MBA OLD SYLLABUS (UPTO 2018)

Semester	Course Code	Course Title	Nature	Туре	Contact Hours /week	Total Contact Hours	Course Outcome
	MB 101	BUSINESS ECONOMICS I	Compulsory	Theory	4	40	CO 1: Ability to understand and analyze the alternative goals of firms, the methods of demand analysis and the basics of consumer behaviour. CO 2: Ability to understand and evaluate the production and cost analyses and the process of managerial decision making under alternative market structures. CO 3: Ability to understand and evaluate the various pricing decisions made by firms and the concepts of externalities and market failure.
	MB 102	BUSINESS COMMUNICATI ON	Compulsory	Theory	4	40	CO 1: Ability to understand and apply the principles of communication and integrate them in verbal, nonverbal and written communication. CO 2: Ability to understand and use the different forms of internal and external communication. CO 3: Ability to design business letters and handle business information effectively
COURSES IN IST SEMESTER	MB 103	MANAGEMENT INFORMATION SYSTEMS I	Compulsory	Theory	4	40	CO 1: Ability to comprehend various information technology and systems concepts and apply them in business decision making. CO 2: Ability to use different office automation and communication tools. CO 3: Ability to understand and evaluate data communication, networking, eBusiness, threats to computer systems and real time business applications
	MB 104	ORGANIZATIO NAL BEHAVIOUR I	Compulsory	Theory	4	40	CO 1: Ability to understand and evaluate the basic concepts and theories of Organisational Behaviour (OB) and its applications in industry CO 2: Ability to understand and evaluate the motivational theories and its applications in the industry CO 3: Ability to understand and evaluate the effect of personality, perception, learning and attitude for job satisfaction in organizations
	MB 105	QUANTITATIVE METHODS I	Compulsory	Theory	4	40	CO 1: Ability to understand and apply the basics of differential and integral calculus as optimization techniques for business problems.

							CO 2: Ability to understand and apply the rules of matrices as well as of combinatorics and probability for uses in business and economics. CO 3: Ability to understand and apply the statistical tools to analyze and interpret business related data.
	MB 106	FUNDAMENTA LS OF ACCOUNTING	Compulsory	Theory	4	40	CO 1: Ability to understand and apply the basic concepts of financial accounting, accounting for fixed assets and methods of depreciation. CO 2: Ability to understand and apply the concept of revenue recognition, provision for bad and doubtful debts and preparation of financial statement as per schedule VI of the Companies Act 1956 CO 3: Ability to understand and apply the basic concept of cost accounting, various element of costs and relationship between cost accounting and financial accounting
	MB 107	INDIAN SOCIAL STRUCTURE &VALUES & ETHICS IN BUSINESS	Compulsory	Theory	4	40	CO 1: Ability to evaluate the fundamental elements of demographic profile along with industrial and post industrial structural design of the society CO 2: Ability to analyze various socio economic problems – associated with different operational approaches of government, non government (NGOs), business and corporate houses CO 3: Ability to evaluate the importance of values and ethics (with codes and conducts, ethical consideration) in business domain and the role of corporates for community development through their CSR practices
	MB 108	BUSINESS LAWS	Compulsory	Theory	4	40	CO 1: Ability to understand the basic concepts and fundamental understanding of Business Laws and their application in industries. CO 2: Ability to understand various provisions of different enactments and their application in industries CO 3: Ability to develop professional knowledge and expertise to handle different business situation and effective decision making in organizations
COURSES IN Hnd SEMESTER	MB 201	BUSINESS ECONOMICS II	Compulsory	Theory	4	40	CO 1: Ability to understand and apply the basic concepts of business economics and the theoretical issues pertaining to income determination of an economy. CO 2: Ability to evaluate the concepts of macroeconomics relating to inflation and its effects on the economy as well as the international linkages. CO 3: Ability to analyze the problems facing the Indian economy beginning from the economic crisis in 1991 and the measures taken to overcome them.
