

**School of Business Studies**  
**Sharda University**

**MBA Marketing**

**Program Structure**  
**2018-2020**

## **1. Standard Structure of the Program at University Level**

### **1. Standard Structure of the Program at University Level**

#### **Vision of the University**

**To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.**

#### **Mission of the University**

**Transformative educational experience  
Enrichment by educational initiatives that encourage global outlook  
Develop research, support disruptive innovations and accelerate entrepreneurship  
Seeking beyond boundaries**

#### **Core Values**

- Integrity
- Leadership
- Diversity
- Community



## **1. Standard Structure of the Program at University Level**

### **1.1 Vision, Mission and Core Values of the University**

#### **Vision of the University**

**To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.**

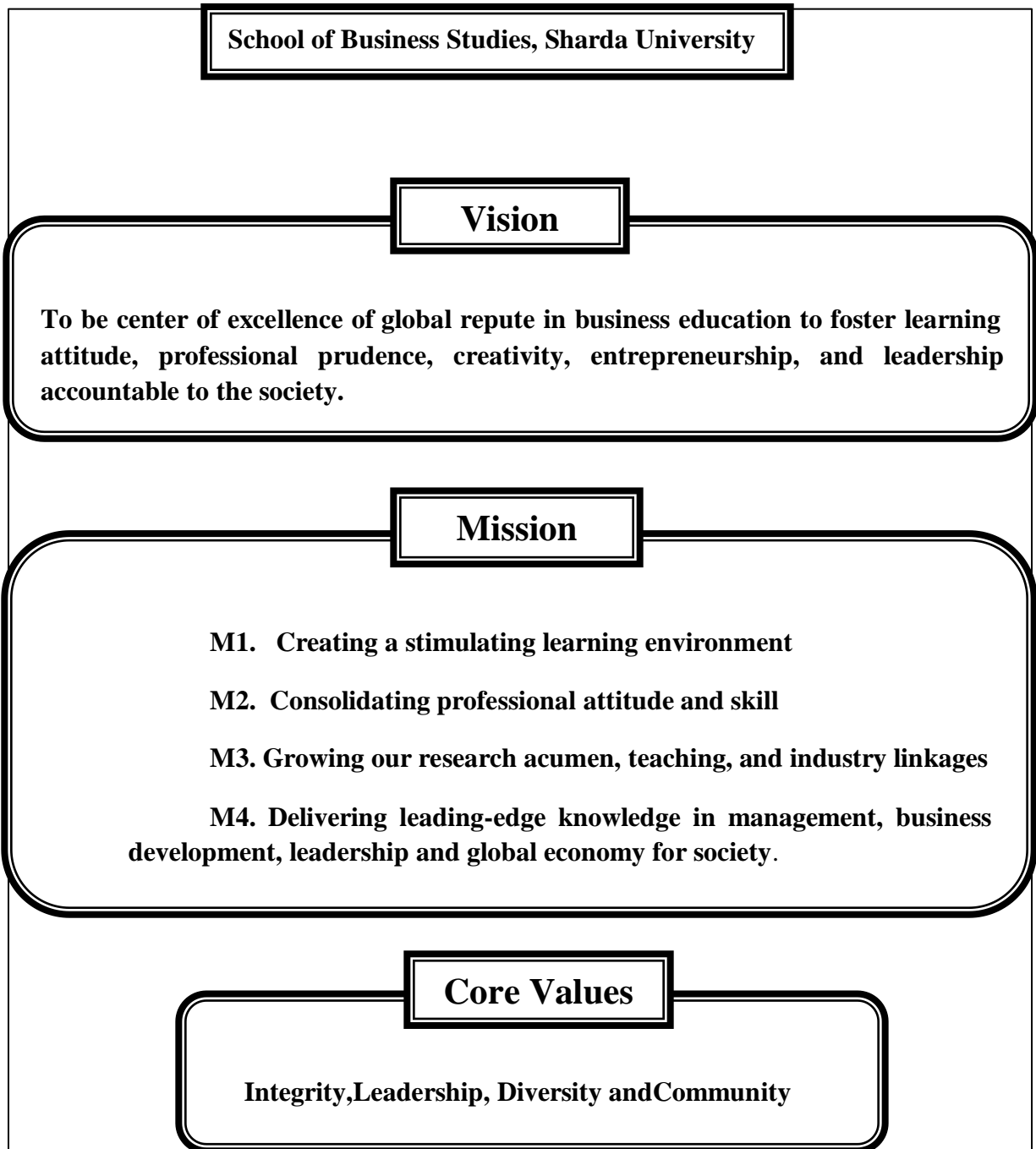
#### **Mission of the University**

**Transformative educational experience  
Enrichment by educational initiatives that encourage global outlook  
Develop research, support disruptive innovations and accelerate entrepreneurship  
Seeking beyond boundaries**

#### **Core Values**

**Integrity  
Leadership  
Diversity  
Community**

## 1.2 Vision and Mission of the School



### 1.3 Program Educational Objectives (PEO)

The MBA Marketing program educational objectives are defined in Para in 1.3.1 and mapped in Para 1.3.2 .

#### 1.3.1 MBA Marketing Programs Education Objectives

The educational objective of the MBA program of SBS is:

**PEO1:** Possess professional skills for employment and lifelong learning in management

**PEO2:** Develop creative, innovative and entrepreneurial mindset to take managerial decisions

**PEO3:** Adapt to a rapidly changing complex business environment and keenness to acquire new skills

**PEO4:** Become socially responsible and value driven citizens committed to sustainable development

**PEO5:** Develop personality and communication skills to operate in multi cultural environment.

**PEO6:** Develop leaders to take decisions and lead teams

#### 1.3.2 Mapping of PEOs with Mission Statements of School of Business Studies:

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
Possess Professional skills for employment	2	1	2	3

Develop Creative, innovative & entrepreneurial mind-set to take managerial decisions	2	2	3	1
Adapt to a rapidly changing complex business environment and keenness to acquire new skills	2	1	2	3
Become socially responsible and value driven citizens committed to sustainable	1	2	3	2
Develop personality and communication skills to operate in multi-cultural environment	3	1	2	1
Develop leaders to take decisions and lead teams	2	1	2	3

*Note: The Number signifies correlation between the programme outcome and educational objectives as given below.*

*1. Slight (Low)      2. Moderate (Medium)      3. Substantial (High)*

### 1.3.3 Program Outcomes (PO's) of MBA- Marketing program of School of Business Studies

The outcome of the program is expected to be achieved at the end of program as given below:

**PO1** : Business Environment and Domain Knowledge (BEDK): Economic, legal and social environment of Indian business.. Graduates are able to improve their awareness sand knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolvement of business enterprises and exploring the entrepreneurial opportunities

**PO2** : Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources

**PO3** : Global Exposure and Cross-Cultural Understanding (GECCU): Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding

**PO4** : Social Responsiveness and Ethics (SRE): Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.

**PO5** : Effective Communication (EC): Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

**PO6** : Leadership and Teamwork (LT): Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.



### 1.3.3 Program Outcomes (PO's)

**PO1** : Business Environment and Domain Knowledge (BEDK)

**PO2** : Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)

**PO3** : Global Exposure and Cross-Cultural Understanding (GECCU)

**PO4** : Social Responsiveness and Ethics (SRE)

**PO5** : Effective Communication (EC)

**PO6** : Leadership and Teamwork (LT):

**PSO1** : Ability to display competencies and knowledge in marketing functional area

**PSO2** : Identify business opportunities, design and implement innovations in Market Place.

**PSO3** : Develop skills to analyze and synthesize information and derive insights from marketing perspectives using both theoretical and practical applications

**PSO4** : Ability to understand the design and sustainability of innovative marketing models

### 1.3.4 Mapping of SBS MBA Marketing Program Outcome's with its Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
Business Environment	2	2	2	2	2	2
Critical Thinking	2	2	2	2	1	2
Cross-Culture	2	1	2	1	2	2
Ethics	1	1	2	2	1	1
Effective Communication	2	2	1	2	2	1
Leadership and Teamwork	2	2	1	1	1	2

Note: The Number signifies correlation between the programme outcome and educational objectives as given below.

1. *Slight (Low)*
2. *Moderate (Medium)*
3. *Substantial (High)*

### 1.3.5 Program Outcome Vs Courses Mapping Table<sup>1</sup>:

Program Outcome Courses	Course Name	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
<b>Sem-1</b>											
Cours101.1	Principles of Management	1	2	2	2	1	1	2	1	2	2
Cours101.2	Managerial Communication	2	2	1	2	2	1	1	1	1	1
Cours101.3	Financial Reporting and Analysis	1	1	2	1	2	1	2	2	1	1
Cours101.4	Organizational Behavior	1	1	2	2	1	1	2	2	1	2
Cours101.5	Marketing Management	2	2	1	1	1	2	1	1	1	1
Cours101.6	Economic Analysis for Business Decisions	2	1	2	1	1	2	1	2	2	1
Cours101.7	Quantitative Techniques for Business Decisions	1	1	2	1	2	1	2	1	2	1
Cours101.8	Information Technology for Managers	2	2	1	1	2	1	2	1	1	2
<b>Sem-2</b>											
Cours2.1	Human Resource Management	1	2	1	1	2	2	2	1	2	2

<sup>1</sup> Cel value will contain the correlation value of respective course with PO.

Course2.2.	Legal Aspects of Business	2	1	1	2	1	1	2	1	2	1
Course 2.3	Corporate Finance	1	1	2	1	2	1	2	2	1	1
. Course 2.4	Operations Research	1	1	2	2	2	1	2	1	1	2
Course 2.5	Business Research Methods	2	1	1	1	2	2	1	1	1	1
Course2.6	Production and Operations Management	2	1	1	1	2	1	1	2	2	1
Course 2.7	Total Personality Development	2	1	2	1	1	1	2	1	2	1
2.8	Consumer Behavior	2	2	1	2	2	2	1	2	1	2
2.9	Market Survey (Field Project)	1	2	2	2	1	1	2	1	1	2
<b>Sem-3</b>											
3.1	Introduction to Business Analytics	1	2	2	2	1	1	2	1	2	2
3.2	Sales & Distribution Management	2	2	1	2	2	1	1	1	1	1
3.3	Service Marketing	1	1	2	1	2	1	2	2	1	1
3.4	Advertising and Brand Management	1	1	2	2	1	1	2	2	1	2
3.5	International Marketing	2	2	1	1	1	2	1	1	1	1
3.6	Rural marketing	2	1	2	1	1	2	1	2	2	1
3.7	Industry readiness	1	1	2	1	2	1	2	1	2	1
3.8	Summer Training Report and Presentation	2	2	1	1	2	1	2	1	1	2
3.9.	Open Electives										
<b>Sem 4</b>											
4.1	Strategic Management	1	2	2	2	1	1	2	1	2	2
4.2	Retail Marketing	2	2	1	2	2	1	1	1	1	1
4.3	Digital	1	2	2	1	2	1	2	2	1	1

	Marketing										
4.4.	Marketing Analytics	1	1	1	2	2	2	2	1	1	1
4.5	Dissertation Report and Viva Voce	2	1	1	2	1	2	1	1	2	1
4.6	Customer Relationship Management	2	1	2	1	2	2	1	2	2	1
4.7	Entrepreneurship Development	1	2	1	2	2	1	1	2	1	1

### 1.3.5.1 Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
PO1	1	1	2	2	2	2
PO2	2	2	2	1	2	2
PO3	1	2	1	2	1	1
PO4	2	2	1	1	2	2
PO5	2	1	1	2	2	2
PO6	1	1	2	1	1	2
PSO1	1	2	2	1	2	1
PSO2	2	1	2	2	1	1
PSO3	1	2	1	2	2	2
PSO4	2	2	1	1	1	1

**1. Slight (Low)**

**2. Moderate (Medium)**

**3. Substantial (High)**

**MBA Marketing Program Structure Template**  
**School of Business Studies**  
**Program MBA / Branch – Marketing**  
**Batch: 2018-2020**

**TERM: I**

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/Co Requisite	Type of Course <sup>2</sup> : 1. CC 2. AECC 3. SEC 4. DSE
				L	T	P			
THEORY SUBJECTS									
1.		MBA 150	Principles of Management	3			3		
2.		MBA 183	Managerial Communication	3			3		
3.		MBA 129	Financial Reporting and Analysis	3			3		
4.		MBA 153	Organizational Behavior	3			3		
5.		MBA 131	Marketing Management	3			3		
6.		MBA 133	Economic Analysis for Business Decisions	3			3		
7.		MBA 134	Quantitative Techniques for Business Decisions	3			3		
8.		MBA 154	Information Technology for Managers	3			3		
TOTAL CREDITS							24		

<sup>2</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

**MBA Marketing Program Structure Template**  
**School of Business Studies**  
**Program MBA / Branch – Marketing**  
**Batch: 2018-2020**  
**TERM: II**

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>3</sup> : 1. CC 2. AECC 3. SEC 4. DSE
				L	T	P			
THEORY SUBJECTS									
1		MBA 156	Human Resource Management	3			3		
2		MBA 158	Legal Aspects of Business	3			3		
3		MBA 139	Corporate Finance	3			3		
4		MBA 193	Operations Research	3			3		
5		MBA 162	Business Research Methods	3			3		
6		MBA 163	Production and Operations Management	3			3		
7			Consumer Behavior	3			3		
Practical/Viva-Voce/Jury									
8			Total Personality Development	3			3		
9		MBP 117	Market Survey (Field Project)	3			3		

<sup>3</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

<b>TOTAL CREDITS</b>	<b>27</b>		
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**MBA Marketing Program Structure Template**  
**School of Business Studies**  
**Program MBA / Branch – Marketing**  
**Batch: 2018-2020**  
**TERM: III**

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>4</sup> : 5. CC 6. AECC 7. SEC 8. DSE
				L	T	P			
THEORY SUBJECTS									
1			Introduction to Business Analytics	3			3		
2		MBA 219	Sales & Distribution Management	3			3		
3		MBA 217	Service Marketing	3			3		
4		MBA 218	Advertising and Brand Management	3			3		
5		MBA 227	International Marketing	3			3		
6		MBA 238	Rural marketing	3			3		
7			Open Electives	3			3		

<sup>4</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Practical/Viva-Voce/Jury								
8		MBA 257	Summer Training Report and Presentation	4			4	
9		MBP 219	Industry readiness	2			2	
<b>TOTAL CREDITS</b>							<b>27</b>	

**MBA Marketing Program Structure Template**  
**School of Business Studies**  
**Program MBA / Branch – Marketing**  
**Batch: 2018-2020**  
**TERM: IV**

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>5</sup> : 9. CC 10. AECC 11. SEC 12. DSE
				L	T	P			
THEORY SUBJECTS									
1		MBA 260	Strategic Management	3			3		
2		MBA 278	Retail Marketing	3			3		
3		MBA 288	Digital Marketing	3			3		
4		MBP 417	Customer Relationship Management	3			3		
5		MBA 416	Entrepreneurship Development	3			3		

<sup>5</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses



<b>Practical/Viva-Voce/Jury</b>									
6		MBA 249	Dissertation Report and Viva Voce	6			6		
7		MBP 216	Marketing Analytics	3			3		
<b>TOTAL CREDITS</b>							<b>24</b>		

<b>School: SBS</b>		<b>Batch : 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018</b>	
<b>Branch: -</b>		<b>Semester: I</b>	
1	Course Code	MBA 150	
2	Course Title	Principles of Management	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
5	Course Description	Principles of Management is a dynamic subject about management and managers. It helps students to understand managing organizations in changing business conditions. It helps them to understand how to confront change and to best prepare themselves for that reality.	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Cover the basic concepts of management.</li> <li>2. Identify the key competencies of a manager.</li> <li>3. Provide the students the capability to apply theoretical knowledge in Integrate simulated &amp; real life settings</li> </ol>	
7	Course Outcomes	<p>CO1: Students will get knowledge to integrate management principles into management practices.</p> <p>CO2: Ability to understand managerial practices and choices relative to ethical principles and standards.</p> <p>CO3: Interpret how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.</p> <p>CO4: Appraise the most effective action to take in specific situations..</p>	
8	Outline syllabus		CO Mapping
	Unit A		
	A 1	<ul style="list-style-type: none"> <li>• Management: Concept and Process</li> <li>• levels of management and Managerial roles (Mintzberg) &amp; skills, contemporary skills and practices in management</li> <li>• Current trends &amp; issues-workforce diversity, Entrepreneurship, Managing in E-business world, knowledge management &amp; learning organization, quality management</li> </ul>	CO1
	A 2	<ul style="list-style-type: none"> <li>• Management theory: F.W. Taylor,</li> <li>• Fayol's principles,</li> <li>• Hawthorne experiment,</li> <li>• Systems theory</li> </ul>	CO1

