 1 credit each.
2. Maximum credits for Foundation Courses shall not exceed 10 (Ten) Credits.
3. Foundation Courses can be opted for ONLY IN LIEU of Generic Elective (GE - IL) and / or Subject Elective (SE - IL) courses.³
4. This choice can be exercised in Semester I (minimum zero Credits – maximum six credits) or Semester II (minimum zero Credits – maximum four credits) ONLY.
5. Foundation Courses CANNOT be opted for in Sem III and in Sem IV.
6. It is NOT MANDATORY for a learner to opt for Foundation Courses. However, Faculty members may advise a student to enroll for Foundation Course(s) after a methodical assessment of the relevant competencies of the student.
7. Foundation Courses shall be offered ONLY to those students who lack the basic competencies in the specific course. The institute shall conduct a methodical assessment of the relevant competencies of the student to identify the learners who need to take up foundation courses. Records of the evaluation shall be preserved.
8. Institutes may stipulate additional criteria for students desirous to take up Foundation Courses.
9. Foundation Courses shall be taught by the course teacher in workshop mode / project mode.
10. The course teacher shall oversee the progress of the learner as well as evaluate the learner for 25 marks / 1 credit.

³ except for a learner who opts for Major + Minor Specialization combination

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11. Pre- and post-test: A test or other assessment activity shall be administered to the students both at the beginning of the foundation course and at the end of the foundation course, with the intention of demonstrating improved skills upon completion. The tests shall be essentially SKILL based.
12. Best of the two assessments shall be treated as the final evaluation.
13. The list of Foundation Courses is mentioned in Annexure I.

5.5 Enrichment Courses:

1. All the Enrichment Courses shall be of 1 credit each.
2. Maximum credits for Enrichment Courses shall not exceed 14 (Fourteen) Credits.
3. Enrichment Courses can be opted for, ONLY IN LIEU of Generic Elective (GE - IL) and / or Subject Elective (SE - IL) courses⁴.
4. This choice can be exercised in Semester I (minimum zero Credits – maximum six credits) or Semester II (minimum zero Credits – maximum four credits) or Semester III (minimum zero Credits – maximum two credits) or Semester IV (minimum zero Credits – maximum two credits).
5. It is NOT MANDATORY for a learner to opt for Enrichment Courses. However, Faculty members may advise a student to enroll for Enrichment Course(s) after a methodical assessment of the relevant competencies of the student.
6. Institutes may stipulate additional criteria for students desirous to take up Enrichment Courses.
7. Enrichment Courses shall be executed as Course of Independent Study (CIS) in guided self study mode.
8. A faculty guide shall be assigned for such courses. The learner shall select the Enrichment Course that he/she desires to opt for and submit an outline of the proposed study relevant to the course. The faculty guide shall approve the proposal after considering the nature of the work, learning effort required, desired outcomes and comprehensive coverage of the topic.
9. Since enrichment course is a guided self study course, 40 - 45 hours of work shall be equivalent to one credit. The faculty shall oversee the progress of the learner as well as evaluate the learner for 25 marks / 1 credit.
10. The learners shall document and submit details such as questionnaires, interview schedules, interview transcripts, observation sheets, photographs, testimonials from the organizations / persons interacted with, permission letters, acceptance letters, field work sampling plans, etc.
11. Enrichment Courses can be carried out in the campus library / in the campus IT lab / in a local community setting / in a start-up / in a government undertaking / in a NGO / in a cooperative / in a corporate entity.
12. The Enrichment Courses are organized in different Proficiency Tracks. Learners shall normally opt for enrichment courses from NOT MORE THAN 3 Proficiency Tracks.
13. Enrichment Courses are of the following types:
 - a) Seminar - Involves Desk Research of distributed learning material and information resources and submission and presentation of an analytical report. Maximum credits for Enrichment Courses of Seminar type shall not exceed 10 (Ten) Credits.
 - b) Review – Involves Desk Research of a small set of specific published reports/ databases and submission and presentation of an analytical report. Maximum credits for Enrichment Courses of Seminar type shall not exceed 10 (Ten) Credits.
 - c) Case Study Development and Presentation – Involves desk research and field work leading to the development, presenting and publishing of a case study. Maximum credits for Enrichment Courses of Case Study Development and Presentation type shall not exceed 10 (Ten) Credits.
 - d) Project – Involves field work leading to presentation of a comprehensive report based on the experiential learning. Maximum credits for Enrichment Courses of Project type shall not exceed 10 (Ten) Credits.
 - e) Lab / Workshop - Involves experiential learning through focused skill building activity. Maximum credits for Enrichment Courses of Lab / Workshop type shall not exceed 10 (Ten) Credits.
 - f) Clinic / Fest – Involves experiential learning through organizing an event / campaign. Maximum credits for Enrichment Courses of Clinic / Fest type shall not exceed 4 (Four) Credits.
 - g) Personal Interest Course - Involves experiential learning through club activities at the Institute Level. Maximum credits for Enrichment Courses of Personal Interest Course type shall not exceed 4 (Four) Credits.
14. A well documented and comprehensive spiral bound report / publication, with appropriate referencing, is essential for all the enrichment courses. Relevant Audio, Video Material, should be included as a part of the report.

⁴ except for a learner who opts for Major + Mino: Specialization combination
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15. The Evaluation for the Enrichment Courses shall be as follows –
 - a) Proposal and Scope of Work – 5 Marks
 - b) Report – 10 Marks
 - c) Presentation – 5 Marks
 - d) Viva Voce – 5 Marks
16. The presentation shall be similar to an open defence. The Viva Voce shall be carried out by minimum two faculty members including the guide.
17. The sum total of the number of Foundation Courses and the number of Enrichment Courses opted by a student in a particular semester should generally be an even number.
18. The list of Enrichment Courses is provided in Annexure I.

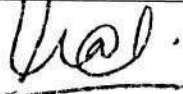
5.6 Alternative Study Credit Courses:

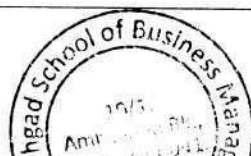
1. All the ASCC shall be of 2 credits each.
2. Maximum credits for ASCC shall not exceed 22 (Twenty two) Credits.
3. Alternative Study Credit Courses (ASCC) can be opted for, ONLY IN LIEU of Generic Elective (GE - IL) and / or Subject Elective (SE - IL) courses⁵.
4. This choice can be exercised in Semester I (minimum zero Credits – maximum six credits) or Semester II (minimum zero Credits – maximum six credits) or Semester III (minimum zero Credits – maximum six credits) or Semester IV (minimum zero Credits – maximum four credits). i.e. a learner may skip Generic Elective (GE - IL) courses all together and earn the required 22 credits entirely through ASCC.
5. It is NOT MANDATORY for a learner to opt for Alternative Study Credit Courses. However, Faculty members may advise a student to enroll for Alternative Study Credit Course(s) after a methodical assessment of the relevant competencies of the student.
6. Institutes may stipulate additional criteria for students desirous to take up Alternative Study Credit Courses.
7. A MINIMUM of 60% of the total credits earned by a learner through ASCC shall either be from MOOCs or from Professional Certification Programmes.
8. Thus a learner may skip all Generic Elective (GE - IL) courses and skip all Subject Elective (SE - IL) courses and earn the required 22 credits entirely through ASCC.
9. The same TYPE of ASCC can be opted for multiple number of times. Norms for the same are prescribed in the relevant section later in this syllabus document. For e.g. A student may undertake 11 “Professional Certification Programs” and earn 22 credits or complete 11 MOOCs and earn 22 Credits.
10. ASCC shall be executed in online study mode / field work or project mode / certification mode.
11. A faculty guide shall be assigned for such courses. The faculty shall oversee the progress of the learner as well as evaluate the learner for 50 marks / 2 credits.
12. The learner shall select the ASCC that he/she desires to opt for and submit an outline of the proposed study relevant to the course. The faculty guide shall approve the proposal after considering the nature of the work, learning effort required, desired outcomes and comprehensive coverage of the topic.
13. There is no defined syllabus for the ASCC courses. Institutes shall define the syllabus and announce the same on the website.
14. Since ASCC is a guided self study course 40 - 45 hours of work shall be equivalent to one credit. The faculty shall oversee the progress of the learner as well as evaluate the learner for 50 marks / 2 credits.
15. The start date of the ASCC such as Professional Certifications shall be after the admission date for the MBA programme and the end date of the ASCC shall be within 6 months of the start date of the ASCC, but before the completion of Sem IV.
16. The list of ASCC is provided in Annexure I.

5.7 Combination of Options: A learner may opt for any combination of earning the 22 credits assigned to Generic Elective (GE - IL) courses and Subject Elective (SE - IL) courses through

- e) Generic Elective (GE - IL) courses
- f) Subject Elective (SE - IL) courses
- g) Open Elective Courses

⁵ except for a learner who opts for Major + Minor Specialization combination
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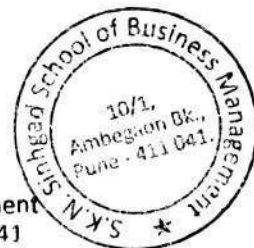


- h) Major + Minor specialization combination
- i) Foundation Courses
- j) Enrichment Courses
- k) Alternative Study Credit Courses

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SUBJECT TO THE minimum and maximum limits of credits prescribed and, subject to institutional norms and guidelines, issued from time to time.

6.0 Summer Internship Project: At the end of Second Semester each student shall undertake a Summer Internship Project (SIP) for a minimum of 8 weeks. For SIP, 1 credit is equivalent to minimum 40-45 hours of effective work. SIP shall have 6 credits. It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic and organization before commencing the SIP.

The SIP may or may not have a Functional Focus, i.e. the student may take up a SIP in his/her intended area of specialization or in any other functional area of management. Ideally the SIP should exhibit a cross-functional orientation. SIP can be carried out in a Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector. SIP may be a research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project etc. in an organization / industry. It is expected that the SIP shall sensitize the students to the demands of the workplace.

Each student shall maintain a SIP Progress Diary detailing the work carried out and the progress achieved on a daily basis. The student shall submit a written structured SIP report based on work done during this period. The student shall submit the SIP Progress Diary along with the SIP Report.

Students shall also seek a formal evaluation of their SIP from the company guide. The formal evaluation by the company guide shall comment on the nature and quantum of work undertaken by the student, the effectiveness and overall professionalism. The learning outcomes of the SIP and utility of the SIP to the host organization must be specifically highlighted in the formal evaluation by the company guide. The SIP evaluation sheet duly signed and stamped by the industry guide shall be included in the final SIP report.

The SIP report must reflect 8 weeks of work and justify the same. The SIP report should be well documented and supported by –

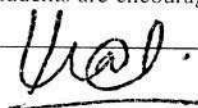
1. Institute's Certificate
2. Certificate by the Company
3. Formal feedback from the company guide
4. Executive Summary
5. Organization profile
6. Outline of the problem/task undertaken
7. Research methodology & data analysis (in case of research projects only)
8. Relevant activity charts, tables, graphs, diagrams, AV material, etc.
9. Learning of the student through the project
10. Contribution to the host organization
11. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

The completion of the SIP shall be certified by the respective Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ Government Entity/ Cooperative/ etc.) shall also certify the SIP work.

The students shall submit a spiral bound copy of the SIP report by 15th September. The Institute shall conduct an internal viva-voce for evaluation of the SIP for 50 marks between 15th September to 30th September. The Panel shall comprise of two evaluators appointed by the Director of the Institute / Head of Department (for MBA departments in engineering colleges). Institutes are encouraged to involve senior alumni, industry experts, recruiters to conduct the internal viva-voce. The internal viva-voce panel shall provide a detailed assessment of the SIP report and suggest changes required, if any.

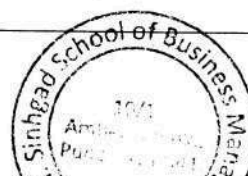
After the internal viva-voce, the student shall finalize the SIP report by incorporating all the suggestions and recommendations of the internal viva-voce panel. The internal guide shall then issue the Institute's Certificate to the student.

The student shall submit TWO hard copies & one soft copy (CD) of the project report before 30th October in Sem III. One hard copy of the SIP report is to be returned to the student by the Institute after the External Viva-Voce. In the interest of environmental considerations, students are encouraged to print their project reports on both faces of the paper. Spiral bound copies may be accepted.



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There shall be an external viva-voce for the SIP for 50 marks. The external viva-voce shall be conducted after the theory exam of Semester III.

The Internal & the External viva-voce shall evaluate the SIP based on:

1. Adequacy of work undertaken by the student
2. Application of concepts learned in Sem I and II
3. Understanding of the organization and business environment
4. Analytical capabilities
5. Technical Writing & Documentation Skills
6. Outcome of the project – sense of purpose
7. Utility of the project to the organization
8. Variety and relevance of learning experience

Copies of SIP report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.

7.0 Comprehensive Concurrent Evaluation (CCE) / Concurrent Internal Evaluation (CIE):

1. The course teacher shall prepare the scheme of Comprehensive Concurrent Evaluation (Formative Assessment) before commencement of the term. The scheme of Comprehensive Concurrent Evaluation shall explicitly state the linkages of each CCE with the Course Outcomes and define the targeted attainment levels for each CO.
2. The Director / Head of the Department / designated academic authority shall approve the scheme of Comprehensive Concurrent Evaluation with or without modifications.
3. The course teacher shall display, on the notice board, the approved CCE scheme of the course and the same shall also be hosted on the website, not later than the first week of the term.
4. Each CCE item shall be of minimum 25 marks.
5. For a 3 Credit Course there shall be a MINIMUM of three CCE items. The final scores shall be converted to 50, using an average or best two out of three formula.
6. For 2 Credit Course there shall be a MINIMUM of two CCE items. The final scores shall be converted to 50.
7. For a 1 Credit Course there shall be a MINIMUM of one CCE item.
8. CCE shall be spread through the duration of course and shall be conceptualized, executed, assessed and documented by the course teacher along with student-wise and class-wise attainment levels of the COs and the attainment levels of the course.
9. The assessment outcome of each CCE shall be duly signed by the course teacher, programme coordinator / academic head and the Director / Head of the Department / designated academic authority of the Institute.
10. A copy of the duly signed CCE outcome shall be displayed on the notice boards, within a week of the assessment and course teachers shall guide the students on a need basis.
11. Institute may conduct additional make up / remedial CCE items at its discretion.
12. At the end of the term aggregate CCE scores / grades shall be calculated and the CO attainment levels shall be calculated by the course teacher. The same shall be displayed on the notice board

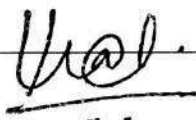
7.1 Comprehensive Concurrent Evaluation Methods: Course teachers shall opt for a combination of one of more CCE methods listed below.

Group A (Individual Assessment) – Not more than 1 per course 1.

1. Class Test
2. Open Book Test
3. Written Home Assignment
4. In-depth Viva-Voce

Group B (Individual Assessment) – Atleast 1 per course

5. Case Study
6. Caselet
7. Situation Analysis
8. Presentations



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Group C (Group Assessment) – Not more than 1 per course

9. Field Visit / Study tour and report of the same
10. Small Group Project & Internal Viva-Voce
11. Model Development
12. Role Play
13. Story Telling
14. Fish Bowls

Group D (Creative - Individual Assessment) – Not more than 1 per course

15. Learning Diary
16. Scrap Book / Story of the week / Story of the month
17. Creating a Quiz
18. Designing comic strips
19. Creating Brochures / Bumper Stickers / Fliers
20. Creating Crossword Puzzles
21. Creating and Presenting Posters
22. Writing an Advice Column
23. Library Magazines based assessment
24. Peer assessment
25. Autobiography/Biography
26. Writing a Memo
27. Work Portfolio

Group E (Use of Literature / Research Publications- Individual Assessment) – Not more than 1 per course

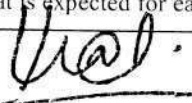
28. Book Review
29. Drafting a Policy Brief
30. Drafting an Executive Summary
31. Literature Review
32. Term Paper
33. Thematic Presentation
34. Publishing a Research Paper
35. Annotated Bibliography
36. Creating Taxonomy
37. Creating Concept maps

Group F (Use of Technology - Individual Assessment) – Not more than 1 per course

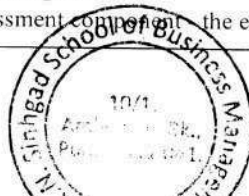
38. Online Exam
39. Simulation Exercises
40. Gamification Exercises
41. Presentation based on Google Alerts
42. Webinar based assessment
43. Creating Webpage / Website / Blog
44. Creating infographics / infomercial
45. Creating podcasts / Newscast
46. Discussion Boards

Rubrics: The course teacher shall design Rubrics for each CCE. Rubrics are scoring tools that define performance expectations for learners. The course teacher shall seek approval for the rubrics from the Director / Head of the Department / other designated competent academic authority of the institute. The course teacher shall share the approved Rubrics with the students at the start of the course. The rubric shall detail the following:

1. Linkages of the CCE to COs.
2. A description of the assessment - brief concept note
3. Criteria that will be assessed - the expected learning outcomes.
4. Descriptions of what is expected for each assessment component the expectations from the student.



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5. Substantive description of the expected performance levels indicating mastering of various components - the assessment criteria.
6. The team composition, if applicable.
7. The format and mode of submission, submission timelines
8. Any other relevant details.

7.3 Safeguards for Credibility of CCE: The following practices are encouraged to enhance transparency and authenticity of concurrent evaluation:

1. Involving faculty members from other management institutes.
2. Setting multiple question paper sets and choosing the final question paper in a random manner.
3. One of the internal faculty members (other than the course teacher) acting as jury during activity based evaluations.
4. Involvement of Industry personnel in evaluating projects / field based assignments.
5. Involvement of alumni in evaluating presentations, role plays, etc.
6. 100% moderation of answer sheets, in exceptional cases.

7.4 Retention of CCE Documents: Records of CCE shall be retained for 3 years from the completion of the Academic Year, i.e. Current Academic Year (CAY) + 3 years. Likewise records of assessments to decide the learning needs of students for opting for Foundation Courses / capabilities for Enrichment Courses/ ASCC/ start-up option etc. shall be retained for 3 years from the completion of the Academic Year.

8.0 End Semester Evaluation (ESE):

1. The End Semester Evaluation (Summative Evaluation) for the Generic Core (GC), Subject Core (SC) and the Generic Elective (GE - UL) course shall be conducted by the Savitribai Phule Pune University.
2. The ESE shall have 5 questions each of 10 marks.
3. All questions shall be compulsory with internal choice within the questions.
4. The broad structure of the ESE question paper shall be as follows:

Question Number	COGNITIVE ABILITIES EVALUATED	Nature
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)
	CREATING	

9.0 Programme Flexibility:

9.1 Average Credits per semester, Fast & Slow Learners:

1. It is expected that a student registers for 30 credits in Semester I, II, III each and balance 20 credits in Semester IV.
2. Fast learners (under accelerated plan), may be permitted to register for upto 6 additional credits per semester, subject to fulfilling the pre-requisites defined for a course, if any. However the degree shall be awarded not earlier than the end of the 2 academic years since the first admission to the MBA programme.
3. Slow learners, may be permitted to register for less than the normal credits defined for a semester but shall have to complete the programme within the stipulated maximum duration of 4 academic years since the first admission to the MBA programme.

9.2 Dropping an Elective Course:

1. Students who opt for an elective course and fail to earn the credits for the elective course (generic / subject / open) are permitted to opt for another elective course (generic / subject / open) in case they feel to do so.
2. In such a case they shall be said to have dropped the original course and opted for a new one.

3. Generic Core (GC), Subject Core (SC) CANNOT be dropped.
4. Generic Elective (GE - UL), Generic Elective (GE - IL) & Subject Elective (SE - IL) can be dropped and replaced with equivalent alternative courses
5. Not more than four courses can be dropped and replaced with equivalent alternative courses during the entire MBA programme.

9.3 Horizontal or Lateral Credit Transfer:

1. When a learner successfully completes the courses included in an academic program at a certain level, he/she is allowed to transfer his/her credits in some of these courses to another same-level academic program having these courses in common. This is referred to as 'Horizontal or Lateral Credit Transfer'.
2. Horizontal or Lateral Credit Transfer shall be permitted between the MBA and the MCA programme of SPPU for the equivalent number of credits provided the courses are related to the MBA programme's PEOs and POs and are opted by the students during the period of his enrolment for the MBA programme.
3. The list of such courses eligible for Horizontal or Lateral Credit Transfer between the MBA and the MCA programme of SPPU shall be announced by the BOS/Faculty.
4. The upper limit for Horizontal or Lateral Credit Transfer shall be 6 credits.
5. Such transfer shall be permitted for Generic Elective (GE - IL) & Subject Elective (SE - IL) only.

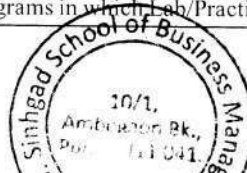
9.4 Block Credit Transfer:

1. Block credit transfer refers to a group of courses, such as a completed certificate or diploma program that are accepted for transfer of credit into a degree program.
2. Block credit transfer shall be permitted for all national and international professional certifications achieved by the learner provided the courses learning outcomes (CLOs) are related to the MBA programme's PEOs and POs and are opted by the students during the period of his enrolment for the MBA programme. The institute shall verify the linkages between the CLOs and the MBA PEOs and POs.
3. Such transfer shall be permitted for Generic Elective (GE - IL) & Subject Elective (SE - IL) courses ONLY.

9.5 Credit Transfer for MOOCs:

1. Learners are encouraged to opt for MOOCs (Massive Online Open Courses) through SWAYAM, NPTEL, EdX, Coursera, Udemy as a part of ASCC.
2. Priority shall be given to the SWAYAM platform. If a course is not available of SWAYAM, other online platforms may be used.
3. Not more than 20% of the total credits (22 Credits) shall be earned through the MOOCs.
4. Not more than 20% of the credits per semester (6 credits) per semester shall be earned through the MOOCs.
5. Since MOOC is a guided self study course 40 - 45 hours of work shall be equivalent to one credit. The faculty shall oversee the progress of the learner as well as evaluate the learner for 50 marks / 2 credits.
6. Students shall apply to the Director / Head of the Department / other designated competent academic authority of the institute in advance and seek permission for seeking credit transfer for the proposed MOOCs, he/she wishes to pursue.
7. Online courses of SWAYAM or equivalent platform shall be allowed if:
 - a) There is non-availability of suitable teaching staff for running a course in the Institution or
 - b) The facilities for offering the elective papers (courses), sought for by the students are not on offer in the Institution, but are available on the SWAYAM or equivalent platform.
8. Evaluation of MOOCs through SWAYAM:
 - 8.1 In case of SWAYAM, the students shall be evaluated as a part of the MOOC itself by the host institution (i.e. institution who has launched the MOOC through SWAYAM).
 - 8.2 The evaluation should be based on predefined norms and parameter and shall be based on a concurrent comprehensive evaluation throughout the length and breadth of course based on specified instruments like discussions, forms, quizzes, assignments, sessional examinations and final examination.
 - 8.3 After conduct of the examination and completion of the evaluation, the host institution shall award marks/grade as per the evaluation scheme announced and communicate the marks/grade to the students as well the parent institution of the student, within 4 weeks from the date of completion of the final examination.
 - 8.4 The parent institution shall, incorporate the marks/grade obtained by the student, as communicated by the Host Institution of the SWAYAM course in the marks sheet of the student that counts for final award of the degree/diploma by the University with the proviso that the programs in which Lab/Practical Component is involved,


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the parent institution will evaluate the students for the practical Lab component and accordingly incorporate these marks/grade in the overall marks/grade.

- 8.5 A certificate regarding successful completion of the MOOC's course shall be signed by the PI and issued through the Host Institution and sent to the Parent Institution.
9. Evaluation of MOOCs through EdX, Coursera, Udemy:
- 9.1 The concurrent comprehensive evaluation conducted by EdX, Coursera, Udemy may be adopted by the institute and the institute may accordingly incorporate these marks/grade in the overall marks/grade for the course.
- 9.2 Alternatively, the institute may carry out a concurrent comprehensive evaluation of such students who undertake MOOCs through the EdX, Coursera, Udemy platform.

9.6 Professional Certification Programmes:

1. Learners may opt for Professional Certification Programmes as a part of ASCC. These Professional Certification Programmes shall be offered by National, International organizations, Apex bodies, Chambers of Commerce, Professional certifying bodies, E-learning companies of repute.
2. Not more than 20% of the total credits (22 Credits) shall be earned through the Professional Certification Programmes.
3. Not more than 20% of the credits per semester (6 credits) per semester shall be earned through the Professional Certification Programmes.
4. Students shall apply to the Director / Head of the Department / other designated competent academic authority of the institute in advance and seek permission for seeking credit transfer for the proposed Professional Certification Programmes, he/she wishes to pursue.
5. For Professional Certification Programmes, 40 - 45 hours of work shall be equivalent to one credit. The faculty shall oversee the progress of the learner as well as evaluate the learner for 50 marks / 2 credits.
6. A valid certificate regarding successful completion of the Professional Certification Programmes shall be submitted by the learner to the institute for claiming the 2 credits.
7. Indicative list is provided below -
 - i. Business English Certificate (Cambridge) / IELTS / TOEFL Certification
 - ii. Foreign Language Certification Equivalent to A1/A2 or above
 - iii. Google / MicroSoft / Oracle / Sun Certification
 - iv. NSE / BSE / NISM Certification
 - v. SAP Financial Accounting (FI) / Controlling (CO) / Sales and Distribution (SD) / Production Planning (PP) / Materials Management (MM) / Quality Management (QM) / Human Capital Management (HCM) / CRM Certification
 - vi. Six Sigma Certification
 - vii. ISO Certification (as an auditor)
 - viii. Tally ERP Certification
 - ix. NLP Certification

9.7 Start-up: Launching and Sustaining' program⁶: AICTE has launched the 'Start-up: Launching and Sustaining' program to promote entrepreneurship.

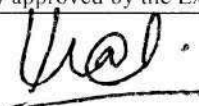
Learners opting for the 'Start-up: Launching and Sustaining' program shall earn the credits for the Generic Core (GC), Subject Core (SC) & Generic Elective (GE - UL); with the minimum desired CGPA.