SEMESIEA	MB 202	ORGANIZATIONA L BEHAVIOUR II	Compulsory	Theory	4	40	CO 1: Ability to understand evaluate the fundamental concepts of organization as a whole with its basic elements, structural design, functional role, core culture and effectiveness. CO 2: Ability to understand group behavior, pattern and practice of communication and leadership style and approaches to apply such knowledge in developing a good work environment. CO 3: Ability to evaluate the variety of conflicts and its resolution

						techniques and different processes of organizational change and
						development for its applications to develop a productive organization
MB 203	QUANTITATIVE METHODS II	Compulsory	Theory	4	40	CO 1: Ability to understand and apply the fundamental concepts of statistical sampling and distributions CO 2: Ability to understand the fundamental concepts of Inferential Statistics and use them in solving common business problems CO 3: Ability to understand the concepts of Multivariate data analysis and & Research Methodology and apply them to explore and solve complex business problems CO 1: Ability to comprehend different processing methods in plants, the
MB 204	PRODUCTION & OPERATIONS MANAGEMENT	Compulsory	Theory	4	40	needed plant location decisions and their layouts along with plant maintenance, material handling, work study and Method study. CO 2: Ability to understand the concept of materials management and inventory control and required purchasing skills. CO 3: Ability to analyze requirement of scheduling and sequencing of jobs and networking the same under available constraints CO 4: Ability to appreciate the concept of Quality management and apply various quality management tools in the work environment
MB 205	MANAGEMENT INFORMATION SYSTEMS II	Compulsory	Theory	4	40	CO 1: Ability to evaluate DSS and its relationship with various functional and structural subsystems of MIS CO 2: Ability to assimilate the concept of ERP, CRM and SCM. CO 3: Ability to understand and apply database management system, data warehousing, data mining and work with SQL CO 4: Ability to appreciate the concept of BPO and KPO.
MB 206	HUMAN RESOURCE MANAGEMENT	Compulsory	Theory	4	40	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. CO 2: Ability to critically appreciate in detail various managerial and operative functions of HRM and their effective implementation. CO 3: Ability to develop professional knowledge and expertise to handle different business situations, evolve strategies and make effective decisions in organizations
MB 207	FINANCIAL MANAGEMENT	Compulsory	Theory	4	40	CO 1: Ability to learn the basic knowledge and understand the concept of financial management, apply them for decision making by financial manager, financial environments, time value of money and risk and return involved in the business, capital structure and dividend policy. CO 2: Ability to acquire in-depth levels of knowledge, application, analysis and evaluation of Valuation of Securities, Portfolio Management (risk and return), Cost of Capital, Working Capital Management, Cash Management, Accounts Receivable Management, Capital Budgeting Techniques, Leverages (Operating and financial), Capital Structure Decisions and Dividend policies.

							CO 3: Ability analyze Valuation of Securities, Portfolio Management (risk and return), Cost of Capital, Working Capital Management, Cash Management, Accounts Receivable Management, Capital Budgeting Techniques, Leverages (Operating and financial), Capital Structure Decisions and Dividend Policies and its practical applications for taking valuable decisions by the top management. CO 1: Ability to evaluate the basic concepts of Marketing Management
	MB 208	MARKETING MANAGEMENT	Compulsory	Theory	4	40	including marketing Environment Strategic Planning ,Consumer Behaviour and Marketing Research. CO 2: Ability to know the concept and application of Marketing Mix elements (including Product, Price, Place, Promotion) CO 3: Ability to understand and apply the concept of selling Process and Sales Forecasting
	CO	RE PAPERS					
	MB 301	MANAGEMENT ACCOUNTING	Compulsory	Theory	4	40	CO 1: Ability to understand and apply the concept of Management Accounting, to evaluate decisions taken by Management Accountant. CO 2: Ability to analyze and evaluate Cash Flow Statement (AS-3), and develop effective Cost Control Management strategies. CO 3: Ability to understand and develop Budgeting & Profit Planning methods, and its practical applications for taking valuable decisions by the top management.