		<ul style="list-style-type: none"> <li>Contingency approach</li> </ul>	
	A 3	<ul style="list-style-type: none"> <li>Ethical &amp; social environment</li> <li>Emerging ethical issues</li> <li>social responsibility &amp; organizations</li> <li>whistle blowing</li> </ul>	CO2
	Unit B		
	B 1	<ul style="list-style-type: none"> <li>Organizational goals &amp; objectives: hierarchy of objectives, traditional goal setting, MBO</li> <li>hierarchy of plans, Planning: time frames,</li> </ul>	CO2
	B 2	<ul style="list-style-type: none"> <li>planning process</li> <li>Managing decision making – process, making decisions-rationality, bounded rationality and intuition</li> </ul>	CO3
	B 3	<ul style="list-style-type: none"> <li>Planning tools &amp; techniques –environmental scanning, forecasting, benchmarking</li> <li>Contemporary planning techniques</li> </ul>	CO3
	Unit C		
	C 1	<ul style="list-style-type: none"> <li>Defining organization structure: work specialization, departmentalization, chain of command and Span of Control) Centralization and Decentralization,</li> <li>Authority, Responsibility &amp; Delegation</li> </ul>	CO4
	C 2	<ul style="list-style-type: none"> <li>Organization design decisions-mechanistic &amp; organic organizations</li> </ul>	CO4
	C 3	<ul style="list-style-type: none"> <li>Contemporary organization designs</li> </ul>	CO4
	Unit D		
	D 1	<ul style="list-style-type: none"> <li>Concept of direction- principles and techniques of direction</li> </ul>	CO3
	D 2	<ul style="list-style-type: none"> <li>Concept and process of control in organisation, Tools of control</li> </ul>	CO3
	D 3	Types of control- Feedback, Feed forward, Concurrent	CO3
	Unit E		
	E 1	Concept of Coordination, types of coordination, distinction between coordination & cooperation	CO3
	E 2	<ul style="list-style-type: none"> <li>Comparative study of management practices in India, Japan, USA and china with reference to planning, organizing, directing and controlling</li> </ul>	CO4
	E 3	<ul style="list-style-type: none"> <li>Presentation of Business plan and model,</li> </ul>	CO4
	Mode of	Theory	

	examination				
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*	1. Robbins & Coulter, " <b>Management</b> " Prentice Hall of India,			
	Other References	2 Griffin, "Management" Biztantra 3 James A. F. Stoner, " <b>Management</b> " Pearson Education, 6 <sup>th</sup> Edition.			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	1	3	3	3	3	1
CO2	2	1	2	3	3	2	3	3	1	1
CO3	2	3	1	1	3	1	2	2	3	2
CO4	1	3	2	2	2	3	2	2	1	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

### Managerial Communication

<b>School:</b>		<b>Batch : MBA</b>
<b>Program:</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch: -</b>		<b>Semester: 1</b>
1	Course Code	Not yet given
2	Course Title	Managerial Communication
3	Credits	3
4	Contact Hours (L-T-P)	2-0-1
	Course Status	Compulsory
5	Course Description	To prepare students for effective communication at the work place by focusing on their relationship building and liasoning skills.
6	Course Objective	1. How to communicate in business situations 2. How to communicate accurately and effectively (PRIDE). 3. An overview of Stakeholder Management. 3. How to write professional e-mails, memos, develop resumes and video resumes effectively.

Beyond Boundaries

7	Course Outcomes	<p>CO1: The student should be able to memorize business communication and its importance in the recent time</p> <p>CO2 : The student should be able to interpret verbal and non-verbal messages</p> <p>CO3: The student should be able to show and present themselves effectively in business situations</p> <p>CO 4: The student should be able to use visual aids.</p> <p>CO5: The student should be able to design various types of internal &amp; external correspondence</p>	
8	Outline syllabus	CO Mapping	
	Unit A	<b>Business Communication</b>	
	A 1	<ul style="list-style-type: none"> <li>Purpose, Process &amp; Classification of Communication</li> </ul>	CO1
	A 2	<ul style="list-style-type: none"> <li>Barriers Of Communication with activities</li> </ul>	CO1
	A 3	<ul style="list-style-type: none"> <li>7Cs of Communication and ABCD of Writing for Communication</li> </ul>	CO1
	Unit B	<b>Organizational Communication</b>	
	B 1	<ul style="list-style-type: none"> <li>Importance &amp; Functions of Communication in Management, Conflict management, Negotiation skills and resolving communication crisis. (Thomas-Kilmann Conflict Mode Management)</li> </ul>	CO3
	B 2	<ul style="list-style-type: none"> <li>Communication Concerns (Relationship Management)of the Managers</li> </ul>	CO3
	B 3	<ul style="list-style-type: none"> <li>Communication Structures in Organization, Behavioral Interview discussion and practice</li> </ul>	CO4
	Unit C	<b>Non-Verbal Communication</b>	
	C 1	<ul style="list-style-type: none"> <li>Role of Non Verbal Communication</li> </ul>	CO2
	C 2	<ul style="list-style-type: none"> <li>Classification of Non Verbal Communication</li> </ul>	CO2
	C 3	<ul style="list-style-type: none"> <li>Guidelines for developing Non Verbal Communication</li> </ul>	CO2
	Unit D	<b>Presentation Skills</b>	
	D 1	<ul style="list-style-type: none"> <li>Planning the Presentation and creating the original content</li> </ul>	CO4 & CO5
	D 2	<ul style="list-style-type: none"> <li>Preparing the presentation and getting the drafts approved.</li> </ul>	CO4 & CO5
	D 3	<ul style="list-style-type: none"> <li>Delivering the presentation with panache</li> </ul>	CO4 & CO5
	Unit E	<b>Business Correspondence</b>	
	E 1	<ul style="list-style-type: none"> <li>Business Letters, Letter of Application; Video resume practice and Resume writing</li> </ul>	CO4 & CO5
	E 2	<ul style="list-style-type: none"> <li>E-mail and cold calling</li> </ul>	CO4
	E 3	<ul style="list-style-type: none"> <li>Memo, Circular, Notice</li> </ul>	CO4

	Mode of examination	Theory			
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*	Business Communication Today : Bovee, Thill, Chaturvedi. Pearson Publications.			
	Other References				

POs Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	1	1	1	3	-	2	2	-	3
CO2	1	2	2	2	3	2	2	-	2	3
CO3	2	2	3	2	3	3	3	1	3	2
CO4	1	-	-	-	2	2	-	2	2	2
CO5	2	2	2	2	3	3	2	2	3	3

<b>School:</b>		<b>Batch : 2018-20</b>	
<b>Program:</b>		<b>MBA</b>	<b>Current Academic Year: 2018</b>
<b>Branch:</b>		<b>Semester: I</b>	
1	Course Code	FINANCIAL REPORTING & ANALYSIS	
2	Course Title	MBA-129	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	1. Understand the applications of financial accounting in various managerial decisions. 2. Understand the Accounting Cycle and Financial statements. 3. Apply the understanding of different techniques of analysis of financial statements in managerial planning and decision making; 4. To provide students with a firm foundation for their second year studies in financial specialization. 5. Acquire refined numerical, analytical, presentational, group work and time management skills.	
6	Course Outcomes	CO1. Define the key concepts of financial reporting & financial statements  CO2. Explain the element of financial statement of corporate and non corporate entities  CO3. Application of accounting concepts, standards and IFRS.	

		CO4. Analysis and understanding of different techniques of analysis of financial statements in managerial planning and decision making. CO5. Evaluate the financial statement of various sectors. CO6. Composition of important components of an annual report.
7	Course Description	Financial Analysis and reporting is an integral part of overall financial analysis carried out by various business organizations in India and all around the world. It depicts the financial health of any company and helps the companies to augment their financial resources and management of generated funds efficiently. It compels the business firms to remain judicious in fund allocation to different activities and sub activities and use the generated funds carefully. Financial analysis guides the companies about their future course of action and the direction that any particular company should move on.
8	Outline syllabus	
	<b>Unit 1</b>	
	A	Introduction of course and its significance in business. Purpose of financial reporting, users of financial reports. A brief introduction of Annual report and its contents with Annexure.
	B	Meaning and types of financial statements, Types of financial analysis; steps involved in Financial Statement Analysis; Techniques and limitations of Financial Analysis.
	C	(i) GAAP in India, (ii) Accounting Standards (AS) –applicability, brief introduction and scope. (iii) International Financial Reporting Standards (IFRSs)
	<b>Unit 2</b>	
	A	Definition, functions Uses, Understanding of various items of Balance-sheet and Income Statement.
	B	Forms of Balance Sheet & Income Statement –Contents & Presentation, Relationship between Balance-sheet & Income Statement
	C	Revenue & Capital Expenditures and Receipts, Inventories, Receivables, Assets (Fixed, Tangible, Intangible) Revenue, Retained Earnings, Income Tax , Dividend, Diluted Dividend etc.
	<b>Unit 3</b>	
	A	The Analyst’s checklist; Reformulation of Balance sheet
	B	The Analyst’s checklist; Reformulation of Income State - <b>Workshop</b>
	C	Notes to the Accounts and Significant Accounting Policies.-

		<b>Workshop</b>			
	<b>Unit 4</b>				
	A	Introduction, Techniques –Comparative Financial Statements and Interpretation of Financial Statements			CO4
	B	Common Size Statement analysis –Introduction, Analysis and Interpretation – Demonstration of various sectors - <b>Workshop</b>			CO4,CO5
	C	Trend Analysis - Introduction, Analysis and Interpretation – Demonstration of various sectors – <b>Workshop</b>			CO5
	<b>Unit 5</b>				
	A	Ratio Analysis-Profitability, Liquidity, Turnover, Shareholders etc. Meaning, Uses, Sources and Uses of Cash, Preparation of Cash Flow Statement as per AS-3			CO1,CO6
	B	Annual Report –Director’s Report, Auditor’s Report, Report on Corporate Governance, Report on CSR etc., Management Discussion & Analysis - <b>Workshop</b>			CO6
	C	Ratio Analysis-Profitability, Liquidity, Turnover, Shareholders etc.			CO4,CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Financial Statement Analysis and Reporting by Peddina Mohana Rao, PHI Learning Private Limited, New Delhi			
	Other References	<ul style="list-style-type: none"> <li>Corporate Financial Reporting and Analysis by Young 3ed; WILEY India Pvt. Ltd.</li> <li>Accounting Text and Cases by Anthony, Hawkins and Merchant 12th Edition Tata Mc Graw Hill</li> <li>Financial Accounting: For Business Managers, Bhattacharyya Ashish K, Prentice Hall of India Pvt Ltd.</li> <li>Financial Accounting: A Managerial emphasis, Ashok Bannerjee, Excel Books</li> <li>Introduction to Financial Accounting, Horngren, Pearson Education</li> <li>Financial Accounting – A Managerial Perspective by R. Narayanaswamy 3<sup>rd</sup> Edition PHI Learning Pvt Ltd.</li> </ul> <p><b>Journals</b></p> <ul style="list-style-type: none"> <li>➤ Management Accountant</li> <li>➤ Chartered Accountant</li> <li>➤ Chartered Finance Analyst</li> <li>➤ Journal of Accounting and Finance</li> </ul> <p><b>Websites</b></p> <ul style="list-style-type: none"> <li>➤ Online Courses: Financial Accounting, David F. Hawkins, Paul M. Healy, Michael Sartor by Harvard Business School Publications (<a href="http://hbsp.harvard.edu/">http://hbsp.harvard.edu/</a>)</li> </ul>			



		<p>➤ For Accounting standards please refer to the following link  <a href="http://www.icaai.org/post.html?post_id=474">http://www.icaai.org/post.html?post_id=474</a></p> <p>➤ For International Financial Reporting Standards(IFRS)refer to the following link  <a href="http://www.ifrs.com/overview_landing.html">http://www.ifrs.com/overview_landing.html</a></p> <p>➤ <a href="http://www.accountingformanagement.com">www.accountingformanagement.com</a></p>	
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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	1	1	-	-	-	-
CO2	2	2	2	1	-	1	-	-	-	-
CO3	2	2	2	1	1	-	-	-	-	-
CO4	2	2	2	2	-	1	-	-	-	-
CO5	2	2	2	1	-	-	-	-	-	-
CO6	2	2	2	1	1	1	-	-	-	-

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

### Organizational Behaviour

<b>School: SBS</b>		<b>Batch: 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: -</b>		<b>Semester: I</b>
1	Course Code	MBA 153
2	Course Title	Organizational Behaviour
3	Credits	3
4	Contact	3-0-0

	Hours (L-T-P)	
	Course Status	Compulsory
5	Course Objective	<ol style="list-style-type: none"> <li>1. To develop an understanding of the importance of human element in organization</li> <li>2. To provide an understanding of a conceptual framework for OB and understand human work behavior in the organizational setting.</li> <li>3. To understand the theories related to learning and motivation and their application in work setting</li> <li>4. To develop an understanding of the group and organisational dynamics</li> </ol>
6	Course Outcomes	<p>The students will be able to:</p> <p>CO1: describe the conceptual framework of OB and identify the key human behaviour elements that influence it</p> <p>CO2: classify different learning patterns, motivation strategies and leadership styles</p> <p>CO3: interpret group dynamics and leadership theories in an organizational setting</p> <p>CO4: develop communication and interpersonal skills to manage the workplace challenges</p>
7	Course Description	The course aims to offer an understanding of how individual behavior impacts and is impacted by organizational behaviour. It defines ways in which the relationship between the two is being understood and can be improved. The course further aims to develop an understanding of workplace issues such as workforce motivation, leadership, team building and also, how to manage the organisational dynamics.
8	Outline syllabus	
	Unit A	<b>Introduction to OB and Individual Differences</b>
	A 1	<ul style="list-style-type: none"> <li>Organizational Behaviour- Concept, Nature, Contributing Fields, Basic Model of OB, challenges of OB</li> </ul>
	A 2	<ul style="list-style-type: none"> <li>Personality: Concept, Determinants, Theories of shaping personality- Trait, Psychoanalytical, Big Five Model, MBTI</li> </ul>
	A 3	<ul style="list-style-type: none"> <li>Perception &amp; Attitude: Concept, Process of perception, Perceptual errors, Attribution Theory; Attitude: Concept, Major Work Place- Attitude- Job</li> </ul>
		CO Mapping
		CO1
		CO1
		CO1

		Satisfaction			
	Unit B	<b>Learning and Motivation</b>			
	B 1	<ul style="list-style-type: none"> <li>Learning: Concept and Theories of Learning- classical conditioning, operant conditioning, social learning, Reinforcement Strategies</li> </ul>			CO2
	B 2	<ul style="list-style-type: none"> <li>Motivation: Meaning &amp; Concept of Motivation, Theories of Motivation - Abraham Maslow's Need Hierarchy, XYZ Theory</li> </ul>			CO2
	B 3	<ul style="list-style-type: none"> <li>Theories of Motivation: Herzberg's Two factor theory, Vroom's Expectancy Theory, Application of Motivation</li> </ul>			CO2
	Unit C	<b>Group Dynamics &amp; Communication</b>			
	C 1	<ul style="list-style-type: none"> <li>Group &amp; Teams: Concept &amp; Types-, Group VS Team, Stages of group development</li> </ul>			CO3
	C 2	<ul style="list-style-type: none"> <li>Group Properties: Group Norms, Structure, Group cohesion, Group Role, Group Status</li> </ul>			CO3,CO4
	C 3	<ul style="list-style-type: none"> <li>Communication: JOHARI Window &amp; Transactional Analysis</li> </ul>			CO4
	Unit D	<b>Leadership</b>			
	D 1	<ul style="list-style-type: none"> <li>Leadership: Concept, Competencies of leader, Leader VS Manager, Trait Theory</li> </ul>			CO3
	D 2	<ul style="list-style-type: none"> <li>Behavioural Theories of leadership: Likert leadership styles, Managerial Grid, Situational leadership-Hersey Blanchard</li> </ul>			CO3,CO2
	D 3	<ul style="list-style-type: none"> <li>Level 5 Leadership, Transactional Vs Transformational Leadership, Servant Leadership, Authentic leadership</li> </ul>			CO3
	Unit E	<b>Organizational Dynamics</b>			
	E 1	<ul style="list-style-type: none"> <li>Organisational Power and Politics: Concept, Sources of Power, Political Implications of Power</li> </ul>			CO1
	E 2	<ul style="list-style-type: none"> <li>Conflict: Concept, Sources, Levels of Conflict, Process</li> </ul>			CO4
	E 3	<ul style="list-style-type: none"> <li>Conflict Resolution &amp; Management</li> </ul>			CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Stephen P. Robbins, Sanghi " <b>Organizational Behaviour</b> " Concepts, Controversies, and Applications", New Delhi, Prentice Hall, New Edition			
	Other	1. Luthans "Organizational Behavior" Mc Graw Hill			

References	2. Kinicki & Kreitner “ <i>Organisational behavior</i> ” McGraw-Hill. 3. Udai Pareek: “Understanding OB” Oxford 4. Case studies, Journal readings, videos	
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PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	....	2	2	2	2	1	1
CO2	2	2	1	1	2	2	2	2	....	2
CO3	2	2	2	1	2	3	2	2	....	3
CO4	1	2	1	1	3	3	1	2	.....	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: I</b>
1	Course Code	MBA131
2	Course Title	Marketing Management
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Compulsory
5	Course Description	This course is aimed at imparting to the students a broad-based understanding of the principles and practices of the marketing function in business organizations
6	Course Objectives	1. To impart to the students an in-depth understanding of the building blocks of marketing 2. To make the students develop a marketing mindset for effective business decision-making 3. To help the students understand the challenges of modern-day marketing
7	Course Outcomes	CO1: The student will be able to identify the basic problem areas in a given marketing situation. CO2: The student will be able to describe and explain the different bases of market segmentation and the different approaches to positioning of products. CO3: The student will be able to illustrate the different components of the marketing mix for a given product.

