

Integrated MBA is a most sought after programme for students aspiring for a good career. The programme objectives are compatible with their aspirations, and the ultimate programme outcome is always positive towards the career goals of the students. The programme outcomes and course-specific outcome are intimated to all concerned in writing.

### **PROGRAMME OUTCOMES FOR INTEGRATED MBA**

1. To foster the analytical ability to solve organizational problems.
2. To develop and enhance a student's holistic business acumen for managing complex business scenarios.
3. To enable the students to develop various competent management practices with robust ethical values across a cross section of areas such as Economics, Finance, Marketing, HR, IT and Operations.
4. To develop management capabilities, product and service management skills, entrepreneurship and analytical inclination.
5. To enable students to inculcate etiquettes, leadership, team building, problem solving competencies in a multi-disciplinary milieu.
6. To develop knowledge, skills and attitudes (KSAs) required to meet the demands of dynamic employment opportunities.

### **Programme Specific Outcomes**

1. To induce entrepreneurial and intrapreneurial ethos for capacity building, innovation and business/project feasibility analysis.
2. To contribute holistically to the organizational development by practically applying learning concepts in the workplace.
3. To proactively espouse leadership ethos as and when it arises in an organization.

### **UNIVERSITY CURRICULUM**

BIITM is affiliated to Biju Patnaik University of Technology (BPUT), Odisha and follows the courses of study prescribed by the university. The 5 year Integrated MBA program is divided to 10 semesters. The first 7 semesters aim at giving a broad exposure of the students to the core areas of business studies, and the students pursue major & minor specializations during the 8<sup>th</sup>, 9<sup>th</sup> & 10<sup>th</sup> Semesters along with a few core subjects. The Subjects of specializations are:

- Marketing
- Finance
- HR
- Operation
- IT

The university curriculum requires students to have hands on experience in the form of **SIP (Summer Internship Program)** at the end of 8<sup>th</sup> semester and to do a **Seminar Presentation** during the 10<sup>th</sup> semester. The details of course structure are as follows.

**1<sup>ST</sup> SEMESTER I-MBA**

<b>Sl No.</b>	<b>Sub. Code</b>	<b>Subject</b>	<b>Credit</b>	<b>University Marks</b>	<b>Internal Marks</b>	<b>Total Marks</b>
1	16IMN101	English Language Comm-I	4	100	50	150
2	16IMN102	Business Organization	4	100	50	150
3	16IMN103	Business Statistics	4	100	50	150
4	16IMN104	Basic Financial Accounting -I	4	100	50	150
5	16IMN105	IT for Management	4	100	50	150
6	16IMN106	ELC Lab-I	2	0	100	100
7	16IMN107	IT Lab	2	0	100	100

**2<sup>ND</sup> SEMESTER I-MBA**

<b>Sl No.</b>	<b>Sub. Code</b>	<b>Subject</b>	<b>Credit</b>	<b>University Marks</b>	<b>Internal Marks</b>	<b>Total Marks</b>
1	16IMN201	English Language Comm -II	4	100	50	150
2	16IMN202	Social Psychology	4	100	50	150
3	16IMN203	Quantitative Method-I	4	100	50	150
4	16IMN204	Basic Financial Accounting-II	4	100	50	150
5	16IMN205	Environmental Studies	4	100	50	150
6	16IMN206	English Language Communication -Lab	2	0	100	100

**3<sup>RD</sup> SEMESTER I-MBA**

<b>Sl No.</b>	<b>Sub. Code</b>	<b>Subject</b>	<b>Credit</b>	<b>University Marks</b>	<b>Internal Marks</b>	<b>Total Marks</b>
1	16IMN301	Quantitative Methods-II	4	100	50	150
2	16IMN302	Principles of Management	4	100	50	150
3	16IMN303	Law of Contract	4	100	50	150
4	16IMN304	Economic Analysis	4	100	50	150
5	16IMN305	Cost Accounting	4	100	50	150

**4<sup>TH</sup> SEMESTER I-MBA**

<b>Sl No.</b>	<b>Sub. Code</b>	<b>Subject</b>	<b>Credit</b>	<b>University Marks</b>	<b>Internal Marks</b>	<b>Total Marks</b>
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1	16IMN401	Organizational Behaviour	4	100	50	150
2	16IMN402	Marketing Management-I	4	100	50	150
3	16IMN403	Company Law	4	100	50	150
4	16IMN404	Entrepreneurship & Small Business Management	4	100	50	150
5	16IMN405	Management Accounting	4	100	50	150

**5<sup>TH</sup> SEMESTER I-MBA**

Sl No.	Sub. Code	Subject	Credit	University Marks	Internal Marks	Total Marks
1	16IMN501	Financial Management-I	4	100	50	150
2	16IMN502	Marketing Management-II	4	100	50	150
3	16IMN503	Operational Management-I	4	100	50	150
4	16IMN504	Human Resource Mgt.-I	4	100	50	150
5	16IMN505	Employment Legislations	4	100	50	150

**6<sup>TH</sup> SEMESTER I-MBA**

Sl No.	Sub. Code	Subject	Credit	University Marks	Internal Marks	Total Marks
1	16IMN601	Financial Management-II	4	100	50	150
2	16IMN602	Research Methods	4	100	50	150
3	16IMN603	Operational Management-II	4	100	50	150
4	16IMN604	Human Resource Mgt.-II	4	100	50	150
5	16IMN605	Business Ethics	4	100	50	150

**7<sup>TH</sup> SEMESTER I-MBA**

Sl No.	Sub. Code	Subject	Credit	University Marks	Internal Marks	Total Marks
1	16IMN701	Fundamentals of ERP	4	100	50	150
2	16IMN702	Banking & Insurance Management	4	100	50	150
3	16IMN703	Managerial Economics	4	100	50	150
4	16IMN704	International Business	4	100	50	150
5	16IMN705	Corporate Strategy	4	100	50	150

**8<sup>TH</sup> SEMESTER I-MBA**

Sl No.	Sub. Code	Subject	Credit	University Marks	Internal Marks	Total Marks
1	16IMN801A	Consumer Behaviour	3	100	50	150
2	16IMN802A	Sales & Distribution Management	3	100	50	150
3	16IMN803A	Digital Marketing	3	100	50	150
4	16IMN801B	Security Analysis & Portfolio Management	3	100	50	150
5	16IMN802B	Financial Derivatives	3	100	50	150
6	16IMN803B	Advanced Management Accounting	3	100	50	150
7	16IMN801C	Manpower Planning	3	100	50	150
8	16IMN802C	Employee Relations	3	100	50	150
9	16IMN803C	Compensation and Benefit Management	3	100	50	150
10	16IMN801D	Supply Chain Management & Logistics	3	100	50	150
11	16IMN802D	Pricing & Revenue Management	3	100	50	150
12	16IMN803D	Operations Strategy	3	100	50	150
13	16IMN804	Summer Internship	4	0	100	100

### 9<sup>TH</sup> SEMESTER I-MBA

Sl No.	Sub. Code	Subject	Credit	University Marks	Internal Marks	Total Marks
1	16IMN901A	Service Marketing	3	100	50	150
2	16IMN902A	Retail Management	3	100	50	150
3	16IMN903A	Product & Branding Management	3	100	50	150
4	16IMN901B	Project Appraisal and Financing	3	100	50	150
5	16IMN902B	Business Taxation	3	100	50	150
6	16IMN903B	Behavioural Finance	3	100	50	150
7	16IMN901C	Performance Management System	3	100	50	150
8	16IMN902C	Team Dynamics at Work	3	100	50	150
9	16IMN903C	Strategic HRM	3	100	50	150
10	16IMN901D	Sales and Operation Planning	3	100	50	150
11	16IMN902D	Management of Manufacturing System	3	100	50	150

12	16IMN903D	Sourcing Management	3	100	50	150
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### 10<sup>TH</sup> SEMESTER I-MBA

SI No.	Sub. Code	Subject	Credit	University Marks	Internal Marks	Total Marks
1	16IMN1001A	B2B Marketing	3	100	50	150
2	16IMN1001B	Mergers and Corporate Restructuring	3	100	50	150
3	16IMN1001C	Industrial Legislations	3	100	50	150
4	16IMN1001D	Operations Research Applications	3	100	50	150
5	16IMN1002	Seminar	3	0	100	100

### Course Objective and Course Outcome

Course Objectives and Course Outcomes are prepared for each course through a process of discussion in workshops among subject specialist teachers.

