

MBA NEW SYLLABUS (2018-19)

<i>Semester</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Nature</i>	<i>Type</i>	<i>Contact Hours /week</i>	<i>Total Contact Hours</i>	<i>Course Outcome</i>
COURSES IN 1ST SEMESTER	MB 101	MANAGERIAL ECONOMICS (MICRO)	Compulsory	Theory	4	40	<p>CO1: Ability to understand the basic problems of an economy, the concepts underlying demand and analyze the behavior of consumers as a means to explain the law of demand.</p> <p>CO 2: Ability to evaluate the behavior of the firm in terms of its production and cost analysis and the alternative goals that a firm can pursue.</p> <p>CO 3: Ability to study how firms take managerial decisions under different market structures and the various pricing decisions the firms might take.</p>
	MB 102	ORGANIZATIONAL BEHAVIOUR	Compulsory	Theory	4	40	<p>CO 1 : Ability to understand and apply the basic concepts and theories of Organizational Behaviour (OB) in industry</p> <p>CO 2 : Ability to understand and apply the concept of motivation, personality development, perception, and attitude for job satisfaction in organizations</p> <p>CO 3: Ability to understand and apply the concept of Organisation, Group Behaviour, Leadership, Organisational conflict and change.</p>
	MB 103	BUSINESS COMMUNICATION	Compulsory	Theory	4	40	<p>CO 1: Ability to understand and apply the principles of communication and integrate them in verbal, nonverbal and written communication.</p> <p>CO 2: Ability to understand and use the different forms of internal and external communication.</p> <p>CO 3: Ability to design business letters and handle business information effectively</p>
	MB 104	LEGAL AND BUSINESS ENVIRONMENT(MICRO AND MACRO)	Compulsory	Theory	4	40	<p>CO 1 : Ability to know the basic concepts and fundamental understanding of Business Laws including economic indicators pertaining to this area and their application in industries</p> <p>CO 2 : Ability to understand various provisions of different enactments and their application in industries</p> <p>CO 3 : Ability to develop professional knowledge and expertise</p>

							to handle different business situation and effective decision making in organizations
	MB 105	INDIAN ETHOS AND BUSINESS ETHICS	Compulsory	Theory	4	40	<p>CO 1 : Ability to understand the relevance of Indian ethos in management studies and its global impacts on business and industry.</p> <p>CO 2 : Ability to analyse traditional and contemporary operational approaches of Indian system of learning, schools, thoughts, techniques and management oriented applicability.</p> <p>CO 3 : Ability to understand different theoretical principles, models of business ethics and also evaluate ethical dilemmas of corporate practices.</p>
	MB 106	QUANTITATIVE TECHNIQUES	Compulsory	Theory	4	40	<p>CO 1 : Ability to understand, formulate and solve Linear Programming , Transportation, Assignment Transshipment, Game Theory .</p> <p>CO 2 : Ability to understand and apply the fundamental concepts of descriptive statistics and statistical sampling and distributions</p> <p>CO 3 : Ability to understand the fundamental concepts of Inferential Statistics and use them in solving common business problems</p>
COURSES IN IInd SEMESTER	MB 201	INDIAN ECONOMY AND POLICY	Compulsory	Theory	4	40	<p>CO 1: To understand how income flows in an economy, the theory underlying income determination of an economy and have knowledge about the money and asset markets.</p> <p>CO 2: To know the various forms of unemployment and the consequences of inflation a nation is faced with as also to have an idea of foreign trade and the international linkages of an economy.</p> <p>CO 3: To have an overview of the Indian economy since its independence and its evolution due to the various liberalization measures that was adopted since 1991.</p>
	MB 202	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS	Compulsory	Theory	4	40	<p>CO 1 : Ability to learn the basic knowledge and understand the concept of Basic Financial Accounting, GAAP, Accounting Concept and Conventions, Accounting Cycle and Golden Rule of Accountancy, Different Cost concept, Indian AS.</p> <p>CO 2 : Ability to acquire in-depth levels of knowledge, application, analysis and evaluation of Costing techniques, Cost sheet, Presentation and Interpretation and different financial Statement Analysis., Annual Report, CSR, HRA.</p>

