KONGU ENGINEERING COLLEGE

(Autonomous Institution Affiliated to Anna University, Chennai)

PERUNDURAI ERODE – 638 060 TAMILNADU INDIA



REGULATIONS, CURRICULUM & SYLLABI – 2024

(CHOICE BASED CREDIT SYSTEM AND OUTCOME BASED EDUCATION)

(For the students admitted from the academic year 2024 - 2025)

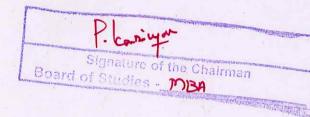
MASTER OF BUSINESS ADMINISTRATION



Course		Ho	urs / W	eek		Maxi	mum Ma	irks	
Code	Course Title	L	Т	Р	Credit	CA	ETE	Total	Category
7 B	Theory							,	
24MBT11	Organization Behaviour	3	0	0	3	40	60	100	cc
24MBT12	Organization Design	3	0	0	3	40	60	100	CC
24MBT13	Managerial Economics	3	0	0	3	40	60	100	СС
24MBT14	Business Statistics And Analytics	3	0	0	3	40	60	100	СС
24MBT15	Financial Statements Reporting and Analysis	3	0	0	3	40	60	100	CC
24MBT16	Legal Aspects of Business	3	0	0	3	40	60	100	СС
	Practical								
24MBL11	Computer Applications for Business	0	0	4	2	60	40	100	СС
	Total Credits to be ear	rned			20				



TRIMESTE	R – II								Category
Course	Category	Ho	ours / W	leek	Credit	Max	imum Ma	arks	
Code		L	. т	Р	Credit	CA	ETE.	Total	
	Theory								
24MBT21	Quantitative Techniques	3	0	0	3	40	60	100	СС
24MBT22	Marketing Management	3	0	0	3	40	60	100	CC
24MBT23	Financial Management	3	0	0	3	40	60	100	CC
24MBT24	Operations Management	3	0	0	3	40	60	100	СС
24MBT25	Human Resource Management	3	0	0	3	40	60	100	СС
24MBT26	Business Research Methods	3	0	0	3	40	60	100	СС
	Practical								
24MBL21	Data Analysis Laboratory	0	0	4	2	60	40	100	CC
	Total Credits to be e	arned			20			- 0	





Course Code	Course Title	Hours	Credit	Maxi	Category							
Oode	7.7	L	Т	Р		CA	ETE	Total				
	Theory											
24MBT31	Entrepreneurship and Innovation	3	0	0	3	40	60	100	CC			
24MBT32	Macro Economics	3	0	0	3	40	60	100	СС			
	6 credits are to be earned from Functional Electives											
	6 m Sectoral Electives/ Skill	ore credits a Enhancem				ve Cre	dit Cour	ses				
	Practical		= -									
24MBL31	Managerial Skill Laboratory	0	0	4	2	60	40	100	СС			
	Total Credits to be	earned		1	20							

After I Year, as part of IV Trimester, students will take Summer Internship for 4 weeks in industry or academic institution.

P. Landingon

Signature of the Chairman

Board of Studies - MBA



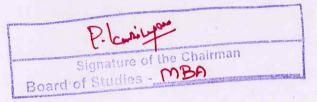
Course	Course Title	Hou	rs / We	eek	Credit	Max	Catagon				
Code	Course Title	L	Т	Р	Credit	CA	ETE	Total	Categor		
	Theory	10									
24MBT41	Corporate Strategy	2	0	0	3	40	60	100	СС		
	9 credits are to be earned from Functional Electives 6 more credits are to be earned from										
	Sectoral Electives	/ Skill Enhan	cemen	t Electi	ves/ Alterr	native C	redit Co	ourses			
	Practical										
24MBP41	Summer Internship	0	0	4	2	100	-	100	FW		



Course	Course Title	Hou	Hours / Week			Max			
Code		L	Т	Р		CA	ETE	Total	
	Theory	1							
24MBT51	Sustainability Management	3	0	0	3	40	60	100	СС
	9 credits are to b	e earnec	I from	Funct	ional Ele	ctives			2
	6 more cr Sectoral Electives / Skill Enh					•			



Course Code	Course Title	Но	/eek	Credit	Ma	ximum	Category		
Code		L	Т	Р		CA	ETE	Total	
	Practical								
24MBP61	Capstone Project	0	0	8	4	50	50	100	FW
	Total Credits to	be earned			4				- 1





Kongu Engineering College, Perundurai, Erode – 638060, India

LIST OF ELECTIVES

SI.	Course	Course Title		Hour Wee		Credit	M	aximum	Marks
No.	Code	oodise Tille	L	Т	Р	Orean	CA	ETE	Tota
		A. FUNCTIONAL ELECTIVES (F	E)		9				
		1.FINANCE		,			_		
1.	24MBE01	Security Analysis and Portfolio Management	3	0	0	3	40	60	100
2.	24MBE02	Working Capital Management	3	0	0	3	40	60	100
3.	24MBE03	Merchant Banking and Financial Services	3	0	0	3	40	60	100
4.	24MBE04	Financial Derivatives	3	0	0	3	40	60	100
5.	24MBE05	Reporting and Analyzing of Management Decision	3	0	0	3	40	60	100
6.	24MBE06	Business Valuation and Corporate Restructuring	3	0	0	3	40	60	100
7.	24MBE07	FinTech Innovation	3	0	0	3	40	60	10
8.	24MBE08	Sustainable Finance and Investment	3	0	0	3	40	60	10
9.	24MBE09	Time Series Econometrics	3	0	0	3	40	60	10
		2. MARKETING							
10.	24MBE10	Consumer Behaviour	3	0	0	3	40	60	10
11.	24MBE11	Retail Management	. 3	0	0	3	40	60	10
12.	24MBE12	Digital and Social Media Marketing	3	0	0	3	40	60	10
13.	24MBE13	Services Marketing	3	0	0	3	40	60	10
14.	24MBE14	Product and Brand Management	3	0	0	3	40	60	10
15.	24MBE15	Integrated Marketing Communication	3	0	0	3	40	60	10
16.	24MBE16	Sales and Distribution Management	3	0	0	3	40	60	10
17.	24MBE17	Business to Business Marketing	. 3	0	0	3	40	60	10
		3. HUMAN RESOURCE							,
18.	24MBE18	Industrial Relations and Labour Welfare	3	0	0	3	40	60	10
19.	24MBE19	Compensation and Benefits Management	3	0	0	3	40	60	10
20.	24MBE20	Performance Management Systems	3	0	0	3	40	60	10
21.	24MBE21	Strategic Human Resource Management	3	0	0	3	40	60	10
22.	24MBE22	Organizational Development and Change Management	3	0	0	3	40	60	10
23.	24MBE23	Team Dynamics at Work	3	0	0	3	40	60	10
24.	24MBE24	Labour Legislations	3	0	0	3	40	60	10
		4. OPERATIONS							
25.	24MBE25	Supply Chain and Logistics Management	3	0	0	3	40	60	10
26.	24MBE26	Quality Toolkit for Managers	3	0	0	3	40	60	10
27.	24MBE27	Lean Manufacturing	3	0	0	3	40	60	10
28.	24MBE28	Management of Service Operations	3	0	0	3	40	60	10
29.	24MBE29	Plant Layout and Location Planning	3	0	0	3	40	60	10
30.	24MBE30	Six Sigma	3	0	0	3	40	60	10
31.	24MBE31	Industry 4.0	3	0	0	3	40	60	10
32.	24MBE32	Management of Inventory Systems	3	0	0	3	40	60	10
33.	24MBE33	Project Management	3	0	0	3	40	60	10
		5. SYSTEMS			1		5.5	-	
34.	24MBE34	Data Mining For Business Decisions	3	0	0	3	40	60	10
35.	24MBE35	E-Commerce And Digital Markets	3	0	0	3	40	160	10
36.	24MBE36	Software Project Management	3	0	0	3	40	60	10
37.	24MBE37	Software Quality Management	3	0	0	3	40	60	10
38.	24MBE38	IT Consulting	3	0	0	3	40	60	10

KEC, MBA, Regulation, Curriculum and Syllabus – R2024

Signature of the Chairman

Board of Studies - Mya-

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		B. SECTORAL ELECTIVE	S (SE)						
		1. BUSINESS ANALY							
1.	24MBF01	Marketing Analytics	2	0	2	3	50	50	100
2.	24MBF02	Human Resource Analytics	2	0	2	3	50	50	100
3.	24MBF03	Supply Chain Analytics	2	0	2	3	50	50	100
4.	24MBF04	Financial Analytics	2	0	2	. 3	50	50	100
		2.ENTREPRENEURS	HIP		- 0				
5.	24MBE39	Indian Models in Entrepreneurship	3	0	0	3	40	60	100
6.	24MBE40	Entrepreneurial Marketing	3	0	0	3	40	60	100
7.	24MBE41	Social Entrepreneurship	3	0	0	3	40	60	100
8.	24MBE42	Entrepreneurship and IP Strategy	3	0	0	3	40	60	100
9.	24MBE43	Managing Innovation	3	0	0	3	40	60	100
		3.BANKING							
10.	24MBE44	Commercial Bank Management	3	0	0	3	40	60	100
11.	24MBE45	Management of Banks and Financial Institutions	3	0	0	3	40	60	100
12.	24MBE46	Banking Technology Management	3	0	0	3	40	60	100
13.	24MBE47	Legal and Regulatory Aspects of Banking	. 3	0	0	3	40	60	100
		4. INTERNATIONAL BUS	INESS						
14.	24MBE48	International Financial Management	3	0	0	3	40	60	100
15.	24MBE49	International Marketing	3	0	0	3	40	60	100
16.	24MBE50	International Human Resource Management	3	0	0	3	40	60	100
17.	24MBE51	International Business	3	0	0	3	40	60	100
		C. SKILL ENHANCEMENT ELE	CTIVES	(SEE)				
1.	24MBG01	Text Analytics	0	0	2	1	60	40	100
2.	24MBG02	Data Visualization	0	0	2	1	60	40	100
3.	24MBG03	Multivariate Data Analytics	0	0	2	1	60	40	100
4.	24MBG04	Structural Equation Modelling	, 0	0	2	1	60	40	100
5.	24MBG05	Transactional Analysis	0	0	2	- 1	60	40	100
6.	24MBG06	Frugal Innovation	0	0	2	1	60	40	100
7.	24MBG07	Leadership and Team Building	0	0	2	1	60	40	100
8.	24MBG08	Introduction to Goods and Services Tax	0	0	2	1	60	40	100
9.	24MBG09	Review Paper Writing	0	0	2	1	60	40	100
10.	24MBG10,	Academic Research Paper Writing	0	0	2	1	60	40	100
		D. ALTERNATIVE CREDIT COU	RSES (ACC)	#	1)			
1.	24MBG11	Outbound Experiential Learning	0	0	4	2	60	40	100
2.	24MBG12	National / Global Virtual Team Project	0	0	4	2	60	40	100
3.	24MBG13	Rural Innovation Project	0	. 0	4	2	60	40	100
4.	24MBG14	International Visit and Environment Study	0	0	4	2	60	40	100
5.	24MBG15	Business Plan Preparation for a Venture	0	0	4	2	60	40	100
6.	24MBG16	Social Sensitization Project	0	0	4	2	60	40	100
7.	24MBG17	Business Ethics and Corporate Social Responsibility (CSR)	0	0	4	2	60	40	100
8.	24MBG18	Indian Management Principles - Insights from Tradition	0	0	4	2	60	40	100







Programme & Branch	Master of Business Administration	Trim.	Category	L	т	Р	Credit
Prerequisites	NIL	1	CC	3	0	0	3
Preamble	This course presents theoretical and practical cover personality, behavior towards organization. This course technique, leadership styles and the influence of organization.	e helps	the student	to	iden		
Unit – I	Introduction to Organizational Behaviour & Personality		v				6
Personality: De	Organizational Behaviour: Contributors - Challenges and O terminants, Traits - Personality Frameworks - Myers - Brigg s - Job Attitudes.			=ive	Pers	sonal	ity
Unit – II	Human Traits Influencing OB & Emotions and Moods						6
Making. Emotions and I	nfluencing OB: Perceptions - Common Shortcuts in Judging Moods: Sources - Emotional Intelligence - Shaping and Moo			Erro	ors in	Dec	
Unit – III	Motivation, Groups and Teams						6
Motivation: Ear	ly Theories - Contemporary Theories - Interpreting Contemp	porary T	heories of Mo	otiva	ation-	Gro	ups:
Converting Gro Unit – IV Leadership: Tra	ly Theories - Contemporary Theories - Interpreting Contemporary into Effective Teams - Team Roles and Cohesiveness. Leadership ait Theories - Behavioral Theories - Leader Member Exchanged Teams - T				-		6
Converting Gro Unit – IV Leadership: Transactional a	ups into Effective Teams - Team Roles and Cohesiveness. Leadership ait Theories - Behavioral Theories - Leader Member Exchaind Transformational Leadership.				-		6 hip -
Converting Gro Unit – IV Leadership: Tra Transactional a Unit – V	Leadership ait Theories - Behavioral Theories - Leader Member Exchaind Transformational Leadership. Conflict, Culture and Stress	nge The	ory - Charisn	natio	Lea	ders	6 hip -
Converting Gro Unit – IV Leadership: Tra Transactional a Unit – V Conflict: Proce	ups into Effective Teams - Team Roles and Cohesiveness. Leadership ait Theories - Behavioral Theories - Leader Member Exchaind Transformational Leadership.	nge The	ory - Charisn	natio	Lea	ders	6 hip -
Converting Gro Unit – IV Leadership: Tra Transactional a Unit – V Conflict: Proces Organization - Total:30	Leadership ait Theories - Behavioral Theories - Leader Member Exchaind Transformational Leadership. Conflict, Culture and Stress as - Conflict Management –Managing Diversity. Organizatio Power Tactics. Work Stress - Causes and Consequences -	nge The	ory - Charisn	natio	Lea	ders	6 hip -
Converting Gro Unit – IV Leadership: Tra Transactional a Unit – V Conflict: Proces Organization - Total:30 REFERENCES	Leadership ait Theories - Behavioral Theories - Leader Member Exchand Transformational Leadership. Conflict, Culture and Stress as - Conflict Management –Managing Diversity. Organizatio Power Tactics. Work Stress - Causes and Consequences -	nge The	ory - Charisn ure -Types. F lanagement.	natio	c Lea	ders d Po	6 hip - 6 litics in
Converting Gro Unit – IV Leadership: Tra Transactional a Unit – V Conflict: Proces Organization - Total:30 REFERENCES	Leadership ait Theories - Behavioral Theories - Leader Member Exchaind Transformational Leadership. Conflict, Culture and Stress as - Conflict Management –Managing Diversity. Organizatio Power Tactics. Work Stress - Causes and Consequences -	nge The	ory - Charisn ure -Types. F lanagement.	natio	c Lea	ders d Po	6 hip - 6 litics in
Converting Gro Unit – IV Leadership: Tra Transactional a Unit – V Conflict: Proce Organization - Total:30 REFERENCES 1. Stephe Educat	Leadership ait Theories - Behavioral Theories - Leader Member Exchand Transformational Leadership. Conflict, Culture and Stress as - Conflict Management –Managing Diversity. Organization Power Tactics. Work Stress - Causes and Consequences - Causes - Ca	nge The nal Cultu Stress M	ory - Charisn ure -Types. P lanagement. navior", 18th	Powe	er an	ders d Po Pear	6 hip - 6 litics in
Converting Gro Unit – IV Leadership: Tra Transactional a Unit – V Conflict: Proces Organization - Total:30 REFERENCES 1. Stephe Educat 2. Luthan 3. Pareek Press,	Leadership ait Theories - Behavioral Theories - Leader Member Exchaind Transformational Leadership. Conflict, Culture and Stress ss - Conflict Management –Managing Diversity. Organizatio Power Tactics. Work Stress - Causes and Consequences - Constitution, Noida, 2022. See Fred, "Organizational Behavior", 12th Edition, McGraw Hill Cuday, Sushama Khanna, "Understanding Organizational Behavior Delhi, 2018.	nge The	ory - Charisn ure -Types. P lanagement. navior", 18th ning, New De 4th Edition, 0	Power Edit	e Lea er an iion, 2017	ders d Po Pear	6 hip - 6 litics in son
Converting Gro Unit – IV Leadership: Tra Transactional a Unit – V Conflict: Proce Organization - Total:30 REFERENCES 1. Stephe Educat 2. Luthan 3. Pareek Press, Robert	Leadership ait Theories - Behavioral Theories - Leader Member Exchand Transformational Leadership. Conflict, Culture and Stress as - Conflict Management –Managing Diversity. Organization Power Tactics. Work Stress - Causes and Consequences - Constitution, Noida, 2022. Fred, "Organizational Behavior", 12th Edition, McGraw Hills (Uday, Sushama Khanna, "Understanding Organizational Betavior).	nge The	ory - Charisn ure -Types. P lanagement. navior", 18th ning, New De 4th Edition, 0	Power Edit	e Lea er an iion, 2017	ders d Po Pear	6 hip - 6 litics in son



		OUTCOM tion of the		the stude	ents w	ill be able to	0				BT Mapped (Highest Le			
CO1	rela	te the dif	ferent pe	rsonality	types	and attitude	es			-	Applying	(K3)		
CO2		cribe vari avior.	ous caus	es of per	ceptio	n, emotions	and moo	ds to shape	and r	modify	Applying	(K3)		
CO3	disc	uss the v	arious th	eories of	motiv	ation and a	pply them	to create ef	fective	e team	Applying (K3)			
CO4	con	pare and	d contrast	various	leader	ship theorie	es and styl	es		3 2 5	Analyzing	(K4)		
CO5	арр	ly various	s method	s for conf	flict ma	anagement		, i	*		Applying	(K3)		
Марр	ing of	COs with	n POs	E 25		,						división.		
COs/I		PO1		PO2	-	PO3		PO4		PO5	PO6	4		
CO1		. 3	3		al.			- 1			1			
CO2	7	3	3	2				1			1			
CO3		2		3				1			1			
CO4	, t	9				3		1			1	- 1		
CO5			5			3		1			1			
1 – S	light, 2	2 – Mode	rate, 3 –	Substant	ial, BT	- Bloom's	Taxonomy	SI	-					
ASSE	ESSM	ENT PAT	TERN -	THEORY	•									
Test /	/ Bloo	CONTROL CONTROL SETS THAT THE SETS	Remem (K1) %	200 10 300		erstanding %	Applying (K3) %	Analyzing (K4) %	9 E	valuating (K5) %	Creating (K6) %	Total .%		
CAT1					33		67					100		
CAT2	2		-1		33		33	34		\	_ %	100		
ETE	7.7				25		45	30	*	* = v	',	100		
* ±3%	6 may	be varied	d (CAT 1	& 2 - 50	marks	& ETE – 1	00 marks)				4)			





- 1 -	24MBT12 - ORGANIZATIO	N DESIGN	c \			1	
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	NIL	1	CC	3	0	0	3
Preamble	This course provides a comprehensive explored design, encompassing historical perspectives, con Students will delve into the intricacies of organiza factors, and the art of effective decision-making in	temporary mode tional structure;	els, and decis internal and	sion- exte	mak ernal	ing p envii	rocesses. ronmental
Unit – I	Management	У Н			0		6
Model of Mana Contemporary Unit – II	Organizational Structural Design:	ach, Behavioral	Approach, C)uan	titati	ve Ar	oproach,
	anizational Structure: Six elements of Organizationa ctors affecting structural choice – Traditional Organi						
Unit – III	Internal Design Elements	J					6
	Elements: Organizational Size –Organizational Life nizational decline and downsizing.	Cycle – Bureau	ucracy and C	ontr	ol - F	orm	s of
Unit – IV	External Environment						6
Managers - Ma	nment: Economic Environment – Demographic Env anagerial perspective for Competitive Intelligence. G nent – Doing Business Globally.						
Unit – V	Decision Making		=				6
	g: Decision Making Process - Approaches to Decisi ecision Making Biases and Errors.	on Making –Typ	es of Decision	ons	&De	cisior	n Making
Total:30							
REFERENCES):						
1. Stephe	n P. Robbins, Mary Coulter, Agna Fernandez, "Mar	agement", 14th	Edition, Pea	rsor	,202	2.	
Z. Cenga	d L. Daft, Nishant Uppal, "Understanding the Theory ge Learning, New Delhi, 2020.	**		10			
3. Econor	Stanford, "Organisation Design: Creating high perfonist Books, 2021.						
	Harold, Heinz Weihrich, "Essentials of Managemer dition, McGraw Hill Education, New Delhi, 2017.	nt - An Internatio	nal and Lead	ders	hip F	ersp	ective",
Church	MULTINE WARNER Distriction of Management Office	- 1:::	. I industrial K			: 20	4.0
5. Chuck	Williams, "MGMT: Principles of Management", 8th E	Edition, Cengage	e Learning, N	1ew	Dein	1, 20	16.



		UTCOM		the stude	ents w	ill be able t	0			BT Mapped		
CO1	exa	mine the	relations t function	hips betw s, analyz	een le	evels of ma	nagement,	identify and olles, and sum	describe marize historical	Applying (K		
CO2	арр	y the six	elements	s of organ		nal design, ncing struc		mechanistic a e.	nd organic	Applying (K	(3)	
CO3	ana desi		mpact of	organiza	tional	size, life cy	cle stages	, and forms of	control on internal	Analyzing (K4)		
CO4	analyze knowledge of the global trade environment to devise strategies for doing businglobally.								for doing business	Analyzing (K4)	
CO5		uate the ing proce				0 11	roaches to	analyze and	improve decision-	Evaluating	(K5)	
Марр	ing of	COs with	n POs			' , '	4			6	/	
COs/l	POs	PO1	-	PO2		PO3		PO4	PO5	PO6		
CO1		3	3					1				
CO2	^	3	3	1				1	>			
CO3		3	3	3				- 1				
CO4		3	3	2		3	6	1		2 - 2 - 4		
CO5		3	3	2		3		- 1	< 1		÷	
1 – S	light, 2	2 – Mode	rate, 3 –	Substant	ial, BT	- Bloom's	Гахопоту					
ASSE	SSM	ENT PAT	TERN -	THEORY	0							
24 abornsone 25	/ Bloor	01100000 0 10 DOM 10	Remem (K1) %	NO. OF TAXABLE SERVICES OF THE PARTY OF THE		erstanding %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %	
CAT1				-	, , ,	17	50	33	, - , , =		100	
CAT2	2		-	-:		17	33	33	17		100	
ETE		. 2 .	-			6	45	29	20		100	
* ±3%	6 may	be varied	d (CAT 1	& 2 – 50	marks	s & ETE – 1	00 marks)			4		

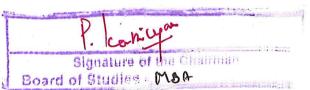




	24MBT13 - MANAGERIAL I	ECONOMICS	-				***************************************
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	NIL	1	CC	3	0	0	3
Preamble	This course offers the fundamentals of the econor allocation of resources based on the economic so knowledge on demand and supply, production, coin various business environments.	enario. This cou	rse helps to	bring	g coi	ncept	tual
Unit – I	Basic Concepts and Principles						6
Decision - Ecor Theory of Firms	and Principles: Definition - Basic Assumptions - Ty nomic Principles. E: Forms of Ownership, Profit Maximization Theory.		c Analysis - I	Kind	s of	Ecor	
Unit – II	Demand and Supply Analysis						6
	upply Analysis:Definition - Demand Determinants - t Equilibrium, Elasticity of Demand - Law of Diminis			erm	inan	ts –L	aw of
Unit – III	Theory of Production		- 11				. 6
Unit – IV Cost Concepts:	ilibrium - Return to Scale – Technical Progress. Cost Concepts Types - Average and Marginal Costs in the Short Feconomics of Scale – Economies of scope – Cost a			/lulti	Pro	duct	6 firm and
Unit – V	Market Structures						6
Market Structur	res: Market Morphology - Types of Market Structure repetition, Monopoly, Monopolistic Competition and G		cteristics - Pr	ice (Outp	ut De	ecisions
Total:30						7	
REFERENCES				_			
1. Geetika New D	a, Piyali Ghosh, Purba Roy Choudhury, "Manageria elhi, 2017.	5					
1. Geetika New D	a, Piyali Ghosh, Purba Roy Choudhury, "Manageria	5					
1. Geetika New D 2. Carste New D 3. Dwived	a, Piyali Ghosh, Purba Roy Choudhury, "Manageria elhi, 2017. n Scheibye, Eric Bentzen& Mark Hirschey, "Manage elhi, 2022. li. D. N, "Managerial Economics", 9th Edition, S Cha	erial Economics"	,16th Edition	, Ce Delh	ngag i, 20	ge Le 21.	earning,
1. Geetika New D 2. Carste New D 3. Dwived 4. Christo Strateg	a, Piyali Ghosh, Purba Roy Choudhury, "Manageria elhi, 2017. In Scheibye, Eric Bentzen& Mark Hirschey, "Manage elhi, 2022. Ii. D. N, "Managerial Economics", 9th Edition, S Cha pher R. Thomas& Charles Maurice. S, "Managerial ly",12thEdition, McGraw Hill Education, New Delhi,	erial Economics" and and Compar Economics: Fou 2020.	,16th Edition ny Ltd, New I undations of	, Ce Delh Busi	ngaç i, 20 ness	ge Le 21. s Ana	earning,
1. Geetika New D 2. Carste New D 3. Dwived 4. Christo Strateg Panne	a, Piyali Ghosh, Purba Roy Choudhury, "Manageria elhi, 2017. n Scheibye, Eric Bentzen& Mark Hirschey, "Manage elhi, 2022. li. D. N, "Managerial Economics", 9th Edition, S Cha pher R. Thomas& Charles Maurice. S, "Managerial	erial Economics" and and Compar Economics: Fou 2020.	,16th Edition ny Ltd, New I undations of	, Ce Delh Busi	ngaç i, 20 ness	ge Le 21. s Ana	earning,



			the stude	ents will b	e able to	0		· · · · · · · · · · · · · · · · · · ·	BT Mapped (Highest Le		
deci	sion-mak	ing conte	exts.						Applying	(K3)	
			ge of dem	nand and	supply (under diffe	rent business	decisionsin	Analyzing	(K4)	
		roduction	n function	and sho	w the ro	le of techn	ology to optim	nize resource	Applying (K3		
		us cost c	oncepts a	and their i	implicati	ons on dec	cision-making	in different time	Analyzing	(K4)	
evaluate different market structures and formulate strategic pricing and output decisions, demonstrating advanced proficiency in understanding market behavior and competitiveness.							Evaluating	ı (K5)			
ing of	COs with	POs		8 /							
POs	PO1		PO2	P	O3		PO4	PO5	PO6	ř.	
	3								1		
	2		3								
	2		3								
	2)	3						1		
	2		3	· .					1	(4)	
light, 2	2 – Mode	rate, 3 –	Substant	ial, BT- B	Bloom's 7	Гахопоту				- 6	
SSM	ENT PAT	TERN -	THEORY		10		T ,			- 1	
	m's	Remem (K1) %	bering	Underst (K2) %	tanding	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %	
	-	-	-	14	4	53	33			100	
2	F	-	- ,	14	4	33	33	20		100	
			20	6	}	45	39	10			
	mplet under deci approdum experimental asset fram eval dem com ing of POs	mpletion of the understand the decision-makes appraise the dynamics makes experiment pallocation. assess various frames. evaluate differed demonstration competitive new periment pallocation. assess various frames. evaluate differed demonstration competitive new periment pallocation. assess various frames. evaluate differed demonstration competitive new periment pallocation. assess various frames. evaluate differed demonstration competitive new periment pallocation. Bloom's gory*	understand the basic decision-making conte appraise the knowled dynamics market. experiment production allocation. assess various cost of frames. evaluate different market demonstrating advance competitiveness. ing of COs with POs POS PO1 3 2 2 2 2 1 3 8 7 8 8 8 8 8 9 9 1 8 8 8 8 8 8 8 9 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 8 9 1 9 1	mpletion of the course, the stude understand the basic economic decision-making contexts. appraise the knowledge of dendynamics market. experiment production function allocation. assess various cost concepts a frames. evaluate different market struct demonstrating advanced profic competitiveness. ing of COs with POs POS PO1 PO2 3 2 3 2 3 2 3 ight, 2 – Moderate, 3 – Substant ESSMENT PATTERN - THEORY Bloom's Remembering (K1) %	mpletion of the course, the students will be understand the basic economic concept decision-making contexts. appraise the knowledge of demand and dynamics market. experiment production function and sho allocation. assess various cost concepts and their frames. evaluate different market structures and demonstrating advanced proficiency in competitiveness. ing of COs with POs OS PO1 PO2 PO3 2 3 2 3 2 3 light, 2 – Moderate, 3 – Substantial, BT- ESSMENT PATTERN - THEORY Bloom's Remembering (K1) % CSSMENT PATTERN - THEORY Bloom's Remembering (K2) % 14 14	mpletion of the course, the students will be able to understand the basic economic concepts and exdecision-making contexts. appraise the knowledge of demand and supply of dynamics market. experiment production function and show the roullocation. assess various cost concepts and their implication frames. evaluate different market structures and formulated demonstrating advanced proficiency in understated competitiveness. ing of COs with POs OS PO1 PO2 PO3 3 2 3 2 3 2 1ight, 2 – Moderate, 3 – Substantial, BT- Bloom's Tessent of the position of t	mpletion of the course, the students will be able to understand the basic economic concepts and examine the decision-making contexts. appraise the knowledge of demand and supply under diffe dynamics market. experiment production function and show the role of techn allocation. assess various cost concepts and their implications on decirames. evaluate different market structures and formulate strategic demonstrating advanced proficiency in understanding mar competitiveness. ing of COs with POs POs PO1 PO2 PO3 3 2 3 2 3 2 3 2 3 ight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy ESSMENT PATTERN - THEORY Bloom's Remembering Understanding Applying (K1) % (K2) % (K3) % 14 53 2 14 53	mpletion of the course, the students will be able to understand the basic economic concepts and examine the principles in decision-making contexts. appraise the knowledge of demand and supply under different business dynamics market. experiment production function and show the role of technology to optimallocation. assess various cost concepts and their implications on decision-making frames. evaluate different market structures and formulate strategic pricing and demonstrating advanced proficiency in understanding market behavior a competitiveness. ing of COs with POs POS PO1 PO2 PO3 PO4 3 PO4 3 PO4 3 PO4 3 PO4 3 PO4 3 PO4 COS PO1 PO2 PO3 PO4 COS PO1 PO3 PO4 COS PO1 PO3 PO4 COS PO1 PO3 PO4 COS PO1 PO4 COS PO	mpletion of the course, the students will be able to understand the basic economic concepts and examine the principles in managerial decision-making contexts. appraise the knowledge of demand and supply under different business decisionsin dynamics market. experiment production function and show the role of technology to optimize resource allocation. assess various cost concepts and their implications on decision-making in different time frames. evaluate different market structures and formulate strategic pricing and output decisions, demonstrating advanced proficiency in understanding market behavior and competitiveness. and provided the pro	Impletion of the course, the students will be able to understand the basic economic concepts and examine the principles in managerial decision-making contexts. Applying appraise the knowledge of demand and supply under different business decisionsin dynamics market. Experiment production function and show the role of technology to optimize resource allocation. Applying assess various cost concepts and their implications on decision-making in different time frames. Evaluate different market structures and formulate strategic pricing and output decisions, demonstrating advanced proficiency in understanding market behavior and competitiveness. Evaluating of COs with POs FOS PO1 PO2 PO3 PO4 PO5 PO6 3 1 2 3 1 1 2 3 1 1 2 1 3 1 1 Ight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy ESSMENT PATTERN - THEORY (K1) % (K2) % (K3) % (K4) % (K4) % Evaluating (K5) % Creating (K6) % or competitiveness (K3) % (K4) % (K4) % (K6) % or competitiveness (K6) % or compet	







