# CURRICULUM & SYLLABI

## CHOICE BASED CREDIT SYSTEM (CBCS)

FOR

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**(2 Year Post-graduate Degree Programme)**

IN

**DEPARTMENT OF MANAGEMENT STUDIES**

**[w. e. f. Academic Year 2024-2025]**

**FACULTY OF MANAGEMENT & COMMERCE**


**SRM UNIVERSITY DELHI-NCR, SONEPAT**

**39, Rajiv Gandhi Education City, Sonepat Haryana-131029**

**DEPARTMENT OF MANAGEMENT STUDIES**
**MANAGEMENT GRADUATES EMPLOYABILITY ATTRIBUTES**

| S. No. | EMPLOYBILITY ATTRIBUTES | DESCRIPTION |
|---|---|---|
| 1 | **Sound knowledge , Skills & Understanding of the domain area** | Students should have the fundamental knowledge of basic subjects and skills to apply in domain area. |
| 2 | **Instilling pragmatic skills** | An understanding of management concepts and how the management knowledge are used in real-world business settings. |
| 3 | **Presentation skills** | Ability to write and speak well - oral and written communication |
| 4 | **Cognitive-ness** | The ability to be creative and innovative in solving problems. |
| 5 | **Transforming students to be a critical accessor** | Ability to think clearly about complex problems –creative thinking & decision making |
| 6 | **Practical solution building capacity** | The ability to analyze a problem to develop workable solutions |
| 7 | **Global competitive marketplace** | Understanding of global context in which work is now done |
| 8 | **Social responsibility** | A strong sense of ethics and integrity with the society |

**DEPARTMENT OF MANAGEMENT STUDIES**

## Programme Educational Objectives (PEOs)

MBA is a two-year postgraduate programme at the Faculty of Management follows CBCS (Choice-Based Credit System). It provides ample opportunity to students to select subjects of their interest and also develop their skills and abilities. The course is evaluated with continuous grading system. Grading systems provides uniformity in the evaluation and grade points (CGPA) based on students' performance in examinations which enables to move in a better way towards higher education. The curriculum is dispensed using a combination of classroom teaching, project-based learning, practical's, group discussions, presentations, home assignments, industry interactions and exposure, internships and fieldwork. The Programme has a unique and innovative course structure which engenders creative out of the box thinking.

The objectives of the course are:

- **PEO 1**: To familiarize students with the contemporary concepts of management and their application in their respective fields.
- **PEO 2:** To make student comprehend with the various management principles to facilitate decision-making.
- **PEO 3**: To make students do projects, internship and other soft skills based activity which prepares them for placement/employment.
- **PEO 4**: To promote application-based pedagogy by exposing management students to formulate real world problems.
- **PEO 5:** To develop and strengthen skills in research-based problem-solving and providing innovative solutions.
- **PEO 6**: To make students understand about the functional areas of the business.
- **PEO7**: To prepare students to be corporate ready and pursue higher education in management.

**DEPARTMENT OF MANAGEMENT STUDIES**

## Programme Learning Outcomes (PLOs)

The MBA course provides an extreme and rigorous base for teaching, research and allied business administration. It serves the needs of academics and prepares students for research and teaching. The course is well received in the industry and for years they have been serving the needs of managerial cadre in business and industry. MBA Course offers research in diverse areas of management discipline and has large base of research contribution. Teaching pedagogy is adopted to ensure all round learning for the students. Following are the specific learning outcomes of the Programme that the students will have the ability:

- **PLO1:** To apply knowledge of various management functional areas in the context of business.
- **PLO 2:** To apply the acquired competence and skills by focusing on problem solving and decision-making.
- **PLO 3**: To adapt themselves with the corporate environment and will get confidence to get placed in corporate sector.
- **PLO 4:** To apply analytical mind-set to generate innovative solutions.
- **PLO 5:** To develop divergent thinking and help in devising appropriate solutions.
- **PLO 6:** To apply their learning towards diversified businesses.
- **PLO7:** To implement various managerial skills in order to establish their career in management field.

## MAPPING MATRIX OF PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) AND PROGRAMME LEARNING OUTCOMES (PLOs)

| PLO / PEO | 01 | 02 | 03 | 04 | 05 | 06 | 07 |
|---|---|---|---|---|---|---|---|
| 01 | | | | | | | |
| 02 | | | | | | | |
| 03 | | | | | | | |
| 04 | | | | | | | |
| 05 | | | | | | | |
| 06 | | | | | | | |
| 07 | | | | | | | |

# PROGRAMME STRUCTURE- MBA

The curriculum of MBA will help students to get an insight into the tricks & acumen necessary for competent handling of business and segments constituting it. MBA Programme also help the students in sharpening the managerial skills & soft skills necessary for conducting routinized and specialized task in real work-life scenario. In order to earn a Master degree, a student should earn a minimum of 110 credits in the course of their study. The credit requirements for their Programme of study are comprised of the following Programme Structure:

- Core Courses:

  The core courses are aimed at providing the students with a solid foundation in their chosen field of study as per Industry 5.0 skills and knowledge that includes effective collaborations of human and machine. The purpose of core courses is to lay a strong foundation of basic principles of various disciplines such as Human resource, Marketing, International Business, accounting and finance in the mind of the learners, so that they proceed to rest of their years of study with up-to-date knowledge. Some core courses are interdisciplinary due to their requirements in management Programme.

- General and environment related courses (GEC):

  In order to develop versatility and flexible management skills, such courses are provided to the students in their first year of this Programme. Such courses help them to create hierarchies that help the company thrive in difficult and unexpected times. Along with this, students also get a pragmatic view of the real difficulties and gain momentum to face them and act rationally.

- Discipline Specific Electives (DSE)

  Elective courses may be offered by the main discipline/subject of study is referred to as Functional Elective. Such elective courses provide the student with an option to gain exposure to different Specializations within the discipline or an opportunity to study two of the subfields in some depth. Students opt for dual specialization consist of six subjects in III & IV semester**.**

- Ability Enhancement Courses (AEC):

  Ability Enhancement Courses emphasize on the development of ability among the learners in the terms of their capacity building with respect to the courses that could give them enough exposure. Such courses are meant for the overall development of the students and thus encouraging them to exercise their practicality regarding the subject.

- Skill Enhancement Courses (SEC):

  Skill enhancement courses are focused around those disciplines that combines the best practices from education, psychology, social work, career counselling, sports, and technology. Through skill training a person can improve their overall performance in any identified area and in so doing can improve the overall quality of life.

- Live Project & Summer Internship Project:

  All students have to undergo a live project during Semester I, Semester III, and Semester IV. Also, after Semester II, students are directed to prepare one summer internship project based on the internship, which is scheduled for 6-8 weeks. Each student shall undertake a project to be pursued by him/her under the supervision of internal faculty to be appointed by the Head of Department. The project should be based on Primary data, and in case of secondary data, the quality of the project should be justified by the supervisor. The title of the project and the name of the supervisor should be approved by the Head of the department. The Project Report will carry 100 marks. It shall be evaluated for 60% as formative evaluation and 40% end-semester evaluation.

# MBA PROGRAMME STRUCTURE

| | **Semester 1** | **Semester 2** | **Semester 3** | **Semester 4** | **Total** | **Percentage of Courses** |
|---|---|---|---|---|---|---|
| Core Courses | 7 | 7 | 2 | 2 | 18 | 45% |
| Functional Areas Electives | | | 6 | 6 | 12 | 30% |
| Skill Enhancement Courses | 2 | 2 | 2 | | 6 | 15% |
| Value added course | 1 | | | | 1 | 2.5% |
| Live Projects | | 1 | | | 1 | 2.5% |
| Summer Internship Project | | | 1 | | 1 | 2.5% |
| Final Dissertation | | | | 1 | 1 | 2.5% |
| **Total** | **10** | **10** | **11** | **9** | **40** | **100%** |

## MBA PROGRAMME CREDIT STRUCTURE

| Category | Semester 1 | Semester 2 | Semester 3 | Semester 4 | Total | % of Credits |
|---|---|---|---|---|---|---|
| Core Courses | 19 | 22 | 6 | 6 | 53 | 48.18% |
| Functional Areas Electives | - | - | 18 | 18 | 36 | 32.72% |
| Skill Enhancement Courses | 2 | 2 | 2 | - | 6 | 5.46% |
| Value added course | 1 | | - | - | 1 | 0.90% |
| Live Project | | 2 | | | 2 | 1.82% |
| Summer Internship | - | - | 6 | - | 6 | 5.46% |
| Final Dissertation | - | - | - | 6 | 6 | 5.46% |
| **TOTAL** | **22** | **26** | **32** | **30** | **110** | **100 %** |