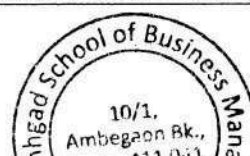
However, these learners shall skip the Generic Elective (GE - IL) & Subject Elective (SE - IL) courses and instead opt for the Milestone based concurrent comprehensive evaluation for 'Start-up: Launching and Sustaining' Programme as per the AICTE Policy laid down in this regard.

Such students shall have to fulfill two out of the five measurable outcomes as below:

- a) Funding: Student Start-up should acquire at least 1-5 Lakhs INR of start-up funding as capital/convertible equity or other similar equity instruments used in start-up investments.
- b) Employment Created: At least 5 additional jobs, (other than student founders) with a minimum of 15,000 CTC/employee/per month, paid for one full year, should be created by the student start-up.

⁶ As per AICTE Policy approved by the Executive Committee in its 100th meeting held on June 28, 2016


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- c) Revenues Generated: At least 5 Lakhs INR of Cumulative revenues should be generated by the student start-up as per Audited Profit and Loss Statements.
- d) Surplus Generated: At least 5 Lakhs INR of Cumulative surpluses should be generated by the student start-up as per Audited Profit and Loss Statements.
- e) Patent Application or Granted: The student start-up should have applied for registration of One Indian or International Patent OR such patent should be granted to the start-up Other modalities and guidelines as per the AICTE policy shall be adhered to.

Students opting for the 'Start-up: Launching and Sustaining' program have the flexibility to create 'graduation outcomes' within 4 years of registering under the 'Start-up: Launching and Sustaining' program.

It would be mentioned in the Academic Transcript that the student has graduated through the 'Start-up: Launching and Sustaining' Graduation Programme.

Students who join only the 'Start-up: Launching and Sustaining' stream and are either unable to meet the requisite graduation outcomes or unable to continue for any reason can opt to fall back into the academic stream through the regular registration of the University Semesters.

SPPU may suitably verify the details of fulfilment of the two out of the five measurable outcomes listed above.

9.8 Additional Specialization:

1. A student who has earned the MBA with a MAJOR Specialization may enroll for additional specialization after passing out the regular MBA programme.
2. Additional specialization can be pursued in the MAJOR Specialization ONLY, i.e. Additional specialization cannot be pursued in the Specializations which are listed as MINOR ONLY.
3. Such students will be exempted from appearing for all the generic core and generic elective courses.
4. Such students shall have to appear for the subject core and subject elective courses of the additional specialization that they have opted for.
5. Students opting for MAJOR + MINOR specialization combination are NOT eligible to enroll for additional specialization.

10.0 Passing Standards:

1. A student shall be said to have earned the credits for a course if he/she earns minimum 40% marks.
2. Formative Evaluation and Summative Evaluation shall be separate heads of passing.

10.1 Grading System: The Indirect and Absolute Grading System shall be used, i.e. the assessment of individual Courses in the concerned examinations will be on the basis of marks. However the marks shall later be converted into Grades by a defined mechanism wherein the overall performance of the learners can be reflected after considering the Credit Points for any given course. The overall evaluation shall be designated in terms of Grade. The 10 point standard scale mandated by UGC shall be used.

The performance of a student will be evaluated in terms of two indices, viz.

- (a) Semester Grade Point Average (SGPA) which is the Grade Point Average for a semester
- (b) Cumulative Grade Point Average (CGPA) which is the Grade Point Average for all the completed semesters at any point in time

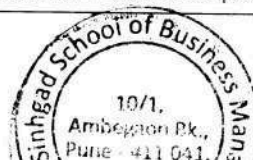
10.2 Scaling Down of CCE Scores: The marks obtained by the student for the CCE shall be scaled down, to the required extent, if percentage of the marks of CCE exceeds the percentage of marks scored in the ESE (End Semester University Examination) by 25% for the respective course.

10.3 Degree Requirements: The degree requirements for the MBA programme are completion of minimum 110 credits.

10.4 Maximum Attempts per Course:

1. A student shall earn the credits for a given course in maximum FOUR attempts.

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2. Dropping a course and opting for another equivalent course can be done ONLY in the case of Generic Elective (GE - UL), Generic Elective (GE - IL) and Subject Elective (SE - IL).
3. If a student drops a course and opts for another course in lieu of the dropped course the attempts utilized for the dropped course shall be included in the maximum 4 attempts available to earn the credits for a course.
4. The facility of dropping a course and opting for a new course in lieu of the dropped course shall be availed by the student only once per course during these four attempts available to him.
5. A student may drop at the most 4 courses (GE – UL / GE – IL / SE – IL).

10.5 Maximum Duration for completion of the Programme: The candidates shall complete the MBA Programme within 4 years from the date of admission.

10.6 Grade Improvement:

1. A Candidate who has secured any grade other than F (i.e. passed the MBA programme) and desires to avail the Grade Improvement option, may apply under Grade Improvement Scheme within five years from passing that Examination.
2. He/she can avail not more than three attempts, according to the syllabus in existence, for grade improvement.
3. He /she shall appear for University Evaluation of at least 1/3rd of the Generic Core / Subject Core Courses (except SIP) for the purpose of Grade Improvement.
4. Generic Elective (GE - UL), Generic Elective (GE - IL) & Subject Elective (SE - IL) cannot be selected for Grade Improvement.

11. Miscellaneous

- 11.1 Attendance: The student must meet the requirement of 75% attendance per semester per course for grant of the term. The institute may condone the shortage in attendance in exceptional circumstances, up to a maximum of 10%. The institute shall have the right to withhold the student from appearing for examination of a specific course if the above requirement is not fulfilled.
- 11.2 Medium of Instruction: The medium of Instruction & Evaluation shall be English.
- 11.3 LTP indicated in the syllabus is indicative.
- 11.4 Numbers indicated against each unit indicate L+T. These are indicative in nature. Course teachers may modify based on teaching & assessment, evaluation methods adopted.
- 11.5 Text Books and Reference Books refer to latest edition.

12. Detailed Course List for each category of courses is provided in Annexure I.

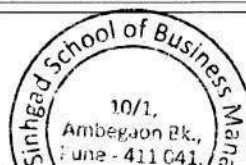
13. Detailed syllabus of each course is provided in Annexure II.

ANNEXURE I

GENERIC CORE (GC) COURSES – 3 Credits Each			
50 Marks CCE, 50 Marks ESE			
Course No.	Course Code	Course	Semester
101	GC – 01	Managerial Accounting	I
102	GC – 02	Organizational Behaviour	I
103	GC – 03	Economic Analysis for Business Decisions	I
104	GC – 04	Business Research Methods	I
105	GC – 05	Basics of Marketing	I
106	GC – 06	Digital Business	I
201	GC – 07	Marketing Management	II

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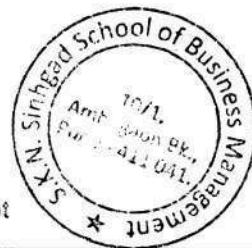
202	GC – 08	Financial Management	II
203	GC – 09	Human Resources Management	II
204	GC – 10	Operations & Supply Chain Management	II
301	GC – 11	Strategic Management	III
302	GC – 12	Decision Science	III
303	GC – 13	Summer Internship Project*	III
401	GC – 14	Enterprise Performance Management	IV
402	GC – 15	Indian Ethos & Business Ethics	IV

* Six Credits

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GENERIC ELECTIVES UNIVERSITY LEVEL (GE – UL) COURSES – 2 Credits Each			
00 Marks CCE , 50 Marks ESE			
Course #	Course Code	Course	Semester
Any 3 courses to be selected from the following list in Semester I			
107	GE - UL - 01	Management Fundamentals	I
108	GE - UL - 02	Indian Economy	I
109	GE - UL - 03	Entrepreneurship Development	I
110	GE - UL - 04	Essentials of Psychology for Managers	I
111	GE - UL - 05	Legal Aspects of Business	I
112	GE - UL - 06	Demand Analysis & Forecasting	I
Any 3 courses to be selected from the following list in Semester II			
207	GE - UL - 07	Contemporary Frameworks in Management	II
208	GE - UL - 08	Geopolitics & World Economic Systems	II
209	GE - UL - 09	Start Up and New Venture Management	II
210	GE - UL - 10	Qualitative Research Methods	II
211	GE - UL - 11	Business, Government & Society	II
212	GE - UL - 12	Business Process Re-engineering	II
Any 3 courses to be selected from the following list in Semester III			
306	GE - UL - 13	International Business Economics	III
307	GE - UL - 14	International Business Environment	III
308	GE - UL - 15	Project Management	III
309	GE - UL - 16	Quality Management	III
310	GE - UL - 17	Corporate Governance	III
311	GE - UL - 18	Management of Non-profit organizations	III
Any 2 courses to be selected from the following list in Semester IV			
405	GE - UL - 19	Global Strategic Management	IV
406	GE - UL - 20	Competing in Global Markets	IV
407	GE - UL - 21	Cyber Laws	IV
408	GE - UL - 22	CSR & Sustainability	IV

GENERIC ELECTIVES INSTITUTE LEVEL (GE – IL) COURSES – 2 Credits Each			
50 Marks CCE , 00 Marks ESE			
Course No.	Course Code	Course	Semester
Maximum 3 courses to be selected from the following list in Semester I			

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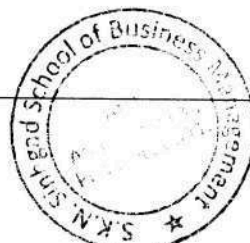


113	GE - IL - 01	Verbal Communication Lab	I
114	GE - IL - 02	Enterprise Analysis & Desk Research	I
115	GE - IL - 03	Selling & Negotiation Skills Lab	I
116	GE - IL - 04	MS Excel	I
117	GE - IL - 05	Business Systems & Procedures	I
118	GE - IL - 06	Managing Innovation	I
119	GE - IL - 07	Foreign Language - I	I
Maximum 1 course to be selected from the following list in Semester II			
213	GE - IL - 08	Written Analysis and Communication Lab	II
214	GE - IL - 09	Industry Analysis & Desk Research	II
215	GE - IL - 10	Entrepreneurship Lab	II
216	GE - IL - 11	SPSS	II
217	GE - IL - 12	Foreign Language - II	II

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SUBJECT CORE (SC) COURSES: Specialization – Marketing Management (MKT)			
3 Credits Each, 50 Marks CCE, 50 Marks ESE			
Course No.	Course Code	Course	Semester
205 MKT	SC – MKT- 01	Marketing Research	II
206 MKT	SC – MKT- 02	Consumer Behaviour	II
304 MKT	SC – MKT- 03	Services Marketing	III
305 MKT	SC – MKT- 04	Sales & Distribution Management	III
405 MKT	SC – MKT- 05	Marketing 4.0	IV
404 MKT	SC – MKT- 06	Marketing Strategy	IV

SUBJECT ELECTIVE (SE - IL) COURSES: Specialization – Marketing Management (MKT)			
2 Credits Each, 50 Marks CCE, 00 Marks ESE			
Course No.	Course Code	Course	Semester
Maximum 2 courses to be selected from the following list in Semester II			
217 MKT	SE – IL - MKT- 01	Integrated Marketing Communications	II
218 MKT	SE – IL - MKT- 02	Product & Brand Management	II
219 MKT	SE – IL - MKT- 03	Personal Selling Lab	II
220 MKT	SE – IL - MKT- 04	Digital Marketing - I	II
221 MKT	SE – IL - MKT- 05	Marketing of Financial Services - I	II
222 MKT	SE – IL - MKT- 06	Marketing of Luxury Products	II
Maximum 3 courses to be selected from the following list in Semester III			
312 MKT	SE – IL - MKT- 07	Business to Business Marketing	III
313 MKT	SE – IL - MKT- 08	International Marketing	III
314 MKT	SE – IL - MKT- 09	Digital Marketing - II	III
315 MKT	SE – IL - MKT- 10	Marketing of Financial Services - II	III
316 MKT	SE – IL - MKT- 11	Marketing Analytics	III
317 MKT	SE – IL - MKT- 12	Marketing of High Technology Products	III
Maximum 2 courses to be selected from the following list in Semester IV			
409 MKT	SE – IL - MKT- 13	Customer Relationship Management	IV
410 MKT	SE – IL - MKT- 14	Rural & Agriculture Marketing	IV
411 MKT	SE – IL - MKT- 15	Tourism & Hospitality Marketing	IV
412 MKT	SE – IL - MKT- 16	Retail Marketing	IV
413 MKT	SE – IL - MKT- 17	Retailing Analytics	IV
414 MKT	SE – IL - MKT- 18	Marketing to Emerging Markets & Bottom of the Pyramid	IV

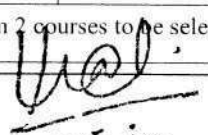
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SUBJECT CORE (SC) COURSES: Specialization – Financial Management (FIN)			
3 Credits Each, 50 Marks CCE, 50 Marks ESE			
Course No.	Course Code	Course	Semester
205 FIN	SC – FIN - 01	Financial Markets and Banking Operations	II
206 FIN	SC – FIN - 02	Personal Financial Planning	II
304 FIN	SC – FIN - 03	Advanced Financial Management	III
305 FIN	SC – FIN - 04	International Finance	III
403 FIN	SC – FIN - 05	Financial Laws	IV
404 FIN	SC – FIN - 06	Current Trends & Cases in Finance	IV

SUBJECT ELECTIVE (SE - IL) COURSES: Specialization – Financial Management (FIN)			
2 Credits Each, 50 Marks CCE, 00 Marks ESE			
Course No.	Course Code	Course	Semester
Maximum 2 courses to be selected from the following list in Semester II			
217 FIN	SE – IL - FIN - 01	Securities Analysis & Portfolio Management	II
218 FIN	SE – IL - FIN - 02	Futures and Options	II
219 FIN	SE – IL - FIN - 03	Direct Taxation	II
220 FIN	SE – IL - FIN - 04	Financial Reporting	II
221 FIN	SE – IL - FIN - 05	Retail Credit Management- Lending & Recovery	II
222 FIN	SE – IL - FIN - 06	Banking Laws & Regulations	II
223 FIN	SE – IL - FIN - 07	Fundamentals of Life Insurance – Products and Underwriting	II
224 FIN	SE – IL - FIN - 08	General Insurance - Health and Vehicle	II
Maximum 3 courses to be selected from the following list in Semester III			
312 FIN	SE – IL - FIN - 09	Behavioural Finance	III
313 FIN	SE – IL - FIN - 10	Technical Analysis of Financial Markets	III
314 FIN	SE – IL - FIN - 11	Commodities Markets	III
315 FIN	SE – IL - FIN - 12	Indirect Taxation	III
316 FIN	SE – IL - FIN - 13	Corporate Financial Restructuring	III
317 FIN	SE – IL - FIN - 14	Financial Modeling	III
318 FIN	SE – IL - FIN - 15	Digital Banking	III
319 FIN	SE – IL - FIN - 16	Treasury Management	III
320 FIN	SE – IL - FIN - 17	Project Finance and Trade Finance	III
321 FIN	SE – IL - FIN - 18	Insurance Laws & Regulations	III
322 FIN	SE – IL - FIN - 19	Marine Insurance	III
323 FIN	SE – IL - FIN - 20	Fire Insurance	III
Maximum 2 courses to be selected from the following list in Semester IV			

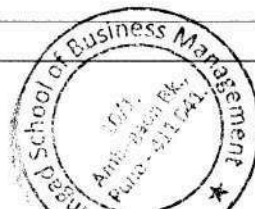

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409 FIN	SE – IL - FIN – 21	Fixed Income Securities	IV
410 FIN	SE – IL - FIN – 22	Business Valuation	IV
411 FIN	SE – IL - FIN – 23	Risk Management	IV
412 FIN	SE – IL - FIN – 24	Strategic Cost Management	IV
413 FIN	SE – IL - FIN – 25	Rural and Micro Finance	IV
414 FIN	SE – IL - FIN - 26	Reinsurance	IV
415 FIN	SE – IL - FIN – 27	Agricultural Insurance	IV
SUBJECT CORE (SC) COURSES: Specialization – Human Resource Management (HRM) 3 Credits Each. 50 Marks CCE. 50 Marks ESE			
Course No.	Course Code	Course	Semester
205 HR	SC – HRM – 01	Competency Based Human Resource Management	II
206 HR	SC – HRM – 02	Employee Relations & Labour Legislation	II
304 HR	SC – HRM - 03	Strategic Human Resource Management	III
305 HR	SC – HRM - 04	HR Operations	III
403 HR	SC – HRM - 05	Organizational Diagnosis & Development	IV
404 HR	SC – HRM - 06	Current Trends & Cases in Human Resource Management	IV

SUBJECT ELECTIVE (SE - IL) COURSES: Specialization – Human Resource Management (HRM) 2 Credits Each. 50 Marks CCE, 00 Marks ESE			
Course No.	Course Code	Course	Semester
Maximum 2 courses to be selected from the following list in Semester II			
217 HRM	SE – IL - HRM - 01	Labour Welfare	II
218 HRM	SE – IL - HRM - 02	Lab in Recruitment and Selection	II
219 HRM	SE – IL - HRM - 03	Learning and Development	II
220 HRM	SE – IL - HRM - 04	Public Relations & Corporate Communications	II
221 HRM	SE – IL - HRM - 05	HR Analytics	II
222 HRM	SE – IL - HRM - 06	Conflict and Negotiation Management	II
Maximum 3 courses to be selected from the following list in Semester III			
312 HRM	SE – IL - HRM - 07	Talent Management	III
313 HRM	SE – IL - HRM - 08	Psychometric Testing and Assessment	III
314 HRM	SE – IL - HRM - 09	HR Perspectives in Mergers and Acquisition	III
315 HRM	SE – IL - HRM - 10	International HR	III
316 HRM	SE – IL - HRM - 11	Mentoring and Coaching	III
317 HRM	SE – IL - HRM - 12	Compensation and Reward Management	III
Maximum 2 courses to be selected from the following list in Semester IV			
409 HRM	SE – IL - HRM - 13	Labour Legislations	IV

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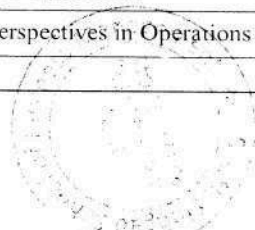


410 HRM	SE – IL - HRM - 14	Designing HR Policies	IV
411 HRM	SE – IL - HRM – 15	Labour Costing	IV
412 HRM	SE – IL - HRM - 16	Best Practices in HRM	IV

SUBJECT CORE (SC) COURSES: Specialization – Operations & Supply Chain Management (OSCM)			
3 Credits Each, 50 Marks CCE, 50 Marks ESE			
Course No.	Course Code	Course	Semester
205 OSCM	SC – OSCM - 01	Services Operations Management - I	II
206 OSCM	SC – OSCM - 02	Supply Chain Management	II
304 OSCM	SC – OSCM - 03	Services Operations Management - II	III
305 OSCM	SC – OSCM - 04	Logistics Management	III
403 OSCM	SC – OSCM - 05	Operations Strategy	IV
404 OSCM	SC – OSCM - 06	Industry 4.0	IV

SUBJECT ELECTIVE (SE - IL) COURSES : Specialization – Operations & Supply Chain Management (OSCM)			
2 Credits Each, 50 Marks CCE, 00 Marks ESE			
Course No.	Course Code	Course	Semester
Maximum 2 courses to be selected from the following list in Semester II			
217 OSCM	SE – IL - OSCM - 01	Planning & Control of Operations	II
218 OSCM	SE – IL - OSCM - 02	Productivity Management	II
219 OSCM	SE – IL - OSCM - 03	Inventory Management	II
220 OSCM	SE – IL - OSCM - 04	Theory of Constraints	II
221 OSCM	SE – IL - OSCM - 05	Quality Management Standards	II
222 OSCM	SE – IL - OSCM - 06	Service Value Chain Management	II
Maximum 3 courses to be selected from the following list in Semester III			
312 OSCM	SE – IL - OSCM - 07	Manufacturing Resource Planning	III
313 OSCM	SE – IL - OSCM – 08	Total Quality Management	III
314 OSCM	SE – IL - OSCM – 09	Business Excellence	III
315 OSCM	SE – IL - OSCM – 10	Toyota Production System	III
316 OSCM	SE – IL - OSCM – 11	Operations Strategy	III
317 OSCM	SE – IL - OSCM – 12	Services Strategy	III
318 OSCM	SE – IL - OSCM – 13	Operations Analytics	III
Maximum 2 courses to be selected from the following list in Semester IV			
409 OSCM	SE – IL - OSCM – 14	Enterprise Resource Planning	IV
410 OSCM	SE – IL - OSCM – 15	World Class Manufacturing	IV
411 OSCM	SE – IL - OSCM – 16	Six Sigma for Operations	IV
412 OSCM	SE – IL – OSCM – 17	Financial Perspectives in Operations Management	IV

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413 OSCM	SE – IL - OSCM – 18	Services Management in Key Sectors	IV
414 OSCM	SE – IL - OSCM – 19	Purchasing & Supplier Relationship Management	IV
415 OSCM	SE – IL - OSCM - 20	Strategic Supply Chain Management	IV

SUBJECT CORE (SC) COURSES: Specialization – Business Analytics (BA)			
3 Credits Each, 50 Marks CCE, 50 Marks ESE			
Course No.	Course Code	Course	Semester
205 BA	SC – BA - 01	Basic Business Analytics using R	II
206 BA	SC – BA - 02	Data Mining	II
304 BA	SC – BA - 03	Advanced Statistical Methods using R	III
305 BA	SC – BA - 04	Machine Learning & Cognitive intelligence using Python	III
403 BA	SC – BA - 05	Networks, Innovation and Value Creation	IV
404 BA	SC – BA - 06	Artificial Intelligence in Business Applications	IV

SUBJECT ELECTIVE (SE - IL) COURSES: Specialization – Business Analytics (BA)			
2 Credits Each, 50 Marks CCE, 00 Marks ESE			
Course No.	Course Code	Course	Semester
Maximum 2 courses to be selected from the following list in Semester II			
217 BA	SE – IL - BA - 01	Marketing Analytics	II
218 BA	SE – IL - BA - 02	Retailing Analytics	II
219 BA	SE – IL - BA - 03	Workforce Analytics	II
220 BA	SE – IL - BA - 04	Tableau	II
221 BA	SE – IL - BA - 05	Data Warehousing Project Life Cycle Management	II
Maximum 3 courses to be selected from the following list in Semester III			
312 BA	SE – IL - BA – 06	Social Media, Web & Text Analytics	III
313 BA	SE – IL - BA – 07	Operations Analytics	III
314 BA	SE – IL - BA – 08	Supply Chain Analytics	III
315 BA	SE – IL - BA – 09	Financial Analytics	III
316 BA	SE – IL - BA – 10	Cognos Analytics	III
317 BA	SE – IL - BA – 11	Predictive Modelling using SPSS Modeler	III
318 BA	SE – IL - BA - 12	Foundations in Spark & Scala	III
Maximum 2 courses to be selected from the following list in Semester IV			
409 BA	SE – IL - BA - 13	E tailing Analytics	IV
410 BA	SE – IL - BA - 14	Insurance & Healthcare Analytics	IV
411 BA	SE - IL - BA – 15	Banking Analytics	IV



412 BA	SE - IL - BA - 16	Telecom Analytics	IV
413 BA	SE - IL - BA - 17	ETL, Data Profiling and Data Modeling	IV
414 BA	SE - IL - BA - 18	Cognitive Analytics Using Watson	IV
415 BA	SE - IL - BA - 19	Data Science using Spark and Scala	IV
416 BA	SE - IL - BA - 20	Unstructured Data Analytics with Hadoop / Big Data / NoSQL	IV

[D] FOUNDATION (FOU) COURSES (ELECTIVES) – 1 Credit Each

25 Marks CCE, 00 Marks ESE

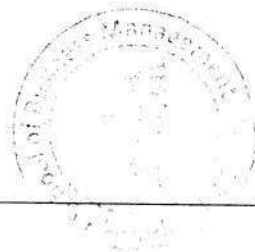
Between ZERO to SIX courses to be selected from the following list in Semester I and /
or
Between ZERO to FOUR courses to be selected from the following list in Semester II

Course No.	Course Code	Course	Semester
1	FOU - 001	Elementary English	I
2	FOU - 002	Elementary Mathematics & Statistics	I
3	FOU - 003	Elementary Economics	I
4	FOU - 004	Elementary Accounting	I
5	FOU - 005	Elementary Information Technology	I
6	FOU - 006	Elementary Business Etiquette	I
7	FOU - 007	Elementary MS WORD	II
8	FOU - 008	Elementary MS POWERPOINT	II
9	FOU - 009	Elementary Data Interpretation & Logical Reasoning	II
10	FOU - 010	Elementary Verbal and Reading Comprehension	II
11	FOU - 011	Elementary Quantitative Ability	II



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[E] ENRICHMENT (ENR) COURSES (ELECTIVES) – 1 Credit Each

25 Marks CCE, 00 Marks ESE

Between ZERO to SIX courses to be selected from the following list in Semester I and /
or
Between ZERO to FOUR courses to be selected from the following list in Semester II and /
or
Between ZERO to TWO courses to be selected from the following list in Semester III and /
or
Between ZERO to FOUR courses to be selected from the following list in Semester IV