COURSES IN IIIrd	MB 302	OPERATIONS RESEARCH	Compulsory	Theory	4	40	CO 1: Ability to understand, formulate and solve Linear Programming, Transportation, Assignment Transshipment, Goal Programming and Integer Programming problems. CO 2: Ability to understand and apply Decision Analysis models, Markov processes and Markov Chains in different business decisions. CO 3: Ability to understand and apply different Queuing and Simulation models in analyzing and solving business problems
SEMESTER	MB 303	PROJECT WORK & VIVA VOCE	Compulsory	Sessional	-	80	CO 1: Ability to understand and define complex practical business problems objectively. CO 2: Ability to investigate, analyze and recommend solutions applying contemporary business management tools on relevant data. 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.
	MARKETIN	NG SPECIALIZATION					
	MM 301	SALES & DISTRIBUTION	Elective	Theory	4	40	CO 1: Ability to evaluate the basic concepts of Sales Management, Planning and Organizing Sales Force (including Recruitment, Selection,

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		MANAGEMENT					Training & Development) CO 2: Ability to evaluate the art of Directing & Controlling the Sales Force. CO 3: Ability to understand and evaluate Distribution Management including Physical distribution, Channel design and Retail management
N	MM 302	ADVERTISING & SALES PROMOTION	Elective	Theory	4	40	CO 1: Ability to evaluate the basic concepts of Advertising as an Integrated Marketing Communication (IMC) tool with respect to Planning, Organizing and Execution. CO 2: Ability to evaluate and Integrate the basic concepts of Sales Promotion, Direct Marketing, Public Relations with Advertising as IMCtools with respect to Planning, Organizing and Execution CO 3: Ability to analyze the effectiveness of such IMC campaigns and assimilate its impact on the society.
N	MM 303	MARKETING RESEARCH	Elective	Theory	4	40	CO 1: Emergence of a fairly clear overview regarding the utility and scope of marketing research. 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. 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. CO 4: Generation of fair competencies related to understanding and implementation of MR in real life contexts.
F	FINANCE	SPECIALIZATION					
	FM 301	CORPORATE TAXATION& TAX PLANNING	Elective	Theory	4	40	CO 1: Ability to understand and evaluate the concepts of direct taxation and calculate the taxable income and Tax liability of individual, HUF, Firm and Corporate. CO 2: Ability to understand and evaluate the concept of indirect taxation and calculate VAT, CST, Custom Duty, Service Tax, Excise duty and also GST CO 3: Ability to understand and evaluate the ideas of tax planning for salary, Profit or gains from business or profession, capital Gains, Dividend Policy, for employees remuneration and for different types of business organization.
F	FM 302	CORPORATE FINANCE	Elective	Theory	4	40	CO 1: Ability to evaluate the concept of Corporate Finance, Role of Financial Manager, Agency problems, Investment decisions, Finance Decisions, Dividend Decisions, Risk and Return involved with the business. CO 2: Ability to apply, analyze and evaluate 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, Valuation Principles & Techniques, Merger and Acquisition. CO 3: Ability to apply 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, Valuation Principles & Techniques, Merger and Acquisition and its practical applications for taking valuable decisions by the top management.
FM 303	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	Elective	Theory	4	40	CO 1: Ability to analyze the concept of Investment Environment, Financial Instruments, Securities Trading and Market Mechanism, Economic analysis, Industry analysis & Technical analysis, Concept of Risk & Return and its Diversification, Portfolio Selection. CO 2: Ability to apply analyze and evaluation of Economic Analysis, Industry Analysis & Technical Analysis (Different Charts), Portfolio Management, CAPM, Index Models, APT, Bond Portfolio Management, Active Portfolio Management. CO 3: Ability to solve numerical solutions of Economic Analysis, Industry Analysis & Technical Analysis (Different Charts), Portfolio Management, CAPM, Index Models, APT, Bond Portfolio Management, Active Portfolio Management and its practical applications for taking valuable decisions by the top management.