## COURSE CURRICULUM MASTER OF BUSINESS ADMINISTRATION

## (PROGRAMME COURSES STRUCTURE SEMESTER WISE)

## w.e.f. Academic Year 2024-25

SEMESTER – I

| Sl. No | Subject Code | Name of the Courses | L | T | P | Credits | Total Hours | Course Category |
|---|---|---|---|---|---|---|---|---|
| 1 | 24MBA101 | Financial Reporting and Analysis | 4 | 0 | 0 | 4 | 4 | Core |
| 2 | 23MBA102 | Quantitative Techniques for Managers | 2 | 0 | 0 | 2 | 2 | Core |
| 3 | 23MBA102P | Quantitative Techniques for Managers (Lab) | 0 | 0 | 2 | 1 | 2 | Core |
| 4 | 23MBA103 | Management Process and Organisational Behaviour | 3 | 0 | 0 | 3 | 3 | Core |
| 5 | 21MBA104 | Marketing Management | 3 | 0 | 0 | 3 | 3 | Core |
| 6 | 23MBA105 | Legal Aspects of Business | 3 | 0 | 0 | 3 | 3 | Core |
| 7 | 23MBA106 | Managerial Economics | 3 | 0 | 0 | 3 | 3 | Core |
| 8 | 23SS152 | Teamwork &Interpersonal Skills | 0 | 0 | 2 | 1 | 2 | SEC |
| 9 | 21CS151A | Elementary IT Skills | 0 | 0 | 2 | 1 | 2 | SEC |
| 10 | 23VAC103 | Sports, yoga and fitness | 0 | 0 | 2 | 1 | 2 | VAC |
| | | **Total** | **18** | **0** | **8** | **22** | **26** | |

## SEMESTER – II

| Sl. No | Subject Code | Name of the Courses | L | T | P | Credits | Total Hours | Course Category |
|---|---|---|---|---|---|---|---|---|
| 1 | 23MBA201 | Entrepreneurship Development and startups | 3 | 0 | 0 | 3 | 3 | Core |
| 2 | 24MBA202 | Business Analytics | 3 | 0 | 0 | 3 | 3 | Core |
| 3 | 24MBA203 | Human Resource Management | 3 | 0 | 0 | 3 | 3 | Core |
| 4 | 21MBA204 | Marketing Research | 3 | 0 | 0 | 3 | 3 | Core |
| 5 | 23MBA205 | Operations Management | 3 | 0 | 0 | 3 | 3 | Core |
| 6 | 23MBA206 | Financial Management | 4 | 0 | 0 | 4 | 4 | Core |
| 7 | 24MBA207 | Accounting for Managers | 3 | 0 | 0 | 3 | 3 | Core |
| 8 | 23SS254 | Professional Skills | 0 | 0 | 2 | 1 | 2 | SEC |
| 9 | 23TS201 | Advanced Excel & Power BI | 0 | 0 | 2 | 1 | 2 | SEC |
| 10 | 23MBA208 | Live Project | 0 | 0 | 0 | 2 | 0 | Project |
| | | **Total** | **22** | **0** | **4** | **26** | **26** | |

## SEMESTER – III

| Sl. No | Subject Code | Name of the Courses | L | T | P | Credits | Total Hours | Course Category |
|---|---|---|---|---|---|---|---|---|
| 1 | 21MBA301 | Strategic Management | 3 | 0 | 0 | 3 | 3 | Core |
| 2 | 23MBA302 | Project Planning and Analytics in Management | 3 | 0 | 0 | 3 | 3 | Core |
| 3 | | Discipline Specific Elective 1 | 3 | 0 | 0 | 3 | 3 | DSE |
| 4 | | Discipline Specific Elective 2 | 3 | 0 | 0 | 3 | 3 | DSE |
| 5 | | Discipline Specific Elective 3 | 3 | 0 | 0 | 3 | 3 | DSE |
| 6 | | Discipline Specific Elective 4 | 3 | 0 | 0 | 3 | 3 | DSE |
| 7 | | Discipline Specific Elective 5 | 3 | 0 | 0 | 3 | 3 | DSE |
| 8 | | Discipline Specific Elective 6 | 3 | 0 | 0 | 3 | 3 | DSE |
| 9 | 21MBA309 | Summer Internship Project | 0 | 0 | 0 | 6 | 0 | Project |
| 10 | 23SS353 | Presentation Skills | 0 | 0 | 2 | 1 | 2 | SEC |
| 11 | 23AR355 | Aptitude and Reasoning | 0 | 0 | 2 | 1 | 2 | SEC |
| | | **Total** | **24** | **0** | **4** | **32** | **28** | |

## SEMESTER – IV

| Sl. No | Subject Code | Name of the Courses | L | T | P | Credits | Total Hours | Course Category |
|---|---|---|---|---|---|---|---|---|
| 1 | 24MBA401 | E-Commerce | 3 | 0 | 0 | 3 | 3 | Core |
| 2 | 23MBA402 | Corporate Governance and Social Responsibility | 3 | 0 | 0 | 3 | 3 | Core |
| 3 | | Discipline Specific Elective 7 | 3 | 0 | 0 | 3 | 3 | DSE |
| 4 | | Discipline Specific Elective 8 | 3 | 0 | 0 | 3 | 3 | DSE |
| 5 | | Discipline Specific Elective 9 | 3 | 0 | 0 | 3 | 3 | DSE |
| 6 | | Discipline Specific Elective 10 | 3 | 0 | 0 | 3 | 3 | DSE |
| 7 | | Discipline Specific Elective 11 | 3 | 0 | 0 | 3 | 3 | DSE |
| 8 | | Discipline Specific Elective 12 | 3 | 0 | 0 | 3 | 3 | DSE |
| 9 | 23MBA409 | Final Dissertation | 0 | 0 | 0 | 6 | 0 | Project |
| | | **Total** | **24** | **0** | **0** | **30** | **24** | |

# FINANCE

| S.no. | Courses Category | Course Code | Name of the Courses | Credits |
|---|---|---|---|---|
| **Semester III** | | | | |
| 1 | Discipline Specific Elective | 21MBA303F | Security Analysis and Portfolio Management | 3 |
| 2 | Discipline Specific Elective | 24MBA304F | Corporate Tax Planning | 3 |
| 3 | Discipline Specific Elective | 23MBA305F | Financial Technology (FINTECH) | 3 |
| 4 | Discipline Specific Elective | 23MBA306F | Financial Econometrics | 3 |
| 5 | Discipline Specific Elective | 23MBA307F | Mergers and acquisitions | 3 |
| Semester IV | | | | |
| 6 | Discipline Specific Elective | 23MBA403F | Financial Markets & Instruments | 3 |
| 7 | Discipline Specific Elective | 23MBA404F | Goods and Service tax | 3 |
| 8 | Discipline Specific Elective | 21MBA405F | Behavioural Finance | 3 |
| 9 | Discipline Specific Elective | 23MBA406F | International Financial Management | 3 |
| 10 | Discipline Specific Elective | 21MBA407F | Insurance & Banking | 3 |

# MARKETING

| S.no. | Courses Category | Course Code | Name of the Courses | Credits |
|---|---|---|---|---|
| **Semester III** | | | | |
| 1 | Discipline Specific Elective | 21MBA303M | Consumer Behaviour | 3 |
| 2 | Discipline Specific Elective | 21MBA304 M | Digital Marketing | 3 |
| 3 | Discipline Specific Elective | 23MBA305M | Retailing Management | 3 |
| 4 | Discipline Specific Elective | 23MBA306M | International Marketing | 3 |
| 5 | Discipline Specific Elective | 23MBA307M | Brand Management | 3 |
| **Semester IV** | | | | |
| 6 | Discipline Specific Elective | 23MBA403M | Marketing of Services | 3 |
| 7 | Discipline Specific Elective | 23MBA404 M | Advertising and Sales Promotion | 3 |
| 8 | Discipline Specific Elective | 23MBA405M | Sales & Distribution Management | 3 |
| 9 | Discipline Specific Elective | 23MBA406M | Marketing Channels | 3 |
| 10 | Discipline Specific Elective | 23MBA407M | Rural & Agribusiness Marketing | 3 |

## Organisational Behaviour & Human Resource Management

| S.no. | Courses Category | Course Code | Name of the Courses | Credits |
|---|---|---|---|---|
| **Semester III** | | | | |
| 1 | Discipline Specific Elective | 21MBA303HR | Managing Training, Learning and Development | 3 |
| 2 | Discipline Specific Elective | 23MBA304HR | Performance Management | 3 |
| 3 | Discipline Specific Elective | 23MBA305HR | Human Resource Metrics & Analytics | 3 |
| 4 | Discipline Specific Elective | 23MBA306HR | Management of Industrial Relations | 3 |
| 5 | Discipline Specific Elective | 21MBA307HR | Team Dynamics at Work | 3 |
| **Semester IV** | | | | |
| 6 | Discipline Specific Elective | 23MBA403HR | Compensation and Rewards Management | 3 |
| 7 | Discipline Specific Elective | 23MBA404HR | Organization Change & Development | 3 |
| 8 | Discipline Specific Elective | 23MBA405HR | Strategic Human Resource Management | 3 |
| 9 | Discipline Specific Elective | 21MBA406HR | Leadership, Power and Politics in Organizations | 3 |
| 10 | Discipline Specific Elective | 21MBA407HR | International Human Resource Management | 3 |

