

Course Objectives for MBA Course Semester-1

Semester	I	Course Code	00	Type of Course	Core
Course Name	INDUCTION cum FOUNDATION COURSE				
Credits	None	Number of 1 hour lectures: Min. 40	4-8 hours per day		
Detailed Course Objectives					
CO1	Given a presentation/ debatable topic, discussion, training, the students will be able to understand voice modulation, nuances of diction and articulation which will in turn help them in developing effective communication skills.				
CO2	Given a workplace setting, the students will not only be aware about their inner qualities, inner potential and importance of human qualities but also will be able to critically assess the relationship between theory and practice in the formulation of values.				
CO3	The Students will be able to perform calculations based on elementary statistics and accountancy				
CO4	Given a stressful or demanding situation the students will develop skills like team work, leadership, time management and will also be able to develop self confidence, handle conflicts, be patient and work under pressure.				
CO5	Given a problematic situation/ a dilemma/ a choice the students will be able to distinguish between the ethical and unethical ways and choose the right way of doing things in professional and personal life.				

Semester	I	Course Code	1T1	Type of Course	Core
Course Name	MANAGERIAL ECONOMICS				
Credits	3	Number of 1 hour lectures:	30		
Detailed Course Objectives					
CO1	Given the details regarding price and quantity, the future manager will be able to calculate and interpret price elasticity, income elasticity and cross-price elasticity of demand and will also be able examine the uses and abuses of demand forecasting techniques				

CO2	Given the information about scale of production, the future manager will be able to analyze various aspects of empirical production functions and also will be able to comprehend the difference sources of economies and diseconomies of scale.				
CO3	Given the information pertaining to market structure, the future manager will be able to determine the optimal price and output for firms under different market structures.				
CO4	Given the circular flow model of an economy, the future manager will be able to interpret the role and importance of each component with regard to factor market and product market and will also be able to comment on the implications and control of inflation.				
CO5	Given the information regarding expenses and income in an economy, the future manager will be able to calculate and explicate the gross domestic product using expenditure and income approaches and given the details about a phase of the business cycle, the future manager will be able to depict the symptoms, causes and effects on economic activities of a nation.				
Semester	I	Course Code	1T2	Type of Course	Core
Course Name	MANAGEMENT INFORMATION SYSTEM				
Credits	3	Number of 1 hour lectures:	30		
Detailed Course Objectives					
CO1	The student will be able to describe different types of management information system from management activity point of view and will also be able to identify and work out KRAs, BOPs and BPPs for various organisations/systems.				
CO2	The student will be able to identify the master data, draw report format and interface matrix while making a model of DSS.				
CO3	The student will be able to suggest the conceptual model of PMS and will also be able to draw a system model of integrated system (PMS+SCM+Accounting and Billing)				
CO4	The student will be able to describe the key features of ERP, SCM and CRM and will also be able to draw functional flow and process flow diagrams for various transactions.				
CO5	The student will be able to enumerate the factors affecting system performance and will also be able to comment on the operational feasibility of IT system under consideration				

Semester	I	Course Code	1T3	Type of Course	Core
Course Name	BUSINESS RESEARCH				
Credits	3	Number of 1 hour lectures:	30		
Detailed Course Objectives					
CO1	In context of research, the student will be able to define business research problems and will also able to formulate an abbreviated version of research proposal.				
CO2	The student will be able to describe and choose appropriate sampling design and will also be able to estimate appropriate sample size.				
CO3	The student will be able to develop measurement tools and construct appropriate scales therein.				
CO4	The student will be able to select suitable method of data collection and will be able to make questionnaire/e-questionnaire				
CO5	The student will be able to derive inferences by applying various techniques of interpretation and be and write various types of research reports.				

Semester	I	Course Code	1T4	Type of Course	Core
Course Name	ORGANIZATIONAL BEHAVIOUR				
Credits	3	Number of 1 hour lectures:	30		
Detailed Course Objectives					
CO1	Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.				
CO2	Students will be able to identify the components of Individual Behaviour and apply the concept of Learning, Perception, Attitudes and values.				
CO3	The student will be able to distinguish between the various theories of motivation and their application in organizations and also be able to apply these theories to practical problems in organizations. They will also be able to distinguish between a number of different leadership theories & styles and contribute to the effective performance of a team as the team leader or a group member.				
CO4	The future managers/ students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).				