HR 301	ECIALIZATION EMPLOYMENT & COMPENSATION ADMINISTRATIO N	Elective	Theory	4	40	CO 1: Ability to analyze basic policies, programmes, practices and rules of employment and compensation administration. CO 2: Ability to analyze the concept of wages, salary, incentives and other forms of compensation and related factors. CO 3: Ability to evaluate various benefits including retirement benefits admissible to employees
HR 302	HUMAN RESOURCE PLANNING	Elective	Theory	4	40	CO 1: Emergence of a fairly clear overview regarding the utility and scope of HR planning at the macro-level and the micro-level. CO 2: Generation of strong competencies related to understanding and implementation of specific techniques of measurement, planning, accounting, audit and information systems for HR. CO 3: Generation of modest competencies related to understanding and implementation of strategic HRP
HR 303	LABOUR LAWS	Elective	Theory	4	40	CO 1: Ability to evaluate the basic concepts of evolution of Labour Laws in India and their legal framework. CO 2: Ability to evaluate the detailed provisions of various enactments pertaining to establishment of industries, employment of labour,

						remuneration and industrial relations and their application in industries.
						CO 3: Ability to evaluate the detailed provisions of various social security
						enactments and their application in industries.
SYSTEMS	SPECIALIZATION					
SM 301	DATABASE MANAGEMENT	Elective	Theory	4	40	CO 1: Ability to understand the concept of databases and their various models with emphasis on relational database model CO 2: Ability to design databases keeping security and integrity in mind CO 3: Ability to process transactions keeping concurrency of transactions in mind along with ability to handle recovery of data if needed. CO 4: Ability to comprehend different indexing techniques to speed up data search and to keep abreast with emerging data models.
SM 302	SYSTEM ANALYSIS & DESIGN	Elective	Theory	4	40	CO 1: Ability to understand the concept of Systems Analysis and Design and Business Process Re- engineering CO 2: Ability to lay the systems design specification and detailed design modularization CO 3: Ability to perform Object oriented analysis and design. CO 4: Skills to ensure systems control and quality assurance through testing and ability to select hardware and software accurately
SM 303	COMPUTER AIDED MANAGEMENT	Elective	Theory	4	40	CO 1: Ability to comprehend and use management support system, data warehousing and enterprise support system. CO 2: Ability to use knowledge management and knowledge based decision support tools CO 3: Ability to use neural computing and grid computing CO 4: Ability to integrate and implement Management Support System
MB 401	PROJECT MANAGEMENT & ENTREPRENEU RSHIP DEVELOPMENT	Compulsory	Theory	4	40	CO 1: Ability to understand the various tools and techniques for project planning and project buying CO 2: Ability to comprehend and apply tools and techniques for evaluating investment feasibility and to develop ability in project audit and project monitoring CO 3: Ability to understand the various factors in entrepreneurship and applying techniques for improving entrepreneurial skills and motivation CO 4: Ability to prepare good project reports and keep information about different organizations that assist in setting up ventures and provide assistance.
MB 402	STRATEGIC MANAGEMENT	Compulsory	Theory	4	40	CO 1: Ability to evaluate the concept of Strategic Management Process and applications of strategic tools in external and internal environment analysis of the Firm. CO 2: Ability to analyze the concept and application of strategic planning

						and formulation of strategies.