# LIST OF DISCIPLINE SPECIFIC ELECTIVES INTERNATIONAL BUSINESS

| S. No. | Courses Category | Course Code | Name of the Courses | Credits |
|---|---|---|---|---|
| **Semester III** | | | | |
| 1 | Discipline Specific Elective | 23MBA303IB | International Business | 3 |
| 2 | Discipline Specific Elective | 23MBA304IB | Export Import Procedures | 3 |
| 3 | Discipline Specific Elective | 23MBA305IB | International Marketing | 3 |
| 4 | Discipline Specific Elective | 23MBA306IB | Information System in Global Business | 3 |
| 5 | Discipline Specific Elective | 21MBA307IB | International Regulatory Environment | 3 |
| **Semester IV** | | | | |
| 6 | Discipline Specific Elective | 23MBA403IB | India's Foreign Trade & Policy | 3 |
| 7 | Discipline Specific Elective | 23MBA404IB | International Advertising & Brand Management | 3 |
| 8 | Discipline Specific Elective | 21MBA405IB | International Relations & Management | 3 |
| 9 | Discipline Specific Elective | 23MBA406IB | Overseas Buying Behaviour | 3 |
| 10 | Discipline Specific Elective | 23MBA407IB | Cross Cultural Management and Management of MNCs | 3 |
| 11 | Discipline Specific Elective | 21MBA409IB | International Business Strategy | 3 |

## List of Core Courses

| S.no. | Courses Category | Course Code | Name of the Courses | Credits |
|---|---|---|---|---|
| 1 | Core | 24MBA101 | Financial Reporting and Analytics | 4 |
| 2 | Core | 23MBA102 | Quantitative Techniques for Managers | 2 |
| 3 | Core | 23MBA102P | Quantitative Techniques for Managers (Lab) | 1 |
| 4 | Core | 23MBA103 | Management Process and Organisational Behaviour | 3 |
| 5 | Core | 21MBA104 | Marketing Management | 3 |
| 6 | Core | 23MBA 105 | Legal Aspects of Business | 3 |
| 7 | Core | 23MBA 106 | Managerial Economics | 3 |
| 8 | Core | 23MBA201 | Entrepreneurship Development and startups | 3 |
| 9 | Core | 24MBA202 | Business Analytics | 3 |
| 10 | Core | 23MBA203 | Human Resource Management | 3 |
| 11 | Core | 21MBA204 | Marketing Research | 3 |
| 12 | Core | 23MBA205 | Operations Management | 3 |
| 13 | Core | 23MBA206 | Financial Management | 3 |
| 14 | Core | 24MBA207 | Accounting for Managers | 3 |
| 15 | Core | 21MBA301 | Strategic Management | 3 |
| 16 | Core | 23MBA302 | Project Planning and Analytics in Management | 3 |
| 17 | Core | 23MBA401 | E-Commerce | 3 |
| 18 | Core | 23MBA402 | Corporate Governance and Social Responsibility | 3 |

## List of Skill Enhancement & Value Added Courses

| S.no. | Course Category | Course Code | Name of the Courses | Credits |
|---|---|---|---|---|
| 1 | SEC | 23SS152 | Teamwork & Interpersonal Skills | 1 |
| 2 | SEC | 21CS151A | Elementary IT Skills | 1 |
| 3 | SEC | 23SS254 | Professional Skills | 1 |
| 4 | SEC | 23TS201 | Advance Excel/Power BI | 1 |
| 5 | SEC | 23SS353 | Presentation Skills | 1 |
| 6 | SEC | 23AR355 | Aptitude and Reasoning | 1 |
| 7 | VAC | 23VAC103 | Sports, yoga and fitness | 1 |

## List of Project, Summer Internship and Final Dissertation

| S.no | Course Category | Course Code | Name of the courses | Credits |
|---|---|---|---|---|
| 1 | LP | 23MBA208 | Live Project | 2 |
| 2 | SIP | 21MBA309 | Summer Internship Project | 6 |
| 4 | Project | 23MBA409 | Final Dissertation | 6 |

# CURRICULUM

Master of Business Administration (MBA)

## COURSE CONTENT OF ALL SEMESTERS WITH SPECIALIZATION

Semester 1

| Financial Reporting and Analysis | |
|---|---|
| Course Code:24MBA101 | Continuous Evaluation:40Marks |
| Credits:4 | End Semester Examination:60Marks |
| Prerequisite: Basics of accounting | Course Category: Core |

COURSE OBJECTIVES (COs)

1. The course aims to abreast the students with the knowledge of concepts of Financial Accounting
2. To increase the ability to read and understand financial statements and related information.
3. Students will learn about analysis of final accounts of organisation.
4. The course shall understand how financial statement information can help to solve business problems by adopting latest trends and practices in Financial Accounting.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Have a comprehensive overview of concept of financial accounting and thus promoting Experiential learnings.
2. Prepare and comprehend the final accounts of firms.
3. Develop an understanding of how analysis of final accounts be implemented in business firms.
4. Analysing and implementing the latest trends and practices in Financial Accounting

MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO1 | CLO2 | CLO3 | CLO4 |
| CO1 | | | | |
| CO2 | | | | |
| CO3 | | | | |
| CO4 | | | | |

| Quantitative Techniques for Managers | |
|---|---|
| Course Code: 23MBA102 | Continuous Evaluation: 40 Marks |
| Credits: 2 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To illustrate how the statistical tools and techniques solves real-time businesses problems.
2. To understand the types of parametric and non-parametric tests applied in research.
3. To gain understanding of calculus and differential equations.
4. To understand the concepts and application of linear programming, transportation and assignment models.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Apply the concepts and formulae learnt in solving business and economy related problems and thus gaining experiential learning.
2. Gain Experiential learning through setting of hypothesis and applying tests to prove it.
3. Recognize the importance and application of integration and differentiation in industry.
4. Formulate linear programming equations, derive solutions to transportation and assignment and extract its economic significance.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO1** | **CLO2** | **CLO3** | **CLO4** |
| **CO1** | | | | |
| **CO2** | | | | |
| **CO3** | | | | |
| **CO4** | | | | |

| Quantitative Techniques for Managers (Lab) | |
|---|---|
| Course Code: 23MBA102P | Continuous Evaluation: 60 Marks |
| Credits: 1 | End Semester Examination: 40 Marks |
| Prerequisite: NIL | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To develop a thorough understanding of establishing and interpreting the correlation between given datasets.
2. To gain proficiency in testing hypotheses using ANOVA (Analysis of Variance) techniques.
3. To acquire the skills necessary for deriving and analysing the objective value of lpp.
4. To develop a comprehensive understanding of transportation problems and assignment problems.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Analyze and interpret correlation coefficients to establish relationships between different datasets accurately.
2. Apply ANOVA techniques to test hypotheses and draw appropriate conclusions based on the results.
3. Utilize mathematical methods to derive and infer solutions for minimizing linear programming problems.
4. Apply algorithms to reduce the total transportation cost and assign jobs/workers to machines in an efficient and optimal manner.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO1** | | | | |
| **CO2** | | | | |
| **CO3** | | | | |
| **CO4** | | | | |

| Management Process & Organizational Behaviour | |
|---|---|
| Course Code: 23MBA103 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Nil | Course Category: Core |

COURSE OBJECTIVES (COs)

1. This course is designed to expose the students to fundamental concepts of management, its process, and behavioral dynamics in organizations.
2. To equip the students to understand organizational behavior that evolved from historical concepts.
3. To make students comprehend career planning and development programs in an organizational context.
4. To make students understand theories behind managerial decisions.

COURSE LEARNING OUTCOMES (CLOs)

1. Enumerate, explain, compare, and analyze the concepts, theories, and principles that have evolved in specific historical contexts and informed both academic thinking and practices related to the field of management.
2. Identify and discuss the functions of management i.e. planning, organizing, leading, and controlling, relate them with the roles of managers at different levels of the organization and classify the skills necessary for effective performance of their functions.
3. Apply the knowledge of management theory and of organizational behaviour to analyze managerial issues and take decisions consistent with the organizational objectives of efficiency and effectiveness.
4. Analyze the complexities of work organizations and develop a multidisciplinary approach to address interpersonal and intra-organizational issues.

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Marketing Management | |
|---|---|
| Course Code: 21MBA104 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To expose the students to the basic concepts and principles of Marketing
2. To develop student's conceptual and analytical skills to be able to manage marketing operations of a business firm in context of 4 Ps.
3. To equip students with knowledge of consumer behaviour.
4. To enlighten students about market segmentation and branding.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the fundamentals of marketing to take better marketing decisions
2. Know about the nuances and complexities involved in various product, pricing, promotion, physical distribution and additional 3 Ps decisions.
3. Understand consumer and industrial consumer behaviour through collaborative learning systems.
4. Develop skills in students to enable them to make segmentation strategies and do branding.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Legal Aspects of Business | |
|---|---|
| Course Code: 23MBA105 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic understanding of law | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To explain the students the complexities of overall legal framework within which legal framework aspects relating to business activities are carried out.
2. To create awareness in respect of rules and regulations affecting various managerial functions.
3. To make students understand the legal aspects of business in terms of various acts that influence business in India.
4. To acquaint the students to handle critical situations in business world through practical application by understanding legal aspects of business.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand legal perspective of this course and how it is critical for the success of business organizations.
2. Apply knowledge to understand the legal byelaws in business and gaining hands-on experience in exercising them.
3. Grasp understanding of industry competition at different level so as to enable them appreciate associated opportunities, risk and challenges and their relevance in business decisions.
4. Demonstrate capability of making their own decisions by understanding legal in dynamic business environment.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Managerial Economics | |
|---|---|
| Course Code: 23MBA106 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic understanding of economics | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To make the students understand the concepts of Managerial Economics by applying a series of basic economics principles.
2. To gain knowledge on issues related to optimal pricing strategies, demand forecasting, and optimal financing, appropriate hiring decisions, and investment decisions, among others, can be successfully tackled with managerial economics tools.
3. To analyse how to incorporate a global perspective to their managerial economics box of tools
4. To lay foundation for a variety of other courses, like finance, marketing, and strategy.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Strengthen the foundation of the analytical approach to Managerial decision-making.
2. Understand consumer behaviour and expand experiential learnings via connecting with the stakeholders.
3. Understand the production problem and how managers make input purchase decisions.
4. Understand the external environment, common information problems faced/created by manager.