Course No	Course Code	Proficiency Track	Course	Semester
1	ENR - 1	Entrepreneurship	Entrepreneurship in The Online Economy – Seminar	Any
2	ENR - 2	Entrepreneurship	Management Skills for MSMEs – Seminar	Any
3	ENR - 3	Entrepreneurship	Business Plan for Small Business - Case Study Development and Presentation	Any
4	ENR - 4	Entrepreneurship	The Elevator Pitch - Case Study Development and Presentation	Any
5	ENR - 5	Entrepreneurship	Private Equity – Seminar	Any
6	ENR - 6	Entrepreneurship	Launching & Sustaining Start-Ups- Case Study Development and Presentation	Any
7	ENR - 7	Entrepreneurship	Start-Up Fest	Any
8	ENR - 8	Entrepreneurship	Marketing on a shoe string budget for Small Business - Case Study Development and Presentation	Any
9	ENR - 9	Entrepreneurship	Growing business through Franchising - Case Study Development and Presentation	Any
10	ENR - 10	Entrepreneurship	Finance and Accounting aspects of Small Businesses - Case Study Development and Presentation	Any
11	ENR - 11	Entrepreneurship	Planning, Structuring, and Financing Small Businesses - Case Study Development and Presentation	Any
12	ENR - 12	Entrepreneurship	Digital Marketing for MSMEs- Case Study Development and Presentation	Any
13	ENR - 13	Entrepreneurship	Legal Compliances for MSMEs – Seminar	Any
14	ENR - 14	Entrepreneurship	Contemporary Indian Models in Entrepreneurship - Case Study Development and Presentation	Any
15	ENR - 15	Entrepreneurship	Women Entrepreneurs in Contemporary India - Case Study Development and Presentation	Any
16	ENR - 16	Desk Research	Review of National Databases & Reports	Any
17	ENR - 17	Desk Research	Review of Industry Databases	Any
18	ENR - 18	Desk Research	Review of Industry Best Practice Surveys	Any



19	ENR - 19	Desk Research	Review of Global Best Practice Surveys	Any
20	ENR - 20	Desk Research	Review of TED Talks	Any
21	ENR - 21	Desk Research	Book Reviews	Any
22	ENR - 22	Desk Research	Emerging Trends in Business - Seminar	Any
23	ENR - 23	Desk Research	Best Business Practices - Case Study	Any

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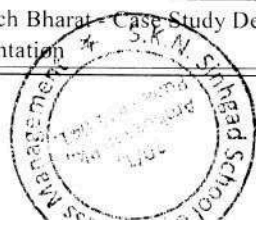
			Development and Presentation	
24	ENR - 24	Desk Research	Disruptive Business Practices - Case Study Development and Presentation	Any
25	ENR - 25	Desk Research	Business Houses & Business Families in India - Case Study Development and Presentation	Any
26	ENR - 26	Desk Research	Industry Specific Governance & Compliances - Seminar	Any
27	ENR - 27	Desk Research	Business Excellence Awards & Awardees - Case Study Development and Presentation	Any
28	ENR - 28	Managerial Effectiveness	Design Thinking Workshop	Any
29	ENR - 29	Managerial Effectiveness	Problem Solving Tools & Techniques Workshop	Any
30	ENR - 30	Managerial Effectiveness	Theory of Constraints Workshop	Any
31	ENR - 31	Managerial Effectiveness	Six Sigma Applications in Business Workshop	Any
32	ENR - 32	Managerial Effectiveness	Budgeting Workshop	Any
33	ENR - 33	Managerial Effectiveness	i-Lab Design Thinking Projects Workshop	Any
34	ENR - 34	Managerial Effectiveness	Public Relations Workshop	Any
35	ENR - 35	Managerial Effectiveness	Cross Cultural Relationship Marketing Workshop	Any
36	ENR - 36	Managerial Effectiveness	Digital Productivity Tools Workshop	Any
37	ENR - 37	Managerial Effectiveness	Effective Meetings Management Workshop	Any
38	ENR - 38	Managerial Effectiveness	Balanced Score Card - Case Study Development and Presentation	Any
39	ENR - 39	Perspectives on Management	Management Thinkers & Contributions - Seminar	Any
40	ENR - 40	Perspectives on Management	Enduring Management Principles & Thoughts - Seminar	Any
41	ENR - 41	Perspectives on Management	Mysteries in Management - Seminar	Any
42	ENR - 42	Perspectives on Management	Management - The Future Frontiers - Seminar	Any
43	ENR - 43	Perspectives on Management	Leaderships Lessons from Non-business leaders - Seminar	Any
44	ENR - 44	Perspectives on Management	Leadership Lessons from Antiquity - Seminar	Any
45	ENR - 45	Perspectives on Management	Leading in the 21st Century - Case Study Development and Presentation	Any
46	ENR - 46	Perspectives on Management	Strategy in a VUCA world - Case Study Development and Presentation	Any
47	ENR - 47	Economy & Polity	The Economics & Politics of NGOs - Case Study Development and Presentation	Any
48	ENR - 48	Economy & Polity	Politics & Governance - Seminar	Any
49	ENR - 49	Economy & Polity	Climate Change Politics & Policy - Seminar	Any
50	ENR - 50	Economy & Polity	Energy Economics - Seminar	Any



51	ENR - 51	Economy & Polity	Civil Society, New Social Movements & Public Policy - Case Study Development and Presentation	Any
52	ENR - 52	Economy & Polity	Corporations, NGOs & Civil societies - Seminar	Any
53	ENR - 53	Economy & Polity	Environment & Development - Seminar	Any
54	ENR - 54	Economy & Polity	Globalization & Localization - Seminar	Any
55	ENR - 55	Economy & Polity	Strategic Transformation and Change in the	Any

			Indian Economy - Case Study Development and Presentation	
56	ENR - 56	Communication	Verbal Communication & Presentation Skills Workshop	Any
57	ENR - 57	Communication	Visual Communication Workshop	Any
58	ENR - 58	Communication	Communication Through Theatre Techniques Workshop	Any
59	ENR - 59	Communication	Technical Writing Workshop	Any
60	ENR - 60	Communication	Walk the Talk - Leader / Entrepreneur Interviews Lab	Any
61	ENR - 61	Communication	Creative Writing Workshop	Any
62	ENR - 62	Communication	Blog Writing Workshop	Any
63	ENR - 63	Behavioural & Interpersonal Skills	Transactional Analysis Lab	Any
64	ENR - 64	Behavioural & Interpersonal Skills	Emotional Intelligence & Managerial Effectiveness Lab	Any
65	ENR - 65	Behavioural & Interpersonal Skills	Influence & Persuasion Lab	Any
66	ENR - 66	Behavioural & Interpersonal Skills	Negotiation Skills Lab	Any
67	ENR - 67	Behavioural & Interpersonal Skills	Team Selling Lab	Any
68	ENR - 68	Technology	Technology Clinic	Any
69	ENR - 69	Technology	Digital Innovation and Transformation – Seminar	Any
70	ENR - 70	Technology	Social Impact of Technology - Case Study Development and Presentation	Any
71	ENR - 71	Technology	Technology Commercialization – Seminar	Any
72	ENR - 72	Technology	Intellectual Property Rights – Seminar	Any
73	ENR - 73	Technology	Strategy and Technology – Seminar	Any
74	ENR - 74	Technology	Internet of Things – Seminar	Any
75	ENR - 75	Technology	Cyber Security – Seminar	Any
76	ENR - 76	Technology	Gamification Workshop	Any
77	ENR - 77	Understanding India	Skill-India - Case Study Development and Presentation	Any
78	ENR - 78	Understanding India	Smart-Cities - Case Study Development and Presentation	Any
79	ENR - 79	Understanding India	Swachh Bharat - Case Study Development and Presentation	Any

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80	ENR - 80	Understanding India	Make-in-India - Case Study Development and Presentation	Any
81	ENR - 81	Understanding India	Constitution of India – Seminar	Any
82	ENR - 82	Understanding India	Indian Social Structure - Case Study Development and Presentation	Any
83	ENR - 83	Understanding India	Methodological Foundations of Indian Scientific Tradition – Seminar	Any
84	ENR - 84	Understanding India	Some Scientific Concepts from Sanskrit Texts – Seminar	Any
85	ENR - 85	Understanding India	Film Appreciation - Case Study Development and Presentation	Any
86	ENR - 86	Understanding India	Culture, Diversity & Society – Seminar	Any
87	ENR - 87	Understanding India	Contemporary Debates in Business & Society – Seminar	Any
88	ENR - 88	Understanding India	Consumerism and Sociology of the Family – Seminar	Any
89	ENR - 89	Understanding India	Culture and Media – Seminar	Any
90	ENR - 90	Understanding India	Business History – Seminar	Any
91	ENR - 91	Unconventional Sectors	Educational Institutions Management - Case Study Development and Presentation	Any
92	ENR - 92	Unconventional Sectors	The Business of Bollywood - Case Study Development and Presentation	Any
93	ENR - 93	Unconventional Sectors	Contemporary Sports: A Business Perspective - Case Study Development and Presentation	Any
94	ENR - 94	Unconventional Sectors	Managing Public Festivals, Exhibitions & Fairs - Case Study Development and Presentation	Any
95	ENR - 95	Unconventional Sectors	Agro Tourism- Case Study Development and Presentation	Any
96	ENR - 96	Ethics & Social Responsibility	Rural Immersion Project	Any
97	ENR - 97	Ethics & Social Responsibility	Managing for bottom of the Pyramid Business – Seminar	Any
98	ENR - 98	Ethics & Social Responsibility	Digital Technologies For Social Inclusion - Case Study Development and Presentation	Any
99	ENR - 99	Ethics & Social Responsibility	Social Impact Analysis for Local Community Projects - Case Study Development and Presentation	Any
100	ENR - 100	Ethics & Social Responsibility	Social & Ethical Aspects of Healthcare – Seminar	Any
101	ENR - 101	Ethics & Social Responsibility	Spirituality for Managers – Seminar	Any
102	ENR - 102	Personal Interest Course	Yoga	Any
103	ENR - 103	Personal Interest Course	Vedic Maths	Any
104	ENR - 104	Personal Interest Course	Graphology	Any
105	ENR - 105	Personal Interest Course	Caligraphy	Any
106	ENR - 106	Personal Interest Course	Music	Any
107	ENR - 107	Personal Interest Course	Dance	Any

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108	ENR - 108	Personal Interest Course	Adventure Sports	Any
109	ENR - 109	Personal Interest Course	Hackathon	Any
110	ENR - 110	Personal Interest Course	Local Community Development Project	Any
111	ENR - 111	Personal Interest Course	Videography	Any
112	ENR - 112	Personal Interest Course	Fine Arts	Any

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[F] ALTERNATIVE STUDY CREDIT COURSES (ASCC) (ELECTIVES) – 2 Credit Each			
50 Marks CCE, 00 Marks ESE			
Between ZERO to THREE courses to be selected from the following list in Semester I st and / or Between ZERO to THREE courses to be selected from the following list in Semester II nd and / or Between ZERO to THREE courses to be selected from the following list in Semester III rd and / or Between ZERO to TWO courses to be selected from the following list in Semester IV th			
Course No.	Course Code	Course	Semester
1	ASCC - 001	MOOCs	Any
2	ASCC - 002	Professional Certification Programs	Any
3	ASCC - 003	CSR Project	Any
4	ASCC - 004	Innovation Projects	Any
5	ASCC - 005	Industry or Academic Internships	Any
6	ASCC - 006	Field Live Projects	Any

Same type of course can be selected multiple number of times.

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MINOR ONLY SPECIALIZATIONS

Specialization – Rural & Agri -Business Management (RABM)			
Course No.	Course Code	Course	Semester
2 CORE courses as per the following list – in Semester III or Semester IV			
1	SC – RABM – 01	Agriculture and Indian Economy	III
2	SC – RABM – 02	Rural Marketing	IV
Any 2 ELECTIVE courses to be selected from the following list – either in Semester III or Semester IV			
1	SE – RABM – 03	Rural Credit and Finance	III
2	SE – RABM – 04	Rural Marketing II	III
3	SE – RABM – 05	ICT for Agriculture Management	IV
4	SE – RABM – 06	Agri – Entrepreneurship	IV
Specialization – Pharma & Health Care Management (PHCM)			
Course No.	Course Code	Course	Semester
2 CORE courses as per the following list – in Semester III or Semester IV			
1	SC – PHCM- 01	Fundamentals of Pharma and Healthcare Management	III
2	SC – PHCM- 02	Pharma and healthcare regulatory environment in India	IV
Any 2 ELECTIVE courses to be selected from the following list – either in Semester III or Semester IV			
1	SE – PHCM- 03	Strategic Planning & Healthcare Management	III
2	SE – PHCM- 04	Information Technology in Pharma and Healthcare	III
3	SE – PHCM- 05	Pharmaceutical Import and Export	IV
4	SE – PHCM- 06	Entrepreneurship in Pharma and Healthcare	IV
Specialization – Tourism & Hospitality Management (THM)			
Course No.	Course Code	Course	Semester
2 CORE courses as per the following list – in Semester III & Semester IV			
1	SC – THM – 01	Fundamental of Hospitality Management	III
2	SC – THM - 02	Tourism & Travel Management	IV
Any 2 ELECTIVE courses to be selected from the following list – either in Semester III or Semester IV			
1	SE – THM - 03	Event Management	III
2	SE – THM - 04	Tourism Planning & Development	III
3	SE – THM - 05	Strategic Hospitality Management	IV
4	SE – THM - 06	Revenue Management	IV

ANNEXURE II – COURSE WISE DETAILED SYLLABUS

Generic Core Courses (Compulsory) – Semester I & II		
Semester I		101 – Managerial Accounting
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to



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CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO101.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
CO101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO101.5	EVALUATING	EVALUATE the financial impact of the decision.

Semester I		102 - Organizational Behaviour
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

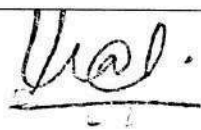
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO102.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
CO102.2	UNDERSTANDING	EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO102.3	APPLYING	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
CO102.4	ANALYSING	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
CO102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
CO102.6	CREATING	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.

Semester I		103 – Economic Analysis for Business Decisions
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO103.1	REMEMBERING	DEFINE the key terms in micro-economics.
CO103.2	UNDERSTANDING	EXPLAIN the key terms in micro-economics, from a managerial perspective.
CO103.3		APPLYING IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
CO103.4		ANALYSING EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO103.5		EVALUATING DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
CO103.6		CREATING ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.



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Semester I		104 - Business Research Methods
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO104.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
CO104.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
CO104.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
CO104.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
CO104.5	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
CO104.6	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.

Semester I		105 – Basics of Marketing
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

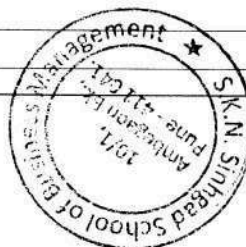
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO105.1	REMEMBERING	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
CO105.2	UNDERSTANDING	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
CO105.3	APPLYING	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
CO105.4	ANALYSING	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).
CO105.5	EVALUATING	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
CO105.6	CREATING	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).

Semester I		106 – Digital Business
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3 Credits	LTP: 2:1:1	Compulsory Generic Core Course
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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.

Semester II		201 – Marketing Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing.
CO201.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.4	ANALYSING	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	EVALUATING	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

Semester II		202 – Financial Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.

CO202.4	ANALYSING	ANALYZE the situation and <ul style="list-style-type: none"> comment on financial position of the firm estimate working capital required decide ideal capital structure evaluate various project proposals
CO202.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

Semester II		203 – Human Resource Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO203.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization.
CO203.2	REMEMBERING	ENUMERATE the emerging trends and practices in HRM.
CO203.3	UNDERSTANDING	ILLUSTRATE the different methods of HR Acquisition and retention.
CO203.4	APPLYING	DEMONSTRATE the use of different appraisal and training methods in an Organization.
CO203.5	ANALYSING	OUTLINE the compensation strategies of an organization
CO203.6	EVALUATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.

Semester II		204 – Operations & Supply Chain Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO204.1	REMEMBERING	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO204.2	UNDERSTANDING	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
CO204.3	UNDERSTANDING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO204.4	APPLYING	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO204.5	ANALYSING	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.

Generic Courses (Electives) – University Level – Semester I & II

Semester I		107 – Management Fundamentals
2 Credits	LTP: 2:0:0	Generic Elective – University Level

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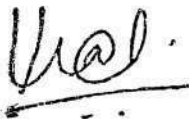
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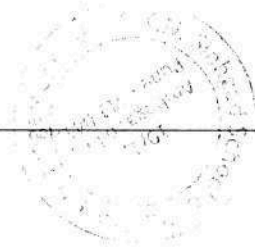
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO107.1	REMEMBERING	ENUMERATE various managerial competencies and approaches to management.
CO107.2	UNDERSTANDING	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
CO107.3	APPLYING	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO107.4	ANALYSING	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.



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CO107.5	EVALUATING	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
CO107.6	CREATING	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.

Semester I		108 – Indian Economy
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO108.1	REMEMBERING	DESCRIBE the present state of Indian Economy and LIST major economic policy issues in the current context.
CO108.2	UNDERSTANDING	EXPLAIN the economic development strategy since Independence and DISCUSS the priorities in the current context.
CO108.3	APPLYING ILLUSTRATE the	economic impact of Monetary policy and Fiscal Policy, Economic Reforms, Demographic Transition in India. Changing profile of GDP, Growth and Inequality and Trade Policy in the Indian context.
CO108.4	ANALYSING	EXAMINE the changing profile of human capital, employment, productivity and ILLUSTRATE the linkages with Soft Infrastructure, growth of Start-ups, GDP composition of India.
CO108.5	EVALUATING DETERMINE	the key priority areas, across various dimensions, for the Indian Economy in the context of current economic environment.
CO108.6	CREATING BUILD a case for	co-existence of MNCs, Indian Public Sector, Indian Private Sector, SMEs, MSMEs and Start Ups in the Indian Economy.

Semester I		109 – Entrepreneurship Development
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO109.2	UNDERSTANDING	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
CO109.3	APPLYING	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
CO109.4	ANALYSING	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up
CO109.5	EVALUATING	EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
CO109.6	CREATING	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.

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Semester I		110 – Essentials of Psychology for Managers
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO110.1	REMEMBERING	DEFINE the basic concepts of psychology.
CO110.2	UNDERSTANDING	EXPLAIN the sensing and perceiving processes.
CO110.3	APPLYING	APPLY principles of learning and conditioning to human behavior.
CO110.4	ANALYSING	ILLUSTRATE the linkages between learning, memory and information processing.
CO110.5	EVALUATING	EXPLAIN the basic intrapersonal processes that influence social perception.

Semester I		111 - Legal Aspects of Business
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO111.1	REMEMBERING	DESCRIBE the key terms involved in each Act.
CO111.2	UNDERSTANDING	SUMMARIZE the key legal provisions of each Act.
CO111.3	APPLYING	ILLUSTRATE the use of the Acts in common business situations.
CO111.4	ANALYSING	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
CO111.5	EVALUATING	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations

Semester I		112 – Demand Analysis and Forecasting
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO112.1	REMEMBERING	DESCRIBE the key terms associated with demand analysis, demand estimation and demand forecasting.
CO112.2	UNDERSTANDING	SUMMARIZE the use of demand forecasting in various functions of management.
CO112.3	APPLYING	IDENTIFY the pros and cons of various forecasting methods
CO112.4	ANALYSING	DECONSTRUCT a forecast into its various components
CO112.5	EVALUATING	BUILD a forecast for common products and services using time-series data.

Semester II		207 – Contemporary Frameworks in Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

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CO212.3 APPLYING	APPLY modeling tools for simple business processes.
CO212.4 ANALYSING	FORMULATE a working plan to establish a Business Process Reengineering team.
CO212.5 EVALUATING	EVALUATE the success of a BPR initiative in relation to the impact on organizational KPIs.
CO212.6 CREATING	IMAGINE ways to improve business or non-business processes.

Generic Courses (Electives) – Institute Level – Semester I & II

Semester I		113 - Verbal Communication Lab
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO113.1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO113.2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions.
CO113.3	APPLYING	DEMONSTRATE appropriate use of body language.
CO113.4	ANALYSING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO113.5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO113.6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.

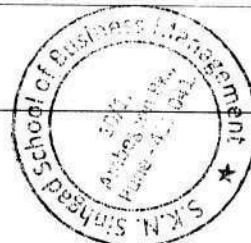
Semester I		114 - Enterprise Analysis - Desk Research
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO114.1	REMEMBERING	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
CO114.2	UNDERSTANDING	SUMMARIZE the regional, national and global footprint of a real world business organization.
CO114.3	APPLYING	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
CO114.4	ANALYSING	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.

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CO114.5	EVALUATING	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
CO114.6	CREATING	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).

Semester I		115 - Selling & Negotiations Skills Lab
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO115.1	REMEMBERING	DESCRIBE the various selling situations and selling types.
CO115.2	UNDERSTANDING	OUTLINE the pre-sales work to be carried out by a professional salesperson.
CO115.3	APPLYING	IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service.
CO115.4	ANALYSING	FORMULATE a sales script for a real world sales call for a product/ service / eproduct / e-service.
CO115.5	EVALUATING	DECONSTRUCT the pros and cons of sample real world sales calls for a product/ service / e-product / e-service.
CO115.6	CREATING	DEVELOP a sales proposal for a real world product/ service / e-product / eservice and for a real world selling situation.

Semester I		116 - MS Excel
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

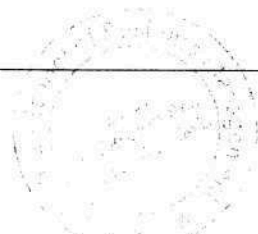
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO116.1	REMEMBERING	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
CO116.2	UNDERSTANDING	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
CO116.3	APPLYING	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
CO116.4	ANALYSING	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
CO116.5	EVALUATING	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
CO116.6	CREATING	CREATE standard Excel Templates for routine business data management and analysis activities.

Semester I		117 - Business Systems and Procedures
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2 Credits	LTP: 0:3:1	Generic Elective – Institute Level
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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO117.1	REMEMBERING	TABULATE the key elements of a typical business system and related work flow procedures.
CO117.2	UNDERSTANDING	EXPLAIN a business system and related procedures.
CO117.3	APPLYING	PREDICT the fail points / bottle necks in a typical business process.
CO117.4	ANALYSING	BREAK DOWN a business system into simpler components and explain the interrelationships.
CO117.5	EVALUATING	DEVELOP a process based thinking approach.
CO117.6	CREATING	CREATE standard operating procedures and flow charts / other visual representations for typical business systems and processes.

Semester I		118 - Managing Innovation
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO118.1	REMEMBERING	DESCRIBE the key ideas relevant to innovation, intellectual property, business models
CO118.2	UNDERSTANDING	INTERPRET the various theories of innovation and EXPLAIN with examples the types of innovation.
CO118.3	APPLYING	EXPERIMENT WITH innovation as a systematic process and generate innovative ideas for new products and services.
CO118.4	ANALYSING	DISSECT contemporary start-up businesses for their business models, extent of innovation, success and failure.
CO118.5	EVALUATING	CREATE an inventory of product and process innovations for daily use consumer products and routine business processes in a typical organization.
CO118.6	CREATING	CREATE a potential list of innovation needs for India in the local, regional and national context and ASSESS the likelihood of constructing a business model around these needs in the current local, regional and national context.

Semester I		119 - Foreign Language I
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO119.1	REMEMBERING	RECALL and SPELL simple words in the foreign language
CO119.2	UNDERSTANDING	TRANSLATE simple sentences from English to the foreign language and vice-versa.
CO119.3	APPLYING	CONSTRUCT a dialogue, in the foreign language, for basic human interactions in a social context.


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CO119.4	ANALYSING	TAKE PART IN an interaction in a non-business setting using the foreign language.
CO119.5	EVALUATING	INTERPRET a short write up written in the foreign language.

Semester II		213 - Written Analysis and Communication Lab
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO213.1	REMEMBERING	DESCRIBE stages in a typical communication cycle and the barriers to effective communication.
CO213.2	UNDERSTANDING	SUMMARIZE long essays and reports into précis and executive summaries.
CO213.3	APPLYING	USE Dictionary and Thesaurus to draft and edit a variety of business written communication.
CO213.4	ANALYSING	EXAMINE sample internal communications in a business environment for potential refinements.
CO213.5	EVALUATING	COMPOSE variety of letters, notices, memos and circulars.

Semester II		214 - Industry Analysis - Desk Research
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

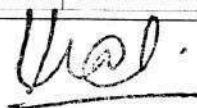
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO214.1	REMEMBERING	DESCRIBE the key characteristics of the players in an industry.
CO214.2	UNDERSTANDING	SUMMARIZE the management ethos and philosophy of the players in the industry.
CO214.3	APPLYING	DEMONSTRATE an understanding of the regulatory forces acting on the industry.
CO214.4	ANALYSING	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
CO214.5	EVALUATING	ASSESS the impact of recent developments on the industry and its key players.
CO214.6	CREATING	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).

Semester II		215 – Entrepreneurship Lab
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO215.1	REMEMBERING	IDENTIFY a basket of potential business opportunities in the local, regional or national context.
CO215.2	UNDERSTANDING	COMPARE and CONTRAST the shortlisted business opportunities to SELECT the most suitable / promising opportunity.
CO215.3	APPLYING	DEVELOP a business model around the shortlisted business opportunity.



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CO215.4	ANALYSING	FORMULATE the organization structure for the proposed start up
CO215.5	EVALUATING	EVALUATE the market potential and ESTIMATE the financing requirements for the initial 1 to 3 years after launch.
CO215.6	CREATING	CREATE a proposal for funding the start up.

Semester II		216 - SPSS
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO216.1	REMEMBERING	IDENTIFY the key menus of SPSS and DESCRIBE their functionality.
CO216.2	UNDERSTANDING	EXPLAIN the main features of SPSS
CO216.3	APPLYING	MAKE USE OF various tools to manage data, describe data and display graphical output using SPSS.
CO216.4	ANALYSING	ANALYSE data using various statistical tests of SPSS
CO216.5	EVALUATING	INTERPRET and EXPLAIN the outputs from SPSS
CO216.6	CREATE	DESIGN, DEVELOP and TEST advanced multivariate models using SPSS.

Semester II		217 - Foreign Language II
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217.1	REMEMBERING	LISTEN to simple audio-visual recordings in the foreign language.
CO217.2	UNDERSTANDING	TRANSLATE simple letters from English to the foreign language and vice-versa.
CO217.3	APPLYING	CONSTRUCT a business email, in the foreign language.
CO217.4	ANALYSING	TAKE PART IN an interaction in a business setting using the foreign language.
CO217.5	EVALUATING	COMPOSE a covering letter and resume in the foreign language.