Semester	Course Code	Name of the Course	Course Objectives	Course Outcomes	Level of Assessment
1 <sup>st</sup> Semester	161MN101	English language Communication-I	The objectives of course are;	On completion of this course, a student will be able to;	2
			<b>CO1.</b> To provide an overview of the pre-requisites to business communication.	<b>PO1.</b> Students will improve their speaking ability in English both in terms of fluency and comprehensibility	
			<b>CO2.</b> To familiarize the learners with different format of organizational communication.	<b>PO2.</b> Students will give oral presentations and receive feedback on their performance	2
			<b>CO3.</b> To impact the correct practices and strategies of effective business writing and business.	<b>PO3.</b> Students will give oral presentations and receive feedback on their performance	1
			<b>CO4.</b> To put in use the basic mechanics of grammar, usage, punctuation and precise vocabulary.	<b>PO4.</b> Students will improve their reading fluency skills through extensive reading.	2
			<b>CO5.</b> To provide an overview of the		

			pre-requisites to business communication.	<b>PO5.</b> Students will enlarge their vocabulary by keeping a vocabulary journal.	<b>2</b>
				<b>PO6.</b> Students will strengthen their ability to write academic papers and essays.	<b>1</b>
	<b>161MN102</b>	<b>Business Organization</b>	<b>CO1.</b> To provide students with an understanding of the nature of business activities and the environments within which they function.	<b>PO1.</b> Explain the concept of the various constituents of organisations and their impact on businesses.	<b>2</b>
			<b>CO2.</b> To provide students with a knowledge of the theoretical and practical aspects of the operation of the various types of business organizations.	<b>PO2.</b> Demonstrate and develop conceptual framework of business organisations and generate interest in business.	<b>2</b>
			<b>CO3.</b> To develop an understanding of the role of business activities in the modern world.	<b>PO3.</b> Understand the definition of ethics and the importance and role of ethical behaviour in the business world today.	<b>1</b>
			<b>CO4.</b> To develop an awareness of the changing and integrated nature of business problems and an ability to explore and deal with these problems.	<b>PO4.</b> Explain different ways of classifying businesses by size industries, sectors and industries type.	<b>3</b>
			<b>CO5.</b> To develop the skill of analysis, synthesis and evaluation in the context of business decisions.		
			<b>CO6.</b> To develop the competencies and attitudes in playing the various roles in the business world		

	<b>161MN103</b>	<b>Business Statistics</b>	<b>CO1.</b> To learn adequate theoretical concept to study statistics & mathematics for the use in various applied fields in management decision making.	On successful completion of the course students will be able to:  <b>PO1.</b> Demonstrate proficiency with statistical analysis of data.	<b>3</b>
			<b>CO2.</b> To understand role of quantitative techniques in managerial decision making.	<b>PO2.</b> Develop the ability to build and assess data-based models.	<b>6</b>
			<b>CO3.</b> To understand applications of various quantitative techniques in managerial settings.	<b>PO3.</b> Explain skill in data management and apply data science concepts and methods to solve problems in real-world contexts and will communicate these solutions effectively.	<b>3</b>
	<b>161MN104</b>	<b>Basic Financial Accounting-I</b>	<b>CO1.</b> To prepare learners to understand the Scope of Accounting and it's principle in any business activity.	On successful completion of the course, students should be able to  <b>PO1.</b> Identify the accounting concepts, principle and conventions.	<b>4</b>
			<b>CO2.</b> To learn the Financial Accounting treatment in relation to Double entry system, Journal, Subsidiary book, Ledger and Trial Balances	<b>PO2.</b> Understand the process of accounting.	<b>2</b>
			<b>CO3.</b> To enable the students to establish the interface between Financial Accounting Standards and the Preparation of Financial Statement.	<b>PO3.</b> Solve, and examine the Journal Entries, Ledger, Trial Balance	<b>3</b>
<b>CO4.</b> To analyse and interpret Financial Statement and Balance Sheet of different Companies.			<b>PO4.</b> Evaluate the financial statements of different companies.	<b>5</b>	

	<b>161MN105</b>	<b>IT for Management</b>	<p><b>CO1.</b> To help the students gain understanding of the functions and responsibilities of managers.</p> <p><b>CO2.</b> To provide them tools and techniques to be used in the performance of the managerial job.</p> <p><b>CO3.</b> To enable them to analyze and understand the environment of the organization.</p> <p><b>CO4.</b> To help the students to develop cognizance of the importance of management principles.</p>	<p>On completion of this course, the students will be able to</p> <p><b>PO1:</b> Understand the concepts related to Business.</p>	<b>2</b>
				<p><b>PO2:</b> Demonstrate the roles, skills and functions of management.</p>	<b>2</b>
				<p><b>PO3:</b> Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.</p>	<b>4</b>
				<p><b>PO4:</b> Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.</p>	<b>2</b>
<b>2<sup>nd</sup> Semester</b>	<b>161MN201</b>	<b>English language Communication-II</b>	<p>The objectives of course are;</p> <p><b>CO1.</b> To provide an overview of the pre-requisites to business communication.</p> <p><b>CO2.</b> To familiarize the learners with different format of organizational communication.</p> <p><b>CO3.</b> To impart the correct practices and strategies of effective business writing and business presentation.</p> <p><b>CO4.</b> To put in use the basic mechanics of grammar, usage, punctuation and precise vocabulary.</p>	<p>On completion of this course, a student will be able to;</p> <p><b>PO1.</b> Know and retain the complete course outline, course objectives, course outcome, the evaluation pattern and the schedule of assignments.</p>	<b>1</b>
				<p><b>PO2.</b> Demonstrate his/her ability to compose reasonable error free business correspondence with brevity and clarity.</p>	<b>3</b>
				<p><b>PO3.</b> Distinguish among various levels of organizational communication and communication barriers while developing an understanding of communication as an organization process.</p>	<b>2</b>

				<b>PO4.</b> Use creative as well as critical thinking in preparing his/her resume and in designing PPTs for presentation	<b>6</b>
<b>161MN202</b>	<b>Social Psychology</b>	<p>CO1. Develops an understanding of the social psychological concepts like attitudes, attributions and significance of communication in social situations.</p> <p>CO2. Inculcate in the students, prosocial behaviour, helps in understanding the steps in developing prosocial behaviour and emphasizes on the determinants of prosocial behaviour.</p> <p>CO3. Helps to develop an understanding on group structure and group functioning and about the concepts related to group dynamics like obedience, conformity, cooperation and competition.</p>	upon successful completion of this course, students will be able to:		
			<b>PO1.</b> Demonstrate the ability to articulate independently and creatively about human Social Behavior and the cultural influences that affect our behavior.	2	
			<b>PO2.</b> Describe, discuss and analyze major issues and concepts in the field of Social Psychology.	2	
			<b>PO3.</b> Compare and contrast the research methodologies used in the Scientific study of human Social Behavior.	4	
			<b>PO4.</b> Demonstrate the ability to state the fundamental principles of Social Psychology.	3	
<b>161MN203</b>	<b>Quantitative Methods-I</b>	<p>CO1. To learn adequate theoretical concept to study Quantitative Methods for the use in various applied fields in management decision making.</p> <p>CO2. To understand role of quantitative techniques in managerial decision making.</p> <p>CO3. To understand applications of various quantitative techniques in managerial settings.</p>	On successful completion of the course students will be able to:		
			<b>PO1.</b> Demonstrate proficiency with Quantitative analysis of data.	3	
			<b>PO2.</b> Develop the ability to build and assess data-based models.	6	
			<b>PO3.</b> Execute quantitative analyses with professional statistical software.	2	