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO 1 | | | | |
| CO 2 | | | | |
| CO 3 | | | | |
| CO 4 | | | | |

Semester 2

| Entrepreneurship Development and Startups | |
|---|---|
| Course Code: 23MBA201 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Core |

COURSE OBJECTIVES (COs)

1. This course aims to provide necessary inputs for entrepreneurial effort and planning to start a new venture
2. To enable students to investigate, understand and internalize the process of setting up a business
3. To disseminate knowledge regarding new venture planning including franchising and Marketing research.
4. To explain about various sources from which a new venture can raise finance.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Be familiar with the fundamentals of entrepreneurship and its role in economic development and to motivate them towards entrepreneurial activities.
2. Understand the concept of entrepreneurial leadership and stimulate them to think innovative as entrepreneurs.
3. Write effective business plans for establishing and managing any business venture.
4. Know how to raise finance while starting a new enterprise

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Business Analytics | |
|---|---|
| Course Code: 24MBA202 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic understanding of Business Analytics | Course Category: Core |

**COURSE OBJECTIVES (COs)**

1. To provide students with a comprehensive understanding of business analytics's fundamental concepts and methodologies.
2. To teach students effective techniques for collecting, managing, and processing large datasets using various tools and software.
3. To enable students to apply business analytics tools and techniques in real-world business scenarios, solving practical problems.
4. To apply the application of business analytics in marketing, finance, and human resource management.
5. To understand the ethical implications and responsibilities involved in using business analytics.

**COURSE LEARNING OUTCOME (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Explain and apply fundamental concepts of business analytics, including descriptive, predictive, and prescriptive analytics.
2. Demonstrate the ability to collect, clean, and organize data from various sources, ensuring data quality and integrity.
3. Apply statistical and machine learning methods to analyze data and extract actionable insights for business decision-making.
4. Use business analytics tools such as Excel, SQL, Python, and R to solve business problems.
5. Identify and analyze ethical issues related to data privacy, security, and the responsible use of analytics in business contexts.

**MAPPING MATRIX BETWEEN COURSE OBJECTIVES (COs) & COURSE LEARNING OUTCOMES (CLOs)**

| CLOs / COs | 01 | 02 | 03 | 04 | 05 |
|---|---|---|---|---|---|
| 01 | | | | | |
| 02 | | | | | |
| 03 | | | | | |
| 04 | | | | | |
| 05 | | | | | |

| Human Resource Management | |
|---|---|
| Course Code: 24MBA203 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To help the students to develop an understanding about the concepts and functions of human resource management.
2. To equip the students to understand acquisition, training and compensation Management.
3. To make students comprehend about Performance Appraisal and career planning and development program in organizational context.
4. To communicate to the students about maintenance and separation of employees.

**COURSE LEARNING OUTCOMES (CLO)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the concept of HRM and how it is critical for success of business.
2. Learn and implement the acquisition, placement, training, development & compensation structures of the organisation.
3. Comprehend the role of Performance Appraisal & Career development for organisation and employees.
4. Develop an understanding of Maintenance and Separation of Employees.

**MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES**

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Marketing Research | |
|---|---|
| Course Code: 21MBA204 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic understanding of Research | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To expose the students to the concepts of marketing research.
2. To make students learn the tools and techniques of social research.
3. To train students for executing research in social sciences.
4. To make students apprehend how to write a report.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Get an overview of marketing research, its scope and process.
2. Formulate the research problems and understand the major research designs.
3. Determine data sources and develop understanding for data collection for business research.
4. Analyse data and students will be able to write report.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| OPERATIONS MANAGEMENT | |
|---|---|
| Course Code: 23MBA205 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To develop an understanding of and an appreciation for the production and operations management function in any organization.
2. To understand the importance of productivity and competitiveness to both organizations and nations.
3. To understand the various production and operations design decisions and how they relate to the overall strategies of organizations.
4. Obtain an understanding of quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Facilitate collaborative learning by establishing relationship of the various planning practices of capacity planning, aggregate planning, project planning and scheduling.
2. Understand the roles of inventories and basics of managing inventories in various demand settings.
3. Understand the importance of an effective production and operations strategy to an organization.
4. Understand contemporary operations and manufacturing organizational approaches**.**

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Financial Management | |
|---|---|
| Course Code: 23MBA206 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To familiarise the students with the basic understanding of the subject.
2. To develop the analytical skills by associating the tools and techniques with the situation
3. Developing skills for interpretation business information and application of financial theory in financing related decisions
4. To develop skills for interpretation business information and application of financial theory in corporate investment decisions, with special emphasis on working capital management.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Gain knowledge of the financial environment of business.
2. Apply analytical knowledge of the tools and techniques with the situation.
3. Gain knowledge of interpretation business information and application of financial theory in financing related decisions.
4. Acquire knowledge of interpretation business information and application of financial theory in corporate investment decisions, with special emphasis on working capital management.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Accounting for Managers | |
|---|---|
| Course Code: 24MBA207 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: GC |

COURSE OBJECTIVES (COs)

1. To provide students in-depth knowledge and understanding of concepts of cost and management accounting and various types of costing.
2. To make students understand the difference of absorption and marginal costing and application of CVP analysis in decision making.
3. To provide students basic skills to prepare budget and use standard costing for variance analysis.
4. To learn skills to prepare and interpret cash flow statements as per AS-3.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Apply the concepts of cost and management accounting in real life business scenario.
2. Take the business decisions using marginal costing techniques.
3. Critically analyse the deviations of actuals from budgeted and standards.
4. Critically analyse and provide recommendations to improve the cash flow position in business.

MAPPING MATRIX OF COURSE OBJECTIVES (Cos) AND COURSE LEARNINGOUTCOMES (CLOs)

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO 1 | | | | |
| CO 2 | | | | |
| CO 3 | | | | |
| CO 4 | | | | |

| Live Project | |
|---|---|
| Course Code: 23MBA208 | Continuous Evaluation: 60 Marks |
| Credits: 2 | End Semester Examination: 40 Marks |
| Prerequisite: NIL | Course Category: LP |

COURSE OBJECTIVE (COs)

1. Aims at developing pragmatic skills among the students as they face real situations related to the chosen domain with respective to time management.
2. Optimization of the allocated necessary inputs and their application to meeting the project's pre-defined objectives.
3. Confront with numerous compliance concerning to a particular rule, procedure, standard or policy.
4. Successfully develop and implement all project's procedures.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

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

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

## Semester 3

| Strategic Management | |
|---|---|
| Course Code: 21MBA301 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Course Category: | Core |
| Prerequisite: | Basic understanding of foundation courses of Management |

COURSE OBJECTIVES (COs)

1. To introduce the concepts of strategic management and understand its nature in competitive and institutional landscape.
2. To develop a holistic approach to see business issues comprehensively and using other core and functional subject knowledge for decision-making.
3. To acquaint the students to handle critical situations in business world through practical application of knowledge and skills of the subject.
4. To make them learn about the business practices and procedures to meet business objectives

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Describe major theories, background work, concepts and research output in the field of strategic management.
2. 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.
3. Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.
4. Demonstrate capability of making their own decisions in dynamic business environment

MAPPING BETWEEN COURSEOBJECTIVESANDCOURSELEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Project Planning and Analytics in Management | |
|---|---|
| Course Code: 23MBA302 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To make students understand the basic principles of Project Planning, Analyzing and Management.
2. To impart the knowledge of functional areas of management like HR, finance and marketing.
3. To learn various aspects, tools and techniques of projects with reference to use and apply in business organizations.
4. To develop strengthening skills in research-based problem-solving and providing innovative solutions.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of final and allied domains to the solutions of real-world complex business issues
2. Be an informed and engaged participant in discussions related to project planning and project analysing.
3. 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.
4. Comprehend and analyse organisational structure and issues managed by project manager.

MAPPING MATRIX OF COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Summer Internship Project | |
|---|---|
| Course Code: 21MBA309 | Continuous Evaluation: 60 Marks |
| Credits: 4 | End Semester Examination: 40 Marks |
| Prerequisite: NIL | Course Category: SI |

Introduction

The Summer Internship is a mandatory project and is an important component of all MBA programs. This is a substantial, sustained and independent exercise conducted with industry with respect to any specific issue(s) or projects and produced by an individual student involving substantial data collection in the field and apply learnings of various foundation courses of management and also with the work presented as a written report.