							<p>CO 3 : Ability to solve numerical solutions of Accounting transactions, Journal, Cost Sheet, Ratio Analysis, Trend Analysis, Cash Flow Statement, Fund Flow Statement, Preparation of Financial Statement, Preparation and Interpretation of Annual Report.</p>
MB 203	MARKETING MANAGEMENT	Compulsory	Theory	4	40	<p>CO 1 : Ability to evaluate the basic concepts of Marketing Management including marketing Environment Strategic Planning ,Consumer Behaviour and Marketing Research.</p> <p>CO 2 : Ability to know the concept and application of Marketing Mix elements (including Product, Price, Place, Promotion)</p> <p>CO 3 : Ability to understand and apply the concept of selling Process and Sales Forecasting</p>	
MB 204	OPERATIONS MANAGEMENT	Compulsory	Theory	4	40	<p>CO 1 : Ability to comprehend different processing methods in plants, the needed plant location decisions and their layouts along with plant maintenance, material handling, work study and Method study.</p> <p>CO 2 : Ability to understand the concept of materials management and inventory control and required purchasing skills.</p> <p>CO 3 : Ability to analyze requirement of scheduling and sequencing of jobs and networking the same under available constraints.</p> <p>CO 4 : Ability to appreciate the concept of Quality management and apply various quality management tools in the work environment</p>	
MB 205	MANAGEMENT INFORMATION SYSTEMS	Compulsory	Theory	4	40	<p>CO 1 : Ability to comprehend DSS and its relationship with various functional and structural subsystems of MIS</p> <p>CO 2 : Ability to understand the concept of ERP, CRM and SCM.</p> <p>CO 3 : Ability to understand database management system, data warehousing , data mining and work with SQL</p> <p>CO 4 : Ability to appreciate the concept of BPO and KPO</p>	
MB 206	HUMAN RESOURCE MANAGEMENT	Compulsory	Theory	4	40	<p>CO 1 : Ability to evaluate the basic concepts, evolution, scope, coverage, structure, function of Human Resource Management (HRM) and planning for HR requirements in organizations.</p> <p>CO 2 : Ability to critically appreciate in detail various managerial and operative functions of HRM and their effective implementation.</p> <p>CO 3 : Ability to develop professional knowledge and expertise</p>	

							to handle different business situations, evolve strategies and make effective decisions in organizations
COURSES IN IIIrd SEMESTER	CORE PAPERS						
	MB 301	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	Compulsory	Theory	4	40	<p>CO 1 : Ability to understand the various tools and techniques for project planning and project buying</p> <p>CO 2 : Ability to comprehend and apply tools and techniques for evaluating investment feasibility and to develop ability in project audit and project monitoring</p> <p>CO 3 : Ability to understand the various factors in entrepreneurship and applying techniques for improving entrepreneurial skills and motivation</p> <p>CO 4 : Ability to prepare good project reports and keep information about different organizations that assist in setting up ventures and provide assistance.</p>
	MB 302	CORPORATE STRATEGY	Compulsory	Theory	4	40	<p>CO 1 : Emergence of a basic understanding of the objectives, policies and tools of strategic management.</p> <p>CO 2: Generation of a strong understanding of and skillsets relevant to screening, scoping, environmental scanning, planning and formulating business strategy.</p> <p>CO 3: Generation of strong competencies related to implementation of strategy and evaluation of impact.</p>
	MB 303	INTERNSHIP PROJECT AND VIVA VOCE	Compulsory	Sessional	-	80	<p>CO 1 : Ability to understand and define complex practical business problems objectively.</p> <p>CO 2: Ability to investigate, analyze and recommend solutions applying contemporary business management tools on relevant data.</p> <p>CO 3: Ability to develop and communicate solutions to the problem under study, recommend relevant managerial decisions through documentary evidences and presentation of reports to showcase effective managerial and leadership skill through ethical and continuous pursuit of research.</p>
	MARKETING SPECIALIZATION						
MM 301	B2B MARKETING	Elective	Theory	4	40	<p>CO 1 : Ability to understand and apply the basic concepts of Business Marketing, its environment, Organisational buying behaviour, Business market research, and segmentation, targeting and positioning strategies of Business Marketing</p> <p>CO 2 : Ability to understand and strategically apply the marketing mix elements of Business Marketing</p> <p>CO 3 : Ability to understand and apply the knowledge of salesforce management and e-commerce in Business Marketing</p>	