Programme	24MBT14 - BUSINESS STATISTICS Master of Business Administration	Trim.	Category	L	Т	Р	Credit
& Branch	NIII	1	CC	3	0	0	3
Prerequisites	NIL		CC	3	U	U	3
Preamble	This course will introduce the application of statistic data and drawing conclusions, and making predict description followed by probability analysis and distesting, and finally regression. This course also making with and making sense of numerical data.	tions of the futur stributions, sam nakes use of spr	e. This cour pling for estir	se v	vill b on, h	egin iypot	with data hesis
Unit – I	Descriptive Statistics						6
Descriptive Stat	istics: Introduction to Business Statistics –Analytics n, Median, Mode, Quartiles and Percentiles - Measi tion - Coefficient of variation- Caselet discussion.	– types - Data urement of Disp	- types - Mea ersion: Quar	sure tile (es of Devia	Cen ation	tral -
Unit – II	Data Visualisation	-					6
	on: Bar Chart – Histogram – Pie Chart – Scatter Plo Business world.	ot – Pareto char	t – Box plot -	- Ste	m a	nd Le	eaf Plot –
Unit – III	Probability						6
	aning - events - types of events - Types of probabili	ty - Addition and	d Multiplication	on R	ules	- Ba	yes's
	iness applications.						1
Unit – IV	Probability Distribution	i-l D-i	Na 1 F): _ i _	:1 :		6
	ribution: Discrete and Continuous distributions - Bineal life cases. Sampling distribution – Confidence in		and Normai L	JIST	Duli	on -	· -
Unit – V	Predictive Analytics						6
Predictive Analy sum test – Wilco	ytics: Correlation and regression – Hypothesis Framoxon Signed rank test - Kruskal Wallis H Test.	ning – Non para	metric analyt	ics -	- Wil	coxo	n Rank
Total:30		8	-				
REFERENCES	•		-				
1. Srivasta	ava,Rego , "Statistics for Management", 3rd Edition	, McGraw Hill E	ducation, Ne	ew D	elhi,	201	8.
2. SanjivJ	aggia, "Business Analytics ", 2nd Edition, McGraw I	Hill Education, N	lew Delhi, 20)23.			
3. Dinesh Delhi, 2	Kumar, "Business Analytics: The Science of Data -	Driven Decision	n Making", 2r	nd E	ditio	n, W	iley, New
D01111, 2	A Landard David Control of Charles of Charle	8th Edition Dog	rson Educati	on. I	Void	a, 20	22.
	M. Levine, David F. Stephan, "Business Statistics", 8	our Luidon, rea	- Ladodii	, -		1	<u></u>



		OUTCOM		the stude	ents will be able t	0	* - * - *		BT Mapped (Highest Le	
CO1	clas mak	200 00000000000000000000000000000000000	dentify th	ie measu	res of location a	nd dispersion	on for manage	erial decision	Applying	(K3)
CO2	com	sent data prehend plems	in tables probabili	and char ty concer	ts and make me ots and apply pro	aningful intobability cor	erpretation froncepts to vario	om charts ous business	Applying	(K3)
CO3	арр	raise the	need of	different p	orobability conce	pts to vario	us business p	roblems	Analyzing (K4	
CO4	арр	ly probab	ility distri	butions to	business situat	ions			Applying	(K3)
CO5	examine the pattern of relationship between variables and make a prediction about dependent variable and perform distribution – free tests.						ction about	Evaluating	(K5)	
Марр	ing of	COs with	n POs					a de la companya de		
COs/F	POs	PO1		PO2	PO3	h 1	PO4	PO5	PO6	
CO1		3	3				1		7	
CO2		3	3	3	, ,		- 1			
CO3			_ =	3			1	8	T.	
CO4		3	3	2	1	*				
CO5			3	2			1			
1 – SI	light, 2	2 – Mode	rate, 3 –	Substant	ial, BT- Bloom's	Taxonomy			1	
ASSE	SSM	ENT PAT	TERN -	THEORY	<u>.</u>			1		. –
Test /		m's	Remem (K1) %	bering	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		~	3	-	14	53	33		1	100
CAT2	2		-	-	14	33	33	20		100
			6	45	39	10		100		





Programme & Branch	Master of Business Administration	Trim.	Category	Ļ	T	Р	Credit
Prerequisites	NIL	1	CC	3	0	0	3
Preamble	The purpose of the financial accounting component how to communicate the results of these business. The objectives of financial analysis is to provide an information for planning, control and decision making	transactions in introduction to	the form of f	inan	icial	state	ments.
Unit – I	Introduction						6
and Concepts a	nancial, Cost and Management Accounting - General an overview of Accounting Standards in India - Baland elated Concepts.	lly Accepted	Related conc	ncip epts	oles, Pr	Con ofit a	nd Loss
Unit – II	Preparation of Financial Statement						6
Preparation of	Financial Statement: Preparation of Trading Account terpreting the Published Financial Statements.	- Profit and Lo	ss Account -	Bala	ance	She	et -
Unit – III	Financial Statement Analysis						6
	ment Analysis: Financial Statement Analysis Feature v. Ratios - Solvency Ratios and Activity Ratios - Merits					es: F	Profitabilit
Ratios, Liquidit Unit – IV Fund Flow Stat	y Ratios, Solvency Ratios and Activity Ratios - Merits Fund Flow Statement Analysis: tement Analysis: Preparation of Statement of Change	and Demerits in Working Ca	of Ratio Ana	lysis	S. 		6
Ratios, Liquidit Unit – IV Fund Flow Stat Operation and	y Ratios, Solvency Ratios and Activity Ratios - Merits Fund Flow Statement Analysis: ement Analysis: Preparation of Statement of Change Preparation of Fund Flow Statement - Advantages of	and Demerits in Working Ca	of Ratio Ana	lysis	S. 		6
Ratios, Liquidit Unit – IV Fund Flow Stat Operation and Unit – V Cash flow State	y Ratios, Solvency Ratios and Activity Ratios - Merits Fund Flow Statement Analysis: tement Analysis: Preparation of Statement of Change	e in Working Ca Fund Flow Sta	of Ratio Ana apital – Comp atement.	lysis	tion	of Fu	6 gind From
Ratios, Liquidit Unit – IV Fund Flow Stat Operation and Unit – V Cash flow State	y Ratios, Solvency Ratios and Activity Ratios - Merits Fund Flow Statement Analysis: tement Analysis: Preparation of Statement of Change Preparation of Fund Flow Statement - Advantages of Cash flow Statement Analysis tement Analysis: Computation of Cash from Operation	e in Working Ca Fund Flow Sta	of Ratio Ana apital – Comp atement.	lysis	tion	of Fu	6 gind From
Ratios, Liquidit Unit – IV Fund Flow Stat Operation and Unit – V Cash flow Stat AS 3-Distinctio	y Ratios, Solvency Ratios and Activity Ratios - Merits Fund Flow Statement Analysis: Ement Analysis: Preparation of Statement of Change Preparation of Fund Flow Statement - Advantages of Cash flow Statement Analysis Ement Analysis: Computation of Cash from Operation In Between Fund Flow Statements and Cash Flow Statements	e in Working Ca Fund Flow Sta	of Ratio Ana apital – Comp atement.	lysis	tion	of Fu	6 gind From
Ratios, Liquidit Unit – IV Fund Flow State Operation and Unit – V Cash flow State AS 3-Distinctio Total:30 REFERENCES Mahes	y Ratios, Solvency Ratios and Activity Ratios - Merits Fund Flow Statement Analysis: Ement Analysis: Preparation of Statement of Change Preparation of Fund Flow Statement - Advantages of Cash flow Statement Analysis Ement Analysis: Computation of Cash from Operation In Between Fund Flow Statements and Cash Flow Statements	e in Working Ca Fund Flow Sta ns - Preparation atement.	of Ratio Ana upital – Comp atement. n of Cash Flo	outa ow S	tion	of Fu	6 Ind From
Ratios, Liquidit Unit – IV Fund Flow Stat Operation and Unit – V Cash flow Stat AS 3-Distinctio Total:30 REFERENCES 1. Mahes Manag	y Ratios, Solvency Ratios and Activity Ratios - Merits Fund Flow Statement Analysis: Element Analysis: Preparation of Statement of Change Preparation of Fund Flow Statement - Advantages of Cash flow Statement Analysis Element Analysis: Computation of Cash from Operation In Between Fund Flow Statements and Cash Flow Statements and Cash Flow Statements and Cash Flow Statements and Cash Flow Statements Statements and Cash Flow Statements Analysis: Computation of Cash from Operation of Between Fund Flow Statements and Cash Flow Statements Statements and Cash Flow Statements Analysis: Ca	e in Working Ca Fund Flow Sta ns - Preparation atement.	of Ratio Ana apital – Compatement. of Cash Floodook of Acco	outa ww S	tition	of Fu	6 und From 6 as Per
Ratios, Liquidit Unit – IV Fund Flow State Operation and Unit – V Cash flow State AS 3-Distinctio Total:30 REFERENCES 1. Mahes Manag 2. Ambris	y Ratios, Solvency Ratios and Activity Ratios - Merits Fund Flow Statement Analysis: Ement Analysis: Preparation of Statement of Change Preparation of Fund Flow Statement - Advantages of Cash flow Statement Analysis Ement Analysis: Computation of Cash from Operation In Between Fund Flow Statements and Cash Flow Statements Statement S.N., CA Sharad K. Maheswari, Suneel K. Mahe Ement", 4th Edition, Vikas Publishing, New Delhi, 202	e in Working Ca Fund Flow Sta ns - Preparation atement.	of Ratio Ana upital – Compatement. of Cash Floodook of Acco	untiin, N	titater	ment	6 und From 6 as Per
Ratios, Liquidit Unit – IV Fund Flow Stat Operation and Unit – V Cash flow Stat AS 3-Distinctio Total:30 REFERENCES 1. Mahes Manag 2. Ambris 3. Khan M	Fund Flow Statement Analysis: rement Analysis: Preparation of Statement of Change Preparation of Fund Flow Statement - Advantages of Cash flow Statement Analysis rement Analysis: Computation of Cash from Operation in Between Fund Flow Statements and Cash Flow Statement Sta	e in Working Ca Fund Flow Sta rs - Preparation atement. eswari, "A Textl 20. n Edition, Pears	of Ratio Ana apital – Compatement. of Cash Floodook of According Son Educations, 8th Edition	untiin, N	ng fo	of Fument	6 as Per



		OUTCOM ion of the		the stude	ents will l	be able to)			BT Mapped (Highest Le	
CO1	арр	ly the bas	sic princi	ples of ac	counting	, ,			- ' '	Applying	(K3)
CO2		oare and ount and			icial state	ements, r	namely Tra	ding Accounts	s, Profit and Loss	Applying	(K3)
CO3	asse	ess the fi	nancial s	oundnes	s of the c	company	using Ratio	analysis	* 21	Evaluating	(K5)
CO4	. con	struct the	using fund flow	Analyzing	(K4)						
CO5	con	construct cash flow statement and analyze the Financial Statements using cash flow.									(K4)
Маррі	ing of	COs with	n POs	tracks, res							
COs/F	POs	PO1		PO2		PO3		PO4	PO5	PO6	
CO1		. 3	3	4				1		1	
CO2		3	3	3	3			1		_ 1	. F
CO3				3	3			1		1	-
CO4		3	3	2)			2		1	
CO5		- 3	3	2	2			2		1	
1 – SI	light, 2	2 – Mode	rate, 3 -	Substant	ial, BT- l	Bloom's 7	Гахопоту				
				THEORY							
Test /		m's	Remen (K1) %	nbering	Unders (K2) %	tanding	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1					. 1	7	33	33	17	- 4 <u></u> -	100
CAT2	2			-	- 1	17	33	33	17		100
ETE						6	25	40	29	-	100
* ±3%	may	be varie	d (CAT 1	& 2 - 50	marks 8	k ETE – 1	00 marks)	-			





Programme	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
& Branch Prerequisites	NIL	1	CC	3	0	0	3
rierequisites	, NIC	· ·	00				
Preamble	This course is designed to help students to provid act, sale of goods act, laws relating to business or		e knowledge	on	India	an co	ntract
Unit – I	Indian Contract Act 1872						6
	Act: Meaning, Essential of a Valid Contract - Perform of Contract - Remedies.	rmance of Contr	act - Dischar	ge c	of Co	ntrad	ct -
Unit – II	The Sale of Goods Act 1930					7	6
Title by Non Ov	Act: Definition - Essentials - Sale and agreement to vners - Unpaid Seller: Rights.		assification -	Prid	ce - ⁻	Γrans	sfer of
Unit – III	Partnership Act (1932) and Negotiable Instrument						6
	t: Meaning - Essential of Partnership – Formation - I ruments Act: Promissory Note - Bill of Exchange – 0			Hold	er in	Due	Course
Unit – IV	Companies Act 2013	,			N.		6
	:: Companies - Characteristics - Incorporation - Clas - Prospectus - Meetings.	sification - Artic	les of Associ	atior	า - M	emo	randum
			1	atior	า - M	emo	randum 6
of Association - Unit – V Consumer Prof	- Prospectus - Meetings.	echnology Act 2	000 to Consume		า - M	emo	χ "
of Association - Unit – V Consumer Prof	 Prospectus - Meetings. Consumer Protection Act 2019 and Information Tection Act: Objectives - Rights of Consumers - Rem 	echnology Act 2	000 to Consume		า - M	emo	χ "
of Association Unit – V Consumer Prof Information Tec	 Prospectus - Meetings. Consumer Protection Act 2019 and Information Traction Act: Objectives - Rights of Consumers - Remarkable Act: Cyber Laws - Digital Signature, Election 	echnology Act 2	000 to Consume		า - M	emo	χ "
of Association Unit – V Consumer Prof Information Tec Total:30 REFERENCES	 Prospectus - Meetings. Consumer Protection Act 2019 and Information Traction Act: Objectives - Rights of Consumers - Remarkable Act: Cyber Laws - Digital Signature, Election 	echnology Act 2 nedies Available ronic Governand	000 to Consume ce.	rs.			ζ
of Association Unit – V Consumer Prof Information Tec Total:30 REFERENCES 1. N.D. K	Prospectus - Meetings. Consumer Protection Act 2019 and Information Total Consumer Protection Act 2019 and Information Total Consumers - Remarks of Consumers - Remarks - Digital Signature, Election Act: Cyber Laws - Digital Signature, Election Consumers - Remarks - Digital Signature, Election - Digital - Digital Signature, Election - Digital -	echnology Act 2 nedies Available ronic Governand	to Consume ce.	rs.			ζ
of Association - Unit – V Consumer Prof Information Tec Total:30 REFERENCES 1. N.D. K 2. Tejpal	Prospectus - Meetings. Consumer Protection Act 2019 and Information Total Consumer Protection Act 2019 and Information Total Consumers - Remarks of Consumers - Remarks - Digital Signature, Electronic Science of Mercantile Law", 38th Edition, Science of Mercantile Caw Merc	echnology Act 2 nedies Available ronic Governance 6.Chand Publish ion, Noida, 2017	to Consume ce. ing, New De	rs. Ihi, 2	2020		6
of Association - Unit – V Consumer Prof Information Tec Total:30 REFERENCES 1. N.D. K 2. Tejpal 3. P C Tu	Prospectus - Meetings. Consumer Protection Act 2019 and Information Total Consumer Protection Act 2019 and Information Total Consumers - Remarks of Consumers -	echnology Act 2 nedies Available ronic Governance 6.Chand Publish ion, Noida, 2017 McGraw Hill Ec	to Consume ce. ing, New Del 7.	rs. Ilhi, 2	2020 elhi, 2		



		OUTCOM ion of the		the stude	ents w	ill be able to	0	* m 1		BT Mapped (Highest Le		
CO1	iden	itify the m	nodes of	discharge	e of co	ntract, rem	edies for b	reach of cont	ract	Applying	(K3)	
CO2	ana	lyze the p	provision	of sale of	f good	s act.		_	, c	Analyzing	(K4)	
CO3	critic	cally asse	ess the la	w relating	g to pa	artnership a	nd negotia	able instrume	nt act.	Evaluating	g (K5)	
CO4	ana	lyze the i	mpact of	provision	s of c	ompany lav	v on busin	ess decision.		Analyzing (K4)		
CO5	evaluate the concept and provision of consumer protection act and IT act in business decision.									Evaluating	g (K5)	
Маррі	ing of	COs with	n POs					· · · · · · · · · · · · · · · · · · ·				
COs/F	POs	PO1		PO2		PO3		PO4	PO5	PO6	,	
CO1	- 5	3	3			h		2		. 1		
CO2		3	3	2				2		1		
CO3			-	3		9		2		1		
CO4						3	-	2		1		
CO5						3		2		1		
1 – SI	light, 2	2 – Mode	rate, 3 -	Substant	ial, BT	- Bloom's	Гахопоту					
		1				4						
ASSE	ESSM	ENT PAT	TERN -	THEORY	1.	F - 4		0			- : ::	
Test /		m's	Remem (K1) %	nbering	Unde (K2)	erstanding %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %	
CAT1						17	33	33	17		100	
CAT2	2		-	·-	П	17	33	33	17		100	
ETE			-	-		11	40	20	29		100	
* ±3%	6 mav	be varie	d (CAT 1	& 2 – 50	marks	s & ETE – 1	100 marks				,	





	amme &	Master of Rus	siness Administr	ation	Trim.	Catagony	ī	T	Р	C===1:1	
Branc			Siness Administr	allOI1		Category	L		Р	Credit	
Prered	quisites	Nil		1	1	CC	0	0	4	2	
Pream	nble	principles thro	ough creation of ain knowledge a	students' knowledge effective business c and apply them in te the communication	locuments an am communi	d oral presei	ntati	ons.	This	allows th	
LIST (MENTS / EXEF	CISES:								
1.	Insertion	and alignment -	 Inserting Graph 	ormatting: Usages on nics and Text Boxes						e .	
2.	Advance	d Functions suc	h as Mail Merge								
3.	Printing F	MS Power Point: Designing Presentations—Slide show controls—Making notes on Pages and Handouts— Printing Presentations—Customizing Presentations-Auto Content Wizard. MS Excel: Excel Basics and Formulas: Worksheet Preparation — Constructing Excel Formulas - Using Excel's									
4.	MS Exce Built-in F	l: Excel Basics a unctions – Crea	and Formulas: Witing and Modifyi	Vorksheet Preparations of the Volume of the	on – Construc	cting Excel F	oŗmi	ulas	- Usir	g Excel'	
5.	MS Exce	I: Advanced Exc	el Features: Piv	ot Tables and Pivot	Chart - Scen	ario Manage	r, S	olver	, V-Lo	okup.	
Total:	40					3 ;					
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REFE	RENCES/ I	MANUAL /SOFT	WARE:		И						
1.		nbert, Curtis Fry Education, 2023		fice Step by Step (C	ffice 2021 an	d Microsoft 3	365)	", 1s	t Editi	on,	
2.	S.S. Shri	vastava, "MS-O	ffice",1st Edition	, Laxmi Publications	s, New Delhi,	2015.					
3.	Peter We	verka, "Microso	ft Office 2021 A	II-in-One for Dummi	es", 1st Editio	n, Wiley Indi	a P	∕t Ltc	1., 202	23.	
4.						F.3.			8.00		
5.	Ken Blutt	man, "Microsoft	CA Manmeet Singh Mehta, "Microsoft Excel Professional 2021 Guide", 1st Edition, BPB Publications, 2 Ken Bluttman, "Microsoft Excel Formulas & Functions for Dummies", 5th Edition, Wiley India Pvt. Ltd., 2								
			Exoci i cimalac	& Functions for Du	mmies", 5th I	_aidon, vviic	,			.,2020.	
			ZXOOTT OTTTUIGE	& Functions for Du	mmies", 5th I		,			.,2020.	
	RSE OUTC				mmies", 5th I				ВТ Ма	pped	
On co	mpletion of	the course, the	students will be	able to	mmies", 5th I	Landon, vvno		(H	ighest	pped Level)	
On co	mpletion of	the course, the		able to	mmies", 5th I	Lattion, vviio	_ .	H) A	ighest oplyin	pped Level)	
	Create a	the course, the	students will be	able to		Landon, vviio		(H Ap Mar Ap	ighest oplying nipulat oplying	pped Level) g (K3), ion (S2) g (K3),	
On co CO1	Create a	the course, the	students will be nt using MS Wor gn engaging pre	able to	owerPoint.	Landon, vviio		(H Ap Mar Ap Mar	ighesi oplyin nipula oplyin nipula oplyin	pped Level) g (K3), tion (S2) g (K3), tion (S2) g (K3),	
On co CO1 CO2 CO3	Create a	the course, the nd edit documer he skills to design organize and ca	students will be nt using MS Wor gn engaging pre	able to d. sentations in MS Po	owerPoint.	Landon, vviio		(H Ap Mar Ap Mar	ighesi oplyin nipula oplyin nipula oplyin	pped Level) g (K3), ion (S2) g (K3), ion (S2) g (K3),	
On co CO1 CO2 CO3	Acquire t Format, c	the course, the nd edit documer he skills to design organize and ca	students will be nt using MS Wor gn engaging pre	able to d. sentations in MS Po	owerPoint.		05	(H Ap Mar Ap Mar	ighesi oplyin nipula oplyin nipula oplyin	pped Level) g (K3), tion (S2) g (K3), tion (S2)	
On co CO1 CO2 CO3 Mappi COs/F	Acquire t Format, c	the course, the nd edit documer he skills to design organize and ca with POs	students will be nt using MS Wor gn engaging pre lculate data in a	able to rd. sentations in MS Po	owerPoint.			(H Ap Mar Ap Mar	ighesi oplyin nipula oplyin nipula oplyin	pped Level) g (K3), ion (S2) g (K3), ion (S2) g (K3), ion (S2)	
On co CO1 CO2 CO3	Acquire t Format, c	the course, the nd edit documer he skills to design organize and ca with POs	students will be nt using MS Wor gn engaging pre lculate data in a PO2	able to rd. sentations in MS Po	owerPoint. xcel).		05	(H Ap Mar Ap Mar	ighesi oplyin nipula oplyin nipula oplyin	pped Level) g (K3), ion (S2) g (K3), ion (S2) g (K3), ion (S2)	





Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	NIL	2	СС	3	0	0	3
	The second state of the second		364.3	100			1.
Preamble	Decision making is a fundamental part of the management proce business manager. This course aims at solving the decision making public and private sector by developing quantitative models of the	ing proble	ems that conf				
Unit – I	Linear Programming	150 - 16	at a fac			al .	
	mming: Introduction to Linear Programming (LP) - LP Formula nbounded - Simplex Method- Interpreting Simplex Table - Duality Co					pecia	Cases -
Unit – II	Transportation and Assignment Models			e Per	14.	1 7 7	
Method and Vo	n and Assignment Models: Finding an Initial Feasible Solutions upgel's Approximation Method - Variations in Transportation Problem e Assignment Problem.						
Unit – III	Network Optimization						
Network Option Spanning Tree	mization: Introduction – Network Components - Shortest Path F -Management Science Applications - Case problems.	robiem -	Maximum F	-low	Prob	iem -	Minimun
,							
Unit – IV	Game Theory		= = =				
Unit – IV Game Theory						incipl	
Unit – IV Game Theory Point - 2 X 2 G Unit – V	Game Theory Definition of Game - Payoff and Two Person Zero Sum Game - ames without Saddle Point - The Rules of Dominance - Graphical M Decision Theory	ethod for	2 x n or m x	2 Ga	ames		e - Saddle
Unit – IV Game Theory Point - 2 X 2 G Unit – V Decision Theo	Game Theory Definition of Game - Payoff and Two Person Zero Sum Game - ames without Saddle Point - The Rules of Dominance - Graphical Mary: Decision Theory Decision making process- Types of Decision Making Environment into the Maximin Criterion - Maximax Criterion - Regret Criterion - Figure 1.	ethod for	2 x n or m x	2 Ga	ames ble - I	Decisi	e - Saddl
Unit – IV Game Theory Point - 2 X 2 G Unit – V Decision Theo Under Uncerta	Game Theory Definition of Game - Payoff and Two Person Zero Sum Game - ames without Saddle Point - The Rules of Dominance - Graphical Mary: Decision Theory Decision making process- Types of Decision Making Environment into the Maximin Criterion - Maximax Criterion - Regret Criterion - Figure 1.	ethod for	2 x n or m x	2 Ga	ames ble - I	Decisi	e - Saddle
Unit – IV Game Theory Point - 2 X 2 G Unit – V Decision Theo Under Uncerta	Game Theory Definition of Game - Payoff and Two Person Zero Sum Game - ames without Saddle Point - The Rules of Dominance - Graphical Machine Decision Theory Decision making process- Types of Decision Making Environme inty - Maximin Criterion - Maximax Criterion - Regret Criterion - Fisk - EMV.	ethod for	2 x n or m x	2 Ga	ames ble - I	Decisi	on Making
Unit – IV Game Theory Point - 2 X 2 G Unit – V Decision Theo Under Uncerta Making Under REFERENCES 1. Vohra 2023.	Game Theory Definition of Game - Payoff and Two Person Zero Sum Game - ames without Saddle Point - The Rules of Dominance - Graphical More Decision Theory Pry: Decision making process- Types of Decision Making Environmentary - Maximin Criterion - Maximax Criterion - Regret Criterion - Herisk - EMV. St. N.D., Arora Hitesh., "Quantitative Techniques in Management", 6th Employees the control of the control	ethod for ents- Payo lurwicz C	2 x n or m x off and Regre riterion – La	2 Ga	ble - I	Decisi erion	e - Saddle on Making - Decision Total:30
Unit – IV Game Theory Point - 2 X 2 G Unit – V Decision Theo Under Uncerta Making Under REFERENCES 1. Vohra 2023.	Game Theory Definition of Game - Payoff and Two Person Zero Sum Game - ames without Saddle Point - The Rules of Dominance - Graphical Maries of Decision Theory Decision Theory Decision making process- Types of Decision Making Environmentary - Maximin Criterion - Maximax Criterion - Regret Criterion - Herisk - EMV.	ethod for ents- Payo lurwicz C	2 x n or m x off and Regre riterion – La	2 Ga	ble - I	Decisi erion	e - Saddlon Makin - Decisio Total:3
Unit – IV Game Theory Point - 2 X 2 G Unit – V Decision Theo Under Uncerta Making Under REFERENCES 1. Vohra 2023. 2. Sharm 3. Panee	Game Theory Definition of Game - Payoff and Two Person Zero Sum Game - ames without Saddle Point - The Rules of Dominance - Graphical Maries Decision Theory Decision making process- Types of Decision Making Environmenty - Maximin Criterion - Maximax Criterion - Regret Criterion - Frisk - EMV. B. N.D., Arora Hitesh., "Quantitative Techniques in Management", 6th Employed a J.K., "Operations Research - Theory and Application", 6th Edition, or Selvam R., "Operations Research", 3rd Edition, PHI Learning, New	ethod for ents- Payo lurwicz C	off and Regree riterion – LapecGraw Hill Ecuphications, N	2 Ga	ble - I e Crit	Decisi erion	e - Saddle ion Making - Decision Total:3
Unit – IV Game Theory Point - 2 X 2 G Unit – V Decision Theo Under Uncerta Making Under REFERENCES 1. Vohra 2023. 2. Sharm 3. Panes 4. Williar Delhi,	Game Theory Definition of Game - Payoff and Two Person Zero Sum Game - ames without Saddle Point - The Rules of Dominance - Graphical Maries Decision Theory Decision Theory Ory: Decision making process- Types of Decision Making Environmenty - Maximin Criterion - Maximax Criterion - Regret Criterion - Hask - EMV. St. N.D., Arora Hitesh., "Quantitative Techniques in Management", 6th Employed a J.K., "Operations Research - Theory and Application", 6th Edition, or Selvam R., "Operations Research", 3rd Edition, PHI Learning, New on Stevenson & Ceyhun Ozgur, "Introduction to Management Science 2017.	ethod for ents- Payelurwicz C Edition, M Laxmi Pu v Delhi, 20	off and Regreenterion — LaplaceGraw Hill Edublications, No. 223.	2 Ga	ble - I e Crit	Decisi erion	e - Saddle ion Making - Decision Total:3
Unit – IV Game Theory Point - 2 X 2 G Unit – V Decision Theo Under Uncerta Making Under REFERENCES 1. Vohra 2023. 2. Sharm 3. Panes 4. Williar Delhi,	Game Theory Definition of Game - Payoff and Two Person Zero Sum Game - ames without Saddle Point - The Rules of Dominance - Graphical Maries Decision Theory Decision Theory Decision making process- Types of Decision Making Environmenty - Maximin Criterion - Maximax Criterion - Regret Criterion - Hask - EMV. B. N.D., Arora Hitesh., "Quantitative Techniques in Management", 6th Ea J.K., "Operations Research - Theory and Application", 6th Edition, or Selvam R., "Operations Research", 3rd Edition, PHI Learning, New on Stevenson & Ceyhun Ozgur, "Introduction to Management Sciences."	ethod for ents- Payelurwicz C Edition, M Laxmi Pu v Delhi, 20	off and Regreenterion — LaplaceGraw Hill Edublications, No. 223.	2 Ga	ble - I e Crit	Decisi erion	e - Saddl ion Makin - Decisio Total:3

	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	formulate and use linear programming techniques to solve and justify decisions in different operational functions of business.	Applying (K3)
CO2	understand and use transportation and assignment problems to implement the best routes and allocation of resources in matching supply and demand.	Applying (K3)
соз	formulate and appraise the different network models for minimizing costs, distance and time in industrial and business projects.	Evaluating (K5)
CO4	examine the optimal strategies that are formulated for a conflicting business situation where two or more competitors are involved.	Analyzing (K4)
CO5	appraise the decision theory models and select the best outcome from the different alternatives in situation.	Evaluating (K5)

Mapping of COs with POs										
COs/POs	P01	PO2	PO3	PO4	PO5	PO6				
CO1	2	3	75307 1 2			Market in the				
CO2	2	3		1 1	mate Views	17-9-0				
CO3	2	3		-1		2				
CO4	2	3		1		£16-1				
CO5	2	3	25 7 1 2 1 ngs	1		the section of the f				

1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1	ladin a le te	14	33	33	20	- - 	100
CAT2		14	33	33	20	£ 4 4,65	100
ETE		6	45	39	10	A Office	100

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)

Signature of the Chairman

Board of Studies - Managemon & the



Programme &	24MBT22 - MARKETING MANAGEME Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Branch Prerequisites	NIL	2	CC ,	3	0	0	3
rerequisites	THE		- 00	3	U	U	<u> </u>
Preamble	The course has been designed to make acquaint students with me practical application of marketing in real life corporate environment through real life case studies and to have a better intellectual cap	nt and to	understand th	ne bu	usines	ss ver	acity
Unit – I	The Marketing Paradigm& Marketing Environment						
Markets - B2C	Paradigm – Global Marketing Evolution – Core Concepts, Needs, V B2B and B2G - Technology Marketing. ironment : Global Micro and Macro Environment - Marketing Mix for				& Ser	vices	and
Unit – II	Understanding Consumer & Purpose and Methods						(
	Consumer: Consumer vs Customer – Customer Buying Motives – lethods: Market Segmentation - Targeting and Positioning – Manag			cess	3.	=	,
Unit – III	Product Planning & Branding and Packaging Strategy		9				
	Packaging Strategy- Types of branding – Brand strategy - Brand tian Consumer Act	17	- importance	01 1	acka	99	•
Packaging – In Unit – IV Pricing Strate	dian Consumer Act. Pricing Strategy: Role & Channel System gy: Role of pricing in firm's profitability – Dynamics of Pricing – Value m: Role of different channel members – Channel Management – Ch	e for the I	Product and S	Servi	ce.		
Packaging – In Unit – IV Pricing Strate	dian Consumer Act. Pricing Strategy: Role & Channel System Ry: Role of pricing in firm's profitability – Dynamics of Pricing – Value	e for the I	Product and S	Servi	ce.		ns.
Packaging – In Unit – IV Pricing Strate Channel Syste Unit – V Integrated Ma	dian Consumer Act. Pricing Strategy: Role & Channel System gy: Role of pricing in firm's profitability – Dynamics of Pricing – Value m: Role of different channel members – Channel Management – Ch	e for the I nannel Be	Product and Shaviours – C	Servi hanr	ce. nel De	ecision	ns. arketing
Packaging – In Unit – IV Pricing Strate Channel Syste Unit – V Integrated Ma Technology in	dian Consumer Act. Pricing Strategy: Role & Channel System Role of pricing in firm's profitability – Dynamics of Pricing – Value m: Role of different channel members – Channel Management – Ch Integrated Marketing Communications rketing Communications: Promotion Mix Strategy, Promotion Varketing - Public Relations – Word of mouth – Customer Delight, Pe	e for the I nannel Be	Product and Shaviours – C	Servi hanr	ce. nel De	ecision	arketing
Packaging – In Unit – IV Pricing Strate Channel Syste Unit – V Integrated Ma Technology in	dian Consumer Act. Pricing Strategy: Role & Channel System Pricing Strategy: Pricing Strategy: Pricing System Pricing Strategy: Pricing System Pricing Strategy:	e for the I nannel Be 'ehicles rsonal Se	Product and S haviours – C Digital & S elling: Importa	Servi hanr ocial ance	ce. nel De I Med of Di	ecisio dia M rect M	ns. larketing · Marketing.
Packaging – In Unit – IV Pricing Strate Channel Syste Unit – V Integrated Ma Technology in	dian Consumer Act. Pricing Strategy: Role & Channel System Role of pricing in firm's profitability – Dynamics of Pricing – Value m: Role of different channel members – Channel Management – Ch Integrated Marketing Communications rketing Communications: Promotion Mix Strategy, Promotion Varketing - Public Relations – Word of mouth – Customer Delight, Pe	e for the I nannel Be 'ehicles rsonal Se	Product and S haviours – C Digital & S elling: Importa	Servi hanr ocial ance	ce. nel De I Med of Di	ecisio dia M rect M	ns. larketing Marketing. Total:3
Packaging – In Unit – IV Pricing Strate Channel Syste Unit – V Integrated Ma Technology in REFERENCES 1. Philip 2023. Ramas	dian Consumer Act. Pricing Strategy: Role & Channel System Pricing Strategy: Pricing Strategy: Pricing System Pricing Strategy: Pricing System Pricing Strategy:	e for the Inannel Be dehicles ersonal So	Product and Schaviours – C Digital & Schaling: Importa	ocial ocial	ce. nel De I Med of Di	ecision dia M rect M	ns. larketing //arketing. Total:3
Packaging – In Unit – IV Pricing Strate Channel Syste Unit – V Integrated Ma Technology in REFERENCES 1. Philip 2023. Ramas New D	dian Consumer Act. Pricing Strategy: Role & Channel System gy: Role of pricing in firm's profitability – Dynamics of Pricing – Value m: Role of different channel members – Channel Management – Ch Integrated Marketing Communications rketing Communications: Promotion Mix Strategy, Promotion V Marketing - Public Relations –Word of mouth – Customer Delight, Pe : T. Kotler, Gary Armstrong, Prafulla Agnihotri, "Principles of Marketamy, Namakumari, "Marketing Management – Indian Context – Glot	e for the Inannel Be dehicles resonal Se ting", 19	Product and Shaviours – C Digital & Selling: Importate th Edition, Perceptive (1) 6th Edition	Servi hanr ocial ance	ce. nel De	ecision dia M rect M	ns. larketing Marketing. Total:3
Packaging – In Unit – IV Pricing Strate Channel Syste Unit – V Integrated Ma Technology in REFERENCES 1. Philip 2023. 2. Ramas New D 3. Philip	dian Consumer Act. Pricing Strategy: Role & Channel System Role of pricing in firm's profitability – Dynamics of Pricing – Value m: Role of different channel members – Channel Management – Ch Integrated Marketing Communications rketing Communications: Promotion Mix Strategy, Promotion Varketing - Public Relations – Word of mouth – Customer Delight, Pe Communications	e for the Inannel Be dehicles ersonal So ting", 19 pal Persp earson Ec	Product and Schaviours – C Digital & Schaling: Importate th Edition, Perceptive", 6th Education, Noice	ocial ance	ce. nel De	ecision dia M rect M	ns. larketing Marketing. Total:3

	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify the core concepts of marketing.	Applying (K3)
CO2	analyze the implications of consumer behavior, principles of segmentation targeting and positioning.	Analyzing (K4)
СОЗ	evaluate the implications of product planning and packaging strategy.	Evaluating (K5)
CO4	compare the pricing and channel strategy based on real world market and company objectives	Analyzing (K4)
CO5	critically appraise the international marketing communication through an IMC of brands.	Evaluating (K5)

	Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6					
CO1	3			1	-ut	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -					
CO2		3	e i le euro en a	1	2	A market Manual and					
CO3	3			1,		1					
CO4	3		B = 1	1		1 0 000					
CO5	1	3		, 1		2					

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

ASSESSMENT PATTERN - THEORY											
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %				
CAT1		17	33	17	33	-	100				
CAT2		17	33	17	33	- - 4'41	100				
ETE	-	11	40	20	29	5 7 1 1	100				

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)

Signature of the Chairman

Board of Studies -



	24MBT23 - FINANCIAL M	ANAGEMENT					
Programme & Branch	Master of Business Administration	24MBT23 - FINANCIAL MANAGEMENT siness Administration Trim. Category L T P C				Credit	
Prerequisites	NIL	2	СС	3	0	0	3
(Invade to Otlothe	0	alga sa que evera s	ar wit arran	0.1 8/	usio	O.J.	rianga eta
Preamble	To acquaint students with various issues involved in nadvanced analytical tools and techniques that are use						
Unit – I	Introduction to Financial Management:	r nemer, in present	- x. 3min	A IT	3.41	1	- 6
	p Financial Management : Objectives - Functions – Go. Time Value of Money - Present Value and Future Value						
Unit – II	Capital budgeting						6
	cision: Principles and Nature of Capital Budgeting - Evsent Value, Internal Rate of Return, Profitability Index - 0			eriod	, Acc	countir	ng Rate of
Unit – III	Cost of Capital	9					6
	ion: Long Term Sources of Finance-Concept of Cos	t of Capital, Measu	ement of of	Jecili	C C0	313 –	vveignieu
	f Capital using Market Value and Book Value.						3.32
Unit – IV	Capital Structure	FDIT FDO D					
Unit – IV	Capital Structure ure: Financial and Operating Leverage, Indifference Po	int – EBIT- EPS Rel	ationship, Fa	ctors	Dete	ermini	
Unit – IV Capital Structu	Capital Structure ure: Financial and Operating Leverage, Indifference Po	int – EBIT- EPS Rel	ationship, Fa	ctors	Dete	ermini	ng Capita
Unit – IV Capital Structure Decisi Unit – V Dividend Decis	Capital Structure ure: Financial and Operating Leverage, Indifference Polion.	Theory and Irreleva				4	ng Capita
Unit – IV Capital Structure Decisi Unit – V Dividend Decis	Capital Structure ure: Financial and Operating Leverage, Indifference Polion. Dividend Decision sion: Forms of Dividend, Dividend Theory: Relevance	Theory and Irreleva				4	ng Capita
Unit – IV Capital Structure Decisi Unit – V Dividend Decis	Capital Structure ure: Financial and Operating Leverage, Indifference Policion. Dividend Decision sion: Forms of Dividend, Dividend Theory: Relevance to the sis, Dividend Policy, Determinants of Dividend Policy.	Theory and Irreleva				4	- 6
Unit – IV Capital Structu Structure Decisi Unit – V Dividend Decis Model, MM Hyp	Capital Structure ure: Financial and Operating Leverage, Indifference Policion. Dividend Decision sion: Forms of Dividend, Dividend Theory: Relevance to the sis, Dividend Policy, Determinants of Dividend Policy.	Theory and Irreleva	nce Theory:	Walt	er's N	Model	ng Capita Gordon's Total:30
Unit – IV Capital Structu Structure Decisi Unit – V Dividend Decis Model, MM Hyp REFERENCES 1. Khan M 2019.	Capital Structure ure: Financial and Operating Leverage, Indifference Policion. Dividend Decision sion: Forms of Dividend, Dividend Theory: Relevance to the sis, Dividend Policy, Determinants of Dividend Policion.	Theory and Irreleva cy. nd Cases", 8th Editio	nce Theory:	Walt	er's N	Model	ng Capita Gordon's Total:30
Unit – IV Capital Structu Structure Decisi Unit – V Dividend Decis Model, MM Hyp REFERENCES 1. Khan M 2019. 2. Pandey	Capital Structure ure: Financial and Operating Leverage, Indifference Policion. Dividend Decision sion: Forms of Dividend, Dividend Theory: Relevance Pothesis, Dividend Policy, Determinants of Dividend Policy. TY, Jain P K, "Financial Management: Text, Problems and I M, "Financial Management", 12th Edition, Pearson Edian Berk, Peter De Marzo, JarradHarford, "Fundamentals	Theory and Irreleva cy. and Cases", 8th Editional ducation, Noida, 2023	nce Theory: Theory: The Theory	Walt	er's M	Model	ng Capita Gordon's Total:30 ew Delhi,
Unit – IV Capital Structu Structure Decisi Unit – V Dividend Decis Model, MM Hyp REFERENCES 1. Khan M 2019. 2. Pandey 3. Jonatha Noida,	Capital Structure ure: Financial and Operating Leverage, Indifference Policion. Dividend Decision sion: Forms of Dividend, Dividend Theory: Relevance Pothesis, Dividend Policy, Determinants of Dividend Policy. TY, Jain P K, "Financial Management: Text, Problems and I M, "Financial Management", 12th Edition, Pearson Edian Berk, Peter De Marzo, JarradHarford, "Fundamentals	Theory and Irreleva cy. and Cases", 8th Editional ducation, Noida, 2023 of Corporate Finance	nce Theory: on, McGraw H 3. ce", 3rd Editio	Waltill Econ, Pe	er's M	Model ion, N	ng Capita Gordon's Total:30 ew Delhi, cation,
Unit – IV Capital Structus Structure Decisi Unit – V Dividend Decis Model, MM Hyp REFERENCES 1. Khan M 2019. 2. Pandey 3. Jonatha Noida, 4. Brealey	Capital Structure Jare: Financial and Operating Leverage, Indifference Policion. Dividend Decision Sion: Forms of Dividend, Dividend Theory: Relevance bothesis, Dividend Policy, Determinants of Dividend Policy. Ty, Jain P K, "Financial Management: Text, Problems and I M, "Financial Management", 12th Edition, Pearson Edian Berk, Peter De Marzo, JarradHarford, "Fundamentals 2023.	Theory and Irreleva cy. and Cases", 8th Edition ducation, Noida, 2023 of Corporate Finance Edition, McGraw Hill	nce Theory: n, McGraw H a. be", 3rd Editio Education, N	Waltill Econn, Peew C	er's N	Model ion, N n Edu 2018.	ng Capita Gordon's Total:30 ew Delhi, cation,

	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	examine the risk return trade off involved in the functions of financial management.	Applying (K3)
CO2	weigh investment opportunities using investment appraisal techniques and select appropriate investments.	Applying (K3)
CO3	analyze the impact of specific and overall cost of capital on capital structure	Analyzing (K4)
CO4	evaluate the implications of capital structure on EBIT - EPS relationship.	Evaluating (K5)
CO5	relate the influence of dividend policy adopted by the firm on the share prices.	Analyzing (K4)

	Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6					
CO1	3	şalılının v		1		Tares 5					
CO2	3	3				1					
CO3	3	3		- 1		1					
CO4	3	3	the second of th	1		1					
CO5	3	3		1	3 -9 3						

1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy

ASSESS	MENT	PATTER	ZN - T	HEORY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		17	50	33	, ., .	<u>v_</u>	100
CAT2		17	33	33	17	· SCIR	100
ETE		6	25	40	29		100

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)

Signature of the Chairman

Build of Studies - Management Strate



	24MBT24 - OPERATIONS MA	ANAGEMENT					
Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites	NIL	2	СС	3	0	0	3
(hears .) Feet	1	w. b. det i Gabilden i de	green, in palenta	10 5	et ga	a julia	treet at
Preamble	The course explores the art and science of overseeing goods and services. It encompasses the design, organizational objectives, enhance efficiency, and environment.	execution, and	optimization	of	oper	ations	to meet
Unit – I	Introduction to Operations Management Operations Management: Production versus Service O	and the second of	J. Charles		ii e I	J	6
Operations Dec Product and S Factors. Unit – II	ervice Design: Factors - Legal and Ethical Consideration	ons, Human Factor	s, Cultural Fa	actor	s and	d Env	ironmenta
	Forecasting System	- Caracasting Ass	aciativa Fara	0001:	na 14	a t b a -l	
Forecasting Sy	stem: Qualitative and Quantitative Methods - Time Series	s Forecasting - Ass	ociative Fore	casti	ng ivi	etnoa	S.
Unit – III	Facility Location and Layout Design & Process Sele	ection					
	on and Layout Design: Factors Affecting Location - Lay		ning Product	Lay	out -	Line	Balancing
	ion - Job Shop, Batch, Repetitive and Continuous Produc					- 7	2345 753
Unit – IV	Aggregate Planning & Material Requirement Planni		5				(
	nning: Strategies - Techniques for Aggregate Planning – rement Planning: Inputs, Processing and Outputs - MRP	II and ERP.	Scheduling.		,	5 1	5.65
Unit – V	Inventory Management & Contemporary OM Techni						(
	agement: Types - Basic EOQ model - P System and Q S OM Techniques: Introduction to JIT and Lean systems, S						
Contemporary	Om Techniques. Introduction to 311 and Lean systems, C	bix Sigilia, iliuustiy	4.0.				
							Total:30
REFERENCES		1-M -0-30 CK -00-	To No. Wilson				117/15/
	son W.J, "Operations Management", 14th Edition, McGrav	v Hill Education, Ne	ew Delhi, 202	0.			
1. Stevens							
2. Chary S	S.N., "Production and Operations Management", 6th Edition						
2. Chary S							te Limited
2. Chary S 3. Pannee New De	S.N., "Production and Operations Management", 6th Editionselvam. R, "Production and Operations Management",	3rd Edition, Prenti	ce Hall India	Lea	rning	Priva	-3

La Carre to

	SE OUT		the students will be	no able to			BT Mapped (Highest Level)	
CO1	underst	C. Ph. V. Syr School The Callery Pry A	e, the students will be opts of operation man		ine various factors influe	encing product	Applying (K3)	
CO2								
СОЗ			ncing facility locatio emonstrating the abi		sign appropriate layout	s for different	Applying (K3)	
CO4	evaluat advanc	te the effectiv	eness of aggregate in analyzing their im	planning strategies	s and MRP systems, capacity, inventory leve		Evaluating (K5)	
005				ue, optimize invent	ory levels and minimi	ze costs and	Analyzing (K4)	
CO5			modern operations m		ues for improving produc		Analyzing (N4)	
			modern operations m		ues for improving produc		Arialyzing (R4)	
CO5	examin		modern operations m	nanagement techniqu	ues for improving produc		PO6	
	POs	e the suitable		nanagement techniqu Mapping of COs w	ues for improving produc	ctivity.	single Reliate	
COs/I	POs 01	PO1		nanagement techniqu Mapping of COs w	ues for improving produc	ctivity.	single Reliate	
COs/I	POs 01 02	PO1	PO2	nanagement techniqu Mapping of COs w	vith POs PO4 1	ctivity.	tion of the second	
COs/II	POs 01 02 03	PO1 3 2	PO2	nanagement techniqu Mapping of COs w	vith POs PO4 1	ctivity.	single Reliate	

1 – Slight, 2 – Moderate, 3 – Substantia	al, BT- Bloom's Taxonomy
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		ASSESSMENT	PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	e id spheidd is kt sadre	14	53	33	of the Santiff	- -	100
CAT2		14	33	33	20	11 - 4/1	100
ETE STATE	y T snufi <u>I my</u> his is.	6	45	39	10	<u> </u>	100

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)

bound of Studies - Management Str



Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	NIL	2	СС	3	0	0	3
Preamble	This course aims at enabling the students to management. This course helps the students to resource management.						
Unit – I	Introduction to HRM	St. Francisco	11 1 = 0.00	17-1	- 10	1111111	6
	D HRM: Scope of HRM- Objectives - Functions of HRM HR Planning: Process.	- Models of HRM -	Strategic HR	M - F	acto	rs Af	fecting HR
Unit – II	Recruitment& Selection			10	y e' h	dia.	6
Con's - Selection	Job Analysis - Job Description - Job Specification - Hon - Process - Selection Tests - Types of Interview - Con			ent -	Sour	ces -	
Unit – III	Employee Training & Compensation						6
Compensation Unit – IV	aining: Need —Training methods. Management De : Pay for performance, competency-based pay, equity be Employee Performance	ased rewards, team	rewards – Ex	ecuti	ve co	mpei	nsation 6
Compensation Unit – IV Employee Per	: Pay for performance, competency-based pay, equity b	ased rewards, team ds, Potential Apprai	rewards – Executive Execut	ecuti	ve co	mpei	nsation 6
Compensation Unit – IV Employee Per Engagement, E	Employee Performance formance: Performance Appraisal - Process, Metho imployee Productivity Stress: Source, Individual and C	ased rewards, team ds, Potential Apprairganizational Coping	rewards – Ex sal. Morale - Strategy.	Imp	ortar	nce -	nsation 6 Employee
Compensation Unit – IV Employee Per Engagement, E . Unit – V Enrichment in	Employee Performance formance: Performance Appraisal - Process, Metho mployee Productivity Stress: Source, Individual and C	ased rewards, team ds, Potential Apprairganizational Coping	rewards – Exisal. Morale- Strategy.	Imp	ortar	nce -	nsation 6 Employee
Compensation Unit – IV Employee Per Engagement, E Unit – V Enrichment in Managing Sepa	Employee Performance formance: Performance Appraisal - Process, Metho imployee Productivity Stress: Source, Individual and C Enrichment in HRM HRM: Terms and Conditions of Employment - HR O aration. Employee Relations: Strategies for Building and	ased rewards, team ds, Potential Apprairganizational Coping	rewards – Exisal. Morale- Strategy.	Imp	ortar	nce -	nsation 6 Employee
Compensation Unit – IV Employee Per Engagement, E . Unit – V Enrichment in	Employee Performance formance: Performance Appraisal - Process, Metho imployee Productivity Stress: Source, Individual and C Enrichment in HRM HRM: Terms and Conditions of Employment - HR O aration. Employee Relations: Strategies for Building and	ased rewards, team ds, Potential Apprairganizational Coping	rewards – Exisal. Morale- Strategy.	Imp	ortar	nce -	6 Employee
Compensation Unit – IV Employee Per Engagement, E Unit – V Enrichment in Managing Sepa	Employee Performance formance: Performance Appraisal - Process, Metho imployee Productivity Stress: Source, Individual and C Enrichment in HRM HRM: Terms and Conditions of Employment - HR O aration. Employee Relations: Strategies for Building and	ased rewards, team ds, Potential Appra organizational Coping utsourcing – HRIS - Maintaining Positive	sal. Morale - Strategy. - Employee 1 Employee Re	Imp	ortar	nce -	6 Employee
Compensation Unit – IV Employee Per Engagement, E Unit – V Enrichment in Managing Sepa REFERENCES 1. Dessle	Employee Performance formance: Performance Appraisal - Process, Metho imployee Productivity Stress: Source, Individual and C Enrichment in HRM HRM: Terms and Conditions of Employment - HR O aration. Employee Relations: Strategies for Building and	ds, Potential Apprair organizational Coping utsourcing – HRIS - Maintaining Positive	sal. Morale- Strategy. - Employee 1 Employee Re	Imp	ortar	nce -	6 Employee
Compensation Unit – IV Employee Per Engagement, E Unit – V Enrichment in Managing Sepa REFERENCES 1. Dessle 2. Rao V.	Employee Performance formance: Performance Appraisal - Process, Methodomologie Productivity Stress: Source, Individual and Comployee Productivity Stress: Sourc	ds, Potential Apprair organizational Coping utsourcing – HRIS - Maintaining Positive	rewards – Exisal. Morale-Strategy. - Employee Temployee Reserved	Imp Furno elatio	ortar	and F	6 Employee 6 Retention -
Compensation Unit – IV Employee Per Engagement, E Unit – V Enrichment in Managing Sepa REFERENCES 1. Dessle 2. Rao V. 3. Aswath	Employee Performance formance: Performance Appraisal - Process, Methodom Methodom Productivity - Stress: Source, Individual and Comployee Prod	ased rewards, team ds, Potential Apprair organizational Coping utsourcing – HRIS - Maintaining Positive on Education, Noida, ", 4th Edition, Excel I	sal. Morale- Strategy. - Employee Temployee Research	Impp Furno elation	ortar	omper once -	6 Employee 6 Retention - Total:30

3 Buch

		COMES: n of the course,	the students wil	l be able to	-	-	BT Mapped (Highest Level)
CO1	identif	environment.	Applying (K3)				
CO2	detern	ob.	Analyzing (K4)				
CO3	design	2.13	1.5	, monitoring and assessr cost effective, improve pr			Evaluating (K5)
CO4	demor	nstrate knowledge	on appraisal me	ethod and develop strateg	ies to empower emp	loyees.	Analyzing (K4)
CO5	interp	et the enrichment	t concepts in HRI	M with its latest trends.	with rooms - 4°R st	Const. To a state for a	Evaluating (K5)
	1129 7	- y8 - y X	brown to the first	Mapping of COs with	n POs	in the second of	ra rohempelik
COs/I	POs	PO1	PO2	PO3	PO4	PO5	PO6
СО	1 -	3	a grander / Ag.	er er i frankligte er de	2	Vince 19 ²² Borus	ता है. ¹ र ने नार्योही के
СО	2	3	2	Maria La Caracteria de	2	1997	THE STREET
CO	3	3	2		2		
CO	14	3	2	process of Substantial	2	or a great of	Maria Amaria Salan
CO	5	3			2	Lineary In	N/ ar-metu originaria k
V 751 10	X 101 102	Was also take the same					

1 – Slight, 2 – Moderate, 3 – Substantial, B	T- Bloom's Taxonomy
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		ASSESSMENT	PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	33.5 = 6.5	17	33	17	33	V - 7 - F	100
CAT2		17	33	17	33		100
ETE		11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)

Signature of the Chairman

Board of Studies - Management Studies



Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	NIL	2	СС	3	0	0	3
0.00	10 · . · · · · · · · · · · · · · · · · ·		A 1 4 4			- 1	
Preamble	This course is designed to help students undertake research knowledge on research process and introduces the concept these steps thereby honing the research skills of future man	s, tools and te	also intends to chniques that	pro t are	vide o used	compr at ea	ehensive ch of
Unit – I	Introduction to Research						6
Process of Bus	Research: Definition of Research - Need for Business Reseiness Research. Literature Review - Identifying, Assessing w - Research Ethics.						
Unit - II	Research Design and Data Collection						6
Nature and Typ Design Procedu							estionnaire
Unit – III	Sampling Design gn: Sampling Design Process - Sample vs Non Sampling Err	· · · · · · · · · · · · · · · · · · ·					6
	Sampling. Sample Size Determination - Data Preparatio	n Process -	Data Entry	- D	ata E	Editing	g, Coding,
Classification ar Unit – IV Data Analysis:	Sampling. Sample Size Determination - Data Preparation and Tabulation of Data. Data Analysis Types of Data Analysis - Univariate and Bivariate Analysis ting - Chi Square Test - T Test - Reliability and Validity (Conce	(Concepts)	- ·			,	6
Classification ar Unit – IV Data Analysis: Hypothesis Tes Unit – V	Data Analysis Types of Data Analysis - Univariate and Bivariate Analysis ting - Chi Square Test - T Test - Reliability and Validity (Conce	(Concepts) ots).	- Descriptive	and	Infer	ential	6 Statistics.
Classification ar Unit – IV Data Analysis: Hypothesis Tes Unit – V Report Writing	nd Tabulation of Data. Data Analysis Types of Data Analysis - Univariate and Bivariate Analysis ting - Chi Square Test - T Test - Reliability and Validity (Conce	(Concepts) ots).	- Descriptive	and	Infer	ential	Statistics. 6 6 6 7 6 6 7 6 6 6 7 6 7 6 7 6 7 7
Classification ar Unit – IV Data Analysis: Hypothesis Tes Unit – V Report Writing Documentation	Data Analysis Types of Data Analysis - Univariate and Bivariate Analysis ting - Chi Square Test - T Test - Reliability and Validity (Conce Report Writing and Preparation and Preparation: Report Writing - Types of Report - Repart Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics of the Presentation - Oral Presentation - Plagiarism Mechanics - Oral Presentation - Oral	(Concepts) ots).	- Descriptive	and	Infer	ential	6 Statistics.
Classification ar Unit – IV Data Analysis: Hypothesis Tes Unit – V Report Writing Documentation REFERENCES 1 Naresh	Data Analysis Types of Data Analysis - Univariate and Bivariate Analysis ting - Chi Square Test - T Test - Reliability and Validity (Conce) Report Writing and Preparation and Preparation: Report Writing - Types of Report - Report Presentation - Oral Presentation - Plagiarism Mechanics and Presentation - Oral Presentation - Plagiarism Mechanics and Presentation - SathyaBhusan Dash, "Marketing Research: An Analysis	(Concepts) ots). oort Structure of Writing a R	- Descriptive and Layout esearch Repo	and - Gu ort.	Infer	rential	6 Statistics. 6 Feffective
Classification ar Unit – IV Data Analysis: Hypothesis Tes Unit – V Report Writing Documentation REFERENCES 1. Naresh Noida, 2. Donald New De	Data Analysis Types of Data Analysis - Univariate and Bivariate Analysis ting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Concesting	(Concepts) obts). Poort Structure of Writing a Report of Writing a Writing	and Layout esearch Reportation", 7th Edition	and - Gu	Inferuidelir	rential nes fo	6 Statistics. 6 Feetive Total:30 Education Education
Classification ar Unit – IV Data Analysis: Hypothesis Tes Unit – V Report Writing Documentation REFERENCES 1. Naresh Noida, 2. Donald New Do 3. O.R.Kri 2019.	Data Analysis Types of Data Analysis - Univariate and Bivariate Analysis ting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity	(Concepts) obts). Poort Structure of Writing a R Applied Orient arch Methods odology", 1st	and Layout esearch Reportation", 7th Edition, Hima	and - Gu - Gu ort.	Inferuidelir n, PeacGrav	rential nes fo	6 Statistics. 6 For Effective Total:30 Education, Education, Mumbai,
Classification ar Unit – IV Data Analysis: Hypothesis Tes Unit – V Report Writing Documentation REFERENCES 1. Naresh Noida, 2. Donald New De 3. O.R.Kri 2019. 4. Deepal 2015.	Data Analysis Types of Data Analysis - Univariate and Bivariate Analysis ting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Chi Square Test - T Test - Reliability and Validity (Concesting - Concesting	(Concepts) obts). Don't Structure of Writing a R Applied Orient obtained Methods odology", 1st and Cases", 2nd	and Layout esearch Reportation", 7th Edition, Hima d Edition, Vik	and - Gu ort. dition n, Ma	Inferuideliri, PeacGrav	rential nes for arson w Hill lishing,	6 Statistics. 6 For Effective Total:30 Education, Mumbai, New Delhi,

	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify the research process, Research Problem and literature review	Applying (K3)
CO2	analyze the criteria for evaluating data collection methods, and Preparation of Questionnaire Design.	Analyzing (K4)
CO3	evaluate the principles of sampling and data preparation to the contemporary business research problems	Evaluating (K5)
CO4	assess different types of testable hypotheses and interpret the statistical test	Applying (K3)
CO5	critically examine report writing styles.	Evaluating (K5)

Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	3	2							
CO2	2	3			negro exicó	71 - 5-11			
CO3	3	2	2	0					
CO4	3	2							
CO5	100	3			i michili Angel				

1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		17	33	33	17	2.2 -2 14.95-	100
CAT2		17	33	33	17	n - ,,,,	100
ETE		11	40	20	29	-	100

Signature of the Chairman

Board of Studies - Management Studies



			24MBL21 -	DATA ANALYSIS LA	BORATORY	1				==
Program Branch	mme &	Master of E	Business Adminis	tration	Trim.	Category	L	Т	Р	Credit
rerequ	uisites	Nil	α	-	2	CC	0	0	4	2
Preamble		The objective of this course is to provide hands on experience in data preparation and basic statistical analysis using software such as SPSS.								
LIST O	F EXPERI	MENTS / EXE	RCISES:			- 10 - 2× 10 - 210 - 2				
1.	Data prep Merging.	aration: Data	entry - Dealing wit	n Different Types of Da	ta – Multiple I	Response Se	ts –	Selec	cting -	Sorting-
2.	Ranking (Cases - Comp	oute New Variables			<u> </u>				
3.			r - Normal Distribu ıble - Chi - Square	ion - Mean, Median, M Analysis.	lode, Variance	e and Standar	d De	eviati	on - S	kewness
4.	Comparin	g Group mea	ns using parametri	c tests: t test, One Wa	y ANOVA					
5.	Comparin	g Group mea	ns using Non para	metric tests: Mann Whi	tney Test - Kr	uskal - Wall's	s Tes	st.		
										Total: 4
REFER	ENCES/ N	IANUAL /SOF	TWARE:		()	-13				
1.	Andy Fiel	d, "Discoverin	g Statistics Using	BM SPSS Statistics ",	6th Edition, S	age Publication	on, N	lew [Delhi,	2024.
2.	Andrei Be	esedin, "How t	o Learn Statistics	Jsing IBM SPSS Statis	tics", 1st Editi	on, MeriPush	itak,	New	Delhi	, 2018.
3.	George N		SPSS For Introduc	tory Statistics Use And	d Interpretatio	n ", 6th Editio	n, T	aylor	& Fra	ancis, Nev
4.		n, "Business	Statistics in Pract	ce: Using Data, Mode	ling, and Ana	llytics", 8th E	ditio	n, Mo	Grav	/ Hill, Nev
5.	Dinesh K	umar, "Busine	ess Analytics", 2nd	Edition, Wiley India, 2	021.					x
COURS	SE OUTCO	MES:				2	0.00			pped
On cor			the students will							t Level)
CO1	use statistical software for data preparation and summarise the data(make better analysis Understand (K and presentation of the data) Manipulation (S									
CO2	perform data cleaning activities and make better analysis and presentation of the data. Applying (K3), Manipulation (S2)								g (K3),	
CO3	find group differences using parametric and non - parametric test for a given data set. Applying (K3), Manipulation (S2)									
			Ma	apping of COs with	POs				•	
COs/P	Os	PO1	PO2	PO3	PO4	5 / 5 P	PO5			PO6
CO		2	3		2		-		-	
CO2	2	2	3	2	2	9				1
COS	3	2	3	14,5.6	2					
1 – Slig	ght, 2 – Mo	derate, 3 – Su	bstantial, BT- Bloc	om's Taxonomy					NEI	

Signature of the Chairman

Board of Studies - Management Studies





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Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	P	Credit
Prerequisites	NIL	3	cc	3	0	0	3
Preamble	The main aim of the course is to create awarenes Venture, Managing the Business.	s about Entrepreneu	urship, Busin	ess l	Plan,	Fina	ncing Nev
Unit – I	Introduction to Entrepreneur						
Introduction to	Entrepreneur: Nature and development of Entreprene of Entrepreneurship in Economic development – Entrep	eurship – The Entrep reneur characteristic	oreneurial de s.	cisio	n pro	cess	- Types o
Unit – II	Innovation and IPR						
Innovation and	IPR: Innovation – Types of Innovation – Application o leas –Product planning and development process – Inte	f Innovation in Busin llectual property – Pa	ess - Source atent Infringe	s of i ment	new i	deas	– Method
Unit – III	Business Plan						
vernure – produ plan- Business	uction plan – marketing plan – organization plan – fina Model Canvas.						
plan- Business Unit – IV Financing, Nev	Model Canvas. Financing New Venture	Commercial Banks	- Types of	Bank	Loa	ns –	Cash flo
plan- Business Unit – IV Financing Nev financing – Lon	Model Canvas.	Commercial Banks	- Types of	Bank	Loa	ns –	Cash flo
plan- Business Unit – IV Financing Nev financing – Lon Institutional sup	Model Canvas. Financing New Venture Venture: Internal and external sources of funds – g term Loans – Government grants and subsidy – venti port to entrepreneur.	Commercial Banks	- Types of	Bank	Loa	ns –	Cash flo
plan- Business Unit – IV Financing New financing – Lon Institutional sup Unit – V Managing, Gro Assessing the	Model Canvas. Financing New Venture Venture: Internal and external sources of funds – g term Loans – Government grants and subsidy – vent	Commercial Banks ure capital funding – exploitation – Growt	- Types of Institutional	Bank Finar	(Loance to	ins –) Entr	Cash flo
plan- Business Unit – IV Financing Nev financing – Lon Institutional sup Unit – V Managing, Gro Assessing the	Model Canvas. Financing New Venture Venture: Internal and external sources of funds – g term Loans – Government grants and subsidy – venture Managing, Growing The New Venture: wing The New Venture: new entry opportunity – Entry strategy for new entry entr	Commercial Banks ure capital funding – exploitation – Growt	- Types of Institutional	Bank Finar	(Loance to	ins –) Entr	Cash flo
plan- Business Unit – IV Financing Nev financing – Lon Institutional sup Unit – V Managing, Gro Assessing the	Model Canvas. Financing New Venture	Commercial Banks ure capital funding – exploitation – Growt	- Types of Institutional	Bank Finar	(Loance to	ins –) Entr	Cash floepreneur
plan- Business Unit – IV Financing Nev financing – Lon Institutional sup Unit – V Managing, Gro Assessing the Market develop REFERENCES 1. Robert Educat	Financing New Venture V Venture: Internal and external sources of funds — g term Loans — Government grants and subsidy — vent port to entrepreneur. Managing, Growing The New Venture wing The New Venture: new entry opportunity — Entry strategy for new entry opportunity — Entry strategies — Economic ment strategies — Diversification strategies — Economic D Hisrich, Michael P Peters, Dean A Shepherd, Sabyasion, 2020.	Commercial Banks ure capital funding – exploitation – Growth implication of growth	- Types of Institutional h strategies .	Bank Finar - Pe	C Loance to Loan	ns — Entr	Cash floepreneur
plan- Business Unit – IV Financing Nev financing – Lon Institutional sup Unit – V Managing, Gro Assessing the Market develop REFERENCES 1. Robert Educat 2. T. H. B New Di	Financing New Venture V Venture: Internal and external sources of funds — g term Loans — Government grants and subsidy — vent port to entrepreneur. Managing, Growing The New Venture wing The New Venture: new entry opportunity — Entry strategy for new entry ment strategies — Diversification strategies — Economic D Hisrich, Michael P Peters, Dean A Shepherd, Sabyas ion, 2020. yers, R. C. Dorf, A. Nelson, "Technology Ventures: Fror ethi, 2014.	Commercial Banks ure capital funding – exploitation – Growth implication of growth	- Types of Institutional h strategies eneurship" 11	Bank Finar - Pe th Ec	C Loading Load	ins — Dentron Still Edi	Cash floepreneur
plan- Business Unit – IV Financing Newfinancing – Lon Institutional sup Unit – V Managing, Gro Assessing the Market develop REFERENCES 1. Robert Educat 2. T. H. B New Do 3. Prasad Gurgac	Financing New Venture V Venture: Internal and external sources of funds — g term Loans — Government grants and subsidy — venti- port to entrepreneur. Managing, Growing The New Venture wing The New Venture: new entry opportunity — Entry strategy for new entry opportunity — Entry strategies — Economic D Hisrich, Michael P Peters, Dean A Shepherd, Sabyasion, 2020. yers, R. C. Dorf, A. Nelson, "Technology Ventures: Fromelhi, 2014. , Rohit, "Start-up sutra: what the angels won't tell you alon, 2013.	Commercial Banks ure capital funding – exploitation – Growth implication of growth sachi Sinha "Entrepre	- Types of Institutional h strategies - eneurship" 11 4th Edition, I	Bank Finar – Pe th Ec	Loance to Loance	ins — Dentron Still Edi	Cash floepreneur
plan- Business Unit – IV Financing Newfinancing – Lon Institutional sup Unit – V Managing, Gro Assessing the Market develop REFERENCES 1. Robert Educat 2. T. H. B New Do 3. Prasad Gurgac	Financing New Venture Venture: Internal and external sources of funds — g term Loans — Government grants and subsidy — vent- port to entrepreneur. Managing, Growing The New Venture wing The New Venture: new entry opportunity — Entry strategy for new entry opportunity — Entry strategies — Economic ment strategies — Diversification strategies — Economic D Hisrich, Michael P Peters, Dean A Shepherd, Sabyas ion, 2020. yers, R. C. Dorf, A. Nelson, "Technology Ventures: Froreihi, 2014. , Rohit, "Start-up sutra: what the angels won't tell you all	Commercial Banks ure capital funding – exploitation – Growth implication of growth sachi Sinha "Entrepre	- Types of Institutional h strategies - eneurship" 11 4th Edition, I	Bank Finar – Pe th Ec	Loance to Loance	ins — Dentron Still Edi	Cash floepreneur



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	understand the concepts of entrepreneurship and its importance	Understanding (K2)
CO2	examine the need of generating innovative business ideas and identify the legal issue in establishment of business.	Applying (K3)
СОЗ	interpret and examining the components of business plan	Analyzing (K4)
CO4	analyze the sources of finance and institutions supporting entrepreneurship	Analyzing (K4)
CO5	evaluate the entry level opportunities and growth strategies in new venture	Evaluating (K5)

	Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6					
CO1	3	(Lie appel) At	o law you - Away word	2	il e in - hat airtin c	2					
CO2		3	3	2		1-0-12-1400/17					
CO3				3	April 10145011	2					
CO4	3	El- a Fort si		1	2	Total Control					
CO5				-1	3	100					

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1		14	53	33			100
CAT2		14	33	33	20		100
ETE		6	45	39	10		100







	Z4WB132 WACKOEC	ONOMICS					
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	NIL	3	CC	3	0	0	3
Preamble	This course provides an overview of macroeconomic economic indicators, evaluate policy effectiveness, scenarios.	principles, policies, and apply theoreti	and challeng cal concepts	ges. : i to	Stude real-	ents w world	vill analyz economi
Unit – I	Introduction to Macroeconomics						
Macroeconomic NNP, and thei development inc Unit – II Fiscal Policy Objectives, tool	o Macroeconomics: Overview of Macroeconomics: Models: Classical, Keynesian, and Neoclassical perspresal calculation methods - Economic Growth and Devedicators - Key Concepts: Circular flow of income, producti Fiscal Policy and Monetary Policy and Monetary Policy: Fiscal Policy: Objectives, tools, and impact on money supply and interest rates - Policy and monetary policies - Policy Coordination: Intera	pectives - National I lopment: Factors in on possibilities fronti s, and impact on a icy Evaluation: Effec	ncome Accor ifluencing greer, and the bu ggregate de tiveness, limi	untin owth usine mand tation	g: Gl , me ss cy d - N ns, al	OP, G asure cle. Moneta	SNP, NDI ment, an ary Polic allenges
coordination me							
Inflation and D	eflation: Causes of Inflation: Demand-pull, cost-push, ar	nd structural factors -	Effects of In	flatio	n: Pu	ırchas	ing powe
income distribut	tion, and economic stability - Measurement of Inflation: C ations - Policy Responses: Monetary and fiscal policy mea	onsumer Price Index	(CPI), Produ	icer F	rice	Index	(PPI), an
ппакон ехреск		asures to address int	lation and del	flatio	nary į	oressu	ires.
Unit – IV	Business Cycle and Economic Indicators			flatio	nary į	oressi	ires.
Unit – IV Business Cycle - Economic Inc		rpansion, peak, conti ons, and business	raction, troug	flatio	nary p	ir cha	ires. racteristic
Unit – IV Business Cycle - Economic Inc	Business Cycle and Economic Indicators e and Economic Indicators: Business Cycle Phases: Edicators: Leading and lagging indicators, GDP revision	rpansion, peak, conti ons, and business	raction, troug	flatio	nary p	ir cha	ires. racteristic
Unit – IV Business Cycle - Economic Inc Countercyclical Unit – V Global Macroel Impacts on ecol	Business Cycle and Economic Indicators e and Economic Indicators: Business Cycle Phases: Excitators: Leading and lagging indicators, GDP revision policies, automatic stabilizers, and challenges in managing Global Macroeconomic Issues economic Issues: Income Inequality: Causes, consequences, risks, and regulatory challenges - Environmental endevelopment goals - International Policy Coordination	xpansion, peak, contons, and business og business cycle fluquences, and policy Sustainability: Econo	raction, troug cycle analysictuations. responses omic growth c	nation h, an is - Fir lispa	d the	ir cha icy In al Glo	racteristic racteristic rplication: bbalization te change
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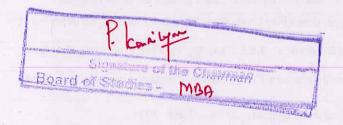


	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify and describe different economic indicators used to assess economic performance and stability	Applying (K3)
CO2	interpret and analyze economic data to understand trends in national income, inflation rates, and business cycle phases.	Analyzing (K4)
соз	evaluate macroeconomic models to analyze the effects of fiscal and monetary policies on aggregate demand, inflation, and economic growth	Evaluating (K5)
CO4	analyze and compare different theories of the business cycle and their policy implications	Analyzing (K4)
CO5	evaluating policy conflicts and coordination challenges between fiscal and monetary authorities.	Evaluating (K5)

Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6				
CO1	3	. 2	1							
CO2	3	2	1000	feelen Work fe	يتسريب ليتدرين					
CO3	3	2	1		The state of the s					
CO4	3	2	1	one manufacture and the						
CO5	3	2	1		nemark Ticher					

ASSESSMENT PATTERN - THEORY										
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota			
CAT1	-	17	33	33	17	IX	100			
CAT2		17	33	33	17		100			
ETE		6	25	40	29		100			

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

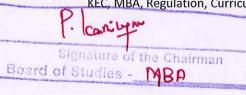




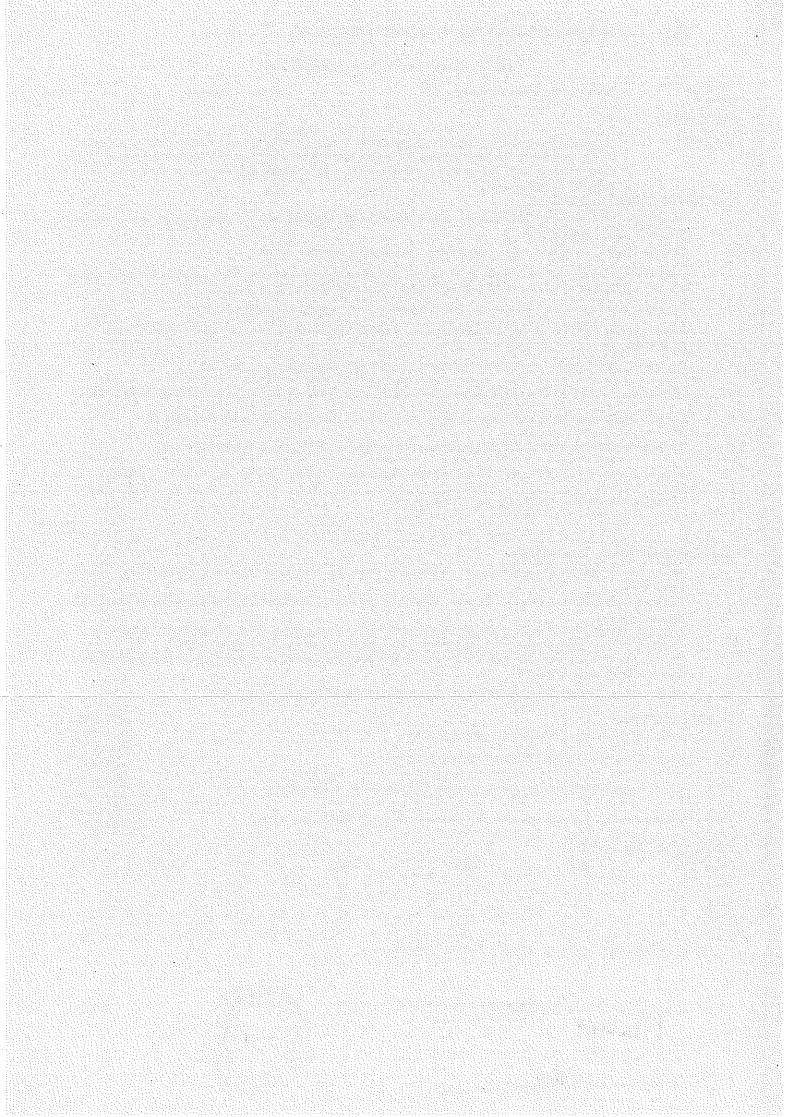


	amme&	Master of Busine	ess Administration		Trim.	Category	L	Т	Р	Credit
Branc	quisites	Nil			NA POPULATION OF THE PARTY OF T	cutogoty				2
					4		0	0	4	
Pream	e .	through creation of knowledge and a the communication		cuments and oral	oresentation	s. This allows	the s	tuder	nts to	gain
LIST		MENTS / EXERCISES								
1.		on skills: Involving mus from a prospect etc)	Iltiparty-Sales Negotiation	on (eg. Closing a d	leal, handlin	g challenging	prosp	ects,	hand	lling
2.	Effective (Communications : Pla	anning, conducting, reco	ording and reportir	g meetings					
3.			s : Role Play – various and subordinate in office				munic	ation	betwe	een
1.	Business	Correspondence : Er	nail writing and its etiqu	ettes (Subject, cor	ntent and att	achment)				
5.	Communi negatives		roups :Current trends /	News Presentation	n& Question	ing (eg. CGI A	\ds p	ositivi	es an	d
6.	Decision r	making :Decision Tre	e analysis for a problen	n. (Eg. Choosing e	lectives duri	ng II Tri)				
7.	Conflict R	esolution: Role Play	- Business scenarios (E	g. Arguing custom	ers, handlin	g dissatisfied	custo	mers	etc.)	
3.	Listening	Skills: Listening to a	audio file, students sho	uld answer MCQs.	(Eg. Jio Anı	nual meet spe	ech)			
Э.	Types of	Thinking: Idea genera	ation for promoting a pro	oduct / service (PP	T) (eg. Diet	hotel promotion	on)			414
10.	Speaking	Lust a minuta & Dua								
	Opeaking.	Just a minute & bus	iness Telephonic conve	ersation (eg. Cold	call in promo	ting a produc	t, Spe	aking	to a	vendor.)
			rative and not exhaustiv		call in promo	ting a produc	t, Spe	eaking	to a	vendor.)
					call in promo	ting a produc	t, Sp∈	aking	y to a	
2	*The exam		ative and not exhaustiv		call in promo	ting a produc	t, Spe	eaking	y to a	
REFE	*The exam	nples given are illustr ANUAL /SOFTWARI	ative and not exhaustiv	re.			7			Total:4
REFEI	*The exam RENCES/ M. Shikha Ka Delhi, 202	ANUAL /SOFTWARI apoor, "Personality de 0. H. Wentz, "A Workbo	rative and not exhaustiv	lls : Preparing for t	omorrow", 1	st Edition, Dre	eam T	ech f	Press,	Total:4
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KEC, MBA, Regulation, Curriculum and Syllabus – R2024









	24MBT41 CORPORAT	E STRATEGY					
Programme & Branch	Master of Business Administration	Trim.	Category	L	Ţ	Р	Credit
Prerequisites	NIL	5	CC	3	0	0	3
Preamble	This course enlightens the learners with the concimplementation. The students can equip themselv functional strategies to respond to business situation	es with strategic mana	ysis, strategy agement tools	forn and	nulati tren	on ar ds, ar	nd develor
Unit – I	Strategic Management &Strategy Analysis I						•
General Environ	gement - Process - Values, Vision, and Mission Statem iment – Scanning and Monitoring - PEST Analysis. /ironment: Porter's Five Forces Framework-Value Net-		- Framework				
Unit – II	Strategy Analysis II						
Internal Environ Resource Base Organization Pe	ment: Value Chain Analysis - SWOT Analysis. d View Strategy: Resources - Core Competencies- [erformance.	Distinctive Capabilities	- Competitive	e Ad	vanta	ige –	Assessing
Unit – III	Business and Corporate Level Strategy						(
Corporate Leve	Strategy: Cost Leadership, Differentiation and Focus S Strategy: Growth Strategies - Related and Unrela	ated Diversification - I	Portfolio Ana	lysis	- B(ЗĞМ	atrix – GE
Corporate Leve McKinsey Matri: Unit – IV International St	el Strategy: Growth Strategies - Related and Unrela	ated Diversification - I	Portfolio Ana	lysis	- B()G M	atrix – Gi
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Corporate Leve McKinsey Matri: Unit – IV International Strategy Unit – V Organizational Strategic Leade REFERENCES 1. Anthon 2. John A Edition 3. Cenga 4. Pearson	International Strategy and Globalization rategy-MNC Goals – Factors – Types-Entry Mode Strategy-MNC Goals – Factors – Types-Entry Mode Strategy Implementation Strategy Implementation Structures-Organizational Processes – Strategic Control or Ship - Leadership Organization-Impact of Leadership y E. Henry, "Understanding Strategic Management", 4 Pearce II, Richard B. Robinson, AmitaMital, "Strategic, McGraw Hill Education, New Delhi, 2018. A. Hitt, Duane Ireland R, Robert E. Hoskisson, "Strategic A. Hitt, Duane Ireland R, Robert E. Hoskisson, "Strategic Management", 4 Strategy Implementation Strategy Implement	ated Diversification - I ategies-Porter's Diamo of System - Strategic Con Vision, Valueand Co th Edition, Oxford University C Management Formulaegic Management: Corepts: a Competitive Accepts:	nd of Compe hange. ulture – Leadi ersity Press, I	lysis Intitive Intitue Intitive Intitue	Adv	antage gic Ch , 2021 nd Co	atrix - G atrix - G Be- Myths of the control of t

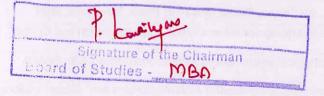


	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	assess the strategic decisions that organizations make and have an ability to engage in strategic planning	Applying (K3)
CO2	apply the basic concepts, principles and practices associated with strategy formulation	Applying (K3)
СОЗ	appraise a strategic plan that considers on different corporate and business level strategy	Evaluating (K5)
CO4	analysis international strategy adoption for multinational corporations.	Analyzing (K4)
CO5	evaluate and design effective strategy implementation from holistic and multi-functional perspectives	Evaluating (K5)

Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	3	2			percentage !	Lander-hard			
CO2	3								
CO3	3	2			1	La Tal District			
CO4	3				2	al Historia			
CO5		3				The Departs			

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1		17	33	17	33		100
CAT2		17	33	17	33		100
ETE	_	6	25	40	29		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)







		24MBT51 SUSTAINABILIT	TY MANAGEMENT					
Program Branch	nme &	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequi	isites		3/4/5/6	С	3	0	0	3
Preamble	е	To provide knowledge and insight into Fundame Governance and ethical Practices and sustainability		ment and G	reen	Initia	atives	, the bes
Unit – I		Environment & Green Initiative						(
Eneray (Consum	otections - Need - Policies - Environmental Permits ption - Successful Indian Cases - Features of Energy rbon emission - Resource Efficiency - Renewably Energy	y Conservation Act - G	reen Initiative	s - F	ollut	ion At	eriences patement
Unit – II		Corporate Social Responsibility						(
Meaning CSR Ac Challeng	tivities	ainability and CSR - CSR Under Companies Act - CS - Mapping SDCs with CSR Programmes - CSR R	SR Committee - CSR Po Reporting - ESG Inves	olices - CSR stment - Cha	Imple	emer eristic	ntation cs -	r - Specific Benefits
Unit – III	1	Corporate Governance						(
Corporat	te Gove	delines - Gender Diversity in Boards in India - Disclornance - Posh Act Features.	osures III Corporate - 1	vvensite Disc	iosui			
Corporat Unit – IV Busines	te Gove / ss Ethic	rnance - Posh Act Features. Business Ethics	- Ethical Dilemma - Ste					
Corporat Unit – IV Busines	te Gove / ss Ethic and Co	rnance - Posh Act Features. Business Ethics s: Meaning and Features - Fundamental Principles -	- Ethical Dilemma - Ste					(ma - Code
Corporat Unit – IV Busines of Ethics Unit – V Sustaina	te Gove V ss Ethic s and Co	rnance - Posh Act Features. Business Ethics s: Meaning and Features - Fundamental Principles - ode of Conduct - Common Business Ethical Issues - C	- Ethical Dilemma - Ste Case lets, vernment and Regulatio	ps to Resolv	e Eth	iical I	Dilem	ma - Cod
Corporat Unit – IV Busines of Ethics Unit – V Sustaina	te Gove V ss Ethic s and Co	rnance - Posh Act Features. Business Ethics	- Ethical Dilemma - Ste Case lets, vernment and Regulatio	ps to Resolv	e Eth	iical I	Dilem	ma - Cod
Corporat Unit – IV Busines of Ethics Unit – V Sustaina	te Gove / ss Ethic s and Co / ability Au mework	rnance - Posh Act Features. Business Ethics	- Ethical Dilemma - Ste Case lets, vernment and Regulatio	ps to Resolv	e Eth	iical I	Dilem	(ma - Code
Corporat Unit – IV Busines of Ethics Unit – V Sustaina GRI Frar	te Gove / ss Ethic s and Co / ability Au mework ENCES: Rear A	rnance - Posh Act Features. Business Ethics	- Ethical Dilemma - Ste Case lets. vernment and Regulationg.	ps to Resolvi	e Eth	ical I	Dilemi	ma - Codo amework Total:3
Corporat Unit – IV Busines of Ethics Unit – V Sustaina GRI Frar REFERE 1. 2.	te Gove V ss Ethic s and Co ability Au mework ENCES: Rear Av Principle Vipul Ar	rnance - Posh Act Features. Business Ethics See: Meaning and Features - Fundamental Principles - Orde of Conduct - Common Business Ethical Issues - Common Business Ethical Issues - Component & Sustainability Reporting udit - ESG Reporting - Emerging Mandates from Goven - Business Responsibility and Sustainability Reporting dmiral Sanjay Roye., "Decoding ESG - A Component - A Component - Possible - Possible - A Component - Possible - Possible - Possible - A Component - Possible	- Ethical Dilemma - Ste Case lets. vernment and Regulationg. rehensive Guide to Er	ps to Resolvens - Integrate	ee Ethee Etheed Re	eporti	Dileming Fr	ma - Code ma - Code code for the code of the code o
Corporat Unit – IV Busines of Ethics Unit – V Sustaina GRI Frar REFERE 1. 2. 1	te Gove V ss Ethic s and Co ability Au mework ENCES: Rear A Principle Vipul Ar Nirbhay 2024	rnance - Posh Act Features. Business Ethics s: Meaning and Features - Fundamental Principles - ode of Conduct - Common Business Ethical Issues - Common Business From Gov. - Business Responsibility Reporting Mandates from Gov Business Responsibility and Sustainability Reporting Mandates from Gov Business Responsibility Reporting Responsi	- Ethical Dilemma - Ste Case lets. Vernment and Regulations. rehensive Guide to Ens., 2024.	ps to Resolvens - Integrate	Soco	ical I le production de la composition della com	Dileming Fr	ma - Code ma - Code amework Total:3
Corporat Unit – IV Busines of Ethics Unit – V Sustaina GRI Frar REFERE 1. 2. 3.	te Gove V as Ethic and Co ability Au mework ENCES: Rear Ac Principle Vipul Ar Nirbhay 2024 Dr. Gari	rnance - Posh Act Features. Business Ethics See: Meaning and Features - Fundamental Principles - Orde of Conduct - Common Business Ethical Issues - Common Business Ethical Issues - Component & Sustainability Reporting udit - ESG Reporting - Emerging Mandates from Goven - Business Responsibility and Sustainability Reporting dmiral Sanjay Roye., "Decoding ESG - A Component - A Component - Possible - Possible - A Component - Possible - Possible - Possible - A Component - Possible	- Ethical Dilemma - Ste Case lets. Vernment and Regulations. rehensive Guide to Ens., 2024.	ps to Resolvens - Integrate	Soco	ical I le production de la composition della com	Dileming Fr	ma - Code ma - Code amework Total:3



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	explain the components of environment policy and green initiatives leading to increasing resource efficiency.	Understanding (K2)
CO2	identify and implement suitable CSR activities in organization.	Applying (K3)
СОЗ	examine the impact of legal framework on corporate governance.	Analyzing (K4)
CO4	understand ethical concepts and evaluate the ethical issues in business context.	Evaluating (K5)
CO5	demonstrate the process of sustainability auditing and Reporting	Evaluating (K5)

			Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6						
CO1						3						
CO2						3						
CO3	Me da dia Ray	Mi - elitecco	al remode to be w	1/		3						
CO4						3						
CO5				1	Mind Sabarana	3						

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ASSESSMENT	PALIERN	- THEORY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1		17	66	17	haredali - lacul		100
CAT2	<u></u>	17		17	66		100
ETE		10	20	30	40		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman





Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	The course is designed to deep in students comprete the portfolio construction. Through this course, see analyze the risk and return profile of securities, technical analysis tools and construct well optimize	tudents will gain the s perform macroeconor	kills to asse	ss inv	estm/	ent al	ternatives is, emplo
Unit – I	Introduction to Investment and Securities						
	Investment and Securities: Investment Objectives rnatives- Sources of Investment Information- Securities			Inves	stmen	t and	Gambling
Unit – II	Capital Market& Risk and Return						
Exchanges in Ir	largin and Settlement of Shares- Regulating Frame idia – Indices- Depositories in India. n: Components- Elements-Measures of Risk-Capital					gulatio	ons- Stoc
Unit – III	Fundamental Analysis						
Fundamental <i>F</i>	Analysis: Economic Analysis – Forecasting Model, In	dustry Analysis, Comp	any Analysis	– Me	asurii	ng Eai	rnings.
Unit – IV	Technical Analysis						
Technical Ana	Ilysis: Need and Importance-Fundamental Vs Tecl Theory-Efficient Market Theory.	nnical-Tools of Techn	ical Analysis	– C	harts,	Indic	1
Technical Ana Oscillators-Dow	Theory-Efficient Market Theory.	hnical-Tools of Techn	ical Analysis	- c	harts,	Indic	1
Technical Ana Oscillators-Dow Unit – V Portfolio Analy							
Technical Ana Oscillators-Dow Unit – V Portfolio Analy	Theory-Efficient Market Theory. Portfolio Analysis rsis: Approaches in Portfolio Construction-Portfolio TI						
Technical Ana Oscillators-Dow Unit – V Portfolio Analy Sharpe, Treyno	Theory-Efficient Market Theory. Portfolio Analysis rsis: Approaches in Portfolio Construction-Portfolio TI r's and Jensen's Measure-Portfolio Revision.						ation –
Technical Ana Oscillators-Dow Unit – V Portfolio Analy Sharpe, Treyno	Theory-Efficient Market Theory. Portfolio Analysis rsis: Approaches in Portfolio Construction-Portfolio TI r's and Jensen's Measure-Portfolio Revision.	heory-Markowitz Mode	I-Portfolio Pe	rform	ance	Evalu	 ation – Total:3
Technical Ana Oscillators-Dow Unit – V Portfolio Analy Sharpe, Treyno REFERENCES 1. Prasan 2021.	Theory-Efficient Market Theory. Portfolio Analysis rsis: Approaches in Portfolio Construction-Portfolio TI r's and Jensen's Measure-Portfolio Revision.	neory-Markowitz Mode	I-Portfolio Pe	rform	ance	Evalu	ation – Total:3
Technical Ana Oscillators-Dow Unit – V Portfolio Analy Sharpe, Treyno REFERENCES 1. Prasan 2021. 2. Punitha	Theory-Efficient Market Theory. Portfolio Analysis rsis: Approaches in Portfolio Construction-Portfolio Tl r's and Jensen's Measure-Portfolio Revision. : na Chandra, "Investment Analysis and Portfolio Mana	heory-Markowitz Mode ngement",6th Edition, Magement",2nd Edition,	I-Portfolio Pe AcGraw Hill E Vikas Publis	rform duca	ance tion, f	Evalu New D	Total:3
Technical Ana Oscillators-Dow Unit - V Portfolio Analy Sharpe, Treyno REFERENCES 1. Prasan 2021. 2. Punitha 3. M Rang 2015. 4. K Sasic Delhi, 2	Portfolio Analysis rsis: Approaches in Portfolio Construction-Portfolio TI r's and Jensen's Measure-Portfolio Revision. : na Chandra, "Investment Analysis and Portfolio Manalysis and Portfolio Mana	neory-Markowitz Mode agement",6th Edition, M agement", 2nd Edition, tfolio Management", 2nd	I-Portfolio Pe McGraw Hill E Vikas Publis nd Edition, Pe	duca duca hing, aarso	ance tion, f New n Edu Hill E	Evalu New D Delhi, catior	Total:3 Pelhi, 2013. n, Noida, ion, New

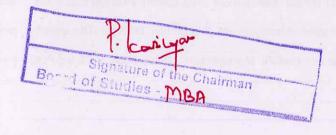


	OURSE OUTCOMES: n completion of the course, the students will be able to			
CO1	analyze the knowledge of investment and securities	Applying (K3)		
CO2	analyze knowledge of primary and secondary market operations in real world scenarios.	Analyzing (K4)		
СОЗ	evaluate macroeconomic, industry and fundamental analysis techniques to evaluate investment opportunities and risk.	Evaluating (K5)		
CO4	analyze securities using technical analysis tools and methods to identify trends, patterns and potential entry / exist points.	Analyzing (K4)		
CO5	evaluate the risk and return profits of securities and investment portfolio incorporating factors such as volatility beta and risk - adjusted returns.	Evaluating (K5)		

			Mapping of COs v	with POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3		2	ni Askannina ta	1 30 10
CO2	2	3		2		1.81.
CO3		3		2		1
CO4		3		2	of the feet may	
CO5	2	3		2		e stille yi

		ASSESSMEI	NT PATTER!	N - THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total
CAT1		10	30	30	30		100
CAT2	1 	10	30	30	30		100
ETE		10	30	35	25		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)







				GEMENT	KING CAPITAL MANA	24MBE02 WORKING	
Cred	ТР	L	Category	Trim.		Master of Business Administration	rogramme & Iranch
3	0 0	3	FE	3/4/5/6			rerequisites
					oping skills in evaluat	This course aims to provide a conceptual for value creation. It focuses on developing inventory management and acquiring working	reamble
						Working Capital Management	Init – I
nd Banki						Management: Assessment of Average Requommittee, Chore Committee - Digital Transform	
						Receivables Management	Init – II
oles- Cre	licy Variab	lit Po	Policy - Cred	num Credit	lature and Goals - Opti	nagement: Objectives- Credit Policy - Nature oring Receivables.	
						Inventory Management	lnit – III
						bolouge Anchiele of Investment in Inventory	/lanagement Te
aging Ca					Role in Cash Manageme	chniques- Analysis of Investment in Inventory- Cash Management: ent: Digital Payment System and their Role in	Jnit – IV Cash Managem
aging Ca					Role in Cash Manageme	Cash Management: ent: Digital Payment System and their Role in bisbursements- Optimal Cash Balance Model.	Init – IV Cash Managem Collections and
1	nent-Mana	nager	of Cash Mar	nt - Facets	Role in Cash Managemo Model.	Cash Management: ent: Digital Payment System and their Role in bisbursements- Optimal Cash Balance Model. Working Capital Finance	Init – IV Cash Managem Collections and Unit – V
1	nent-Mana	nager	of Cash Mar	nt - Facets Working C	Role in Cash Manageme Model. other current liabilities	Cash Management: ent: Digital Payment System and their Role in bisbursements- Optimal Cash Balance Model.	Init – IV Cash Managem Collections and Init – V Vorking Capita
1	nent-Mana	nager	of Cash Mar	nt - Facets Working C	Role in Cash Manageme Model. other current liabilities	Cash Management: ent: Digital Payment System and their Role in bisbursements- Optimal Cash Balance Model. Working Capital Finance Finance: Accruals-Trade Credit and other	Init – IV Cash Managem Collections and Init – V Vorking Capita
Lial Banl	nent-Mana	nager	of Cash Mar	nt - Facets Working C	Role in Cash Manageme Model. other current liabilities	Cash Management: ent: Digital Payment System and their Role in bisbursements- Optimal Cash Balance Model. Working Capital Finance Finance: Accruals-Trade Credit and other	Init – IV Cash Managem Collections and Init – V Vorking Capita
Lial Banl	nent-Mana	nager	of Cash Mar apital Advand	nt - Facets Working Caper,	Role in Cash Managemondel. other current liabilities peposits, Commercial Posits.	Cash Management: ent: Digital Payment System and their Role in bisbursements- Optimal Cash Balance Model. Working Capital Finance Finance: Accruals-Trade Credit and other	Init – IV Cash Managem Collections and Unit – V Vorking Capita Certificate of De
Total:	nent-Mana	nager	of Cash Mar apital Advanc	nt - Facets Working Caper.	Role in Cash Manageme Model. other current liabilities Deposits, Commercial Po on, Pearson Education,	Cash Management: ent: Digital Payment System and their Role in bisbursements- Optimal Cash Balance Model. Working Capital Finance Finance: Accruals-Trade Credit and other osits, Public Deposits, Inter-corporate Deposit	Init – IV Cash Managem Collections and Unit – V Vorking Capitz Certificate of De REFERENCES: 1. Pandey
Total:	Commerc	nager ce by	apital Advance 1. dition, PHI Le	nt - Facets Working Caper. Noida, 202 ues", 3rd Eching, New	Role in Cash Manageme Model. other current liabilities- Deposits, Commercial Paragements, Commercial	Cash Management: ent: Digital Payment System and their Role in bisbursements- Optimal Cash Balance Model. Working Capital Finance Finance: Accruals-Trade Credit and other osits, Public Deposits, Inter-corporate Deposit M, "Financial Management", 12th Edition, Per arya H, "Working Capital Management: Strate K, "Working Capital Management", 1st Edition	Init – IV Cash Managem Collections and Unit – V Vorking Capita Certificate of De REFERENCES: 1. Pandey 2. Bhattac 3. Bhalla V
Total:	Commerc	nager ce by	apital Advance 1. dition, PHI Le	nt - Facets Working Caper. Noida, 202 ues", 3rd Eching, New	Role in Cash Manageme Model. other current liabilities Deposits, Commercial Poor, Pearson Education, Strategies and Techniq Edition, S. Chand Public Management & Finance	Cash Management: ent: Digital Payment System and their Role in bisbursements- Optimal Cash Balance Model. Working Capital Finance Finance: Accruals-Trade Credit and other osits, Public Deposits, Inter-corporate Deposit M, "Financial Management", 12th Edition, Per arya H, "Working Capital Management: Strate	Init – IV Cash Managem Collections and Unit – V Vorking Capita Certificate of De REFERENCES: 1. Pandey 2. Bhattac 3. Bhalla V



The second second second	DURSE OUTCOMES: n completion of the course, the students will be able to			
CO1	apply the impact of technologies on effective working capital management practices.	Applying (K3)		
CO2	implement the impact and effectiveness of various credit policies in managing receivables and mitigating credit risk.	Applying (K3)		
СОЗ	examine optimal inventory management techniques based on real world data analysis.	Evaluating (K5)		
CO4	analyze digital payment systems and their role in improving cash management efficiency and transaction process.	Analyzing (K4)		
CO5	evaluate regulatory changes and their impact on working capital finance strategies.	Evaluating (K5)		

Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6				
CO1	3	2		2						
CO2	3	2		2						
CO3	2	. 3		2	all toward maths of					
CO4	2	3		2	الوطائل لأسالها					
CO5	3	2	The same of the sa	, 2		T. William				

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ASSES	SMENT	PALIFRI	I - THEORY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		10	30	30	30	 ,	100
CAT2		10	30	35	25	-	100
ETE	Smit windowski	10	30	35	25		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman Board of Studies - MBA





		AND FINANCIAL SERV	いたち	MARKET BARRET	range (
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	P	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	This course provides a comprehensive understandi their operational components and recent developments			l ser	vices	focu	sing on
Unit – I	Merchant Banking		50 (St. 1955) (St. 1956)				
	king: Functions - Regulatory Framework - SEBI Reg nant Banking in India.	julations on Merchant I	3ankers - SE	ВІ С	Suide	lines	on Capit
Unit – II	Public Issue Management						
Marketing of Ne	anagement – Mechanism - Categories of Securities I w Issues – Pre Issue Activities - Post Issue Activities -	– Pricing - Laws Relatir	g to Issue Ma	anag	jemei	osue nt.	iviai iayel
Unit - III	Role of Merchant Banker						
Unit IV	Fee Based Management Services	0 1					
Unit – IV Fee Based Mar		ory Services - Corporate	e Restructurir	ng -F	ortfo	lio Ma	 nnageme
Registrar - Brok Unit - IV Fee Based Mar Services - Cred Unit - V	Fee Based Management Services nagement Services – Merger and Acquisition Adviso	ory Services - Corporate	Restructurir	ng -F	ortfo	lio Ma	nnagemei
Unit – IV Fee Based Mar Services - Cred Unit – V Fund Based Fi	Fee Based Management Services nagement Services – Merger and Acquisition Adviso it Syndication - Credit Rating - Mutual Funds.	nancial Evaluation and	Implications-	Con	sume	er Cre	dit - Crec und base
Unit - IV Fee Based Mar Services - Cred Unit - V Fund Based Fi Cards - Real Es Service.	Fee Based Management Services nagement Services – Merger and Acquisition Adviso it Syndication - Credit Rating - Mutual Funds. Fund Based Financial Services nancial Services – Leasing and Hire Purchasing - Fiestate Financing - Bills Discounting - Factoring and Forf	nancial Evaluation and	Implications-	Con	sume	er Cre	 dit - Cred
Unit - IV Fee Based Mar Services - Cred Unit - V Fund Based Fi Cards - Real Es Service.	Fee Based Management Services nagement Services – Merger and Acquisition Adviso it Syndication - Credit Rating - Mutual Funds. Fund Based Financial Services nancial Services – Leasing and Hire Purchasing - Financial Financing - Bills Discounting - Factoring and Forf	nancial Evaluation and feiting - Venture Capital	Implications- - Ethical Cor	Con	sume	er Cre	dit - Crec
Unit IV Fee Based Mar Services - Cred Unit V Fund Based Fi Cards - Real Es Service. REFERENCES:	Fee Based Management Services nagement Services – Merger and Acquisition Adviso it Syndication - Credit Rating - Mutual Funds. Fund Based Financial Services nancial Services – Leasing and Hire Purchasing - Fiestate Financing - Bills Discounting - Factoring and Forf	nancial Evaluation and feiting - Venture Capital ducation, New Delhi, 20	Implications- - Ethical Cor	Con nside	sume eratio	er Cre	dit - Crec und base Total:3
Unit - IV Fee Based Mar Services - Cred Unit - V Fund Based Fi Cards - Real Es Service. REFERENCES 1. Khan M 2. Madhu 2017.	Fee Based Management Services nagement Services - Merger and Acquisition Adviso it Syndication - Credit Rating - Mutual Funds. Fund Based Financial Services nancial Services - Leasing and Hire Purchasing - Firstate Financing - Bills Discounting - Factoring and Forf	nancial Evaluation and feiting - Venture Capital ducation, New Delhi, 20 Services", 2nd Edition,	Implications- - Ethical Cor 19. McGraw Hill I	Con nside	sume eratio	er Cre	dit - Crec und base Total:3
Unit - IV Fee Based Mar Services - Cred Unit - V Fund Based Fi Cards - Real Es Service. REFERENCES 1. Khan M 2. Madhu 2017. 3. H.R.Ma	Fee Based Management Services nagement Services – Merger and Acquisition Adviso it Syndication - Credit Rating - Mutual Funds. Fund Based Financial Services nancial Services – Leasing and Hire Purchasing - Financial Financing - Bills Discounting - Factoring and Forf the State Financial Services, 10th Edition, McGraw Hill Edition, Swati Dhawan, "Merchant Banking and Financial Services", 10th Edition, McGraw Hill Edition, Swati Dhawan, "Merchant Banking and Financial Services", 10th Edition, McGraw Hill Edition, Swati Dhawan, "Merchant Banking and Financial Services", 10th Edition, McGraw Hill Edition, Swati Dhawan, "Merchant Banking and Financial Services", 10th Edition, McGraw Hill Edition, Swati Dhawan, "Merchant Banking and Financial Services", 10th Edition, McGraw Hill Ed	nancial Evaluation and feiting - Venture Capital ducation, New Delhi, 20 Services", 2nd Edition, ternational, New Delhi,	Implications- - Ethical Cor 19. McGraw Hill I	Con nside	sume eratio	er Cre	dit - Crec und base Total:3



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the different regulatory frame work and SEBI guidelines related to merchant banking and capital markets.	Applying (K3)
CO2	describe the mechanism and categories of securities in public issue management.	Applying (K3)
СОЗ	evaluate the stages of prospectus preparation and underwriting process in the role of merchant banker.	Evaluating (K5)
CO4	analyze the role of merchant banker in portfolio management, credit syndication and credit rating.	Analyzing (K4)
CO5	assess the risk - return profile of venture capital investments in fund based financial services considering market trends and regulatory factors to optimal portfolio performance.	Evaluating (K5)

Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	3			2					
CO2	3		aging photogrammers.	2					
CO3	3	2		2					
CO4	3	3		1		All beautiful			
CO5		3		Etanya 16 ya 16a		balloum of			

Stand Land Lang	- Hartral and Jon A	ASSESSMEN	T PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1	:	10	30	30	30		100
CAT2	-	10	35	25	30		100
ETE		10	30	30	30		100

Signature of the Chairman
Board of Studies - MBA





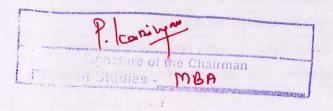
	24MBE04 FINANCIAL	DERIVATIVES					
Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	This course is designed to know about various finantiable to understand the concept of derivatives and valedging techniques and option trading mechanism.						
Unit – I	Financial Derivatives						
growth of deriva	ratives: Introduction – Types of financial derivatives - tives – functions of derivatives markets – Exchange tr rket in India - Derivatives Trading at NSE / BSE Base	aded Versus OTC der					
Unit – II	Futures & Forwards						
	vards: Futures & Forward Contract Differences - For ng and Short Forward Contract, Mark to Margin, O - Basis Risk.						
Unit – III	Options						
European Call/F Unit – IV Option Pricing	Of Option - Basic Principles of Option Trading - Payo Put : Upper Bound Price, Lower Bound Price Option Strategies and Valuation : Factors affecting Option Pricing - Option pricing mod	dels: Binomial model,	Black – Scho	les- N	Mertoi	n mod	el – Basio
European Call/F Unit – IV Option Pricing	Out: Upper Bound Price, Lower Bound Price Option Strategies and Valuation : Factors affecting Option Pricing - Option pricing modes: Covered Calls ,Protective Puts , Straddle , Strips ,	dels: Binomial model,	Black – Scho	les- N	Mertoi	n mod	el – Basic
European Call/F Unit – IV Option Pricing option strategies Calendar Sprea Unit – V	Out: Upper Bound Price, Lower Bound Price Option Strategies and Valuation : Factors affecting Option Pricing - Option pricing modes: Covered Calls ,Protective Puts , Straddle , Strips , ds. Swaps	dels: Binomial model, l Straps , Strangles , Be	Black – Scho ear Spread ,	les- M Butte	Mertoi rfly S	n mod trategy	el – Basic
European Call/F Unit – IV Option Pricing option strategies Calendar Sprea Unit – V	Out: Upper Bound Price, Lower Bound Price Option Strategies and Valuation : Factors affecting Option Pricing - Option pricing modes: Covered Calls ,Protective Puts , Straddle , Strips , ds. Swaps of And Nature, Evolution of Swap Market, Features of	dels: Binomial model, l Straps , Strangles , Be	Black – Scho ear Spread ,	les- M Butte	Mertoi rfly S	n mod trategy	el – Basid y , Ing Swaps
European Call/F Unit – IV Option Pricing option strategies Calendar Sprea Unit – V Swaps: Concep	Option Strategies and Valuation : Factors affecting Option Pricing - Option pricing modes: Covered Calls ,Protective Puts , Straddle , Strips , ds. Swaps of And Nature, Evolution of Swap Market, Features of patients.	dels: Binomial model, l Straps , Strangles , Be	Black – Scho ear Spread ,	les- M Butte	Mertoi rfly S	n mod trategy	el – Basid
European Call/F Unit – IV Option Pricing option strategies Calendar Sprea Unit – V Swaps: Concep Pricing and Valu REFERENCES:	Option Strategies and Valuation : Factors affecting Option Pricing - Option pricing modes: Covered Calls ,Protective Puts , Straddle , Strips , ds. Swaps of And Nature, Evolution of Swap Market, Features of patients.	dels: Binomial model, Straps , Strangles , Bo Swaps, Major Types o	Black – Scho ear Spread , of Swaps, Ma	les- M Butte	Mertor rfly Sa	n mod trategy sk Usi	el – Basid y , l ng Swaps
European Call/F Unit – IV Option Pricing option strategies Calendar Sprea Unit – V Swaps: Concep Pricing and Valu REFERENCES: 1. Gupta S	Option Strategies and Valuation : Factors affecting Option Pricing - Option pricing modes: Covered Calls ,Protective Puts , Straddle , Strips , ds. Swaps of And Nature, Evolution of Swap Market, Features of iation Swaps.	dels: Binomial model, Straps , Strangles , Be Swaps, Major Types o	Black – Scho ear Spread , of Swaps, Ma	les- Mente	Mertor rfly Si ng Ris	n mod trategy sk Usi	el – Basid y , l ng Swaps
European Call/F Unit – IV Option Pricing option strategies Calendar Sprea Unit – V Swaps: Concep Pricing and Valu REFERENCES: 1. Gupta S 2. Prakas	Option Strategies and Valuation : Factors affecting Option Pricing - Option pricing modes: Covered Calls ,Protective Puts , Straddle , Strips , ds. Swaps of And Nature, Evolution of Swap Market, Features of	dels: Binomial model, l Straps , Strangles , Be Swaps, Major Types o ems", 2nd Edition, PH at Edition, Vikas Publis	Black – Scho ear Spread , of Swaps, Ma	Butte	Mertor rfly Si ng Ris	n mod trategy sk Usi	el – Basid y ,
European Call/F Unit – IV Option Pricing option strategies Calendar Sprea Unit – V Swaps: Concep Pricing and Value REFERENCES: 1. Gupta S 2. Prakas 3. N.R. Pa	Option Strategies and Valuation : Factors affecting Option Pricing - Option pricing modes: Covered Calls ,Protective Puts , Straddle , Strips , ds. Swaps of And Nature, Evolution of Swap Market, Features of	dels: Binomial model, l Straps , Strangles , Bo Swaps, Major Types of ems", 2nd Edition, PH at Edition, Vikas Publis ard Edition, Wiley, Nev	Black – Scho ear Spread , of Swaps, Ma I Learning, N shing, New D v Delhi,2014.	les- M Butte	Mertor rfly Sing Ris	n mod trategy sk Usi	el – Basid y , l ng Swaps



	OURSE OUTCOMES: On completion of the course, the students will be able to				
CO1	acquire the knowledge of derivatives and its various products.	Applying (K3)			
CO2	mitigate the risk in Futures and forward market through hedge	Evaluating (K5)			
соз	analyze the various options trading and pricing	Analyzing (K4))			
CO4	analyze the various hedging strategies using option market	Analyzing (K4)			
CO5	acquire knowledge about swaps and how they are priced	Applying (K3)			

Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	2	3		2	2	- Decire			
CO2	2	3	moderation for the	2	Value shakeri ili	Party and the			
CO3		3		2					
CO4		3		2		- Weyler			
CO5	2	3	Value 17 marsh 2	2		Demarkania			

ASSESSMENT PATTERN - THEORY											
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %				
CAT1	-	10	30	30	30		100				
CAT2		10	30	30	30		100				
ETE	157-	15	15	40	30	STARBER SE	100				







Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Branch Prerequisites		3/4/5/6	NFE	3	0	0	3
i rereguianca				1			
Preamble	This course aims to provide students with a constandards, and techniques. By the end of this cour effectively in real-world scenarios, analyze cost disperformance improvement within organizations.	rse, students will be a	ble to apply	cost	acco	unting	; concepts
Unit – I	Introduction to Cost Accounting						6
Relationship w	to Cost Accounting: Definition, Scope, and Objective ith Financial Accounting and Management Accounting sification of Costs - Role of Cost Accountants in Organization.	- Cost Objects, Cost	g - Significar Centers, and	ce (Cos	of Co t Uni	st Ac ts - E	counting - lements of
Unit – II	Cost Ascertainment – Elements of Cost] 6
Time booking,	Cost: Material Costs: Procurement of materials, Invent and payroll procedures; Labour turnover, Remund Apportionment, and Allocation of overheads	tory management, and eration, and Incentive	control - Lal schemes -	oour Ov	Cost erhe	s: Tin ads:	nekeeping, Collection,
Unit – III	Basic Costing Methods Methods: Operating Costing: Meaning and Preparati						6
Budget and B	and Hospital sectors. udgetary Control: Budgetary control as a managemer	nt tool: Installation of Bi	idaetary con	trol s	vster	ns cla	essification
of budgets, Fix Unit – IV	ed and Flexible Budgeting. Advanced Costing Methods] 6
of budgets, Fix Unit – IV Advanced Co Batch Costing	ed and Flexible Budgeting. Advanced Costing Methods sting Methods: Features of Job Costing and Batch	Costing: Preparation	of Cost Shee]6
of budgets, Fix Unit – IV Advanced Co Batch Costing	ed and Flexible Budgeting. Advanced Costing Methods	Costing: Preparation	of Cost Shee				6 osting and
of budgets, Fix Unit – IV Advanced Co Batch Costing Process Cost Unit – V Cost Account Analysis of Dire	ted and Flexible Budgeting. Advanced Costing Methods sting Methods: Features of Job Costing and Batch ing: Process Loss, Normal, and Abnormal Loss; Analys	Costing: Preparation of states of process variance alysis: Suitability of states	of Cost Shee	et un	der .	lob C	6 osting and
of budgets, Fix Unit – IV Advanced Co Batch Costing Process Cost Unit – V Cost Account Analysis of Dire	ted and Flexible Budgeting. Advanced Costing Methods Sting Methods: Features of Job Costing and Batch ing: Process Loss, Normal, and Abnormal Loss; Analys Cost Accounting Techniques ting Techniques: Standard Costing and Variance Analys ect material, Direct labor, and Overhead variances	Costing: Preparation of states of process variance alysis: Suitability of states	of Cost Shee	et un	der .	lob C	6 osting and
of budgets, Fix Unit – IV Advanced Co Batch Costing Process Cost Unit – V Cost Account Analysis of Dire	red and Flexible Budgeting. Advanced Costing Methods Sting Methods: Features of Job Costing and Batch ing: Process Loss, Normal, and Abnormal Loss; Analys Cost Accounting Techniques ting Techniques: Standard Costing and Variance Analysis: Interpretation of sales variances for decisions.	Costing: Preparation of states of process variance alysis: Suitability of states	of Cost Shee	et un	der .	lob C	6 osting and
of budgets, Fix Unit – IV Advanced Co Batch Costing Process Costi Unit – V Cost Account Analysis of Din Sales Variance REFERENCES 1. Jawah Educa	and Flexible Budgeting. Advanced Costing Methods Sting Methods: Features of Job Costing and Batch ing: Process Loss, Normal, and Abnormal Loss; Analys Cost Accounting Techniques ting Techniques: Standard Costing and Variance Analysis: Interpretation of sales variances for decisions. S: parLal, Seema Srivastava, Manisha Singh, "Cost Accountion, New Delhi, 2020.	Costing: Preparation of sis of process variance alysis: Suitability of state on-making unting, Text, Problems	of Cost Sheets. andard costin	g as	a m	Job Coanage	osting and
of budgets, Fix Unit – IV Advanced Co Batch Costing Process Cost Unit – V Cost Account Analysis of Dir Sales Varianc REFERENCES 1. Jawah Educa Williar	and Flexible Budgeting. Advanced Costing Methods Sting Methods: Features of Job Costing and Batch ing: Process Loss, Normal, and Abnormal Loss; Analys Cost Accounting Techniques ting Techniques: Standard Costing and Variance Analysis: Interpretation of sales variances for decisions. S: parLal, Seema Srivastava, Manisha Singh, "Cost Accounting Methods and Cost and	Costing: Preparation of sis of process variance alysis: Suitability of state on-making unting, Text, Problems	of Cost Sheets. andard costin	g as	a m	Job Coanage	osting and
of budgets, Fix Unit – IV Advanced Co Batch Costing Process Cost Unit – V Cost Account Analysis of Din Sales Varianc REFERENCES 1. Jawah Educa 2. Williar Educa 3. M.N.A	Advanced Costing Methods Sting Methods: Features of Job Costing and Batch ing: Process Loss, Normal, and Abnormal Loss; Analys Cost Accounting Techniques ting Techniques: Standard Costing and Variance Analysis: Interpretation of sales variances for decision and Standard Standar	Costing: Preparation of sis of process variance alysis: Suitability of statementals of Cost on, Vikas publishing Ho	of Cost Sheets. andard costings and Cases Accountings, use, New De	g as	a m Editi	Job Coanage	6 osting and 6 dement tool 6 Total:30
of budgets, Fix Unit – IV Advanced Co Batch Costing Process Cost Unit – V Cost Account Analysis of Din Sales Varianc REFERENCES 1. Jawah Educa 2. Williar Educa 3. M.N.A	Advanced Costing Methods Sting Methods: Features of Job Costing and Batch ing: Process Loss, Normal, and Abnormal Loss; Analys Cost Accounting Techniques ting Techniques: Standard Costing and Variance Analysis: Interpretation of sales variances for decisions. Analysis: Interpretation of sales variances for decisions. S: parLal, Seema Srivastava, Manisha Singh, "Cost Accounting, New Delhi, 2020. The Lanen, Shannon Anderson, and Michael Maher, "Finion, New Delhi, 2020.	Costing: Preparation of sis of process variance alysis: Suitability of statementals of Cost on, Vikas publishing Ho	of Cost Sheets. andard costings and Cases Accountings, use, New De	g as	a m Editi	Job Coanage	6 osting and 6 dement tool: Total:30

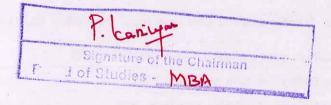


	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply different cost and its scope in organizaiton.	Applying (K3)
CO2	evaluate the process of overhead collection, classification, apportionment, and allocation.	Evaluating (K5)
СОЗ	implement fixed and flexible budgeting techniques for cost control.	Applying (K3)
CO4	prepare cost sheets using job costing and batch costing methods.	Applying (K3)
CO5	interpret sales variances for decision-making.	Analyzing (K4)

			Mapping of COs with POs									
COs/POs	P01	PO2	PO3	PO4	PO5	PO6						
CO1	2	3	1	Edward & Capill	oy her fallows, of							
CO2	2	3	1	ali meti								
CO3	2	3	1									
CO4	2	. 3	real hat exhibit	ne tribus (special)	TOTAL SERVICE							
CO5	2	3	1		e regis protesta a							

		ASSESSMEN	IT PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		10	30	30	30	19 19 <u>1</u> 11 1	100
CAT2		10	35	35	20		100
ETE		10	35	35	20	00	100

* $\pm 3\%$ may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)







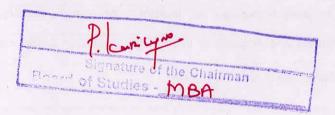
D	PHILDEO COCINECS VALUATION AND	CORPORATE RESTRI	DUINUIO				
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Ρ	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	This course aids the student to have an understand by using different discounted cash flow techniques				orpo	rate v	aluation
Unit – I	Introduction						
	Nerger, Amalgamation, Acquisition - Demerger, Reve Non - DCF Approaches.	erse Mergers - Takeove	er - Cross Bo	order	Mer	gers -	DCF an
Unit-II	Valuation						
	ermining the Value of Acquiring and Target Firms - \ ed - Writing the Valuation Report - Case Study.	valuation of intangible A	ASSEIS - VAIL	atior	1 1ec	nniqu	es - Assi
Unit – III	Corporate Restructuring						
Restructuring, T Unit – IV M and A in co	tructuring: Need and Objectives of Restructuring, The Impact of Restructuring on the Value of the Firm. Mand A in companies Act, 2013 mpanies Act, 2013: Restrictions on insider trading - s and Solvency Code.						
Restructuring, T Unit – IV M and A in col SEBI Guidelines Unit – V	he Impact of Restructuring on the Value of the Firm. M and A in companies Act, 2013 mpanies Act, 2013: Restrictions on insider trading -s and Solvency Code. Gain Analysis of Mergers and Acquisitions	- Approval process - iss	ue of bonus	shai	res -	Due I	Diligence
Restructuring, T Unit – IV M and A in co SEBI Guidelines Unit – V Gain Analysis	he Impact of Restructuring on the Value of the Firm. Mand A in companies Act, 2013 mpanies Act, 2013: Restrictions on insider trading -s and Solvency Code.	- Approval process - iss	ue of bonus	shai	res -	Due I	Diligence
Restructuring, T Unit – IV M and A in co SEBI Guidelines Unit – V Gain Analysis	The Impact of Restructuring on the Value of the Firm. M and A in companies Act, 2013 mpanies Act, 2013: Restrictions on insider trading - s and Solvency Code. Gain Analysis of Mergers and Acquisitions of Mergers and Acquisitions: Funding of Mergers	- Approval process - iss	ue of bonus	shai	res -	Due I	Diligence
Restructuring, T Unit – IV M and A in co SEBI Guidelines Unit – V Gain Analysis	M and A in companies Act, 2013 mpanies Act, 2013: Restrictions on insider trading - s and Solvency Code. Gain Analysis of Mergers and Acquisitions of Mergers and Acquisitions: Funding of Mergers ent - Leveraged Buyouts - Case Study.	- Approval process - iss	ue of bonus	shai	res -	Due I	Diligence
Restructuring, T Unit – IV M and A in co SEBI Guidelines Unit – V Gain Analysis Deferred Paymo	M and A in companies Act, 2013 mpanies Act, 2013: Restrictions on insider trading - s and Solvency Code. Gain Analysis of Mergers and Acquisitions of Mergers and Acquisitions: Funding of Mergers ent - Leveraged Buyouts - Case Study.	- Approval process - iss s and Acquisitions - Va	arious Sourc	shai	res -	Due I	Diligence
Restructuring, T Unit – IV M and A in cor SEBI Guidelines Unit – V Gain Analysis Deferred Paymo REFERENCES: 1. Patrick 2. Dr. Rat Edition,	M and A in companies Act, 2013 mpanies Act, 2013: Restrictions on insider trading - s and Solvency Code. Gain Analysis of Mergers and Acquisitions of Mergers and Acquisitions: Funding of Mergers ent - Leveraged Buyouts - Case Study. A.Ganghan, "Merger, Acquisition and Corporate Restrictions of Narayan Kar and Dr. Minakshi, " Mergers Acquisition Taxmann, 2023.	Approval process - iss s and Acquisitions - Va cructuring", 7th Edition, Vons & Corporate Restru	wiley, New D	shares of elhi,	res	Due I	Diligence Includir Total:3
Restructuring, T Unit – IV M and A in cor SEBI Guidelines Unit – V Gain Analysis Deferred Paymo REFERENCES: 1. Patrick 2. Dr. Rate Edition, 3. Prasan, Educati	M and A in companies Act, 2013 mpanies Act, 2013: Restrictions on insider trading - s and Solvency Code. Gain Analysis of Mergers and Acquisitions of Mergers and Acquisitions: Funding of Mergers ent - Leveraged Buyouts - Case Study. A.Ganghan, "Merger, Acquisition and Corporate Restroit Narayan Kar and Dr. Minakshi, " Mergers Acquisition Taxmann, 2023. The Chandra, "Corporate Valuation- a guide for an on, New Delhi, 2020.	Approval process - iss s and Acquisitions - Va cructuring", 7th Edition, Vons & Corporate Restru- nalyst- manager and in	Wiley, New Dicturing Stra	shanes of	res	Due I ancing . Practi	Diligence Includin Total:3
Restructuring, T Unit – IV M and A in cor SEBI Guidelines Unit – V Gain Analysis Deferred Paymo REFERENCES: 1. Patrick 2. Dr. Rate Edition, 3. Prasant Educati 4. K. McC	M and A in companies Act, 2013 mpanies Act, 2013: Restrictions on insider trading - s and Solvency Code. Gain Analysis of Mergers and Acquisitions of Mergers and Acquisitions: Funding of Mergers ent - Leveraged Buyouts - Case Study. A.Ganghan, "Merger, Acquisition and Corporate Restrictions of Narayan Kar and Dr. Minakshi, " Mergers Acquisition Taxmann, 2023. Taxmann, 2023. Taxmann, "Corporate Valuation- a guide for an	Approval process - iss s and Acquisitions - Va cructuring", 7th Edition, Vons & Corporate Restru- nalyst- manager and in	Wiley, New Dicturing Stra	shanes of	res	Due I ancing . Practi	Diligence Includir Total:3



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)				
CO1	apply different models for valuation of an organization.					
CO2	value intangible assets and write valuation report.	Applying (K3)				
соз	evaluate the impact of restructuring on the value of the firm.	Evaluating (K5)				
CO4	apply the SEBI guidelines and solvency codes to companies.	Applying (K3)				
CO5	analyze the gains of restructuring for a given company.	Analyzing (K4)				

			Mapping of COs w	ith POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2		- 1		2
CO2	1	3		1		2
CO3	2	3		1		1
CO4	owie za dominal w	3		1		1
CO5	2	3		2	esta Troites 11. Land	

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1	<u></u> '	10	30	30	30		100
CAT2	-	10	30	40	20		100
ETE		10	30	40	20		100







and the second second second second second second	24MBE07 FINTECH I	NNOVATION		I			
Programme& Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	Empower students to grasp the fintech landscape inclusion. Equip them to drive impactful change throbanked.	e, exploring technologough innovative finted	gies and bus in solutions fo	sines or the	s mo e unb	dels fo anked	or financia and unde
Unit – I	Introduction to Fin Tech				4	1:	111111111111111111111111111111111111111
Overview of Filecosystem.	ntech: Definition, scope, and evolution, Key Fintech	Technologies, Finted	n regulation	s an	a con	npnand	ж, гинес
Unit – II	Disruptive Technologies in Fintech						
Impact of Block	chain and Crypto currencies on financial services ar	nd transactions, Artific	ial Intelligend	ce in	Finte	ch, Bi	g Data an
Analytics: Data	-driven insights for personalized financial services.						
Unit – III	Fintech Business Models						
Peer-to-Peer (F	P2P) Lending, Digital Payments and Wallets, Insurted vestment management and wealth advisory.	ch; Innovations in the	insurance ir	ndus	try, v\	/eaithti	ecn; Digiti
SOIGHOUS IOI III							
linit – IV	Innovation in Financial Inclusion						
Unit – IV	Innovation in Financial Inclusion Unbanked and Under banked, Microfinance and Mial Services: Empowering underserved populations.	icroloans: Impact on	financial incl	usio	n, Mo	bile B	anking ar
Unit – IV Fintech for the Digital Financia	Unbanked and Under banked, Microfinance and Mi al Services: Empowering underserved populations.	icroloans: Impact on	financial incl	usio	n, Mo	bile B	anking ar
Unit – IV Fintech for the Digital Financia Unit – V Open Banking	Unbanked and Under banked, Microfinance and Mi	nnovation, Cyber sec					
Unit – IV Fintech for the Digital Financia Unit – V Onen Banking	Unbanked and Under banked, Microfinance and Mial Services: Empowering underserved populations. Future Trends and Challenges in Fintech and API Integration: Promoting collaboration and in	nnovation, Cyber sec					 Regulato
Unit – IV Fintech for the Digital Financia Unit – V Open Banking Challenges, Fu	Unbanked and Under banked, Microfinance and Microfinance and Microfinance and Microfinance and Services: Empowering underserved populations. Future Trends and Challenges in Fintech and API Integration: Promoting collaboration and inture of Fintech and impact on traditional financial services. S:	nnovation, Cyber sec ices.	urity in Finte	ch, l	Ethica	al and	Regulato
Unit – IV Fintech for the Digital Financia Unit – V Open Banking Challenges, Fu REFERENCES 1. Jaspal	Unbanked and Under banked, Microfinance and Mial Services: Empowering underserved populations. Future Trends and Challenges in Fintech and API Integration: Promoting collaboration and inture of Fintech and Impact on traditional financial serves: S: Usingh "Financial Technology (FinTech) and Digital Barters	nnovation, Cyber sec ices. anking in India",1st Ed	urity in Finte	ch, l	Ethica	al and	Regulato Total::
Unit – IV Fintech for the Digital Financia Unit – V Open Banking Challenges, Fu REFERENCES 1. Jaspal 2. Dr. Vic	Unbanked and Under banked, Microfinance and Mial Services: Empowering underserved populations. Future Trends and Challenges in Fintech and API Integration: Promoting collaboration and inture of Fintech and impact on traditional financial services. S: Singh "Financial Technology (FinTech) and Digital BadhuShekhar, Kiran Kumar KV, SumitJha, Dr. PankajBang, 2024.	nnovation, Cyber sec ices. anking in India",1st Ed aag "Fintech for Mana	urity in Finte ition, New Ce agers: A Han	ech, l	Ethica y Pub bk", 1s	al and	Total:
Unit – IV Fintech for the Digital Financia Unit – V Open Banking Challenges, Fu REFERENCES 1. Jaspal 2. Dr Vic Learni Paolo 3 Financia	Future Trends and Challenges in Fintech and API Integration: Promoting collaboration and inture of Fintech and impact on traditional financial services: Signature Trends and Challenges in Fintech and API Integration: Promoting collaboration and inture of Fintech and impact on traditional financial services: Signature Trends and Challenges in Fintech and API Integration: Promoting collaboration and inture of Fintech and impact on traditional financial services: Signature Trends and Challenges in Fintech and API Integration: Promotional Fintech integration and integr	nnovation, Cyber sec ices. anking in India",1st Ed aag "Fintech for Mana Goal Based Investing	urity in Finte ition, New Ce agers: A Han and Gamifica	ch, i	Ethica y Pub bk", 1s	al and dication st Edition	Total:
Unit – IV Fintech for the Digital Financia Unit – V Open Banking Challenges, Fu REFERENCES 1. Jaspal 2. Dr. Vic Learni Paolo Financia	E Unbanked and Under banked, Microfinance and Mial Services: Empowering underserved populations. Future Trends and Challenges in Fintech and API Integration: Promoting collaboration and inture of Fintech and impact on traditional financial serv S: Singh "Financial Technology (FinTech) and Digital BadhuShekhar, Kiran Kumar KV, SumitJha, Dr. PankajBang, 2024. Sironi, "FinTech Innovation: From Robo-Advisors to Company of the Pankaj Bang, 2024.	nnovation, Cyber sectices. anking in India",1st Eduag "Fintech for Mana Goal Based Investing : Opportunities and Cl	urity in Finte ition, New Ce agers: A Han and Gamifica	enturndbookst Ed	Ethica y Pub ok", 1s , 1st I	al and lication st Edition 2024.	Total:: ns, 2022. on, Sybg



Test / Bloom's

Category*

CAT1

ETE

	RSE OUTCOMES: empletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	demonstrate the basic concepts and principles of Fintech and Gain insights into the scope and evolution of fintech.	Applying (K3)
CO2	recognize the impact of Block chain, Crypto currencies, Artificial Intelligence, and Big Data on financial services and evaluate their role in reshaping the financial industry.	Applying (K3)
СОЗ	evaluate the effectiveness of different Fintech business models such as Peer-to-Peer Lending, Digital Payments, Insurrect, and Wealth tech in transforming traditional financial services	Evaluating (K5)
CO4	assess the impact of Fintech solutions such as microfinance, microloans, mobile banking, and digital financial services on promoting financial inclusion and empowering underserved populations at the Evaluation	Evaluating (K5)
CO5	analyze the role of Open Banking and API Integration in fostering collaboration and innovation, evaluate cyber security measures in the Fintech sector, assess ethical and regulatory challenges, and predict the future of Fintech and its influence on traditional financial services	Analyzing (K4)

Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	2	3	The same trade 500			T 16 TH			
CO2	2	3							
CO3	2	3	in a comme	ari Mingradin D	Bathard Bally	V-Ja			
CO4	2	3				I MATERIAL			
CO5	2	3							

25

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

Remembering

(K1) %

ASSESSIVIE	NIPALLER	N - THEORY			
Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
10	20	35	35		100
10	15	40	35		100

40

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

10

Signature of the Chairman
Board of Studies - MBB



25

100

	24MBE08 SUSTAINABLE FINAN	OF VIAD HAVE ALIER			Magazi Magazi		
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	This course aids the student to learn how ESG various sectors in finance, how to interpret these m measure risks associated with sustainable issues su	etrics of companies t	o access fina	rnancia ancia	ce) fa il retu	actors irns, a	affect the and how to
Unit – I	Introduction						6
	Promoting Private Sector - Mobilization of Fund For the mework- Stakeholder Engagement	Sustainable Developr	ment- Greeni	ng o	f Fir	nancia	I Markets
Unit – II	Sustainability Reporting						6
Sustainability	Reporting: Importance and Evolution of Sustainabil ndards Board (SASB)- Sustainable Strategies - Outcom	lity Reporting- Glob nes - Opportunities a	al Reporting nd Challenge	Stai s .	ndard	s- Su	stainability
Unit – III	ESG.						
Use of Data-P (ESG) Aspects.	Financial Instruments	icators (KPIS) for E	nvironinentai	, 300	ciai, c	and C	
Use of Data-P (ESG) Aspects. Unit – IV Financial Inst Stakeholder En	erformance Metrics- Identifying Key Performance Ind Financial Instruments ruments: Financial Products- Types- Innovative Finaggement – Case Study.	icators (KPIS) for E	nvironinentai	, 300	ciai, c	and C	6
Use of Data-P (ESG) Aspects. Unit – IV Financial Inst Stakeholder En Unit – V	erformance Metrics- Identifying Key Performance Ind Financial Instruments ruments: Financial Products- Types- Innovative Fin	nancial Instruments-	Green Bond	, 30 s, S	ocial	Impa	(Control of the
Use of Data-P (ESG) Aspects. Unit – IV Financial Inst Stakeholder En Unit – V	Financial Instruments ruments: Financial Products- Types- Innovative Finaggement – Case Study. Impact Investing Impact in Housing, Healthcare And Education – Case Study.	nancial Instruments-	Green Bond	, 30 s, S	ocial	Impa	t Bonds
Use of Data-P (ESG) Aspects. Unit – IV Financial Inst Stakeholder En Unit – V Impact Investi Types- Tools – REFERENCES 1. Alan S	Financial Instruments ruments: Financial Products- Types- Innovative Finangagement – Case Study. Impact Investing Impact in Housing, Healthcare And Education – Case Study Grammatic in Housing, Healthcare And Education – Case Study Grammatic in Housing, Healthcare And Education – Case Study Grammatic in Housing, Healthcare And Education – Case Study	nancial Instruments- ctives - Long Term C Study.	Green Bond Dijectives- M	easu	ocial Iring I	Impac mpac	t Investing
Use of Data-P (ESG) Aspects. Unit – IV Financial Inst Stakeholder En Unit – V Impact Investi Types- Tools – REFERENCES 1. Alan S 2. Simon Edition	Financial Instruments ruments: Financial Products- Types- Innovative Finangagement – Case Study. Impact Investing Impact in Housing, Healthcare And Education – Case study. Gutterman, "Sustainable Finance and Impact Investing Thompson, "Green and Sustainable Finance: Principle of Kogan Page, 2023.	ctives - Long Term C Study. g", 1st Edition, Busine	Green Bond Objectives- M ess Expert Pr nking, Investr	easu eassument	ocial Iring I	Impad mpac Delhi,	Total:34
Use of Data-P (ESG) Aspects. Unit – IV Financial Inst Stakeholder En Unit – V Impact Investi Types- Tools – REFERENCES 1. Alan S 2. Simon Edition 3. Dr Sim Kogan	Financial Instruments ruments: Financial Products- Types- Innovative Financial Instruments	ctives - Long Term C Study. g", 1st Edition, Busine es and Practice in Bai	Green Bond Objectives- M ess Expert Pr nking, Investr	ess, sement	ocial Iring I New and I	Impad mpac Delhi,	Total:3
Use of Data-P (ESG) Aspects. Unit – IV Financial Inst Stakeholder En Unit – V Impact Investi Types- Tools – REFERENCES 1. Alan S 2. Simon Edition	Financial Instruments ruments: Financial Products- Types- Innovative Finaggement – Case Study. Impact Investing Impact in Housing, Healthcare And Education – Case Study Gutterman, "Sustainable Finance and Impact Investing Thompson, "Green and Sustainable Finance: Principles, Kogan Page, 2023 Inon Smiles, James Purcell, "Sustainable Investing in Page 10.1."	eancial Instruments- ctives - Long Term C Study. g", 1st Edition, Busine es and Practice in Bai Practice: ESG Challen or ESG Finance" 1st	Green Bond Dijectives- M ess Expert Pr nking, Investr ges and Opp Edition, Wiley	easuueess, seess, ment orturu	New and I	Impad mpac Delhi, nsura	t Investing Total:36 2021. nce", 2nd



	RSE OUT			he stud	lents will be able t	to	podajona	ay and you will be see	BT Map (Highest L		
CO1	apply t	he key :	sustainable	financ	e concepts to real	world sustain	ability-related is	sues in finance	Applying (K3)		
CO2	apply	and int	erpret fin	ancial	reports and sust	ainability re	ports		Applying (K3)		
соз	evalua	te the b	asics of ES	G facto	ors and their applica	ations			Evaluating	(K5)	
CO4	examir	ne how s	sustainabili		Analyzing	(K4)					
CO5	evalua	te corpo	orate susta		Evaluating	(K5)					
	-1-8		48 - 5910-2	di Jer	Mappin	g of COs wi	th POs				
COs/F	POs	PO	1	PO	2 PC	03	PO4	PO5	PO	6	
СО	1	3					2				
CO	2	2		3		Ed partie	2		Lievin		
CO	3	2		3			-2		To the light	190	
CO	4	2		3	. 2		1				
CO	5	3		2	2		2	A Lety tel a - a m		11 11 1	
1 – Sli	ght, 2 - N	/loderat	e, 3 – Subs	stantial,	BT- Bloom's Taxo	nomy					
THE RESERVE			De di Torre		ASSESSMEN	IT PATTERN	I - THEORY		The state of	His in	
	t / Bloom ategory*	1200-000	Remember (K1) 9		Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota	
	CAT1				10	30	30	30		100	
	CAT2				10	40	30	20	10-42	100	
	ETE				10	45	25	20		100	







	24MBE09 TIME SERIES EC	ONUMETRICS					
Programme Branch	& Master of Business Administration	Trim.	Category	L	Т	Ρ	Credit
Prerequisite	S	3/4/5/6	FE	3	0	0	3
Preamble	The purpose of this course is to equip students wit analysis, focusing on its application in economics and students will gain a deep understanding of trend in enabling them to make informed decisions in complex	l finance. By probing dentification, volatilit	g into classica y modelling	al and	l mod	dern te	echniques precasting
Unit – I	ne Series Analysis – Utility of Time Series Analysis – Co						6
Decomposition Decomposition	and Cycles – Moving Averages and Smoothing Techn on Models – Additive and Multiplicative Models – Fore on Methods – Applications in Finance .	iques to Time Ser ecasting Using Sm	ies Analysis oothing Tech	- C Iniqu	lassic es ai	cal Ti nd Ti	me Serie me Serie
Unit II					ningania Pare		1
Process - D	lern Time Series Analysis – Stochastic and Stationary Proc ickey-Fuller and Augmented Dickey-Fuller Tests – Spurior t – CRDW Test – Error Correction Mechanism.	cess – Tests of Stati us Regression and	onary – Tren Co-Integratio	a vs n of	Time	rence Serie	stationer s – Engle
Unit – III							6
Correlation F	ime Series Analysis and Forecasting – Linear Time Ser Function – Auto-Regressive (AR) Models, Moving Average on – Estimation and Forecasting With ARIMA Models – Eco	(MA) Models, Box-	lenkins (BJ)	ARM	on a A and	na Pa I ARII	MA Model
Unit – IV							6
Estimation a	Fime Series Analysis and Forecasting – Vector Autoregress and Forecasting With VAR – Impulse Response Function – Cations in Finance.	sive (VAR) Models – Johansen Co-Integra	Advantages ation Test on	and I VAR	Probl – Gra	ems – anger	Causality
Unit – V					NUME.		6
Modeling Vo Auto-Regres	latility and Auto-Correlation in Time Series – Motivation an sive Conditional Hetroscdasticity (ARCH) Model – Generali	d Test for Non-Line ised ARCH Model –	arity – Histori Applications	cal A in Fir	nd In nance	nplied).	Volatility
							Total:3
REFERENC	ES:						
1. Guja	arati, D. N., "Essentials of Econometrics", 5th Edition, Sage	Publications, New	Delhi, 2021.				
2. Dr. S	Sengupta Jhumur , "Introduction to Econometrics", 1st Editi	on, Sultan Chand &	Sons, New D	elhi,	2023		
3. H St	ock James , W. Watson Mark, "Introduction to Econometric	cs", 3rd Edition, Pea	rson, 2017				
11 55555	eriou, D., & Hall, S. G, "Applied Econometrics", 5th E	dition, Bloomsbur	y Publishing	, Ne	w De	lhi, 2	021.
		posporava i kritini ni	1,14,14,14,14,14,14				



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the components of time series data and apply moving averages and smoothing techniques for trend measurement and seasonality detection.	Applying (K3)
CO2	compare and contrast stationary and non-stationary processes, conduct Dickey-Fuller tests, and evaluate co-integration in time series data.	Applying (K3)
СОЗ	interpret autocorrelation and partial autocorrelation functions, estimate ARIMA models, and assess their forecasting accuracy in economic applications.	Evaluating (K5)
CO4	analyze VAR models, perform Johansen Co-integration tests, and evaluate Granger causality in multivariate time series data for financial applications.	Analyzing (K4)
CO5	analyse ARCH and GARCH models to model volatility in financial time series data.	Analyzing (K4)

			Mapping of COs v	vith POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			THE PERSON NEWSFILM	HER MICH	
CO2	3	Several and the	2			
CO3	3	2		C STONE PARTIES	man Edited - You	
CO4	2	3				2017
CO5	3	DR-HE-MINA	W. Spieler Warm	ev a page at the	2	of the south hi

		ASSESSMEN	IT PATTERN	I - THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1		10	30	30	30		100
CAT2		10	35	35	20	America'	100
ETE		10	35	35	20		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Planing Signature of the Chairman Board of Studies - MBA





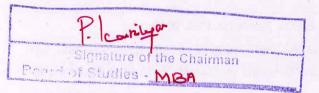
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	This course is aimed at making the students understan marketing concept. The students get familiarized about consumer issues in the marketing environment.						
Unit – I	Introduction to Consumer Behaviour						(
Introduction to	Consumer Behaviour: Introduction to Consumer Behaviou	r- Definition - Consu	mer and Cus	tomei	rs - De	evelop	ment of
Marketing Conce Applications in M	ept and Models of CB - Marketing Segmentation and Position larketing.	ning relevant to CB	-Consumer Be	ehavi	our ar	id its	
Unit – II	Internal Influences on Consumer Behaviour						
Internal Influence	ces on Consumer Behaviour: Consumer Motivation - Pers	onality - Perception	- Learning - A	ttitud	e - Ca	se Stu	ıdy.
Unit – III	External / Group Influences on Consumer Behaviou	ır					(
Opinion Leaders Unit – IV	up Influences on Consumer Behaviour: Class Categ ship - Reference Group Influences on Consumption - Cult Decision Making Process & Post Purchase	ture Influence on C	onsumer Bel	navio	ur - C	ase S	tudy.
Opinion Leaders Unit – IV Decision Makir	ship - Reference Group Influences on Consumption - Cult	ture Influence on C	onsumer Bel	navio	ur - C	ase S	tudy.
Opinion Leaders Unit – IV Decision Makir	ship - Reference Group Influences on Consumption - Cult Decision Making Process & Post Purchase ng Process & Post Purchase: Consumer Involvement an	ture Influence on C	onsumer Bel	navio	ur - C	ase S	tudy.
Opinion Leaders Unit – IV Decision Makir Dissonance - Pr Unit – V	Decision Making Process & Post Purchase ng Process & Post Purchase: Consumer Involvement are roduct Disposition - Purchase Evaluation and Consumer Supposed Diffusion of Innovations & Research Evaluations & Research: Diffusion of Innovations - Consumer Supposed Diffusions & Research: Diffusion of Innovations - Consumer Supposed Diffusions & Research: Diffusion of Innovations - Consumer Supposed Diffusions & Research: Diffusion of Innovations - Consumer Supposed Diffusion **Total	ture Influence on Conditional Consumer Decisions	onsumer Beh	Proce	ur - C	ase S Post- F	tudy. Purchase
Opinion Leaders Unit – IV Decision Makir Dissonance - Pr Unit – V Diffusion of Inno	Decision Making Process & Post Purchase ng Process & Post Purchase: Consumer Involvement are roduct Disposition - Purchase Evaluation and Consumer Supposed Diffusion of Innovations & Research Evaluations & Research: Diffusion of Innovations - Consumer Supposed Diffusions & Research: Diffusion of Innovations - Consumer Supposed Diffusions & Research: Diffusion of Innovations - Consumer Supposed Diffusions & Research: Diffusion of Innovations - Consumer Supposed Diffusion **Total	ture Influence on Conditional Consumer Decisions	onsumer Beh	Proce	ur - C	ase S Post- F	tudy. Purchase
Opinion Leaders Unit – IV Decision Makir Dissonance - Pr Unit – V Diffusion of Inno	Decision Making Process & Post Purchase ng Process & Post Purchase: Consumer Involvement are oduct Disposition - Purchase Evaluation and Consumer Solution of Innovations & Research Diffusion of Innovations - Consumer Case Study.	ture Influence on Conditional Consumer Decisions	onsumer Beh	Proce	ur - C	ase S Post- F	tudy. Purchase cer - Ethic
Opinion Leaders Unit – IV Decision Makir Dissonance - Pr Unit – V Diffusion of Inno in Marketing - C	Decision Making Process & Post Purchase In Process & Post Purchase: Consumer Involvement are oduct Disposition - Purchase Evaluation and Consumer Superior of Innovations & Research Evaluation of Innovations & Research Evaluation of Innovations - Consumer Superior Study.	ture Influence on Conditional Consumer Decisions Satisfaction.	onsumer Beh	Proce	ess - F	onsum	Purchase Per - Ethic Total:3
Opinion Leaders Unit – IV Decision Makir Dissonance - Pr Unit – V Diffusion of Inno in Marketing - C REFERENCES: 1. Leon G Noida, 2 Hawkin	Decision Making Process & Post Purchase In Process & Post Purchase: Consumer Involvement are oduct Disposition - Purchase Evaluation and Consumer Superior of Innovations & Research Evaluation of Innovations & Research Evaluation of Innovations - Consumer Superior Study.	ture Influence on Condition of Consumer Decisions of Consumer Decision of Consumer Research - Factors of Consumer Behaviour",	onsumer Beh	Proce	ess - F an Co	ost- F	tudy. Purchase er - Ethic Total:3
Opinion Leaders Unit – IV Decision Makir Dissonance - Pr Unit – V Diffusion of Inno in Marketing - C REFERENCES: 1. Leon G Noida, 2 2. Hawkin Educati	Decision Making Process & Post Purchase In Process & Post Purchase: Consumer Involvement are oduct Disposition - Purchase Evaluation and Consumer Subject Diffusion of Innovations & Research Diffusion of Innovations & Research Diffusion of Innovations - Consumer Case Study. Schiffman G, Joseph Wisenblit, R. Rameshkumar, "Con 2019. S, Motherbaugh, Mookerjee, "Consumer Behaviour: Build	ture Influence on Conditional Consumer Decisions action. The Research - Factor Sumer Behaviour", ing Marketing Stra	onsumer Behavior Behavior Making For Affecting of 12th Edition, tegy", 13th Edition	Proce	ess - F an Co	ost- F	tudy. Purchase er - Ethic Total:3
Opinion Leaders Unit – IV Decision Makir Dissonance - Pr Unit – V Diffusion of Inno in Marketing - C REFERENCES: 1. Leon G Noida, 2 2. Hawkin Educati 3. Andrew	Decision Making Process & Post Purchase Ing Process & Post Purchase: Consumer Involvement are oduct Disposition - Purchase Evaluation and Consumer States Diffusion of Innovations & Research Dispositions & Research: Diffusion of Innovations - Consumer Case Study. Schiffman G, Joseph Wisenblit, R. Rameshkumar, "Con 2019. S, Motherbaugh, Mookerjee, "Consumer Behaviour: Build on, New Delhi, 2019.	ture Influence on Cond Consumer Decisor Satisfaction. r Research - Factor sumer Behaviour", ing Marketing Strain, Routledge, USA	onsumer Behavior Behavior Making For Affecting of 12th Edition, tegy", 13th Ed., 2019.	Proce	ess - F	Post- Fonsum	tudy. Purchase Ler - Ethic Total:3 tion,



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	describe the concepts of segmentation towards consumer behavior	Applying (K3)
CO2	Illustrate the concepts of internal influences on consumers	Applying (K3)
СОЗ	comprehend the impact of external / group influence on consumers.	Analyzing (K4)
CO4	analyze how consumers make decisions for purchasing.	Analyzing (K4)
CO5	carry out research on consumer behaviour.	Evaluating (K5)

			Mapping of COs v	vith POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			2		
CO2		3		2		
CO3		3		2	2	68 \ 12mm
CO4	3			2		
CO5		3		2	*-	1

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		25	50	25		<u> </u>	100
CAT2	<u>-</u>	5	40	30	25		100
ETE			35	35	30		100







	24MBE11 RETAIL MA	NAGEMENT					
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	The objective of this course is to introduce the stude planned to provide a strategic perspective of the retained framework of Retail mix and each of its elements to	ailing industry and expl	ore how mar	iling. nager	This s car	cours	e is the
Unit – I	Introduction to Retailing						(
Introduction to Industry - Bene	Retailing - Definition - Scope and Evolution of Retail fits of Retailing - Global Retailing Environment	ing - Types of Retail F	ormats - Tre	nds ii	า Ind	ian Re	etailing
Unit – II	Retail Location & Retail Financing						(
Retail Location Retail Financin	n: Techniques to Evaluate Potential Site for Store Loca ng: Financial Analysis for Retailer - Evaluation of Retail	tion - Retail Store Layd Ier's Financial Strategid	out, Design a c Profit Mode	nd Vi ls.	sual	Merch	nandising.
Unit – III	Retail Merchandising & Retail Logistics ndising - Introduction to Merchandising - merchandisir						(
Retail Logistic	s - Physical Flow of Merchandise – Reverse Logistics						
Unit – IV Retail CRM:	Retail CRM Domestic and International Customer Attitudes towa Commerce Shopping Rehavior				Retail	Serv	
Unit – IV Retail CRM: Techniques - E Retail Pricing:	Retail CRM Domestic and International Customer Attitudes towa -Commerce Shopping Behavior -Pricing Objectives - Pricing Strategies - Framework to	Develop Retail Pricin	g Mechanism	1			ice Qualit
Unit – IV Retail CRM: Techniques - E Retail Pricing: Unit – V Retail Promot Sales Force – I Retail Manage	Retail CRM Domestic and International Customer Attitudes towald commerce Shopping Behavior Pricing Objectives - Pricing Strategies - Framework to Retail Promotion & Retail Management System Sion: Aspects of Retail Promotion - Major Types of Public Relations The Retail CRM Retail Promotion & Retail Management System Public Relations The Retail CRM Retail Promotion - Purpose of Retail Information - Purpose o	Develop Retail Pricing	g Mechanism	ı f Ret	ail Pı	omoti	ice Qualit
Unit – IV Retail CRM: Techniques - E Retail Pricing: Unit – V Retail Promot	Retail CRM Domestic and International Customer Attitudes towal -Commerce Shopping Behavior Pricing Objectives - Pricing Strategies - Framework to Retail Promotion & Retail Management System Lion: Aspects of Retail Promotion - Major Types of Retail Customer Relations Public Relations The Retail CRM Retail Promotion - Purpose of Retail Information - Purpose of Retail Information - Purpose of Retail Information	Develop Retail Pricing	g Mechanism	ı f Ret	ail Pı	omoti	on - Reta
Unit – IV Retail CRM: Techniques - E Retail Pricing: Unit – V Retail Promot Sales Force – I Retail Manage Big Data in Ret	Retail CRM Domestic and International Customer Attitudes towal -Commerce Shopping Behavior - Pricing Objectives - Pricing Strategies - Framework to Retail Promotion & Retail Management System ion: Aspects of Retail Promotion - Major Types of Republic Relations Framement System: Introduction - Purpose of Retail Information	o Develop Retail Pricing Retail Promotions - Efformation system - Tool	g Mechanism ectiveness of s and Techn	f Ret	ail Pr	romoti Sather	ing Data Total:3
Unit – IV Retail CRM: Techniques - E Retail Pricing: Unit – V Retail Promot Sales Force – I Retail Manage Big Data in Ret REFERENCES 1. Barry I Edition	Retail CRM Domestic and International Customer Attitudes towals commerce Shopping Behavior Pricing Objectives - Pricing Strategies - Framework to Retail Promotion & Retail Management Systems ion: Aspects of Retail Promotion - Major Types of Republic Relations Framework to Retail Promotion - Major Types of Rement System: Introduction - Purpose of Retail Informations Signature - Purpose of Retail Information -	Develop Retail Pricing Retail Promotions - Efformation system - Tool	g Mechanism ectiveness of s and Techn ent: A Strate	Reti ology gic A	ail Pr	romoti Sather	on - Retaing Data Total:3
Unit – IV Retail CRM: Techniques - E Retail Pricing: Unit – V Retail Promot Sales Force – I Retail Manage Big Data in Ret REFERENCES 1. Barry I Edition	Retail CRM Domestic and International Customer Attitudes towald and International Customer Attitudes towald are commerce Shopping Behavior. Pricing Objectives - Pricing Strategies - Framework to Retail Promotion & Retail Management System and tion: Aspects of Retail Promotion - Major Types of Republic Relations are comment System: Introduction - Purpose of Retail Information. Berman, Joel R. Evans, Patrali Chatterjee, Ritu Srivasi	Develop Retail Pricing Retail Promotions - Efformation system - Tool	g Mechanism ectiveness of s and Techn ent: A Strate	Reti ology gic A	ail Pr	romoti Sather	on - Retaing Data Total:3
Unit – IV Retail CRM: Techniques – E Retail Pricing: Unit – V Retail Promot Sales Force – I Retail Manage Big Data in Ret REFERENCES 1. Barry I Editior 2. Michae	Retail CRM Domestic and International Customer Attitudes towals commerce Shopping Behavior Pricing Objectives - Pricing Strategies - Framework to Retail Promotion & Retail Management Systems ion: Aspects of Retail Promotion - Major Types of Republic Relations Framework to Retail Promotion - Major Types of Rement System: Introduction - Purpose of Retail Informations Signature - Purpose of Retail Information -	Develop Retail Pricing Retail Promotions - Efformation system - Tool tava "Retail Managemement",10th Edition, Me	g Mechanism ectiveness of s and Techn ent: A Strate cGraw Hill Ec	Reti ology gic A	ail Pr	romoti Sather	on - Retaing Data Total:3
Unit - IV Retail CRM: Techniques - E Retail Pricing: Unit - V Retail Promot Sales Force - I Retail Manage Big Data in Ret REFERENCES 1. Barry I Edition 2. Michae 3. Gibson	Retail CRM Domestic and International Customer Attitudes towald international Customer Attitudes towald international Customer Attitudes towald internation in Pricing Objectives - Pricing Strategies – Framework to Retail Promotion & Retail Management System in its Aspects of Retail Promotion - Major Types of Republic Relations in Purpose of Retail Information - Purpose of Retail	Develop Retail Pricing Retail Promotions - Efformation system - Tool tava "Retail Managemement",10th Edition, Marson Education, Noida	g Mechanism ectiveness of s and Techn ent: A Strate cGraw Hill Ec	r Retional Retional Retroited Retroi	ail Propins of the control of the co	romoti Sather ach",	on - Retaing Data Total:3



	RSE OUTCOMES: Impletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	applying the basic framework of retailing.	Applying (K3)
CO2	recognizing the choice of retail shop locations, retail store image and retail financing strategy	Applying (K3)
СОЗ	analyzing the retail merchandizing, inventory and logistics management	Analyzing (K4)
CO4	ability to engage domestic & international customer, satisfying customer through quality service and managing customer through affordable pricing strategies	Analyzing (K4)
CO5	evaluating the real retail promotion and retail management system.	Evaluating (K5)

	Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6				
CO1	3	2		2	A CHARLES AND AND ASSESSMENT OF					
CO2	3	3		1	THE PARTY OF THE P					
CO3	3	2	Rilling.	will Adding	Many languages					
CO4	3	2		1	2					
CO5	3	2	- Almay or Trace (1)	2		The state of				

Sec. 2011 1 1 10		ASSESSMEN	HEATTERN	- INCORT			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		25	40	18	17		100
CAT2		17	33	33	17		100
ETE			32	39	29	-	100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

P. Laniyan
Signature of the Chairman
Board of Studies - MBA





Prerequisites Preamble This cand a Unit - I Introduction to Digital - Digital Advertising Lai Unit - II Displ Display Advertisemen	ourse aims at straddles breadth as well as de oplications. It ensures to acquire digital market luction to Digital Marketing Marketing: Evolution – Traditional Marketing descape in India – Digital Marketing Strategy	eting skill. y Vs Digital Marketing –		3 ting l	T 0 oy ble	P 0 ending	Credit 3 of theory
Preamble This of and a Unit – I Introduction to Digital – Digital Advertising Lau Unit – II Displ Display Advertisemen	oplications. It ensures to acquire digital marke luction to Digital Marketing Marketing :Evolution – Traditional Marketing dscape in India – Digital Marketing Strategy	epth in différent facts of eting skill. y Vs Digital Marketing –	digital marke				
Unit – I Introduction to Digital – Digital Advertising Lai Unit – II Displ Display Advertisemen	oplications. It ensures to acquire digital marke luction to Digital Marketing Marketing :Evolution – Traditional Marketing dscape in India – Digital Marketing Strategy	eting skill. y Vs Digital Marketing –		ting l	oy ble	ending	of theory
Unit – I Introduction to Digital – Digital Advertising Lat Unit – II Displ Display Advertisemen	oplications. It ensures to acquire digital marke luction to Digital Marketing Marketing :Evolution – Traditional Marketing dscape in India – Digital Marketing Strategy	eting skill. y Vs Digital Marketing –		ting I	ble ble	ending	of theory
Introduction to Digital - Digital Advertising Law Unit - II Displ Display Advertisemen	Marketing :Evolution – Traditional Marketing dscape in India – Digital Marketing Strategy	y Vs Digital Marketing – – Skills required for Digi					and the second
Digital Advertising La Unit – II Displ Display Advertisemen	dscape in India – Digital Marketing Strategy	y Vs Digital Marketing – – Skills required for Digi		11111111			•
Display Advertisemen			bemograpny tal Marketing	of In - D	nterne igital	t user Marke	s in India eting Plan.
Display Advertisemen – Tagging - Display Pla	ay Advertisement						6
	: Concept and types of Display Advertisement n - Remarketing - Programmatic Digital Adve	nt – Digital Metrics - Buy ertisement – Optimisatio	ving Models- in of display a	CPC ads	,CPIV	1,CPL	
Unit - III Sear	h Engine Optimisation				ojakovani Programa	Carriera Describera	6
Split testing - AD Rank Unit - IV Social	sation – SEO Phases – SEO elements – R – Google Ad words – Google Ad sense I Media Marketing g : Social Media principles and policies – Ty						(
- Facebook - Instagra	n – Linkedin – Blogs - Mobile – Youtube ial media campaign of MNCs'	– Vimeo – Twitter –	Social Media	ı Pro	cess	– So	cial Media
	l Media Analytics(SMA)						•
	s(SMA) :.Define Social Media Analytics - D - Types of SMA – Behaviour Analysis - Outo Intelligence						
							Total:30
REFERENCES:							
The state of the s	Digital Marketing", 2nd Edition, McGraw Hill E	Education, New Delhi,20)20.				
1. Seema Gupta,	atia., "Social Media in Mobile Marketing: Incl	ude Online Worksheet",	Wiley Public	ation	1, 201	9	
A CONTRACTOR OF THE CONTRACTOR	atia., Social Media in Mobile Marketing. Incl	***************************************					
2. Puneet Sigh Bl	hatia "Fundamentals of Digital Marketing", 2r	nd Edition, Pearson Edu	ication, Noida	a, 20	19.		
Puneet Sigh Bl Puneet Singh B				a, 20	19.		



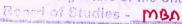
	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	applying the concept of digital marketing in the development of the business firms	Applying (K3)
CO2	analyzing different types display advertisement and its metrics to the improvement in sales of the business firm	Analyzing (K4)
CO3	evaluating the SEO concept in the digital and social media market.	Evaluating (K5)
CO4	analyzing the innovative idea to attract the customer through social media advertisements	Applying (K3)
CO5	evaluating and assess the social media analytics in business	Evaluating (K5)

			Mapping of COs v	vith POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	. 3	2	1			
CO2	2	3	1 1/2			West of the second
CO3	2	3	2			
CO4	3	2	2	2		1
CO5	3		2	2	1	1

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		17	33	33	17		100
CAT2		10	40	33	17		100
ESE			26	45	29		100



Signature of the Chairman







	Z4WDE 13 SERVICES	MARKETING					<u> Alikuwalii</u>
Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites	Nil	3/4/5/6	FE	3	0	0	3
Preamble	The aim of this course is to learn the services mark standards and managing service performance.	ceting foundation, under	standing cus	tome	rs, se	ervice	design
Unit – I	Services Marketing Foundations						
	eting Foundations: Trends in the Service Sector - Cl el of Services. Case Studies.	naracteristics – Classific	ation of Serv	ices-	Serv	rice M	larketing
Unit – II	Focus on the Customer						
Satisfaction – S	Customer: Consumer Behaviour in Services – Custor ervice Quality - Case Study. Understanding Customers and Customer Relationships						
Unit – III	Understanding Customers and Customer Relat	IUII					
	Customers and Customer Relation: Listening Service Recovery and Guarantees. Case Study on Cu		igh Researd	:h -	Buil	lding	Custome
			ugh Researd	:h	Buil	lding	Custome
Relationship – S Unit – IV Service Design	Service Recovery and Guarantees. Case Study on Cu	istomer Relationship New Service Developme					
Relationship – S Unit – IV Service Design	Service Recovery and Guarantees. Case Study on Cu Service Design and Standards and Standards: Services Design and Standards – I	istomer Relationship New Service Developme udy on Service Design					
Relationship – S Unit – IV Service Design Service Standa Unit – V Service Perfor	Service Recovery and Guarantees. Case Study on Cu Service Design and Standards n and Standards: Services Design and Standards – I rds – Service Blueprint – Physical Evidence. Case St	Istomer Relationship New Service Developme udy on Service Design omises ntermediaries - Managin	ent – Develor ng Demand a	oing (Custo apaci	omer l	Defined Integrated
Relationship – S Unit – IV Service Design Service Standa Unit – V Service Perfor	Service Recovery and Guarantees. Case Study on Cu Service Design and Standards and Standards: Services Design and Standards – I rds – Service Blueprint – Physical Evidence. Case Str Service Performance and Managing Service Promance and Managing Service Promance and Managing Service Promises: Service Ir ting Communications – Service Pricing – Financial and	Istomer Relationship New Service Developme udy on Service Design omises ntermediaries - Managin	ent – Develor ng Demand a	oing (Custo apaci	omer l	Defined Integrated
Relationship – S Unit – IV Service Design Service Standa Unit – V Service Perfor Services Marke REFERENCES 1. Valarie Across	Service Recovery and Guarantees. Case Study on Cu Service Design and Standards and Standards: Services Design and Standards – I rds – Service Blueprint – Physical Evidence. Case Sta Service Performance and Managing Service Pro mance and Managing Service Promises: Service Ir ting Communications – Service Pricing – Financial and the Firm", 7th Edition, McGraw Hill Education, New D	New Service Developmendy on Service Design omises Ajay Pandit, "Service Manager of Service	ent – Develop ng Demand a ervice - Case arketing Integ	oing (Custo apaci dy.	omer [ity — li stome	Defined Integrated Total::
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Relationship – S Unit – IV Service Design Service Standar Unit – V Service Perfor Services Marke REFERENCES 1. Valarie Across 2. Christo Pearso William Delhi, 2	Service Recovery and Guarantees. Case Study on Cu Service Design and Standards and Standards: Services Design and Standards — I rds — Service Blueprint — Physical Evidence. Case Sta Service Performance and Managing Service Pro mance and Managing Service Promises: Service Ir ting Communications — Service Pricing— Financial and the Firm", 7th Edition, McGraw Hill Education, New D pher Lovelock, Jochen Wirtz, Jayanta Chatterjee, "Sen Education, Noida, 2022 Chitty, Steven D'Alessandro, Andrew Hughes,, "Sen 2019.	New Service Developmendy on Service Design omises Ajay Pandit, "Service Managing Delhi, 2018. Pervices Marketing: Peoperices Marketing," 2nd Education of Services Marketing, 2nd Education of Ser	ent – Develop g Demand a ervice - Case arketing Integ le, Technolog dition, Oxford	ond C e Stu gratin Univ	Custo apaci dy. g Cu g Cu versit	stome gy", 9t	Defined Total:3 er Focus h Edition ss, New
Relationship – S Unit – IV Service Design Service Standar Unit – V Service Perfor Services Marke REFERENCES 1. Valarie Across 2. Christo Pearso 3. William Delhi, 2 4. Muharr	Service Recovery and Guarantees. Case Study on Cu Service Design and Standards and Standards: Services Design and Standards – I rds – Service Blueprint – Physical Evidence. Case Str Service Performance and Managing Service Promance and Managing Service Promance and Managing Service Promises: Service Ir ting Communications – Service Pricing – Financial and A Zeithaml, Mary Jo Bitner, Dwayne D Gremler and A the Firm", 7th Edition, McGraw Hill Education, New D pher Lovelock, Jochen Wirtz, Jayanta Chatterjee, "Sen Education, Noida, 2022 Chitty, Steven D'Alessandro, Andrew Hughes,, "Sen	New Service Developmendy on Service Design omises Ajay Pandit, "Service Managing Delhi, 2018. ervices Marketing: Peoporices Marketing", 2nd Edian Hossain, "Service Managing and Hossain, "Service Managing", 2nd Edian Hossain, "Service Managing", 2nd	ent – Develop g Demand a ervice - Case arketing Integ le, Technolog dition, Oxford arketing Stra	ond C e Stu gratin Univ	Custo apaci dy. g Cu g Cu versit	stome gy", 9t	Defined Total: Fr Focus h Edition ss, New



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	applying the concept of digital marketing in the development of the business firms	Applying (K3)
CO2	analyzing different types display advertisement and its metrics to the improvement in sales of the business firm	Analyzing (K4)
СОЗ	evaluating the SEO concept in the digital and social media market.	Evaluating (K5)
CO4	analyzing the innovative idea to attract the customer through social media advertisements	Applying (K3)
CO5	evaluating and assess the social media analytics in business	Evaluating (K5)

			Mapping of COs v	vith POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1			
CO2	2	3	1			
CO3	2	3	2		nt monditus	mulita in
CO4	3	2	2	2		1
CO5	3		2	2	201	1

		ASSESSMEN	T PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1		17	33	33	17	- 1	100
CAT2		10	40	33	17	-1	100
ESE			26	45	29		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ESE - 100 marks)

Signature of the Chairman

Board of Studies - MBA





	24MBE14 PRODUCT AND BI	KAND WANAGEMEN		1 1 1 1 1 1			
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	NII	3/4/5/6	FE	3	0	0	3
Preamble	The course provides students with valuable persperence of the course provides students with valuable persperence of the course provides and tactions.				erprel	the p	otential
Unit – I	Foundations in New Product Development						
	New Product Development: The Product and Product, Idea Management, Screening New Product Ide						
Unit – II	Product Management and Elimination						
	gement and Elimination: Commercialization, Managi ecision to Delete a Product and Implementing the Del		Products, Co	ontro	lling t	he Pro	oduct Line
Unit – III	Design and Implementation of Brand strategy						Alleman
	and Resonance - Brand Marketing Programs – C ndary Brand Association.	Snoosing Brand Elem	ents, Desigr	nng	wark	eung	Programs
	Measure and Interpret Brand Performance						
Unit – IV Measure and Ir		uity Measurement and	Management	Syst	em, N	/leasu	
Unit – IV Measure and Ir	Measure and Interpret Brand Performance nterpret Brand Performance: Developing Brand Equ	uity Measurement and l	Management	Syst	em, N	/leasu	ring
Unit – IV Measure and Ir Sources and ou Unit – V Growing and S	Measure and Interpret Brand Performance nterpret Brand Performance: Developing Brand Equitomes of Brand Equity.	inding Architecture Stra	ategies, Introd	ducin	g and	Nami	ring
Unit – IV Measure and Ir Sources and ou Unit – V Growing and S Products and B	Measure and Interpret Brand Performance Interpret Brand Performance: Developing Brand Equitomes of Brand Equity. Growing and Sustaining Brand Equity Sustaining Brand Equity: Design and Implement Brand Extensions, Managing Brands over Time and over	inding Architecture Stra	ategies, Introd	ducin	g and	Nami	ring
Unit – IV Measure and Ir Sources and ou Unit – V Growing and S Products and Br	Measure and Interpret Brand Performance Interpret Brand Performance: Developing Brand Equitomes of Brand Equity. Growing and Sustaining Brand Equity Sustaining Brand Equity: Design and Implement Brand Extensions, Managing Brands over Time and over	inding Architecture Stra er Geographic Bounda	ategies, Introc ries and Marl	ducin ket S	g and egme	Nami	
Unit – IV Measure and Ir Sources and ou Unit – V Growing and S Products and Br REFERENCES: 1. Tapan I 2. Kevin L Managi	Measure and Interpret Brand Performance Interpret Brand Performance: Developing Brand Equitomes of Brand Equity. Growing and Sustaining Brand Equity Instaining Brand Equity: Design and Implement Brait Brand Extensions, Managing Brands over Time and over Time and over Time and Brand Extensions, Managing Brands over Time and over Time and Extensions, Managing Brands over Time and Isaac Jacong Brand Equity", 9th Edition, Pearson Education, Ne	inding Architecture Stra er Geographic Bounda ion, Oxford University F cob, "Strategic Brand New Delhi, 2015.	ategies, Introd ries and Marl Press, Noida, lanagement:	ducin ket S 201 Build	g and egme 6 ling, N	Nami nts.	ring ng New Total:3
Unit – IV Measure and Ir Sources and ou Unit – V Growing and S Products and Br REFERENCES: 1. Tapan I 2. Kevin L Managi	Measure and Interpret Brand Performance Interpret Brand Performance: Developing Brand Equitocomes of Brand Equity. Growing and Sustaining Brand Equity Instaining Brand Equity: Design and Implement Brait Brand Extensions, Managing Brands over Time and over Time and over Time and Brand Extensions, Managing Brands over Time and over Time and Extensions, Managing Brands over Time and Over Time	inding Architecture Stra er Geographic Bounda ion, Oxford University F cob, "Strategic Brand New Delhi, 2015.	ategies, Introd ries and Marl Press, Noida, lanagement:	ducin ket S 201 Build	g and egme 6 ling, N	Nami nts.	ring ng New Total:3
Unit – IV Measure and Ir Sources and ou Unit – V Growing and S Products and Br REFERENCES: 1. Tapan I 2. Kevin L Managi 3. Brian L 2017 4. Tapan I	Measure and Interpret Brand Performance Interpret Brand Performance: Developing Brand Equitomes of Brand Equity. Growing and Sustaining Brand Equity Instaining Brand Equity: Design and Implement Brait Brand Extensions, Managing Brands over Time and over Time and over Time and Brand Extensions, Managing Brands over Time and over Time and Extensions, Managing Brands over Time and Isaac Jacong Brand Equity", 9th Edition, Pearson Education, Ne	anding Architecture Strater Geographic Boundarion, Oxford University Foob, "Strategic Brand New Delhi, 2015." mmies", 1st Edition, Jotion, Oxford University	ategies, Introc ries and Marl Press, Noida, lanagement: hn Wiley & S Press, New D	ducin ket S 201 Build ons, Delhi,	g and egme 6 ling, N	l Nami ents. ∕leasu New J	ring Total:3 ring, and ersey,



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	compare the service sector growth and distinguish goods vs. services	Applying (K3)
CO2	analyze the need of customer expectations and perceptions of service industry.	Analyzing (K4)
СОЗ	evaluate the importance of customer relation, Service promises and guarantees	Evaluating (K5)
CO4	examine the service standards, blueprint and physical evidence in service delivery	Analyzing (K4)
CO5	evaluate and recognize the importance of using technology, and communication in services	Evaluating (K5)

Mapping of COs with POs								
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6		
CO1	1	3			mass hippin of h			
CO2	3							
CO3	3		2			Cupt by Male		
CO4	3		1 ,					
CO5	1	3	*	*				

		ASSESSMEN	IT PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	owing the August	17	33	33	17		100
CAT2	The last Toronto trans	10	40	33	17	- ₩X	100
ETE		January District	26	45	29		100

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)







Programme &					Т	Р	Credit			
Branch	Master of Business Administration	Trim.	Category	L	1					
Prerequisites		3/4/5/6	FE	3	0	0 0 3				
Preamble	The course gives a hands-on experience in develop understanding of how advertising, sales promotion, form a coordinated marketing communication strate	public relation, persona	eting commu al selling and	inical othe	tion per pro	olan, fa motio	acilitates nal tools			
Unit – I	Integrated Marketing Communications			Name :						
	rketing Communications: An Introduction – Role jectives and Budgeting for Promotional Program	of IMC in Marketing	Process -	Role	e of	Ad A	gencies			
Unit – II	Advertising Management									
Advertising Ma Traditional Ad N	anagement: An Overview- Effective and Creative Ad Media – Introduction to Online Advertising, Social Medi	Messages - Endorsers ia, Direct Advertising ar	and Messag nd Other Med	e Ap lia, C	peals Case	s in A Study	dvertising			
Unit – III	Media Tactics									
Time and Space Unit – IV Sales Promotic	Media Planning and Strategy – The Media Plan - Eve e - Measuring Ad Effectiveness, Case Study. Sales Promotion on: Overview and the Role of Trade Promotion - Cons									
Time and Space Unit – IV Sales Promotic	e - Measuring Ad Effectiveness, Case Study. Sales Promotion on: Overview and the Role of Trade Promotion - Constotions, Case Study.									
Time and Space Unit – IV Sales Promotic and other Prom Unit – V	e - Measuring Ad Effectiveness, Case Study. Sales Promotion on: Overview and the Role of Trade Promotion - Constotions, Case Study. Other IMC Tools	sumer Sales Promotion	: Sampling a	nd C	oupo	ning -	Premium			
Time and Space Unit – IV Sales Promotic and other Prom Unit – V Other IMC To Personal Selling	e - Measuring Ad Effectiveness, Case Study. Sales Promotion Sales Promotion Overview and the Role of Trade Promotion - Constitutions, Case Study. Other IMC Tools Other Public Relations, Buzz Marketing, and Sponso	sumer Sales Promotion	: Sampling a	nd C	oupo	ning -	Premium			
Time and Space Unit - IV Sales Promotic and other Prom Unit - V Other IMC To- Personal Selling REFERENCES George	e - Measuring Ad Effectiveness, Case Study. Sales Promotion	sumer Sales Promotion orships - Packaging, F	: Sampling a	nd C	oupo tions,	ning -	Premium Signage Total:3			
Time and Space Unit – IV Sales Promotic and other Prom Unit – V Other IMC To Personal Selling REFERENCES 1. George Perspe 2. PR Sm Technol	Bales Promotion On: Overview and the Role of Trade Promotion - Constitutions, Case Study. Other IMC Tools Ols: Public Relations, Buzz Marketing, and Sponsors. E E Belch, Michel A Belch, Keyoor Punrani, "Advertisective",7th Edition Mc Grew Hill, New Delhi,2021. iith, Ze Zook, "Marketing Communications: Integrating ologies", 7th Edition, Kogan Page, London, United King	sumer Sales Promotion orships - Packaging, F sing and Promotion: Ai g Online and Offline, Cu gdom, 2017.	: Sampling and POP Communication of the communicati	nd C	oupo tions,	ning - , and j Com	Premium Signage Total:			
Time and Space Unit - IV Sales Promotic and other Prom Unit - V Other IMC To Personal Selling REFERENCES 1. George Perspe PR Sm Technology J Cra	Bales Promotion On: Overview and the Role of Trade Promotion - Constitutions, Case Study. Other IMC Tools Ols: Public Relations, Buzz Marketing, and Sponsorg. E Belch, Michel A Belch, Keyoor Punrani, "Advertisective",7th Edition Mc Grew Hill, New Delhi,2021.	sumer Sales Promotion orships - Packaging, F sing and Promotion: Ai g Online and Offline, Cu gdom, 2017. Promotion, and Othe	: Sampling and POP Communication of the communicati	nd C	oupo tions,	ning - , and , Com	Premium Signage Total:			
Time and Space Unit - IV Sales Promotic and other Prom Unit - V Other IMC To Personal Selling REFERENCES 1. George Perspe 2. PR Sm Techno 3. J Cra Commit 4. Kruti S	Sales Promotion on: Overview and the Role of Trade Promotion - Constitutions, Case Study. Other IMC Tools ols: Public Relations, Buzz Marketing, and Sponsory g. E Belch, Michel A Belch, Keyoor Punrani, "Advertisective",7th Edition Mc Grew Hill, New Delhi,2021. iith, Ze Zook, "Marketing Communications: Integrating Diogies", 7th Edition, Kogan Page, London, United King Andrews, Terence A. Shimp "Advertising, F	sumer Sales Promotion orships - Packaging, F sing and Promotion: Ai g Online and Offline, Cu gdom, 2017. Promotion, and Othe hi, 2017. cations", 1st Edition, Mo	: Sampling and POP Communication of the Integrated Instance Engager Aspects	nd C nnica Mark gem of I	oupo tions,	ning - , and , Com nd Di rated	Premium Signage Total:3 munication gital Marketin			



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the theoretical aspects and the importance of New Product development to enhance competitive position	Applying (K3)
CO2	analyze the managerial perspectives of what, why and how product management should be done to give a successful new product	Analyzing (K4)
СОЗ	evaluate knowledge relating to brand building by means of choosing, designing and leveraging brand elements	Evaluating (K5)
CO4	analyse the different approaches to measure brand equity and ways to implement equity measurement system	Analyzing (K4)
CO5	evaluate the alternative branding strategies in decision making	Evaluating (K5)

Mapping of COs with POs								
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6		
CO1	3	Carry Processor		Land to the control of	and worms	Mar subjection		
CO2		3	1	*				
CO3		3		2		a de nelli		
CO4	برور والطائر كالم	3	الا العارد ويواشار إلا ع	and a second	he allower salow	EIGH THE		
CO5		3			2			

1 - Slight	2 - Mod	derate 3 -	Substantial	BT- Bloom's	Tavonomy
I - Oligiti,	2 - 10100	aciale, 5 -	oubstaillai,	D 1 - DIOOHI 9	Taxononing

		ASSESSME	NT PATTER!	N - THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	a filme st e lke (ingle)	17	33	33	17		100
CAT2	-	10	40	. 33	17		100
ETE	- 144 <u>-</u> 1-4-7		26	45	29		100

Signature of the Chairman

Brand of Studies - MBA





Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
				Mig			
Preamble	The course is aimed at developing an understandin The students gain insights on the approaches, strat channel management.						
	Sales Management			Mini	Hill A		AASSA SA S
Sales Manage Theories of Per	ment: Introduction, Nature and Scope, Role and Skil sonnel Selling, Sales Forecasting and Budgeting Dec	l of Sales Manager, T isions.	ypes of Sale	s Ma	nage	ment	Positions
Unit – II	Personal Selling Process						
Personal Selli Studies.	ng Process: The Personnel Selling Process, Design	ning and Managing Sa	ales Territorio	es, S	ales	Quot	as - Case
Unit – III	Sales Force Management						(
	Distribution Management						4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Distribution M	anagement: Introduction, Need and Scope of Distrib	oution Management, M	arketing Cha	ınnel	s Stra	ategy	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4
Channels Char Unit – V	anagement: Introduction, Need and Scope of Distrik inel Management, Case Studies. Market Logistics and Supply Chain Managemen	t					
Distribution M Channels Chan Unit – V Market Logisti	anagement: Introduction, Need and Scope of Distrik nel Management, Case Studies.	t					Levels o
Distribution M Channels Chan Unit – V Market Logisti Channel Inform	anagement: Introduction, Need and Scope of Distrikinel Management, Case Studies. Market Logistics and Supply Chain Managementics and Supply Chain Management: Definition and attion Systems, Case Studies.	t					Levels o
Distribution M Channels Char Unit – V Market Logisti Channel Inform	anagement: Introduction, Need and Scope of Distrikinel Management, Case Studies. Market Logistics and Supply Chain Managementics and Supply Chain Management: Definition and lation Systems, Case Studies.	t Scope of Logistics, Co	mponents of	Logi	stics,	Tran	Levels of Levels
Distribution M Channels Chan Unit – V Market Logisti Channel Inform REFERENCES 1. Havald Hill Edi	anagement: Introduction, Need and Scope of Distrikinel Management, Case Studies. Market Logistics and Supply Chain Managementics and Supply Chain Management: Definition and lation Systems, Case Studies.	t Scope of Logistics, Co	mponents of	Logi	stics,	Tran	Levels of Levels
Distribution M Channels Chan Unit – V Market Logisti Channel Inform REFERENCES 1. Havald Hill Edi 2. Richan Decision	anagement: Introduction, Need and Scope of Distriktinel Management, Case Studies. Market Logistics and Supply Chain Management Cas and Supply Chain Management: Definition and Lation Systems, Case Studies. ar, K. Krishna, Cavale, M. Vasant, "Sales and Distribucation, New Delhi, 2017. d R. Still, Edward W. Cundiff, Norman A. P. Governs, Strategies and Cases", 6th Edition, Pearson Educ	t Scope of Logistics, Co Dution Management — Dution, Sandeep Puri, "S ation, Noida, 2017.	mponents of Fext and Cas ales and Di	Logi ses", stribu	stics, 3rd E	Tran Edition Mana	Levels of Levels
Distribution M Channels Char Unit – V Market Logisti Channel Inform REFERENCES 1. Havald Hill Edi 2. Richard Decisic 3. Tapan 2019.	anagement: Introduction, Need and Scope of Distributed Management, Case Studies. Market Logistics and Supply Chain Management ics and Supply Chain Management: Definition and lation Systems, Case Studies. ar, K. Krishna, Cavale, M. Vasant, "Sales and Distributed in New Delhi, 2017. R. Still, Edward W. Cundiff, Norman A. P. Governs, Strategies and Cases", 6th Edition, Pearson Educing K. Panda, Sunil Sahadev, "Sales and Distribution Materials."	t Scope of Logistics, Co oution Management — oni, Sandeep Puri, "S ation, Noida, 2017. anagement", 3rd Edition	riponents of Fext and Cas ales and Dia	Logi ses", stribu	stics, 3rd E ution	Tran Edition Mana ess, I	Total:3 n, McGrangement New Delh
Distribution M Channels Char Unit – V Market Logisti Channel Inform REFERENCES 1. Havald Hill Edi 2. Richard Decisic 3. Zapan 2019. 4. Satish 2019.	anagement: Introduction, Need and Scope of Distriktinel Management, Case Studies. Market Logistics and Supply Chain Management Cas and Supply Chain Management: Definition and Lation Systems, Case Studies. ar, K. Krishna, Cavale, M. Vasant, "Sales and Distribucation, New Delhi, 2017. d R. Still, Edward W. Cundiff, Norman A. P. Governs, Strategies and Cases", 6th Edition, Pearson Educ	t Scope of Logistics, Co oution Management — oni, Sandeep Puri, "S ation, Noida, 2017. anagement", 3rd Edition An Indian Perspective	rext and Cas ales and Dian, Oxford Uni	Logi sees", stribu	3rd E ution	Tran Edition Mana ess, I	Levels of Levels of Levels of Sportation Total:3