**2.** Creation of Responsibility Centre for Summer Internship Project

- Dean/Associate Dean
- HOD/Co-ordinator
- Head Placement (Training and Placement)- Overall In-charge

**3.** Duration of Summer Internship Program (SIP):

- The duration of the summer internship will be 6-8 weeks.

**4.** SIP Objectives:

- To provide students an opportunity to apply the concepts learned in the class room to real life situations.
- To sensitize students towards the corporate culture by assigning time bound projects.
- To provide students a platform to a global network which will be useful to them in their career prospects.

**5.** SIP Learning Outcomes

Upon successful completion of SIP, the student will be able to:

- Acquire learning by applying the knowledge & skills they possess in unfamiliar real-life situations.
- Create value for themselves, internship organizations to the institute.
- Communicate and collaborate effectively and appropriately with different professionals in the work environment.
- Exhibit critical thinking and problem-solving skills by analyzing, formulating and drafting underlying issue/s.
- Demonstrate the ability to harness resources by analyzing challenges and considering opportunities.
- Recommend ideas to improve work effectiveness and efficiency by considering viable options.
- Demonstrate appreciation and respect for diverse groups of professionals by engaging harmoniously with different company stakeholders and exhibit professional ethics.

Mapping Matrix of SIP Objectives and learning outcomes

| Course | Course Outcomes | SIPLO1 | SIPLO2 | SIPLO3 | SIPLO4 | SIPLO5 | SIPLO6 | SIPLO7 |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |
| | | | Signature: | | | | | |

| | | L | T | P | C |
|---|---|---|---|---|---|
| **Course Code: 21SS353** | **Course Name: Presentation & Speaking Skills** | 0 | 1 | 2 | 2 |
| **Pre-requisite : None**<br>**Co-requisite : None** | | | | | |
| | **Continuous Evaluation: 70 Marks** | | | | |
| | **End Term Evaluation: 30 Marks** | | | | |

Training Objectives (TOs):-

- TO1. To develop the public speaking skills in the student.
- TO2. To make the students learn and adapt to the necessary etiquettes required to work and grow in corporate culture.
- TO3. To make the students learn to speak in a debate session by putting their arguments and making others accept their viewpoint convincingly.

Training Learning Outcomes (TLOs): -

**After the completion of the training, the student will have ability:**

- TLO1. To be confident in presenting himself in front of audience.
- TLO2. To become professional in his approach towards work culture.
- TLO3. To enhance the level of communication skills while interacting with others.

| **Mapping Matrix of Training Objectives (TO) & Training Learning Outcomes (TLO)** | | | |
|---|---|---|---|
| **Training Learning Outcomes (TLOs)➔**<br>**Training Objectives(TOs)⬇** | TLO1 | TLO2 | TLO3 |
| TO1 | | | |
| TO2 | | | |
| TO3 | | | |

## Semester 4

| E-Commerce | |
|---|---|
| Course Code: 23MBA401 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic knowledge of Computer | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To understand the concept and types of E-Commerce.
2. To expand knowledge on ISP, HTML and Infrastructure of Network System.
3. To practically perform the process of website building and identifying security threats in e-commerce.
4. To make understanding of business-to-business e-commerce and its functions.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the basic concept and various types of E-Commerce.
2. Initiate collaborative learning of the technology related to ISP, HTML and Infrastructure of Network System in e-commerce.
3. Understand the techniques to build website and cope up with its related threats.
4. Learn business-to-business e-commerce and its benefit for industries.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Corporate Governance and Social Responsibility | |
|---|---|
| Course Code: 21MBA402 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination:60 Marks |
| Course Category: | Core |
| Prerequisite: | Basic understanding of Ethics and Values |

COURSE OBJECTIVES (CO)

1. To learn to identify common ethical issues in business
2. To analyse and understand how business people make ethical decisions and handle ethical issues.
3. To make them comprehend about corporate governance and its implications on society and legal system
4. To become familiar with how firms evaluate social responsibility activities.

COURSE LEARNING OUTCOMES (CLO)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand ethical issues in business and how it is critical for the success of business organizations.
2. Comprehend and create organizational and management strategies in facilitating ethical socially responsible decision making.
3. Confront with the concept of Corporate Governance and its legal framework and role and importance of stakeholders in a corporate.
4. Analyse and assess ethical situations prevailing in the society.

MAPPINGBETWEENCOURSEOBJECTIVESANDCOURSELEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

**Introduction**

In the last semester of the program, students are required to carry out detailed study of a practical problem in the industry. They may also study the scenario, growth and outlook of a specific industry. A project report is to be submitted by the student at the end of the study, which is carried out under the supervision of an allocated faculty supervisor.

**FINAL DISSERTATION OBJECTIVES (FDOs)**

5. To provide students an opportunity to apply the concepts learned in the class room to real life situations.
6. To sensitize students towards the corporate culture by assigning time bound projects.
7. To provide students a platform to a global network which will be useful to them in their career prospects.

**FINAL DISSERTATION LEARNING OUTCOMES (FDLOs)**

Upon successful completion of Final Dissertation, the student will be able to:

1. Acquire written and verbal communication skills that allow them to communicate a convincing and reasoned critical argument at a level and style appropriate to the audience.
2. Learn to appreciate work and its function in the economy
3. Apply the knowledge gained in previous courses to practical problems in management disciplines
4. Demonstrate the ability to work independently and collaboratively for problem- solving

**MAPPING MATRIX OF DISSERTATION OBJECTIVES AND LEARNING OUTCOMES**

| Course (FDOs) | Course Outcomes (FDLOs) | FDLO1 | FDLO2 | FDLO3 | FDLO4 | FDLO5 | FDLO6 | FDLO7 |
|---|---|---|---|---|---|---|---|---|
| **Final Dissertation** | FDO1 | | | | | | | |
| | FDO2 | | | | | | | |
| | FDO3 | | | | | | | |

# Functional Electives (Finance)

| Security Analysis and Portfolio Management | |
|---|---|
| Course Code: 21MBA303F | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic Understanding of Financial Management | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To provide the students an overview of the investment theory.
2. To expand knowledge of the students in the context of analysis of fixed income Securities.
3. This course aims to provide the students an overview of analysis of Equity.
4. To practically learn the working and management of Portfolio Analysis, Selection and Management.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the theory of investment.
2. Analyze and administer fixed income securities.
3. Evaluate and adequately utilize the equity and related securities.
4. Select, analyze and manage portfolios.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Corporate Tax Planning | |
|---|---|
| CourseCode:23MBA304F | ContinuousEvaluation:40Marks |
| Credits:3 | EndSemesterExamination:60Marks |
| Prerequisite: Basic knowledge of taxation | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To make students conversant with the concept of corporate tax planning and Indian tax laws and determine the residential status of a company
2. To make students understand the provisions of head Capital Gains and Profit and Gains of Business or Profession and able to compute taxable income.
3. To make students understand the provisions of Minimum Alternate Tax u/s 115JB and able to compute taxable income under the head income from other sources.
4. To familiarize students with provisions relating to Returns of Income and Filing of return, Advance Payment of Tax, Deduction and Collection of Tax at Source (TDS) and apply them for tax planning in real-life scenarios.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with the National Education Policy (NEP). After completion of the course, students would be able to:

1. Understand the basic concepts in the field of taxation laws and determine the residential status of a company.
2. Compute taxable income from Capital Gains and Profit and Gains of Business or Profession.
3. Compute taxable income from other Sources and understanding of Minimum Alternate Tax.
4. Compute Taxable income and Tax liability of a company and effectively use the taxation laws concepts that help in enhancing the organization in today's business.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO1 | CLO2 | CLO3 | CLO4 |
| CO1 | | | | |
| CO2 | | | | |
| CO3 | | | | |
| CO4 | | | | |

| Financial Technology (Fintech) | |
|---|---|
| Course Code: 23MBA305 F | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. The course aims to abreast the students with latest Fintech developments and their applications.
2. Analyse the role and Applications of various technologies in finance industry.
3. Students will learn about business ideation and real world problem-solving through use of Fintech.
4. The course shall help in not only improving the employability of the students but also kindle the spirit of entrepreneurship within the student community at large, in line with the Prime Minister's Start-Up India initiative

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Have a comprehensive overview of the Fintech space – technologies, the applications and the startup ecosystem
2. Appreciate the role of technology in financial services and how it can provide solutions to key corporate challenges.
3. Develop an understanding of how FinTech is reconfiguring financial services business models and how they are different from the traditional business models.
4. Distinguish between financial and industrial innovation and the regulatory framework, the pros and cons of financial innovation.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Financial Econometrics | |
|---|---|
| Course Code: 23MBA306F | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic understanding of statistics | Course Category: Discipline Specific Electives |

COURSE OBJECTIVES (COs)