Foundation Courses (Elective) - Semester I & II

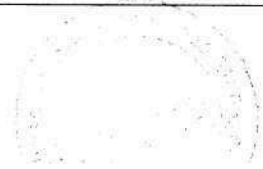
Semester I		FOU – 001: Elementary English
1 Credit	LTP: 0:2:0	Foundation Course (Elective)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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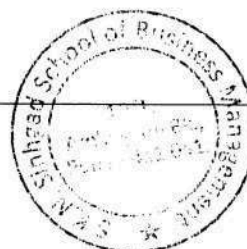
CO-FOU001.1	REMEMBERING	LABEL the different parts of a sentence, correctly SPELL and PRONOUNCE the words in common usage and effectively LISTEN to short AV material (English).
CO-FOU 001.2	UNDERSTANDING	PARAPHRASE published written and audio visual content (English) in own words.
CO-FOU 001.3	APPLYING	CONSTRUCT short paragraphs and essays (English) for a specified task. to elicit, to select, to describe, to summarize information.
CO-FOU001.4	ANALYSING	TAKE PART IN conversations using general, social and professional (English) language.
CO-FOU001.5	EVALUATING	CHECK written and audio visual content (English) for grammatical correctness.
CO-FOU001.6	CREATING	SUBSTITUTE right words / terms / phrases in a compiled text.

Semester I		FOU – 002: Elementary Mathematics and Statistics
1 Credit	LTP: 0:2:0	Foundation Course (Elective)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO-FOU002.1	REMEMBERING	MEMORIZE and REPRODUCE all basic formulae covered in the syllabus.
CO-FOU002.2	UNDERSTANDING	EXPRESS numbers in various forms such as fractions, percentages, equivalent simplest fractions.
CO-FOU002.3	APPLYING	CALCULATE Percentages, Profit & Loss, Simple & Compound Interest, frequency, cumulative frequency, basic areas and basic volumes.

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CO-FOU002.4	ANALYSING	ILLUSTRATE relationships using direct and inverse proportion, simple graphs, linear and quadratic equations.
CO-FOU002.5	EVALUATING	INTERPRET basic statistical data, graphs, and venn diagrams.
CO-FOU002.6	CREATING	CREATING and SOLVING simple simultaneous equations.

Semester I		FOU – 003: Elementary Business Economics
1 Credit	LTP: 0:2:0	Foundation Course (Elective)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO-FOU003.1	REMEMBERING	ENUMERATE the basic terms covered in the syllabus.
CO-FOU003.2	UNDERSTANDING	INTERPRET the historical trends in key economic data from a managerial and business perspective.
CO-FOU003.3	APPLYING	MAKE USE OF key Government and Non-Government economic publications to gather insights from a managerial and business perspective.
CO-FOU003.4	ANALYSING	ILLUSTRATE broad inter-relationships between various economic parameters within the national context and global context.
CO-FOU003.5	EVALUATING	EXPLAIN the role and objectives of Monetary and Fiscal policy.
CO-FOU003.6	CREATING	HYPOTHESIZE the expected short term trends of key economic indices.

Semester I		FOU – 004: Elementary Accounting
1 Credit	LTP: 0:2:0	Foundation Course (Elective)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO-FOU004.1	REMEMBERING	DESCRIBE the basic accounting terminologies and concepts covered in the course syllabus.
CO-FOU004.2	UNDERSTANDING	EXPLAIN the concepts covered in the course syllabus.
CO-FOU004.3	APPLYING	APPLY concepts covered in the course syllabus to accurately do the required calculations.
CO-FOU004.4	APPLYING	DETERMINE the key elements of business transactions and complete their accounting.
CO-FOU004.5	EVALUATING	DESIGN and OPERATE the entire accounting process (from entry to Balance - Sheet) for any given transaction.

Semester I		FOU – 005: Elementary Information Technology
1 Credit	LTP: 0:2:0	Foundation Course (Elective)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES

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CO-FOU005.1	REMEMBERING	DESCRIBE various components of a computer, network.
CO-FOU005.2	UNDERSTANDING	EXPLAIN the characteristics and usage of various elements of a computer, a network and operating systems.
CO-FOU005.3	APPLYING	USE various input, output, memory and local network devices.
CO-FOU005.4	ANALYSING	TEST and do basic troubleshooting of a standalone desktop or desktop connected to a network.
CO-FOU005.5	EVALUATING	EXPLAIN basic terminology related to data and information.
CO-FOU005.6	CREATING	DISCUSS emerging trends in IT.

Semester I		FOU – 006: Elementary Business Etiquette
1 Credit	LTP: 0:2:0	Foundation Course (Elective)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO-FOU006.1	REMEMBERING	DEFINE terms and concepts used to describe appropriate business etiquette attitudes and behaviors.
CO-FOU006.2	UNDERSTANDING	EXPLAIN what is meant by business etiquette and how it impacts the workplace.
CO-FOU006.3	APPLYING	DEMONSTRATE appropriate behaviors within specific business situations.
CO-FOU006.4	ANALYSING	TAKE PART IN professional business meetings and real & virtual business conversations.
CO-FOU006.5	EVALUATING	DETERMINE the right attire for business, casual and multicultural events.
CO-FOU006.6	CREATING	PLAN a professional business meeting and a business meal.

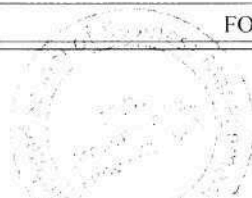
Semester II		FOU – 007: Elementary MS Word
1 Credit	LTP: 0:2:0	Foundation Course (Elective)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO-FOU007.1	REMEMBERING	SHOW basic menus of MS WORD on the screen and RECALL the functionality.
CO-FOU007.2	UNDERSTANDING	DEMONSTRATE the use of formatting, layout and printing tools of MS Word to create professional word documents.
CO-FOU007.3	APPLYING	APPLY the viewing, referencing tools of MS Word.
CO-FOU007.4	ANALYSING	ILLUSTRATE the use of reviewing tools for collaborative MS word documents.
CO-FOU007.5	EVALUATING	DESIGN and execute Mail merged documents.
CO-FOU007.6	CREATING	COMPILE a professional report using templates, Tables, Table of contents, referencing, headers, footers and page numbers.

Semester II		FOU – 008: Elementary MS Powerpoint
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1 Credit	LTP: 0:2:0	Foundation Course (Elective)
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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO-FOU008.1	REMEMBERING	SHOW basic menus of MS Powerpoint on the screen and RECALL the functionality.
CO-FOU008.2	UNDERSTANDING	DEMONSTRATE the use slide management, slide layout and reviewing tools of MS Powerpoint to create professional presentations.
CO-FOU008.3	APPLYING	USE tables, charts, smart art, animation and references in a powerpoint presentation.
CO-FOU008.4	ANALYSING	ILLUSTRATE the various modes of delivery of the final powerpoint presentation.
CO-FOU008.5	EVALUATING	DEVELOP custom themes and customize slide masters and layouts.
CO-FOU008.6	CREATING	COMPILE a professional powerpoint presentation using templates, tables, images, hyperlinks, animation, templates, headers, footers and slide numbers, etc.

Semester II		FOU – 009: Data Interpretation and Logical Reasoning
1 Credit	LTP: 0:2:0	Foundation Course (Elective)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO-FOU009.1	REMEMBERING	RECOGNIZE when additional information is needed to solve problems.
CO-FOU009.2	UNDERSTANDING	EXPRESS quantitative and non-quantitative data, associations and linkages in a logical format.
CO-FOU009.3	APPLYING	USE statistical information when reported in condensed form or as summary statistics to make informed decisions.
CO-FOU009.4	ANALYSING	DISSECT arguments, SEQUENCE relationships, EXAMINE assumptions, DETECT fallacies and INFERENCE from the same.
CO-FOU009.5	EVALUATING	ESTIMATE and CHECK answers to logical and data sufficiency problems in order to determine reasonableness, identify alternatives, and select correct options.
CO-FOU009.6	CREATING	DEVELOP and EVALUATE inferences and predictions based on the data and information provided.

Semester II		FOU – 010: Verbal Ability & Reading Comprehension
1 Credit	LTP: 0:2:0	Foundation Course (Elective)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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CO-FOU010.1	REMEMBERING	IDENTIFY parts of speech
CO-FOU010.2	UNDERSTANDING	SUMMARIZE a given text material in defined word limits.
CO-FOU010.3	APPLYING	MAKE USE OF foreign words in English Language, idioms and phrases.
CO-FOU010.4	ANALYSING	EXAMINE given text sentences and paragraphs for errors and correct them.
CO-FOU010.5	EVALUATING	SELECT the appropriate words in a given context.
CO-FOU010.6	CREATING	CONSTRUCT meaningful sentences and COMPOSE meaningful paragraphs from jumbled ones.

Semester II		FOU – 011: Quantitative Ability
1 Credit	LTP: 0:2:0	Foundation Course (Elective)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO-FOU011.1	REMEMBERING	RECALL the formulas.
CO-FOU011.2	UNDERSTANDING	INTERPRET quantitative information and INFER from it.
CO-FOU011.3	APPLYING	DEMONSTRATE number sense, including dimensional analysis and conversions between fractions, decimals, and percentages.
CO-FOU011.4	ANALYSING	EXAMINE the validity and DETECT possible biases in arguments presented in quantitative forms.
CO-FOU011.5	EVALUATING	DETERMINE when approximations are appropriate and when exact calculations are necessary.
CO-FOU011.6	CREATING	FORMULATE the problem quantitatively and USE appropriate arithmetical, and/or statistical methods to SOLVE the problems.

Subject Core (SC) Courses - Semester II
Specialization: Marketing Management

Semester II		205MKT: Marketing Research
3 Credits	1 TP: 2:1:1	Subject Core (SC) Course – Marketing Management

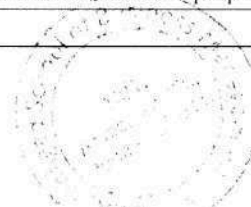
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205MKT.1	REMEMBERING	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
CO205MKT.2	UNDERSTANDING	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
CO205MKT.3	APPLYING	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
CO205MKT.4	ANALYSING	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO205MKT.5	EVALUATING	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.

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CO205MKT.6	CREATING	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
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Semester II		206MKT: Consumer Behavior
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206MKT.1	REMEMBERING	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
CO206MKT.2	UNDERSTANDING	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
CO206MKT.3	APPLYING	APPLY consumer behavior concepts to real world strategic marketing management decision making.
CO206MKT.4	ANALYSING	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
CO206MKT.5	EVALUATING	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
CO206MKT.6	CREATING	DISCUSS the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer.

Subject Elective (SE) Courses - Semester II
Specialization: Marketing Management

Semester II		217MKT: Integrated Marketing Communications
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

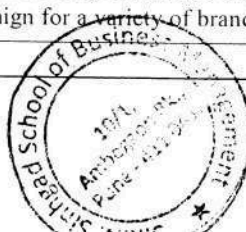
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217MKT.1	REMEMBERING	DESCRIBE the IMC mix and the IMC planning process.
CO217MKT.2	UNDERSTANDING	EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
CO217MKT.3	APPLYING	CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
CO217MKT.4	ANALYSING	ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
CO217MKT.5	EVALUATING	DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product.
CO217MKT.6	CREATING	DEVELOP an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands.

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Semester II		218MKT: Product and Brand Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO218MKT.1	REMEMBERING	DEFINE the key concepts and DESCRIBE the elements of a product strategy.
CO218MKT.2	UNDERSTANDING	EXPLAIN the process and methods of brand management, including how to establish brand identity and build brand equity.
CO218MKT.3	APPLYING	IDENTIFY the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.4	ANALYSING	EXAMINE the key brand concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.5	EVALUATING	FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.6	CREATING	COLLECT brand audit data using appropriate tools and PROPOSE strategic recommendations for Reinforcing / Revitalizing / Rejuvenating failed Brands for real life consumer, business products and services in various markets and in the digital space.

Semester II		219MKT: Personal Selling Lab
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219MKT.1	REMEMBERING	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals
CO219MKT.2	UNDERSTANDING	EXPLAIN the theories and concepts that are central to personal selling.
CO219MKT.3	APPLYING	Apply the interpersonal and team skills necessary in successful relationship selling.
CO219MKT.4	ANALYSING	ILLUSTRATE the use of various sales techniques needed to achieve a profitable sale in a real world scenario for a real world product/ service / eproduct / e-service.
CO219MKT.5	EVALUATING	DEVELOP a customer plan that identifies all elements of personal selling, essential to creating successful sales in a real world scenario for a real world product/ service / e-product / e-service.
CO219MKT.6	CREATING	CREATE sales presentation for a real world product/ service / e-product / e-service and for variety of selling situations.

Semester: II		220MKT: Digital Marketing - I
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2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Marketing Management
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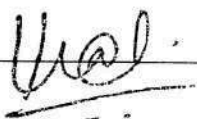
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO220MKT.1	REMEMBERING	DEFINE various concepts related to Digital Marketing.
CO220MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
CO220MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
CO220MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words Youtube and Email in various contexts of Digital Marketing.
CO220MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
CO220MKT.6	CREATING	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.

Semester II		221MKT: Marketing of Financial Services - I
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Marketing Management

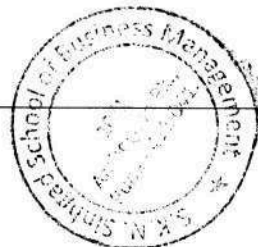
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221MKT.1	REMEMBERING	RECALL and DESCRIBE the key terminology of Financial Services.
CO221MKT.2	UNDERSTANDING	DESCRIBE the various types of financial products and services.
CO221MKT.3	APPLYING	DEVELOP FAQs for each kind of financial products and services from an investment advisor's perspective.
CO221MKT.4	ANALYSING	COMPARE and CONTRAST the various types of financial products and services and ILLUSTRATE their benefits and limitations.
CO221MKT.5	EVALUATING	EVALUATE the financial products and services from an investment perspective for various kinds of investors.



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CO221MKT.6	CREATING	COLLECT the application forms for all kinds of investments and DISCUSS each of them.
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Semester II		222MKT: Marketing of Luxury Products
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO222MKT.1	REMEMBERING	RECALL and DESCRIBE the key concepts and principles of luxury brand management and marketing.
CO222MKT.2	UNDERSTANDING	DESCRIBE the unique consumer behavior in the context of luxury products .
CO222MKT.3	APPLYING	IDENTIFY potential new luxury products and how they relate to a variety of markets, including emerging markets & India.
CO222MKT.4	ANALYSING	COMPARE and CONTRAST the luxury products . brands and industry with routine products, brands and industry.
CO222MKT.5	EVALUATING	ASSESS internal and external factors impacting the luxury markets, nationally, internationally and globally.
CO222MKT.6	CREATING	Formulate marketing strategy for contemporary luxury products and brand.

Subject Core (S C) Courses - Semester II Specialization: Financial Management		
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Semester II		205FIN: Financial Markets and Banking Operations
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205FIN.1	REMEMBERING	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO205FIN.2	UNDERSTANDING	UNDERSTAND the concepts of financial markets, their working and importance.
CO205FIN.3	APPLYING	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO205FIN.4	ANALYSING	ANALYZE the linkages in the Financial Markets.
CO205FIN.5	EVALUATING	EXPLAIN the various banking and accounting transactions.
CO205FIN.6	CREATING	DEVELOP necessary competencies expected of a finance professional.

Semester II		206FIN: Personal Financial Planning
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206FIN.1	REMEMBERING	UNDERSTAND the need and aspects of personal financial planning

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CO206FIN.2	UNDERSTANDING	Describe the investment options available to an individual
CO206FIN.3	APPLYING	IDENTIFY types of risk and means of managing it
CO206FIN.4	ANALYSING	DETERMINE the ways of personal tax planning
CO206FIN.5	EVALUATING	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO206FIN.6	CREATING	CREATE a financial plan for a variety of individuals.

Subject Elective (SE) Courses - Semester II Specialization:
Financial Management

Semester II		217FIN: Securities Analysis & Portfolio Management
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217FIN.1	REMEMBERING	REMEMBER various concepts taught in the syllabus.
CO217FIN.2	UNDERSTANDING	EXPLAIN various theories of Investment Analysis and Portfolio Management.
CO217FIN.3	APPLYING	CALCULATE risk and return on investment using various concepts covered in the syllabus.
CO217FIN.4	ANALYSING	ANALYZE and DISCOVER intrinsic value of a security.
CO217FIN.5	EVALUATING	DESIGN/ CREATE optimal portfolio.

Semester II		218FIN: Futures & Options
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO218FIN.1	REMEMBERING	DESCRIBE the basic concepts related to Derivatives, Types of Derivative products and Risk Management
CO218FIN.2	UNDERSTANDING	EXPLAIN in detail the terminology used in the Futures and Options segment of finance domain
CO218FIN.3	APPLYING	UNDERSTAND and DIFFERENTIATE between Options and Futures pricing and apply the understanding in the simulated virtual trading platform.
CO218FIN.4	ANALYSING	ANALYZE and offer optimum solutions in the cases of risk management through hedging with futures and options.
CO218FIN.5	EVALUATING	EVALUATE the various derivative strategies for their application in different situations.

Semester II		219FIN: Direct Taxation
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219FIN.1	REMEMBERING	UNDERSTAND various basic concepts/ terminologies related Direct Taxation
CO219FIN.2	UNDERSTANDING	EXPLAIN how tax planning can be done.
CO219FIN.3	UNDERSTANDING	ILLUSTRATE how online filling of various forms and returns can be done.
CO219FIN.4	APPLYING	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
CO219FIN.5	ANALYSING	ANALYZE and DISCOVER intrinsic value of a security.
	EVALUATING	DESIGN/ DEVELOP / CREATE tax saving plan.

Semester II		220FIN: Financial Reporting
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Financial Management

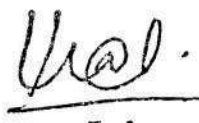
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219FIN.1	REMEMBERING	Describe the basic concepts related to Financial Reporting taught through the syllabus.
CO219FIN.2	UNDERSTANDING	Explain, in detail, all the theoretical concepts taught through the syllabus.
CO219FIN.3	APPLYING	Do all the necessary calculations pertaining to financial reporting.
CO219FIN.4	ANALYSING	Analyze the situation and decide the key elements of financial reporting through the financial statements.
CO219FIN.5	EVALUATING	Evaluate the compliance and quality of financial reporting.

Semester II		221FIN: Securities Analysis & Portfolio Management
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221FIN.1	REMEMBERING	Remember and describe the key concepts covered in the syllabus.



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CO221FIN.2	UNDERSTANDING	Explain in detail the Retail Credit Evaluation, Lending and Recovery Process as well as other relevant concepts covered in the syllabus
CO221FIN.3	APPLYING	Calculate the loan eligibility of the retail borrower and the amount to be classified as NPA.
CO221FIN.4	ANALYSING	Determine the key elements of retail lending and recovery process and documentation therein.
CO221FIN.5	EVALUATING	Design the Retail Lending and Recovery Process for a Bank & NBFC.

Semester II		222FIN: Banking Laws & Regulations
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO222FIN.1	REMEMBERING	REMEMBER various concepts taught in the syllabus.
CO222FIN.2	UNDERSTANDING	EXPLAIN the Regulatory Framework in the Indian Banking system.
CO222FIN.3	UNDERSTANDING	DESCRIBE the various legal aspects which need to be followed during daily banking operations.
CO222FIN.4	UNDERSTANDING	DISCUSS the various laws related to banking.
CO222FIN.5	APPLYING	APPLY the various commercial laws for the smooth functioning of banking operations.

Semester II		223FIN: Fundamentals of Life Insurance – Products and Underwriting
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO223FIN.1	REMEMBERING	RECALL all the concepts pertaining to Life Insurance covered in the course syllabus.
CO223FIN.2	UNDERSTANDING	Explain all the concepts pertaining to Life Insurance covered in the course syllabus.
CO223FIN.3	UNDERSTANDING	DETERMINE the key elements of the Life Insurance Products and Services.
CO223FIN.4	UNDERSTANDING	APPLY the life insurance product knowledge to suit to the clients' needs.
CO223FIN.5	APPLYING	DESIGN the life insurance cover strategy for clients.

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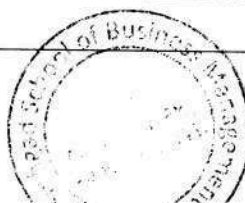
Semester II		224FIN: General Insurance – Health and Vehicle
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO224FIN.1	REMEMBERING	DESCRIBE the various terms related to General insurance and Health Insurance.

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CO224FIN.2	UNDERSTANDING	UNDERSTAND General insurance, Health Insurance (including travel insurance) and Motor / Vehicle Insurance
CO224FIN.3	ANALYSING	COMPARE and CONTRAST insurance plans
CO224FIN.4	ANALYSING	ANALYZE and USE risk management techniques
CO224FIN.5	EVALUATING	FACILITATE the development of an insurance claim.
CO224FIN.6	EVALUATING	FACILITATE the compliance required for acquiring the policy and settlement of claims.

Subject Core (SC) Courses - Semester II Specialization:
Human Resource Management

Semester II		205HRM: Competency Based Human Resource Management System
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205HRM.1	REMEMBERING	DEFINE the key terms related to performance management and competency development.
CO205HRM.2	UNDERSTANDING	EXPLAIN various models of competency development.
CO205HRM.3	APPLYING	PRACTICE competency mapping.
CO205HRM.4	ANALYSING	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO205HRM.5	EVALUATING	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
CO205HRM.6	CREATING	DEVELOP a customized competency model in accordance with the corporate requirements.

Semester II		206HRM: Employee Relations and Labour Legislations
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Human Resource Management

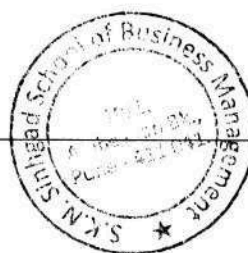
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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CO206HRM.1	REMEMBERING	SHOW awareness of important and critical issues in Employee Relations
CO206HRM.2	UNDERSTANDING	INTERPRET and relate legislations governing employee relations.
CO206HRM.3	APPLYING	DEMONSTRATE an understanding of legislations relating to working environment.
CO206HRM.4	ANALYSING	OUTLINE the role of government, society and trade union in ER.
CO206HRM.5	EVALUATING	EXPLAIN aspects of collective bargaining and grievance handling.
CO206HRM.6	CREATING	DISCUSS the relevant provisions of various Labour Legislations.

Subject Elective (SE) Courses - Semester II
Specialization: Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217HRM.1	REMEMBERING	ENUMERATE the key concepts of the subject matter.
CO217HRM.2	UNDERSTANDING	DESCRIBE the key aspects of the labour policy regulation in the country.
CO217HRM.3	APPLYING	IDENTIFY the applicability of various legislations to variety of real world organizations.
CO217HRM.4	ANALYSING	EXAMINE the traditional concept of labour welfare in the industry.
CO217HRM.5	EVALUATING	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
CO217HRM.6	CREATING	ELABORATE upon the perspective of labour problems and remedial measures in the country.

Semester II		218HRM: Lab in Recruitment and Selection
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO218HRM.1	REMEMBERING	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.
CO218HRM.2	UNDERSTANDING	COMPARE and CONTRAST various methods of Recruitment and Selection.
CO218HRM.3	APPLYING	DEVELOP Job Specifications and Job descriptions in a variety of context.
CO218HRM.4	ANALYSING	ANALYZE various Personality types.
CO218HRM.5	EVALUATING	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.
CO218HRM.6	CREATING	COMPILE a list of questions for Recruitment and Selection interviews.

Semester II		219HRM: Learning & Development
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219HRM.1	REMEMBERING	DESCRIBE the key concepts associated with Learning & Development
CO219HRM.2	UNDERSTANDING	EXPLAIN the training process and the various methods of training for various categories of employees in a variety of organizational contexts.
CO219HRM.3	APPLYING	IDENTIFY training needs of various categories of employees in a variety of organizational contexts.
CO219HRM.4	ANALYSING	EXAMINE the impact of training on various organizational and HR aspects.
CO219HRM.5	EVALUATING	EVALUATE the training process of various categories of employees in a variety of organizational contexts.
CO219HRM.6	CREATING	DESIGN a training programme for various categories of employees in a variety of organizational contexts.

Semester II		220HRM: Public Relations & Corporate Communications
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO220HRM.1	REMEMBERING	DESCRIBE the various forms of Corporate Communications from a HR perspective.
CO220HRM.2	UNDERSTANDING	EXPLAIN the role of Public Relations & Corporate Communications in HRM.
CO220HRM.3	APPLYING	PLAN and EXECUTE a PR activity.
CO220HRM.4	ANALYSING	EXAMINE the PR campaign & strategies of real world organizations.
CO220HRM.5	EVALUATING	DEVELOP a strategic communication plan for a real life Corporate communication issue.
CO220HRM.6	CREATING	COMPLIE an analytical report on the PR activities and communication strategies designed & practiced by the organizations and IMPROVE on it.

Semester II		221HRM: HR Analytics
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221HRM.1	REMEMBERING	ENUMERATE the key concepts related to the subject matter.
CO221HRM.2	UNDERSTANDING	DEMONSTRATE experimentation and innovation.
CO221HRM.3	APPLYING	USE thinking & decision making ability beyond the existing capabilities and present environment.
CO221HRM.4	ANALYSING	ANALYSE the behavioral Patterns of an individual & Map the competency-the audit Perspective.
CO221HRM.5	EVALUATING	EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
CO221HRM.6	CREATING	FORMULATE the linkage between HR Analytic and Business Analytics.

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Semester II		222HRM: Conflict & Negotiation Management
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO222HRM.1	REMEMBERING	DEFINE the key concepts of the subject matter.
CO222HRM.2	UNDERSTANDING	EXPLAIN the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA)
CO222HRM.3	APPLYING	APPLY the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA) for successful negotiations.
CO222HRM.4	ANALYSING	APPRAISE the importance of in business negotiations and managing conflicts.
CO222HRM.5	EVALUATING	DEVELOP the logical thinking, communication skills and other prerequisite for successful business negotiations and handling organizational conflict.
CO222HRM.6	CREATING	COMBINE the theoretical concepts practical methods of managing and resolving organizational conflict and negotiation styles in the organizational context.

Subject Core (SC) Courses - Semester II
Specialization: Operations & Supply Chain Management

Semester II		205OSCM: Service Operations Management – I
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205OSCM.1	REMEMBERING	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
CO205OSCM .2	UNDERSTANDING	DESCRIBE the service design elements of variety of services.
CO205OSCM .3	APPLYING	USE service blueprinting for mapping variety of real life service processes.
CO205OSCM .4	ANALYSING	ANALYSE alternative locations and sites for variety of service facilities.
CO205OSCM .5	EVALUATING	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
CO205OSCM .6	CREATING	CREATE flow process layouts for variety of services.