COURSES IN IIIrd SEMESTER	MM 302	DIGITAL & SOCIAL MEDIA MARKETING	Elective	Theory	4	40	<p>CO 1 : Ability to understand and Integrate the basic concepts of Digital Marketing as an IMC Tool and Search Engine Optimisation (SEO)</p> <p>CO 2 : Ability to understand and Integrate the basic concepts of Social Media marketing as an IMC tool and Social Media Optimisation (SMO)</p> <p>CO 3 : Ability to design and execute Campaigns on a few Social Media Platforms like Facebook, Twitter, Google+ & LinkedIn productively.</p>	
	MM 303	IMC/ PROMOTION STRATEGY	Elective	Theory	4	40	<p>CO 1 : Ability to understand the basic concepts of Integrated Marketing Communication (IMC) as a promotion strategy with respect to Planning, Organizing and Execution.</p> <p>CO 2 : Ability to understand and Integrate the basic concepts of Sales Promotion, Direct Marketing, Public Relations, Social Media Marketing as IMC tools with respect to Planning, Organizing and Execution</p> <p>CO 3 : Ability to understand and Integrate the basic concepts of Advertising as IMC tool with respect to Planning, Organizing and Execution.</p>	
	MM 304	MARKETING RESEARCH	Elective	Theory	4	40	<p>CO 1 : Emergence of a fairly clear overview regarding the utility and scope of marketing research.</p> <p>CO 2 : Emergence of a reasonably mature understanding of researcher-client and researcher-respondent dynamics in the context of captive and third party marketing research with due regard to the ethics of the profession.</p> <p>CO 3 : Generation of strong competencies related to understanding and implementation of specific techniques of classical statistics of the univariate, bivariate and multivariate types including the design and analysis of experiments and the design and analysis of sample surveys along with a pronounced ability for self-learning and intellectual evolution throughout worklife.</p> <p>CO 4 : Generation of fair competencies related to understanding and implementation of MR in real life contexts.</p>	
	FINANCE SPECIALIZATION							
	FM 301	TAXATION	Elective	Theory	4	40	<p>CO 1 : Ability to understand the basic concept of taxation, residential status of different persons and some income which are exempted from tax for individuals and corporates.</p> <p>CO 2 : Ability to acquire in depth levels of knowledge for the five taxable heads of income, deductions under section 80C to 80U, set off and carry forward of losses, advance payment of tax, TDS, MAT, GST and Custom Duty.</p>	

							CO 3 : Ability to solve numerical problems for calculating the total income and tax liability of different residential status and also to calculate tax liability under GST.
FM 302	PROJECT APPRAISAL & FINANCE	Elective	Theory	4	40		<p>CO 1 : Ability to learn the basic knowledge and understand the concept of Project Appraisal and Finance, different type of project risks and different sources of capital and capital structure.</p> <p>CO 2 : Ability to acquire in-depth levels of knowledge, application, analysis and evaluation of NPV as investment decision and its comparison with other methods of investment, Profit vs Cash Flow, Mutually Exclusive Projects, Capital Rationing, Capital Budgeting (Measuring Risk & Uncertainty) , IRR, XIRR, MIRR, Economic IRR, Practical aspects of Capital Investment Process and working capital investment in the project.</p> <p>CO 3 : Ability to solve numerical solutions of NPV as investment decision and its comparison with other methods of investment, Mutually Exclusive Projects, Capital Rationing, Capital Budgeting (Measuring Risk & Uncertainty) , Financial; projections and Loan Servicing Capability & Sensitivity Analysis. Ability to solve case study.</p>
FM 303	BEHAVIORAL FINANCE	Elective	Theory	4	40		<p>CO 1 : Ability to learn the basic knowledge and understand the concept of practical application of Behavioural Finance, Investment Decision Cycle, Rational Thought and Utility theory.</p> <p>CO 2 : Ability to acquire in-depth levels of knowledge, application, analysis and evaluation of CAPM, Agency Theory, Noise Trading, Bayesian Decision Making, different biases for financial decision making, Emotion and Neuroscience, Investing Style.</p> <p>CO 3 : Ability to make different types of decision for investing in capital market by studying and analyzing different types of Biases and overconfidence so that users can take right decision while investing in security market. Ability to solve case study for incorporating investment behavior into asset allocation process.</p>
FM 304	CORPORATE FINANCE	Elective	Theory	4	40		CO 1 Ability to learn the basic knowledge and understand the concept of Corporate Finance, Role of Financial Manager, Agency problems, and Investment decisions, Finance Decisions,