		CO4: The student will be able to explain in detail the marketing plan for a proposed product launch. CO5: The student will be able to predict the future trends in a given marketing situation.			
8	Outline Syllabus				CO Mapping
	Unit A				
	A1	<ul style="list-style-type: none"><li>Overview of marketing; concepts of marketing; value chain</li></ul>			CO1
	A2	<ul style="list-style-type: none"><li>Marketing research; selling vs marketing; marketing environment</li></ul>			CO1
	A3	<ul style="list-style-type: none"><li>Applications of marketing; consumer behaviour; services marketing; international marketing; rural marketing</li></ul>			CO1
	Unit B				
	B1	<ul style="list-style-type: none"><li>Market segmentation – geographic, demographic, psychographic, behavioural</li></ul>			CO2
	B2	<ul style="list-style-type: none"><li>Targeting; niche marketing; B2B, B2C</li></ul>			CO2
	B3	<ul style="list-style-type: none"><li>Positioning; repositioning</li></ul>			CO2
	Unit C				
	C1	<ul style="list-style-type: none"><li>Introduction to marketing-mix – product, price, place, promotion</li></ul>			CO3
	C2	<ul style="list-style-type: none"><li>New product development; product life cycle; packaging and labelling; brand management; types of pricing</li></ul>			CO3
	C3	<ul style="list-style-type: none"><li>Promotion - advertising, publicity and public relations, sales promotion, personal selling, direct marketing; physical distribution; channels of distribution; types of marketing intermediaries</li></ul>			CO3
	Unit D				
	D1	<ul style="list-style-type: none"><li>Developing a marketing plan</li></ul>			CO4
	D2	<ul style="list-style-type: none"><li>Components of a marketing plan</li></ul>			CO4
	D3	<ul style="list-style-type: none"><li>Implementation and control challenges in marketing</li></ul>			CO4
	Unit E				
	E1	<ul style="list-style-type: none"><li>E-business; e-commerce; digital marketing</li></ul>			CO5
	E2	<ul style="list-style-type: none"><li>Introduction to green marketing</li></ul>			CO5
	E3	<ul style="list-style-type: none"><li>Ethical issues in marketing</li></ul>			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	

Text book/s	<ul style="list-style-type: none"> <li>‘Marketing Management – A South Asian Perspective’ by Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (Pearson)</li> </ul>	
Other References	<ul style="list-style-type: none"> <li>‘Marketing Management – Global Perspective, Indian Context’ by V. S. Ramaswamy and S. Namakumari (Om Books)</li> <li>‘Marketing Management’ by Rajan Saxena (McGraw-Hill)</li> </ul>	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	1	1	2	2	1	1
CO2	2	2	2	1	1	1	2	2	2	1
CO3	2	2	2	1	1	1	2	2	1	2
CO4	2	2	2	1	1	1	2	2	1	2
CO5	2	2	2	1	1	1	2	2	1	2

<b>School: SBS</b>		<b>Batch : 2018 -20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch:</b>		<b>Semester: I</b>
1	Course Code	MBA 133
2	Course Title	Economic Analysis for Business Decisions.
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	1. To provide a conceptual framework of how a business firm operates and makes decisions on output, input, pricing and strategizing 2. To orient them towards economic theories which are critical in managerial decision making. 3. To expose the learners into operation of economic concepts in real time decision making and market activities around them. 4. To make them conscious about interaction of macroeconomic factors with decision-making approaches and techniques
6	Course Outcomes	CO1: Describe firm level business decisions through conceptual framework of an economic unit as well as of an economic system consisting external environment.  CO2: Analyse constraints and scope of consumer demand and producer's

		supply potential with the help of economic methods.  CO3: Evaluate the impact of business decisions in economic terms and assess their viability, efficacy and sustainability.  CO4: Demonstrate a clear grasp on role of government policy, firm level competition and external sector in explaining economic growth.  CO5: Assess managerial decisions in local and global scenarios with economic perspective.	
7	Course Description	The Emphasis of this course is on interdisciplinary approaches of learning economic concepts and their applications. A fair bit of understanding of Economics is essential for managers for contextualizing business scenarios in view of prevailing economic conditions. This course is concerned about the application of economic methods in the managerial decision-making process. It includes microeconomic approaches along with macroeconomic variables and country specific economic policy issues. Plentiful Case Studies, Examples and Numerical Problems are key elements of pedagogical features of this course. The recommended text book is well equipped with problem solving approaches in each of chapter-ends.	
8	Outline syllabus		
	Unit A	<b>Nature, Scope and Methods of Managerial Economics (Chapter 1) Theory of Firm (Chapter 2)</b>	CO Mapping <b>CO1</b>
	A 1	Definitions and Relationships with other Disciplines (Sections 1.1 & 1.2) Elements of Managerial Economics (Section 1.3)	CO1
	A 2	Theory of the Firm (Chapter 2) Nature of the Firm; Transaction Cost Theory, Motivation Theory, Property Rights Theory (Section 2.2)	CO1
	A 3	Basic Profit Maximizing Model (Section: 2.3) Multi-product strategy Product Line Profit Maximization & Product Mix Profit Maximization (Section 2.7)	CO1
	Unit B	<b>Demand Theory (Chapter 3) and Consumer Theory (Section 3.3) in Business Decisions</b>	<b>CO2</b>
	B 1	Definition, Representation and Meaning of Demand; Factors determining demand, Demand Schedule, Law of	CO2

		Demand and Law of Supply	
	B 2	Consumer Behaviour -Utility:- Cardinal and Ordinal, Budget Line, Indifference Curve, Law of Diminishing Marginal Utility	CO2
	B 3	Inferior Goods, Giffen Goods, Substitute and Complementary Goods, Consumer Equilibrium. Price Elasticity and Income Elasticity	CO2
	Unit C	<b>Theory of Production, Cost Theory, Pricing and Market Structure in Business Decisions (Chapters 5, 6,8 &amp;10)</b>	<b>CO2, CO3</b>
	C 1	Short Run and Long Run Production Decisions (Sections 5.2 & 5.3), Break-Even Points, Economies of Scale, Scope and Diseconomies	CO2, CO3
	C 2	Short Run & Long Run Cost Behaviour (Sections 6.2 & 6.3), Normal Profit, Super Normal Profit and Optimization of Cost	CO2, CO3
	C 3	Market Structure and Pricing (Chapter 8) Pricing Strategy, Price Discrimination, Perfect Competition & Imperfect Competitions	CO2, CO3
	Unit D	<b>The Economics of Information, Market Failure and Application of Game Theory</b>	<b>CO3</b>
	D 1	The Problem of Adverse Selection and Moral Hazard	CO3
	D 2	Market Failure- Externalities; Positive and Negative Externality, Public Goods, Merit Goods, Non-Merit Goods,	CO3
	D 3	Games of Complete Information- Pure Strategy, Mixed Strategy, Nash Equilibrium and Games of Incomplete Information- Contract, Auctions, Signaling in job markets	CO3



	Unit E	<b>Macroeconomic Concepts and Policies in Business Decisions</b>			<b>CO4</b>
	E 1	Macroeconomic Environment, National Income Accounting, Definition and application of Key Macroeconomic Terms; (GDP, Balance of Payment, Inflation, Unemployment, Repo/Reverse Repo Rates, Fiscal Deficit and IIP- Index of Industrial Production)			CO4
	E 2	Keynesian Aggregate Demand, Autonomous Investment, Multiplier & Accelerator. Application of Monetary and Fiscal Policies in Business Decisions			CO5
	E 3	Government Regulations in Business Decisions – Meaning, Objectives and Effects of Industrial Policy, Competition Policy and Foreign Exchange Management Policy,			CO4, CO5
	Mode of examination:- Theory				
	Weightage Distribution	CA		MTE	ETE
		30%		20%	50%
		Quizzes – 5, (One in Each Course Outcome)			
		Assignment – 5 (One in Each Course Outcome)			
Textbook/s	<ol style="list-style-type: none"> <li>1. Managerial Economics: A Problem Solving Approach – Author- Nick Wilkinson, Cambridge University Press. (Available Online)  <a href="http://www.railassociation.ir/Download/Article/Books/Managerial%20Economics-%20A%20Problem%20Solving%20Approach.pdf">http://www.railassociation.ir/Download/Article/Books/Managerial%20Economics-%20A%20Problem%20Solving%20Approach.pdf</a> </li> <li>2. Principles of Economics – Author- N. Mankiw, Cengage Publishing. (Available in School Library)</li> <li>3. Indian Economy- Sanjeev Verma, Unique Publisher 2<sup>nd</sup> Edition</li> </ol>				

Other References	<ol style="list-style-type: none"> <li>1. Managerial Economics : Principles and Worldwide Applications Author : Dominick Salvatore, Adapted by Ravikesh Srivastava (Available in School Library)</li> <li>2. Microeconomics for Management Students- Autho- R.H.Dholakia and A. N. Oza, Oxford University Press, 1999. (Available in School Library)</li> <li>3. Economics for Managers, International Edition, - Mark Hirschey, South Western College Publishing, (Available in School Library)</li> <li>4. Managerial Economics: Foundations of Business Analysis and Strategy Author- Thomas and Maurice McGraw Hill Education; 10 edition (1 July 2017)</li> <li>5. Indian Economy:- Mishra and Puri, Himalya Publishing House, (Available in School Library)</li> </ol>
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POs COs	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	3	2	1	1				
CO2	2	3	2	1	1				
CO3	2	2	2	2	1				
CO4	3	1	1	2	1				

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-2020</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch:</b>		<b>Semester: I</b>	
1	Course Code	MBA 134	<b>Course Name:</b> Quantitative Techniques For Business Decisions
2	Course	Quantitative Techniques	

	Title	
3	Credits	4
4	Contact Hours (L-T-P)	2-1-2
	Course Status	
5	Course Objective	An introductory course in statistics, designed to provide with the basic concepts and methods of statistical analysis for processes and products. The cardinal objective of the course is to increase the extent to which statistical thinking is embedded in management thinking for decision making. The course includes tools such as MS-Excel ,Minitab and SPSS so as to make teaching pragmatically oriented rather being confide to books, thereby contributing towards enhancing the employability in Industry
6	Course Outcomes	At the end of the course students will be able to:  <b>CO1:</b> Demonstrate understanding of basic concepts of probability and statistics embedded in various management problems <b>CO2:</b> Demonstrate proficiency in analysing data using statistical methods in their course which is required as a stepping stone to study other management modules <b>CO3:</b> Show proficiency in basic statistical skills embedded in their course for effective decision making
7	Course Description	The course provide with the basic concepts and methods of statistical analysis so as to enhance statistical thinking for decision making
8	Outline syllabus	CO Mapping
	<b>Unit 1</b>	<b>Introduction to Statistics and Data Collection &amp; Presentation</b>
	A	Definition of Statistics, Importance of Statistics, Role of Statistics in Decision making, Limitations of Statistics
	B	Frequency Distribution, Presentation of Data
	C	Using Excel /SPSS/Minitab for creating frequency distributions and drawing different type of Graphs
	<b>Unit 2</b>	<b>Measures of Central Tendency</b>
	A	Introduction, Arithmetic Mean, Combined Mean, Weighted Arithmetic Mean, Geometric Mean, Harmonic Mean for ungrouped as well as grouped data, relation between these, Median, Mode, Empirical relation between mean, median and mode
	B	Quantiles , Characteristics and Merits and

		Demerits of various measures of central tendency. Constructing Polygons and Ogives and using them to find median, quantiles and mode	
	C	Using Excel /SPSS/Minitab for evaluating various measures of central tendency Using Excel /SPSS/Minitab for constructing frequency polygons and ogives <b>Case Study: Chemical, Industrial and Pharmaceutical Laboratories (Cipla)</b>	CO2,CO3
	<b>Unit 3</b>	<b>Measures of Dispersion</b>	
	A	Range, Inter-quartile range and deviation, Mean Deviation and Mean Absolute Deviation, Variance and Standard Deviation, Effect of shift of origin and scale, Coefficient of variation. Empirical relationship between different measures of variation	CO1,CO2
	B	Measures of Skewness, Measures of Kurtosis, Five number summary	CO2,CO3
	C	Using Excel /SPSS/Minitab for evaluating various measures of dispersion Using Excel /SPSS/Minitab for studying skewness and kurtosis <b>Case Study: Hero Honda Motors Ltd: Aiming to Capture the Growing Market in India</b>	CO2,CO3
	<b>Unit 4</b>	<b>Correlation and Regression</b>	
	A	<b>Correlation</b> Correlation analysis-meaning and types of correlation, Karl Pearson's coefficient of correlation, Spearman's rank correlation	CO2,CO3
	B	<b>Regression:</b> Regression analysis-meaning and two lines of regression, Method of least square, Properties of regression coefficients and Relationship between and Regression coefficients and Correlation, Introduction to Multiple Correlation and Regression	CO2,CO3
	C	Using Excel /SPSS/Minitab for drawing scatter plots and generating various outputs of correlation and regression and interpreting them for decision	CO2,CO3

		making <b>Case Study: ITC-Sales Turnover and Compensation to Employees</b> <b>Case Study: Boom in the Indian Cement Industry: ACC's Role</b>					
	<b>Unit 5</b>	<b>Probability &amp; Probability Distributions</b>					
	A	<b>Probability</b> :Basic set theory, basic concepts and approaches, Addition and Multiplication Theorem of Probability, Conditional Probability, Baye's Theorem			CO1,CO2		
	B	<b>Probability Distributions:</b> Random variable-Discrete and Continuous, Mean and Variance of Random Variable, Binomial, Poisson, Normal and Exponential distributions			CO1,CO2,CO3		
	C	Using Excel /SPSS/Minitab for fitting various probability distributions <b>Case Study: Titan Industries Ltd: Providing Real Value to Customers</b>			CO1,CO2,CO3		
	Mode of examination	Theory					
	Weightage Distribution	CA	MTE	ETE			
		30%	20%	50%			
	Text book/s*	1. Business Statistics-S.P Gupta & M.P Gupta, 2014 Edition.					
	Other References	1. Levin & Rubin, <i>Statistics For Business</i> (Prentice Hall of India, N. Delhi) 2. Paul Newbold, <i>Statistics for Business and Economics</i> (Pearson Education) 3. S. P. Spiegel & Murray, <i>Theory &amp; Problems for Statistics</i> (Schaum Outline Series, Mc Graw Hill) 4. Anderson, <i>Quantitative Methods in Business</i> (Thomson Learning, Bombay) 5.R.S Bhardwaj, Business Statistics (Excel, N. Delhi) 6.J.S. Chandan, <i>An Introduction to Statistical Methods</i> (Vikas Publishing House, N.Delhi)					