				<b>PO4.</b> Explain skill in data management and apply Quantitative methods concepts and methods to solve problems in real-world contexts and will communicate these solutions effectively.	<b>3</b>
<b>161MN204</b>	<b>Basic Financial Accounting-II</b>	<p><b>CO1.</b> To to describe the Scope of Company Accounting and it's principle in Annual Reports of Comapnies</p> <p><b>CO2.</b> To learn the Financial Accounting treatment in relation to Share, issues of shares, disclosure of share capital in balance sheet.</p> <p><b>CO3.</b> To enable the students to establish the edge between Financial Accounting Standards and the Preparation of company annual reports.</p> <p><b>CO4.</b> To analyse and interpret trend analysis, funds flow, ratio anylisis etc.</p>	On successful completion of the course, students should be able to	<p><b>PO1.</b> Identify the accounting concepts, principle and conventions company accounts</p> <p><b>PO2.</b> Understand and interpret disclosures in company annual reports</p> <p><b>PO3.</b> Solve, and examine the trend analysis, ratio analysis, funds flow etc.</p> <p><b>PO4.</b> Evaluate the financial Shenanigans.</p>	<b>4</b>
					<b>2</b>
					<b>3</b>
					<b>5</b>
<b>161MN205</b>	<b>Environmental Studies</b>	<p><b>CO1.</b> To analyse different issue of environment and measure to controls it.</p> <p><b>CO2.</b> To enrich the students understanding to current scenario of society and related problems.</p> <p><b>CO3.</b> To direct the attention of students towards activities meant for betterment of the society.</p> <p><b>CO4.</b> To make the students understand the initiatives of corporate</p>	<b>PO1.</b> Explain the concept of the various constituents of environment and their impact on businesses.	<b>2</b>	
			<b>PO2.</b> Demonstrate and develop conceptual framework of business environment and generate interest in business.	<b>3</b>	
			<b>PO3.</b> Understand the definition of ethics and the importance and role of ethical behaviour in the business world today.	<b>2</b>	

			to pay back to the society and how they derive social return in long run.	<b>PO4.</b> Understand the importance of ethical business and corporate governance.	<b>2</b>
<b>3<sup>rd</sup> Semester</b>	<b>161MN301</b>	<b>Quantitative Methods-II</b>	<b>CO1.</b> To learn adequate theoretical concept to study Quantitative Methods for the use in various applied fields in management decision making.	On successful completion of the course students will be able to:  <b>PO1.</b> Demonstrate proficiency with Quantitative analysis of data.	<b>3</b>
			<b>CO2.</b> To understand role of quantitative techniques in managerial decision making.	<b>PO2.</b> Develop the ability to build and assess data-based models.	<b>6</b>
			<b>CO3.</b> To understand applications of various quantitative techniques in managerial settings.	<b>PO3.</b> Execute quantitative analyses with professional statistical software.	<b>2</b>
				<b>PO4.</b> Explain skill in data management and apply Quantitative methods concepts and methods to solve problems in real-world contexts and will communicate these solutions effectively.	<b>3</b>
	<b>161MN302</b>	<b>Principle of Management</b>	<b>CO1.</b> To explain the various concepts of management.	<b>PO1.</b> Define management, its basic functions and skills.	<b>1</b>
			<b>CO2.</b> To make the students understand the contemporary management practices.	<b>PO2.</b> Interpret and apply critical management theories and philosophies.	<b>2</b>
			<b>CO3.</b> To highlight professional challenges that manager's face in various organization.	<b>PO3.</b> Identify the stages of team development and the skills a team must acquire to become effective.	<b>1</b>
			<b>CO4.</b> To enable the students to appreciate the emerging ideas and practices in the field of management.	<b>PO4.</b> Illustrate the impact of continuous changes and ensure the fitment of changes management vis-à-vis the management functions.	<b>3</b>

	<b>161MN303</b>	<b>Law of Contract</b>	<p><b>CO1.</b> Identify the relevant legal issues that arise on a given set of facts in the area of contract law.</p> <p><b>CO2.</b> Select and apply a range of approaches to written communication, and apply the critical thinking required to bring about creative solutions to complex legal problems in the area of contract law.</p>	<p>Students graduating with Law of Contract will be able to:</p> <p><b>PO1</b> Define, distinguish and apply the basic concepts and terminology of the law of contract.</p>	<b>1</b>
				<p><b>PO2</b> Define and distinguish amongst the various processes involved in contract formation.</p>	<b>1</b>
				<p><b>PO3</b> Identify the relevant legal issues that arises on a given set of facts in the area of contract law.</p>	<b>1</b>
	<b>161MN304</b>	<b>Economic Analysis</b>	<p><b>CO1.</b> To familiarize the students with the basic concept of microeconomics.</p> <p><b>CO2.</b> To make student understand the demand and supply analysis in business applications</p> <p><b>CO3.</b> To familiarize students with the production and cost structure under different stages of production.</p> <p><b>CO4.</b> To understand the pricing and output decisions under various market structure.</p> <p><b>CO5.</b> To help students understand and apply the various decision tools to understand the market structure.</p>	<p>On completion of this course, the students will be able to:</p> <p><b>PO1.</b> To understand the concepts of cost, nature of production and its relationship to Business operations.</p>	<b>1</b>
				<p><b>PO2.</b> To apply marginal analysis to the “firm” under different market conditions.</p>	<b>3</b>
				<p><b>PO3.</b> To analyse the causes and consequences of different market conditions.</p>	<b>4</b>
<p><b>PO4.</b> To integrate the concept of price and output decisions of firms under various market structure.</p>				<b>3</b>	

	<b>161MN305</b>	<b>Cost Accounting</b>	<b>CO1.</b> To enable the learner to understand the various concepts of cost accounting.	Students would be able to;  <b>PO1.</b> Get a clear picture of absorption costing, marginal costing, break even analysis. They will be able to take a decision while solving the problems	<b>1</b>
			<b>CO2.</b> To provide information regarding cost accounting as a tool of managerial decisions.	<b>PO2.</b> Understand about profit Planning, make or buy decisions, cost reduction and cost control.	<b>2</b>
			<b>CO3.</b> develop various skills among the students related with budget and budgetary control	<b>PO3.</b> Analyse the motive behind preparing the various budgets, Establishing a budgetary control system and its administration.	<b>3</b>
			<b>CO4.</b> Make students understand the various concepts of standard costing.	<b>PO4.</b> Determine standard cost and its types, determine total standard cost and variances and its applicability.	<b>3</b>
			<b>CO5.</b> To make students understand the concept of operating costing in different areas.	<b>PO5.</b> Understand the concept of operating costing and its applicability in service industry i.e hotel, hospital, transport, etc.	<b>2</b>
<b>4<sup>th</sup> Semester</b>	<b>161MN401</b>	<b>Organization Behaviour</b>	<b>CO1.</b> To develop understanding of the behaviour of individuals and groups inside organizations	<b>PO1.</b> Define the conceptual underpinning of organizational behavior.	<b>1</b>
			<b>CO2.</b> To enhance skills in understanding and appreciating individuals interpersonal, and group process for increased effectiveness both within and outside or organization.	<b>PO2.</b> Explain how these theories and empirical evidences can help to understand contemporary organisational issues.	<b>2</b>
			<b>CO2.</b> To develop theoretical as well	<b>PO3.</b> Apply theories to practical problems in organisation in a critical manner.	<b>3</b>

			as practical insights and problem-solving capabilities for effectively managing the organizational processes.	<b>PO4.</b> Identify conflict management strategies that managers can use to resolve organizational conflict effectively.	<b>1</b>
<b>161MN402</b>	<b>Marketing Management-I</b>		<p><b>CO1.</b> To sensitize the students to the dynamic nature of Business and its impact on Marketing Management.</p> <p><b>CO2.</b> To expose students to a systematic frame work of marketing Principles and practices and to identify marketing problems and find out way for solution.</p> <p><b>CO3.</b> To develop the skill of implementation marketing strategies in competitive environment.</p>	On successful completion of the course students will be able to: <b>PO1.</b> Identify the key analytical frameworks and tools used in marketing.	<b>1</b>
				<b>PO2.</b> Utilize information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.	<b>1</b>
				<b>PO3.</b> Examine the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings.	<b>3</b>
<b>161MN403</b>	<b>Company Law</b>		<p><b>CO1.</b> To know basic of business law required while doing business.</p> <p><b>CO2.</b> To “ignorance of law is no excuse”.</p> <p><b>CO3.</b> To aware on adhere to rule of Law.</p>	<b>PO1.</b> Interpretation skill to explore key elements that persist in law to adopt right approaches which are befitting to law of land.	<b>2</b>
				<b>PO2.</b> Analyses human behaviour in response to activities being pursued by them and ascertain its impact in community.	<b>4</b>
				<b>PO3.</b> Promote basic understanding of mechanism of business contracts, its implementation/ performance in right perspective on back drop of business law.	<b>2</b>
				<b>PO4.</b> Determine and decide what to do and what not to do on pretext of legal requisites.	<b>1</b>