COURSES IN IIIrd SEMESTER							<p>Dividend Decisions, Risk and Return involved with the business, Capital Structure, Leverage.</p> <p>CO 2 : Ability to acquire in-depth levels of knowledge, application, analysis and evaluation of NPV as investment decision and its comparison with other methods of investment, Mutually Exclusive Projects, Capital Rationing, Capital Budgeting (Measuring Risk & Uncertainty) , Cost of Capital, EVA, Practical aspects of Capital Investment Process, Market Efficiency, Basis of EMH, Financing Decision, Dividend Decision, Models of Capital Structure.</p> <p>CO 3 : Ability to solve numerical solutions of NPV as investment decision and its comparison with other methods of investment, Mutually Exclusive Projects, Capital Rationing, Capital Budgeting (Measuring Risk & Uncertainty) , Cost of Capital, EVA, Practical aspects of Capital Investment Process, Market Efficiency, Basis of EMH, Financing Decision, Dividend Decision</p>
	HR SPECIALIZATION						
	HR 301	TEAM DYNAMICS AT WORK	Elective	Theory	4	40	<p>CO 1 : Ability to understand the theories and dynamics of group and team behavior at workplace</p> <p>CO 2: Ability to understand the detailed structures, models, strengths and pitfalls of groups and teams.</p> <p>CO 3 : Ability to apply through demonstration theories, structures and models of groups and teams to achieve desired outcomes</p>
HR 302	HR METRICS AND ANALYTICS	Elective	Theory	4	40	<p>CO 1 : Evolution of a basic understanding of the meaning, nature and scope of human capital management and alignment of HR to business priorities in the context of a data-driven, analytic, HR management framework.</p> <p>CO 2 : Generation of a strong understanding of the identification of metrics and models, planning, causal modeling, predictive analytics and linkage to business outcomes.</p> <p>CO 3 : Generation of a clear understanding and applicable skillsets of the specific HR analytic modules, from general planning to employee engagement and the HRIS framework.</p> <p>CO 4 : Emergence of modest competencies related to familiarity with the information needs of the HR manager and the role of IT in HRM.</p>	

	HR 303	CROSS CULTURAL MANAGEMENT	Elective	Theory	4	40	<p>CO 1 : Ability to understand the concepts, background of culture (including organizational perspectives) & its impacts on global HRM practices..</p> <p>CO 2: Ability to analyse2 national & international context of cross-culture & its impact on HRM..</p> <p>CO 3 : Ability to evaluate different types of corporate culture (including real life cases) & its ongoing improvements.</p>
	HR 304	ORGANIZATIONAL DESIGN	Elective	Theory	4	40	<p>CO 1: Ability to understand various Organizational theories and approaches in detail pertaining to Organizational Design.</p> <p>CO 2: Ability to understand the detailed structures, models, advantages and pitfalls of Organizational Designs</p> <p>CO 3 : Ability to apply through demonstration the theories, structures and models of Organizational Designs</p>
COURSES IN IVth SEMESTER	MARKETING SPECIALIZATION						
	MM 401	CONSUMER BEHAVIOUR	Elective	Theory	4	40	
	MM 402	RETAIL MANAGEMENT	Elective	Theory	4	40	
	MM 403	SALES & DISTRIBUTION MANAGEMENT	Elective	Theory	4	40	
	MM 404	SERVICE MARKETING	Elective	Theory	4	40	
	MM 405	PRODUCT & BRAND MANAGEMENT	Elective	Theory	4	40	
	MM 406	INTERNATIONAL MARKETING	Elective	Theory	4	40	
	FINANCE SPECIALIZATION						
	FM 401	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	Elective	Theory	4	40	
	FM 402	MANAGING BANKS & FINANCIAL INSTITUTIONS	Elective	Theory	4	40	
FM 403	MERGERS, ACQUISITION & CORPORATE RESTRUCTURING	Elective	Theory	4	40		

COURSES IN IVth SEMESTER	FM 404	FINANCIAL DERIVATIVES	Elective	Theory	4	40		
	FM 405	INTERNATIONAL FINANCE	Elective	Theory	4	40		
	FM 406	FINANCIAL MARKETS & SERVICES	Elective	Theory	4	40		
	HR SPECIALIZATION							
	HR 401	MANPOWER PLANNING RECRUITMENT & SELECTION	Elective	Theory	4	40		
	HR 402	EMPLOYEE RELATIONS & LABOUR LAWS	Elective	Theory	4	40		
	HR 403	COMPENSATION & BENEFITS MANAGEMENT	Elective	Theory	4	40		
	HR 404	PERFORMANCE MANAGEMENT SYSTEMS	Elective	Theory	4	40		
	HR 405	STRATEGIC HRM	Elective	Theory	4	40		
	HR 406	INTERNATIONAL HRM	Elective	Theory	4	40		