### CO and PO Mapping

S. No.	Course Outcome	Program Outcomes (PO) & Program Specific Outcomes (PSO)
1.	<b>CO1:</b> Demonstrate understanding of basic concepts of probability and statistics embedded in various management problems	PO1,PO2
2.	<b>CO2:</b> Demonstrate proficiency in analysing data using statistical methods in their course which is required as a stepping stone to study other management modules	PO1,PO2
3.	<b>CO3:</b> Show proficiency in basic statistical skills embedded in their course for effective decision making	PO1,PO2

### **PO and PSO mapping with level of strength for Course Name Quantitative Techniques for Decision Making (Course Code MBA-134)**

MBA-134	Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02	PS03	PS04	PS05
	CO1	1	3				--	--	--	--	--	--	--		3	3	3	--
	CO2	1	3				--	--	--	--	--	--	--		3	3	3	--
	CO3	1	3				--	--	--	--	--	--	--		3	3	3	--

1. Addressed to *Slight (Low=1) extent*
2. Addressed to *Moderate (Medium=2) extent*
3. Addressed to *Substantial (High=3) extent*

<b>School: SBS</b>	<b>Batch :</b>
<b>Program: MBA Integrated</b>	<b>Current Academic Year: 2018-19</b>

<b>Branch:</b>		<b>Semester: IV</b>	
1	Course Code	MBA 154	
2	Course Title	Information Technology for Managers	
3	Credits		
4	Contact Hours (L-T-P)	3-0-1	
	Course Type	Compulsory	
5	Course Objective	1. To introduce the concept of Information Technology and its application in organizations 2. The course would expose the students to the managerial issues relating to IT and will help them identify and evaluate various organizational applications of IT. 3. This course leads students to imparts an understanding of professional, ethical, legal, security and social issues, and responsibilities in information technology. 4. It will help them to have ability to hold progressively more responsible positions in the IT field, including positions that are supervisory or managerial in nature.	
6	Course Outcomes	CO1:The student will be able to identify organizational requirements and current and emerging technologies CO2:The student will be able to describe the impact of IT solutions in a global, societal, and ethical context CO3:The student will be able to apply problem solving skills, core IT concepts, best practices and standards to information technologies CO4:The student will be able to analyze local and global impact of computing on individuals, organizations, and society. CO5: The student will be able to evaluate business situations and problems related to information technology CO6:The student will be able to design, integrate and administer IT-based solutions into the organizational environment	
7	Course Description	A good understanding of information technology is of vital importance for any manager in today's scenario. Effective management and implementation of IT resources have now become routine task for many middle level and senior managers. It includes computer and information literacy, with the main emphasis on competency with software through hands-on practice. Topics includes E-business, ERP, SCM and CRM, DBMS , Business Intelligence & DSS, Managing IT projects.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>IT in the Organisations</b>	
	A	IT Supports Organisational Performance in Turbulent Business	CO1
	B	Information Technologies: Concept, Types and IT Support	CO2
	C	Case Study –A study on different level of MIS	CO3
	<b>Unit 2</b>	<b>Digital, Mobile and Social Commerce</b>	
	A	E-Business & E-Commerce Models and Strategies	CO1
	B	Mobile Technologies and Commerce, Web 2.0 and Social Media	CO4

	C	Case Study on Digital Media	CO5
	<b>Unit 3</b>	<b>Organizational Applications</b>	
	A	Functional Business Systems, Enterprise Systems ERP, SCM and CRM	CO5
	B	Inter organizational, Large-Scale and Global Information Systems	CO5
	C	Case Study- IRCTC, DBMS	CO6
	<b>Unit 4</b>	<b>Decision Making and Strategy</b>	
	A	Business Intelligence and Decision Support Systems	CO1,CO2
	B	IT Strategy and Planning, Impact of IT on Enterprises, Users and the Environment	CO4,CO5
	C	Case Study on Decision making system	CO6
	<b>Unit 5</b>	<b>Managing IT</b>	
	A	Adopting IT Projects, Implementing IT Projects	CO3
	B	Business Process Management, Managerial Issues	CO2
	C	Case Study-Expert System/AI	CO5,CO6
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 50%
	Text book/s*	O'Brien, James A., George M. Marakas, and Ramesh Behl (2013). Management Information Systems, 10/e; New Delhi: McGraw Hill Education	
	Other References	1. Laudon, Kenneth C., Laudon, P. Jane (2013). Management Information System -Managing the Digital Firm, 12/e; New Delhi: Pearson Education 2. Turban, Efraim and Linda Volonino (2015). Information Technology for Management - Transforming Organizations in the Digital Economy, 7/e; New Delhi: Wiley India	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	1	1	2	1	1	1
CO2	2	1	2	1	1	1	2	1	1	2
CO3	2	2	1	1	1	1	1	2	2	2



CO4	1	2	1	2	1	1	2	3	2	2
CO5	1	2	1	2	1	1	2	2	2	2
CO6	1	2	1	2	1	1	2	2	2	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

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<b>School: SBS</b>	<b>Batch : 2018-20</b>
<b>Program: MBA</b>	<b>Current Academic Year: 2018</b>
<b>Branch: -</b>	<b>Semester:</b>

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1	Course Code	MBA 152
2	Course Title	Human resource Management
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Core
5	Course Description	This <b>course</b> examines the role of the human resource professional as a strategic partner in managing today's organizations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined.
6	Course Objective	<ul style="list-style-type: none"> <li>• Expose the students to different aspects of Human Resource Management and</li> <li>• To develop a clear conceptual understanding of HRM</li> <li>• To Sensitize the students regarding the importance of HRM</li> <li>• To Facilitate students to understand the functionalities of HRM</li> </ul>
7	Course Outcomes	CO1: Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. CO2: Administer and contribute to the design and evaluation of the performance management program. CO3: Develop, implement, and evaluate employee orientation, training, and development programs. CO4: Facilitate and communicate the human resources component of the organization's business plan
8	Outline syllabus	CO Mapping
	Unit A	Introduction -HRM Concepts
	A 1	Concept and Scope
	A 2	Significance, Functions and objectives;
	A 3	Contemporary issues and trends in HRM
	Unit B	Human Resource Planning,
	B 1	Concept of HRP, Importance of HRP, Process of HRP
	B 2	Job Analysis, Job Evaluation- Concept, Methods& Difference
	B 3	Recruitment: Process, Sources& Methods Selection: Process, Interviews, Types of Interview, Employment Test
	Unit C	Placement, Induction, Training & Development
	C 1	Placement- Concept & Benefits Induction/Orientation: Concept, Process
	C 2	Training: Need, TNA – Process, Types of training-On the job & off the job;
	C 3	Management Development – Concept & Methods (Case Analysis, In- Basket, Management Games, T- Training,

		Coaching & Mentoring)	
	Unit D	Performance Management & Compensation	
	D 1	Performance Appraisal: Concept, Process, Methods (Assessment centre, Ranking, Rating, 360 degree), Errors	CO2
	D 2	Compensation: Objectives, factors & Components of pay Structure	CO4
	D 3	Concept of Wages (Minimum, Fair & Living) Incentives- Individual & Group, Employee (Fringe) Benefits	CO2,CO4
	Unit E	Industrial Relations& Managing Separations	CO4
	E 1	Industrial Relations-Concept& Importance, Grievance Handling Procedure	CO3
	E 2	Separations- Voluntary, Involuntary	CO4
	E 3	Discipline-Concept and Process	CO4
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 50%
	Text book/s*	Rao V. S. P., Human Resource Management- text and cases,Excel Books	
	Other References	<ul style="list-style-type: none"> <li>Aswathapa K., Human Resource Management- Text and Cases, The McGraw Hill</li> <li>Cascio: Managing Human Resources,Tata McGraw Hill</li> <li>Decenzo: Fundamentals of HRM , Wiley</li> </ul>	

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	1	2	2	3	3	1
CO2	2	1	2	3	3	2	2	3	1	1
CO3	2	2	1	1	3	1	2	2	3	2
CO4	1	2	2	2	2	3	2	2	1	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>	<b>Batch : 2018-20</b>
<b>Program: MBA</b>	<b>Current Academic Year: 2018-19</b>

<b>Single and Dual specialisation</b>		
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	MBA158
2	Course Title	Legal Aspects of Business
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>The purpose of this course is to:</p> <ol style="list-style-type: none"> <li>1. Introduce the legal framework that affects business relationships, organisations and its operations.</li> <li>2. Improve the ability to recognize and manage the legal risks arising in business situations</li> <li>3. Encourage critical thinking in order to examine all sides of a business situation</li> <li>4. Develop capacity for analysis, research and problem solving skills within the context of the Legal framework.</li> </ol>
6	Course Outcomes	<p>On the completion of the course the student will be able to:</p> <p>CO1: Describe the Legal Framework within which the business operates</p> <p>CO2 : Infer the need of Legal compliances that affects businesses</p> <p>CO3: Identify issues, recognize potential problems in day to day business activities and know when to consult with a legal expert.</p> <p>CO4: Plan, execute and take decisions to undertake business practices that comply with relevant laws.</p> <p>CO5: Assess the appropriate type of business organisation suited to one's business.</p> <p>CO6: Integrate legal knowledge for business advantages such as risk elimination or risk minimization.</p>
7	Course Description	The course introduces the student to the Legal Framework within which the businesses are required to operate. The course covers various laws relating to Business Transactions, business organisations etc.
8	Outline syllabus	CO Mapping
	<b>Unit 1</b>	<b>Business Organisations</b>
	A	Limited Liability Partnership Act 2008
	B	Companies Act 2013 - Salient Features of Companies, Formation of Companies, Memorandum and Articles of Association, Directors, Meetings, Corporate Social Responsibility - Provisions, Corporate Frauds and the role of good Corporate Governance
	C	Annual Report of a company, Role of SEBI as a market regulator
		Importance of Legal Compliances
	<b>Unit 2</b>	<b>Business Transactions</b>
	A	Indian Contract Act 1872 ; Essentials of a Valid Contract, Discharge of Contract, Breach of Contract, Remedies, E contract, Contract of Indemnity and Guarantee, Bailment and Pledge, Agency
	B	The Sales of Goods Act 1930; Essentials of a contract of sale,

		Sale and agreement to sell, conditions and warranties, Rights of Buyers and Sellers, A brief overview of International Sale Contracts	
	C	Competition Act 2002 - Salient features	CO2.CO6
	<b>Unit 3</b>	<b>Conduct of Business</b>	
	A	The Consumer Protection Act 1986: Rights of Consumer, Consumer dispute, Consumer Dispute Redressal Agencies	<b>CO5,CO6</b>
	B	A brief overview of different Regulatory bodies – ASCI, TRAI,RERA,IRDA	CO2
	C	Business and Criminal Liability	CO2,CO6
	<b>Unit 4</b>	<b>Employer-Employee relationship</b>	
	A	Legal issues in Recruitment, employment contracts and Non Disclosure Agreements	CO1.CO3,CO6
	B	Prevention of Sexual Harassment at Workplace	CO3
	C	Overview of Social Security Laws in India	CO1.CO3
	<b>Unit 5</b>	<b>Emerging Areas (Brief Overview)</b>	
	A	Intellectual Property Rights – Trademarks, Copyright and Patent	CO6
	B	Alternate Dispute Resolution – Arbitration, Mediation, Conciliation	CO3,CO6
	C	Information Technology Act, Social Media offences	CO1,CO3
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 50%
	Text book/s*	Legal Aspects of Business, Text, Jurisprudence and cases, Daniel Albuquerque, Oxford University Press,	
	Other References	<ul style="list-style-type: none"> <li>Kuchhal, M.C., Mercantile Law, 7th ed., 2009, Vikas Publishing House</li> <li>Gulshan, S.S., Business Law, 3rd ed., 2006, Excel Books</li> <li>Tulsian, P.C., Business Law, 2nd ed., 2001, Tata McGraw-Hill</li> </ul>	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	2	-	2	-	1	1
CO2	3	1	2	2	1	-	2	2	1	1
CO3	3	3	2	2	2	1	3	2	2	2
CO4	2	1	1	3	2	2	3	2	1	1
CO5	2	1	1	2	2	-	1	1	1	1
CO6	2	3	2	3	2	3	2	2	1	2

- 1-Slight (Low)  
 2-Moderate (Medium)  
 3-Substantial (High)

<b>School:</b>		<b>Batch : 2018-20</b>
<b>Program:</b>		<b>MBA</b>
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	<b>CORPORATE FINANCE</b>
2	Course Title	MBA- 139
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>Every decision that a firm makes has a corporate finance component to it. The subject, corporate finance thus includes all of a firm's decision that has financial implications. Those broadly include (i) Financial Decisions, (ii) Investment Decisions &amp; (iii) Dividend Decisions. These decisions have the implications on the firms' market/share value.</p> <p>As a Finance Manager, you have to take the above decisions. The objective of this course is to provide you with the conceptual framework necessary to understand above financial issues and the techniques to manage them efficiently and effectively. You may choose a career in manufacturing companies, non-governmental or service sector, investment banks or management consultancy, thorough learning of the art of financial management is a must</p>
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO1. Examine key concepts of corporate finance.</p> <p>CO2. Interpret the time value of money and risk.</p> <p>CO3. Apply various methods of capital budgeting and cost of capital.</p> <p>CO4. Explain the sequential steps of working capital management.</p> <p>CO5. Evaluate dividend decisions for a firm.</p> <p>CO6. Integrate contemporary issues in corporate finance.</p>
7	Course Description	Project Finance and Management deals with the decision of project planning, analysis, selection, financing, Implementation and review. A project manager will be concerned with project financial and managerial decisions

8	Outline syllabus			CO Mapping
	<b>Unit 1</b>			
	A	Introduction of the module, need and Importance of financial management, Financial Functions , Financial Decisions, Objectives & Scope of Financial Management		CO1
	B	Operating environment, Risk and Uncertainty, Measurement of Risk, Relationship between Risk and Return.		CO1,CO2
	C	Time Value of Money, Valuation concepts. Techniques, Practical applications of Compounding and Present Value Techniques.		CO1,CO2
	<b>Unit 2</b>			
	A	A brief description of various instruments of long-term sources of finance; Introduction, Meaning & definition of capital structure, Determinant and Pattern of Capital Structure, Optimum Capital Structure.		CO2
	B	Concept, Classification & Importance of cost of capital, Measurement of cost of capital of different components of cost of capital, Computation of Weighted Average Cost of Capital,		CO2
	C	Meaning of Lease, Types of Lease, Difference between Operating lease and Finance Lease		CO2
	<b>Unit 3</b>			
	A	Introduction, Need, Scope, Importance and Limitations of Capital Budgeting Decisions,		CO3
	B	Capital Budgeting process and Approaches of Capital Budgeting Decisions –Traditional approaches		CO3
	C	Discounted Cash Flow (DCF) approaches.		CO3
	<b>Unit 4</b>			
	A	Introduction, Meaning , types & Determinants of working capital; Importance of the Management of Working Capital, Sources of Financing of Working Capital, Components of Working Capital, Working Capital Cycle.		CO4
	B	Introduction, Meaning & Objective of Receivables Management, Factors affecting the size of Receivables, Motives for holding cash, Factors determining cash.		CO4,CO6
	C	Introduction, Objectives, Importance of Inventory Management, Techniques of Inventory Control.		CO4,CO6
	<b>Unit 5</b>			
	A	Introduction, Meaning and Types of dividends; Dividend Policy – Meaning, Factors influencing dividend policy. Relationship between Dividend Policy and Value of Firm, Relevance Theory of Dividend – Walter's approach & Criticism.		CO5
	B	Gordon's approach to dividends & Criticism.		CO5
	C	Irrelevant concept of dividend, Modigliani and Miller's approach, Criticism of M-M Approach.		CO5
	Mode of examination	Theory		
	Weightage	CA	MTE	ETE