	<b>161MN404</b>	<b>Entrepreneurship &amp; Small Business Management</b>	<p><b>CO1.</b> To improve the students' confidence, grooming, and communication skills.</p>	<p>On successful completion of the course students will be able to:  <b>PO1.</b> Demonstrate a fundamental comprehension of business opportunity evaluation, from the perspective of a prospective investor.</p>	<b>3</b>
			<p><b>CO2.</b> To develop self- awareness in the students for the purpose of impression management and exception management.</p>	<p><b>PO2.</b> Identify the most recognized sources of potential funding and financing for business start-ups and/or expansion.</p>	<b>1</b>
			<p><b>CO3.</b> To prepare the students to On line Aptitude Tests, Group Discussions, and interviews. During the recruitment process.</p>	<p><b>PO3.</b> Demonstrate their skills in customer development, customer validation, and competitive analysis.</p>	<b>3</b>
				<p><b>PO4.</b> Outline presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge to identify paths to value creation through 1) company formation (for-profit); 2) social innovation (non-profit); or 3) intellectual property licensing.</p>	<b>4</b>
	<b>161MN405</b>	<b>Management Accounting</b>	<p><b>CO1.</b> To help the students to develop cognizance of the importance of accounting in organization financial statements.</p>	<p><b>PO1.</b> Understanding and explaining of Basic Accounting Procedure, Balancing of Accounts &amp; Management Accounting.</p>	<b>2</b>
			<p><b>CO2.</b> To enable students to describe how people analyze the corporate financial under different conditions and understand why people describe the financial statements in different manner.</p>	<p><b>PO2.</b> Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.</p>	<b>3</b>
			<p><b>CO3.</b> To provide the students to analyze specific characteristics of</p>	<p><b>PO3.</b> Understanding and Basic Knowledge of Cost Accounting with application of its various tools.</p>	<b>2</b>

			<p>standard costing.</p> <p><b>CO4.</b> To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results.</p>	<p><b>PO4.</b> Critically analyze and provide recommendations to improve the business operations using accounting techniques.</p>	<b>4</b>
				<p><b>PO5.</b> Identify problems associated with relying on financial accounting information for internal decision making, Valuation of Goodwill and Inventory Management.</p>	<b>2</b>
<b>5<sup>th</sup> Semester</b>	<b>161MN501</b>	<b>Financial Management-I</b>	<p><b>CO1.</b> To help the students to develop cognizance of the importance of Financial Management in corporate valuation.</p>	<p>On completion of this course, the students will be able to</p> <p><b>PO1.</b> Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.</p>	<b>3</b>
			<p><b>CO2.</b> To enable students to describe how people analyze the corporate leverage under different conditions and understand why people value different corporates in different manner.</p>	<p><b>PO2.</b> Apply the CAPM model, NPV and IRR Analysis associate with Financial Data in the corporate.</p>	<b>4</b>
			<p><b>CO3.</b> To provide the students to analyze specific characteristics of long term financing</p>	<p><b>PO3.</b> Analyse the complexities associated with management of cost of funds in the capital Structure.</p>	<b>4</b>
			<p><b>CO4.</b> To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control Debt Equity incurrence and improve results</p>	<p><b>PO4.</b> Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems.</p>	<b>3</b>
	<b>161MN502</b>	<b>Marketing Management-II</b>	<p><b>CO1.</b> To sensitize the students to the dynamic nature of Business and its impact on Marketing Management.</p> <p><b>CO2.</b> To expose students to a</p>	<p>On successful completion of the course students will be able to:</p> <p><b>PO1.</b> Identify the key analytical frameworks and tools used in marketing.</p>	<b>1</b>

		<p>systematic frame work of marketing Principles and practices and to identify marketing problems and find out way for solution.</p> <p><b>CO3.</b> To develop the skill of implementation marketing strategies in competitive environment.</p>	<p><b>PO2.</b> Utilize information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.</p> <p><b>PO3.</b> Examine the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings.</p>	<p><b>1</b></p> <p><b>3</b></p>
<b>161MN503</b>	<b>Operation Management-I</b>	<p><b>CO1.</b> To understanding the concepts, principles, problems, and practices of operation.</p> <p><b>CO2.</b> To understand the importance of an effective operations strategy in an organization.</p> <p><b>CO3.</b> To understand the various production design decision and how they relate to the overall strategic of organisation.</p>	<p><b>PO1.</b> Operations management involves a wide range of areas as well as redesigning business operations in the production of goods or services.</p>	<b>1</b>
			<p><b>PO2.</b> Known about the various industries which were implanting operation management in competitive advantages.</p>	<b>1</b>
			<p><b>PO3.</b> Develop strategies which are as capacity planning, facilities location planning, aggregate planning and scheduling, as well as inventory management techniques and quality management.</p>	<b>6</b>
			<p><b>PO4.</b> Demonstrate ability to identify strengths and weaknesses of alternative solutions and obtain relevant managerial insights.</p>	<b>3</b>
<b>161MN504</b>	<b>Human Resource Management-I</b>	<p><b>CO1.</b> To introduce and explain different phenomenon of Human resource management.</p> <p><b>CO2.</b> To enrich the students understanding human resource management, which may enable them to implement the concept workplace?</p>	<p><b>PO1.</b> Identify each of the major HRM function and process of strategic HRM planning, job analysis and design, requirement, selection, training and development, compensation and benefits and performance appraisal.</p>	<b>1</b>

				<b>PO2.</b> Demonstrate HRM process to the organization's strategic management and decision making process.	<b>3</b>
				<b>PO3.</b> Analyse sources for attracting and recruiting talent and appropriate practices for job placement, training and development processes as well as future trends for HRM globalization.	<b>4</b>
	<b>161MN505</b>	<b>Employment Legislation</b>	<b>CO1.</b> To provide present state of Industrial relations in India and understand the various processes and procedures of handling Employee Relations.	<b>PO1.</b> Describe the dynamic legal context in which employment relationship are enacted.	<b>1</b>
			<b>CO2.</b> To understand acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution.	<b>PO2.</b> Apply aspects of employment law to real workplace situations.	<b>3</b>
				<b>PO3.</b> Summarize emerging trends in employment law.	<b>2</b>
				<b>PO4.</b> Interpret the ethical implications of current and emerging labour regulation.	<b>2</b>
				<b>PO5.</b> Illustrate the features of welfare and wage Legislations also to integrate the knowledge of Labour Law in General HRD Practice.	<b>3</b>
<b>6<sup>th</sup> Semester</b>	<b>161MN601</b>	<b>Financial Management-II</b>	<b>CO1.</b> 1. To study various concepts and basics of corporate finance.	On completion of this course, the students will be able to	
			<b>CO2</b> To identify different concepts like time-value calculation, compounding, discounting, risk and return	<b>PO1.</b> Describe the different concepts and fundamentals of corporate finance	<b>2</b>
			<b>CO3</b> To approximate the organisation's cost of capital, and understand how this cost is	<b>PO2.</b> Apply efficient models for firm's optimum dividend pay-out	<b>3</b>

		<p>impacted by taxation, “leverage” and other factor.</p> <p><b>CO4.</b> To outline various tools and techniques for Current asset management</p>	<p><b>PO3.</b> Analyze and outline various tools and techniques for Capital Budgeting</p>	<b>4</b>
			<p><b>PO4.</b> Formulate the strategies for selection of sources of capital and minimizing cost of capital</p>	<b>3</b>
<b>161MN602</b>	<b>Research Methods</b>	<p><b>CO1.</b> To equip the students with the basic understating of the research methodology in changing business scenario.</p> <p><b>CO2.</b> To provide an insight into the application of dynamic analytical techniques to face the challenges, aimed at fulfilment the objective of business decision making.</p>	<p><b>PO1.</b> Understand the various kinds of research, objectives of doing research, research process, research designs and sampling.</p>	<b>2</b>
			<p><b>PO2.</b> Assess measurement and scaling options to determine appropriate measures required to address specific research questions.</p>	<b>5</b>
			<p><b>PO3.</b> Apply and interpret the different types of data analysis and hypothetic testing procedures.</p>	<b>3</b>
			<p><b>PO4.</b> Communicate research in a writer report and presentation.</p>	<b>1</b>
<b>161MN603</b>	<b>Operation Management-II</b>	<p><b>CO1.</b> To understanding the concepts, principles, problems, and practices of operation.</p> <p><b>CO2.</b> To understand the importance of an effective operations strategy in an organization.</p> <p><b>CO3.</b> To understand the various production design decision and how they relate to the overall strategic of organisation.</p>	<p><b>PO1.</b> Operations management involves a wide range of areas as well as redesigning business operations in the production of goods or services.</p>	<b>1</b>
			<p><b>PO2.</b> Known about the various industries which were implanting operation management in competitive advantages.</p>	<b>1</b>
			<p><b>PO3.</b> Develop strategies which are as capacity planning, facilities location planning, aggregate planning and scheduling, as well as inventory management techniques and quality management.</p>	<b>6</b>