						CO 3: Ability to understand the concept of strategic actions. Their
						Implementation and evaluation of the effectiveness of the strategies
MARKE	TING SPECIALIZATION	ſ				
MM 40	INTERNATIONAL MARKETING	Elective	Theory	4	40	CO 1: Emergence of a fairly clear overview regarding the utility and scope of international marketing, including the crucial distinctions between domestic, transnational and global operations. CO 2: Emergence of a fairly clear overview of the economic basis of trade and the international institutional framework of global trade, including a basic understanding of the economic theories of international trade and a reasonably advanced understanding of the history, evolution and scope of certain of the major national and international institutions that facilitate and regulate global trade and commerce. CO 3: Generation of strong competencies related to understanding and implementation of specific theories and techniques of international marketing, including basic business documentation for global trade and commerce, with a pronounced ability for self-learning and intellectual evolution throughout work-life.
MM 40:	SERVICE MARKETING	Elective	Theory	4	40	CO 1: Ability to know and apply the basic concepts of Service Marketing, its scope and growth, Strategic Planning and Consumer Behaviour concepts of Service Marketing. CO 2: Ability to know the concept and application of Service Marketing Mix elements (including Product, Price, Place, Promotion, People, Process, and Physical Evidence) w.r.t various service businesses. CO 3: Ability to understand the concept of service quality and relationship building in Service Marketing with relevance to various service sector businesses
MM 40	CONSUMER BEHAVIOUR	Elective	Theory	4	40	CO 1: Ability to understand and evaluate the Consumer Decision Making Process and its relevance to Marketing Strategy formulation CO 2: Ability to analyze the various factors affecting the Individual Consumer Behaviour and apply them to explain predict and control the same. CO 3: Ability to analyze the various factors affecting the Organizational/ Institutional Consumer Behaviour and apply them to explain predict and control the same
				FIN	ANCE SPECIA	ALIZATION
FM 40	FINANCIAL INSTITUTES AND MARKETS	Elective	Theory	4	40	CO 1: Ability to evaluate the basic concepts of Indian Financial System, Money Market, New Issues Market and Secondary Market.

CO 2: Ability to evaluate the functions of Securities And Exchange Boal India, The Banking Sector, The Insurance Sector and Mutual Funds, CO 3: Ability to evaluate Merchant Banking, Leasing & Hire Purchase Finance, Credit Rating Agencies and Personal Financial Services. CO 1: Ability to know the basic concepts of Indian Financial System, Money Market, New Issues Market and Secondary Market CO 2: Ability to acquire in-depth levels of knowledge, application, anal and evaluation of Balance of Payments, Capital Mobility and Capital Account Convertibility, Exchange Rate and Quotations Indian foreign Exchange Market, Foreign Currency Derivatives in India, International Parity Conditions – Purchasing Power Parity-Interest rate Parity, Foreign Exchange Rate parity, Foreign Exchange Rates of Nyeso & Risk Management: Two dimensions of Foreign Exchange Rates of Nyeso & Exposure & Unanticipated change in Foreign Exchange Rates of Nyeso exposure Measuring and Managing Economic Exposure, Transactions Exposure & Translation Exposure, International Capital Budgeting, International Cost of Capital Models, Multinational Cash Management The Management of MNCs (International Capital Budgeting, International Cost of Capital Models, Multinational Cash Management The Management of MnCs (International Capital Budgeting, International Cost of Capital Models, Multinational Cash Management The Management of MnCs (International Capital Budgeting, International Cost of Capital Models, Multinational Cash Management The Management of MnCs (International Capital Budgeting, International Cost of Capital Models, Multinational Cash Balances - Cash Management The Management of MnCs (International Capital Models, Multinational Capital Models, Multinational Capital Models, Multinational Capital Account Convertibility, Exchange Rate and Quotat Indian foreign Exchange Market, Foreign Currency Derivatives — Currency Options, Futures, Forwards, Swaps — Foreign Currency Derivatives — Currency Options, Futures, Forwards, Swaps — Foreign Currency Derivat
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FM 406	DERIVATIVES AND RISK MANEGEMENT	Elective	Theory	4	40	CO 1: Ability to learn the basic knowledge and understand the concept of Derivatives and its uses, Forward Contracts and its uses, Future Contracts and its uses, Options and other Derivatives, Hedging and its application, Risk Management in Financial Institutions. Derivative Markets in India. CO 2: Ability to acquire in-depth levels of knowledge, application, analysis and evaluation of Forward and Future Contracts, Risk Management using Futures and Forward, Pricing-Cost of Carry Model, Interest Rate Futures, Options and its valuation, Application of different Models, Put-Call-Parity, Different Option Strategies, Management of market risks, Other derivatives- Swaps, Warrants, Convertibles, Risk Management in Financial Institutions (Market Risk, Credit Risk and Operational Risk Elements) CO 3: Ability to solve numerical solutions of Forward and Future Contracts, Risk Management using Futures and Forward, Pricing-Cost of Carry Model, Interest Rate Futures, Options and its valuation, Application of different Models, Put-Call-Parity, Different Option Strategies, Management of market risks, Other derivatives- Swaps, Warrants, Convertibles, Risk Management in Financial Institutions (Market Risk, Credit Risk and Operational Risk Elements) and its practical applications for taking valuable decisions by the top management.