	Distribution	30%	20%	50%	
	Text book/s*	<b>“Financial Management – Theory and Practice”, Prasanna Chandra, 7ed. (Tata McGraw Hill)</b>			
	Other References	<ul style="list-style-type: none"> <li>- “Financial Management”, IM Pandey (Vikas Publishing House)</li> <li>- “Financial Management &amp; Policy”, James C. Van Horne, (Prentice Hall, New Delhi)</li> <li>- “Fundamentals of Corporate Finance” by Ross, Waterfield Jordan, (Tata McGraw Hill)</li> <li>- “Corporate Finance – Theory &amp; Practice” Aswath Damodaran, (John Wiley &amp; Sons)</li> <li>- Financial Management, MY Khan and PK Jain, (Tata McGraw Hill)</li> </ul> <p><b>Newspaper, Magazines and Journals</b></p> <ul style="list-style-type: none"> <li>- Economic Times, Business Line, Business Standard</li> <li>- Journal of Finance</li> <li>- Business India, Business Today, Capital Market</li> <li>- Management Accountant</li> <li>- Chartered Accountant</li> <li>- Chartered Finance Analyst</li> <li>- Journal of Accounting and Finance</li> </ul>			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	1	1	-	-	-	-
CO2	2	2	2	1	-	1	-	-	-	-
CO3	2	2	2	1	1	-	-	-	-	-
CO4	2	2	2	2	-	1	-	-	-	-
CO5	2	2	2	1	-	-	-	-	-	-
CO6	2	2	2	1	1	1	-	-	-	-

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2019</b>
<b>Branch: Business Analytics</b>		<b>Semester: II</b>
<b>1</b>	<b>Course Code</b>	



2	<b>Course Title</b>	Operations Research
3	<b>Credits</b>	
4	<b>Contact Hours (L-T-P)</b>	2-0-2
	<b>Course Type</b>	Compulsory
5	<b>Course Objective</b>	1. To understand, interpret, and evaluate changes in a phenomenon in the hope of anticipating the course of future events correctly 2. To teach a practical approach to modeling time series data 3. To help student identify and propose models, estimate them with data, diagnose whether they fit, and interpret their meanings. 4. Though Computer software is utilized, an understanding of underlying concepts and methods would be stressed
6	<b>Course Outcomes</b>	<b>CO1:</b> The student will be able to list the application of optimization techniques in Managerial Decision Making <b>CO2:</b> The student will be able to describe some real time business situations as a mathematical model <b>CO3:</b> The student will be able to solve a problem, work out its optimum solution and interpret the result <b>CO4:</b> The student will be able to infer the excel output for taking business decisions
7	<b>Course Description</b>	In this age of information and technology boom and the era of increasing integration of economies where geographical boundaries are becoming meaningless for trade and business, winning firms and managers will be those who are in sync with the fast changing business dynamics. Business managers need to identify and analyze the resource available with them. They need to optimally utilize these resources and come up with best possible solution under the given constraints. In this context, the course aims to provide students with a methodological framework and foundation for management decision making and to be of long lasting value through their careers irrespective of management field that they choose.
8	<b>Outline syllabus</b>	CO Mapping
	<b>Unit 1</b>	<b>Introduction to Operations Research</b>
	<b>A</b>	Scope and applications of Operations Research in managerial decision making. Modelling Approach- Mathematical Models and algorithms. Phases of Operations Research
	<b>B</b>	<b>Decision making environments:</b> Decision making under certainty, uncertainty and risk situations, Maxmin , Minmax, Maxmax, Minmin, Hurwitz and Savage principle. EMV, EOL, EVPI. Decision Tree Approach and its applications.
	<b>C</b>	Using MS-Excel to create Payoff and Opportunity loss tables and interpreting them for decision making
	<b>Unit 2</b>	<b>Linear Programming Applications in Marketing , Finance and Operations Management</b>
	<b>A</b>	Formulations of LP Problems Graphical Method of solving LP problems- Maximization and Minimization Problems Infeasible, feasible and infinite solutions
	<b>B</b>	Degeneracy in LP Problems. Applications of LPP -Portfolio management, media selection, A-Make-or-Buy Decision, shadow price ,Sensitivity analysis
	<b>C</b>	<i>Using Excel Solver to Solve LPP and derive and interpret Sensitivity report</i>
	<b>Unit 3</b>	<b>Transportation &amp; Transshipment And Assignment &amp;</b>

		<b>Travelling Salesman Problems</b>			
	<b>A</b>	<b>Transportation Problem:</b> Introduction to transportation problem, NW corner rule, Transshipment Problems-Formulation( Solving to be done by Excel)			C03,C04
	<b>B</b>	Application of transportation problem- Human Resource, Inventory Management, Calculation of Layover time. <b>Using Excel Solver for solving transportation problems</b>			C03,C04
	<b>C</b>	<b>Assignment Model:</b> Introduction and its application- Maximization and minimization problem. Travelling salesman problem with breaking incomplete loop <b>Applications of transportation and assignment problems, Using Excel Solver for solving assignment problems</b>			C03,C04
	<b>Unit 4</b>	<b>Game Theory</b>			
	<b>A</b>	Concept of Game: Solving Two person zero- sum game; Pure and mixed strategy games; Saddle point; Dominance Rule, LPP method to solve Game Theory Problems			C03,C04
	<b>B</b>	<b>Using Excel Solver for solving Game theory problems</b>			C03,C04
	<b>C</b>	<b>Applications of Game theory in business and economics</b>			C03,C04
	<b>Unit 5</b>	<b>Replacement Problem</b>			
	<b>A</b>	Replacement of assets that deteriorate with time;			C03,C04
	<b>B</b>	Replacement of assets which fail suddenly, Both cases- When Time value of Money is considered and when not considered.			C03,C04
	<b>C</b>	<b>Using excel to draw and interpret various tables for replacement problems.</b>			C03,C04
	<b>Mode of examination</b>	Theory and Practical			
	<b>Weightage Distribution</b>	CA	MTE	ETE	
		30%	20%	50%	
	<b>Text book/s*</b>	Hamdy A.Taha; Operations Research-An Introduction, Pearson Education, 8 <sup>th</sup> Edition			
	<b>Other References</b>	1. M.P. Gupta and R.B. Khanna; Quantitative Techniques for Decision Making, PHI 4 <sup>th</sup> Edition  2. J.K. Sharma Operations Research Theory and Applications; Macmillan India Ltd. 4 <sup>th</sup> Edition			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PS01	PS02	PS03	PS04
C01	1	1	2	1	1	1	2	1	1	2
C02	2	2	2	2	2	1	1	1	1	2
C03	1	2	1	1	1	2	1	2	2	2
C04	1	2	2	1	2	1	2	2	3	3

- 1-Slight (Low)  
 2-Moderate (Medium)  
 3-Substantial (High)

<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	
2	Course Title	Business Research Methods
3	Credits	3
4	Contact Hours (L-T-P)	2-2-0
	Course Status	Compulsory
5	Course Description	This course is aimed at imparting students an understanding of business research methods, such that they are able to conduct business research function in business organizations. To have a thorough understanding of the various Research methods and its role in effective utilization of resources to compete in the every changing Global Business scenario
6	Course Objectives	<ol style="list-style-type: none"> <li>1. To provide the students with an adequate understanding of how business research methods can be used as a decision making tool by the managers in organizations</li> <li>2. To produce Managers with expertise in the area of Business Research methods and its scope of applications to improve the Organization productivity and market share in Global marketing environment.</li> </ol>
7	Course Outcomes	CO1: To define the concepts of Business Research methods and its importance in the modern day Organizations CO2: To demonstrate an understanding of application of Research tools in business operations in order to effectively utilize their resources . CO3: To enhance student ability to analyse the implications of Business Research techniques CO4: To explain the applications of specific Research tools and techniques used for business research CO5: To evaluate Research report analysis and decision making with appropriate Statistical tools

8	Outline syllabus	CO Mapping
	<b>Unit A</b>	<b>Introduction to research</b>
	A 1	Research: Meaning, Nature Scope of Research. CO1
	A 2	Types of Business Research, Ethical issues in business research CO1
	A 3	Criteria of good research, Types of research. CO1
	<b>Unit B</b>	<b>Fundamentals of Business research and Process</b>
	B 1	Business Research: An overview Research process Steps involved in preparing business research plan/proposal CO1
	B 2	problem formulations CO2
	B 3	management problem v/s. research problem CO2
	<b>Unit C</b>	<b>Business Research Design</b>
	C 1	Business Research Design: Exploratory, Descriptive, & Causal research. CO3
	C 2	Exploratory research: Meaning, suitability, collection, hypothesis formulation Descriptive research: Meaning, types of descriptive studies, data collection methods. CO3
	C 3	Causal research: Meaning, various types of experimental designs, types of errors affecting research design CO3
	<b>Unit D</b>	<b>Data Collection Methods</b>
	D 1	Data collection Methods: Primary and Secondary data – Sources – advantages/disadvantages. CO4
	D 2	Measurement & Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Rating Scale, Criteria for good measurement, attitude measurement – Likert's Scale, Semantic Differential Scale, Thurston-equal appearing interval scale, MDS – Multi Dimensional Scaling CO4
	D 3	Data collection Types – Observations, Survey, Interview, Questionnaire design, Qualitative Techniques of data collection. CO4
	<b>Unit E</b>	<b>Data Presentation, Analysis &amp; Interpretation, Writing Report</b>
	E 1	Editing, Coding, Classification, Tabulation, Analysis, & Interpretation. CO4
	E 2	Data analysis-I: Testing of hypothesis-- Tests of significance Z, t, F and Chi-Square. CO4

		Data analysis-II: Correlation and Regression techniques			
	E 3	Data Analysis III: Introduction of Multivariate Data Analysis: Factor Analysis, Multiple Regression, Discriminant analysis, Cluster analysis Research report: Oral report, Written reports, Types & Advantages/Disadvantages of oral and written reports, Components of written researchreport			CO4, CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	Business Research Methods by Naval Bajpai by Pearson			
	Other References	Research methodology by, Kothari Marketing Research by Parsuraman, grewal & Krishnan by Biztantra			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	-	1	1	2	1	1	1
CO2	1	2	1	-	2	1	2	2	1	2
CO3	1	2	-	2	1	1	2	2	2	2
CO4	1	2	2	2	2	1	2	2	2	2
CO5	1	2	-	1	2	1	2	2	2	2



SCHOOL: SCHOOL OF BUSINESS STUDIES		TEACHING DEPARTMENT OM SCM	OPERATIONAL FROM(ACADEMIC YEAR): 2017 – 2018	FOR STUDENTS of (M.B.A),Starting Year:2019- 2020
1	Course number	MBA163		
2	Course Title	<b>Production and Operations Management</b>		
3	Credits	3		
4	Contact Hours (L-T-P)	3-1-0 <b>L-W-P:30-10-0=40</b>		
5	Course Objective	<p>The aim of this course is to develop an understanding of the various concepts and techniques involved in the production and operations management.</p> <p>The focus of this course is to:</p> <ul style="list-style-type: none"> <li>• Provide students with the understanding of role and importance of operations as core of business.</li> <li>• Facilitate students to identify, apply and analyze various issues of challenges faced by operations manager.</li> <li>• Develop skills to use of different tools for solving operations management problems.</li> </ul>		
6	Course Outcomes	<p>At the end of this course , Students will be able to :</p> <p>CO1 The student will be able to identify and define type of process as per the requirement of particular product and also importance of Production</p> <p>CO2. The student will be able to explain and differentiate various issues and challenges faced by operations manager.</p> <p>CO3.To solve numerical and calculate the data for problems in operations.</p> <p>CO4.The students should be able to analyze critical dimensions of production.</p> <p>CO5.The students should be able to evaluate alternatives and take decision about operational problems.</p>		
7	Course Description.	In this course, you will learn how to apply the various concepts of POM and interpret technical issues which are theoretical as well as practical in real life.		
8	<b>Outline SyllabusTopics</b>			<b>CO Mapping</b>
		<b>Unit I</b>	<b>Introduction to POM</b>	
		A	Introduction to Production and Operations Management, Role of operations management in an organisation, Operations Management – Concept; Functions and activities.	CO1
		B	Product and Service Design; New Product Development Process, Prototyping, Concurrent Design and DFMA; Service layout design, Service blueprinting.	CO1,CO2
		C	Types of production Systems – Intermittent and Continuous production systems, Project type manufacturing, Cellular Manufacturing, Flexible Manufacturing System (FMS), Robotics.	CO2,CO3,CO4
		<b>Unit II</b>	<b>Facility Location and Layout</b>	
		A	Facility location – factors to be considered, Site location decisions - Point Rating Method.	CO1
		B	Facility Layout – facility layout for different types of production systems.	CO1,CO2
		C	Capacity Planning and Aggregate	CO2,CO3,CO4

			Planning; Master production scheduling (MPS).	
		<b>Unit III</b>	<b>Materials Management</b>	
		A	Purchase Management - Concept, Objectives, Functions	CO1,CO2,CO3
		B	Inventory Management – EOQ, EBQ, ABC Analysis.	CO1,CO2,CO3
		C	Material Requirement Planning (MRP).	,CO1CO2,CO3
		<b>Unit IV</b>	<b>Project Management</b>	
		A	Introduction to the concepts of project management.	CO1,CO3
		B	Critical Path Method (CPM) and Program Evaluation and Review Technique (PERT)	CO2,CO3
		C	Introduction to Microsoft Project software for project planning, management, and control.	CO2,CO3
		<b>Unit V</b>	<b>Quality Management &amp; Quality Control Techniques</b>	
		A	Basic Quality Concepts, Total Quality Management (TQM), Continuous Improvement (Kaizen), 7 tools of quality, 5S and Six Sigma, Introduction to ISO 9000.	CO2,CO3
		B	Acceptance Sampling and Statistical Process Control- X bar chart, R chart, P chart and C chart.	CO3,CO4,CO5
		C	Quality Circles and its applications.	CO3,CO4,CO5
Mode of Examination:				
Weightage Distribution		<ul style="list-style-type: none"><li>• Continuous Assessment 30% Mid Term 20%</li><li>• End Term Examination 50 %</li></ul>		
Text book		Operations Management by William J Stevenson, Tata McGraw Hill Education, 9th edition.		
Other references		<ol style="list-style-type: none"><li>1. Operations Management, Theory &amp; Practice, by B. Mahadevan, Pearson Education, 2<sup>nd</sup> edition</li><li>2. Operations Management along the supply chain by Russell and Taylor, Wiley India Edition, 2012</li></ol>		

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	<i>PSO 1</i>	<i>PSO 2</i>	<i>PSO 3</i>	<i>PSO 4</i>
CO1	2	2	2	1	1	2	2	2	2	2
CO2	2	2	2	2	1	2	2	2	2	2
CO3	2	3	2	1	2	2	3	2	3	2
CO4	2	3	2	1	2	2	2	3	2	2
CO5	2	2	2	1	1	2	2	2	2	1



<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch:</b>		<b>Semester: II</b>	
1	Course Code		
2	Course Title	Consumer Behaviour	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
5	Course Description	This course is aimed at imparting students an understanding of consumer behavior, such that they are able to strategize and design for the marketing function in business organizations.	
6	Course Objectives	3. To provide an overview and understanding of the basic premises of Consumer Behaviour. 4. To introduce students to the various theories that model consumer behaviour while illustrating the unique challenges faced by marketers. 5. To assist students to integrate into their thinking the important individual and social dimensions that shape up decision making. 6. To develop an approach to handle post purchase consumer behaviour.	
7	Course Outcomes	CO1: The students will be able to define and explain key theories and concepts underlying consumer behaviour. CO2: The students will be able to describe and identify the Consumer Decision Making Process. CO3: The students will be able to illustrate and assess individual factors that shape consumer behaviour along with their marketing implications. CO4: The students will be able to recognize and examine group and social influences that guide consumer behaviour and their marketing implications. CO5: The students will be able to recognize and interpret post-purchase processes as an inherent aspect of modern day consumer behaviour	
8	Outline syllabus		CO Mapping
	Unit A		
	A 1	Development of Marketing Concept; Customer Value, Satisfaction & Retention	CO1
	A 2	A Simplified Model of Consumer Decision Making; Consumer Decision Making & Problem Recognition	CO1, CO2
	A 3	Information Search;	CO2