CO5	The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations				
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Semester	I	Course Code	1T5	Type of Course	Core
Course Name	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS				
Credits	3	Number of 1 hour lectures:	30		
Detailed Course Objectives					
CO1	Given an accounting situation Students will be able to evaluate selected accounting standards and perform their application in actual practice				
CO2	Given the Trial Balance and accompanying financial adjustments the future manager shall be able to prepare the financial statements and calculate the profit or loss of a firm as at the end of the financial year.				
CO3	Given the financial statements a student will be able to Prepare Cash Flow statement to evaluate whether a firm is doing well financially and has sufficient cash to meet its obligations and support its growth or not.				
CO4	Given the financial statements a student will be able to perform Ratio analysis and comment on the performance of the firm. Whether a firm is doing well or not. (As compared to its peers or year on year basis.)				
CO5	Given the financial statements a student will be able to formulate common size statement, trend analysis as well as inter-firm and intra firm comparison (As compared to its peers or year on year basis.)				

Semester	I	Course Code	1T6	Type of Course	Core
Course Name	BUSINESS STATISTICS & ANALYTICS FOR DECISION MAKING				
Credits	3	Number of 1 hour lectures:	30		
Detailed Course Objectives					
CO1	For a given dataset, the student should be able estimate the dispersion / variance & symmetry of the data using various measures and draw inferences to facilitate decision making.				
CO2	For a given dataset, the student should be able assess the level of association between given variables in the data using various types of correlation analysis techniques. The students should also be able to predict the values of a variable using regression analysis techniques.				

CO3	For given situations a student should be able determine the various probabilities arising out of the situation and make use of probability theory and appropriate probability distributions for the purpose of decision making.
CO4	For a given research problem, student should be able to construct appropriate hypotheses and draw conclusions by using a suitable hypothesis testing procedure so as to address the research problem in question.
CO5	The student will be able to differentiate between various forms of analytics and will also be able to choose suitable analytics for decision making.

Semester	I	Course Code	1T7	Type of Course	Core
Course Name	LEGAL & BUSINESS ENVIRONMENT				
Credits	3	Number of 1 hour lectures:	30		

Detailed Course Objectives

CO1	Given the circumstances, the learner will be able to infer legal aspects of doing business & plan business activities. In a given situation, the learner will be able make use of provisions of the Contract Act to evaluate a contract used in commercial practice.
CO2	In a given situation, learner will be able to distinguish between various types of Companies and explain their comparative advantages and disadvantages. The learner will be able to explain the legal process involved in formation of a company and understand the relationships amongst the various stakeholders of the company.
CO3	In context of Intellectual Property Rights (IPR) the learner will understand various components of IPR and differentiate between them. The learner can also identify the uses of IPR in business
CO4	Under the given scenario, the learner will be able to describe various provisions of IT Act and will be able to use various provisions of Consumer Protection Act.
CO5	A learner will be able to analyze the elements of Social, political, economic environment around a firm.

Semester	I	Course Code	1T8	Type of Course	Core
Course Name	MANAGERIAL SKILLS FOR EFFECTIVENESS				
Credits	3	Number of 1 hour lectures:	30		

Detailed Course Objectives

CO1	The student will be able to make proper use of group of words, synonyms and antonyms, phrases, idioms, proverbs for effective verbal communication
CO2	The student will be able to write essays and CV using Word Processor
CO3	The student will be able to draft business letters for given situations using Word Processor
CO4	The student will be able to apply basic functions of PowerPoint and will also be able to create effective PowerPoint Presentations using templates
CO5	The student will be able to use various spreadsheet functions and will also be create useful spreadsheets

SEMESTER - II

Semester	II	Course Code	2T1	Type of Course	Core
Course Name	FINANCIAL MANAGEMENT				
Credits	3	Number of 1 hour lectures:	30		
Detailed Course Objectives					
CO1	Given financial cost parameters, the future manager will be able to calculate specific cost of capital (i.e. Cost of debt, preference, equity and retained earnings) and the weighted average cost of capital for any specific given firm.				
CO2	Given different financing options, the future manager will be able to analyze the effect of operating and financial leverage on EPS and recommend a suitable long term financing mix for an organization by applying EBIT-EPS analysis, Indifference Level of EBIT and Financial Break-even Analysis for given financing options.				
CO3	Given the cash-flows pertaining to a project, the future manager will be able to estimate projects' cash flows to distinguish between value creating and value destroying investments using time-value intensive DCF techniques (viz. NPV, IRR, discounted payback period, profitability index) and Non-DCF techniques (i.e. Payback Period and Average rate of return approach)				
CO4	Given the details pertaining to elements of working capital for a given level of activity, the future manager will be able to ascertain the components of current assets and current liabilities and determine the gross and net operating working capital requirement.				