1. To introduce the students to the of basic econometrics and its assumptions and impact of violations of classical assumptions
2. To enable the student to Interpret functional forms of regression model
3. To Build Understanding of models using dummy variable and Qualitative Response Regression Models
4. To Empower the Understanding of Panel data regression models, stochastic regressors and the method of instrumental variables

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understanding of basic econometrics and its assumptions and impact of violations of classical assumptions
2. Interpretation of functional forms of regression model
3. Understanding of models using dummy variable and Qualitative Response Regression Models
4. Understanding of Panel data regression models, stochastic regressors and the method of instrumental variables

MAPPING MATRIX OF COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

# Mergers and Acquisitions

| | |
|---|---|
| Course Code: 23MBA307F | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To make student learn the preliminary conceptual drafting consisting of combination of theories and strategies.
2. To make student aware of financial evaluation when some company goes into mergers and acquisitions.
3. To impart knowledge to the students pertaining to analysing the output received after evaluation taken place.
4. To deeply study the forms and characteristic of mergers and acquisitions for formulating future policies.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand Mergers and Acquisitions with its different classifications, strategies, theories, synergy etc.
2. Conduct financial evaluation of Merger and Acquisition.
3. Analyse the results after evaluation.
4. Critically evaluate different types of mergers and acquisitions, takeover and anti- takeover strategies.

| Financial Markets and Instruments | |
|---|---|
| Course Code:23MBA403F | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To understand the basic concept of Indian Financial System and Markets.
2. To understand the structure and functions of banking institutions and regulatory authorities.
3. To provide students with an overview and mechanism of the derivatives.
4. To impart knowledge on trading strategies working with various models of options valuation.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Apply knowledge of Indian Financial System and Markets.
2. Understand structure and functions of banking institutions and statuary bodies.
3. To process the mechanism of the options market for expanding peer learnings.
4. To make better investment decisions by strategizing, implementing and valuing the derivatives.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Goods and Service Tax | |
|---|---|
| Course Code: 23MBA404F | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To make students understand about the rationale of Goods and Services Tax (GST), constitutional amendments for implementation of GST in India and comprehend the composition and working of GST council and also procedure of registration of GST.
2. To make students understand about the meaning of supply, types of supply, provisions related to place of supply and time of supply and composition levy.
3. To acquaint students regarding provisions of claiming and utilization of input tax credit and reverse charge mechanism.
4. To develop students' ability to prepare various documents and computation of taxable value of supply.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the rationale of Goods and Services Tax (GST), constitutional amendments functioning of GST council and registration process.
2. Interpret the meaning of supply under GST law, composite and mixed supply, provisions related to taxability of GST with regard to place and time of supply and composition levy.
3. Understand the utilization of input tax credit and the provisions of reverse charge mechanism.
4. File various returns under GST and payment of taxes.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives(COs)** | **Course Learning Outcomes(CLOs)** | | | |
|---|---|---|---|---|
| | **CLO1** | **CLO2** | **CLO3** | **CLO4** |
| **CO1** | | | | |
| **CO2** | | | | |
| **CO3** | | | | |
| **CO4** | | | | |

| Behavioral Finance | |
|---|---|
| Course Code: 21MBA405F | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To acquaint students with the concept of the importance of behavioral finance.
2. To facilitate students in developing an understanding of the theories affecting investments.
3. To make the students understand about the investor's behavior and biasness.
4. To manage and administer series of the factors affecting corporate decisions.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Differentiate the behavioral finance from classical finance.
2. Apply the understanding of the concepts to help promote more efficient financial decisions for investors, professional traders and corporate.
3. Communicate with clarity the psychological factors influencing decision making.
4. Incorporate and analyze psychological and external factors in making systematic decisions.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO1 | | | | |
| CO2 | | | | |
| CO3 | | | | |
| CO4 | | | | |

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| International Financial Management | |
|---|---|
| Course Code: 23MBA406F | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. The course aims to acquaint students with complexities and issues pertaining to financial management of multinational firms.
2. The course aims to equip the students with analytical tools and techniques for sound financial decision making in a global setting.
3. The course aims to educate students about various financial functions and processes.
4. It equips the students dealing with exchange rate changes.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the basic concepts of multinational firms, environment of international financial management and foreign exchange market.
2. Understand cross border investment and international capital budgeting along with risks in financial decision making
3. Analyse issues relating to various finance functions and processes.
4. Understand translation, transaction, and economic exposure to exchange rate changes.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Insurance and Banking | |
|---|---|
| Course Code: 21MBA407F | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To disseminate knowledge among the students of theoretical structures about Insurance.
2. To train and equip the students with the skills of insurance types and schemes.
3. To examine latest trends and regulations in commercial banking arena.
4. To become proficient in management of various aspects of commercial banking.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Develop a clear understanding and knowledge about the functioning of an insurance.
2. Nurture their understanding and expertise in various matters relating to operations of insurance schemes.
3. Understand origin of banking system and structure of banks.
4. Apply and connect various activities of commercial banks and gain knowledge on recent development in banking system.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

Functional Electives (Marketing)

| Consumer Behaviour | |
|---|---|
| Course Code: 21MBA303M | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Electives |

COURSE OBJECTIVES (COs)

1. The purpose of this course is to understand the conceptual foundations of consumer buying behavior
2. To create awareness of the theories of motivation and perception as applied in consumer behavior, and
3. To acquaint with the communication and consumer decision making
4. To make students understand the theoretical perspectives associated with consumer decision making, including recognizing cognitive biases and heuristics.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Identify the dynamics of human behavior and the basic factors that influence the Consumers decision process.
2. Explore and compare the core theories of consumer behavior in both consumer and organizational markets.
3. Apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.
4. Appraise models of Consumer Behaviour and determine their relevance to particular marketing situations.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Digital Marketing | |
|---|---|
| Course Code: 21MBA304M | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic understanding of Marketing | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. This course will provide students with the knowledge, skills, and foundations of Internet penetration and digital commerce. Also, all about the Internet Marketing in India.
2. Students will develop an understanding of the Digital marketing strategy. Students will gain both the theoretical and practical skills necessary for success of search engine optimization; paid advertising, search advertising, display advertising and learn about various factors bringing in changes in digital marketing as per market.
3. Students will understand the basics of online consumer behavior and consider how all of this applies to real world situations.
4. Students will be examining the process of Social Medial analytics.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Enable students to appreciate the difference and similarities between non-digital and digital marketing.
2. Demonstrate understanding of consumer behaviour on digital media.
3. Gain clarity on the ways to develop digital strategy & offering it for implementation purpose.
4. Understand the concept and working of social media marketing & its relevance.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Retailing Management | |
|---|---|
| Course Code: 23MBA305M | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Core |

COURSE OBJECTIVES (COs)

1. This course will bring clarity to students about basics of retail and its relevance.
2. To make the retailing structure and presence of retail in India clear to students.
3. To make concepts of retail location and merchandise management clear to students.
4. To provide knowledge to students regarding retail pricing, promotion and relationship management.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Gain knowledge of retailing and various essential features related to it
2. Understand structure of retailing and retail sector from Indian perspective.
3. Grasp knowledge of location and merchandise management concepts in respect to retailing.
4. Understand pricing, promotion techniques and how to build relation with customers in Retail sector.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| International Marketing | |
|---|---|
| Course Code: 23MBA306M | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To provide students with the knowledge, skills, and foundations of International marketing.
2. To develop an understanding of numerous aspects presented in marketing in an international context.
3. To synthesize functional aptitude of marketing variables.
4. To have hands-on-experience with strategy formulating and comparing for choosing best option among others.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Introduce the students to the concept of international markets, international marketing and the management of international business.
2. Describe the manifestations of international markets and analyse the various aspects in international marketing.
3. Explain and analyse the management functions of international marketing
4. Apply and compare the strategy issues and choices available for managers in international marketing.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Brand Management | |
|---|---|
| Course Code: 23MBA307M | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To make students aware about strategic brand management process and brand building concepts.
2. To provide knowledge to students about brand elements and designing marketing programs to build brand equity.
3. To make students understand integrated marketing communications and program to build brand equity.
4. To make students understand designing and implementing branding strategies

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand strategic brand management process and implications of brand building.
2. Utilize brand elements and design marketing programs to build brand equity.
3. Apply different forms of marketing communication to build brand.
4. Create and implement branding strategies.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Marketing of Services | |
|---|---|
| Course Code: 23MBA403M | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Course Category: | Discipline Specific Elective |
| Prerequisite: | Basic understanding of Marketing |

COURSE OBJECTIVES (COs)

1. To understand distinctive features of services and key elements in service marketing.
2. To communicate to the students about the new ways to improve service quality and understand consumer behaviour.
3. To be well-versed with marketing mix of services and its application in Indian Context.
4. To develop an understanding of the role of service marketing in service sector.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Comprehend and internalize the concepts covered in the course and be able to creatively apply them.
2. Demonstrate integrative knowledge of marketing issues associated with service quality and understanding of consumer behaviour.
3. Prepare, communicate and justify marketing mixes and information systems for service-based organizations.
4. Exhibit the capability to work effectively within a service team environment.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