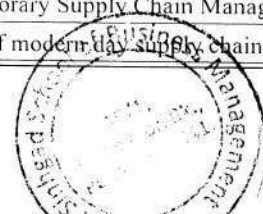
Semester II		206OSCM: Supply Chain Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206OSCM.1	REMEMBERING	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO206OSCM.2	UNDERSTANDING	EXPLAIN the structure of modern day supply chains.

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CO206OSCM.3	APPLYING	IDENTIFY the various flows in real world supply chains.
CO206OSCM.4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
CO206OSCM.5	EVALUATING	EXPLAIN the key Operational Aspects in Supply Chain Management.
CO206OSCM.6	CREATING	DISCUSS the relationship between Customer Value and Supply Chain Management.

Subject Elective (SE) Courses - Semester II
Specialization: Operations & Supply Chain Management

Semester II		217OSCM: Planning & Control of Operations
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217OSCM.1	REMEMBERING	DESCRIBE the building blocks of Planning & Control of Operations.
CO217OSCM.2	UNDERSTANDING	EXPLAIN the need for aggregate planning and the steps in aggregate planning.
CO217OSCM.3	APPLYING	MAKE USE OF the various forecasting approaches in the context of operations planning process.
CO217OSCM.4	ANALYSING	ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.
CO217OSCM.5	EVALUATING	EXPLAIN the importance of scheduling in operations management.
CO217OSCM.6	CREATING	CREATE a Bill of Materials.

Semester II		218OSCM: Productivity Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO218OSCM.1	REMEMBERING	DEFINE various types of productivity and measures of productivity.
CO218OSCM.2	UNDERSTANDING	DEMONSTRATE the linkages between various measures of productivity.
CO218OSCM.3	APPLYING	APPLY Value Analysis and Value Engineering principles to simple situations related to operations management.
CO218OSCM.4	ANALYSING	APPLY various types of charts and diagrams to carry out work study and method study.
CO218OSCM.5	EVALUATING	DETERMINE the Standard Time using Techniques of Work Measurement.
CO218OSCM.6	CREATING	ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing.

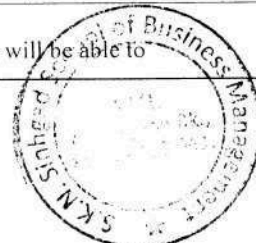
Semester II		219OSCM: Inventory Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

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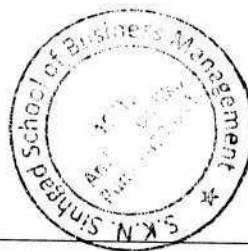
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219OSCM.1	REMEMBERING	DEFINE the key terms associated with Inventory Management.
CO219OSCM.2	UNDERSTANDING	CLASSIFY various types of inventory, and inventory costs.
CO219OSCM.3	APPLYING	CALCULATE Economic Order Quantity and stock levels under various conditions.
CO219OSCM.4	ANALYSING	COMPARE and CONTRAST various methods of inventory control.
CO219OSCM.5	EVALUATING	ASSESS various factors influencing Make or Buy decisions.

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CO219OSCM.6	CREATING	SOLVE problems based on ABC classification of inventory.
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Semester II		220OSCM: Theory of Constraints
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO220OSCM.1	REMEMBERING	DEFINE the key concepts of TOC.
CO220OSCM.2	UNDERSTANDING	DEMONSTRATE knowledge & understanding of the fundamentals of TOC.
CO220OSCM.3	APPLYING	IDENTIFY and mitigate both real constraints and managerial constraints.
CO220OSCM.4	ANALYSING	ILLUSTRATE the tools and techniques that help in managing constraints to improve organizational performance.
CO220OSCM.5	EVALUATING	EXPLAIN the benefits an organization may reap through the successful implementation of the TOC.
CO220OSCM.6	CREATING	DEVELOP solutions to common problems in Project Management, Operations Management and Supply Chain Management using TOC principles and methods.

Semester II		221OSCM: Quality Management Standards
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221OSCM.1	REMEMBERING	DESCRIBE the concepts of Quality and importance of the Quality Management Principles.
CO221OSCM.2	UNDERSTANDING	INTERPRET the requirements of ISO 9001:2015 standard.
CO221OSCM.3	APPLYING	APPLY process based thinking and risk based thinking for managing and improving the functioning of an organization.
CO221OSCM.4	ANALYSING	TAKE PART IN planning, conducting and follow-up of QMS audits directed towards maintenance and continual improvements of the QMS.
CO221OSCM.5	EVALUATING	DEVELOP skills for Corrective Action Management and Continual Improvement Project management.
CO221OSCM.6	CREATING	BUILD stakeholder confidence by managing processes in line with the latest requirements.

Semester II		222OSCM: Service Value Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

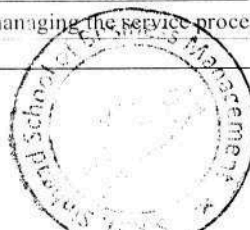
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO222OSCM.1	REMEMBERING	DEFINE the core concepts related to Service Value Chain, Service Profit Chain, Innovation, CRM, networks.
CO222OSCM.2	UNDERSTANDING	ILLUSTRATE managing the service process through service value chain.

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CO222OSCM.3	APPLYING	IDENTIFY factors influencing Innovation and service organizational design.
CO222OSCM.4	ANALYSING	EXAMINE the inter-relationships between the Focal firm, Supplier Networks, Distribution Networks, etc.
CO222OSCM.5	EVALUATING	EVALUATE the role of Business Networks as partners in value creation.
CO222OSCM.6	CREATING	DEVELOP strategies built on Principles of Service Value Chain & Service Profit Chain for various types of organizations.

Semester II		223OSCM: Industry 4.0
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO223OSCM.1	REMEMBERING	DESCRIBE the drivers, enablers and compelling forces for Industry 4.0's advancement.
CO223OSCM.2	UNDERSTANDING	UNDERSTAND the power of Cloud Computing in a networked economy.
CO223OSCM.3	APPLYING	IDENTIFY the opportunities, challenges brought about by Industry 4.0.
CO223OSCM.4	ANALYSING	OUTLINE the various systems used in a manufacturing plant and their role in an Industry 4.0 paradigm.
CO223OSCM.5	EVALUATING	APPRAISE the smartness in Smart Factories, Smart cities, smart products and smart services.
CO223OSCM.6	CREATING	PREDICT how organizations and individuals should prepare to reap the benefits.

Subject Core (SC) Courses - Semester II Specialization: Business Analytics

Semester II		205BA: Basic Business Analytics using R
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

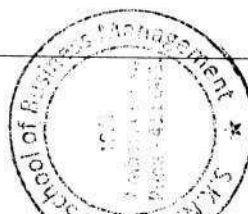
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205BA.1	REMEMBERING	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
CO205BA.2	UNDERSTANDING	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
CO205BA.3	APPLYING	DEVELOP a thought process to think like a data scientist/business analyst.
CO205BA.4	ANALYSING	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
CO205BA.5	EVALUATING	SELECT the right functions of R for the given analytics task.
CO205BA.6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

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Semester II		206BA: Data Mining
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206BA.1	REMEMBERING	DEFINE the key terms associated with Data Mining
CO206BA.2	UNDERSTANDING	EXPLAIN the various aspects of Data
CO206BA.3	APPLYING	APPLY classification models.
CO206BA.4	ANALYSING	ANALYSE using clustering models
CO206BA.5	EVALUATING	SELECT appropriate association analysis and anomaly detection tools.
CO206BA.6	CREATING	COMBINE various data mining tools and use them in live analytical projects in business scenarios.

Subject Elective (SE) Courses - Semester II Specialization: Business Analytics

Semester II		217BA: Marketing Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217BA.1	REMEMBERING	DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions.
CO217BA.2	UNDERSTANDING	DEMONSTRATE an understanding of utility theory to measure customer preferences and choices.
CO217BA.3	APPLYING	IDENTIFY what customers' value in a product, and assess what they are willing to pay for it.
CO217BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data.
CO217BA.5	EVALUATING	DETERMINE the most effective target markets.
CO217BA.6	CREATING	DESIGN a study that incorporates the key tools of Marketing Analytics.

Semester II		218BA: Retailing Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO2018BA.1	REMEMBERING	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing and Digital Consumers.
CO2018BA.2	UNDERSTANDING	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
CO2018BA.3	APPLYING	USE various kinds of data for performing Retailing Analytics.
CO2018BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks for predictive retail analytics.
CO2018BA.5	EVALUATING	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
CO2018BA.6	CREATING	BUILD value for Retail and Marketing by deriving Marketing ROI metrics..

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Semester II		219BA: Workforce Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO2019BA.1	REMEMBERING	ENUMERATE the use of Workforce Analytics.
CO2019BA.2	UNDERSTANDING	UNDERSTAND the process of creating and using HR analytics
CO2019BA.3	APPLYING	USE dashboards, pivot tables for data driven decision making in HR.
CO2019BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks for predictive analytics.
CO2019BA.5	EVALUATING	DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.
CO2019BA.6	CREATING	BUILD value for HR departments by showing clear links between HR and Business outcomes.

Semester II		220BA: Tableau
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221BA.1	REMEMBERING	DEFINE Tableau terminology and SHOW how to Connect to your data, Edit and save a data source.
CO221BA.2	UNDERSTANDING	ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts.
CO221BA.3	APPLYING	MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values.
CO221BA.4	ANALYSING	INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins.
CO221BA.5	EVALUATING	CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations.
CO221BA.6	CREATING	BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding.

Semester II		221BA: Data Warehousing Project Life Cycle Management
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221BA.1	REMEMBERING	DESCRIBE various stages in Data Warehouse development process.
CO221BA.2	UNDERSTANDING	EXPLAIN the significance of and Project Management issues to be considered in the Data warehouse and Business Intelligence projects and the practicality of each phase.

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CO221BA.3	APPLYING	MAKE USE OF the Data warehouse Lifecycle.
CO221BA.4	ANALYSING	FORMULATE Requirements Definition using requirements gathering methods.
CO221BA.5	EVALUATING	DETERMINE users of information and SELECT appropriate Information Delivery Tools, OLAP models and Data Mining Techniques.
CO221BA.6	CREATING	CREATE an Implementation Plan for a Data warehouse Project.

Semester III and IV Syllabus

Generic Core (GC) Courses - Semester III

Semester III	301– Strategic Management
3 Credits LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO301.1	REMEMBERING	DESCRIBE the basic terms and concepts in Strategic Management.
CO301.2	UNDERSTANDING	EXPLAIN the various facets of Strategic Management in a real world context.
CO301.3	UNDERSTANDING	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
CO301.4	APPLYING	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO301.5	ANALYSING	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO301.6	CREATING	DEVELOP the capability to view the firm in its totality in the context of its environment.

Semester III	302– Decision Science
3 Credits LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO302.1	REMEMBERING	DESCRIBE the concepts and models associated with Decision Science.
CO302.2	UNDERSTANDING	UNDERSTAND the different decision-making tools required to achieve optimisation in business processes.
CO302.3	UNDERSTANDING	APPLY appropriate decision-making approach and tools to be used in business environment.
CO302.4	APPLYING	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
CO302.5	ANALYSING	EVALUATE the various facets of a business problem and develop problem solving ability
CO302.6	CREATING	DISCUSS & propose the various applications of decision tools in the present business scenario.

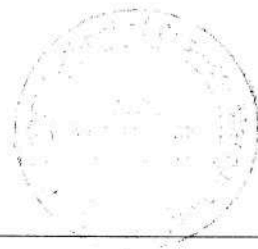
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Generic Core (GC) Courses - Semester IV

Semester IV		401 – Enterprise Performance Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO401.1	REMEMBERING	Enumerate the different parameters & facets of management control of an enterprise.
CO401.2	UNDERSTANDING	Illustrate the various techniques of enterprise performance management for varied sectors.
CO401.3	UNDERSTANDING	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
CO401.4	APPLYING	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
CO401.5	ANALYSING	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.

Semester IV		402 – Indian Ethos & Business Ethics
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO402.1	REMEMBERING	Recall and spell the human universal values of Indian Ethos and its applications in Business ethics
CO402.2	UNDERSTANDING	Recognize and Demonstrate the relevance of Indian Ethos by taking the rationale and ethical business decision derived from Indian Heritage Scriptures.
CO402.3	APPLYING	Apply the concepts of Indian Ethos, Values, and Ethics with moral reasoning to develop sustainable solutions to solve complex business issues..
CO402.4	ANALYSING	Analyze and make inferences to contemporary business practices in relation to Indian Ethos & Business Ethics
CO402.5	EVALUATING	Appraising the importance of business decisions on the basis of ethics and thus create a value driven management.
CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to Ethical decision making.

Generic Courses (Electives) – University Level – Semester III & IV

Semester III		306 – International Business Economics
2 Credits	LTP: 2:0:0	Generic Elective – University Level

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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 306 .1	Remembering	RECALL and DEFINE the economic aspects of international business.
CO 306 .2	Understanding	DEMONSTRATE the outcomes of globalising and liberalising trade environment, trade policy frameworks and macroeconomic linkages of the open economy.
CO 306 .3	Applying	IDENTIFY the mechanisms and working of the foreign exchange markets.
CO 306 .4	Analyzing	EXAMINE how a trade policy improves or diminishes the prospects of survival / growth of business.
CO 306 .5	Evaluating	MEASURE the implications of International Financial Crisis and its repercussions on International Trade
CO306.6	CREATING	COMPOSE a matrix of various economic aspects of international business and their linkages with Indian Economy

Semester III		307- International Business Environment
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 307 .1	REMEMBERING	Recall and Describe the key concepts of international Business Environment
CO 307 .2	UNDERSTANDING	Understand the relevance of Multinational Corporations (MNCs) in global trade
CO 307 .3	APPLYING	Demonstrate the significance of FDI and FPI in respect of developing economy
CO 307 .4	ANALYSING	Analyze the issues related to Labor, Environmental and Global Value chain
CO 307 .5	EVALUATING	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.

Semester III		308 – Project Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 308 .1	Remembering	DEFINE the key terms and concepts in project management.
CO 308 .2	Understanding	EXPLAIN the Importance of project management methodologies and tools at the distinct stages in the Project's life cycle
CO 308 .3	Applying	ILLUSTRATE the importance of PM in most industries and businesses

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CO 308 .4	Analysing	EXAMINE the importance of Leadership specifically in heterogenous and virtual teams as well as governance and approaches to conflict resolutions
CO 308 .5	Evaluating	DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management

Semester III		309 – Knowledge Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 309 .1	Remembering	DEFINE the key terms and concepts in Knowledge Management.
CO 309 .2	Understanding	DESCRIBE the Knowledge Management cycle
CO 309 .3	Applying	DISCUSS the types of Knowledge and its implications.
CO 309 .4	Analysing	OUTLINE the importance of capturing knowledge elements and its structures application as a competitive advantage to business
CO 309 .5	Evaluating	EXPLAIN the human and business aspects of knowledge management.

Semester III		310– Corporate Governance
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO310.1	REMEMBERING	ENUMERATE the global contemporary developments in Corporate Governance.
CO310.2	UNDERSTANDING	EXPLAIN the importance of regulation, markets and information in corporate governance and CATEGORIZE the role of Board of Directors and Committees for good Corporate Governance.
CO310.3	APPLYING	EXAMINE the provision of Corporate Governance for listed and unlisted firms.
CO310.4	ANALYSING	ANALYSE the enterprise risk for formulating the Internal control policies.
CO310.5	EVALUATING	Evaluate the legal framework and global perspective of Corporate Governance.
CO310.6	CREATING	DISCUSS Cases related to Corporate Governance.

Semester III		311–Management of Non-profit organizations
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO311.1	REMEMBERING	DESCRIBE the basic concepts and frameworks in the field of Non-Profit Sector & Non-Profit Organization.

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CO311.2	UNDERSTANDING	EXPLAIN the characteristics of Non-Profit organizations, summarizing the factors affecting development of Non-Profit organization.
CO311.3	APPLYING	MAKE use of theoretical concepts, frameworks while registration process of Non-Profit Organization.
CO311.4	ANALYSING	EXAMINE the role of any public policies which helps NPO in decision making.
CO311.5	EVALUATING	EVALUATE the performance of Non- Profit organizations, the critical financial considerations of the Non - Profit organization.

Semester IV		405 – Global Strategic Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO405.1	Remembering	Define the concept and key terms associated with the global strategic management.
CO405.2	Understanding	Describe in detail global strategic alliance, merger and acquisitions.
CO405.3	Applying	Demonstrate various global organisation models in global strategic management context.
CO405.4	Analyzing	Examine various entry and business-level strategies from global strategic management prospective.
CO405.5	Evaluating	Explain globalization, innovation, and sustainability and challenges to strategic management.
CO405.6	Creating	Design global strategies and understand their relative merits and demerits.

Semester IV		406 – Technology Competition and Strategy
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO408.1	Remembering	DEFINE the key terms and concepts.
CO408.2	Understanding	EXPLAIN how technology affects strategic interactions among firms and consumers
CO408.3	Applying	DETERMINE the linkages Technology & Business Strategies
CO408.4	Analyzing	EXAMINE the technology environment of a firm.
CO408.5	Evaluating	APPRAISE the risks pertaining to technology and competition.

Semester IV		407 – Cyber Laws
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

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CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO407.1	Remembering	DEFINE the key terms and concepts pertaining to cyber laws.
CO407.2	Understanding	DESCRIBE the relevant legal provisions in detail.
CO407.3	Applying	DETERMINE the applicability of the legal provisions in a specific scenario.
CO407.4	Analyzing	OUTLINE the course of action in case of violation of the legal provisions.
CO407.5	Evaluating	EXPLAIN the various legal, social and international issues and the various remedies available under the Information Technology Act for the breach and commission of offence in cyber space

Semester IV	408 – Corporate Social Responsibility & Sustainability
2 Credits	LTP: 2:0:0
	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO408.1	Remembering	DESCRIBE What is CSR, Scope & Complexity, Companies Act 2013, when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR, CSR in India, CSR In global Context, Implementation.
CO408.2	Understanding	EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
CO408.3	Applying	MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
CO408.4	Analyzing	DECONSTRUCT The Role of Companies towards the society and its impact on the community.
CO408.5	Evaluating	FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
CO408.6	Creating	ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society.

Subject Core (SC) Courses - Semester III
Specialization: Marketing Management

Semester III	SC – MKT - 03	304 MKT: Services Marketing
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304 MKT.1	REMEMBERING	RECALL the key concepts in services marketing
CO304 MKT.2	UNDERSTANDING	Describe the role of Extended Marketing Mix in Services in managing consumer behavior and in improving service quality.


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CO304 MKT.3	APPLYING	Identify concepts related to service experience in the context of real world offering.
CO304 MKT.4	ANALYSING	Examine the elements of services marketing and service quality in contemporary context.
CO304 MKT.5	EVALUATING	EVALUATE Segmentation, Targeting & Positioning of Services and assess its importance and challenges in the dynamic marketing environment
CO304 MKT.6	CREATING	DEVELOP marketing mix, service blueprint and servicescapes for various services offering

Semester III	SC – MKT- 04	305MKT: Sales & Distribution Management
3 Credits	LTP: 3:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305MKT.1	REMEMBERING	DESCRIBE the theoretical concepts related to Sales and Distribution Management Domain.
CO305MKT.2	UNDERSTANDING	UNDERSTAND the role, concepts, importance, techniques and approaches required for effective designing and implementation of various aspects in the Sales and Distribution Management.
CO305MKT.3	APPLYING	APPLY various concepts related to Sales and Distribution Management.
CO305MKT.4	ANALYZING	ANALYZE the real-life issues related to design and implementation of Sales and Distribution Management Strategy.
CO305MKT.5	EVALUATING	EVALUATE suitability of alternative Sales and Distribution Management strategies of an organization.
CO305MKT.6	CREATING	DESIGN and implement Sales and Distribution Management Strategies for an organization.

Subject Elective (SE) Courses - Semester III
Specialization: Marketing Management

Semester III	SE -IL -MKT- 07	312 MKT: Business to Business Marketing
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312 MKT.1	REMEMBERING	DEFINE the terms and concepts related to Business to Business marketing
CO312MKT.2	UNDERSTANDING	EXPLAIN the terms and concepts used in business to business marketing
CO312 MKT.3	APPLYING	IDENTIFY challenges and opportunities in Business-to-Business Marketing.

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CO312 MKT.4	ANALYSING	FORMULATE segmentation, targeting and positioning, consumer buying behavior and marketing mix in the context of Business to Business marketing
CO312MKT.5	EVALUATING	DESIGN marketing mix elements considering business-to-business sales and service situations.
CO312MKT.6	CREATING	DEVELOP marketing plan for business-to-business Marketing situations.

Semester III	SE – IL – MKT - 08	313MKT;International Marketing
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313MKT.1	REMEMBERING	DESCRIBE various terms and key concepts associated with international marketing.
CO313MKT.2	UNDERSTANDING	EXPLAIN various key concepts used in all aspects of international marketing.
CO313MKT.3	APPLYING	ILLUSTRATE all stages in international marketing management process.
CO313MKT.4	ANALYSING	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
CO313MKT.5	EVALUATING	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on assessment of international marketing environment.
CO313MKT.6	CREATING	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for global business organizations.

Semester III	SE - IL – MKT - 09	314 MKT: Digital Marketing II
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 314MKT.1	REMEMBERING	DEFINE the key terms and concepts related with digital marketing
CO 314MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube, Email marketing and other related tools in digital marketing.
CO 314MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email marketing and other related tools for carrying out digital marketing for given situation.
CO 314MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email marketing and other related tools in given situation.

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CO 314MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email marketing and other related tools.
CO 314MKT.6	CREATING	CREATE appropriate content for a digital marketing campaign.

Semester III	SE - 1L – MKT - 10	315 MKT: Marketing of Financial Services - II
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

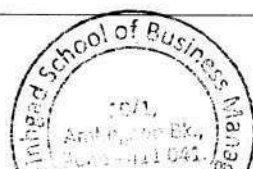
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO315MKT.1	REMEMBERING	REMEMBERING -RECALL the key terminology of Financial Services, Mutual fund, Insurance products and other alternative investment products.
CO315MKT.2	UNDERSTANDING	UNDERSTANDING: Compare the characteristics of different types of financial products and services.
CO315MKT.3	APPLYING	APPLYING: IDENTIFY characteristics, risks and returns associated with financial products and services offered in Indian Market from an investment advisor's perspective.
CO315MKT.4	ANALYSING	ANALYSING - Compare the different financial products available in Indian financial market
CO315MKT.5	Evaluating	EVALUATING - EVALUATE the financial products and services from an investment perspective for various kinds of investors.
CO315MKT.6	CREATING	CREATING: Design Financial Product Portfolio for Indian Investor

Semester III	SE - 1L – MKT - 11	316MKT:Marketing Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316MKT.1	REMEMBERING	DEFINE various key concepts in Marketing Analytics
CO316MKT.2	UNDERSTANDING	DESCRIBE various key concepts in Marketing Analytics
CO316MKT.3	APPLYING	IDENTIFY what customers' value in a product/service, and assess what they are willing to pay for it.
CO316MKT.4	ANALYSING	EXPLAIN the use of various models and frameworks to solve marketing problems using marketing data
CO316MKT.5	EVALUATING	MEASURE the effectiveness of marketing efforts and key outcomes in multiple areas of Marketing.
CO316MKT.6	CREATING	DESIGN a study that incorporates the key tools and techniques of Marketing Analytics


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Semester III	SE - IL - MKT- 12	317MKT: Marketing of High Technology Products
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

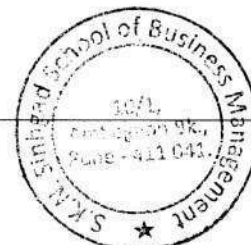
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO317.1	REMEMBERING	DESCRIBE the characteristics of High Technology Products and key concepts associated with Marketing of High-Tech Products.
CO317.2	UNDERSTANDING	EXPLAIN key concepts associated with Marketing of HighTech Products.
CO317.3	APPLYING	APPLY marketing plans and decisions in specific situations in High-Tech Markets.
CO317.4	ANALYSING	EXAMINE the suitability of Marketing Mix Strategies/Plans in the light of marketing environment for high Tech products.
CO317.5	EVALUATING	EVALUATE alternative Marketing Mix Strategies/Plans for High-Tech Products.
CO317.6	CREATING	DEVELOP Marketing Mix Strategies/Plans for High-Tech Products.

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Subject Core (SC) Courses - Semester IV
Specialization: Marketing Management

Semester IV	SC – MKT - 05	403MKT- Marketing 4.0
3 Credits	LTP:: 2:1:1	Subject Core (SC) Course Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403.1	REMEMBERING	DESCRIBE the various concepts associated with Marketing 4.0.
CO403.2	UNDERSTANDING	EXPLAIN the importance of various concepts in Marketing 4.0, like prompted Advocacy ,5A's, Four Major Industry Archetypes, and content marketing leading to Brand Affinity.
CO403.3	APPLYING	APPLY the concepts of digital marketing by Using Digital Anthropology to connected customers , which will drive up the productivity , by Integrating the Best of Online and Offline Channels in the digital world.
CO403.4	ANALYSING	ANALYSE the online and offline interactions between the companies and customers to be the effective marketers.
CO403.5	EVALUATING	EVALUATE how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
CO403.6	CREATING	CREATING WOW! Moments with customer engagement by using Marketing 4.0.

Semester-IV	SC – MKT - 06	404MKT: Marketing Strategy
3 Credits	LTP: 2:1:1	Subject Core (SC) Course Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404MKT.1	REMEMBERING	DESCRIBE various concepts of marketing strategies.
CO404MKT.2	UNDERSTANDING	EXPLAIN various marketing strategies to handle marketing circumstances
CO404MKT.3	APPLYING	APPLY the concepts of marketing strategy to solve real-life business problems.
CO404MKT.4	ANALYSING	DISCOVER the suitable competitive advantage useful to design market specific and organization specific marketing strategies.
CO404MKT.5	EVALUATING	ESTIMATE the attractiveness of segment to decide targeting strategy and MONITOR marketing performance using marketing matrices.
CO404MKT.6	CREATING	DESIGN marketing strategies to lead the organization towards sustainable growth.