CO5	Given the expected dividends, future price of shares, investor expectations and funding requirements; the future manager will be able to compute the value of a share using various dividend discount models and illustrate whether dividend is relevant for firm valuation or not.				
Semester	II	Course Code	2T2	Type of Course	Core
Course Name	MARKETING MANAGEMENT				
Credits	3	Number of 1 hour lectures:	30		
Detailed Course Objectives					
CO1	For a given marketing objective of a company the student manager will be able to develop a suitable marketing mix.				
CO2	For a given product the student managers will be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning.				
CO3	For various stages in the life cycle of the product the student managers will be able to recommend a suitable pricing strategy.				
CO4	For a given company the student managers will be able to evaluate different distribution channel options and their suitability for the company's product.				
CO5	For a given promotional objective of a company the student manager should be able to develop a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product.				
Semester	II	Course Code	2T3	Type of Course	Core
Course Name	HUMAN RESOURCE MANAGEMENT				
Credits	3	Number of 1 hour lectures:	30		
Detailed Course Objectives					
CO1	Students should be able to explain the importance of Human Resource Management for an organisation and also distinguish between Personnel and HR Management.				
CO2	For a given job profile, students should be able to develop a job analysis and produce a job description and job specification.				
CO3	Students should be able to design a Human Resource Plan for an organisation and construct its Selection Process				
CO4	Students should be able to justify the applicability of various techniques of Training				

CO5	Students should be able to outline the performance appraisal process and identify and explain the utility of various modern and traditional methods of Performance Appraisal.
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Semester	II	Course Code	2T4	Type of Course	Core
Course Name	OPERATIONS MANAGEMENT				
Credits	3	Number of 1 hour lectures:	30		

Detailed Course Objectives

CO1	At the end of the course the students can apply the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service related decisions.
CO2	At the end of the course the student will be able to plan production schedules and plan resources (material and machine) required for production
CO3	At the end of the course the students can design maintenance schedules in manufacturing units, identify and propose material handling equipments and implement industrial safety rules
CO4	At the end of the course the students will be able to apply the concepts of purchase, stores and inventory management and analyze and evaluate material requirement decisions
CO5	At the end of the course the students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.

Semester	II	Course Code	2T5	Type of Course	Core
Course Name	INTERNATIONAL BUSINESS				
Credits	3	Number of 1 hour lectures:	30		

Detailed Course Objectives

CO1	Students should be able to understand various concepts and terminologies involved in International Business and importance of international trade
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CO2	Students should be able to evaluate various modes of entry in to International business and should be able to select the best mode of entry given a situation.
CO3	Students should be able to relate and discuss the presence of macro factors (PESTEL) on international business environment
CO4	Students should be able to examine and elaborate the role of various Government institutions in India which support International trade.
CO5	Students should be able to perceive the concepts in recent EXIM policy of India and relate it to the flow of FDI as well as direction of Indian foreign trade.

Semester	II	Course Code	2T6	Type of Course	Core
Course Name	CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY				
Credits	3	Number of 1 hour lectures:	30		

Detailed Course Objectives

CO1	Given the concept of CSR, the future manager will be able to identify the various activities which can benefit the organization under the banner of CSR.
CO2	Given a chance, the future manager will be able to frame and recommend the CSR policy according to sustainable development.
CO3	Given the framework, the future manager will be able to plan the CSR activity according to the various laws and regulations.
CO4	Given the details pertaining to government and non government organizations, the future manager will be able to ascertain the role of various stakeholders in CSR activities and incorporate the guidelines issued by regulatory guidelines in CSR policy.
CO5	Given the task of CSR , the future manager will be able to plan and implement various activities to be taken under CSR activity and evaluate its effectiveness.

Semester	II	Course Code	2T7	Type of Course	Core
Course Name	COST ACCOUNTING				
Credits	3	Number of 1 hour lectures:	30		