# Advertising and Sales Promotion

| | |
|---|---|
| Course Code: 23MBA404M | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. This course will provide students with the knowledge, skills, and foundations of Advertisement in organizations.
2. To consider basics of advertising agencies and consider how all of this applies to real world situations.
3. The primary objective of this course is to provide understanding of advertisement, advertising budgets, and the exciting world of Indian advertising & structure of advertising agency.
4. To learn the process of setting advertising objectives.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand reasons behind choosing an advertising agency& apply the same knowledge in practical situations.
2. Gain clarity about Creative department, Media department, Client servicing department, marketing research department; Ancillary Services & various other processes associated with advertising agency.
3. Explore how to allocate the Marketing Communication Budget.
4. Understand The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness & Kinds of Advertising Objectives.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Sales and Distribution Management | |
|---|---|
| Course Code: 23MBA405M | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Core |

COURSE OBJECTIVES (COs)

1. To understand the roles and responsibilities of sales function
2. To manage and enhance the sales force productivity and performance
3. To plan and implement an effective sales strategy for their organizations
4. To frame socially, legally and ethically acceptable policies and plans for marketing channels

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understanding of the various roles, responsibilities and policies of sales function
2. Overview the issues of power and conflict in the organization
3. Understanding to manage, motivate and lead sales force
4. Framing policies and plan for sales organization and channels

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

# Marketing Channels

| | |
|---|---|
| Course Code: 23MBA406M | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To provide an understanding of the company's route to the market.
2. To enable the students to understand and manage the downstream part of the value chain.
3. To understand the product, piece, place and distribution issue in channel.
4. To evaluate the international channel perspectives and channel members performance.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Apply and connect the structure of marketing channels and understanding its movement of flow.
2. Demonstrate procedure for designing distribution channels.
3. Understand behavioral issues of marketing channels.
4. Apprehend other marketing mix elements on channels and evaluation of the performance of channel members.

**MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNINGOUTCOME**

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO 1 | | | | |
| CO 2 | | | | |
| CO 3 | | | | |
| CO 4 | | | | |

| Rural and Agribusiness Marketing | |
|---|---|
| Course Code: 23MBA407M | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

**COURSE OBJECTIVES (COs)**

1. To understand the concept of Rural Market & rural customer
2. To identify the process of Rural Marketing
3. To understand the marketing mix in rural markets
4. To understand the innovations being done for rural markets

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Students will be able to recite problems in rural marketing and changing focus of corporate towards rural market.
2. Students will be able to solve the problems of cooperative sector in India.
3. Students will be able to recognize need of agricultural marketing in economic development and constraints of agricultural marketing.
4. Students will be able to evaluate role of government and financial institution in growth of rural and agricultural marketing.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO 1 | | | | |
| CO 2 | | | | |
| CO 3 | | | | |
| CO 4 | | | | |

# Functional Electives (OB & HRM)

| Managing Training, Learning and Development | |
|---|---|
| Course Code: 21MBA303HR | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Understanding of HRM and OB | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To make students understand the concept, process and training needs of various categories of employees at different levels
2. To deliver students to understand about learning and other aspects in relation to development
3. To make the students understand how to prepare people to carry out predetermined tasks in well-defined job contexts
4. To provide students learn about a steady source of competent persons at different levels so as to meet the future requirements of the organisation.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Explain the key concepts of training, the training process and identify training needs of various categories of employees in a variety of organizational contexts
2. Describe the key concepts associated with Learning & Development
3. Examine and evaluate the impact of training on various organizational and HR aspects.
4. Develop an understanding to get ahead in the race especially in a complex, dynamic and ever-changing

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO 1 | | | | |
| CO 2 | | | | |
| CO 3 | | | | |
| CO 4 | | | | |

| Performance Management | |
|---|---|
| Course Code: 23MBA304HR | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To impart the understanding about the concept of performance management.
2. To provide understanding of system and strategies adopted by the organizations to manage employees' performance.
3. To practically implement performance management process and chalking out its necessities.
4. To acquaint students with the issues in performance management.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Outline and understand the core objectives of performance management.
2. Understand the key stages of performance management cycle and differentiate between performance management and performance appraisal.
3. Apply and connect the organizations performance management process.
4. Bring in collaborative learning by identifying and removing key issues with performance management.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Human Resource Metrics & Analytics | |
|---|---|
| Course Code: 23MBA305HR | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. Relate the importance of using data–based reasoning to support HR decisions.
2. Formulate decisions about human resource initiatives using data–based reasoning and analysis.
3. Identify the quantitative analyses suitable for the analysis of employee data.
4. Interpret statistical output involving HR data.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Formulate decisions for developing logical reasoning related to HR procedures.
2. Exercise analysis related to impacts of decisions
3. Synthesis and process employee data for further decision making
4. Interpret and decode the output so received by applying metrics and analytics tools

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Management of Industrial Relations | |
|---|---|
| Course Code: 23MBA306HR | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Nil | Course Category: Discipline Specific Electives |

COURSE OBJECTIVES (COs)

1. Acquainting the students with the Basic concepts of Industrial Dispute and the Industrial Dispute Act, 1947and putting concepts in their practical perspective.
2. Providing an elementary understanding of the penalties and offences under Industrial Dispute Act
3. Providing extensive knowledge regarding Powers and Duties of Authorities under Industrial Dispute Act.
4. To sensitise the students with the employee relations scenario in India.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Elaborate the concept of Industrial Relations and also able to elaborate Industrial Dispute settlement procedures
2. Illustrate the role of trade union in the industrial setup and can also outline the important causes & impact of industrial disputes.
3. Identify and realize the role of trade union in the industrial setup.
4. 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.

MAPPING MATRIX OF COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Team Dynamics at Work | |
|---|---|
| Course Code: 21MBA307HR | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. Analyze and describe the core attributes of effective team design.
2. Identify the factors of ethical and power based leadership of teams
3. Amalgamate the dynamic of global practical team work.
4. Practically applying team dynamics at the workplace.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the importance of team work and ways to execute it.
2. Exercise ethical approach of managing and executing team assignments.
3. Gain clarity on dynamics of teams as team size, norms, social loafing.
4. Execute team settings and allocation of teams for the official task.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

# Compensation and Reward Management

| | |
|---|---|
| Course Code:23MBA403HR | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Nil | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To gain insights on various conceptual aspects of Compensation and Benefits to achieve organizational goals.
2. To determine the performance based compensation system for business excellence and solve various cases.
3. To designing the compensation strategies for attraction, motivation and retaining high quality workforce.
4. To understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand components and basic structures of compensation.
2. Define and relate functioning with the importance of internal alignment and conducting job evaluation for an appropriate compensation designing.
3. Gain knowledge on external competitiveness and benefits management.
4. Apply and connect with performance based compensation system and incentives.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Organizational Change & Development | |
|---|---|
| Course Code: 23MBA404HR | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To familiarize students with the underlying concepts of organizational change and development.
2. To explore the practice of change management, including strategies for inducing and managing changes at the organizational, group, and individual levels.
3. To understand the framework of Organizational Development (OD) and its foundational principles with emphasis on its interventions.
4. To design, implement and address implementation challenges, responsibilities, and effectiveness measurement.
5. To gain insights into contemporary issues related to Organizational development.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Differentiate and apply various approaches to managing organizational change.
2. Utilize competencies to induce and manage changes at different levels (organization, group, and individual).
3. Develop skills to design and implement effective intervention strategies.
4. Critically address problems related to OD implementation.
5. Understand challenges and contemporary issues in Organizational Development

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Strategic Human Resource Management | |
|---|---|
| Course Code: 23MBA405HR | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic understanding of human resource management | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To establish the linkage between firm strategy and HR practices of the firm through Resource-based view of Competitive Advantage and Sustained Competitive advantage.
2. 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 behavioural perspective and cybernetic systems.
3. 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
4. To analyse the strategic role of human resource management in a competitive environment and evaluate the relationship between human resource management and organizational performance

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Establish the linkage between firm strategy and HR practices of the firm through Resource-based view of Competitive Advantage and Sustained Competitive advantage.
2. Understand the need for different HRM practices in alignment with different business strategies through closed system as well as open system models such as behavioural perspective and cybernetic systems.
3. 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
4. Synthesize and apply knowledge in human resource management to contemporary organizations.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO 1 | | | | |
| CO 2 | | | | |
| CO 3 | | | | |
| CO 4 | | | | |

| Leadership, Power and Politics in Organizations | |
|---|---|
| Course Code: 21MBA406HR | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To introduce students with the concepts that are useful for understanding, analysing, and navigating power dynamics in organizations.
2. To diagnosing power and politics in organizations, building coalitions and networks, managing conflict, speaking up for yourself and others you care about, responding to status loss and low expectations, and leading change (e.g., issue selling, change management and downsizing).
3. To develop their leadership, general management and career skills through a better understanding of power and politics.
4. To understand the importance of relationships with organizational stakeholders and an organizational context crucial to successfully navigating the political terrain of organizations.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Demonstrate an understanding of the types of power in organizations.
2. Understanding the formation of formal structures and apply different strategies of influence to their own problems in organizations.
3. Gain knowledge on informal structures and analysing strengths and weaknesses of individual influence.
4. Implement cultural change and understanding the ways by which one overcome the barriers to power and influence