	Unit B				
	B 1	Alternative Evaluation & Selection			CO2
	B 2	Consumer Motivation: as a psychological force; goals; types & system of needs			CO3, CO1
	B 3	Consumer Perception: elements and dynamics;			CO3, CO1
	Unit C				
	C 1	Consumer Imagery			CO3, CO1
	C 2	Consumer Learning: elements, learning theories			CO3, CO1
	C 3	Consumer Attitude Formation: attitude, structural models,			CO3, CO1
	Unit D				
	D 1	Attitude formation & strategies			CO3
	D 2	Reference Groups & Family Influences: reference groups,			CO4, CO1
	D 3	Family decision making			CO4
	Unit E				
	E 1	Social Class & Consumer Behaviour: measurement			CO4, CO1
	E 2	Culture & Consumer Behaviour: measurement			CO4
	E 3	Post-purchase Processes: Dissonance, Dispositions, Evaluation			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	1. Schiffman, L. G., & Kanuk, L. L., <i>Consumer Behavior</i> , Ninth Edition, Pearson • Hawkins, D. I., Mothersbaugh, D. L., & Mookerjee, A., <i>Consumer Behavior – Building Marketing Strategy</i> , Eleventh Edition, McGraw Hill			
	Other References	• Solomon, M. R., <i>Consumer Behavior – Buying, Having &amp; Being</i> , Ninth Edition, Prentice Hall India			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	-	1	1	2	1	1	1
CO2	1	2	1	-	2	1	2	2	1	2
CO3	1	2	-	2	1	1	2	2	2	2
CO4	1	2	2	2	2	1	2	2	2	2
CO5	1	2	-	1	2	1	2	2	2	2

## **Total Personality Development**

<b>School:</b>		<b>Batch : 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch: -</b>		<b>Semester: 2nd</b>	
1	Course Code	MBP 116	
2	Course Title	Total Personality Development	
3	Credits	3	
4	Contact Hours (L-T-P)	0-0-3	
	Course Status	Compulsory	
5	Course Description	To enhance the holistic development of students and improve their employability skills with the help of various tools and also emphasizing on reading variety of texts, enacting them and performing them in order to equip them with appropriate body language and vocal aptitude.	
6	Course Objective	<ol style="list-style-type: none"> <li>1. To enhance holistic development of students and improve their employability skills</li> <li>2. Emphasizing on reading a variety of texts.</li> <li>3. Enacting texts and performing them.</li> <li>4. Analyzing and comprehending texts.</li> <li>5. Time Management and prioritization</li> </ol>	
7	Course Outcomes	CO1: The student should be able to understand attitude and its influence on behaviour. (Understand) CO2: The student should be able to show themselves in social & professional settings. (APPLY) CO3: The student should be able to prioritize and Manage time (Eisenhower's Matrix)(Analyse) CO4: The student should be able to assess and read a variety of genres and review them. (Evaluate) CO5: The student should be able to develop intrapersonal, pronunciation skills, interpersonal skills and be an effective goal oriented team player.(Create ) CO6: The student should be able to develop professionals with idealistic and practical skills (which includes skills as debating, JAM and Declamation).	
8	Outline syllabus		CO Mapping
	Unit A	<b>PERSONALITY: Understanding &amp; Analysing</b>	
	A 1	Introduction, Need for Personality Development.	CO1
	A 2	SWOT in terms of Self Analysis	CO1
	A 3	Self-Awareness, Goal Setting	CO1
	Unit B	<b>Oratory Presentation</b>	
	B 1	Presenting oneself, Confidence Building	CO2,CO5&CO6

	B 2	Extempore and Speech	CO2,CO3 &CO4
	B 3	Debate, Role Play and JAM	CO2,CO5& CO6
	Unit C	<b>Non-verbal communication</b>	
	C 1	Body Language and Para Language	CO2
	C 2	Attitude and behavior	CO1&CO2
	C 3	Time Management	CO3
	Unit D	<b>Etiquettes: Social, Business, Civic Sense, Social Norms</b>	
	D 1	Dressing and Dining	CO1, CO2
	D 2	Telephone & E-mail etiquettes	CO1,CO6
	Unit E	<b>Group Discussion &amp; Mock Interviews</b>	
	E 1	Group Discussion, Group Dynamics and Group Decision	CO5 & CO6
	E 2	Interview Preparatory Process & Activity	CO5 & CO6
	E 3	Role Plays, Presentations and Speaking Activities	CO1, CO5 & CO6
	Unit F	<b>Impactful Videos and Follow-ups</b>	
	F1	The most Inspiring people (Life-Skills Activities)	
	F2	Book Review of Book 1	CO4 , CO5 &CO6
	F3	Book Review of Book 2	CO4 , CO5 &CO6
	Unit G	<b>Learning's and Take-Away</b>	
	G1	The learning from the biggest giants, the roller-coaster faced by the companies and how they overcame the roughest patch (Declamation)	CO6
	G2	Take away from the inspirational books (Declamation)	CO6
	Mode of examination	Practical	
	Weightage Distribution	CA 60%	MTE ETE 40%
	Text book/s*	Leader interpersonal and influence skills; The soft skills of leadership by E.Riggio and Sheryill. J. Tan	
	Other References	Love has its various ways for Life skills	

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	-	2	1	2	3	1	2	-	3	3
CO2	1	2	2	2	3	2	2	2	2	3
CO3	-	2	-	2	3	3	3	1	3	1

CO4	1	2	1	-	2	2	2	2	2	2
CO5	1	2	1	1	3	3	2	-	3	3
CO6	1	2	1	1	2	2	2	-	3	2

<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	
2	Course Title	Market Survey (Field Project)
3	Credits	3
4	Contact Hours (L-T-P)	0-3-3
	Course Status	Compulsory
5	Course Description	This course is aimed at imparting students a practical understanding market survey.
6	Course Objectives	<ol style="list-style-type: none"> <li>1. To provide an overview and understanding of the basic premises of market survey.</li> <li>2. To expose students with real time market survey experience</li> <li>3. To assist students to develop an acumen for market survey</li> </ol>
7	Course Outcomes	<p>CO1: Students will be able to understand the importance of Market Survey in real time strategy formulation and achievement of Organization Vision</p> <p>CO2: Facilitates the analytical ability of the students in applying the appropriate Statistical tools with reference to Research Objectives of Organization</p> <p>CO3: The students will be able to design appropriate Field Survey Questionnaires with requisite application of Statistical tools , to generate Customized research reports</p> <p>CO4: Enriches the Research skill set of students in contributing for real time Data collection &amp; analysis with Advanced Statistical packages and tools.</p>
8	Outline syllabus	CO Mapping
	Unit A	<b>Finding the Problem Statement</b>

	A 1	Choosing the Problem Area	CO1
	A 2	Selecting the Problem	CO1
	A 3	Defining research Objectives	CO1
	Unit B	Understanding & developing research design	
	B 1	Understanding about qualitative or quantitative framework	CO2
	B 2	Sample frame and population frame	CO2
	B 3	Parametric or non parametric methodology	CO2
	Unit C	Survey Questionnaire Development	
	C 1	Understanding Google Forms and other questionnaire development tools	CO3
	C 2	Developing Questionnaire	CO3
	C 3	Scaling	CO3
	Unit D	Applying Appropriate Methodology	
	D 1	Data Collection	CO4
	D 2	Data Processing	CO4
	D 3	Quantitative and qualitative data analysis	CO4
	Unit E	<b>Interpreting the results and outcomes</b>	
	E 1	Report Compilation	CO4
	E 2	Report Presentation	CO4
	E 3	Interpretation and Conclusion	CO2, CO4
	Mode of examination	Practical	
	Weightage Distribution	Internal	External
		60%	40%
	Text book/s	Marketing Research: An Applied Orientation, 7th Edition Naresh K. Malhotra, Pearson	
	Other References	Teacher Notes	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	-	1	1	2	1	1	1
CO2	1	2	1	-	2	1	2	2	1	2
CO3	1	2	-	2	1	1	2	2	2	2
CO4	1	2	2	2	2	1	2	2	2	2

<b>School: School of Business Studies</b>		<b>Batch : 2018-2020</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2019 - 20</b>	
<b>Branch: -</b>		<b>Semester:</b>	
1	Course Code	MBA 219	
2	Course Title	SALES AND DISTRIBUTION MANAGEMENT	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status		
5	Course Description	This course intent to cover the basic aspect of sales management and distribution management. It also covers the basic aspects of supply chain management	
6	Course Objective	<ul style="list-style-type: none"> <li>To familiarize the students with the various Sales &amp; Distribution concepts and strategies used.</li> <li>To enable them to develop the Sales &amp; Distribution strategies and plans</li> <li>To develop an acumen among the students to understand the practices of Sales &amp; Distribution industry in India.</li> </ul>	
7	Course Outcomes	After the completion of the course the students will be able to:  CO1: To define fundamental concepts of sales management CO2: To explain various sales management models for organizations CO3: To understand various concepts of distribution management  CO4: To illustrate various channels of distribution and new trends in distribution. CO5: To analyze different aspects of supply chain management	
8	Outline syllabus		CO Mapping
	Unit A	Introduction to Sales Management	
	A 1	What is Sales, Difference in sales and Marketing	CO1
	A 2	Selling skills and Different Sales Strategies	CO1
	A 3	Emerging trends in sales Management	CO1
	Unit B	Selling Process & Sales Management	
	B 1	Selling Process	CO2
	B 2	Sales Forecasting ,Market Demand, Qualitative and Quantitative Methods – Overview of Linear Regression, Time Series Analysis, Moving Averages	CO2
	B 3	Sales organizations, Recruitment of sales force, sales	CO2

		territory management, sales force motivation and compensation, sales force controls.	
	Unit C	Distribution & Management of Marketing Channels	
	C 1	Understanding Dimensions of Distribution Mix	CO3
	C 2	Introduction to Distribution Channels – Designing Distribution Channels Structure, Functions and Flows – Channel participants - Type and Number of Intermediaries, Selecting a channel	CO3
	C 3	Logistics Management, Channel Information Systems, Channel Controls.	CO3
	Unit D	<b>Channels and New trends in distribution</b>	
	D 1	Classifications, Functions, Key Tasks, Limitations	CO4
	D 2	Retail Mangement, International Channels	CO4
	D 3	e- distribution	CO4
	Unit E	SCM	
	E 1	Introduction to SCM, Inbound, Outbound Logistics	CO5
	E 2	Benefits & Issues Related to SCM	CO5
	E 3	Reverse Logistics	CO5
	Mode of examination	Theory	
	Weightage Distribution	CA	MTE
		30%	20%
		ETE	50%
	Text book/s*	<b>Sales and Distribution Mangement by Dr Dr Tapan K. Panda , Dr Sunil Sahadev – Oxford Press</b>	
	Other References	Marketing Channels, Stern, L.W. El Ansari, A.L., Coughlan, A.T.PHI	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	-	-	1	1	2	1	1	1
CO2	1	2	1	-	2	1	2	2	1	2
CO3	1	2	-	2	1	1	2	2	2	2
CO4	1	2	2	2	2	1	2	2	2	2
CO5	1	2	-	1	2	1	2	2	2	2



## **Services Marketing –MBA-217**

School: SBS		Batch 2018-20
Program:MBA		2018-19
Branch: -		Semester: Odd
1	Course Code	MBA 217
2	Course Title	Services Marketing
3	Credits	3
4	Contact Hours (L-T-P)	40-0-0
	Course Status	Compulsory
5	Course Description	The course equips the students with specialized skills in Services Mktg and provides an overall Service Quality aspects in various Service Sectors.
6	Course Objective	<ul style="list-style-type: none"> <li>1. To equip the students with thorough understanding of Services Marketing core concepts &amp; its role in employability of students .</li> <li>To specialize the students with Services Marketing as their choice with reference to everchanging Demand in Service sector globally.</li> </ul>
7	Course Outcomes	CO1:To primarily understand the key differentiating factors between products and services and how service quality aspects play a unique role in planning service quality and execution at the work place CO2: To articulate the key service strategies which play a significant role in operations, management information systems and human resource systems in effective handling of service design in organizations CO3:To analyze the typical problems faced by services marketing professionals and the demand for unique service Talent across the globe in various segments CO4:To be in a position to formulate the best Service positioning strategies for Service organizations to compete in the changing global environment
8	Outline syllabus	
	Unit A	<b>Introduction to services</b>
	A 1	Service economy – evolution and growth of the service sector – nature and scope
	A 2	Characteristics and classification of services
	A 3	Service market potential
	Unit B	<b>Fundamentals of services marketing</b>
	B 1	Assessing opportunities for services marketing; expanded marketing-mix for services
	B 2	Consumer behaviour specific to services; service quality
	B 3	Service market segmentation; targeting and selection of service markets
	Unit C	<b>Customer relationship management in services marketing</b>
	C 1	Relationship marketing in service consumption; understanding
		CO Mapping
		Co1
		Co1
		Co1,Co2
		Co1
		Co1,Co2
		Co3
		Co3,

		customer needs and expectations in services			
	C 2	Strategic responses to the intangibility of service performance			Co2,Co3
	C 3	Service life cycle; new service development			Co3
	Unit D	<b>Service delivery</b>			
	D 1	People in services; service process			Co2
	D 2	Distributing services – direct distribution, channel functions, channel selection			Co1,Co2
	D 3	Design and layout of service delivery; capacity and demand management			Co3
C	Unit E	<b>Services Marketing &amp; Information Technology</b>			
	E 1	Service-marketing strategies in various Sectors			Co3,Co4
	E 2	Designing communications-mix for promoting services			Co3,Co4
	E 3	Role of information technology in services marketing			Co2,Co3
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> <li>Services Marketing - Integrating Customer Focus Across the Firm' by Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler and Ajay Pandit (McGraw-Hill)Services Marketing, People,Technology, Strategy, 7<sup>th</sup> Edition, by Lovelock Wirtz &amp; Chatterjee(Pearson)</li> </ul>			
	Other References	<ul style="list-style-type: none"> <li>'Services Marketing – The Indian Context' by R. Srinivasan (Prentice Hall)'Services Marketing – Text and Cases' by Harsh V. Verma (Pearson)<u>Case studies</u>Air Lines &amp; Air India</li> <li>Mc-Donalds</li> <li>Apollo Hospitals</li> <li>ICICI Bank</li> <li>Life Insurance Corporation &amp; Private Insurance Cos</li> </ul>			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2	2	3	3	2	2	3
CO2	2	2	2	3	2	2	2	3	2	3
CO3	2	3	2	2	2	2	3	3	3	3
CO4	2	3	2	2	2	3	2	2	3	3

- 1-Slight (Low)**  
**2-Moderate (Medium)**  
**3-Substantial (High)**

<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch:</b>		<b>Semester: 3</b>	
1	Course Code	MBA406	
2	Course Title	Advertising and Brand Management	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Elective	
5	Course Description	This course aims to familiarize the students with the intricacies of advertising and also equip them with the fundamental knowledge of branding and brand management.	
6	Course Objectives	1. To make the students aware of the theoretical principles and best practices of advertising 2. To make the students familiar with the mechanics of campaign planning and execution 3. To make the students comprehend the intricacies of media management in advertising 4. To make the students aware of the conceptual constructs of branding 5. To make the students familiar with the formulation and execution of branding strategies in the marketplace	
7	Course Outcomes	CO1: The student will be able to clearly define the different components of promotion-mix and types of advertising. CO2: The student will be able to explain the different creative strategies that can be used in a proposed advertisement. CO3: The student will be able to prepare a media plan for a proposed advertising campaign. CO4: The student will be able to distinguish between brand identity and brand image. CO5: The student will be able to recommend strategies for brand positioning, repositioning and rejuvenation.	
8	Outline syllabus		CO Mapping
	Unit A		
	A1	<ul style="list-style-type: none"> <li>Fundamentals of advertising - advertising as a subset of the promotion-mix; advertising as part of integrated marketing communications</li> </ul>	CO1

	A2	<ul style="list-style-type: none"><li>Types of advertising</li></ul>	CO1		
	A3	<ul style="list-style-type: none"><li>Objectives of advertising - the DAGMAR approach</li></ul>	CO1		
	Unit B				
	B1	<ul style="list-style-type: none"><li>Message strategies and tactics</li></ul>	CO2		
	B2	<ul style="list-style-type: none"><li>Creative approaches, copy-writing and copy-testing</li></ul>	CO2		
	B3	<ul style="list-style-type: none"><li>Advertising copy design - copy layout</li></ul>	CO2		
	Unit C				
	C1	<ul style="list-style-type: none"><li>Advertising appeals and themes</li></ul>	CO3		
	C2	<ul style="list-style-type: none"><li>Types of media; media planning and scheduling</li></ul>	CO3		
	C3	<ul style="list-style-type: none"><li>Advertising budget; measuring advertising effectiveness; advertising agency; social and ethical issues in advertising</li></ul>	CO3		
	Unit D				
	D1	<ul style="list-style-type: none"><li>Introduction to branding and brand management; meaning and importance of brand; product versus brand</li></ul>	CO4		
	D2	<ul style="list-style-type: none"><li>Advantages and challenges of branding</li></ul>	CO4		
	D3	<ul style="list-style-type: none"><li>Concept of brand equity; sources of brand equity; brand elements; brand identity versus brand image</li></ul>	CO4		
	Unit E				
	E1	<ul style="list-style-type: none"><li>Brand positioning; brand-building</li></ul>	CO5		
	E2	<ul style="list-style-type: none"><li>Brand extension; advantages and disadvantages of brand extension</li></ul>	CO5		
	E3	<ul style="list-style-type: none"><li>Brand rejuvenation; globalizing a domestic brand - standardization versus customization</li></ul>	CO5		
	Mode of examination	Theory			
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s	<ul style="list-style-type: none"><li>‘Advertising and Promotion: An Integrated Marketing Communications Perspective’ by George E. Belch, Michael A. Belch and Keyoor Purani (McGraw-Hill)</li><li>‘Brand Management – Principles and Practices’ by Kirti Dutta (Oxford University Press)</li></ul>			
	Other References	<ul style="list-style-type: none"><li>‘Advertisement and Promotions: An IMC Perspective’ by Kruti Shah and Alan D’Souza (McGraw-Hill)</li><li>‘Strategic Brand Management’ by Kevin Lane Keller, MG Parameswaran and Isaac Jacob (Pearson)</li></ul>			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	1	1	2	2	1	1
CO2	2	2	2	1	1	1	2	2	2	1
CO3	2	2	2	1	1	1	2	2	1	2
CO4	2	2	2	1	1	1	2	2	1	2
CO5	2	2	2	1	1	1	2	2	1	2

<b>School: School of Business Studies</b>		<b>Batch :</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018 - 19</b>
<b>Branch: -</b>		<b>Semester:</b>
1	Course Code	MBA 227
2	Course Title	International Marketing
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	
5	Course Description	<p>To give an overview of the scenario on international marketing which offer unlimited opportunities to the organization.</p> <p>2. To equip students with the understanding of environments with capability to develop products and other marketing mix elements to develop effective international market plan.</p>
6	Course Objective	<ol style="list-style-type: none"> <li>1. To make students explain the concept of International Marketing.</li> <li>2. To make students analyze the various environmental variables affecting International Marketing</li> <li>3. To make students explain various product and price strategies followed in International Marketing</li> <li>4. To make students explain various distribution and promotion strategies followed in International Marketing</li> <li>5. To make students assess the Foreign Trade Policy and Documentation structure facilitating international marketing</li> </ol>
7	Course Outcomes	<p>After the completion of the course the students will be able to:</p> <p>CO1: To make the students understand the basics of International marketing and its role in competitive Globalized markets</p> <p>CO2: To equip the students with core concepts and knowledge related to International Marketing everchanging disruptive product innovations.</p> <p>CO3: To inculcate the students with state of the art Knowledge expertise</p>

		and skill development to handle product innovations in International markets CO4: To nurture the students with strategic knowledge base of upcoming International trade facilitation trends and procedures CO5: To mould the students as professionals in Foreign trade documentation with sound analytical domain knowledge	
8	Outline syllabus		CO Mapping
	Unit A	Introduction to International Marketing	
	A 1	<ul style="list-style-type: none"> <li>Nature and scope, basis of international trade</li> </ul>	CO1
	A 2	<ul style="list-style-type: none"> <li>Difference between domestic, international, multinational, global and transnational marketing</li> </ul>	CO1
	A 3	<ul style="list-style-type: none"> <li>EPRG framework</li> </ul>	CO1
	Unit B	International Business Environment	
	B 1	<ul style="list-style-type: none"> <li>Scanning of International Environment: Social, cultural, political and legal environments</li> </ul>	CO2
	B 2	<ul style="list-style-type: none"> <li>Market analysis and foreign market entry strategies, trade barriers, regional and international agreements</li> </ul>	CO2
	B 3	<ul style="list-style-type: none"> <li>International marketing research and information system</li> </ul>	CO2
	Unit C	International Marketing- Product & Price	
	C 1	<ul style="list-style-type: none"> <li>Product strategies: International product planning, product design strategies – standardization v/s customization (adaptation), adoption and diffusion of new products</li> </ul>	CO3
	C 2	<ul style="list-style-type: none"> <li>branding strategies, international product life cycle</li> </ul>	CO3
	C 3	<ul style="list-style-type: none"> <li>Pricing Strategies: Methods of pricing, factors affecting international pricing, transfer pricing, dumping, price escalation, balance of trade, balance of payments</li> </ul>	CO3
	Unit D	International Marketing- Distribution & Promotion	
	D 1	<ul style="list-style-type: none"> <li>Distribution Strategies: Direct and indirect channels of distribution, factors affecting channel decisions, international channel members – their role and functions</li> </ul>	CO4
	D 2	<ul style="list-style-type: none"> <li>Promotion Strategies: Promoting product/ service in international market, advertising decisions – standardization v/s localization, media decisions</li> </ul>	CO4
	D 3	<ul style="list-style-type: none"> <li>IMC in International Marketing</li> </ul>	CO4
	Unit E	Exim Policy & Documentation	
	E 1	<ul style="list-style-type: none"> <li>Overview of EXIM Policy</li> </ul>	CO5
	E 2	<ul style="list-style-type: none"> <li>Basic understanding of export &amp; import documentation and procedures</li> </ul>	CO5
	E 3	<ul style="list-style-type: none"> <li>Issues in international Marketing</li> </ul>	CO5

	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	International Marketing, P.K. Vasudeva, (Excel)			
	Other References	1. Jain Subhash C., 'International Marketing', South – Western Thomson Learning 2. Cateura Philip R and Graham John L, International Marketing, TMH			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	-	-	1	1	2	1	1	1
CO2	1	2	1	-	2	1	2	2	1	2
CO3	1	2	-	2	1	1	2	2	2	2
CO4	1	2	2	2	2	1	2	2	2	2
CO5	1	2	-	1	2	1	2	2	2	2

<b>School: SBS</b>		<b>Batch :</b>
<b>Program: MBA Single</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: - Marketing</b>		<b>Semester: III</b>
1	Course Code	MBA 238
2	Course Title	Rural Marketing
3	Credits	3
4	Contact Hours (L-T-P)	25-10-5
	Course Status	Compulsory
5	Course Description	
6	Course Objective	1. To provide an understanding of the changing profile of the rural consumer and its consumption pattern. 2. To provide conceptual skills in designing product, price, distribution and promotional strategies for different classes of product targeted at rural consumers.

7	Course Outcomes	CO 1: The student will be able to describe various concepts of Rural Marketing CO 2: The student will be able to identify wants and need of Rural Customers CO 3: The student will be able to evaluate the environmental issues in marketing rural products to urban areas CO4: The student will be able to evaluate the environmental issues in marketing urban products to rural areas
8	Outline syllabus	CO Mapping
	Unit A	<b>Introduction to Rural Marketing</b>
	A 1	Basics of rural marketing, Myth & reality, changing dynamics of rural marketing in India. CO1
	A 2	The growth story of rural marketing in India CO1
	A 3	Issues in rural marketing, Problems & perspectives, Marketing issues, social issues & other environmental issues CO1
	Unit B	<b>Rural Environment in India</b>
	B 1	Geographical divisions of rural market in India, segmenting Indian rural markets, political, economic, socio cultural, technological and other environmental factors CO1
	B 2	Changing rural environment of India CO2
	B 3	Growing rural markets, Key industries of growth in rural markets, changing marketing mix for rural market CO2
	Unit C	<b>Rural market customers and their characteristics</b>
	C 1	Understanding Rural Customers CO2
	C 2	Rural Customers Characteristics CO2
	C 3	The role of socio-cultural factors in defining behaviour of rural customers CO3
	Unit D	<b>Rural-Urban-Rural</b>
	D 1	Marketing of rural products to urban markets, Key agricultural products, issues in marketing agricultural products in India, marketing other farm products, challenges in marketing non farm products CO3
	D 2	Marketing of urban products to rural markets, Marketing challenges for organizations to market their products in rural India CO3
	D 3	Marketing of agricultural inputs, Defining agricultural inputs, types of agricultural inputs, marketing of agricultural inputs CO4
	Unit E	<b>Rural Marketing Strategies</b>
	E 1	Key strategies in rural marketing CO4
	E 2	Emerging trends in rural marketing in India, impact of CO4



		globalization for rural marketing			
	E 3	Cases from industry, ITC e chaupal, HLL shakti etc.			CO4
	Mode of examination	Theory			
	Weightage	CA	MTE	ETE	
	Distribution	30%	20%	50%	
	Text book/s*	Rural Marketing, Gopalaswamy (Vikas)			
	Other References	1.Rural Marketing, Rajagopal, (Rawat) 2.Rural Marketing Management by Sukhpal Singh – Vikas Publishing 3.Principles of Marketing, Philip Kotlar and Armstrong 4.Rural Marketing ( Second Edition) by Pradeep Kashyap – Pearson. 5. The Rural Marketing Book by Pradeep Kashyap and S. Raut (Reprint Edition 2010)- Biztantra Publication.			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	3	3	2	1	1	1	3	3	1	1
CO 2	3	3	2	1	2	3	1	3	1	3
CO 3	3	3	2	2	3	3	1	3	3	3
CO 4	3	3	3	3	3	3	1	3	3	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2017-19</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: II (Even)</b>
1	Course Code	MBA 260
2	Course Title	Strategic Management
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<p>The objective of this course is to make students as how to prepare the strategic intent documents; analyse implications thereof in a global business environment with emphasis on the following:</p> <ul style="list-style-type: none"> <li>• Assess the structure of an industry and its influence on potential for profitability of firms in the industry.</li> <li>• Assess a firm's resources and organizational capabilities for their ability to generate competitive advantage.</li> <li>• Develop a strategic plan based on understanding of the industry/market, the resources/capabilities of the firm and its' competitive advantage.</li> <li>• Evaluate growth strategies of a firm such as vertical integration; diversification and internationalization</li> <li>• Understand implementation and control issues of a strategic plan.</li> </ul>
6	Course Outcomes	<p>Having completed the course, the student will be able to</p> <p>CO1: Define and describe the basic concepts of strategic management</p> <p>CO2: Understand various tools and frameworks for strategic analysis</p> <p>CO3: Apply the various tools and frameworks for strategic analysis</p> <p>CO4: Analyse the real life situations of company using a strategic management perspective</p> <p>CO5: Evaluate critically real life company situations</p>

		CO6: Develop the strategic solutions for problems/dilemma of an organisation for implementation	
7	Course Description	Being a capstone course, Strategic Management (SM) course provides integrated learning from all functional areas. The broad purpose of the course is making students to learn as how to establish a vision for the organization and strategically manage its future. Students would be required to acquire relevant skills for analysing an organization's situation, identifying appropriate strategies, making a choice and executing the strategy. The course would cover topics including concepts and frameworks of Strategic Management, strategy perspectives, and levels; Competitive I/O and RBV model of strategy, Generic competitive Strategies, and the Value Chain; Corporate level strategies, Strategy execution: Structure, Systems and People, The BSC and 7S Framework. The dominant pedagogy of the course would be case method.	
8	<b>Syllabus Outline</b>		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Strategic Management</b>	
	A	Introduction to Strategic Management: concepts	CO1
	B	Perspectives/Approaches Framework, Evolution of strategic management	CO1
	C	Scanning the environment for Firm: PEST, SWOT Analysis	CO1
	<b>Unit 2</b>	<b>Strategy Formulation</b>	
	A	Analysing External Environment: Industry Analysis, Porter's five forces model	CO2, CO3, CO4
	B	Analysing External Environment: Competitive Analysis, Strategic groups	CO1, CO2, CO3
	C	Analysis Resources and Capabilities: Resource based view	CO2, CO3, CO4
	<b>Unit 3</b>	<b>Business Level Strategies</b>	
	A	Business Level Strategy: Generic strategies	CO2, CO3, CO4
	B	Low Cost Strategy	CO4, CO5, CO6
	C	Differentiation Strategy	CO4, CO5, CO6
	<b>Unit 4</b>	<b>Corporate Level Strategies</b>	
	A	Corporate-Level Strategy, Portfolio analysis: BCG, GE Diversification: what and why	CO1, CO2, CO4, CO5, CO6
	B	Inorganic Growth Strategies: Mergers & Acquisitions, Strategic Alliances	CO3, CO4, CO5
	C	Global Strategy: Competing in foreign markets	CO3, CO4, CO5
	<b>Unit 5</b>	<b>Strategy Implementation</b>	
	A	Strategy Implementation: Organizational structure	CO4, CO5, CO6
	B	Leadership and Corporate culture	CO4, CO5
	C	Strategy Evaluation & Control	CO4, CO5
	<b>Mode of</b>	<b>Theory</b>	

	<b>examination</b>				
	Weightage	CA	MTE	ETE	
	Distribution	30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> <li>Robert M Grant: Contemporary Strategic Management (Wiley India)</li> <li>Hill and Jones: Strategic Management, 9th edition, Cengage</li> </ul>			
	Other References	<ul style="list-style-type: none"> <li>Fred R David: Strategic Management, Pearson, 14th Edition</li> <li>Wheelen, Hunger &amp; Rangarajan: Strategic Mgmt. &amp; Bus. Policy (Pearson Edu)</li> </ul>			

### Mapping of COs with POs (program objectives)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	1	1	1	1	1	1	1	1	1
CO2	3	1	2	1	1	1	1	2	1	2
CO3	1	2	2	1	1	2	1	2	2	1
CO4	1	3	3	2	2	3	1	1	1	1
CO5	1	3	2	2	2	3	1	2	2	1
CO6	1	3	2	1	3	3	1	2	1	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-20</b>	
<b>Branch:</b>		<b>Semester:</b>	
1	Course Code	<b>MBA 278</b>	
2	Course Title	Retail Marketing	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
5	Course Description	This course is aimed at enable critical thinking and analysis of retail marketing.	
6	Course Objectives	4. To impart to the students an in-depth understanding of Retail Marketing concepts. 5. To make students aware of Retailers strategy to attain competitive advantage	

		by quick organizational response to changing consumer demands and marketing environment. 6. To help the students understand the challenges of modern-day Retail Marketing		
7	Course Outcomes	CO1: The student will be able to identify and understand Retailing concepts in prevailing retail environment. CO2: The student will be able to explain market segment for a given format and also differentiate their positioning strategy. CO3: The student will be able to apply interpret and contrast Retail Marketing Mix strategies. CO4: The student will be able to evaluate future trends of Retail marketing.		
8	Outline syllabus	CO Mapping		
	<b>Unit A</b>			
	A 1	Introduction, Meaning of Retailing, Significance of Retailing		CO1
	A 2	Retailing Management Decision Process, Product Retailing vs. Service Retailing		CO1
	A 3	Types of Retailers, Retailing Environment		CO1
	<b>Unit B</b>			
	B 1	Retail Marketing Environment Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues		CO1
	B 2	Segmentation in Retail, Criteria for Effective Segmentation, Dimensions of Segmentation, Positioning Decisions , Limitations of Market Segmentation		CO2
	B 3	Indian vs. Global Scenario		CO2
	<b>Unit C</b>			
	C 1	Retail Marketing Mix; Product & service assortment mix		CO3
	C 2	Communication Mix		CO3
	C 3	Distribution Mix		CO3
	<b>Unit D</b>			
	D 1	Managing Retail: Store Location and Layout		CO3
	D 2	Merchandising		CO3
	D 3	Private Branding in Retail		CO3
	<b>Unit E</b>			
	E 1	Retail Marketing Strategy: Different Retail Format, Strategy at different levels of Business		CO4
	E 2	Building a Sustainable Competitive Advantage, CRM		CO4
	E 3	Airport retailing.		CO4
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s	<ul style="list-style-type: none"> <li>Berman , Barry and Joel Evans Retail Management</li> </ul>		
	Other References	Cooper, J. Strategy planning in Logistics and Transportation  Cox, Roger and Paul Brittain Retail Management  Levy & Weitz Retailing Management		

		Gibson and Vedmani: Retail Management	
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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	-	-	1	1	2	2	1	1
CO2	2	2	2	-	1	1	2	2	2	1
CO3	2	2	2	-	1	1	2	2	1	2
CO4	2	2	2	1	-	-	2	2	1	2

<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: IV</b>
1	Course Code	MBA 288
2	Course Title	Digital Marketing
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Compulsory
5	Course Description	This course is aimed at imparting students an understanding of digital marketing tools like social media marketing, email marketing, content ,marketing, google adwords and other practical usages of digital marketing in organizations. The course equips the students with state of the art developments in Digital Marketing and allied areas which are instrumental in the development of the economy
6	Course Objectives	1. Today's marketer has to be aware of the digital Market interventions and this course has been designed keeping in mind the requirement of industry on one end and competence enhancement on the other. 2. .To enrich the students with core concepts of Digital Marketing and its role in modern knowledge economy

		3.To train the students with knowledge & expertise in the area of Digital Marketing and its applications to facilitate e-business in Global environment 4.To mould the students as professionals in the area of Digital Marketing environment and its applications to enhance security and speed of delivery in competitive environment.	
7	Course Outcomes	CO1: To Understand the basic nuances of digital marketing and its role in modern day competitive marketing environment CO2: To be a pioneer in Digital Marketing area with focus on its role in facilitating security issues in product delivery and Customer value CO3: To equip the students with advance developments in digital marketing as a strategy & tool for all the sectors in economy CO4: To enrich the students with thorough knowledge of Digital marketing & allied applications to facilitate e-business in competitive global environment. Co5: To nurture the students as Industry – ready digital marketing professionals with focus on emerging issues & applications related to Digital marketing	
8	Outline syllabus		CO Mapping
	Unit A	<b>Introduction to Digital Marketing</b>	
	A 1	What is digital marketing	CO1
	A 2	Aligning Internet with Business Objectives	CO1
	A 3	User Behaviour & Navigation	CO1
	Unit B	<b>Search Engine Optimization</b>	
	B 1	Introduction	CO2
	B 2	On & off-page Optimisation , Duplicate Content, Keyword Research, Local SEO, Algorithm Updates	CO2
	B 3	Meta Tags, Layout, Content updates Inbound Links & Link Building	CO2
	Unit C	<b>Digital Analytics</b>	
	C 1	Introduction to Digital Analytics, Management Perspectives of Digital Analytics, Segmentation	CO3
	C 2	Analysis Process, Marketing Management, Experimentation & Testing	CO3
	C 3	Reports & Dashboard	CO3
	Unit D	<b>Social Media Marketing</b>	
	D 1	What is Social Media Marketing? Social Media Channels Engaging with Influencers	CO4
	D 2	Overview of Facebook, Twitter, LinkedIn, Blogging, Youtube and other growing social media	CO4
	D 3	Listening & Reputation Management, Social Media Measurement	CO4

	Unit E	<b>Digital Marketing Strategy</b>			
	E 1	Understanding digital strategy			CO5
	E 2	Email Marketing , Affiliate marketing Content marketing, freelancing			CO5
	E 3	Google Ad-words , Website Management			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	Teacher Notes			
	Other References	Digital Marketing, Vandana Ahuja, Oxford			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	-	1	1	2	1	1	1
CO2	1	2	1	-	2	1	2	2	1	2
CO3	1	2	-	2	1	1	2	2	2	2
CO4	1	2	2	2	2	1	2	2	2	2
CO5	1	2	-	1	2	1	2	2	2	2

<b>School:</b> SCHOOL OF BUSINESS STUDIES		<b>Batch:</b> MBA (2018-20)
<b>Program:</b> MBA		<b>Current Academic Year:</b> : 2019-2020
<b>Branch:</b> - Marketing		<b>Semester:</b> IV
1	Course Code	MBA 417
2	Course Title	CRM(customer relationship management)
3	Credits	3
4	Contact Hours (L-T-P)	3(LTP 3-0-0)
	Course Status	
5	Course Description	The course aims to develop an understanding for the customer relationship management and analyze customer relationship management-related abilities



Beyond Boundaries

		among the students.
6	Course Objective	1. To provide an understanding and necessary knowledge, skills, and competencies for handling customers 2. To help in identifying and exploiting opportunities through CRM via database 3. To give necessary knowledge required to deal with the various issues relating to customer relationship 4. Equip the necessary knowledge and skill sets required for managing the established CRM.
7	Course Outcomes	The student will be able to:  <b>CO1:</b> Describe the knowledge, skills, and competencies relating to CRM. <b>CO2:</b> Discuss the issues of database CRM activities <b>CO3:</b> Apply the knowledge of database marketing in business scenarios. <b>CO4:</b> Analyze the impact of CRM on the business organization.
8	Outline syllabus	
	Unit A	<b>Database marketing strategy</b>
	A 1	<ul style="list-style-type: none"> <li>Why CRM</li> <li>The Concept &amp; changes concerning market place, data storage technology, marketing function.</li> <li>Benefits of the database customer value management approach</li> </ul>
	A 2	<ul style="list-style-type: none"> <li>CRM Industry landscape(Evolution of CRM)</li> <li>CRM and IT Revolution.</li> <li>Factors driving the CRM industry forward.</li> </ul>
	A 3	<ul style="list-style-type: none"> <li>Strategic CRM versus Functional CRM.</li> </ul>
	Unit B	<b>Strategic CRM</b>
	B 1	<ul style="list-style-type: none"> <li>Components of strategic CRM</li> <li>CRM implementation</li> </ul>
	B 2	<ul style="list-style-type: none"> <li>Developing a CRM strategy</li> </ul>
	B 3	<ul style="list-style-type: none"> <li>Implementing a CRM strategy(elements, ROI,operational projects &amp; Analytical projects)</li> </ul>
	Unit C	<b>Implementation of Database marketing in CRM</b>
	C 1	<ul style="list-style-type: none"> <li>Types of databases</li> <li>Categorizing on database technology</li> <li>Benefits of marketing databases.</li> </ul>
	C 2	<ul style="list-style-type: none"> <li>What is loyalty?</li> <li>Loyalty profit chain (link between loyalty and profit)</li> </ul>

Beyond Boundaries

	C 3	<ul style="list-style-type: none"><li>Key objectives and effectiveness of the loyalty program.</li></ul>	CO1, CO4						
	Unit D	<b>Data mining in CRM</b>							
	D 1	<ul style="list-style-type: none"><li>Understanding the need for data mining</li><li>Business value of data mining</li></ul>	CO4						
	D 2	<ul style="list-style-type: none"><li>Data mining process</li></ul>	CO2, CO4						
	D 3	<ul style="list-style-type: none"><li>Identifying relevant predictive variables and campaign management</li></ul>	CO4						
	Unit E	<b>Application of CRM</b>							
	E 1	<ul style="list-style-type: none"><li>customer life time and firm profitability.</li><li>Customer heterogeneity.</li></ul>	CO2, CO5						
	E 2	<ul style="list-style-type: none"><li>Application of customer value framework to marketing decisions</li><li>Optimal resource allocation.</li></ul>	CO2, CO5						
	E 3	<ul style="list-style-type: none"><li>Purchase sequence analysis.</li></ul>	CO6						
	Mode of examination	Theory							
	Weightage Distribution	<table><tr><td>CA</td><td>MTE</td><td>ETE</td></tr><tr><td>30%</td><td>20%</td><td>50%</td></tr></table>	CA	MTE	ETE	30%	20%	50%	
CA	MTE	ETE							
30%	20%	50%							
	Text book/s*	<ul style="list-style-type: none"><li>Customer relationship management (A database approach) V.Kumar, Werner.J.Reinartz, Wiley</li></ul>							
	Other References	Teachers notes							

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	1	2	-	-	2	2	3
CO2	1	2	2	1	-	-	2	2	3
CO3	2	1	1	1	1	-	3	2	2
CO4	1	1	2	1	2	-	3	2	2

### 1-Slight (Low)

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: .....</b>	
<b>Branch:</b>		<b>Semester: IV (Even)</b>	
1	Course Code	MBA 416	
2	Course Title	Entrepreneurship Development	
3	Credits	3	
4	Contact Hours (LT-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	1. Understand conceptual framework of entrepreneurship 2. Recognize and assess the feasibility the entrepreneurial opportunities 3. learn to develop business model and plan 4. learn about nuances of managing the growth of new ventures	
6	Course Outcomes (COs)	On successful completion of this module students will be able to: CO1: Define and describe the concepts related entrepreneurship CO2: Understand the entrepreneurial ecosystem CO3: Analyse the environment for entrepreneurial opportunity/strategy CO4: Evaluate and choose the best alternate CO5: Design/Write a Business Model/Business Plan	
7	Course Description	The course aims to introduce students to the concept of entrepreneurship; different kinds of entrepreneurs and the role of the self and other variables in creation of entrepreneurs; to help them how to scout entrepreneurial opportunities; how to use different tools to assess them and develop a business model and a business plan. The course also aims to introduce different kinds of institutional and non-institutional support and sources of finance available to an aspiring entrepreneurship.	
8	<b>Syllabus Outline</b>		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Entrepreneurship</b>	
	A	Conceptual framework of Entrepreneurship – evolution of theories, Innovation	CO1

	B	Entrepreneur – determinants, characteristics, types, role			CO1
	C	Entrepreneurial ecosystem - institutional and non-institutional			CO2
	<b>Unit 2</b>	<b>Entrepreneurial Opportunities &amp; Feasibility</b>			
	A	Recognizing opportunities and generating Ideas			CO3
	B	Feasibility Analysis			CO4
	C	Analyzing the Business Environment for a new venture: external environment, industry and competitive analysis			CO3
	<b>Unit 3</b>	<b>Developing Business Model &amp; Business Plan</b>			
	A	Effective business Model			CO5
	B	Writing a business plan			CO5
	C	Pitching a business plan			CO5
	<b>Unit 4</b>	<b>Building New Ventures</b>			
	A	Organizational, HR and Legal Issues			CO1, CO2
	B	Managing Intellectual Property Rights			CO1, CO2
	C	Financing a new venture: sources and mechanism of financing			CO2, CO4
	<b>Unit 5</b>	<b>Managing Growth of New Ventures</b>			
	A	Managing the Growth of an Entrepreneurial Venture			CO3
	B	Strategies for Firm Growth; Franchising			CO3, CO4
	C	Family Business Management– Managing Paradoxes; Professionalization; Governance Family Businesses in Asia			CO2
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Barringer & Ireland: Entrepreneurship, Pearson Education, 2011			
	Other References	<ul style="list-style-type: none"><li>Robert D Hisrich; Michael P Peters and A. Shepherd: Entrepreneurship,Tata McGraw Hill Education</li><li>Charantimath, Poornima: Entrepreneurship Development and Small Business Enterprizes, Pearson, 2011</li><li>Gupta S L &amp; Mittal A: Entrepreneurship Development, International Book House, New Delhi, 2011</li></ul>			

#### Mapping of Program Objectives (POs) with COs

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	-	1	-	3	1	-	1
CO2	3	1	1	2	1	1	2	2	2	1
CO3	2	3	1	2	1	1	1	3	1	1
CO4	1	3	2	2	1	2	2	1	-	1
CO5	1	3	1	1	3	2	3	1	-	2

- 1-Slight (Low)  
 2-Moderate (Medium)  
 3-Substantial (High)

<b>School: SBS</b>		<b>Batch : 2018-2020</b>
<b>Program:</b>		<b>Current Academic Year:</b>
<b>Branch:</b>		<b>Semester: IV</b>
1	Course Code	MBP 216
2	Course Title	Marketing Analytics
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	1. This course will provide you with an introduction to marketing analytics. 2. To understand various tools for generating marketing insights from empirical data. 2. To understand data usage in decision making in marketing concepts such areas as segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice, and product and price decisions. 3. To understand marketing analytics techniques (visualization, predictive analytics and prescriptive analytics) that are used in data empowered marketing strategy.
6	Course Outcomes	<b>The students will be able to :</b> CO1: <i>Define</i> what marketing and analytics are; how they differ from business intelligence and data mining; and why organizations are actively adopting this orientation for strategic advantage CO2: <i>Describe and classify</i> marketing analytics for better decision making. CO3: <i>apply and interpret</i> necessary marketing data and information for effective marketing decision making. CO4: <i>Analyze</i> output from statistical and data mining procedures and draw correct conclusions for effective marketing decisions. CO5: <i>Evaluate</i> output from statistical and data mining procedures and draw correct conclusions for effective marketing decisions. CO6: <i>Create</i> and compile detailed analysis.
7	Course Description	The aim of the course is to cover topics in marketing analytics, an area that remains the decision enabler of utmost importance for many of the marketing companies'. The objective of the course is to give students a general understanding of this vital area in marketing while demonstrating critical application areas in online and offline marketing channels.
8	Outline syllabus	CO Mapping

	<b>Unit 1</b>	Marketing Experiments			
	A	Type of variables. Explore the design of basic experiments, Explore web experiments.			CO1,CO2
	B	Before-after type of experiments: Before-after without control, before-after with control, after-only with control			CO2
	C	Completely randomized design, randomized block design, Latin-square design.			CO2
	<b>Unit 2</b>	Metrics for Measuring Brand Assets, Customer Life time value and ROI			
	A	To build and define brand architecture			CO1
	B	To measure the impact of marketing efforts on brand value over time.			CO1, CO2
	C	Customer Life time value and ROI(Return on Investment)			CO2
	<b>Unit 3</b>	Creating a Dataset and Data Visualization			
	A	Import and prepare the data.			CO2, CO3
	B	Learn how to select, sub setting, and transforming data. Data Filtering, Managing data in a more conducive format.			CO2, CO3
	C	Create graphs in a variety of formats. Modify a graph's axes, fonts, symbols, lines and colors. Add titles, subtitles, labels, plotted text, legends and reference lines.			CO2, CO3
	<b>Unit 4</b>	<b>Data Analysis</b>			
	A	Basic Data analysis, Hypothesis testing			CO3, CO4
	B	Use of Hypothesis testing			CO4, CO5
	C	Use of Correlation and Regression			CO4, CO5
	<b>Unit 5</b>	<b>Advanced Data Analysis</b>			
	A	Application of Factor analysis			CO5, CO6
	B	Application of Cluster analysis			CO5, CO6
	C	Application of Logistic and Discriminant analysis			CO5, CO6
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA		Practical	
		60%	-	40%	
	Text book/s*				
	Other References				

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	3	-	-	1	-	2	2	1	1
CO2	2	3	1	-	1	-	1	2	1	-
CO3	1	3	-	-	-	-	1	2	-	-
CO4	2	3	-	-	-	-	2	1	-	-

CO5	2	3	-	-	-	-	1	2	-	-
CO6	2	3	-	-	-	2	1	1	-	-