				<b>PO4.</b> Demonstrate ability to identify strengths and weaknesses of alternative solutions and obtain relevant managerial insights.	<b>3</b>
<b>161MN604</b>	<b>Human Resource Management-II</b>		<p><b>CO1.</b> To introduce and explain different phenomenon of Human resource management.</p> <p><b>CO2.</b> To enrich the students understanding human resource management, which may enable them to implement the concept workplace.</p>	<b>PO1.</b> Identify each of the major HRM function and process of strategic HRM planning, job analysis and design, requirement, selection, training and development, compensation and benefits and performance appraisal.	<b>1</b>
				<b>PO2.</b> Demonstrate HRM process to the organization's strategic management and decision making process.	<b>3</b>
				<b>PO3.</b> Analyse sources for attracting and recruiting talent and appropriate practices for job placement, training and development processes as well as future trends for HRM globalization.	<b>4</b>
<b>161MN605</b>	<b>Business Ethics</b>		<p><b>CO1.</b> Explore the relationship between ethics and business and the subsequent theories of justice and economics across different cultural traditions.</p> <p><b>CO2.</b> Comprehend the relationship between ethics, morals and values in the workplace.</p> <p><b>CO3.</b> Analyze and understand various ethical philosophies to explain how they contribute to current management practices.</p>	<b>PO1.</b> Apply knowledge of management theories and practices to solve business problems.	<b>3</b>
				<b>PO 2.</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>2</b>
				<b>PO 3.</b> Ability to develop Value based Leadership ability.	<b>4</b>
				<b>PO4.</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>3</b>

			<p><b>CO4.</b> Critically apply understanding of ethics of real-world contexts and gather and analyse information by way of undertaking a research project on a topic relevant to business ethics.</p> <p><b>CO5.</b> Critically analyze the reasons of systematic failure of corporate governance that could spread from individual firms to entire markets or economies</p>	<p><b>PO 5.</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment</p> <p><b>PO6.</b> Ability to engage in independent and life-long learning in the context of managing unpredictable societal and global issues.</p>	<p><b>3</b></p> <p><b>2</b></p>
<b>7<sup>th</sup> Semester</b>	<b>161MN701</b>	<b>Fundamental of ERP</b>	<p><b>CO1.</b> To provide fundamental knowledge on the basic aspects of IT applications in business Management information Systems in place and Enterprise Resource Planning in different functional areas.</p>	<p><b>PO1.</b> Learn to use various IT tools for solving business problems.</p>	<b>3</b>
				<p><b>PO2.</b> Understand basic use of enterprise software and its role in integrating business functions.</p>	<b>2</b>
				<p><b>PO3.</b> Develop and implement information system (MIS) for business Application</p>	<b>5</b>
				<p><b>PO4.</b> Analyze the strategic options for ERP identification and adoption.</p>	<b>4</b>
	<b>161MN702</b>	<b>Banking &amp; Insurance Management</b>	<p><b>CO1.</b> To disseminate knowledge among the students inculcate in them their theoretical structures about banking and insurance.</p> <p><b>CO2.</b> To provide learners with a basic understanding of the banking sector.</p> <p><b>CO3.</b> To develop the Understanding of how Banking Sector Functions.</p> <p><b>CO4.</b> To give an overview of advanced technology that has emerged in the insurance sector</p>	<p><b>PO1.</b> Distinguish the concepts of regulation and innovation in banking system.</p>	<b>2</b>
				<p><b>PO2.</b> To train and equip the students with the skills of modern banking.</p>	<b>1</b>
				<p><b>PO3.</b> Further gives information to the students about the regulations that exist in the banking sector</p>	<b>4</b>
				<p><b>PO4.</b> It helps students to gain knowledge about the technology used</p>	<b>4</b>

				in insurance and risk management.	
	<b>161MN703</b>	<b>Managerial Economics</b>	<p><b>CO1.</b> To lay an adequate theoretical foundation to study various applied fields in economics and management.</p> <p><b>CO2.</b> To demonstrate the application of economics theory to business decisions.</p> <p><b>CO3.</b> To develop a student's ability to think analytically about the economics force at work in society.</p>	<p>On completion of the course students will be able to:</p> <p><b>PO1.</b> Adopt the managerial economics concepts for business decision making. Also know law of demand and its exceptions to use different forecasting methods for predicting demand for various products and services.</p>	<b>1</b>

			<b>CO4.</b> To develop a framework which the students may use to analyse the overall behaviour of a modern mixed economy	<b>PO2.</b> Understand the different costs of production and how they affect short and long run decision.	<b>2</b>
				<b>PO3.</b> Derive the equilibrium conditions for cost minimization and profit maximization. And the economic od scale , diseconomies of scale and economics of scope and how each affects the cost of production.	<b>3</b>
				<b>PO4.</b> Analyse different phases of business cycle, understand the impact of cyclical fluctuation on the growth business and lay policies to control business cycle.	<b>4</b>
	<b>161MN704</b>	<b>International Business</b>	<b>CO1.</b> To gain adequate knowledge about the different aspects of the international business environment and global investment arena.	Students graduating with an International Business should be able to: <b>PO1.</b> Explain business expansion abroad and key issues related to their operations in other countries.	<b>1</b>
				<b>PO2.</b> Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.	<b>4</b>
				<b>PO3.</b> Understand international business policies related to FDI, Export and Import norms.	<b>2</b>
				<b>PO4.</b> Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.	<b>6</b>

	<b>161MN705</b>	<b>Corporate Strategy</b>	<p><b>CO1.</b> To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in business environment.</p> <p><b>CO2.</b> To specify the Organization's mission, vision and objectives and develop policies.</p> <p><b>CO3.</b> To understand the analysis and implementation or strategic management in strategic business units.</p>	<p>On successful completion of the course students will be able to: <b>PO1.</b> Define and understand the concept of corporate strategy.</p>	<b>1</b>
				<b>PO2.</b> Identify the different levels of corporate strategy and able to devise strategies for the organisation that derive from both the external and internal analyses performed.	<b>4</b>
				<b>PO3.</b> Examine the reasons for developing Strategies and analyze the resources and capabilities of the organization	<b>4</b>
				<b>PO4.</b> Understand the interlink ages between the strategy of the organization and the structure of the organization.	<b>2</b>
<b>8<sup>th</sup> Semester (Marketing Specialization)</b>	<b>161MN801A</b>	<b>Consumer Behaviour</b>	<p><b>CO1.</b> To understand the role of consumer behaviour in marketing and to develop the skills to map the consumer's mind set.</p> <p><b>CO2.</b> To identify consumer behaviour and to analyse emerging issues in buying behaviour.</p>	<p>On successful completion of the course students will be able to: <b>PO1.</b> Discuss the rationale for studying consumer behaviour.</p>	<b>2</b>
				<b>PO2.</b> Identify and explain factors which influence consumer behaviour inclusive of society and culture.	<b>1</b>
				<b>PO3.</b> Demonstrate how knowledge of consumer behaviour can be applied to marketing.	<b>3</b>
				<b>PO4.</b> Demonstrate the capability to employ inquiry processes to complete marketing projects.	<b>3</b>

	<b>161MN802A</b>	<b>Sales &amp; Distribution Management</b>	<b>CO1.</b> To enrich students with the dynamics of sales & various practices in current business scenario.	On successful completion of the course students will be able to:	<b>2</b>	
			<b>CO2.</b> To learn various functions of distribution, service outputs to be delivered by marketing channel and establishing customer relationship.	<b>PO1.</b> Understand & appreciate the diverse variables affecting the sales & distribution function.		<b>3</b>
			<b>CO3.</b> To learn various technics for analysing sales data and designing market solutions and strategy.	<b>PO2.</b> Develop critical skills for generating, evaluating and selecting sales and distribution strategies.		
			<b>CO4.</b> To study various issues and challenges changing the whole complexion of sales & distribution (e-marketing, aggregator concept & Digital marketing)	<b>PO3.</b> Understand techniques and approaches required for effective decision making in the areas of Sales and Distribution.		<b>2</b>
	<b>161MN803A</b>	<b>Digital Marketing</b>	<b>CO1.</b> To understand online consumer behavior and concept of cyber branding.	On successful completion of the course students will be able to:	<b>2</b>	
			<b>CO2.</b> To understand the technological importance of SEO.	<b>PO1.</b> Explain emerging trends in digital marketing and critically assess the use of digital marketing tools.		<b>2</b>
			<b>CO3.</b> How to create Google Ad Words campaign, Social Media planning to get basic knowledge of Google analytics for measuring effect of digital marketing and getting insight future trends that will affect future development of digital marketing.	<b>PO2.</b> The extended range of digital strategies and tactics.		
				<b>PO3.</b> Comprehend the importance of working with digital relationship marketing.		<b>3</b>
			<b>PO4.</b> Analyse cross-cultural and ethical issues in globalized digital markets.	<b>4</b>		
<b>8<sup>th</sup> Semester (Finance Specialization)</b>	<b>161MN801B</b>	<b>Security Analysis Portfolio Management</b>	<b>CO1.</b> To understand the alternative form of investment and to calculate risk and return related with it	On productive accomplishment of the course the students should be able to	<b>1</b>	
			<b>PO1.</b> Describe basic understanding of investment and its constituents.			

			<p><b>CO2.</b> To learn different models of portfolio selection based on risk &amp; return parameters.</p> <p><b>CO3.</b> To calculate the pricing of securities with CAPM, Arbitrage pricing theory, Efficient market Hypothesis etc.</p> <p><b>CO4.</b> To examine Fundamental and Technical analysis, charting tool for effective portfolio evaluation.</p>	<p><b>PO2.</b> Design Optimal portfolio and evaluate them using models.</p> <p><b>PO3.</b> Apply precise models to securities performance and forecasting</p> <p><b>PO4.</b> Inspect Fundamental and Technical analysis for portfolio selection and evaluation.</p>	<p><b>4</b></p> <p><b>3</b></p> <p><b>6</b></p>
	<b>161MN802B</b>	<b>Financial Derivatives</b>	<p><b>CO1.</b> To study different type of derivative and traders in the derivative market.</p> <p><b>CO2.</b> To analyse Future hedging strategies using different models like cost of carry, convenience yield &amp; compounding.</p> <p><b>CO3.</b> To study various models of Option pricing. Critically evaluate Option Payoff strategies and understand its efficacy.</p> <p><b>CO4.</b> To learn SWAPS and demonstrates its different types.</p>	<p>On successful completion of the course, students should be able to</p> <p><b>PO1.</b> Apply knowledge of all aspects of derivative market theory and the roles they play in the financial markets</p> <p><b>PO2.</b> Identify how derivative instruments can be used to change or hedge risk and evaluate risks and pay-offs associated with trading such instruments and their implications</p> <p><b>PO3.</b> Define the basic risk management and trading strategies using futures and options</p> <p><b>PO4.</b> Justify the techniques used to value options and the factors that determine valuation</p>	<p><b>1</b></p> <p><b>2</b></p> <p><b>1</b></p> <p><b>3</b></p>

	<b>161MN803B</b>	<b>Advanced Management Accounting</b>	<p><b>CO1.</b> To understand the basics and scope of Management Accounting in any business activity.</p> <p><b>CO2.</b> To analyse different techniques of Costing treatment in relation to Job Costing, Service Costing and Product Costing.</p> <p><b>CO3.</b> To develop management tools related to Budgetary control, Standard Costing etc.</p>	<p>On successful completion of the course, students should be able to</p> <p><b>PO1.</b> Define the concept of management accounting, budgetary control etc.</p>	<b>1</b>
				<p><b>PO2.</b> Examine the cost sheet with for the preparation of various types of Budget.</p>	<b>4</b>
				<p><b>PO3.</b> Infer management decision based on the calculation of marginal costing, break even analysis.</p>	<b>3</b>
<b>8<sup>th</sup> Semester (HR Specialization)</b>	<b>161MN801C</b>	<b>Manpower Planning</b>	<p><b>CO1.</b> To enable the students to acquire knowledge and skill necessary for preparing the manpower plan of the business enterprise or to understand such a plan drawn up by the manpower planning cell of company.</p>	<p><b>PO1.</b> Explain the significance of human resource planning at macro (national, state) and micro levels (company, department)</p>	<b>2</b>
				<p><b>PO2.</b> Quote the academic status of human resource planning as an integrated discipline.</p>	<b>1</b>
				<p><b>PO3.</b> Analyze the implications of change in the manpower situation of a company and of the availability of HR within the organization and outside.</p>	<b>4</b>
				<p><b>PO4.</b> Apply the knowledge and skill necessary for preparing the manpower plan of a business enterprise or to understand such a plan drawn up by the manpower planning cell of the company.</p>	<b>3</b>

	<b>161MN802C</b>	<b>Employee Relations</b>	<p><b>CO1.</b> Describe the nature and importance of employee relation to develop a good and healthy employee- employer relationship in the organization.</p> <p><b>CO2.</b> To know the different acts of industrial relation system for effective management of the trade unions.</p>	On productive accomplishment of the course the students should be able to	<b>2</b>	
				<b>PO1.</b> Understand nature of the employment relationship and Employee relations policies and managing employee relationships in organization.		
				<b>PO2.</b> Apply various laws and theories in case of collective bargaining and Disputes resolution in employer organization.		<b>3</b>
				<b>PO3.</b> Analyse the employment relationship in terms of the form of power available to employers and the nature of employee involvement.		<b>4</b>
				<b>PO4.</b> Examine the nature of the employment relationship in terms of compliance or commitment.	<b>3</b>	
	<b>161MN803C</b>	<b>Compensation and Benefit Management</b>	<p><b>CO1.</b> To learn basic compensations concepts and the context of compensation practice.</p> <p><b>CO2.</b> To learn the concepts of payments and employee benefits issues.</p> <p><b>CO3.</b> To understand various benefits an employee can avail during service.</p>	<b>PO1.</b> Describe basic compensation concepts and the context of compensation practice.	<b>1</b>	
				<b>PO2.</b> Interpret different ways to strengthen the pay for performance link.	<b>2</b>	
				<b>PO3.</b> Explain the concepts of Payment and employee benefits issues for contingent workers.	<b>3</b>	
				<b>PO4.</b> Interpret the legally required employee benefits.	<b>2</b>	
<b>PO5.</b> Summarize how pay decisions help the organization achieve a competitive advantage.				<b>2</b>		

				<b>PO6.</b> Apply the knowledge to solve compensation related problems in organizations	<b>3</b>	
<b>8<sup>th</sup> Semester (OM Specialization)</b>	<b>161MN801D</b>	<b>Supply Chain Management &amp; Logistics</b>	<p><b>CO1.</b> To analyze the supply chain scenario and to make understand the students the insights on supply chain process from sourcing to distribution.</p> <p><b>CO2.</b> To enhance the supply chain integration and sustainable supply chain strategic skills among the students.</p>	On successful completion of the course students will be able to:	<b>4</b>	
				<b>PO1.</b> Analyse the supply chain scenario and to make understand the students the insights on supply chain process from sourcing to distribution.		
				<b>PO2.</b> Enhance the supply chain integration and sustainable supply chain strategic skills among the students.		<b>3</b>
				<b>PO3.</b> Apply knowledge to evaluate and manage an effective supply chain.		<b>3</b>
				<b>PO4.</b> Understand the foundational role of logistics as it relates to transportation and warehousing.		<b>2</b>
<b>161MN802D</b>	<b>Pricing and Revenue Management</b>	<p><b>CO1.</b> To offer fundamental understandings of pricing and revenue management with respect to operations management.</p> <p><b>CO2.</b> To analyze the impact of different types of pricing and economy on revenue management.</p> <p><b>CO3.</b> To provide Network and Capacity Control ideas in Revenue Management.</p> <p><b>CO4.</b> To practice the students by</p>	On successful completion of the course students will be able to:	<b>2</b>		
			<b>PO1.</b> Understand the fundamental of pricing and revenue management, role of prices in a free economy, perfectly competitive markets and increase profitability in real time price environment.			
			<b>PO2.</b> Better ability to predict customer wants and needs, a more effective pricing strategy.		<b>2</b>	

			apply pricing and revenue management in various fields.	<b>PO3.</b> Knowledge about popular Pricing strategy, how it should be implement in business environment to increase Revenue.	<b>1</b>
				<b>PO4.</b> Analyse different pricing strategy application to various business organization.	<b>4</b>
	<b>161MN803D</b>	<b>Operation Strategy</b>	<b>CO1.</b> To make understand the students about what is operations strategy and how it's applied in the field of operations management. <b>CO2.</b> To offer operations strategy in terms of business process, capacity, technology and facilities domains. <b>CO3.</b> To analyze the operations strategy in terms of quality and cost perspective. <b>CO4.</b> To build the students to use operations strategy in the field of purchasing/sourcing and supply chain management	On successful completion of the course students will be able to: <b>PO1.</b> Understand about what operations strategy is and how it's applied in the field of operations management. <b>PO2.</b> Understand operations strategy in terms of business process, capacity, technology and facilities domains. <b>PO3.</b> Analyse the operations strategy in terms of quality and cost perspective. <b>PO4.</b> Apply operations strategy in the filed of purchasing/sourcing and supply chain management.	<b>2</b>
				<b>PO2.</b> Understand operations strategy in terms of business process, capacity, technology and facilities domains.	<b>2</b>
				<b>PO3.</b> Analyse the operations strategy in terms of quality and cost perspective.	<b>4</b>
				<b>PO4.</b> Apply operations strategy in the filed of purchasing/sourcing and supply chain management.	<b>3</b>
<b>9<sup>th</sup> Semester (Marketing Specialization)</b>	<b>161MN901A</b>	<b>Service Marketing</b>	<b>CO1.</b> To understand the importance of marketing and basic fundamentals. <b>CO2.</b> To introduce and apply skills for the 7 Ps of services marketing and design the market plan. <b>CO3.</b> To analyze the factors contributing to customer satisfaction in a service Organization.	On successful completion of the course students will be able to: <b>PO1.</b> Explain the unique challenges of services marketing, including the 7P's. <b>PO2.</b> Design service quality measurements to build customer loyalty and evaluate effectiveness.	<b>2</b>
				<b>PO2.</b> Design service quality measurements to build customer loyalty and evaluate effectiveness.	<b>4</b>

				<b>PO3.</b> Explain service blueprinting, and other key issues facing today's service providers.	<b>2</b>
				<b>PO4.</b> Become better customer service representatives in the service environment.	<b>3</b>
	<b>161MN902A</b>	<b>Retail Management</b>	<p><b>CO1.</b> To familiarize students with retailing concepts, strategies, and problems.</p> <p><b>CO2.</b> To enhance student's capability to identify and analyze business environment and its opportunities and limitations, to set appropriate goals and to design the strategies to achieve those goals within the current situations.</p>	On successful completion of the course students will be able to:	<b>1</b>
				<b>PO1.</b> Evaluate current retailing trends based on consumer, legal and competitive environments.	
				<b>PO2.</b> Identify various retail opportunities and evaluate the strategies associated with each type of opportunity.	<b>1</b>
				<b>PO3.</b> Distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix.	<b>2</b>
				<b>PO4.</b> Assess current Indian retail practices in their ability to respond to environmental trends.	<b>3</b>
	<b>161MN903A</b>	<b>Product &amp; Branding Management</b>	<p><b>CO1.</b> To generate marketing skills among students to identify a product in its life cycle and formulating tactical strategies in a competitive marketing environment.</p> <p><b>CO2.</b> To teach various fundamentals of brand management and compute brand value and equity.</p>	On successful completion of the course students will be able to:	<b>2</b>
				<b>PO1.</b> Understand the key concepts and theories in product portfolio management.	
				<b>PO2.</b> Understand the use of branding on products and the relevant psychological branding theories.	<b>2</b>
				<b>PO3.</b> Develop the ability to appraise brand strategies and make suggestions for improvement.	<b>3</b>

				<b>PO4.</b> Develop the ability to recognize and respond to challenges in the management of products and brands.	<b>1</b>
<b>9<sup>th</sup> Semester (Finance Specialization)</b>	<b>161MN901B</b>	<b>Project Appraisal and Financing</b>	<p><b>CO1.</b> To identify projects, its characteristics and project formulation based on tax incentive, objectives, UNIDO manual, feasibility report.</p> <p><b>CO2.</b> To identify various strategies of Cost estimation and Project appraisal.</p> <p><b>CO3.</b> To Justify the sources of financing and its role in Project Financing</p> <p><b>CO4.</b> To evaluate different methods of Risk analysis techniques with reference to various kind of projects.</p>	On productive accomplishment of the course the students should be able to	<b>2</b>
				<b>PO1.</b> Describe the characteristics and various stages of the project	
				<b>PO2.</b> Apply project management strategies for cost minimization and maximisation of profit	<b>3</b>
				<b>PO3.</b> Justify the risk management plan of a project (planning, scheduling, and execution control)	<b>5</b>
				<b>PO4.</b> Outline the techniques and methods for project planning forecast.	<b>1</b>
	<b>161MN902B</b>	<b>Business Taxation</b>	<p><b>CO1.</b> To understand the basic principle underlying the Income Tax Act with reference to previous and assessment year</p> <p><b>CO2.</b> To compute Income Tax from several sources ; salary, capital gain, business, and subsequent exemption from the same .</p> <p><b>CO3.</b> To analyse the assessment procedure of Indirect tax; GST, value added tax etc.</p>	On productive accomplishment of the course the students should be able to	<b>2</b>
				<b>PO1.</b> Understand the various concepts and fundamentals for direct and indirect tax	
				<b>PO2.</b> Compute total income and describe tax structure.	<b>3</b>
				<b>PO3.</b> Calculate IT return on individual basis.	<b>3</b>
				<b>PO4.</b> Evaluate taxation and GST, value added tax etc.	<b>5</b>

	<b>161MN903B</b>	<b>Behavioural Finance</b>	<p><b>CO1.</b> To understand profoundly Behaviour Finance, its nature and significance in current business environment.</p> <p><b>CO2.</b> To evaluate various theory; Mental accounting, Ellsberg Paradox, etc. in the context of Investor Sentiment.</p> <p><b>CO3.</b> To examine external factors (Heuristics and biases, Overconfidence, Fear etc.) and its subsequent impact on investor's behaviour.</p>	On successful completion of the course, students should be able	
				<b>PO1.</b> Understand and critically discuss the differences between a behavioural finance perspective and a traditional finance perspective.	<b>2</b>
				<b>PO2.</b> Explain the cognitive biases and errors of judgment that affect financial decisions.	<b>3</b>
				<b>PO3.</b> Examine behavioural influences involving individual's investment decisions.	<b>5</b>
				<b>PO4.</b> Evaluate behavioural influences involving financial decisions.	<b>1</b>
<b>9<sup>th</sup> Semester (HR Specialization)</b>	<b>161MN901C</b>	<b>Performance Management System</b>	<p><b>CO1.</b> To describe the nature of performance management an outline the core objectives of performance management.</p> <p><b>CO2.</b> To identify the different performance appraisal techniques that can be used by organisation.</p>	<b>PO1.</b> Interpret an organization's performance management process that is compliant with law and support organizational mission and strategy.	<b>2</b>
				<b>PO2.</b> Identify various organizational performance management program and best practice and define attributes of effective performance management systems.	<b>1</b>
				<b>PO3.</b> Apply job-related performance standard and performance indicators that reflect the employee's range of responsibilities.	<b>3</b>
				<b>PO4.</b> Determined how increased employee involvement can contribute to effective performance and couch employees to identify career path and resources available to support individual development.	<b>3</b>

				<b>PO5.</b> Identify and communicate appropriate actions with employees (e.g. training and development, wage increase, promotion, bounce etc.) based on their performance strengths and weakness.	<b>1</b>
<b>161MN902C</b>	<b>Team Dynamic at Work</b>	The purpose is to;	<b>CO1.</b> Learn the essential elements of a functioning team and important aspects of Team building and Team functioning.  <b>CO2.</b> Prepare and present a brief, informative presentation to a small group and Work as a group to accomplish a task.  <b>CO3.</b> Explain the difference between a working group and a team and the relationship between team purpose and performance by using team character.	<b>PO1.</b> Describe various stages of team development.	<b>1</b>
				<b>PO2.</b> Demonstrate effective cooperation and communication.	<b>3</b>
				<b>PO3.</b> Define and communicate management and team member roles.	<b>1</b>
				<b>PO4.</b> Identify team and individual strengths and weaknesses.	<b>1</b>
				<b>PO5.</b> Outline strategies for building high-performance teams and eliminate obstacles of effective teamwork.	<b>4</b>
<b>161MN903C</b>	<b>Strategic HRM</b>	<b>CO1.</b> To provide knowledge to the students about tools and techniques essential as strategies contribution of HRM to the organizational growth.	<b>PO1.</b> Demonstrate an understanding of key terms, theories/ concepts and practices within the field of HRM.	<b>3</b>	
			<b>PO2.</b> Outline an in-depth knowledge of specific HRM-related theories, skills and practices.	<b>4</b>	
			<b>PO3.</b> Interpret the implications of increasing globalization for the management of human resources, with particular reference to HRM in multinational corporations.	<b>2</b>	
			<b>PO4.</b> Identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace.	<b>1</b>	

<b>9<sup>th</sup> Semester (OM Specialization)</b>	<b>161MN901D</b>	<b>Sales and Operation Planning</b>	<b>CO1.</b> To make the students to familiarize on operations planning and control activities in both manufacturing and service organizations.	On successful completion of the course students will be able to: <b>PO1.</b> Understand on operations planning and control activities in both manufacturing and service organizations.	<b>2</b>
			<b>CO2.</b> To build the students to take decisions on operations planning and control activities through by estimating forecasting future requirements, capacity, aggregate requirements, and material requirements.	<b>PO2.</b> Analyse different complex problems in business organization as far as concern with sale and operation.	<b>4</b>
				<b>PO3.</b> Apply of business practices to create the highest level of efficiency possible within an organization.	<b>3</b>
				<b>PO4.</b> Make decisions on operations planning and control activities through by estimating forecasting future requirements, capacity, aggregate requirements, and material requirements	<b>3</b>
	<b>161MN902D</b>	<b>Management of Manufacturing System</b>	<b>CO1.</b> To make the students to understand underlying concepts of general manufacturing systems.	On successful completion of the course students will be able to: <b>PO1.</b> Understand underlying concepts of general manufacturing systems.	<b>2</b>
			<b>CO2.</b> To provide more insights on cellular manufacturing systems.	<b>PO2.</b> More insights on cellular manufacturing systems as present day requirement in industry.	<b>1</b>
			<b>CO3.</b> To expose the students in to Just-in-Time conceptual ideas and familiar about the same.	<b>PO3.</b> Apply in to Just-in-Time conceptual ideas and familiar about the lean philosophy, Kaizen concept and Six Sigma.	<b>3</b>
			<b>CO4.</b> To provide knowledge on synchronizing and Flexible manufacturing systems	<b>PO4.</b> Knowledge on synchronizing and Flexible manufacturing systems special reference to product industry.	<b>1</b>

	<b>161MN903D</b>	<b>Sourcing Management</b>	<p><b>CO1.</b> To provide knowledge on global sourcing principles and practices.</p> <p><b>CO2.</b> To inculcate the habit of Negotiation, Risk analysis, Market Research and Evaluation of suppliers before selecting them.</p> <p><b>CO3.</b> To expose various methods and analytical tools for Supplier Rating and Selection.</p> <p><b>CO4.</b> To offer insights on Electronic Sourcing and Sustainable Sourcing Strategies</p>	<p>On successful completion of the course students will be able to:</p> <p><b>PO1.</b> Knowledge on global sourcing principles and practices with recent advances.</p>	<b>1</b>
				<p><b>PO2.</b> Apply Negotiation, Risk analysis, Market Research and Evaluation of suppliers before selecting them.</p>	<b>2</b>
				<p><b>PO3.</b> Know various methods and analytical tools for Supplier Rating and Selection with references to Sourcing.</p>	<b>1</b>
				<p><b>PO4.</b> Knowledge Electronic Sourcing and Sustainable Sourcing Strategies and real time application in industry.</p>	<b>1</b>
<b>10<sup>th</sup> Semester (Marketing Specialization)</b>	<b>161MN1001 A</b>	<b>B2B Marketing</b>	<p><b>CO1.</b> To provides theoretical, imperial and case based concepts geared to the needs of the students interested to work in business to business market.</p> <p><b>CO2.</b> To study the Strategic Market Planning for Products and Channels in B2B Market.</p>	<p>On successful completion of the course students will be able to:</p> <p><b>PO1.</b> Expand their analytical capability to capitalize on business opportunities.</p>	<b>4</b>
				<p><b>PO2.</b> Develop skill-set in the domain of strategic planning, decision-making, problem-solving, and general management.</p>	<b>3</b>
				<p><b>PO3.</b> Improve their ability to develop and/or strengthen relationship with your customer and supplier.</p>	<b>3</b>
				<p><b>PO4.</b> Apply industrial-organisational psychology and B2B marketing concepts and tools in a stable as well as a tumultuous environment.</p>	<b>3</b>

<b>10<sup>th</sup> Semester (Finance Specialization)</b>	<b>161MN1001 B</b>	<b>Merger and Corporate Restructuring</b>	<b>CO1.</b> To understand in details the concepts relating to Merger and Acquisition	On successful completion of the course, students should be able to;	<b>1</b>
			<b>CO2.</b> To demonstrate the process of M&A through negotiation, due diligence, legal requirement etc.	<b>PO1.</b> Describe the key issues and concepts of mergers and acquisitions.	<b>1</b>
			<b>CO3.</b> To evaluate various form of corporate takeover and techniques for controlling the same; Spinoff, MBO, CBO	<b>PO2.</b> Critically associate most strategies underlie most Merger and Acquisition.	
			<b>CO4.</b> To study Corporate Restructure with reference to refinancing, restricting of assets and corporate restricting.	<b>PO3.</b> Examine the necessary conditions for value to be created.	<b>3</b>
				<b>PO4.</b> Infer various valuation strategies, pre-post-merger and acquisition issues	<b>3</b>
<b>10<sup>th</sup> Semester (HR Specialization)</b>	<b>161MN1001 C</b>	<b>Industrial Legislation</b>	<b>CO1.</b> To provide present state of Industrial relations in India and understand the various processes and procedures of handling Employee Relations.	<b>PO1.</b> Describe the dynamic legal context in which employment relationship are enacted.	<b>1</b>
			<b>CO2.</b> To understand acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution.	<b>PO2.</b> Apply aspects of employment law to real workplace situations.	<b>3</b>
				<b>PO3.</b> Summarize emerging trends in employment law.	<b>2</b>
				<b>PO4.</b> Interpret the ethical implications of current and emerging labour regulation.	<b>2</b>
				<b>PO5.</b> Illustrate the features of welfare and wage Legislations also to integrate the knowledge of Labour Law in General HRD Practice.	<b>3</b>

<b>10<sup>th</sup> Semester (OM Specialization)</b>	<b>161MN1001 D</b>	<b>Operation Research Applications</b>	<p><b>CO1.</b> To create exposure to the students to apply operations research tools &amp; techniques in various business environment.</p> <p><b>CO2.</b> To provide insights on dynamic programming, integer programming, and Quadratic Programming applications.</p> <p><b>CO3.</b> To make use of operations research tools in the field of operations scheduling and supply chain distributions</p>	On successful completion of the course students will be able to: <b>PO1.</b> Knowledge about how to apply operations research tools & techniques in various business environments.	<b>3</b>
				<b>PO2.</b> Knowledge about dynamic programming, integer programming, and Quadratic Programming applications in various industries.	<b>1</b>
				<b>PO3.</b> Analyse different mathematical model as far as concern with business world by apply different operation research applications.	<b>4</b>
				<b>PO4.</b> Understand the operations research tools in the field of operations scheduling and supply chain distributions.	<b>2</b>