Detailed Course Objectives

CO1	Given an information about basic conceptual framework of cost, the student will be able of identify/ classify different elements/ classification of cost and will be able to prepare cost sheet and prepare quotations for various business proposals
CO2	Given an information about cost, volume and profit for specific product for mention time period, a student will able to compute Break-even point, Marine of safety, Profit volume ratio, desired profit / desired sales as well as able to evaluate the decision making proposals(suitable

	product mix / dropping a product line / fixation of selling price / make or buy decisions/Key Factor Analysis)				
CO3	Given information about relevant expenses, a student will be able to classify the cost by nature and estimate cost of operating a service				
CO4	Given an information about Expenses & Income / Receipt & Payment / Projected Sales, a student will be able to prepare relevant functional level budgets for an organisation				
CO5	Given an information about standard and actual performance, the student will be able to determine Direct Material and Direct Labour Variances.				
Semester	III	Course Code	2T8	Type of Course	Elective
Course Name	MANAGEMENT CASE ANALYSIS				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Given a situation a student will be able to construct SWOT for a concerned organisation or situation as well as he/she will be able to identify key actors/stakeholders in the given situation				
CO2	A student will be able to evaluate the dilemma (Problem/ Issues/ Concerns) in the case.				
CO3	A student will be able to develop suitable alternatives for the dilemma identified.				
CO4	A student will be able to analyse and evaluate the alternatives using the theoretical framework.				
CO5	A Student will be able to discuss suggest suitable roadmaps to overcome the identified dilemma.				

SEMESTER - III

Semester	III	Course Code	3P1	Type of Course	Core/ Elective
Course Name	SUMMER INTERNSHIP PROJECT (SPECIALIZATION BASED)				
Credits	6	Number of days:	45 to 60		
Detailed Course Objectives					
CO1	Student is able to construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.				

CO2	For his / her organization of internship, the student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT). Student is able to determine the challenges and future potential for his / her internship organization in particular and the sector in general.
CO3	Student is able to test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
CO4	Student is able to apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.
CO5	Student is able to analyze the functioning of internship organization and recommend changes for improvement in processes.

Semester	III	Course Code	3T1	Type of Course	Elective
Course Name	MM1: SALES AND DISTRIBUTION MANAGEMENT				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Given a situation, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.				
CO2	Given a situation of newly launched company, student manager will be able to design an effective Sales Compensation Plan for Sales Executive.				
CO3	Given a situation of distribution channel of a company, student manager will be able to outline different levels of Marketing channel used by the company.				
CO4	Given a situation, student manager will be able to describe the process of Supply Chain and Reverse Logistics.				
CO5	Given a situation, student manager will be able to develop e-retailing strategy as a channel of distribution.				

Semester	III	Course Code	3T2	Type of Course	Elective
Course Name	MM2: DIGITAL AND SOCIAL MEDIA MARKETING				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.				

CO2	On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies				
CO3	Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.				
CO4	On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.				
CO5	On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.				
Semester	III	Course Code	3T3	Type of Course	Elective
Course Name	MM3: INTEGRATED MARKETING COMMUNICATION AND BRAND MANAGEMENT				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	At the end of the course the student manager shall be able to Design the Integrated marketing communication Process for a company/product				
CO2	At the end of the course the student manager shall be able to develop a creative message strategy for a product and execute it.				
CO3	At the end of the course the student manager shall be able to implement and evaluate a IMC campaign.				

CO4	At the end of the course the student manager shall be able to Identify&Establish Brand Positioning for a given product
CO5	At the end of the course the student manager shall be able to design/develop branding strategies for a product/company, brand marketing program and shall be able to evaluate a branding program.

Semester	III	Course Code	3T1	Type of Course	Elective
Course Name	FM1: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT				
Credits	4	Number of hours:	40		

Detailed Course Objectives

CO1	The student will be able to apply concept of time value of money in computing the value of fixed income securities. The student will also be able to understand the relationship between interest rates, yield and bond prices.
CO2	The student will be able to compute and compare the value of a company's equity share with other company's equity by using various methods and tools of equity valuation
CO3	The student will be able to build and evaluate the relationship between the concept of risk and return and will be able to relate its implication on creating portfolio.
CO4	The student will be able to learn the theoretical concepts of underlying the portfolio creation
CO5	The student will be able to assess the tools and strategies for portfolio creation and evaluation and will also be able to evaluate the portfolios of mutual funds by using the tools of portfolio evaluation

Semester	III	Course Code	3T2	Type of Course	Elective
Course Name	FM2: PROJECT APPRAISAL AND FINANCE				
Credits	4	Number of hours:	40		

Detailed Course Objectives

CO1	The student will be able to assess capital budgeting decisions under uncertain and risk bearing situation and will also be able to build and interpret the decision tree approach for decision making				
CO2	The student will be able to choose between acquisition of long term assets either through lease or financing methods and will also be able to learn process of Private Equity and Venture Capital				
CO3	The student will be able to compare the various theories of capital structure and will be able to determine the impact of debt equity mix on value of firm				
CO4	The student will be able to evaluate and compare the pre and post merger financial position of the firms.				
CO5	The student will be able to determine/ estimate the cash requirement in a firm and will also be able to evaluate the impact of trade receivable policy of a firm on its profitability.				
Semester	III	Course Code	3T3	Type of Course	Elective
Course Name	FM3: FINANCIAL DERIVATIVES				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	The student will be able to describe the concepts of derivatives and its trading and settlement procedures				
CO2	The student will be able to calculate the value of Futures and apply it for risk managed trading strategies.				
CO3	The student will be able to compute the value of Options and plan various option strategies.				
CO4	The student will be able to analyse and use the concept of Swaps and will also be able to make Swaps related decisions.				
CO5	The student will be able to relate concept of foreign exchange in currency conversion and apply currency forward rate agreements for hedging.				
Semester	III	Course Code	3T1	Type of Course	Elective

Course Name	HRM1: MANPOWER PLANNING, RECRUITMENT AND SELECTION				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Students should be able to explain the factors affecting HRP and HRP process of an organisation.				
CO2	Students should be able to determine the process of demand and supply forecasting while doing human resource planning.				
CO3	Students should be able to devise the manpower plan for an organisation.				
CO4	Students should be able to formulate Recruitment and Selection process on the basis of HRP.				
CO5	Students should be able to outline the Recent Trends in Manpower Development and Planning				
Semester	III	Course Code	3T2	Type of Course	Elective
Course Name	HRM2: PERFORMANCE MEASUREMENT SYSTEM				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Students should be able to distinguish the concept of Performance appraisal & Performance Management and also should be able to establish relationship of performance management with Strategic Planning.				
CO2	Students should be able to determine the Mechanism of Performance Management, and also explain the various steps in performance planning and performance execution.				
CO3	Students should be able to justify the use of various modern and traditional methods of Performance Appraisal under given situation.				
CO4	Students should be able to justify the use of various Performance Assessment Models under given situations; also the student should be able to determine the steps of giving a constructive feedback.				
CO5	Students should be able to discuss the importance and Principles of ethics in performance management.				
Detailed Contents:				Reference Book, Publisher, Edition, Page No.	

Semester	III	Course Code	3T3	Type of Course	Elective
Course Name	HRM3: COMPENSATION AND BENEFITS MANAGEMENT				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Students should be able to compare the applicability of various Job Evaluation methods under given situations.				
CO2	Students should be able to determine the importance of Wage Differentials and Differentiate between different types of wages				
CO3	Students should be able to align the compensation strategy with business strategy				
CO4	Students should be able to design and develop the incentive and benefits plans				
CO5	Students should be able to outline the various Statutory Provisions related to Compensation				

Semester	III	Course Code	3T1	Type of Course	Elective
Course Name	OM1: LOGISTICS AND SUPPLY CHAIN MANAGEMENT				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	At the end of the course the student will be able to analyze the business requirement and apply supply chain strategies				
CO2	The student will be able to design effective distribution network for a company.				
CO3	The student shall be able to reduce transportation costs by applying optimization techniques.				
CO4	The student shall be able to map the supply chain requirement as per the resources available by identifying the non value added services within the supply chain.				
CO5	The student will be able to measure the performance of the supply by applying various metrics in different areas				
Semester	III	Course Code	3T2	Type of Course	Elective
Course Name	OM2: QUALITY TOOLKIT FOR MANAGERS				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	The student will be able to analyze the dimensions of Quality and apply quality systems for effective quality improvement.				
CO2	The student will be able to select appropriate statistical tools for quality analysis.				
CO3	The student will be able to recommend appropriate SPC tools to improve process quality.				
CO4	The student will be able to set bench marks for the organization and apply TQM tools for quality improvement.				

CO5	The student will be able to apply productivity tools for improving efficiency in the plant.				
Semester	III	Course Code	3T3	Type of Course	Elective
Course Name	OM3: OPERATIONS RESEARCH				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	The students will be able to attempt operation related problems by suggesting various operation research tools.				
CO2	The students will be able to analyze LPP and Game Problems and find solutions for business decisions.				
CO3	The students will be able to analyze and evaluate assignment problems to find solutions.				
CO4	The students will be able to analyze and evaluate Transportation problems to optimize costs.				
CO5	The students will be able to apply PERT/ CPM tools for optimizing time and cost in project management.				
Semester	III	Course Code	3T1	Type of Course	Elective
Course Name	BA1: DATA VISUALIZATION FOR MANAGERS				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	The student will be able to identify and use Interactive data visualization software desktop tools and will also be able to create Interactive data visualization software desktop workspace				
CO2	The student will be able to connect data and will also be able to use Interactive data visualization software's File Types effectively.				
CO3	The student will be able to create analytics pane and will also be able to use Sort, Filters, Sets, Groups and Hierarchy functions				
CO4	The student will be able to create calculations to enhance the data visualisation				

CO5	The student will be able to build effective dashboard				
Semester	III	Course Code	3T2	Type of Course	Elective
Course Name	BA2: DATA MINING				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Given overview of Data Mining and Data pre-processing, the future manager will be able to outline major research challenges of data mining, Kinds of data and applications, Data Cleaning; Data Integration; Data Reduction; Data Transformation and Data Discretization.				
CO2	Given the overview of Data Warehousing, the future manager will be able to classify the Concept of Data Warehousing using Data Cube and OLAP and also able to identify the process of Data Generalisation				
CO3	Given the details pertaining to Pattern Mining, the future manager will be able to evaluate Patterns using colossal patterns, mining compressed or approximate patterns; explore patterns and its applications.				
CO4	Given the details pertaining to Pattern Mining, the future manager will be able to analyse clusters using partitioning method, hierarchical method, density based method and grid based method				
CO5	Given the details pertaining to Pattern Mining, the future manager will be able to correlate the use of data mining to the society and also will be able to explain the trend in data mining.				
Semester	III	Course Code	3T3	Type of Course	Elective
Course Name	BA3: DATA SCIENCE USING R				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Given overview of types of Data, the future manager will be able to read data from different files and create matrices and data frames using R				
CO2	Given the overview of functions, subset and loop; the future manager will be able to explain the character functions, date function, package, control statement and do loop.				
CO3	Given the basic statistical data, the future manager will be able to draw charts, histogram and plots, and measure central tendencies.				

CO4	Given the data for testing of hypothesis, the future manager will be able to test the hypothesis by applying t-test, ANOVA and Chi-square test				
CO5	Given the data of variables, the future manager will be able to apply Linear Regression, Logistic regression, Cluster Analysis, Time Series, Decision Tree and Random Forest				
Semester	III	Course Code	3T1	Type of Course	Elective
Course Name	ED1: ENTREPRENEURIAL THEORY AND PRACTICES				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	On completion of module, the student will be able understand the concept of entrepreneurship and what entrepreneurs do. They will also be able to relate the work of few prominent Indian entrepreneurs with the learned concept and compare the work of a manager with that of an entrepreneur.				
CO2	On completing this module, the student will learn how entrepreneurship evolved from its earlier disorganized form to the current Government supported form. They will also be able to justify the role of EDPs in growth of entrepreneurship.				
CO3	Upon studying this module, the students will be able to explain the theories of entrepreneurship and also how the entrepreneurial knowledge gained can be applied to developing entrepreneurial ventures in different economic sectors in India.				
CO4	On properly studying this module, the student will be able to examine the impact of different financial aspects on entrepreneurship and can evaluate his/her own ability to set up a small scale venture.				
CO5	On studying this module, the student will be able to create a mental map of the network of Government support system and various institutions purposely designed and set up, at national, state and district level, for assisting entrepreneurial ventures.				
Semester	III	Course Code	3T2	Type of Course	Elective
Course Name	ED2: BUSINESS PLAN FORMULATION				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	On completion of module, the student will be able understand the concept and importance of a business plan in entrepreneurship. They will also be able to explain the elements of a good business plan, in order to be effective.				

CO2	On studying this module, the students will be able to classify projects into categories and will also be able to formulate a basic business plan (project).				
CO3	Upon going through this module, students will be in a position to understand how to develop ideas for a business project. They will also be able to assess the role of environment on different economic sectors and opportunities in India.				
CO4	On properly studying this module, the student will be able to examine the importance of project appraisal and can evaluate the different parameters that contribute to feasibility of a business project.				
CO5	Detailed study of this module will enable students to formulate steps in starting a small enterprise and visualise a model of small business. They will be able to relate the project to various permissions required for entrepreneurial ventures.				
Semester	III	Course Code	3T3	Type of Course	Elective
Course Name	ED3: SOCIAL ENTREPRENEURSHIP				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Under given circumstances the Learner shall identify the motivating factors and success factors of a Social enterprise.				
CO2	In context of the Indian Society, the learner shall enlist the socio economic challenges and identify the Opportunities for creation of a Social Enterprise				
CO3	Under exemplified conditions the Learner shall be able to discover the business models of Social Entrepreneurship.				
CO4	Under different circumstances the learner will be able to select an appropriate form of Social enterprise.				
CO5	Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of a social enterprise.				
Semester	III	Course Code	3T1	Type of Course	Elective
Course Name	IB1: INTERNATIONAL MARKETING MANAGEMENT				
Credits	4	Number of hours:	40		

Detailed Course Objectives					
CO1	At the end of the course the student shall be able to differentiate between domestic marketing and international marketing and understand clearly features of International Marketing.				
CO2	At the end of the course the student shall be able to plan, explain and practice various procedures in International marketing.				
CO3	At the end of the course the student manager shall be able to design and develop Global Product Policy decisions.				
CO4	At the end of the course the student manager shall be able to design/develop strategies for International Service Sector Marketing				
O5	At the end of the course the student manager shall be able to design/develop functional level strategies for Global Branding.				
Semester	III	Course Code	3T2	Type of Course	Elective
Course Name	IB2: EXPORT DOCUMENTATION AND PROCEDURES				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Students should be able to understand various preliminaries for exports and IEC codes and should be able to analyze functions of export marketing organizations and trading houses.				
CO2	Students should be able to understand various preliminaries of import and should be able to perceive concepts involved in import documentation and procedures.				
CO3	Students should be able to relate the concepts with selection of products and markets for exports as well as examine the pricing and payment methods in exports				
CO4	Students should be able to understand and elaborate various concepts in Export documentation, export procedures and contracts.				
CO5	Students should be able to perceive the procedures and intricacies of excise clearance and should be able to understand various shipment and post-shipment formalities				
Semester	III	Course Code	3T3	Type of Course	Elective
Course Name	IB3: INTERNATIONAL FINANCE				

Credits	4	Number of hours:	40
Detailed Course Objectives			
CO1	Students Should be able to perceive various concepts involved in International Monetary system and various concepts like international liquidity and SDR		
CO2	Students should be able to understand methods of exchange rate determination , understand working of foreign exchange market and relate these concepts with existing scenario in India		
CO3	Students should be able to understand and analyze currency contracts and options. They should be able to examine risks involved in foreign trade and ways to manage the risks.		
CO4	Students should be able to understand management of short term finance in Multinational corporations and international financing decisions including funding and borrowing decisions		

CO5	Students should be able to understand and analyze various concepts like BOP, transfer pricing , structure of International banking and standards of international accounting
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Semester	II	Course Code	3T8	Type of Course	Core
Course Name	STRATEGIC MANAGEMENT				
Credits	3	Number of 1 hour lectures:	30		
Detailed Course Objectives					
CO1	The student will be able to evaluate alternative paradigms of strategy and their influence on strategic decision making.				
CO2	The student will be able to analyse and develop the vision and mission statement for given organisations and will also be able to differentiate between the external and internal components of environment while performing SWOT analysis.				
CO3	The student will be able to design and develop corporate level strategies for any organization.				
CO4	The student will be able to design/develop business level strategies for any organization.				
CO5	The student will be able to evaluate all levels strategies and will also be design/develop functional level strategies for any organization.				

SEMESTER - IV

Semester	IV	Course Code	4T1	Type of Course	Elective
Course Name	MM4: RETAIL SALES MANAGEMENT AND SERVICES MARKETING				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	On completion of this module the students will be able to utilise the knowledge gained on Retail Industry and the existing retail environment. The student will also be able to plan their retail business as future manager by applying retail segmentation.				

CO2	On completing this module, the students will be able to take part in the decisions involved in running a retail firm. They will also be able to form their own opinion on various retail formats and recommend strategies for retail planning.				
CO3	On completing this module, the students will be able to draw relationship between retail merchandising, marketing communication, CRM and retail success. They will also be in a position to predict impact of changing trends in Indian market scenario on retail business.				
CO4	On completion of this module, the students will be able to analyse concepts, functions, and techniques of the craft of service marketing services and will also be able to identify critical issues in service design & delivery. As future managers they will also be able to adapt a particular model of service marketing to a firm they work with.				
CO5	On completing this module, the students will be able to examine the application of integrated marketing communication (IMC) to retail business and develop an effective service marketing system for retail business. Students will also be in a position to recommend ethical rules for conduct of retail business in India.				
Semester	IV	Course Code	4T1	Type of Course	Elective
Course Name	FM4: MANAGING BANKS AND FINANCIAL INSTITUTIONS				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	The student will be able to identify role of banking in economic development of country.				
CO2	The student will be able to assess the impact of monetary policy and its instruments on banking sector				

CO3	The student will be able to analyse the health and risk of bank balance sheet and will also be able to appraise credit management parameters of a bank				
CO4	The student will be able to identify the NPAs and will also be able to appraise the process of securitisation.				
CO5	The student will be able to distinguish the utility of various non banking institutions like insurance, housing finance and credit rating				
Semester	IV	Course Code	4T1	Type of Course	Elective
Course Name	HRM4: TEAM DYNAMICS				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Students should be able to justify the applicability of various theories of Motivation in given situation and appraise the role of motivation in Team Behavior				
CO2	Students should be able to determine the importance of Interpersonal Communication and application of FIRO-B and Johari Window.				
CO3	Student should be able to explain the various steps of Group Formation and types of team				
CO4	In a given situation, Students should be able to justify the Conflict resolution strategy.				
CO5	Students should be able to apply various OD Intervention tools under given situation.				
Semester	IV	Course Code	4T1	Type of Course	Elective
Course Name	OM4: SALES AND OPERATIONS PLANNING				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	At the end of the course the student will be able to develop short term, medium term and long term forecasting needs in the organization.				
CO2	The student will be able to apply forecasting models for forecasting.				

CO3	The student will be able to develop aggregate planning by applying aggregate strategies.
CO4	The student will be able to plan MPS and calculate bill of materials and MRP for production plan.
CO5	The students will be able to plan distribution of finished goods taking into consideration various inputs and constraints.

Semester	IV	Course Code	4T1	Type of Course	Elective
Course Name	BA4: WEB AND SOCIAL MEDIA ANALYTICS				
Credits	4	Number of hours:	40		

Detailed Course Objectives

CO1	The student will be able to choose the right tools for website design for measured outcomes.
CO2	The student will be able to construct a modern metrics of better performance from eight specific metrics for web performance.
CO3	The student will be able to develop a model for moving quickly from data to actions on a particular website.
CO4	The student will be able to develop the model for measuring the success of a Mobile & Social Media Campaign..
CO5	The student will be able to develop a model for the website Outcome.

Semester	IV	Course Code	4T1	Type of Course	Elective
Course Name	ED4: ENTREPRENEURIAL MARKETING				
Credits	4	Number of hours:	40		

Detailed Course Objectives

CO1	The student will be able to interpret the micro and macro environment of the firm
CO2	The student will be able to use entrepreneurial approaches to marketing functions.
CO3	The student will be able to describe consumer buying decision process
CO4	The student will be able to justify the franchising mechanism as a tool for entrepreneurial marketing

CO5	The student will be able to justify and elaborate the tools of relationship marketing				
Semester	IV	Course Code	4T1	Type of Course	Elective
Course Name	IB4: INTERNATIONAL HUMAN RESOURCE MANAGEMENT				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	Students will be able to differentiate between international and domestic HRM and analyze issues in IHRM and competencies of international managers				
CO2	Students will be able to understand recruitment and selection process for expatriates and various concepts involved in it such as HR outsourcing				
CO3	Students will be able to perceive concepts involved in training and development of expatriates and concepts such as diversity training and cross cultural team building.				
CO4	Students will be able to understand and examine various international performance management processes and compensation of expatriates				
CO5	Students will be able to understand and analyze various cultural dimensions, cultural sensitivity as well as should be able to elaborate collective bargaining and employee relations in various countries.				
Semester	IV	Course Code	4P5	Type of Course	Elective
Course Name	PROJECT WORK AND VIVA VOCE				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	In a specialization domain of his / her choice, student manager will be able to choose an appropriate topic for study and will be able to clearly formulate & state a research problem				
CO2	For a selected research topic, student manager will be able to compile the relevant literature and frame hypotheses for research as applicable				
CO3	For a selected research topic, student manager will be able to plan a research design including the sampling, observational, statistical and operational designs if any				
CO4	For a selected research topic, student manager will be able to compile relevant data, interpret & analyze it and test the hypotheses wherever applicable				
CO5	Based on the analysis and interpretation of the data collected, student manager will be able to arrive at logical conclusions and propose suitable recommendations on the research problem				

CO6	Student manager will be able to create a logically coherent project report and will be able to defend his / her work in front of a panel of examiners				
Semester	IV	Course Code	4S6	Type of Course	Elective
Course Name	EXIT SEMINAR AND OPEN DEFENCE				
Credits	4	Number of hours:	40		
Detailed Course Objectives					
CO1	The student will be able to apply knowledge of management theories and practices to solve business problems				
CO2	The student will Foster Analytical and Critical thinking abilities for data-based decision making				
CO3	The student will acquire Ability to develop Value Based Leadership ability				
CO4	The student will develop the Ability to understand, analyse and communicate global, economic, legal, and ethical areas of business				
CO5	The student will acquire the Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.				