HR 404	INDUSTRIAL RELATIONS	Elective	Theory	4	HR SPECIALIZ	CO 1: Ability to understand the basic concepts of evolution of Industrial Relations (IR) systems in India and its historical backgrounds. CO 2: Ability to understand in detail the industrial disputes and legal frameworks of trade unionism in India and their inter-relation in maintaining sound IR. CO 3: Ability to understand in detail the dynamics of IR, relevant machineries and tools to handle them and their application in industries through cases.
HR 405	ORGANIZATION AL DEVELOPMENT	Elective	Theory	4	40	CO 1: Emergence of a fairly clear overview regarding the importance and scope of change management in an organization and, specifically, Organizational Development (OD). CO 2: Generation of a strong understanding of the historical evolution and theoretic underpinnings of OD, particularly behavioural science linkages. CO 3: Generation of strong competencies related to understanding and implementation of specific operational components of OD interventions.

						CO 4: Emergence of modest competencies related to understanding the crucial steps, including engagement of typical stakeholders, for actual implementation of an OD intervention, especially as a third party/consultant.
HR 406	HUMAN RESOURCE DEVELOPMENT	Elective	Theory	4	40	CO 1: Ability to know basic concepts of Human Resource Development (HRD). Its policies in the organization, processes and techniques of assessment of its needs and strategies for follow-up action. CO 2: Ability to develop human resources through implementation of various Training and Non-training programs and their evaluation post implementation. CO 3: Ability to understand and implement various modern methods-their planning, mapping and measurement and apply them through case studies.
SYSTEMS S	SPECIALIZATION					
SM 404	SOFTWARE MANAGEMENT	Elective	Theory	4	40	CO 1: Ability to comprehend and apply tools for software processes, software project planning and project scope management. CO 2: Ability to understand and use tools for project time, cost and quality management CO 3: Ability to deal with project human resource management, communication management and procurement management. CO 4: Developing skills in disaster recovery, change management and using project management tools
SM 405	E - BUSINESS	Elective	Theory	4	40	CO 1: Ability to understand ecommerce, its threats and the importance of networking in ecommerce. CO 2: Ability to comprehend different ecommerce models, different ecommerce strategies and e-advertisement processes. CO 3: Ability to appreciate the use of mobile commerce, supply change management and e-marketing in today's scenario along with e-payment machanisms. CO 4: Ability to grasp and apply the concept of electronic data interchange, ERP and to relate to the ecommerce risks and take actions accordingly
SM 406	FUNDAMENTAL S OF NETWORKING	Elective	Theory	4	40	CO 1: Ability to comprehend different types communication systems and networks. CO 2: Ability to understand networking, internetworking devices and

			TCP/IP protocol CO 3: Ability to deal with distributed processing and internet security including privacy CO 4: Developing skills working with internet protocols and mobile computing