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| International Human Resource Management | |
|---|---|
| Course Code: 21MBA407HR | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To acquaint the students with the concepts and strategies of international human resource management through introduction.
2. To make students clear about staffing and training from expatriate perspective.
3. To make students aware about performance and compensation management from international perspective.
4. To provide clarity to students regarding repatriation and industrial relations.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Know HRM issues in international contexts; issues related to host, home and third country nationals.
2. Become aware about staffing and training strategies essential from international point of view.
3. Understand the performance and compensation management especially from expatriate's perspective.
4. Apprehend repatriation and industrial relations from international point of view.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

Functional Electives (International Business)

| International Business | |
|---|---|
| Course Code: 23MBA303IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Electives |

COURSE OBJECTIVES (COs)

1. To guide the students upon identifying right structure and understanding the set of key differences between domestic business and international business.
2. To enable students to learn and identify various methods for getting involved in international business.
3. To highlight the components of the international business environment.
4. To make students understand various measures of economic progress and development and describe the position of the United States in International trade.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Learn the fundamental theories, purposes and practices of international business, and better understand why companies engage in it;
2. Recognize and appreciate the complexity of entering an international market;
3. Understand the relationship between government (foreign and domestic) and international business;
4. Better understand the impact of physical, cultural, political, legal and financial forces on international business;

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO 1 | | | | |
| CO 2 | | | | |
| CO 3 | | | | |
| CO 4 | | | | |

| Export Import Procedures | |
|---|---|
| Course Code: 23MBA304IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. This course enables a student to appreciate the role of documentation in international trade.
2. This course will help the students to assess the importance of terms of contract from an international perspective.
3. The students will learn to apply the concepts learned in terms of delivery and international trade pricing to actual transactions.
4. Students would be able to evaluate the different methods of payments used in international trade.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Learn basic terminologies and concept related to international trade
2. Understand documentation related to export and import decision.
3. Synthesize procedural movements' related to exporting and importing of goods.
4. Comprehend with institutional framework for exports and imports.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

# International Marketing

| | |
|---|---|
| Course Code: 23MBA305IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To provide students with the knowledge, skills, and foundations of International marketing.
2. To develop an understanding of numerous aspects presented in marketing in an international context.
3. To synthesize functional aptitude of marketing variables.
4. To have hands-on-experience with strategy formulating and comparing for choosing best option among others.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Introduce the students to the concept of international markets, international marketing and the management of international business.
2. Describe the manifestations of international markets and analyse the various aspects in international marketing.
3. Explain and analyse the management functions of international marketing
4. Apply and compare the strategy issues and choices available for managers in international marketing.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Information System in Global Business | |
|---|---|
| Course Code: 23MBA306IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

COURSE OBJECTIVES (COs)

1. To understand the linkage of information system in Global Business.
2. To comprehend with the emerging technologies that would help business at international front.
3. To comply with the strategies that gives success in the global market.
4. To understand the outsourcing mechanism and utilizing its merits for the betterment of the business.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Amend the integration of the information system with the business.
2. Practically apply the advantages of using emerging technologies as Frame Relay, ATM, VOIP; ADSL, Cable Modem, wireless, Mobile technology.
3. Apply strategies to combat competition in the global markets.
4. Generate competency in developing rationality on outsourcing ways for conducting a global business

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| International Regulatory Environment | |
|---|---|
| Course Code: 21MBA307IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic understanding of strategic Management | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To focus on the role of International Trade Institutions in promoting international Trade.
2. To focus on rapidly expanding legal system of the World Trade Organization (WTO).
3. To provide a basic insight into the institutional and substantive law of the WTO.
4. To understand barriers and attempts to remove them.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Utilize competency in lieu of promoting international trade.
2. Synthesis World Trade Organization policies and measures.
3. Understanding and implementing laws of WTO.
4. Understand barriers to international trade

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO1 | | | | |
| CO2 | | | | |
| CO3 | | | | |
| CO4 | | | | |

| India's Foreign Trade and Policy | |
|---|---|
| Course Code: 23MBA403IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Electives |

COURSE OBJECTIVES (COs)

1. To acquaint the students with structure of India's foreign trade and explore India's trade policy.
2. To create awareness about the various schemes initiated for EXIM.
3. To provide understanding about role of Indian government in promoting India's foreign trade.
4. To understand the regulatory framework of bodies handling foreign exchange facilities.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Equip the students to critically evaluate the India's foreign trade policy and it's economic relations.
2. Analyse the importance of various measures and schemes adopted for EXIM.
3. Understand the meaning importance of role of Indian government in promoting India's foreign trade.
4. Develop the skills among students to anticipate various regulatory and legal aspects related to India's foreign trade.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO1** | | | | |
| **CO2** | | | | |
| **CO3** | | | | |
| **CO4** | | | | |

| International Advertising and Brand Management | |
|---|---|
| Course Code: 23MBA404IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To impart knowledge of international advertising concept, issues and decisions.
2. To develop knowledge of advertisement campaign, planning and communication internationally.
3. To understand the international brand concept and decision-making ability of creation.
4. To acquire knowledge of international brand positioning and services.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Acquire Knowledge of international advertising objectives, importance and DAGMAR approach concept.
2. Develop knowledge of advertisement Headline, body copy, logo, illustration and layout internationally.
3. Understand international brand personality, image, identity, equity and loyalty etc.
4. Acquire knowledge of international brand building in Different Sectors along with extension and services.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO 1 | | | | |
| CO 2 | | | | |
| CO 3 | | | | |
| CO 4 | | | | |

| International Relations and Management | |
|---|---|
| Course Code: 21MBA405IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Course Category: | Discipline Specific Elective |
| Prerequisite: | Basic understanding of International Business |

COURSE OBJECTIVES (COs)

1. To understand the basics of International Relations and understand its nature in competitive situation.
2. To make them familiar about the unique characteristics of emerging economies.
3. To learn about international practices and events in world affairs.
4. To acquaint the students to handle critical situations in business world through practical application of knowledge and skills of the subject.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand international perspective of this course and the way power is acquired and used globally and how states and non-states actors interact.
2. Apply knowledge to understand the market volatility and growth and investment potential in emerging economies.
3. Become familiar with contemporary theories of international relations to use as lenses to differently explain outcomes and events in world affairs
4. Become conversant in current international events through a close reading of the news and interpretation of events through international relations theories and concepts.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| Overseas Buying Behavior | |
|---|---|
| Course Code: 23MBA406IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To acquaint the students with the basic understanding of the concepts and theories of consumer and industrial buyer behavior
2. To enable students understand the internal determinants of buying behavior and their application to business cases.
3. To enable students understand the external determinants of buying behavior and their application to business cases
4. To understand the socio-cultural trends and their implications in overseas marketing.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Explain consumer behavior as a field of study, analyze and differentiate the various Consumer behavior models, Organization buying models.
2. Emphasize on the various psychological factors influencing buying behaviour across the various cultures.
3. Discuss the external determinants contributing towards changing buying behaviour.
4. Identify the various changes in the consumer behaviour field and discuss the trends in various cultures.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO1** | | | | |
| **CO2** | | | | |
| **CO3** | | | | |
| **CO4** | | | | |

| Cross Cultural Management and Management of MNC's | |
|---|---|
| Course Code: 23MBA407IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To focus on business and management and to provide an intellectual and experiential forum for developing the interpersonal-intercultural communication and interaction skills necessary for international managers**.**
2. To identify cultural aspects of verbal and nonverbal behavior of persons from different cultures and to recognize cultural differences that can cause difficulties in management situations.
3. To acquire detailed expertise in dealing with a wide variety of cultural situations, challenges and paradigms, thus learning practical skills that will be useful for their own personal and professional development on an international level in and around MNC's.
4. To understand the implications of the globalization of business for effective management. Exhibit a high degree of cultural intelligence and cross-cultural communication skills applicable to the real world of business and travel.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Acquire a sharper understand of their own culture and how it impacts their behaviour in a multicultural setting
2. Interpret behaviour, attitudes and communication styles of people from different cultures correctly
3. Understand the roles of, and challenges facing, MNC subsidiaries and headquarters
4. Deal with ambiguity in an ever-changing and unpredictable context that results from the globalization of business and people

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO 1 | | | | |
| CO 2 | | | | |
| CO 3 | | | | |
| CO 4 | | | | |

| International Business Strategy | |
|---|---|
| Course Code: 21MBA409 IB | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic understanding of strategic Management | Course Category: Discipline Specific Elective |

COURSE OBJECTIVES (COs)

1. To understand the basics of international business strategy and understand its nature in competitive situation.
2. To make them familiar about the unique characteristics of emerging economies.
3. To learn about international practices and procedures to meet objectives.
4. To acquaint the students to handle critical situations in business world through practical application of knowledge and skills of the subject.

COURSE LEARNING OUTCOMES (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand international perspective of this course and how it is critical for the success of multinational companies.
2. Apply knowledge to understand the market volatility and growth and investment potential in emerging economies.
3. Understanding of industry competition at international level and the choices companies make to compete.
4. Demonstrate capability of making their own decisions in dynamic business environment.

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |