

Faculty of Management

MBA

Program Learning Outcomes (PLOs)

PLO 1: Gain an ability to apply knowledge of statistics, behaviour science, finance, marketing, human resource and operations subjects fundamentals and a management specialization to the solution of complex management discipline problems.

PLO 2: Identify, prepare, research literature and analyse complex management area problems and reaching substantiated conclusions using knowledge and applications of various subjects of management discipline.

PLO 3: Apply to knowledge and understanding of various management principles as a member and leader in a team, to manage projects and in multidisciplinary environments.

PLO 4: Gain an ability to apply reasoning informed by contextual knowledge to assess societal, health, safety, legal, economic and cultural issues and the consequent responsibilities relevant to professional management practices.

PLO 5: Comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PLO 6: learn to formulate and use appropriate management models to solve hidden challenges in business.

PLO 7: Demonstrate effective and collaborative interpersonal skills in a team setting.

PLO 8: Create evidence-based solutions to business problems or opportunities.

Program Specific Outcomes (PSOs)

PSO1: To create an environment for preparing management professionals.

PSO2: To conduct activities to produce entrepreneurs

PSO3: To create a conducive environment for research

		L	T	P	C
21MBA101	Financial Accounting, Analysis and Reporting	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Explain the importance of common accounting standards

CLO2: Analyse financial reports of financial instruments, mutual funds.

CLO3: Calculate cost of capital – Debt, Equity, Preference Capital

CLO4: Estimate work capital of an organization

		L	T	P	C
21MBA102	Quantitative Techniques for Managers	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Apply the concepts and formulae learnt in solving business and economy related problems.

CLO2: Recognize and apply the various parametric and non-parametric tests.

CLO3: Formulate linear programming equations, derive solutions and extract its economic significance.

CLO4: Derive solutions to transportation and assignment problems by applying different methods.

		L	T	P	C
21MBA103	Organizational Behaviour	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Understand the main concepts and theories of organizational behaviour and how it is critical for the success of business organizations.

CLO2: Analyse how these behavioral changes help to understand contemporary organizational issues

CLO3: Apply theories to practical problems in organizations in a critical manner.

CLO4: Comprehend different dynamism in organization and have a clarity of organization culture and structure.

		L	T	P	C
21MBA104	Marketing Management-I	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Students will be able to understand the fundamentals of marketing to take better marketing decisions.

CLO2: Students will get understanding about the nuances and complexities involved in various product, pricing, promotion, physical distribution and additional 3 Ps decisions.

CLO3: Students will be able to take understand consumer and industrial consumer behaviour.

CLO4: Skills amongst students will be developed to enable them to make segmentation strategies and do branding.

		L	T	P	C
21MBA105	Business Communication	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Understand fundamentals of communication and able to use concept in day to day world.

CLO2: Demonstrate necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.

CLO3: Build confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.

CLO4: Exposure and training of technical writing, responsibilities of a communicator, Ethical Issues and Legal Issues

		L	T	P	C
21MBA106	Information Technology for Decision Making	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Explain and apply the core aspects of information technology principles and tools, and manage their implementation in a business context.

CLO2: Understand and facilitate the strategic and operational benefits of business models and technology applications.

CLO3: Design, document and develop robust, extensible and highly maintainable data-intensive applications using cutting edge technologies tailored to the specific needs of any business scenario.

CLO4: Understand the strengths and limitations of current technologies and apply them in various industries.

		L	T	P	C
21MBA107	Legal Aspects of Business	3	0	0	3
	Prerequisite				
	Basic understanding of Business Law				

CLO1: Understand legal perspective of this course and how it is critical for the success of business organizations.

CLO2: Apply knowledge to understand the legal byelaws in business.

From learning to understanding of industry competition at different level so as to enable them appreciate associated opportunities, risk and challenges and their relevance in business decisions.

CLO3: Demonstrate capability of making their own decisions by understanding legal intricacies in dynamic business environment.

		L	T	P	C
21MBA108	Managerial Economics	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Strengthening the foundations of the analytical approach to Managerial decision-making.

CLO2: Understanding consumer behavior.

CLO3: Understanding the production problem and how managers make input purchase decisions.

CLO4: Understanding the external environment, common information problems faced/created by manager.

		L	T	P	C
21SS151	Effective Communication Skills	1	0	0	1
	Prerequisite				
	Nil				

CLO1: To communicate effectively and interact with people with confidence.

CLO2: To demonstrate and differentiate between various forms of communication.

CLO3: To apply effective communication skills confidently which a student need to get ahead in job and life.

		L	T	P	C
21CS151A	Elementary IT Skills	1	0	0	1
	Prerequisite				
	Basic IT skills				

CLO1: Understand the basic components of computers.

CLO2: Create algorithms for solving smaller problems using flowcharts.

CLO3: Develop practical knowledge for documentation, spreadsheet and presentation.

CLO4: Learn to organize data and make it readable.

CLO5: Apply, clean and analyze the data without using code.

CLO6: Understand how bitcoin and other coins work in real world.

CLO7: Identify problems that are amenable to solution by AI & ML and Design Thinking methods, and which AI & ML and Design Thinking methods may be suitable to solve a given problem.

		L	T	P	C
21CS151A	Live Project	1	0	0	1
	Prerequisite				
	Nil				

- CLO1: Create project plans that address real-world management challenges.
- CLO2: Nurture project by fulfilling various technical, quality and financial needs.
- CLO3: Implement standard mark approach to measure actual output with the standard one.
- CLO4: Deliver successful software projects that support organization's strategic goals

		L	T	P	C
21MBA 201	Cost and Management Accounting	3	0	0	3
	Prerequisite				
	Nil				

- CLO1: Articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of cost and management accounting and allied domains to the solve the real-world complex business issues
- CLO2: An informed and engaged participant in discussions related to cost control methods in business organizations.
- CLO3: Maximize profits and sustain profitability by managing revenue as well as cost.
- CLO4: Critically analyse and provide recommendations to improve the operations of organizations through the application of management.

		L	T	P	C
21MBA 202	Marketing Management-II	3	0	0	3
	Prerequisite				
	Nil				

- CLO1: Understand basic concepts of marketing.
- CLO2: Understand concept of product and price.
- CLO3: Understand concept of place.
- CLO4: Understand concept of and promotion.

		L	T	P	C
21MBA 203	Human Resource Management	3	0	0	3
	Prerequisite				
	Basic understanding of general management				

- CLO1: Understand about the concept of HRM and how it is critical for success of business.
- CLO2: Learn and implement the compensation structures of the organisation.
- CLO3: Comprehend the role of career development for organisation and employees.
- CLO4: Develop an understanding of talent acquisition and recognize the emerging horizons of HRM and also enduring international HRM, e-HRM, HRIS.

		L	T	P	C
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21MBA 204	Marketing Research	3	0	0	3
	Prerequisite				
	Basic understanding of Research				

CLO1: Get an overview of marketing research, its scope and process.

CLO2: Formulate the research problems and understand the major research designs.

CLO3: Determine data sources and develop understanding for data collection for business research.

CLO4: Analyse data and students will be able to write report.

		L	T	P	C
21MBA 205	Organizational Effectiveness	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Provide more comprehensive understanding of organizational systems in order to better leverage the connection between employees and business goals

CLO2: Identify ways to explore the behavior of the organization as a whole, the groups and individuals within it, and those elements that can contribute to an effective work environment.

CLO3: Benefit from an interactive online learning environment that provides valuable summaries by instructors, case studies from some of today's well-known organizations, critical tips for immediate use on the job, and other important and helpful learning approaches.

CLO4: Learn to utilize various tools for the areas of strategic planning, problem solving, conflict management, change management and control systems.

		L	T	P	C
21MBA 206	OPERATIONS MANAGEMENT	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Understand the relationship of the various planning practices of capacity planning, aggregate planning, project planning and scheduling.

CLO2: Understand the roles of inventories and basics of managing inventories in various demand settings.

CLO3: Understand the importance of an effective production and operations strategy to an organization.

CLO4: Understand contemporary operations and manufacturing organizational approaches.

		L	T	P	C
21MBA 207	Financial Management	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Gain knowledge of the financial environment of business, especially the financial markets.

CLO2: Get Analytical knowledge of the tools and techniques with the situation.

CLO3: Gain knowledge of interpretation business information and application of financial theory in financing related decisions.

CLO4: Acquire knowledge of interpretation business information and application of financial theory in corporate investment decisions, with special emphasis on working capital management.

		L	T	P	C
21MBA 208	Business Environment	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Discuss how economic and political systems interact to form a political economy

CLO2: Identify how cultural differences restrict and create opportunities for management action, trade and its forms and theories

CLO3: Understand Globalization and how it works for a business.

CLO4: Learn Tariff & Non- tariff barriers and Trade Blocks.

		L	T	P	C
21SS252	Teamwork & Interpersonal Skills	1	0	0	1
	Prerequisite				
	Nil				

CLO1: To be confident working in a team and leading it as well.

CLO2: To categorise the work and achieve expected performance within the time frame & will be able to adapt himself to work under various kinds of stress and re-energise himself to bounce back from such situations.

CLO3: To get benefitted from Emotional Quotient in building stronger professional relationships and achieving career and personal goals.

CLO4: To face complex problems and effectively deal with it in the job due to Critical Thinking & Problem Solving Skills.

		L	T	P	C
21SS253	Presentation and Speaking Skills	1	0	0	1
	Prerequisite				
	Nil				

CLO1: To be confident in presenting himself in-front of audience.

CLO2: To become professional in his approach towards work culture.

CLO3: To enhance the level of communication skills while interacting with others.

		L	T	P	C
21MBA 301	Strategic Analysis & Competitive Advantage	3	0	0	3
	Prerequisite				
	Basic understanding of Business strategy				

CLO1: Understand the basic concepts and principles of strategic management and how it is critical for the success of business organization.

CLO2: Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.

CLO3: Devise strategic approaches to managing high performing companies.

CLO4: Develop their capacity to think and execute strategically.

			L	T	P	C
21MBA302	E-Commerce		3	0	0	3
	Prerequisite					
	Basic knowledge of computer					

CLO1: Understand the basic concept and various types of E-Commerce.

CLO2: Understand the technology of ISP, HTML and Infrastructure of Network System in e-commerce.

CLO3: Understand the techniques to build website and cope up with its related threats.

CLO4: Learn business-to-business e-commerce and its benefit for industries.

		L	T	P	C
21MBA308	Live Project	1	0	0	1
	Prerequisite				
	Nil				

CLO1: Create project plans that address real-world management challenges.

CLO2: Nurture project by fulfilling various technical, quality and financial needs.

CLO3: Implement standard mark approach to measure actual output with the standard one.

CLO4: Deliver successful software projects that support organization's strategic goals.

		L	T	P	C
21MBA309	MANAGEMENT TECHNIQUES AND APPLICATIONS	1	0	0	1
	Prerequisite				
	Nil				

CLO1: Understand various new trends in marketing domain.

CLO2: Understand new concepts applicable for strategy formulation.

		L	T	P	C
21SS354	Professional Writing and Interpersonal Skills: Strategies	1	0	0	1
	Prerequisite				

	Nil				
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CLO1: To understand the importance of professional writing required in workplace

CLO2: To explore different formats in resume, cover letters & other business related letters.

CLO3: To develop knowledge, skills and understanding people in-group and individually.

CLO4: To learn to apply communication strategies either in-group or one on one basis and will be confident to lead the discussion among them.

		L	T	P	C
21MBA401	Strategic Management	4	0	0	4
	Prerequisite				
	Basic understanding of foundation courses of Management				

CLO1: Describe major theories, background work, concepts and research output in the field of strategic management.

CLO2: Develop a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

CLO3: Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.

CLO4: Demonstrate capability of making their own decisions in dynamic business environment

CLO5: Design and implement an effective organization structures in global context.

		L	T	P	C
21MBA402	Entrepreneurship and New Venture Management	4	0	0	4
	Prerequisite				
	Nil				

CLO1: To be familiarized with the fundamentals of entrepreneurship and its role in economic development and to motivate them towards entrepreneurial activities.

CLO2: To understand the concept of entrepreneurial leadership and stimulate them to think innovative as entrepreneurs.

CLO3: To write effective business plans for establishing and managing any business venture.

CLO4: To know how to raise finance while starting a new enterprise

CLO5: To form a business entity in the light of the legal and regulatory framework in India.

		L	T	P	C
21MBA403	Corporate Governance and Social Responsibility	4	0	0	4
	Prerequisite				
	Basic understanding of Ethics and Values				

CLO1: Understand ethical issues in business and how it is critical for the success of business organizations.

CLO2: Comprehend and create organizational and management strategies in facilitating ethical socially responsible decision making.

CLO3: Familiarized with the concept of Corporate Governance and its legal framework and role and importance of stakeholders in a corporate.

CLO4: Analyzing and assessing ethical situations prevailing in the society.

		L	T	P	C
21MBA408	Live Project	0	0	1	1
	Prerequisite				
	Nil				

CLO1: Create project plans that address real-world management challenges.

CLO2: Nurture project by fulfilling various technical, quality and financial needs.

CLO3: Implement standard mark approach to measure actual output with the standard one.

CLO4: Deliver successful software projects that support organization's strategic goals.

		L	T	P	C
21MBA303 F	Security Analysis and Portfolio Management	3	0	0	3
	Prerequisite				
	Basic Understanding of Financial Management				

CLO1: To understand the theory of investment.

CLO2: To analyse fixed income securities.

CLO3: To analyse equity.

CLO4: To select, analyse and manage portfolios.

		L	T	P	C
21MBA304F	FINANCIAL INSTITUTIONS AND MARKETS	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Knowledge of Indian Financial System and markets.

CLO2: Knowledge of primary and secondary markets instruments.

CLO3: Learning of structure and functions of financial and banking institutions.

CLO4: Learning the process of investing in mutual funds and functions of statutory bodies of Indian Financial System and markets.

		L	T	P	C
21MBA305 F	INTERNATIONAL FINANCIAL MANAGEMENT	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Understand the basic concepts of multinational firms, environment of international financial management and foreign exchange market.

CLO2: Understand cross border investment and international capital budgeting along with risks in financial decision making

CLO3: Analyse issues relating to various finance functions of MNCs

CLO4: Understand translation, transaction, and economic exposure to exchange rate changes.

		L	T	P	C
21MBA306 F	PROJECT PLANNING, ANALYSING AND MANAGEMENT	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of project management and allied domains to the solutions of real-world complex business issues

CLO2: To be an informed and engaged participant in discussions related to project planning and project analysing.

CLO3: Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques in project management.

CLO4: Comprehend and analyse organizational structure and issues managed by project manager.

		L	T	P	C
21MBA404 F	Merchant Banking and Financial Services	3	0	0	3
	Prerequisite				
	Nil				

CLO1: To outline and understand the concept of financial services

CLO2: To understand the concept of Insurance.

CLO3: To understand the concept of credit rating and securitization.

CLO4: To understand the concept of merchant banking.

		L	T	P	C
21MBA405 F	Behavioral Finance	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Differentiate the behavioral finance from classical finance.

CLO2: Apply the understanding of the concepts to help promote more efficient financial decisions for investors, professional traders and corporate.

CLO3: Communicate with clarity the psychological factors influencing decision making.

CLO4: Incorporate and analyse psychological and external factors in making systematic decisions.

		L	T	P	C
21MBA406 F	Financial Derivatives	3	0	0	3
	Prerequisite				
	Nil				

CLO1: To understand the futures market.

CLO2: To understand mechanism of the options market.

CLO3: To understand the strategies of derivative market.

CLO4: To value the options in the options market.

		L	T	P	C
21MBA407 F	INSURANCE AND BANKING	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Develop a clear understanding and knowledge about the functioning of an insurance.

CLO2: Develop their understanding and expertise in various matters relating to operations of insurance schemes.

CLO3: Understand origin of banking system and structure of banks.

CLO4: Better understand of various activities of commercial banks and recent development in banking system.

		L	T	P	C
21MBA303 M	CONSUMER BEHAVIOUR	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Identify the dynamics of human behavior and the basic factors that influence the Consumers decision process.

CLO2: Explore and compare the core theories of consumer behavior in both consumer and organizational markets.

CLO3: Apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.

CLO4: Appraise models of Consumer Behaviour and determine their relevance to particular marketing situations.

		L	T	P	C
21MBA304 M	DIGITAL MARKETING	3	0	0	3
	Prerequisite				
	Basic understanding of Marketing				

CLO1: To enable students to appreciate the difference and similarities between non-digital and digital marketing.

CLO2: To demonstrate understanding of consumer behaviour on digital media.

CLO3: To gain clarity about how to develop digital strategy & implement it.

CLO4: To understand what is social media marketing & its relevance.

		L	T	P	C
21MBA305 M	BRAND MANAGEMENT	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Understand strategic brand management process and implications of brand building.

CLO2: Utilize brand elements and design marketing programs to build brand equity.

CLO3: Utilize marketing communication to build brand.

CLO4: Create and implement branding strategies.

		L	T	P	C
21MBA306 M	ADVERTISING AND SALES PROMOTION	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Understand reasons behind choosing an advertising agency& apply the same knowledge in practical situations.

CLO2: Gain clarity about Creative department, Media department, Client servicing department, marketing research department; Ancillary Services & various other processes associated with advertising agency.

CLO3: Explore how to allocate the Marketing Communication Budget.

CLO4: Understand The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness & Kinds of Advertising Objectives.

		L	T	P	C
21MBA404 M	MARKETING CHANNELS	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Understand the structure of marketing channels and flows associated.

CLO2: Demonstrate procedure for designing distribution channels.

CLO3: Understand behavioural issues of marketing channels.

CLO4: Understand other marketing mix elements on channels and evaluation of the performance of channel members.

		L	T	P	C
21MBA405 M	International Marketing	3	0	0	3
	Prerequisite				
	Nil				

CLO1: To introduce the students to international markets, international marketing and the management of international business.

CLO2: Describe the manifestations of international markets and analyse the various aspects in international marketing.

CLO3: Explain and analyse the management functions of international marketing

CLO4: Describe and compare the strategy issues and choices available for managers in International marketing.

		L	T	P	C
21MBA406 M	Marketing of Services	3	0	0	3
	Prerequisite				
	Basic understanding of Marketing				

CLO1: Comprehend and internalize the concepts covered in the course and be able to creatively apply them.

CLO2: Demonstrate integrative knowledge of marketing issues associated with service quality and understanding of consumer behaviour.

CLO3: Prepare, communicate and justify marketing mixes and information systems for service-based organizations.

CLO4: Exhibit the capability to work effectively within a service team environment.

		L	T	P	C
21MBA407 M	RETAILING MANAGEMENT	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Gain knowledge of retailing and various essential features related to it

CLO2: Understand structure of retailing and retail sector from Indian perspective.

CLO3: Grasp knowledge of location and merchandise management concepts in respect to retailing.

CLO4: Understand pricing, promotion techniques and how to build relation with customers in Retail sector.

		L	T	P	C
21MBA303 HR	Managing Training, Learning and Development	3	0	0	3
	Prerequisite				
	Understanding of HRM and OB				

CLO1: Explain the key concepts of training, the training process and identify training needs of various categories of employees in a variety of organizational contexts

CLO2: Describe the key concepts associated with Learning & Development

CLO3: Examine and evaluate the impact of training on various organizational and HR aspects.

CLO4: Develop an understanding to get ahead in the race especially in a complex, dynamic and ever-changing.

		L	T	P	C
21MBA304HR	MANAGEMENT OF INDUSTRIAL RELATIONS	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Students should able to elaborate the concept of Industrial Relations and also able to elaborate Industrial Dispute settlement procedures

CLO2: The students should able to illustrate the role of trade union in the industrial setup and can also outline the important causes & impact of industrial disputes.

CLO3: Student should be able to illustrate the role of trade union in the industrial setup.

CLO4: Student should able to summarize the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.

		L	T	P	C
21MBA305 HR	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	3	0	0	3
	Prerequisite				
	Nil				

CLO1: To know HRM issues in international contexts; issues related to host, home and third country nationals.

CLO2: To become aware about staffing and training strategies essential from international point of view.

CLO3: To understand the performance and compensation management especially from expatriate's perspective.

CLO4: To understand repatriation and industrial relations from international point of view.

		L	T	P	C
21MBA306 HR	Organizational Change & Development	3	0	0	3
	Prerequisite				
	Nil				

CLO1: To enable students to understand the concept of change by investigating into its preliminary details.

CLO2: To demonstrate understanding of model and processes of change

CLO3: To gain clarity on organizational development interventions with their advanced conceptualizations.

CLO4: To understand technology binding with organizational development along with issues important to tackle within that aspect.

		L	T	P	C
21MBA404 HR	Strategic Human Resource Management	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Be able to establish the linkage between firm strategy and HR practices of the firm through Resource-based view of Competitive Advantage and Sustained Competitive advantage.

CLO2: Be able to understand the need for different HRM practices in alignment with different business strategies through closed system as well as open system models such as behavioral perspective and cybernetic systems.

CLO3: Be able to identify the Non-Strategic HR practices which derive from institutional and political forces within the firm as well as outside the firm and the negative impact of such practices on firm performance

CLO4: Synthesize and apply knowledge in human resource management to contemporary organizations.

		L	T	P	C
21MBA405 HR	Performance Management	3	0	0	3
	Prerequisite				
	Nil				

CLO1: To outline and understand the core objectives of performance management.

CLO2: To understand the key stages of performance management cycle and differentiate between performance management and performance appraisal.

CLO3: To understand the organizations performance management process.

CLO4: To understand the issues in performance management.

		L	T	P	C
21MBA406 HR	Leadership, Power and Politics in Organizations	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Able to demonstrate an understanding of the types of power in organizations.

CLO2: Understanding the formation of formal structures and apply different strategies of influence to their own problems in organizations.

CLO3: Gaining knowledge on informal structures and analysing strengths and weaknesses of individual influence.

CLO4: Implementing cultural change and understanding the ways by which one overcome the barriers to power and influence.

		L	T	P	C
21MBA407 HR	Compensation and Rewards Management	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Able to understand components and basic structures of compensation.

CLO2: Understanding the importance of internal alignment and conducting job evaluation for an appropriate compensation designing.

CLO3: Gaining knowledge on external competitiveness and benefits management.

CLO4: Implementing performance based compensation system and incentives.

		L	T	P	C
21MBA 303IB	Cross Cultural Management and Management of MNC's	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Acquire a sharper understand of their own culture and how it impacts their behaviour in a multicultural setting

CLO2: Interpret behaviour, attitudes and communication styles of people from different cultures correctly

CLO3: Understand the roles of, and challenges facing, MNC subsidiaries and headquarters

CLO4: Deal with ambiguity in an ever-changing and unpredictable context that results from the globalization of business and people

		L	T	P	C
21MBA304 IB	INTERNATIONAL BUSINESS	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Learn the fundamental theories, purposes and practices of international business, and better understand why companies engage in it;

CLO2: Recognize and appreciate the complexity of entering an international market;

CLO3: Understand the relationship between government (foreign and domestic) and international business;

CLO4: Better understand the impact of physical, cultural, political, legal and financial forces on international business.

		L	T	P	C
21MBA305IB	INDIA'S FOREIGN TRADE AND POLICY	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Equip the students to critically evaluate the India's foreign trade policy and it's economic relations.

CLO2: Analyse the importance of various measures and schemes adopted for EXIM.

CLO3: Understand the meaning importance of role of Indian government in promoting India's foreign trade.

CLO4: Develop the skills among students to anticipate various regulatory and legal aspects related to India's foreign trade.

		L	T	P	C
21MBA306 IB	International Business Strategy	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Understand international perspective of this course and how it is critical for the success of multinational companies.

CLO2: Apply knowledge to understand the market volatility and growth and investment potential in emerging economies.

CLO3: From learning to understanding of industry competition at international level and the choices companies make to compete.

CLO4: Demonstrate capability of making their own decisions in dynamic business environment.

		L	T	P	C
21MBA404 IB	Overseas Buying Behavior	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Explain consumer behavior as a field of study, analyze and differentiate the various Consumer behavior models, Organization buying models.

CLO2: Emphasize on the various psychological factors influencing buying behaviour across the various cultures.

CLO3: Discuss the external determinants contributing towards changing buying behaviour.

CLO4: Identify the various changes in the consumer behaviour field and discuss the trends in various cultures.

		L	T	P	C
21MBA405 IB	International Relations and Management	3	0	0	3
	Prerequisite				
	Basic understanding of International Business				

CLO1: Understand international perspective of this course and the way power is acquired and used globally and how states and non-states actors interact.

CLO2: Apply knowledge to understand the market volatility and growth and investment potential in emerging economies.

CLO3: Become familiar with contemporary theories of international relations to use as lenses to differently explain outcomes and events in world affairs

CLO4: Become conversant in current international events through a close reading of the news and interpretation of events through international relations theories and concepts.

		L	T	P	C
21MBA406, IB	Export Import Procedures	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Learn basic terminologies and concept related to international trade

CLO2: Understand documentation related to export and import decision.

CLO3: Synthesize procedural movements' related to exporting and importing of goods.

CLO4: Comprehend with institutional framework for exports and imports.

		L	T	P	C
21MBA407 IB	INTERNATIONAL ADVERTISING AND BRAND MANAGEMENT	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Acquire Knowledge of international advertising objectives, importance and DAGMAR approach concept.

CLO2: Develop knowledge of advertisement Headline, body copy, logo, illustration and layout internationally.

CLO3: Understand international brand personality, image, identity, equity and loyalty etc.

CLO4: Acquire knowledge of international brand building in Different Sectors along with extension and services.

Faculty of Management

BBA

Program Learning Outcomes (PLOs)

PLO 1: To articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.

PLO 2: To identify, formulate and provide innovative solution frameworks to real world complex business and social problems across all functional areas of business.

PLO 3: To apply reasoning informed by contextual knowledge to assess societal, health, safety, legal, economic and cultural issues and the consequent responsibilities relevant to professional management practices.

PLO 4: To identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing industries.

PLO 5: To Comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PLO 6: To Pursue higher education and advance research in the field of management with the clear understanding for presenting innovative solutions.

PLO 7: To participate in wider societal concerns through engagement in the professional knowledge of project-based learning.

		L	T	P	C
21BBA101	Microeconomics	3	0	0	3
	Prerequisite				
	Basic understanding of general management				

CLO1: Understand the concepts of cost, nature of production and its relationship to business operations.

CLO2: Apply marginal analysis to the “firm” under different market conditions.

CLO3: Analyse the causes and consequences of different market conditions.

CLO4: Integrate the concept of price and output decisions of firms under various market structure.

		L	T	P	C
21BBA102	Principles and Practices of Management	3	0	0	3
	Prerequisite				
	Nil				

CLO1: Demonstrate the roles, skills and functions of management.

CLO2: Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

CLO3: Understand the complexities associated with management of human resources in the organizations.

CLO4: Recognize the principles related to management and its applicability in business

		L	T	P	C
21BBA103	Principles of Marketing	3	0	0	3
	Prerequisite				
	NIL				

CLO1; Understand the fundamentals of marketing to take better marketing decisions

CLO2: Get understanding about the nuances and complexities involved in marketing concepts.

CLO3: Understand various factors of marketing environment and marketing mix.

CLO4: Develop skills through peer learning that will enable them do branding.

		L	T	P	C
21BBA104	Business Statistics	3	0	0	3
	Prerequisite				
	NIL				

CLO1: Synthesize the different modes of collecting and representing data.

CLO2: Apply and connect with the theory/formulae learnt in daily-life situations.

CLO3: Analyze and apply the tools and techniques of probability.

CLO4: Measure the indices and recognize the constituents of time series.

		L	T	P	C
21BBA105	Fundamentals of Information Technology	3	0	0	3
	Prerequisite				
	NIL				

CLO1: Understand various components of computer system and Information technology applications in business.

CLO2: Gain knowledge of network protocol, architecture and applications of Internet technology in business.

CLO3: Understand MS-Excel functions, methods and applications in business.

CLO4: Learn by doing MS-Power Point and MS-Word applications in preparing business documents.

		L	T	P	C
21BBA106	Basic Accounting	3	0	0	3
	Prerequisite				
	NIL				

CLO1: Demonstrate the applicability of the concept of accounting to understand the managerial Decisions and financial statements.

CLO2: Self-analyse and learn the Financial Statements associated with Financial Data in the organization.

CLO3: Analyse the complexities associated with management of cost of product and services in the Organization.

CLO4: Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems pertaining to LM Sector.

		L	T	P	C
21BBA107	English-I	2	0	0	2
	Prerequisite				
	NIL				

CLO1: Seamlessly communicate in Standard English – written & spoken

CLO2: Analyse texts on various parameters expected/demanded during different situations and circumstances

CLO3: Conduct basic research on a topic (pertaining to their discipline/workplace)

CLO4: Prepare basic/preliminary research documents, official documents and deliver presentations on given topic.

		L	T	P	C
21BBA108	Business Communication	3	0	0	3
	Prerequisite				
	NIL				

CLO1: Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.

CLO 2: Select appropriate organizational formats and channels used in developing and presenting business messages.

CLO 3: Learn in collaborative way via participating in team activities that lead to the development of work skills.

CLO 4: Identify ethical, legal, cultural, and global issues affecting business communication.

		L	T	P	C
21FRUG101	French -I	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Speak, read and write short, simple texts.

CLO 2: Expertise fluency in reading and writing.

CLO 3: Understand a dialogue between two native speakers and to take part in short, simple conversations using the skills acquired.

CLO 4: Know the culture of the countries where the French language is spoken.

		L	T	P	C
21FRUG101	German -I	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Speak, read and write short, simple texts.

CLO 2: Expertise fluency in reading and writing.

CLO 3: Understand a dialogue between two native speakers and to take part in short, simple conversations using the skills acquired.

CLO 4: Know the culture of the countries where the German language is spoken.

CLO 5: Enhance pronunciation so that they can read the text and e-mail during their employment, instructing them to write their own CV and developing a fundamental conversation with any German national.

		L	T	P	C
21BBA201	Quantitative Techniques	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Apply and connect with the different models applied in operations research.

CLO 2: Formulate linear programming equations, derive solutions and extract its economic significance.

CLO 3: Derive solutions to transportation and assignment problems by applying different methods

CLO 4: Construct the network diagram and interpret its economic significance.

		L	T	P	C
21BBA202	Fundamentals of Organisational Behaviour	3	0	0	3
	Prerequisite				
	NIL				

CLO1: Understand the development of the field of OB and explain the micro and macro concepts.

CLO2: Analyse and compare individual behaviour related to motivation and rewards.

CLO3: Identify group behaviour, leadership styles and the role of leaders in a decision making process.

CLO4: Understand the impact of cultures on the individual's personality and thereby its influence on group dynamics and business performance.

		L	T	P	C
21BBA203	Management Accounting	3	0	0	3
	Prerequisite				
	NIL				

CLO1: Understand cost behaviour.

CLO 2: Understand how managers make a variety of decisions

CLO 3: Gain hands on experience on the relevance of budgeting and computing variances to undertake performance evaluation.

CLO 4: Understand Activity Based Cost Management vs. Traditional Cost Management.

		L	T	P	C
21BBA204	Operations Management	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand the relationship of the various planning practices of capacity planning, aggregate planning, project planning and scheduling.

CLO 2: Appreciate the role of inventories and basics of managing inventories in various demand settings.

CLO 3: Recognize the importance of an effective production and operations strategy to an organization.

CLO 4: Enumerate contemporary operations and manufacturing organizational approaches.

		L	T	P	C
21BBA205	Digital Marketing	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Illustrate the various types of digital & social marketing formats by experiential learning modules.

CLO 2: Depict the social media industry in India –a complete region wise analysis.

CLO 3: Recognize the significance of social promoting brands.

CLO 4: Enumerate the importance of store maintenance of digital marketing.

		L	T	P	C
21BBA205	English-II	2	0	0	2
	Prerequisite				
	NIL				

CLO 1: Seamlessly communicate in standard English – written & spoken

CLO 2: Analyse texts on various parameters expected/demanded during different situations and circumstances

CLO 3: Conduct basic research on a topic (pertaining to their discipline/workplace)

CLO 4: Prepare basic/preliminary research documents, official documents and deliver presentations on a given topic.

		L	T	P	C
21FRUG201	French-II	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Speak, read and write short, simple texts.

CLO 2: Develop fluency in reading and writing.

CLO 3: Use language creatively and spontaneously.

CLO 4: Know the culture of the countries where the French language is spoken.

		L	T	P	C
21FLGR201	German-II	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Speak, read and write short, simple texts.

CLO 2: Develop fluency in reading and writing.

CLO 3: Use language creatively and spontaneously

CLO 4: Get awareness of cross-cultural and intercultural difference.

		L	T	P	C
21SS251	Effective Communication Skills	0	0	2	1
	Prerequisite				
	Basic English				

CLO1: To communicate effectively and interact with people with confidence.

CLO2: To demonstrate and differentiate between various forms of communication.

CLO3: To apply effective communication skills confidently which students need to get ahead in job and life.

		L	T	P	C
21ESUG202	Sustainable Growth and Development	3	0	0	3
	Prerequisite				
	Basics understanding of environment and natural ecosystems				

CLO 1: Develop an awareness about our environment and elicit collective response for its protection.

CLO 2: Understand the different types of environmental pollution problems and their sustainable solutions.

CLO 3: Work in the area of sustainability for research and education.

CLO 4: Have a broader perspective in thinking for sustainable practices by utilizing the engineering knowledge and principles gained from this course.

		L	T	P	C
21BBAP207	Live Project	0	0	2	1
	Prerequisite				
	NIL				

CLO 1: Create project plans that address real-world management challenges.

CLO 2: Nurture project by fulfilling various technical, quality and financial needs.

CLO 3: Implement standard mark approach to measure actual output with the standard one.

CLO 4: Deliver successful software projects that support organization's strategic goals

		L	T	P	C
21BBA301	Introduction to Supply Chain Management	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand the importance of forecasting, planning, and scheduling

CLO 2: Explain procurement planning, inventory control and planning, and safe and efficient storage methods.

CLO 3: Enumerate the different modes of transportation and the functions of transportation management.

CLO 4: Describe the role of manufacturing and the types of production systems.

		L	T	P	C
21BBA302	Fundamentals of Financial Management	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand the basic concepts of financial management.

CLO 2: Analyse long term investing decisions.

CLO 3: Explore issues relating to various financing decisions.

CLO 4: Scrutinize dividend policy decisions.

		L	T	P	C
21BBA303	Entrepreneurship	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand basics of entrepreneurship and different types of ownerships.

CLO 2: Grasp relevance of creativity and innovation and its application in a business.

CLO 3: Acknowledge family business and its components.

CLO 4: Explore various sources of raising finance for entrepreneurial venture.

		L	T	P	C
21BBA 304	Business Environment	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Demonstrate an understanding of the all types of environment impacting a business.

CLO 2: Understand economic policies so impacting a business unit and understanding all spheres of an economic environment.

CLO 3: Gain knowledge on culture and globalization while making the students learn demographic environment.

CLO 4: Explore the dynamics of legal environment and impact of technology on a business.

		L	T	P	C
21BBA305	E-Commerce And Internet	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand the fundamental concept and competitive advantage of E-Commerce business types.

CLO 2: Learn the various technology and security implementation and maintenance in E-Commerce Business.

CLO 3: Understand the product and brand presence strategies of e-commerce on websites worldwide.

CLO 4: Learn the Induction of Internet technology and electronic payment system in Indian context.

		L	T	P	C
21BBA306	Environmental Studies	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Develop an awareness about our environment and elicit collective response for its protection.

CLO 2: Know and analyze the physical, chemical, and biological components of the earth's systems and their function.

CLO 3: Understand about the cause of Environmental pollution and prevention.

CLO 4: Develop understanding about Natural resources, Climate change and Sustainable development.

		L	T	P	C
21BBA307	Professional Ethics and CSR	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Explore the relationship between ethics and business across different cultural traditions.

CLO 2: Apply and connect with the relationship between ethics, morals and values in the workplace.

CLO 3: Discuss the moral and social responsibility dimensions of corporate governance.

CLO 4: Describe models of CSR in India.

		L	T	P	C
21HS102/202	Indian Constitution and Policy	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Identify and explore basic concepts in the Constitution and understand their applicability & scope and the importance of the role of judiciary in ensuring checks and balances.

CLO 2: Differentiate different aspects of Indian Legal System and its related bodies

CLO 3: Appreciate the critical Interface between fundamental Rights and directive principles of state policy and apply the rationale to emerging issues and challenges.

CLO 4: Know about the enforcement remedies available under the Constitution of India

CLO 5: Apply Intellectual Property Law principles to real problems and analyse the social impact of Intellectual Property Law and Policy

CLO 6: Apply the very dynamics of IP Law to the individuals, MNC's and other possible stakeholders.

		L	T	P	C
21SS352	Teamwork and Interpersonal Skills	0	0	2	1
	Prerequisite				
	NIL				

CLO1. To be confident working in a team and leading it as well.

CLO2. To categorise the work and achieve expected performance within the time frame & will be able to adapt himself to work under various kinds of stress and re-energise himself to bounce back from such situations.

CLO3. To get benefitted from Emotional Quotient in building stronger professional relationships and achieving career and personal goals.

CLO4. To face complex problems and effectively deal with it in the job due to Critical Thinking & Problem Solving Skills.

		L	T	P	C
21BBAP308	Live Project	0	0	2	1
	Prerequisite				
	NIL				

CLO 1: Create project plans that address real-world management challenges.

CLO 2: Nurture project by fulfilling various technical, quality and financial needs.

CLO 3: Implement standard mark approach to measure actual output with the standard one.

CLO 4: Deliver successful software projects that support organization's strategic goals.

		L	T	P	C
21BBA401	Business Research Methods	3	0	0	3
	Prerequisite				
	Basic knowledge of research				

CLO 1: Get an overview of business research, its scope and approaches.

CLO 2: Learn by formulating the research problems and understanding the major research designs.

CLO 3: Determine data sources and develop understanding for data collection for business research by experiential learning.

CLO 4: Analyse data and report writing.

		L	T	P	C
21BBA402	International Business Management	4	0	0	4
	Prerequisite				
	NIL				

CLO 1: Explain the internationalization process.

CLO 2: Recognize the dynamic environment affecting doing international business.

CLO 3: Understand the importance of ethics and governance in doing business with different countries.

CLO 4: Analyse the types of strategies that can be formulated for gaining exposure internationally.

CLO 5: Assess the different types of exposure and its significance.

		L	T	P	C
21BBA403	Human Resource Management	4	0	0	4
	Prerequisite				
	NIL				

CLO 1: Understand HRM and the role of HRM in effective business administration.

CLO 2: Highlight the role that HRM has to play in manpower planning, job analysis and forecast the human resource requirements.

CLO 3: Comprehend the role of recruitment and selection in relation to the organization's business and HRM objectives.

CLO 4: Develop an understanding of job-based compensation scheme and performance management system and appraisals and recognize the emerging horizons of HRM.

CLO 5: Implement tactics of human resource management showcasing global prospects.

		L	T	P	C
21BBA404	Macroeconomics	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of macro-economic foundation and allied domains to the solutions of real- world complex business issues.

CLO 2: Show active participation in discussions related to Macro-economic issues related to fiscal and monetary policies of economy.

CLO 3: Address the specific problems like inflation, growth and the control of business cycles.

CLO 4: Critically analyse and link the subject of macro-economic with the major strategic decisions of a proactive firm.

		L	T	P	C
21BBA405	Fundamental of Consumer Behavior	4	0	0	4
	Prerequisite				
	NIL				

CLO 1: Identify the dynamics of human behavior and the basic factors that influence the consumer decision process.

CLO 2: Explore and compare the core theories of consumer behavior in both consumer and organizational markets.

CLO 3: Apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.

CLO 4: Appraise models of Consumer Behaviour and determine their relevance to particular marketing situations.

		L	T	P	C
21BBA406	Franchising and Purchasing an Existing Business	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Discuss operational control and implementation of management strategies from both franchisor and franchisee perspectives.

CLO 2: Identify various ways of Franchising.

CLO 3: Understand entrepreneurship and how it works for a business.

CLO 4: Learn capital leverage and growth at international level.

		L	T	P	C
21ESUG203	Waste Management	3	0	0	3
	Prerequisite				
	Basics understanding about waste				

CLO 1: Develop an awareness about solid waste and management practices

CLO 2: Design feasible solutions for waste management

CLO 3: Gain understanding of waste management practices, law and regulation related to solidwaste management.

		L	T	P	C
21SS453	Presentation and Speaking Skills	0	0	2	1
	Prerequisite				
	NIL				

CLO1: Be confident in presenting himself in front of audience.

CLO2: Become professional in his approach towards work culture.

CLO3: Enhance the level of communication while interacting with others.

		L	T	P	C
21BBA501	Creativity and Problem Solving	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Identify and understand concepts and relevance of creativity.

CLO 2: Grasp knowledge of various techniques which will help them in coming up with creativity.

CLO 3: Understand creativity from manager's point of view and apply it in organization.

CLO 4: Create and sell that idea aptly.

		L	T	P	C
21BBA205	Introduction to Business Strategy	4	0	0	4
	Prerequisite				
	Basic understanding of foundation courses of Management				

CLO 1: Understand the business perspective of this course and how it is critical for the success of business enterprises.

CLO 2: Gain hands on experience by applying knowledge to real business problems.

CLO 3: From learning to understanding of industry competition and the choices companies make to compete.

CLO 4: Demonstrate capability of making their own decisions in dynamic business environment.

		L	T	P	C
21BBASE505	Basic Management Concepts and Applications	0	0	2	1
	Prerequisite				
	NIL				

CLO 1: Understand various new trends in marketing domain.

CLO 2: Appreciate new concepts applicable for strategy formulation.

		L	T	P	C
21SS554	Professional Writing Skills & Interpersonal Skills: Strategies	0	0	2	1
	Prerequisite				
	NIL				

CLO1. Understand the importance of professional writing required in workplace.

CLO2. Explore different formats in resume, cover letters & other business related letters.

CLO3. Develop knowledge, skills and understanding people in-group and individually.

CLO4. Learn to apply communication strategies either in-group or one on one basis and will be confident to lead the discussion among them.

		L	T	P	C
21BBAP507	Live Project	0	0	2	1
	Prerequisite				
	NIL				

CLO 1: Create project plans that address real-world management challenges.

CLO 2: Nurture project by fulfilling various technical, quality and financial needs.

CLO 3: Implement standard mark approach to measure actual output with the standard one.

CLO 4: Deliver successful software projects that support organization's strategic goals.

		L	T	P	C
21BBA601	Business Law	4	0	0	4
	Prerequisite				
	NIL				

CLO 1: Demonstrate the understanding of the administration law while understanding our constitution.

CLO 2: Understand the void and voidable contracts with enlarging knowledge on negotiable instruments.

CLO 3: Gain knowledge on formation of company and partnership variables.

CLO 4: Implement corporate taxation while learning Indirect Tax including excise duty, incidence, CENVAT, service tax and GST.

		L	T	P	C
21BBA602	Managing Family Business	4	0	0	4
	Prerequisite				
	Basics of Business				

CLO 1: Recognize the distinctive advantages of a family business and unique challenges facing such entities.

CLO 2: Identify the critical issues that family businesses face in managing and improving business performance.

CLO 3: Associate the various sources for availing finance.

CLO 4: Identify various stakeholders of a family business and understand their relationship to business performance.

CLO 5: Assess the role of families for creating and sustaining competitive advantage and disadvantages.

		L	T	P	C
21BBAF503	Principles of Banking and Insurance	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand the basic concepts of banking and financial sector

CLO 2: Appreciate the functions of banks.

CLO 3: Acknowledge the basic concepts of insurance.

CLO 4: Analyse dividend policy decisions.

		L	T	P	C
21BBAF504	Stock Market Operations	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand the basic concepts of Indian securities market.

CLO 2: Recognize the functions of the stock exchanges.

CLO 3: Appreciate the basic concepts of Listing of Securities.

CLO 4: Gain learning of the stock market indices.

		L	T	P	C
21BBAF603	Security Analysis and Portfolio Management	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand the Risk return process of investment.

CLO 2: Apply and connect with the knowledge of practical applications of Capital markets

CLO 3: Develop the skills for the portfolio constructions, revision, evaluation and investment advisory.

CLO 4: Describe the advanced tools and techniques for making profitable investment decisions.

		L	T	P	C
21BBAF604	Corporate Valuation	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Apply corporate valuation approaches in practice.

CLO 2: Put the models learnt in real time industry situations.

CLO 3: Analyse and apply the tools and techniques of non-discounted cash flow approaches.

CLO 4: Recognize and valuing the impalpable assets.

		L	T	P	C
21BBAM503	Industrial Marketing	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand the fundamental concept and various types of industrial marketing.

CLO 2: Scrutinize the industrial buyer behavior and decision-making process in industrial marketing.

CLO 3: Learn the marketing mix situation and sales force decision in industrial marketing.

CLO 4: Understand the concepts and frameworks of industrial marketing for formulating and implementing marketing strategies.

		L	T	P	C
21BBAM504	Fundamentals of Sales & Distribution	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand & appreciate the diverse variables affecting the sales & distribution function.

CLO 2: Develop sales and distribution plans.

CLO 3: Link distribution with other marketing variables.

CLO 4: Describe the Designing and Administering Various Compensation Plans.

		L	T	P	C
21BBAM603	Foundations of Branding	3	0	0	3
	Prerequisite				
	Fundamentals of Marketing				

CLO 1: Understand branding and implications of branding.

CLO 2: Appreciate brand extensions and apply it in organisations.

CLO 3: Utilize brand equity knowledge to establish equity in organisations.

CLO 4: Understand buyer behaviour and establish a brand accordingly.

		L	T	P	C
21BBAM604	Service Marketing	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services

CLO 2: Understand problems commonly encountered in marketing services such as inability to inventory, difficulty in synchronizing demand and supply, difficulty in controlling quality

CLO 3: Illustrated concepts using cases, examples, and exercises in service industries such as banking, health care, financial planning, consulting, the professions, and communication as well as manufacturing and high tech industries

CLO 4: Recognize the process and challenges of service universals rather than on any particular industry.

		L	T	P	C
21BBA HR 503	Introduction to Human Resource Planning	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Implement and design an appropriate manpower extraction system for the organization.

CLO 2: Determine the worth of a job by conducting job analysis.

CLO 3: Understand manpower forecasting by means of forecasting process implemented in an organization.

CLO 4: Examine the career ladder and implement it in real life scenario.

		L	T	P	C
21BBAHR504	Industrial Relations and Labour Laws	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Elaborate the concept of Industrial Relations and elaborate the Industrial Dispute settlement procedures.

CLO 2: Illustrate the role of trade union in the industrial setup and outline the important causes & impact of industrial disputes.

CLO 3: Summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965.

CLO 4: Recognize the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, and Payment of Gratuity Act 1972.

		L	T	P	C
21BBAHR603	Introduction to Performance Management	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Link learning to developing and implementing a performance management system in organization.

CLO 2: Develop a linkage between individual goals and organizational goals.

CLO 3: Develop a plan for the students as future managers and supervisors who will conduct the performance appraisal in their organizations.

CLO 4: Comprehend about the benefits of reward systems for team performance management.

		L	T	P	C
21BBAHR604	Compensation Management	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Gain insights of various conceptual aspects of compensation and benefits to achieve organizational goals.

CLO 2: Determine the performance-based compensation system for business excellence and solve various cases.

CLO 3: Design the compensation strategies for attraction, motivation and retaining high quality workforce.

CLO 4: Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.

		L	T	P	C
21BBAIB 503	Fundamentals of International Trade	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Develop a deeper understanding of the different theories of international trade.

CLO 2: Understand the economies of scale, tariff and non-tariff barriers in international trade.

CLO 3: Possess knowledge of the concepts and components of balance of payments and process of adjustment.

CLO 4: Learn about foreign exchange markets and their operations.

		L	T	P	C
21BBAIB504	Transnational and Cross-Cultural Marketing	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Understand the basic concepts and developments in international marketing.

CLO 2: Explore the challenges of cultural and social forces of industrial and consumer product in international market.

CLO 3: Apply and connect with the techniques and process of marketing research in multicultural environment of international market.

CLO 4: Acknowledge the price mechanism and promotional strategic decisions in international markets.

		L	T	P	C
21BBAIB603	Global Strategic Management	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Learn about Strategic Management and its dynamics.

CLO 2: Comprehend external and internal environment and its impact on business.

CLO 3: Make strategic choice for different levels of the organization.

CLO 4: Develop familiarity with some of the practical realities of running a business across the globe.

		L	T	P	C
21BBAIB604	Global Logistics Management	3	0	0	3
	Prerequisite				
	NIL				

CLO 1: Explain logistics/global supply chain terms and describe a logistics information system.

CLO 2: Solve transportation problems utilizing knowledge of world geography, the transportation system and applying forecasting techniques to various facets of supply chain management.

CLO 3: Evaluate technical factors of logistics in international trade and its implications on global logistics management.

CLO 4: Demonstrate the multiple aspects of maritime transportation and its role in the global supply chain.