Subject Elective (SE) Courses - Semester IV Specialization: Marketing Management

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Semester IV 2 Credits	SE – IL – MKT - 13 LTP: 1:1:1	409MKT: Customer Relationship Management Subject Elective (SE) Course – Marketing Management
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Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 409MKT.1	REMEMBERING	Define concepts and components of B2B, B2C CRM, customer acquisition & retention and CRM mechanics
CO 409MKT.2	UNDERSTANDING	EXPLAIN key concepts and theories associated with CRM.
CO 409MKT.3	APPLYING	APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets.
CO 409MKT.4	ANALYZING	CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM.
CO 409MKT.5	EVALUATING	EVALUATE suitability and effectiveness of CRM strategies in marketing situations of products, services & e-products services across various industries.
CO 409MKT.6	CREATING	DEVELOP CRM strategies plans for various B2B and B2C markets.

Suggested URL:

- https://swayam.gov.in/nd2_imb20_mg09/

Semester IV 2 Credits	SE-IL-MKT-14 LTP: 1:2:0	410MKT: Rural and Agriculture Marketing Subject Elective (SE) Course – Marketing Management
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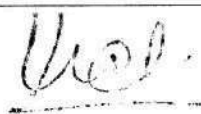
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO410MKT.1	REMEMBERING	DEFINE various concepts related to Rural and Agricultural Marketing
CO410MKT.2	UNDERSTANDING	UNDERSTAND the rural consumer buying Behavior, Rural Marketing Mix, Industrial and Agriculture Market, Difference between Rural and Urban market on different terms and Environment,
CO410MKT.3	APPLYING	APPLY Rural Marketing research for Segmentation, Positioning with data collection methods for current rural market in India.
CO410MKT.4	ANALYSING	ILLUSTRATE the Rural product, Pricing and Distribution Strategies with modern approach and challenges faced in rural Market and emerging Models in Rural Market.
CO410MKT.5	EVALUATING	ASSESS the use of ICT in Agriculture Marketing with use of various models in domestic and international Market.
CO410MKT.6	CREATING	FORMULATE a model for Marketing of Agricultural products by using marketing mix tools.

Semester IV 2 Credits	SE – IL – MKT - 15 LTP: 1:1:1	411 MKT: Tourism & Hospitality Marketing Subject Elective (SE) Course – Marketing Management
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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 411 MKT.1	REMEMBERING	DEFINE core concepts, components of Tourism and Hospitality industry like marketing mix, STP, CRM & legal aspects.


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CO411 MKT.2	UNDERSTANDING	DISCUSS and EXPLAIN aspects of Tourism and Hospitality Marketing and EXEMPLIFY the various related terms.
CO411 MKT.3	APPLYING	DEMONSTRATE the concepts of marketing mix, Segmentation, targeting & positioning in the contemporary real world scenarios of tourism & hospitality industry
CO411 MKT.4	ANALYSING	EXAMINE & LIST the critical tourism & hospitality marketing issues concerning segmenting, targeting, positioning, customer relationship management, marketing mix, and changing trends.
CO411 MKT.5	EVALUATING	Evaluate the Marketing Mix, CRM & STP strategies of players of the hospitality and tourism industry.
CO411 MKT.6	CREATING	FORMULATE Marketing Mix, CRM & STP strategies for hospitality and tourism industry players / companies and PROPOSE a blend of legal and customer based strategies to meet customer relationship marketing and face the challenges.

Semester IV	SE -IL – MKT - 16	412 MKT – Retail Marketing
2 Credits	LTP - 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 412 MKT.1	REMEMBERING	DEFINE and RECALL concepts associated with retail marketing
CO412 MKT.2	UNDERSTANDING	UNDERSTAND the various retail Formats, merchandise management and recent trends
CO412 MKT.3	APPLYING	APPLY the best practices for retail store management along with USE of social media in retailing
CO412 MKT.4	ANALYSING	ANALYSE and COMPARE the contemporary issues in Retailing and E-tailing
CO412 MKT.5	EVALUATING	EVALUATE the store location based on the determinants and effectiveness of Retail marketing mix
CO412 MKT.6	CREATING	DESIGN effective CRM programs suitable for each retail format

Semester IV	SE-IL-MKT-17	413 MKT: Retailing Analytics
2 Credits	LTP:1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 413 MKT.1	REMEMBERING	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing, Digital Consumers Dynamics, List the data required for retail analytics.
CO 413 MKT.2	UNDERSTANDING	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
CO 413 MKT.3	APPLYING	USE various kinds of data and tools for performing Retailing Analytics.
CO 413 MKT.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks for predictive retail Analytics.

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CO 413 MKT.5	EVALUATING	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
CO 413 MKT.6	CREATING	BUILD value for Retail and Marketing by deriving Marketing ROI metrics.

- MBA Revised Curriculum 2022 - NEP - CBCGS & OBE Pattern

Semester IV SE – IL – MKT - 18 414 MKT - Marketing to Emerging Markets & Bottom of the Pyramid 2 Credits LTP:
1:1:0 Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO414MKT.1	REMEMBERING	RECALL Concepts, characteristics, strategies, size and composition of emerging Markets and BOP markets.
CO414MKT.2	UNDERSTANDING	SUMMERISE challenges and opportunities of BOP & Emerging markets and effect of different business environments on BOP & Emerging markets.
CO414MKT.3	APPLYING	IDENTIFY Marketing Implications in terms of strategy, policy & practice of marketing for BOP and Emerging markets.
CO414MKT.4	ANALYSING	COMPARE BRICKS, Next 11 and countries in emerging markets, developed markets and BOP markets.
CO414MKT.5	EVALUATING	ASSESS Demographic & economic scenario and Comparative Advantage of emerging market countries for a given scenario.
CO414MKT.6	CREATING	Develop marketing strategies for BOP and emerging market in context of real world marketing offerings.

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Subject Core (SC) Courses - Semester III Specialization: Financial Management

Semester III		304 FIN– Advanced Financial Management
3 Credits	LTP: 2:1:1	Subject Core - SC - FIN - 03

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 304.1	REMEMBERING	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
CO 304.2	UNDERSTANDING	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
CO 304 .3	APPLYING	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
CO 304.4	ANALYSING	ANALYZE the Leverage and PBIT EPS Analysis associate with Financial Data in corporate
CO 304.5	EVALUATING	Evaluate the key strategic financial issues that must be considered in an acquisition merger
CO304.6	CREATING	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.

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Semester III		305 FIN – International Finance
3 Credit	LTP : 2:1:1	Subject Core (SC) Course – International Finance

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Ability	Course Outcomes
CO305FIN.1	Remembering	RECALL the basic concepts associated with international finance.
CO305FIN.2	Understanding	EXPLAIN the various the concepts related to Foreign Exchange Markets, transactions on the international foreign exchange market. Taxation Systems, International Receivables and cash management.
CO305FIN.3	Applying	USE International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, International Receivables and cash management in International financial market.
CO305FIN.4	Analyzing	ANALYZE the role of exchange rate and credit rating agencies, foreign exchange transactions, taxation system, Receivables and cash management in International financial market.
CO305FIN.5	Evaluating	EVALUATE the International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, Receivables and cash management in International finance.
CO305FIN.6	Creating	CREATE the investment/ business plan by adopting various international finance concepts

Subject Electives (SE) Courses - Semester III Specialization: Financial Management

Semester III		312 FIN – Behavioural Finance
2 Credit	LTP : 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Ability	Course Outcomes
CO312FIN.1	Remembering	Enumerate the concepts and assumptions associated with traditional and behavioral finance.
CO312FIN.2	Understanding	Illustrate the various important theories, heuristics & biases associated with financial decision making.
CO312FIN.3	Applying	Identify behavioural factors that influence financial decision making at individual & corporate level.
CO312FIN.4	Analyzing	Analyze the implications of human psychology on financial decision makers and financial markets.
CO312FIN.5	Evaluating	Interpret various investment strategies based on theories of personal & corporate behavioural finance.
CO312FIN.6	Creating	Plan the systematic approach for efficient financial decisions taking into account behavioural factors.

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Semester III		313 FIN: Technical Analysis of Financial Markets
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313FIN.1	Remembering	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
CO313FIN.2	Understanding	UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
CO313FIN.3	Applying	MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities
CO313FIN.4	Analyzing	ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions
CO313FIN.5	Evaluating	EVALUATE opportunities for Buy & Sale on the basis of technical analysis
CO313FIN.6	Creating	FORMULATE an ideal portfolio of investments with a combination of wide number of securities

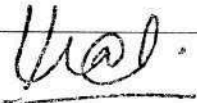
Semester II		314FIN: Commodities Markets
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO314FIN.1	REMEMBERING	DESCRIBE the key concepts of Commodities Markets
CO314FIN.2	UNDERSTANDING	Understanding the pricing mechanism of commodity, regulatory framework and the difference between commodity and financial derivatives
CO314FIN.3	APPLYING	APPLY all the required strategies and calculations of commodities trading.
CO314FIN.4	ANALYSING	ANALYZE both the fundamental and technical factors that drive the commodity price movements
CO314FIN.5	EVALUATING	EVALUATE the various methods and tools to detect the pulse of the markets and determine the trend in which the prices are moving.
CO314FIN.6	CREATING	ADAPT the skills of commodity analysis and build their own trading strategies

SEMESTER III		315 FIN – Indirect Taxation
2 Credit	LTP : 1:1:1	Subject Elective (SE-IL) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to:



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CO#	Cognitive Ability	Course Outcomes
CO315FIN.1	Remembering	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.
CO315FIN.2	Understanding	Explain how GST works as an Uniform Tax Structure. Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc.
CO315FIN.3	Applying	Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services.
CO315FIN.4	Analysing	Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
CO315FIN.5	Evaluating	Evaluate Input Tax Credit Process, reversal, late filing and New Amendments; appraise various indirect taxes; Interpret the GST framework in India & verify the tax levied on Goods and Services.
CO315FIN.6	Creating	Elaborate all Provisions of GST and can correlate with filing of returns; virtual e filling can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.

Semester III		316 FIN – Corporate Financial Restructuring
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316FIN.1	REMEMBERING	DESCRIBE the basic concepts related corporate restructuring, Mergers & Acquisitions, Valuation Aspects of Corporate Restructuring and Corporate Governance Aspects of Restructuring.
CO316FIN.2	UNDERSTANDING	EXPLAIN the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units.
CO316FIN.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO316FIN.4	ANALYSING	ANALYZE the situation by calculations of exchange ratio, financial returns, valuations and others.
CO316FIN.5	EVALUATING	EVALUATE impact of corporate financial restructuring on all stakeholders
CO316FIN.6	CREATING	CREATE an interface and model on various dimensions of corporate finance and restructuring process.

Semester III		317 FIN: Financial Modeling
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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CO317.1	REMEMBERING	Remember the concepts, terminologies, frameworks, tools and techniques of Financial modeling
CO317.2	UNDERSTANDING	UNDERSTAND the applications and use of MS Excel in financial modeling and its different techniques
CO317.3	APPLYING	DEVELOP, APPLY and actually use core functionality of MS Excel in decision framework to solve managerial problems
CO317.4	ANALYSING	ANALYSE different financial models in order to eliminate substantial risk of poor spreadsheet coding
CO317.5	EVALUATING	FORMULATE an idea and acceptable solutions to solve different problems in the area of financial management
CO317.6	Creating	BUILD financial models by making appropriate assumptions on financial factors relevant to the situation.

Semester III		318 Fin-Digital Banking
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course- Financial Management (Fin)

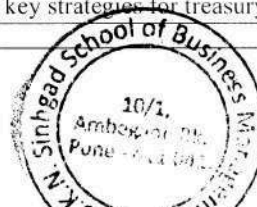
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO318 FIN 1	REMEMBERING	Remember various concepts and products in Digital Banking
CO318 FIN.2	UNDERSTANDING	Explain and understand the significance and development of Digital Banking
CO318 FIN 3	APPLYING	Compare and contrast the Branchless Banking and Traditional Banking
CO318 FIN.4	ANALYSING	Analyze the payment system of digital banking from consumer's point of view
CO318 FIN.5	EVALUATING	Evaluate Role of digital banking and emerging technologies in economic development
CO318 FIN.6	CREATING	Create a holistic digital transformation strategy for a bank

SEMESTER III		319 FIN – Treasury Management
2 Credit	LTP : 2:1:0	Subject Elective (SE-IL) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive Ability	Course Outcomes
CO319FIN.1	Remembering	REMEMBER the key concepts of Treasury Management
CO319FIN.2	Understanding	UNDERSTAND the role of Treasury Management in Business world.
CO319FIN.3	Applying	APPLY the acquired knowledge to real-life treasury management problems
CO319FIN.4	Analysing	ANALYSE the techniques used to identify and manage exposure to cash-flow and liquidity risk
CO319FIN.5	Evaluating	Evaluate the risk management framework required for corporate, banking and government entities in areas such as foreign exchange, interest rates, liquidity, credit and commodity price risk management;
CO319FIN.6	Creating	Identify and develop key strategies for treasury management



Semester III		320 FIN - Project Finance and Trade Finance
2 Credits	LTP: 1:2:0	Subject Elective (SE-IL) Course – Finance Specialization

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO320.1	REMEMBERING	REMEMBER the concepts of Project Finance and Trade Finance.
CO320.2	UNDERSTANDING	SUMMARIZE the key aspects in context with Project Finance and Trade Finance.
CO320.3	APPLYING	IDENTIFY the applicability of Project Finance and Trade Finance in modern business era.
CO320.4	ANALYSING	EXAMINE the risks involved in Project Finance and Trade Finance.
CO320.5	EVALUATING	EVALUATE the proposal of securing finance by considering the capital structure and documentation involved.
CO320FIN.6	CREATING	CREATE proposal for trade finance and project finance

Semester III		321 FIN Insurance Laws and Regulation
2 Credits	LTP: 2:0:0	Subject Elective- Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO321FIN.1	REMEMBERING	RELATE to terminologies used in Insurance Law
CO321 FIN.2	UNDERSTANDING	EXPLAIN the role of insurance law in overall development of the country through risk management and insurance coverage.
CO321 FIN.3	APPLYING	IDENTIFY risk management plans , strategies and techniques in Life and General Insurance.
CO321 FIN.4	ANALYSING	APPRAISE Regulatory Framework of Insurance Business in India & Corporate Governance Practices for Insurance Companies.
CO321 FIN.5	EVALUATING	ASSESS the insurance policies in the light of risk valuation.
CO321 FIN.6	CREATING	DESIGN the Insurance Policy (Life/General) on a hypothetical situation & calculating the annuity for a specified life insurance product

Semester III		322FIN – Marine Insurance
2 Credits	LTP: 1:2:0	Subject Elective (SE-IL) Course – Finance Specialization

Course Outcomes: On successful completion of the course the learner will be able to

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CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO322FIN.1	REMEMBERING	Enumerate the key terms associate with Marine Insurance. Documentation and Reinsurance.
CO322FIN.2	UNDERSTANDING	Understand various statutes applicable, necessary arrangements and documentation required for Marine Insurance.
CO322FIN.3	APPLYING	Determine the insurance cover and policy type considering the risk involved.
CO322FIN.4	ANALYSING	Detect the insurable interest, probable losses and the profitability element.
CO322FIN.5	EVALUATING	Evaluate the risk involved and need for reinsurance
CO322FIN.6	CREATING	DESIGN the Marine Insurance Policy on a hypothetical situation

Semester III		323FIN: Fire Insurance
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO323.1	REMEMBERING	UNDERSTAND the major concepts and terms in fire insurance
CO323.2	UNDERSTANDING	EXPLAIN the procedure of underwriting, claims and settlement
CO323.3	APPLYING	IDENTIFY the types of Fire Hazards and the suitable policies
CO323.4	ANALYSING	ANALYSE the Inspection and Survey Reports
CO323.5	EVALUATING	DETERMINE the Claim Amount in the Fire Insurance Claim
CO323.6	CREATING	DESIGN the Fire Insurance Policy on a hypothetical situation

Subject Core (SC) Courses - Semester IV Specialization: Financial Management

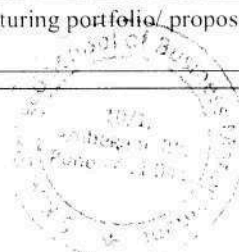
Semester IV		403 FIN: Financial Laws	Course
3 Credit	LTP : 2:1:1	SUBJECT CORE (SC) COURSE: – Financial Specialization Management (FIN)	Outcomes: Or

successful completion of the course the learner will be able to:

CO#	Cognitive Ability	Course Outcomes
CO403FIN .1	REMEMBERING	Define and Describe the basic concepts related to Financial Laws
CO403 FIN. 2	UNDERSTANDING	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
CO403 FIN. 3	APPLYING	Make use of contextual financial laws applicable to organisations.
CO403 FIN. 4	ANALYZING	Infer the application of financial laws to organisations
CO403 FIN. 5	EVALUATING	Appraise and perceive the benefits of applicable laws to the organisations.
CO403 FIN.6	CREATING	CREATE debt restructuring portfolio/proposal.

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Semester IV		404 FIN Current Trends & Cases in Finance
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404FIN.1	REMEMBERING	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
CO404FIN.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
CO404FIN.3	APPLYING	APPLY the various theories and models of financial management in the case.
CO404FIN.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO404FIN.5	EVALUATING	EVALUATE the financial impact of the alternative on the given case.
CO404FIN.6	CREATING	CREATE financial models based on theories and concepts studied

Subject Elective (SE) Courses - Semester IV Specialization: Financial Management

Semester IV		409 FIN- Fixed Income Securities
2 Credit	LTP : 2:1:0	SUBJECT ELECTIVE (SE - II)- Fixed Income Securities

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Ability	Course Outcomes
CO409FIN.1	REMEMBERING	Describing the basic concepts of Fixed Income Securities.
CO409FIN.2	UNDERSTANDING	Understanding the various types of securities traded in the fixed income market.
CO409FIN.3	APPLYING	Applying the knowledge of fixed income securities for diversifying the portfolio of investments.
CO409FIN.4	ANALYZING	Predictive analysis of the economic outlook through yield curve analysis.
CO409FIN.5	EVALUATING	Evaluate the risk and returns of different Fixed income securities.
CO409FIN.6	CREATING	Devise the various investment strategies based on portfolio returns.

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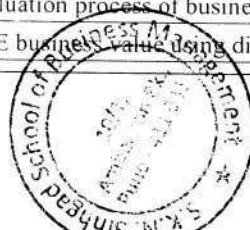
Semester IV		410 FIN – Business Valuation
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course- Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO410.1	REMEMBERING	RECALL concepts of value and valuation
CO410.2	UNDERSTANDING	EXPLAIN valuation process of business firms
CO410.3	APPLYING	CALCULATE business value using different techniques

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CO410.4	ANALYSING	EXAMINE special factors to be considered in business valuation
CO410.5	EVALUATING	ASSESS the value of the firm in the light of business environment and regulatory aspects
CO410.6	CREATING	DESIGN a structured business valuation model for business.

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Semester III		411 FIN – Risk Management
2 Credit	LTP : 1:1:0	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Ability	Course Outcomes
CO411FIN.1	Remembering	Describe various concept associated with risk management and financial risk management.
CO411FIN.2	Understanding	Exemplify the financial risk management processes, frameworks.
CO411FIN.3	Applying	Determine the various building blocks of risk management system and strategies.
CO411FIN.4	Analyzing	Classify various risks associated with enterprise, banks, insurance etc.
CO411FIN.5	Evaluating	Formulate the strategies to overcome with currency risk, credit risk, interest rate risk, legal risk, asset liability risk, liquidity risk etc.
CO411FIN.6	Creating	Formulate the strategies to manage currency risk, credit risk, interest rate risk, legal risk, asset liability risk, liquidity risk etc.

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Semester IV		412 FIN–Strategic Cost Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO412FIN.1	REMEMBERING	Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management
CO412FIN.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques.
CO412FIN.3	APPLYING	ILLUSTRATE contemporary management techniques and how they are used in cost management to respond to the contemporary business environment.
CO412FIN.4	ANALYSING	ANALYSE the situation and decide the key cost factors / elements involved in the decision making
CO412FIN.5	EVALUATING	FORMULATE new models and techniques for managing the cost strategically in any business organization.
CO412FIN.6	CREATING	FORMULATE new models for managing the cost strategically for business organization.

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SEM IV		413FIN -Rural and Micro Finance
2 Credits	LTP: 2:0:0	Subject Elective(SE) Course-Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO413FIN.1	REMEMBERING	DEFINE the key concepts of Microfinance and other terms associated with rural and micro finance.
CO413FIN.2	UNDERSTANDING	EXPLAIN the relevance of Microfinance and how its work towards rural development.
CO413FIN.3	APPLYING	USE of micro finance, microfinance models and their contribution towards. Economic growth, poverty elimination, women empowerment and gender equality.
CO413FIN.4	ANALYSING	ANALYZE the linkage between MFIs and Rural development
CO413FIN.5	EVALUATING	EVALUATE the significance of the microfinance institutions & Self-Help Group for rural development
CO413FIN.6	CREATING	CREATE/DEVELOP models, cases and plans related to micro finance.

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Semester III		414 FIN: Reinsurance
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO414FIN.1	REMEMBERING	Remember the key Reinsurance terms and concepts.
CO414FIN.2	UNDERSTANDING	Understand the purpose of reinsurance, its types, parties involved in, legal framework and risk management.
CO414FIN.3	APPLYING	Apply the principles and practices of reinsurance to property, casualty, marine and aviation business.
CO414FIN.4	ANALYSING	Analyse different reinsurance methods applied to property, casualty, marine and aviation reinsurance.
CO414FIN.5	EVALUATING	Evaluate the different bases of cover including risks attaching, losses occurring, claims made and losses discovered.
CO414FIN.6	CREATING	Create or come up with the ability to think independently, identify and analyze reinsurance relations and take management decisions

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Semester IV		415 FIN: Agricultural Insurance
2 Credits	LTP: 1:2:0	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES

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CO415FIN.1	REMEMBERING	RECALL the different terms related to agriculture Insurance, crop insurance, livestock insurance, government schemes related to insurance.
CO415FIN.2	UNDERSTANDING	EXPLAIN the importance of agriculture insurance, crop insurance, livestock insurance and government schemes on agriculture.
CO415FIN.3	APPLYING	USE of the agricultural insurance in agricultural development.
CO415FIN.4	ANALYSING	ANALYSE the role of different regulatory mechanisms and government schemes in agricultural insurance
CO415FIN.5	EVALUATING	EVALUATE the different types of risks involved, in agriculture insurance in India and other countries
CO415FIN.6	CREATING	CREATE the business plan/model/proposal related agricultural insurance.

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S. No. 10/1, Ambegaon (Sk.), Pune - 411 041



Subject Core (SC) Courses - Semester III
Specialization: Human Resource Management

Semester-III		304HRM- Strategic Human Resource Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course- Human Resource Management

Course Outcome: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304HRM.1	REMEMBERING	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
CO304HRM.2	UNDERSTANDING	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
CO304HRM.3	APPLYING AND ANALYZING	Ability to ANALYZE HR as an investment to the company.
CO304HRM.4	EVALUATING	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
CO304HRM.5	CREATING	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.

Semester III		305HRM : HR Operations
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO305HRM.1	REMEMBERING	Describe the functioning of personnel department
CO305HRM.2	UNDERSTANDING	Understand the communication of HR & Personnel department
CO305HRM.3	APPLYING	Apply the knowledge of various provisions under laws related to social Security and Labour welfare
CO305HRM.4	ANALYSING	Examine various compensation structure and disciplinary policies
CO305HRM.5	EVALUATING	Evaluate applicability of provisions of laws related to social security and labour welfare across various sectors
CO305HRM.6	CREATING	Design a salary structure incorporating all components of payroll system

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Subject Elective (SE) Courses - Semester III
Specialization: Human Resource Management

Semester III		312HRM: Talent Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO.312.1	REMEMBERING	DEFINE Talent Management and its significance
CO.312.2	UNDERSTANDING	UNDERSTANDING performance excellence through Talent Management
CO.312.3	APPLYING	APPLY Talent Management concepts in Human Resource Management
CO.312.4	ANALYSING	ANALYSING Talent Management practices in employee development and career enhancement
CO.312.5	EVALUATING	FORMULATE the Talent Management Strategies for any organisation.

Semester III		313HRM : Psychometric testing and Assessment
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES (CO'S)
CO313.1	REMEMBERING	KNOW various tools of psychometry designed to measure traits of individuals
CO313.2	UNDERSTANDING	UNDERSTAND & Conduct the group simulated exercises for organizational purpose
CO313.3	APPLYING	IDENTIFY AND ADMINISTER psychometric tools to respondents
CO313.4	ANALYSING	INTERPRET results and counsel the respondent based on the results
CO313.5	CREATING	CREATE Psychometric Tests for the specific traits as required by the organization

Semester III		314 HRM : HR Perspectives in Mergers & Acquisitions
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO314HRM.1	REMEMBERING	LIST conceptual framework of Mergers & Acquisitions and organization integration
CO314HRM.2	UNDERSTANDING	UNDERSTAND HR's role and due diligence process in Mergers & Acquisitions
CO314HRM.3	APPLYING	MANAGE/ SOLVE HR issues arising out during Mergers & Acquisitions
CO314HRM.4	ANALYSING	ORGANIZE HR due diligence before M & A
CO314HRM.5	EVALUATING	SUPPORT process of change management in M & A
CO314HRM.6	CREATING	FORMULATE HR processes for restructuring compensation and benefits in Mergers & Acquisitions

Semester III		315HRM : International HR
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO315HRM.1	REMEMBERING	IDENTIFY key perspectives of global workforce management
CO315HRM.2	UNDERSTANDING	UNDERSTAND cultural aspects of International HRM
CO315HRM.3	APPLYING	PREPARE HR planning for long term global staffing
CO315HRM.4	ANALYSING	ILLUSTRATE steps involved in global selection of human resources
CO315HRM.5	EVALUATING	FORMULATE Training and development policy for expatriate employees of an organization
CO315HRM.6	CREATING	ANALYZE / COMPARE important points that needs to be included while drafting global workforce performance & development management system of an organization

Sem- III		316 HRM: Mentoring and Coaching
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course-Human Resource Management

Course Outcomes: At the end of this course the learner shall be able to –

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316HRM.1	Remembering	ENUMERATE various concepts of Mentoring and Coaching.
CO316HRM.2	Understanding	UNDERSTAND techniques of Mentoring and Coaching
CO316HRM.3	Applying	APPLY models of Mentoring and Coaching to real world scenarios
CO316HRM.4	Analyzing	ANALYSE issues in Mentoring and Coaching

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CO316HRM.5	Evaluating & Creating	DEVELOP skills needed to become Mentor. Coach
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Semester III		317 HRM : Compensation and Reward Management
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO317HRM.1	REMEMBERING	DESCRIBE concept of compensation and cost
CO317HRM.2	UNDERSTANDING	UNDERSTAND compensation and reward management process
CO317HRM.3	APPLYING	COMPARE issues related to compensation and survey of wages & salary administration in various industries
CO317HRM.4	ANALYSING	EXPERIMENT to calculate various types of monetary and profit sharing incentives
CO317HRM.5	EVALUATING	CALCULATE income tax as per the current slabs for the employees under different salary brackets
CO317HRM.6	CREATING	FORMULATE salary structure incorporating tax saving components.

Semester		318 HRM : Performance Management System
2 Credits	LTP: 2: 0:0	Subject Elective (SE)- Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO #	COGNITIVE ABILITIES	COURSE OUTCOMES
CO318 HRM.1	REMEMBERING	DESCRIBE key components and applicability of theories of Performance Management System
CO318 HRM.2	UNDERSTANDING	DEMONSTRATE the communication skills required when managing achievement and underachievement.
CO318 HRM.3	APPLYING	IDENTIFY factors affecting Performance Measurement
CO318 HRM.4	ANALYSING	ANALYZE various tools for performance assessment
CO318 HRM.5	EVALUATING	COMPARE various organizational performance management systems and best practices.
CO318 HRM.6	CREATING	DESIGN a performance management process for an organization.

Semester IV		319 HRM -: Change Management & new technologies in HRM
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES (CO'S)
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319HRM.1	REMEMBERING	DEFINE Change Management and its significance
319HRM.2	UNDERSTANDING	UNDERSTANDING change management model and practices
319HRM.3	APPLYING	APPLY Change Management in context to digital transformation
319HRM.4	ANALYSING & EVALUATING	EXAMINE and DETERMINE various concepts in human resource information system
319HRM.5	CREATING	IMPLEMENT change management in the organization.

Subject Core (SC) Courses - Semester IV
Specialization: Human Resource Management

Semester IV		403 HRM - Organizational Diagnosis & Development
Credits: 3	LTP: 2:1:1	Subject Core – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO404.2	UNDERSTANDING	UNDERSTAND concept of OD and 'intervention'.
CO404.3	APPLYING	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO404.4	ANALYSING	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO404.5	EVALUATING	IDENTIFY AND MAP an intervention to organisational need
CO404.6	CREATING	DESIGN the role of the consultant for an organisational issue

Semester – IV		404 HRM: Current Trends & Cases in Human Resource Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course –Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404HRM.1	REMEMBERING	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
CO404HRM.2	UNDERSTANDING	SUMMARIZE the impact of Current HR trends on HR Functions
CO404HRM.3	APPLYING	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends

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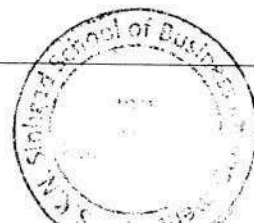


CO404HRM.4	ANALYSING	EXAMINE the changing role of HR Priorities
CO404HRM.5	EVALUATING	ELABORATE upon the various types of current HR Trends
CO404HRM.6	CREATING	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.

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Subject Elective (SE) Courses - Semester IV
Specialization: Human Resource Management

Semester IV		409 HRM: Labour Legislation
2 Credits	LTP : 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CO1	REMEMBERING	AWARENESS about foundation of labor legislation.
CO2	UNDERSTANDING	UNDERSTAND the legislation related to various labor and social laws.
CO3	APPLYING	APPLY formulas of specific laws and calculate.
CO4	ANALYSING	STUDY labor legislation and effective implementation of them through case laws.
CO5	EVALUATING	REVIEW AND UNDERSTAND different labor legislations and its amendments.

Semester IV		410HRM : Designing HR Policies
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

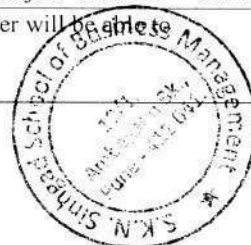
CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO.410HRM.1	REMEMBERING	IDENTIFY important points to be incorporated in HR Manual
CO.410HRM.2	UNDERSTANDING	UNDERSTAND policy requirement for Recruitment & Selection process
CO.410HRM.3	APPLYING	PREPARE policies on employee benefits for an organization of your choice
CO.410HRM.4	ANALYSING	ILLUSTRATE steps involved in better employee relations & grievance handling
CO.410HRM.5	CREATING	CONSTRUCT various HR policies for an organization of your choice

Semester IV		411: Labour Economics and Costing
2 Credits	LTP: 0:3:1	Subject Elective -- Human Resource Management

Course Outcome: On successful completion of the course, the learner will be able to

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CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO411.1	REMEMBERING	IDENTIFY the basic concepts of Labour Economics, Wage Determination, Labour Productivity and Costing.
CO411.2	UNDERSTANDING	UNDERSTANDING the Labour Markets in India with reference to demand and supply of Labour and Social Security Problems associated to it.
CO411.3	APPLICATION	DETERMINATION of various Wage and Non-Wage Factors applicable in various sectors of businesses.
CO411.4	ANALYSIS	IMPLEMENTATION of various theories of wage determination in various business sectors.
CO411.5	EVALUATION	EVALUATION of Labour Cost Benefit Analysis of important HR functions.
CO411.6	CREATION	APPLICATION of social security of labours in various sectors.

Semester IV		412HRM : Best Practices In HRM
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO.412HRM.1	REMEMBERING	DEFINE dynamic approach towards Human Resource activities and practices.
CO.412HRM.2	UNDERSTANDING	EXPLAIN theoretical framework for best practices.
CO.412HRM.3	APPLYING	IDENTIFY & CLASSIFY the practices according to the industry and sub sectors of the industry.
CO.412HRM.4	ANALYSING & EVALUATING	COMPARE and DETERMINE various skill sets required at Human Resource Section.
CO.412HRM.5	CREATING	PLAN a survey of various industry and DEVELOP a trend analysis of Human Resource Best Practices.

Semester IV		413: Employee Engagement and Ownership
2 Credits	LTP: 1:1:1	Subject Elective – Human Resource Management

Course Outcome: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES

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CO413.1	REMEMBERING	IDENTIFY the basic concepts of Employee Engagement and Employee Ownership.
CO413.2	UNDERSTANDING	UNDERSTANDING the various factors, models and metrics involved in Employee engagement.
CO413.3	APPLICATION	DETERMINATION of various Employee Engagement Activities and types of Employee Ownership practiced in all scales of companies at various sectors.
CO413.4	ANALYSIS	IMPLEMENTATION of Engagement strategies and BUILDING Engagement Culture in companies.
CO413.5	EVALUATION	EVALUATION of Employee engagement and Employee Ownership and its impact on the performance of businesses
CO413.6	CREATION	APPLICATION of Employee engagement practices and Employee Ownership at various sectors of industry.

Semester IV		414HRM : Leadership and Succession Planning
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES (CO'S)
CO.414HRM.1	REMEMBERING	IDENTIFY the basic concepts of leadership and succession planning.
CO.414HRM.2	UNDERSTANDING	UNDERSTANDING the modern theories and styles of leadership.
CO.414HRM.3	APPLYING	IMPLEMENTING the appropriate succession plan through leadership development
CO.414HRM.4	ANALYSING & EVALUATING	ANALYSING and EVALUATING the existing human capital.
CO.414HRM.5	CREATING	BUILDING appropriate Succession Plan required in an organization.

Sem- III		HRM: e-HRM
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course-Human Resource Management

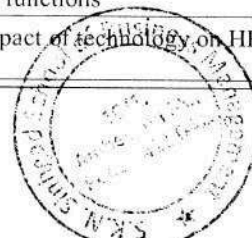
Course Outcomes: At the end of this course the learner shall be able to –

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316HRM.1	Remembering	ENUMERATE fundamental concept of HRIS
CO316HRM.2	Understanding	UNDERSTAND various technology driven features that can be adapted for HRM functions
CO316HRM.3	Applying	DETERMINE impact of technology on HRM functions.

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CO316HRM.4	Analyzing	ANALYSE issues regarding technology in HRM functions.
CO316HRM.5	Evaluating & Creating	DEVELOP competencies needed to adapt technology in HRM functions

Subject Core (SC) Courses - Semester III
Specialization: Operations & Supply Chain Management

Semester III		304 OSCM- Services Operations Management – II
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304OSCM .1	REMEMBERING	DEFINE the key concepts in Services Operations Management.
CO304OSCM .2	UNDERSTANDING	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
CO304OSCM .3	APPLYING	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
CO304OSCM .4	ANALYSING	CATEGORIZE a service firm according to its stage of competitiveness.
CO304OSCM .5	EVALUATING	MODIFY the Service strategies of an organization for achieving the strategic service vision.
CO304OSCM .6	CREATING	SOLVE the relevant numerical in the scope of the subject.

Semester III		305 OSCM - Logistics Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305OSCM.1	REMEMBERING	DEFINE basic terms and concepts related to Logistics management.
CO305OSCM.2	UNDERSTANDING	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
CO305OSCM.3	APPLYING	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
CO305OSCM.4	ANALYSING	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
CO305OSCM.5	EVALUATING	OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context.
CO305OSCM.6	CREATING	DISCUSS modern real world logistical systems using the various concepts in the syllabus.

Subject Elective (SE) Courses - Semester III

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Semester III		312 OSCM- Manufacturing Resource Planning
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312OSCM.1	REMEMBERING	DEFINE basic terms and concepts related to MRP II.
CO312OSCM.2	UNDERSTANDING	DESCRIBE the integrated planning structure and functions incorporated within MRP.
CO312OSCM.3	APPLYING	ILLUSTRATE the importance of MRP as a top-management planning tool
CO312OSCM.4	ANALYSING	IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
CO312OSCM.5	EVALUATING	EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
CO312OSCM.6	CREATING	DISCUSS how MRP supports the company's cost, quality, and delivery operating objectives.

Semester III		313 OSCM- Sustainable Supply Chains
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313OSCM.1	REMEMBERING	ENUNCIATE the key concepts of Sustainable Supply Chains and Sustainable Supply Chain Management.
CO313OSCM.2	UNDERSTANDING	DESCRIBE and DISCUSS the role and importance of sustainability and sustainable development in different types of supply chains.
CO313OSCM.3	APPLYING	IDENTIFY and USE relevant established and emerging principles, frameworks and theories in sustainable logistics and supply chain management.
CO313OSCM.4	ANALYSING	INTEGRATE fundamental strategies, tools and techniques to analyze and design environmentally sustainable supply chain systems.
CO313OSCM.5	EVALUATING	DETERMINE the unsustainable impact of logistics activities, both individual, and in the wider context of the supply chain.
CO313OSCM.6	CREATING	COMPILE the managerial challenges, and FORMULATE a structured solution to these, with clear implications for relevant stakeholders.

Semester III		314 OSCM- Business Excellence
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2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management
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Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO314OSCM.1	REMEMBERING	REPRODUCE the essential tenets of Business Excellence in organizations with special emphasis on Operations Excellence
CO314OSCM.2	UNDERSTANDING	EXPLAIN the basic principles of various models of Business Excellence.
CO314OSCM.3	APPLYING	MAKE USE OF the concepts, tools and techniques of Business Excellence in the various areas of Operations, Supply Chain and Services
CO314OSCM.4	ANALYSING	ILLUSTRATE the various facets of development, implementation and assessment of business excellence
CO314OSCM.5	EVALUATING	FORMULATE a managerial perspective and DEVELOP an informed decisionmaking ability for driving Business Excellence in the various areas of Operations, Supply Chain and Services
CO314OSCM.6	CREATING	DISCUSS what makes some organizations best-in-class organizations.

Semester III		315 OSCM- Toyota Production System
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO315OSCM.1	REMEMBERING	DESCRIBE 14 principles of the Toyota Way.
CO315OSCM.2	UNDERSTANDING	RELATE the TPS with other business situations.
CO315OSCM.3	APPLYING	IMPLEMENT TPS principles to a real-life situation.
CO315OSCM.4	ANALYSING	EXAMINE the application of TPS principles in a service or manufacturing unit/ organization.
CO315OSCM.5	EVALUATING	DESIGN a process for executing Improvement Initiatives at workplace.
CO315OSCM.6	CREATING	BUILD an organization culture to foster continuous improvement.

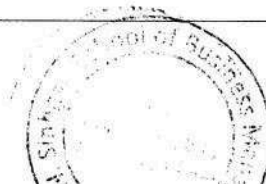
Semester III		316OSCM- Operations & Service Strategy
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316OSCM.1	REMEMBERING	ENUMERATE the key components of operations strategy.
CO316OSCM.2	UNDERSTANDING	EXPLAIN the linkages between operations strategy and competitive advantage as the basis of competitive position through superior product development, cost, quality, features.

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CO316OSCM.3	APPLYING	ILLUSTRATE the broader context of business strategy & fit between manufacturing and operations capabilities and the business strategy
CO316OSCM.4	ANALYSING	EXAMINE the concepts of competitive leverage using manufacturing and operations, the fit of the various elements of manufacturing and operations, the impact of the competitive environment, and the structure of the value chain.
CO316OSCM.5	EVALUATING	DESIGN the operations and service strategy.
CO316OSCM.6	CREATING	FORMULATE an operations strategy (long-term plan) and link with operational decisions.

Semester III		317 OSCM- Six Sigma for Operations
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO317OSCM.1	REMEMBERING	DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma
CO317OSCM.2	UNDERSTANDING	SUMMARIZE the six-sigma philosophy along with understanding of 7 QC Tools.
CO317OSCM.3	APPLYING	PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings
CO317OSCM.4	ANALYSING	APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures
CO317OSCM.5	EVALUATING	DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma)
CO317OSCM.6	CREATING	CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation

Subject Core (SC) Courses - Semester IV
Specialization: Operations & Supply Chain Management

Semester IV		403 OSCM- E Supply Chains and Logistics
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403OSCM .1	REMEMBERING	DESCRIBE the structure of modern days Logistics.
CO403OSCM .2	UNDERSTANDING	EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO403OSCM .3	APPLYING	IDENTIFY the various flows in real world supply chains and Logistics. IDSCRIBE the importance of documentations.
CO403OSCM .4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.

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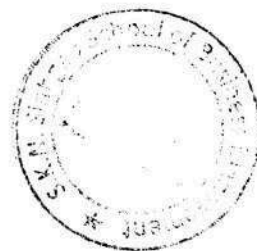
CO403OSCM .5	EVALUATING	EXPLAIN the key Operational Aspects of E Procurement.
CO403OSCM .6	CREATING	DEVELOP a framework for e-logistics

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Semester IV		404 OSCM- Industry 4.0
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404OSCM .1	REMEMBERING	DEFINE industrial revolutions and its different aspects.
CO404OSCM .2	UNDERSTANDING	EXPLAIN the role of technology pillars of Industry 4.0.
CO404OSCM .3	APPLYING	DEMONSTRATE the use of data in effective decision making.
CO404OSCM .4	ANALYSING	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
CO404OSCM .5	EVALUATING	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0
CO404OSCM .6	CREATING	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB



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Subject Elective (SE) Courses - Semester III
Specialization: Operations & Supply Chain Management

Semester IV		409 OSCM- Enterprise Resource Planning
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO409OSCM.1	REMEMBERING	DESCRIBE the key concepts of ERP systems for manufacturing or service organizations.
CO409 OSCM.2	UNDERSTANDING	EXPLAIN the scope of common ERP Systems modules.
CO409 OSCM.3	APPLYING	DEVELOP basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.
CO409 OSCM.4	ANALYSING	EXAMINE the challenges associated with implementing enterprise systems and their impacts on organizations.
CO409 OSCM.5	EVALUATING	JUSTIFY selection of an appropriate ERP transition strategy.
CO409 OSCM.6	CREATING	FORMULATE best selection and implementation strategy in a real setting.

Semester IV		410 OSCM- World Class Manufacturing
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

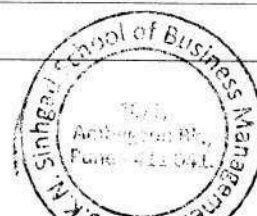
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO410OSCM.1	REMEMBERING	DEFINE the basic terms associated with Manufacturing Excellence and World Class Manufacturing
CO410OSCM.2	UNDERSTANDING	SUMMARIZE the features of various frameworks used for World Class Manufacturing
CO410OSCM.3	APPLYING	IDENTIFY the challenges to manufacturing industry in the information age
CO410OSCM.4	ANALYSING	ANALYZE the usage of Information management tools, Material processing and handling tools.
CO410OSCM.5	EVALUATING	EVALUATE the country's preparedness for World Class Manufacturing
CO410OSCM.6	CREATING	ESTIMATE the performance of manufacturing firms with the measurement system to determine the readiness for World Class Manufacturing

Semester IV		411 OSCM- Supply Chain Strategy
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

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Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO411OSCM.1	REMEMBERING	DEFINE basic terms and concepts related to Strategy, Supply Chain
CO411OSCM.2	UNDERSTANDING	EXPLAIN the SC Components and Processes
CO411OSCM.3	APPLYING	ILLUSTRATE the importance of SC strategies on competitive advantage.
CO411OSCM.4	ANALYSING	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages of strategies with real time issues using Information Technology.
CO411OSCM.5	EVALUATING	EVALUATE and EXPLAIN impact of strategic decisions on SC
CO411OSCM.6	CREATING	FORMULATE and DISCUSS a model for SCM strategies

Semester IV		412 OSCM- Financial Perspectives in Operations Management
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO412OSCM.1	REMEMBERING	REMEMBER basic concepts used in cost management, Budgeting and activity-based costing
CO412OSCM.2	UNDERSTANDING	UNDERSTAND the importance of cost management as key to profitability.
CO412OSCM.3	APPLYING	CALCULATE NPV, PI, IRR, BCR, NBCR, Project cost overruns and cost control with Microsoft Excel.
CO412OSCM.4	ANALYSING	Outline capital budgeting techniques used in Operations.
CO412OSCM.5	EVALUATING	Explain the role of Financial Institutions in project financing
CO412OSCM.6	CREATING	Solve the real time issues involved in Operations and Project Management using appropriate method in order to reduce the costs.

Semester IV		413 OSCM- Facilities Planning
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO413OSCM.1	REMEMBERING	DESCRIBE the concepts and principles of Facilities Planning.
CO413OSCM.2	UNDERSTANDING	EXPLAIN the key considerations in Facilities Planning.
CO413OSCM.3	APPLYING	ILLUSTRATE the use of the concepts and principles of Facilities Planning.
CO413OSCM.4	ANALYSING	EXAMINE the practical layouts in real world in light of the theoretical concepts and principles of Facilities Planning.
CO413OSCM.5	EVALUATING	EVALUATE various approaches to Facilities Planning.
CO413OSCM.6	CREATING	REARRANGE existing layouts for enhanced outcomes.



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Semester IV		414 OSCM- Purchasing and Supplier Relationship Management
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO414OSCM.1	REMEMBERING	DESCRIBE the Purchasing Process and its importance in organizations.
CO414OSCM.2	UNDERSTANDING	Students will understand the impact of purchasing on competitive success and profitability of modern-day organizations.
CO414OSCM.3	APPLYING	MAKE USE OF the various Negotiation technique in the context of Purchasing process.
CO414OSCM.4	ANALYSING	ILLUSTRATE how Supplier evaluation and selection is done in organizations and its relationship with corporate Strategy.
CO414OSCM.5	EVALUATING	EXPLAIN the importance of Performance Measurement & Evaluation in operations management.
CO414 OSCM.6	CREATING	BUILD A purchasing strategy for a real world situation.

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Semester IV		415 OSCM- Strategic Supply Chain Management
2 Credits	LTP: 2.0:0	Subject Elective (SE) Course – Operations & Supply Chain Management


Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO415OSCM.1	REMEMBERING	DEFINE Key configuration components of Strategic Supply Chain Management.
CO415OSCM.2	UNDERSTANDING	EXPLORE Process Architecture and Toolkits of in Strategic Supply Chain Management
CO415OSCM.3	APPLYING	ILLUSTRATE the Design Organization for Performance and Organizational Change
CO415OSCM.4	ANALYSING	EXAMINE the Right Collaborative Model and Drivers of collaboration of Strategic Supply Chain Management
CO415OSCM.5	EVALUATING	ILLUSTRATE Use of Metrics to Drive Business Success and Roadmap to change
CO415 OSCM.6	CREATING	DEVELOP the architecture of a supply chain.

Subject Core (SC) Courses - Semester III
Specialization: Business Analytics

Semester III		304 BA- Advanced Statistical Methods using R
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to


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CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304BA .1	REMEMBERING	RECALL all basic statistical concepts and associated values, formulae.
CO304BA .2	UNDERSTANDING	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
CO304BA .3	APPLYING	APPLY time series analysis in prediction of various trends.
CO304BA .4	ANALYSING	DISCRIMINATE between various types of probability and probability distributions.
CO304BA .5	EVALUATING	FORMULATE and TEST hypothesis using tools of R.
CO304BA .6	CREATING	COMPILE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

Semester III		305 BA - Machine Learning & Cognitive intelligence using Python
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305BA.1	REMEMBERING	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
CO305BA.2	UNDERSTANDING	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
CO305BA.3	APPLYING	DEVELOP a thought process to think like data scientist/business Analyst
CO305BA.4	ANALYSING	ANALYSE data using supervised and unsupervised Learning Techniques
CO305BA.5	EVALUATING	SELECT the right functions, arrays of Python for Machine Learning algorithms.
CO305BA.6	CREATING	COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.

Subject Elective (SE) Courses - Semester III Specialization: Business Analytics

Semester III		312 BA- Social Media, Web & Text Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312BA.1	REMEMBERING	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics

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CO312BA.2	UNDERSTANDING	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
CO312BA.3	APPLYING	DEVELOP a thought process to harness the power of social media analytics to improve website or business
CO312BA.4	ANALYSING	ANALYSE Social Media Analytics and Web Analytics Tools
CO312BA.5	EVALUATING	SELECT the right metrics for Social Media Analytics and Web Analytics
CO312BA.6	CREATING	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios

Semester III		313 BA- Industrial Internet of Things
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313BA.1	REMEMBERING	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
CO313BA.2	UNDERSTANDING	DISCUSS the value added by analytics in the operations function.
CO313BA.3	APPLYING	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
CO313BA.4	ANALYSING	EXAMINE the Industrial Internet of things (IIoT) and the role of Big Data Analytics.
CO313BA.5	EVALUATING	EXPLAIN the applications of analytics in operations.
CO313BA.6	CREATING	COMPILE the issues pertaining to the adoption of technologies that will shape industry

Semester III		314BA: Supply Chain Analytics
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO314BA.1	REMEMBERING	DESCRIBE the importance of the basics of Supply Chain Analytics and Optimization
CO314BA.2	UNDERSTANDING	EXPLAIN the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain
CO314BA.3	APPLYING	ILLUSTRATE the basics of Modeling through R Language.
CO314BA.4	ANALYSING	EXAMINE the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy.
CO314BA.5	EVALUATING	DETERMINE the right tools for addressing various issues in Supply Chain Analytics.

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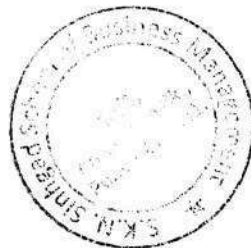


CO314BA.6	CREATING	COMBINE the various approaches to Supply Chain Analytics for improvements in the supply chain system
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Semester III		315 BA- Cognos
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO315BA.1	REMEMBERING	TELL how and when to use visualization
CO315BA.2	UNDERSTANDING	ILLUSTRATE uses of crosstabs and SQL queries
CO315BA.3	APPLYING	BUILD stunning Dashboards with Cognos Analytics
CO315BA.4	ANALYSING	ILLUSTRATE the full-fledged Report Authoring tool
CO315BA.5	EVALUATING	EXPLAIN how a dashboard is different from a report, and when to use both
CO315BA.6	CREATING	DEVELOP the advanced reporting solutions which allow users to perform complex analysis tasks and interact with information

Semester III		316BA- Predictive Modelling using SPSS Modeler
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316BA.1	REMEMBERING	DESCRIBE what Predictive Modeling is all about and know why you would want to use it
CO316BA.2	UNDERSTANDING	EXPLAIN the CRISP-DM methodology and the IBM SPSS Modeler Workbench
CO316BA.3	APPLYING	Explore, Prepare, Model and Evaluate your data using IBM SPSS Modeler
CO316BA.4	ANALYSING	ILLUSTRATE how to use modeling skills to make decisions.
CO316BA.5	EVALUATING	FORMULATE models based on trained data, test the model with historical data, and use qualifying models on live data or other historical untested data.
CO316BA.6	CREATING	SOLVE real world problems using predictive modeling techniques on a realworld data set

Semester III		317 BA- E Commerce Analytics - I
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO317BA.1	REMEMBERING	DESCRIBE the key concepts in e-commerce analytics.
CO317BA.2	UNDERSTANDING	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO317BA.3	APPLYING	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO317BA.4	ANALYSING	DISCOVER high-value insights via dashboards and visualization.

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CO317BA.5	EVALUATING	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
CO317BA.6	CREATING	FORMULATE the right analytics driven strategy for ecommerce businesses.

Subject Core (SC) Courses - Semester IV
Specialization: Business Analytics

Semester IV		403 BA- Economics of Network Industries
3 Credits	LTP: 2:1:1	Subject Core (SC) Course - Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403BA .1	REMEMBERING	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
CO403BA .2	UNDERSTANDING	DESCRIBE the characteristics of the markets for network products.
CO403BA .3	APPLYING	ILLUSTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
CO403BA .4	ANALYSING	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
CO403BA .5	EVALUATING	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
CO403BA .6	CREATING	DISCUSS the economics of Internet advertising, and the business model of zero pricing.

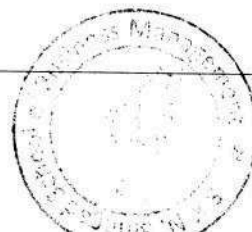
Semester IV		404 BA- Artificial Intelligence in Business Applications
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404BA .1	REMEMBERING	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
CO404BA .2	UNDERSTANDING	UNDERSTAND AI's fundamental concepts and methods.
CO404BA .3	APPLYING	APPLY various machine learning algorithms on structured data to develop machine learning models.
CO404BA .4	ANALYSING	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
CO404BA .5	EVALUATING	SELECT logical and functional process to develop the model
CO404BA .6	CREATING	CREATE SOLUTIONS for various business problems using AI techniques.

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Subject Elective (SE) Courses - Semester III Specialization: Business Analytics

Semester IV		409 BA- E Commerce Analytics - II
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO409BA.1	REMEMBERING	DESCRIBE the key concepts in e-commerce analytics.
CO409 BA.2	UNDERSTANDING	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO409 BA.3	APPLYING	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO409 BA.4	ANALYSING	DISCOVER high-value insights via dashboards and visualization.
CO409 BA.5	EVALUATING	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
CO409 BA.6	CREATING	FORMULATE the right analytics driven strategy for ecommerce businesses.

Semester IV		410BA: Healthcare Analytics
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO410BA.1	REMEMBERING	DESCRIBE the key terms in healthcare data analytics
CO410BA.2	UNDERSTANDING	EXPLAIN the fundamental concepts in Health Care Analytics
CO410BA.3	APPLYING	ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data
CO410BA.4	ANALYSING	EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data
CO410BA.5	EVALUATING	EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches.
CO410BA.6	CREATING	ADAPT healthcare data analytics for improving the health and well-being of people.

Semester IV		411 BA- Watson
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES

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CO411BA.1	REMEMBERING	RECALL the key aspects of cognitive computing and Watson.
CO411BA.2	UNDERSTANDING	DESCRIBE & DISCUSS the conceptual components and practical aspects of a cognitive system.
CO411BA.3	APPLYING	MAKE USE OF Watson platform and its underlying technologies for natural language processing and question answering in particular.
CO411BA.4	ANALYSING	ILLUSTRATE the various use cases of Watson.
CO411BA.5	EVALUATING	EXPLAIN fundamentals of IBM Cloud and creating service instances.
CO411 BA.6	CREATING	BUILD a Customer Complaints Analyzer using Watson Natural Language Understanding.

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Semester IV		412 BA- Scala and Spark
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO412BA.1	REMEMBERING	DESCRIBE the ecosystem associated with SCALA and SPARK.
CO412BA.2	UNDERSTANDING	ILLUSTRATE the use of SPARK and SCALA.
CO412BA.3	APPLYING	USE the core RDD and DataFrame APIs to perform analytics on datasets with Scala.
CO412BA.4	ANALYSING	EXAMINE how and when it differs from familiar programming models
CO412BA.5	EVALUATING	READ data from persistent storage and load it into Apache Spark.
CO412BA.6	CREATING	MANIPULATE data with Spark and Scala

1. Management (MINOR ONLY SPECIALIZATION)

Semester III		SC – RABM – 01 Agriculture and Indian Economy
3 Credits	LTP: 2:1:1	Rural & Agri Business Management

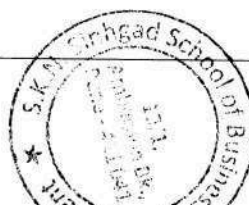
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
RABM01.1	REMEMBERING	DEFINE the key terms in Indian Agriculture/Land Reforms/ economic holding.
RABM01.2	UNDERSTANDING	EXPLAIN the key terms in The place of agriculture in the national economy/ The present position of Indian Agriculture with an advanced management perspective.
RABM01.3	APPLYING	IDENTIFY the various issues in the Agriculture Industry in India. DEMONSTRATE their significance from the perspective of Indian farmer & Indian Economy & business decision making.
RABM01.4	ANALYSING	EXAMINE the inter-relationships between various facets of Agriculture & economy from the perspective of a farmer, Labour, firm, industry, market, competition and business cycles.

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RABM01.5	EVALUATING	DEVELOP critical thinking based on changing pattern of ownership and operational holdings in India, Farms size, Productivity/ Profitability and farm efficiency
RABM01.6	CREATING	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

Semester IV		SE – RABM – 02 ICT for Agriculture Management
3 Credits	LTP: 2:1:1	Rural & Agri Business Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
RABM02.1	REMEMBERING	RECALL the basic terminologies related to ICT
RABM02.2	UNDERSTANDING	UNDERSTAND the use of ICT with different aspects & various issues & challenges for ICT information services
RABM02.3	APPLYING	Apply the GIS Applications in micro resource mapping
RABM02.4	ANALYSING	ANALYZE the different tools and techniques used under ICT in Agriculture Management
RABM02.5	EVALUATING	EVALUATE the common ICT platforms for information services
RABM02.6	CREATING	CHOOSE the right ICT as per the requirement of agriculture activity

Semester III		SE – RABM – 03 Rural Credit and Finance
2 Credits	LTP: 1:1:1	Rural & Agri Business Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
RABM03.1	REMEMBERING	RECALL the Role of Credit in Agriculture & Role of Agriculture in Economic Development
RABM03.2	UNDERSTANDING	UNDERSTAND the concept and special features of co-operative banking, Structure of the co-operative credit system in India
RABM03.3	APPLYING	Apply the theories of Agricultural finance with concept of credit
RABM03.4	ANALYSING	ANALYZE Players and Approaches in Microfinance & Rural Finance.
RABM03.5	EVALUATING	EXPLAIN the triangle of microfinance and the role of BDS in rural finance.
RABM03.6	CREATING	Develop a plan to create awareness about different rural finance schemes

Semester IV		SC – RABM – 04 Rural Marketing – I
2 Credits	LTP:1:1:1	Rural & Agri Business Management

Course Outcomes: On successful completion of the course the learner will be able to

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CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
RABM04.1	REMEMBERING	RECALL and REPRODUCE the various concepts, principles, frameworks, and terms related to the function and role of marketing in Rural areas.
RABM04.2	UNDERSTANDING	DISCUSS the Rural versus Urban Marketing concept and ILLUSTRATE the role that marketing plays in the 'tool kit' of a Rural Marketer
RABM04.3	APPLYING	APPLY the models of consumer behavior in the rural market
RABM04.4	ANALYSING	EXAMINE and LIST different aspects of segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, in the context of rural marketing
RABM04.5	EVALUATING	EVALUATE the challenges of Rural marketing research with different approaches and tools
RABM04.6	CREATING	CREATE a new consumer behavior model on the rural consumer with the help of cases with rural marketing experiences

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Semester IV		SE – RABM – 05 Agri – Entrepreneurship
2 Credits	LTP: 1:1:1	Rural & Agri Business Management

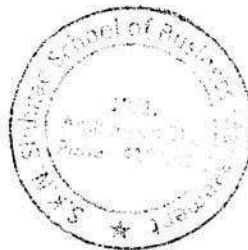
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
RABM05.1	REMEMBERING	DEFINE the term rural entrepreneurship and ENUMERATE factors that support women's participation in rural entrepreneurship
RABM05.2	UNDERSTANDING	UNDERSTAND the Process of entrepreneurship, aims, and barriers
RABM05.3	APPLYING	APPLY different ICT in Rural entrepreneurship development.
RABM05.4	ANALYSING	Analyze the importance of IT in rural India and role of entrepreneur in rural development.
RABM05.5	EVALUATING	EVALUATE the rural capabilities, Endowment of Skill sets and Natural resources in rural India
RABM05.6	CREATING	Design the business plan, factors considering rural development & Rural BPO

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Semester IV		SE – RABM – 06 Rural Marketing II
2 Credits	LTP: 1:1:1	Rural & Agri Business Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
RABM06.1	REMEMBERING	DESCRIBE the key terms associated with the Strategies of marketing.
RABM06.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering in both rural and urban markets
RABM06.3	APPLYING	DEMONSTRATE an understanding of Framework of IMC
RABM06.4	ANALYSING	EXAMINE the various distribution Strategies of a real-world marketing offering
RABM06.5	EVALUATING	EXPLAIN the rising organized rural retailing, malls & Government initiatives
RABM06.6	CREATING	DESIGN the Promotion Strategy in rural marketing

Syllabus for Pharma & Health Care Management (MINOR ONLY SPECIALIZATION)

Semester III		SC-PHCM- 01 Fundamental of Pharma and Healthcare Management
3 Credits	LTP: 2:1:1	Pharma and Healthcare Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
PHCM01.1	REMEMBERING	DESCRIBE concept of Pharma and healthcare management and FIND out the different role and responsibilities of managers.
PHCM01.2	UNDERSTANDING	UNDERSTAND the different managerial functions of managers
PHCM01.3	APPLYING	IDENTIFY right the motivation for right stakeholder in the healthcare sector for effective delivery of service.
PHCM01.4	ANALYSING	ANALYZE modern Pharma and Healthcare models
PHCM01.5	EVALUATING	EXPLAIN government initiatives to provide healthcare facilities in each part of country
PHCM01.6	CREATING	CONSTRUCT model to provide effective service in healthcare management

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Semester IV		SC-PHCM- 02 Pharma and Healthcare regulatory environment in India
3 Credits	LTP: 2:1:1	Pharma and Healthcare Management

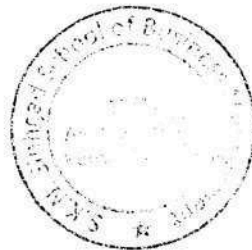
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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PHCM02.1	REMEMBERING	IDENTIFY various environmental factors affecting on Pharma and Healthcare industry
PHCM02.2	UNDERSTANDING	UNDERSTAND various laws applicable to Pharma and Healthcare industry
PHCM02.3	APPLYING	Understand the situation and identify right legal way to solve the problem.
PHCM02.4	ANALYSING	ANALYSE steps involved in Intellectual Property Rights registrations
PHCM02.5	EVALUATING	CHOOSE the right type of IPR as per the content and work available to protect.
PHCM02.6	CREATING	Elaborate the different laws developed by constitutions to support and protect Pharma and Healthcare sector

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Semester III

SE-PHCM- 03 Strategic Planning & Healthcare Management

2 Credits	LTP: 1:1:1	Pharma and Healthcare Management
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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
PHCM03.1	REMEMBERING	DEFINE strategy and DESCRIBE various types of Strategic planning
PHCM03.2	UNDERSTANDING	EXPLAIN why Vision Mission needs to consider for strategy formulation
PHCM03.3	APPLYING	USE strategic planning to solve the management problem in healthcare management
PHCM03.4	ANALYSING	ANALYSE various management problem where it is required to take strategic actions.
PHCM03.5	EVALUATING	COMPARE various strategic formulations and the select right strategy
PHCM03.6	CREATING	Understand the problem and DEVELOP strategy to solve it.

Semester III

SE-PHCM- 04 Information Technology in Pharma and Healthcare

2 Credits	LTP: 1:1:1	Pharma and Healthcare Management
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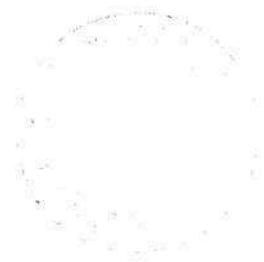
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
PHCM04.1	REMEMBERING	IDENTIFY the different types of information required in Pharma and Healthcare system
PHCM04.2	UNDERSTANDING	DESCRIBE the different types of Networks and structure require to establish computerize system in daily operations
PHCM04.3	APPLYING	Identify the different Integrated Health information Systems used by different Pharma and Healthcare companies
PHCM04.4	ANALYSING	SIMPLIFY the process to maintain an electronic record. its analysis. and Presentation for decision making
PHCM04.5	EVALUATING	DETERMINE the various components require to develop Hospital Information Systems (HIS)



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PHCM04.6	CREATING	DEVELOP architecture for routine business activities in pharma and healthcare sector
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Semester IV

SE-PHCM- 05 Pharmaceutical Import and Export

2 Credits	LTP: 1:1:1	Pharma and Healthcare Management
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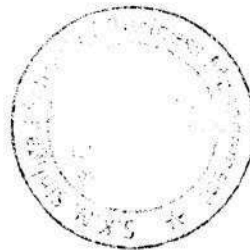
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
PHCM05.1	REMEMBERING	DEFINE the various concepts related to import and export procedure
PHCM05.2	UNDERSTANDING	DISCUSS various steps involved in export procedures of pharmaceutical product
PHCM05.3	APPLYING	IDENTIFY the international market for pharmaceutical product
PHCM05.4	ANALYSING	ANALYZE different payments methods used in international trade
PHCM05.5	EVALUATING	DETERMINE various rules and regulations related to export procedures of pharmaceutical product
PHCM05.6	CREATING	CHOOSE right product for the right International market.



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Semester IV		SE-PHCM- 06 Entrepreneurship in Pharma and Healthcare
2 Credits	LTP: 1:1:1	Pharma and Healthcare Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
PHCM06.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs feature and ENUMERATE the Factors influencing Entrepreneurship Growth.
PHCM06.2	UNDERSTANDING	DISCUSS the various theories of entrepreneurship.
PHCM06.3	APPLYING	CONSTRUCT a framework for a typical EDP for the Pharma industry
PHCM06.4	ANALYSING	EXAMINE the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
PHCM06.5	EVALUATING	COMPOSE an inventory of possible entrepreneurial opportunities in contemporary local, regional and national the context for Pharma and Healthcare sector.
PHCM06.6	CREATING	BUILD a business plan for an entrepreneurial pharma of healthcare venture.

SPECIALIZATION)

Semester III		SC-THM-01 Fundamentals of Hospitality Management
3 Credits	LTP: 2:1:1	Tourism and Hospitality Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
THM01.1	REMEMBERING	DESCRIBE different types of hotels & travel agents
THM01.2	UNDERSTANDING	UNDERSTAND the basic functioning of star hotels, major operational, Departments, government rules & regulations
THM01.3	APPLYING	USE of flow charts & diagrams of various Hospitality Sectors to know the hierarchy of the organization
THM01.4	ANALYSING	EXAMINE current changes taking place in the Hotel & Tourism Industry
THM01.5	EVALUATING	EVALUATE the changes required to improve traditional methods to suit the current market trends.
THM01.6	CREATING	DEVELOP Smart techniques adaptable to the present market scenario for better customer satisfaction



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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
THM02.1	REMEMBERING	DEFINE the various components of the Tourism Industry & Types of Tourism
THM02.2	UNDERSTANDING	UNDERSTAND basic operations of a Travel Agency & tour conduction
THM02.3	APPLYING	EXECUTE theoretical knowledge to design various tour packages & work on costing for the packages
THM02.4	ANALYSING	Analyze changing trends in Travel & Transport industry- Domestic & International
THM02.5	EVALUATING	INTERPRET the impacts of Tourism Industry globally & practicing of EcoTourism
THM02.6	CREATING	BUILD new concepts of Eco-Tourism according to customer requirements

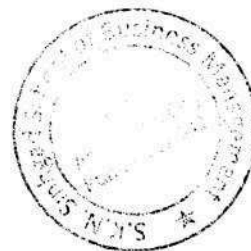
Semester III		SE-THM-03 Event Management
2 Credits	LTP: 2:1:1	Tourism and Hospitality Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
THM03.1	REMEMBERING	DESCRIBE the fundamentals of event management & different types of Events
THM03.2	UNDERSTANDING	EXPLAIN the concepts of Events & guest requirements to plan an event
THM03.3	APPLYING	DESIGN & Budget an event from various perspectives
THM03.4	ANALYSING	EXAMINE possible shortfalls on an event & create necessary back up systems to avoid failures
THM03.5	EVALUATING	COMPARE Success of an event in comparison to the set objectives
THM03.6	CREATING	COMPOSE New concepts of the event with innovative ideas to leave a lasting impression in the guest's mind along with achieving organizational growth.

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	LTP: 2:1:1	
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Semester III

SE-THM-04 Tourism Planning and Development

2 Credits

Tourism and Hospitality Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
THM04.1	REMEMBERING	DISCUSS Structures, Processes, Policies of Tours- Domestic & International Rules & regulations for operating a travel agency
THM04.2	UNDERSTANDING	UNDERSTAND Forex & Documentations for Operations
THM04.3	APPLYING	APPLY Knowledge to design attractive tours for clients
THM04.4	ANALYSING	ANALYZE Environmental impact & advantages of Eco-Tourism to promote sustainable tourism globally
THM04.5	EVALUATING	DETERMINE Environmental issues & adverse effects observed of Tourist destinations
THM04.6	CREATING	DESIGN backup systems to face crisis & emergencies Formulate Tourism policies for safe & secured travel of passengers



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Semester IV
2 Credits

SE-THM-05 Strategic Hospitality Management
Tourism and Hospitality Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
THM05.1	REMEMBERING	DEFINE Concept & process of Strategic thinking Major Players of Hospitality & Travel Industry
THM05.2	UNDERSTANDING	DISCUSS Strategic management for various organizations factors influencing strategy formulations
THM05.3	APPLYING	IMPLEMENT strategies for Hotels & Travel Agents with the help of structured designs & flow charts
THM05.4	ANALYSING	ANALYSE Suitable strategies for different Hospitality sectors with consideration to micro & macro environments
THM05.5	EVALUATING	EVALUATE Current market scenario & suggest strategies that can be utilized for the benefits of the company
THM05.6	CREATING	DEVELOP Strategies for standalone units, a chain of hotels, small and large travel agents International strategies for small & big players

Semester III
2 Credits

SE-THM-06 Revenue Management for Hospitality
Tourism and Hospitality Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
THM06.1	REMEMBERING	DESCRIBE Basic concepts & terminologies related to finance & revenue
THM06.2	UNDERSTANDING	EXPLAIN Flow of cash, capital, investment, loan & generation of revenue from various sectors of Hospitality Franchising, leasing & renting out properties
THM06.3	APPLYING	DETERMINE the utilization of available funds for business maximization
THM06.4	ANALYSING	To ANALYSE Financial status of the organisation
THM06.5	EVALUATING	MEASURE the relation between income & outflow of revenue, profit & loss of organization Budgeting of required necessities Forecasting business & making necessary investments
THM06.6	CREATING	DEVELOP Business plan for future prospectus of organization Business proposals & expansions

Syllabus for International Business Management (MINOR ONLY SPECIALIZATION)

Semester: III	Course Code: SC-IB-01	304 IB: Import Export Documentation and Procedures
3 Credits	LTP: 2:1:1	Generic Core Course

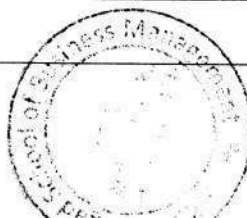
Course Outcomes: On successful completion of the course the learner will be able to

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
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CO304IB.1	REMEMBERING	DESCRIBE THE PROCESS OF IMPORT AND EXPORT IN THE CONTEXT OF BUSINESS
CO304IB.2	UNDERSTANDING	EXPLAIN THE IMPORT AND EXPORT TRANSACTIONS, CLASSIFICATION AND VARIOUS PAYMENT TERMS
CO304IB.3	APPLYING	IDENTIFY VARIOUS TYPES OF DOCUMENTS REQUIRED FOR THE PROCEDURES INVOLVED IN IMPORT AND EXPORT
CO304IB.4	ANALYSING	EXAMINE VARIOUS DOCUMENTATION FORMATS FOR THE IMPORT AND EXPORT PROCESSES
CO304IB.5	EVALUATING	EXPLAIN PRE AND POST ACTIVITIES OF IMPORT AND EXPORT PROCESS
CO304IB.6	CREATING	DISCUSS ON VARIOUS ASPECTS OF TRADES, DOCUMENTATION AND PROCEDURES FOR IMPORT AND EXPORT

Semester: IV	Course Code: SC-IB-02	404 IB: Global Trade and Logistics Management
3 Credits	LTP: 2:1:1	Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404IB.1	REMEMBERING	DESCRIBE THE ECONOMIC SIGNIFICANCE OF TRADE ALONG WITH THE LOGISTICS PROCESSES
CO404IB.2	UNDERSTANDING	EXPLAIN INTERNATIONAL TRADE THEORIES AND APPLICATIONS IN BUSINESS
CO404IB.3	APPLYING	IDENTIFY VARIOUS ENVIRONMENTAL FACTORS ASSOCIATED WITH INTERNATIONAL BUSINESS
CO404IB.4	ANALYSING	EXAMINE VARIOUS MODES AND PRACTICES OF INTERNATIONAL LOGISTICS
CO404IB.5	EVALUATING	EXPLAIN THE ACTIVITIES INVOLVED IN ENTIRE LOGISTICS PROCESS IN INTERNATIONAL BUSINESS
CO404IB.6	CREATING	DEVELOP THE APPROPRIATE STRATEGY OF OPERATIONS FOR GLOBAL TRADE AND LOGISTICS

Semester: III	Course Code: SE-IB01	312 IB: Cross Cultural Management and Global Leadership
2 Credits	LTP: 1:1:1	Elective Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312IB.1	REMEMBERING	DESCRIBE THE CONCEPT OF CULTURE AND SIGNIFICANCE OF CROSS-CULTURAL MANAGEMENT

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CO312IB.2	UNDERSTANDING	OUTLINE THE CULTURAL VALUES AND DIFFERENCES WITH DIMENSIONS OF CULTURAL NORMS AND BEHAVIORS
CO312IB.3	APPLYING	IDENTIFY VARIOUS FACTORS AFFECTING CULTURE AND DECISION-MAKING MODELS ACROSS CULTURES
CO312IB.4	ANALYSING	EXAMINE THEORIES OF LEADERSHIP WITH LEADERSHIP ACROSS CULTURES
CO312IB.5	EVALUATING	EXPLAIN CULTURALLY INTELLIGENT LEADERSHIP IN INTERNATIONAL TRADE
CO312IB.6	CREATING	DISCUSS ON LEADING AND MANAGING MULTICULTURAL TEAMS IN INTERNATIONAL CONTEXT

Semester: III	Course Code: SE-IB-02	313 IB: International Business and Employment Laws
2 Credits	LTP: 1:1:1	Elective Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313IB.1	REMEMBERING	DESCRIBE THE INTERNATIONAL BUSINESS CONTRACT IN THE LEGAL FRAMEWORK OF INTERNATIONAL BUSINESS
CO313IB.2	UNDERSTANDING	EXPLAIN INTERNATIONAL BUSINESS LAWS PERTAINING TO COMPETITION, COMPLIANCES, ARBITRATION, AND CUSTOMS
CO313IB.3	APPLYING	IDENTIFY VARIOUS ASPECTS OF INTERNATIONAL TRADE LAWS FOR BUSINESS
CO313IB.4	ANALYSING	EXAMINE INTERNATIONAL LEGAL TRADE TERMS FOR THE APPLICABILITY AND SIGNIFICANCE IN INTERNATIONAL BUSINESS
CO313IB.5	EVALUATING	EXPLAIN LEGAL ASPECTS INVOLVED IN THE IMPORT EXPORT AND INTERNATIONAL BUSINESS
CO313IB.6	CREATING	DISCUSS ON VARIOUS ASPECTS OF INTERNATIONAL EMPLOYMENT LAWS AND ISSUES

Semester: IV	Course Code: SE-IB03	409 IB: Global Competitiveness, Value Chains and Alliances
2 Credits	LTP: 1:1:1	Elective Core Course

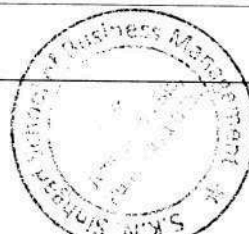
Course Outcomes: On successful completion of the course the learner will be able to

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
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CO409IB.1	REMEMBERING	DESCRIBE THE CONCEPT OF GLOBALISATION AND GLOBAL COMPETITIVENESS IN INTERNATIONAL BUSINESS
CO409IB.2	UNDERSTANDING	EXPLAIN THE EFFICACY OF THE FOREIGN COLLABORATIONS AND JOINT VENTURES IN INTERNATIONAL BUSINESS
CO409IB.3	APPLYING	IDENTIFY VARIOUS ELEMENTS OF VALUE CHAIN INVOLVED IN IMPORT AND EXPORT BUSINESS
CO409IB.4	ANALYSING	EXAMINE VARIOUS FACTORS OF INTERNATIONAL SUPPLY CHAIN DESIGN AND GLOBAL PROCUREMENT AND DISTRIBUTION
CO409IB.5	EVALUATING	EVALUATE THE GLOBAL COMPETITIVENESS INDEX FOR INTERNATIONAL BUSINESS
CO409IB.6	CREATING	DISCUSS ON ROLE AND SIGNIFICANCE OF STRATEGIC ALLIANCES IN INTERNATIONAL BUSINESS CONTEXT

Semester: IV	Course Code: SE-IB-04	410 IB: International Banking and Foreign Exchange Management
2 Credits	LTP: 1:1:1	Elective Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO410IB.1	REMEMBERING	DESCRIBE THE CHARACTERISTICS AND SIGNIFICANCE OF INTERNATIONAL BANKING
CO410IB.2	UNDERSTANDING	EXPLAIN THE RELEVANCE OF MONEY MARKET AND MONITORY POLICY IN INTERNATIONAL BANKING
CO410IB.3	APPLYING	IDENTIFY VARIOUS TYPES OF FOREIGN EXCHANGE MARKETS AND TRANSACTIONS
CO410IB.4	ANALYSING	EXAMINE SUPPLY AND DEMAND VIEW OF EXCHANGE RATES IN INTERNATIONAL BUSINESS
CO410IB.5	EVALUATING	EXPLAIN THE EXCHANGE RATE RISK AND EXPOSURE IN INTERNATIONAL MARKETS
CO410IB.6	CREATING	DISCUSS ON LINKAGES OF INTERNATIONAL BANKING AND FOREIGN EXCHANGE WITH INTERNATIONAL BUSINESS

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