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the fundamental concepts used in integrated marketing communications for real time application	Applying (K3)
CO2	examine how integrated marketing communications help to build brand identity and brand relationship	Analyzing (K4)
СОЗ	evaluate the implications of marketing communication mix.	Evaluating (K5)
CO4	assess the implications of sales promotion.	Analyzing (K4)
CO5	critically evaluate the communication's effects and results of an IMC campaign	Evaluating (K5)

Mapping of COs with POs

			Mapping of COS With	1 03		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		un Laskii laskii la	Car S of the land		أجانب للمحاضا
CO2		3		2	*	
CO3	Water V			3		
CO4	a regular s des	3		2	I SHALL SHOW BY AND	for his to
CO5		3		3		

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

ASSESSMENT	DATTERN	- THEORY
ASSESSIVIEN	PALIENN	- INCORT

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		17	33	17	33		100
CAT2		17	33	17	33		100
ETE	-	11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman of Studies - MBA





	ne & Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Branch Prerequis	ites NIL			3	0	0	3
-1616dais							
Preamble	Business-to-business (B2B) marketing strategies revenue, assisting in marketing penetration, and a market is on the growth phase. This course aims learner's knowledge on designing successful market	aiding in market entry fo at building a strong the	any organisa eoretical base	ation.	. Pro	duct a	nd service nances the
Unit – I	Introduction to B2B Marketing						6
Business I And Char Customers	Marketing and Business Market Customers, Classifying G acteristics of Business Marketing, Strategic Role of Marl s.	loods for The Business keting, Commercial En	Market, Mark erprises, Col	et St mme	ructu rcial	ire, Er and I	nvironmen nstitutiona
Unit – II	Buying and Buyer Behaviour						•
Organizat - Governm	tional Buyers' Decision Process - A Stepwise Model and A nent as A Customer - Commercial Enterprises - Commercia	Process Flow Model, C al and Institutional Cust	rganizational omers	and	Busi	ness i	Markets
Unit – III	B2B Marketing Strategy						(
Managing	Making and Strategy Management Process, Industrial F Services for Business Markets-Managing Busi	rroduct Strategy- Man irket Channels The Gro	wth-Share M	latrix	, Mu	ltifacto	or Portfolio
Managing Matrix, Th Unit – IV Market S	Services for Business Markets-Managing Business Ma e Balanced Scorecard.	rket Channels The Gro	wth-Share M	iatrix	, iviu	macu	or Portion
Managing Matrix, Th Unit – IV Market S Business	Services for Business Markets-Managing Business Mare Balanced Scorecard. B2B Marketing STP Segmentation, Basic Framework of Segmentation, Choo Markets, B2B Advertising, Competitive Bidding, Relationsh	rket Channels The Gro	wth-Share N	iatrix	, iviu	macu	or Portione
Managing Matrix, Th Unit – IV Market S Business Unit – V Business Meets - M	Services for Business Markets-Managing Business Market Balanced Scorecard. B2B Marketing STP Segmentation, Basic Framework of Segmentation, Choo Markets, B2B Advertising, Competitive Bidding, Relationsh	osing Target Segments hip Marketing and CRM	and Position	iatrix iing-l	, iviu Pricir Exhil	ntractions	ategies fo
Managing Matrix, Th Unit – IV Market S Business Unit – V Business Meets - M	Services for Business Markets-Managing Business Market Balanced Scorecard. B2B Marketing STP Segmentation, Basic Framework of Segmentation, Choo Markets, B2B Advertising, Competitive Bidding, Relationsh Business Marketing Communications Marketing Communications and Channels- B2B Adverting Communications The Sales Force - Deployment Analysis - Business	osing Target Segments hip Marketing and CRM	and Position	iatrix iing-l	, iviu Pricir Exhil	ntractions	ategies fo
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Managing Matrix, Th Unit – IV Market S Business Unit – V Business Meets - M Managem REFEREI 1. M 2	Services for Business Markets-Managing Business Market Balanced Scorecard. B2B Marketing STP Segmentation, Basic Framework of Segmentation, Choo Markets, B2B Advertising, Competitive Bidding, Relationsh Business Marketing Communications Marketing Communications and Channels- B2B Advertifications The Sales Force - Deployment Analysis - Business Managing The Sales Force - Deployment Analysis - Business Ment Decisions - B2B Logistics Management NCES: Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh, "B2B 19014.	osing Target Segments hip Marketing and CRM ising, Digital Marketing ss Marketing Channels	and Position Trade Sho and Participal	iatrix iing-l ws, nts -	Pricir Exhil Char	ittracto	ategies fo
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Managing Matrix, Th Unit – IV Market S Business Unit – V Business Meets - M Managem REFEREI 1.	Services for Business Markets-Managing Business Market Balanced Scorecard. B2B Marketing STP Segmentation, Basic Framework of Segmentation, Choo Markets, B2B Advertising, Competitive Bidding, Relationsh Business Marketing Communications Marketing Communications and Channels- B2B Advertifications The Sales Force - Deployment Analysis - Businest Decisions - B2B Logistics Management NCES: Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh, "B2B Inchael D. Hutt, Dheeraj Sharma	osing Target Segments hip Marketing and CRM ising, Digital Marketing ss Marketing Channels and Marketing Channels and Tet Edition, McGraw Hid D.V.R. Seshadri, "Bush, Pearson, 2010.	and Position Trade Sho and Participal Perspective 1 2013. ness Market	ws, hits	Pricir Exhill Char	ng Str	ategies for ategies for ategies for ategies for ategies for a formation of the ategies and ategies and ategies and ategies and ategies at a formation of the ategies for a formation of the ategies at a formation of the ategies at a formation of the ategies for a formation of the ategies at a formation of the ategies for a formation of the ategies for a formation of the ategies at a formation of
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	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	assess the implications of sales management in real time situation.	Applying (K3)
CO2	examine the role of personal selling process in decision making.	Analyzing (K4)
СОЗ	evaluate the merits and demerits of different sources of recruitment.	Evaluating (K5)
CO4	examine the implications of distribution of goods in marketing.	Analyzing (K4)
CO5	evaluate the merits and demerits of logistic and supply chain management in marketing.	Evaluating (K5)

			Mapping of COs v	vith POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2		3	1			
CO3			3			June Inte
CO4	3			1		
CO5		3				

ASSESSMENT	PATTERN	- THEORY
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Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1		17	33	17	33		100
CAT2	restant - are than	17	33	17	33		100
ETE		11	40	20	29		100







Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites	Fundamental knowledge on HRM	3/4/5/6	FE	3	0	0	3
	The aim of this course is to make the students, under components in order to create peaceful organization industrial disputes and use trade unions and welfare Industrial Relations ations: Objectives, Factors Determining Industrial Relations, Overcoming the Shortcomings of the	nal environment. The sepositively for betterment. ations, Approaches	students can ent of organi to Industrial F	gain zatio Relati	knowl nal er ions, l	edge vironr Prered	to solve nent. Juisites fo
Unit – 11	Industrial Disputes						
	putes: Forms, Causes, Prevention, Machinery for ase Study - Maruti Suzuki Conflict.	settlement of Indust	rial Disputes	, Co	nciliat	ion, /	Arbitration
Unit – III	Collective Bargaining						
		Oludios.					
Unit – IV Trade Union:	Trade Union Objectives, Reasons for Workers Join TU, Functions egistered Trade Unions, Penalties and Fines– Case Stu	s, Registration and R		Trad	de Ur	ion, F	!
Unit – IV Trade Union: Privileges of Re	Trade Union Objectives, Reasons for Workers Join TU, Functions egistered Trade Unions, Penalties and Fines—Case Stu	s, Registration and R		Trad	de Ur	ion, F	!
Privileges of Re Unit – V Labour Welfar	Trade Union Objectives, Reasons for Workers Join TU, Functions egistered Trade Unions, Penalties and Fines—Case Stu- Labour Welfare e: Statutory and Non - Statutory Welfare Schemes - Industrial Functions and Duties - Industrial F	s, Registration and Rudy on Trade Union Pra	ctices. y abled Labo	ur W	elfare	, BPC	Rights an
Unit – IV Trade Union: Privileges of Re Unit – V Labour Welfar Labour - Labou	Trade Union Objectives, Reasons for Workers Join TU, Functions egistered Trade Unions, Penalties and Fines—Case Stu- Labour Welfare e: Statutory and Non - Statutory Welfare Schemes - Industrial Functions and Duties - Industrial F	s, Registration and Rudy on Trade Union Pra	ctices. y abled Labo	ur W	elfare	, BPC	Rights an
Unit – IV Trade Union: Privileges of Re Unit – V Labour Welfar Labour - Labou for Safety Prog	Trade Union Objectives, Reasons for Workers Join TU, Functions egistered Trade Unions, Penalties and Fines— Case Stu Labour Welfare e: Statutory and Non - Statutory Welfare Schemes - In Welfare Officers: Functions and Duties - Industrial Framme.	s, Registration and Rudy on Trade Union Pra	ctices. y abled Labo	ur W	elfare	, BPC	Rights an
Unit – IV Trade Union: Privileges of Re Unit – V Labour Welfar Labour - Labou for Safety Prog	Trade Union Objectives, Reasons for Workers Join TU, Functions egistered Trade Unions, Penalties and Fines— Case Stu Labour Welfare e: Statutory and Non - Statutory Welfare Schemes - In Welfare Officers: Functions and Duties - Industrial Framme.	s, Registration and Rudy on Trade Union Pra Concepts of Differentl Lealth and Safety - Co	y abled Labo mponents of	ur W Safe	elfare ty Pro	, BPC ogrami	Rights an
Unit – IV Trade Union: Privileges of Re Unit – V Labour Welfar Labour - Labou for Safety Prog REFERENCES 1. Sivaret	Trade Union Objectives, Reasons for Workers Join TU, Functions egistered Trade Unions, Penalties and Fines— Case Stu Labour Welfare e: Statutory and Non - Statutory Welfare Schemes - In Welfare Officers: Functions and Duties - Industrial Framme.	s, Registration and Rudy on Trade Union Pra Concepts of Differentl Realth and Safety - Co	y abled Labo mponents of PHI Learning	ur W Safe	elfare ty Pro	, BPC ogrami hi, 20	Rights an
Unit – IV Trade Union: Privileges of Re Unit – V Labour Welfar Labour - Labou for Safety Prog REFERENCES 1. Sivaret 2. Venkat	Trade Union Objectives, Reasons for Workers Join TU, Functions egistered Trade Unions, Penalties and Fines—Case Stu- Labour Welfare ee: Statutory and Non - Statutory Welfare Schemes - In Welfare Officers: Functions and Duties - Industrial Framme.	s, Registration and Rudy on Trade Union Pra Concepts of Differentlelealth and Safety - Co e" 3rd revised Edition, 2nd Edition, Oxford U	y abled Labo mponents of PHI Learning	ur W Safe g, Ne	elfare ty Pro w Del ew De	, BPC grami hi, 20 elhi, 20	Rights an and KPome - Nee Total:3
Unit – IV Trade Union: Privileges of Re Unit – V Labour Welfar Labour - Labou for Safety Prog REFERENCES 1. Sivaret 2. Venkat 3. Dwivec	Trade Union Objectives, Reasons for Workers Join TU, Functions egistered Trade Unions, Penalties and Fines—Case Stu- Labour Welfare e: Statutory and Non - Statutory Welfare Schemes - In Welfare Officers: Functions and Duties - Industrial Framme. thinamohan R, "Industrial Relations and Labour Welfare aratnam.C.S, Manoranjan Dhal, "Industrial Relations",	s, Registration and Rudy on Trade Union Pra Concepts of Differentl Health and Safety - Co e" 3rd revised Edition, 2nd Edition, Oxford U	y abled Labo mponents of PHI Learning niversity Pres	ur W Safe g, Ne gs, Ne ss, N	elfare ty Pro w Del ew De	, BPC ogrami hi, 20 hi, 20 elhi, 2	o and KP0 me - Nee Total:3 18. 019.



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify the opportunities in B2B Markets and how it varies from regular marketing.	Applying (K3)
CO2	access the Organizational buying process and Buyer-seller relationship in B2B marketing.	Analyzing (K4)
СОЗ	evaluate the implications of B2 to B marketing in real business scenario.	Evaluating (K5)
CO4	analyze the segmenting of business market and to Study on the customer relationship management and acquiring right customers.	Analyzing (K4)
CO5	evaluate the implications of business marketing communications.	Evaluating (K5)

Mapping of COs with POs and PSOs

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
	FUI	102	103	F04	F 03	F 00
CO1	3	2		e de la compania del compania del compania de la compania del compania del compania de la compania del compania	n in ovider for the	The Real Property
CO2	أو مركس حيان	3	2			
CO3	3	2			AR STATE OF THE	
CO4		3	1			WELL THAT
CO5	W Start I was a list		tert aufmen gr	3		

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

ASSES	SMENT	PATTER	N - T	HEORY
ADDED	DIVIDIAL	PALIER	14 - 1	DEURI

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1		17	33	17	33		100
CAT2	-	17	33	17	33		100
ETE		11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman Board of Studies - MBA





Programme &	24MBE19 COMPENSATION AND			L	т	Р	Credit
Branch	Master of Business Administration	Trim.	Category	L			Credit
Prerequisites	Fundamental Knowledge on HRM	3/4/5/6	FE	3	0	0	3
Preamble	The course helps the students in determining the vindividuals and team in an organization.	wage, pay structures, de	sign benefits	and	incer	ntives	for
Unit – I	Wages						ja j
Wages: Conce Method.	pt-Determination Process-Influencing Factors. Wage	e Plans: Types- Time W	/ages- Piece	Wag	jes- I	3alan	ce or Del
Unit II	Pay Structures						
	s: Pay Surveys- Grades. Variable Pay: Types. Salar age and Salary Structure.	y: Components – Scale	or Pay- Allo	wan	CES-	ringe	
Unit – III	Pay Determining						
Plans- ESOPs Unit – IV	Compensation						
Plans- ESOPs Unit – IV Compensation	– Case Study.						
Plans- ESOPs Unit – IV Compensation to gain Compel Unit – V	Case Study. Compensation Designing a Compensation System: Approaches- Fitive Advantage - Compensation Design Exercise. Compensation Administration & Flexible Work:	Principles- Perception of	Fairness. C				
Plans- ESOPs Unit – IV Compensatior to gain Compel Unit – V Compensatior	- Case Study. Compensation Designing a Compensation System: Approaches-Fitive Advantage - Compensation Design Exercise. Compensation Design Exercise Compensation Design Exercis	Principles- Perception of force System – Matching to M	Fairness. C				 nd Benefi
Plans- ESOPs Unit – IV Compensatior to gain Compet Unit – V Compensatior Flexible Work	- Case Study. Compensation Designing a Compensation System: Approaches-Fitive Advantage - Compensation Design Exercise. Compensation Administration & Flexible Work Administration: Monitoring - Audit - Review of the Storce: Contingent Employees - Flexible Work Schedu	Principles- Perception of force System – Matching to M	Fairness. C				
Plans- ESOPs Unit – IV Compensatior to gain Compel Unit – V Compensatior Flexible Work	- Case Study. Compensation Designing a Compensation System: Approaches - Fitive Advantage - Compensation Design Exercise. Compensation Administration & Flexible Work Administration: Monitoring - Audit - Review of the Storce: Contingent Employees - Flexible Work Schedu	Principles- Perception of force System – Matching to M iles. – Case Study.	Fairness, Co	omp			 nd Benefi
Plans- ESOPs Unit – IV Compensatior to gain Compel Unit – V Compensatior Flexible Works REFERENCES 1. Singh	- Case Study. Compensation Designing a Compensation System: Approaches-Fitive Advantage - Compensation Design Exercise. Compensation Administration & Flexible Work Administration: Monitoring - Audit - Review of the Storce: Contingent Employees - Flexible Work Schedu	Principles- Perception of force System – Matching to M iles. – Case Study. Edition, Excel Books, Ne	Fairness. Co	omp.	ensat	ion ar	 nd Benefi Total:
Plans- ESOPs Unit – IV Compensatior to gain Compet Unit – V Compensatior Flexible Work REFERENCES 1. Singh 2. Lanu F	Compensation Designing a Compensation System: Approaches-Fitive Advantage - Compensation Design Exercise. Compensation Administration & Flexible Work of Administration: Monitoring - Audit - Review of the Storce: Contingent Employees - Flexible Work Scheduser. B.D., "Compensation and Reward Management", 3rd I	Principles- Perception of force System – Matching to Miles. – Case Study. Edition, Excel Books, Nebook', 6th Edition, McGr	Fairness. Co arket Force. ew Delhi, 201 aw Hill Educ	ompo	ensat	ion ar	Total:
Plans- ESOPs Unit – IV Compensatior to gain Compet Unit – V Compensatior Flexible Works REFERENCES 1. Singh 2. Lanu A 3. Dipak	Compensation Designing a Compensation System: Approaches-Fitive Advantage - Compensation Design Exercise. Compensation Administration & Flexible Work Administration: Monitoring - Audit - Review of the Storce: Contingent Employees - Flexible Work Scheduces B.D., "Compensation and Reward Management", 3rd Example 1 Berger, Dorthy R Berger, "The Compensation Handle	Principles- Perception of force System – Matching to Males. – Case Study. Edition, Excel Books, Nebbook', 6th Edition, McGr	Fairness. Co arket Force. ew Delhi, 201 aw Hill Educativersity Press	7. ation	, Nev	ion ar v Delh lhi, 20	Total::



COURSE OUTCOMES: On completion of the course, the students will be able to		BT Mapped (Highest Level)
CO1	interpret the dynamics of industrial relation environment by contemporary developments	Applying (K3)
CO2	examine industrial disputes and provide solutions to solve disputes.	Analyzing (K4)
СОЗ	evaluate the factors contributing to collective bargaining.	Evaluating (K5)
CO4	analyze the functions of trade union system.	Analyzing (K4)
CO5	evaluate the implications of labour welfare in real time scenario.	Evaluating (K5)

Mapping of COs with POs COs/POs P01 PO₂ PO₃ PO4 PO₅ PO6 3 CO1 CO₂ 3 2 3 CO₃ 2 CO4 3 2 3 CO₅ 2

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		.17	33	17	33	,·	100
CAT2		17	33	17	33		100
ETE		11	40	20	29	out - s ant	100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)







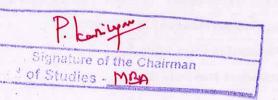
Programme &						P	Credit
Branch	Master of Business Administration	Trim.	Category	L	T		
Prerequisites	Fundamental Knowledge on HRM	3/4/5/6	FE	3	0	0	3
Preamble	Performance Management Systems would help to assessing employee performance in organizations. part of the requirements for individual employees.	the students to use o Students will understar	bjectives and nd that the or	d me gani	easur zatio	able n's go	al becom
Unit – I	Performance Management						
Performance Nin Performance	lanagement: Definition - Objectives - Characteristics, l Management Process - Case Study.	Functions - Principles o	f Managemer	ıt Pla	an - P	roces	s : Steps
Unit – II	Performance Appraisal						
Performance A Conditions for E Performance A	Appraisal : Definition - Approaches - Objectives of Perf Effective Appraisal - Steps to Performance Appraisal - Copraisal	ormance Appraisal - Fa Characteristics of a Sou	ctors Distortir nd Appraisal	ng A _l Plan	oprais - Lim	sal - E nitatio	ns of
Unit – III	Performance Appraisal Process						
Performance A	Appraisal Process: Purpose of Performance Appraisa D. 360 Degree Feedback Appraisal - Assessment Cent	al Performance Appra re: Techniques - Case	aisal Design - Study.	Me	thods	of P	erformand
Appraisal - MB0 Unit – IV Team Perform	Appraisal Process: Purpose of Performance Appraisa 2, 360 Degree Feedback Appraisal - Assessment Cent Team Performance Management ance Management: Principles - Work Wheel and Tear	re: Techniques - Case t	Study.				
Appraisal - MB ^Q Unit – IV Team Perform - Case Study.	D, 360 Degree Feedback Appraisal - Assessment Cent Team Performance Management ance Management: Principles - Work Wheel and Tear	re: Techniques - Case t	Study.				
Appraisal - MB0 Unit - IV Team Perform - Case Study, Unit - V Performance A	D, 360 Degree Feedback Appraisal - Assessment Cent Team Performance Management ance Management: Principles - Work Wheel and Tear Performance Audit Audit: Steps - Methods and Techniques. Methods of V	re: Techniques - Case s m Performance - Measu aluating Human Resou	Study. Iring and Man	nagin	g Tea	am Pe	erformanc
Appraisal - MB0 Unit - IV Team Perform - Case Study, Unit - V Performance A	D, 360 Degree Feedback Appraisal - Assessment Cent Team Performance Management ance Management: Principles - Work Wheel and Tear Performance Audit	re: Techniques - Case s m Performance - Measu aluating Human Resou	Study. Iring and Man	nagin	g Tea	am Pe	erformance
Appraisal - MB0 Unit - IV Team Perform - Case Study, Unit - V Performance A	Team Performance Management ance Management: Principles - Work Wheel and Tear Performance Audit Audit: Steps - Methods and Techniques. Methods of Vits - Legal and Ethical Aspects of Performance Management	re: Techniques - Case s m Performance - Measu aluating Human Resou	Study. Iring and Man	nagin	g Tea	am Pe	erformance
Appraisal - MBC Unit - IV Team Perform - Case Study. Unit - V Performance A Purpose, Benef	Team Performance Management ance Management: Principles - Work Wheel and Tear Performance Audit Audit: Steps - Methods and Techniques. Methods of Vits - Legal and Ethical Aspects of Performance Management	re: Techniques - Case s m Performance - Measu aluating Human Resou ement.	Study. Iring and Man Irces – Scope	agin HR	g Tea	am Pe	ctives,
Appraisal - MB0 Unit - IV Team Perform - Case Study. Unit - V Performance A Purpose, Bener REFERENCES 1. Ram K Himala	Team Performance Management ance Management: Principles - Work Wheel and Tear Performance Audit Audit: Steps - Methods and Techniques. Methods of Viits - Legal and Ethical Aspects of Performance Management: umar Balyan, Vikramender Singh Balyan, SumanBalyan	re: Techniques - Case some Performance - Measural Performance - Measural Performance Managan, "Performance Managan,"	Study. Iring and Man Irices – Scope	agin , HR	g Tea audil	am Pe t Obje	ctives, Total:3
Appraisal - MB0 Unit - IV Team Perform - Case Study. Unit - V Performance A Purpose, Bene REFERENCES 1. Ram K Himala 2. Dipak	Team Performance Management ance Management: Principles - Work Wheel and Tear Performance Audit Audit: Steps - Methods and Techniques. Methods of Vits - Legal and Ethical Aspects of Performance Management umar Balyan, Vikramender Singh Balyan, SumanBalyan, Publishing, Mumbai, 2017.	re: Techniques - Case some Performance - Measural Paluating Human Resourcement.	Study. Iring and Man Irices – Scope. Igement (Text Ist Edition, Pe	agin , HR and	g Tea audil	am Pe t Obje	ctives, Total:3
Appraisal - MB0 Unit - IV Team Perform - Case Study. Unit - V Performance A Purpose, Benef REFERENCES 1. Ram K Himala 2. Dipak 3. A.M. S	Team Performance Management ance Management: Principles - Work Wheel and Tear Performance Audit Audit: Steps - Methods and Techniques. Methods of Vits - Legal and Ethical Aspects of Performance Management umar Balyan, Vikramender Singh Balyan, SumanBalyana Publishing, Mumbai, 2017. Kumar Battacharyya., "Performance Management Systems of Performance Management Systems of Pe	re: Techniques - Case some Performance - Measural Paluating Human Resourcement. The performance Management and Strategies", 1st 1, Himalaya Publishing,	Study. Iring and Man Irices – Scope Gement (Text st Edition, Per Mumbai, 201	agin , HR and	g Tea audil	am Pe t Obje	erformanc ctives, Total::



The state of the s	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the compensation determination process in fixing pay to employees.	Applying (K3)
CO2	design and categorize pay structures for different categories of employees in the organizations.	Analyzing (K4)
CO3	evaluate individual and team pay based on various parameters.	Evaluating (K5)
CO4	design and develop a compensation system for employees in modern organizations	Analyzing (K4)
CO5	prepare and evaluate work schedule and audit system for flexible work force.	Evaluating (K5)

Mapping of COs with POs								
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6		
CO1	3			and the interest				
CO2	and the second	3						
CO3		3	7 det - 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	pa-hange et so				
CO4		3	1					
CO5)			3			

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	-	17	33	17	33		100
CAT2		17	33	17	33		100
ETE		11	40	20	29		100







Programme &	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Branch Prerequisites	NIL	3/4/5/6	FE	3	0	0	3
relequisites				1 7 1			
Preamble	The course help the students to develop the perspe the strategic approach to human resources from the relationship of HR strategy with overall corporate str	traditional functional	an resource n approach and	nana d to u	geme nders	nt, dis tand t	tinguish he
Unit I	Introduction						
	Business - Corporate Strategies- Integrating HR Strate ferent Firms - Human Resource System. Business Str				ng HF	R Prac	tices
Unit – II	HR Strategies					jisababig	1
HR Strategies: Implementation	Performance Management Strategies - Reward and C Corporate Ethics- Values and SHRM. Case Study.	Compensation- Retren	chment - Hur	nan /	Aspec	ts of S	Strategy
Unit – III	Implementation of SHRM			Barri			(
Corporate Strat	n of SHRM: Measurement – Challenges -HR as a S egy, Strategic HR Planning - Acquisition and Develop	trategic Partner. Proc nent. Case study.	ess Based A	ррго	ach. /	Alignin	
Unit – IV	Human Resource Environment						
		Diversity- Demographi	ic Changes-T	emp	orary	and C	ontract
Human Resou labour, Compet	rce Environment: Technology- Structure- Workforce lencies of HR Professional in a SHRM Scenario.						
Human Resoullabour. Compet	encies of HR Professional in a SHRM Scenario. Strategies in Global Environment						(
Unit – V Strategies in G	encies of HR Professional in a SHRM Scenario.	ies - Training and Dev					
Unit – V Strategies in G	encies of HR Professional in a SHRM Scenario. Strategies in Global Environment lobal Environment: Recruitment - Retention Strateg	ies - Training and Dev					l (
Unit – V Strategies in G	encies of HR Professional in a SHRM Scenario. Strategies in Global Environment Strategies in Global Environment Strategies in Global Environment - Retention Strategies	ies - Training and Dev					l (
labour. Compet Unit – V Strategies in G Strategy and Co REFERENCES	encies of HR Professional in a SHRM Scenario. Strategies in Global Environment Strategies in Global Environment Strategies in Global Environment - Retention Strategies	ies - Training and Dev	elopment Str	ategi	es. C	orpora	ate Total:3
labour. Compet Unit – V Strategies in G Strategy and C REFERENCES 1. Ekta Si	encies of HR Professional in a SHRM Scenario. Strategies in Global Environment Slobal Environment: Recruitment - Retention Strategareer Systems. Evaluating the Effectiveness of SHRM	ies - Training and Dev Development", 1st Ed	elopment Str	ategi n Edu	es. C	orpora	(atte Total:30 da, 2019.
labour. Compet Unit – V Strategies in G Strategy and C REFERENCES 1. Ekta Si 2. Randal	encies of HR Professional in a SHRM Scenario. Strategies in Global Environment Iobal Environment: Recruitment - Retention Strategareer Systems. Evaluating the Effectiveness of SHRM arma, "Strategic Human Resource Management and	ies - Training and Dev Development", 1st Ed source Management",	relopment Str lition, Pearsol 2nd Edition,	ategi n Edu Wiley	es. C ucatio /, Nev	orpora n, Noi v Delh	Total:30
labour. Compet Unit – V Strategies in G Strategy and C REFERENCES 1. Ekta Si 2. Randal 3. Paul B 4. Luis R. Delhi, 2	encies of HR Professional in a SHRM Scenario. Strategies in Global Environment Strategies in Global Environment Strategies in Global Environment Strategies in Global Environment Strategies in Global Environment Recruitment - Retention Strategies of SHRM Strategies in Global Environment Strategies in Global Environ	ies - Training and Dev Development", 1st Ed source Management", Edition, McGraw Hill I naging Human Resour	relopment Str lition, Pearsol 2nd Edition, Education, Ne ces", 8th Edit	ateginn Edu Wiley Dew Do, I	es. C ucatio /, Nev elhi, 2 PHI L	orpora n, Noi v Delh 011. earnin	Total:30 da, 2019. i, 2008.



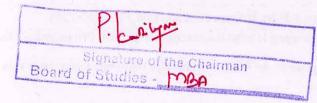
	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	access the different dimensions of performance management in real time scenario.	Applying (K3)
CO2	analyze the technique to conduct performance appraisal to the employees in the organization.	Analyzing (K4)
СОЗ	appraise the performance appraisal and its methods.	Evaluating (K5)
CO4	classify the team and work wheel performance to measure and manage the team performance.	Analyzing (K4)
CO5	determine the steps, methods and techniques in HR audit.	Evaluating (K5)

Mapping of COs with POs								
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6		
CO1	3			Turbut li	Verille man	S Walter		
CO2		3						
CO3		3	2	المراكبة ومؤركاتك				
CO4	ver – tra	3	1		a land of control			
CO5		3	1					

ASSESSMENT	PATTERN -	THEORY
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Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1		17	33	17	33		100
CAT2		17	33	17	33		100
ETE		11	40	20	29	HI	100

770 may be varied (e/t) 1 a 2 of marks a ETE 100 marks







Dun manyer	24MBE22 ORGANIZATIONAL DEVELOPME	AT AND CHARGER					
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	Nil	3/4/5/6	FE	3	0	0	3
Preamble	The course helps the students to learn the concepts Inputs are given on various models, interventions ar business organization.						
Unit – I	Organization Development						
Introduction to OD Practitione	o OD: Growth and Relevance of OD - Theories of Plan r: Skills & Role of OD Practitioner. stracting: Entering in to OD Relationship - Develop a Co						
Unit – II	Process of OD					Market (
	o: OD Diagnosis - Need Open System Model - Level o : Collecting Data Sampling, Analyzing Data - Feedback		ndividual and	Orga	anizat	ional.	
Unit – III	OD Interventions						
OD Intervention	ons: HR Process Intervention: Interpersonal and Group	Process Approaches	 Organization 	onal I	roce	ss Ap	proaches
Techno Structu	iral Intervention: Restructuring - Employee Involvement	t - Work Design - Cas	e Study.				
Techno Structu Unit – IV	HR Intervention and Strategic Change Interventi	t - Work Design - Casi ons	e Study.				
Techno Structu Unit – IV HR Intervention		t - Work Design - Caso ons ent - Work force Dive	ersity and We				
Techno Structu Unit – IV HR Intervention	HR Intervention and Strategic Change Intervention: HR Performance Management - Talent Management ansformational Change - Continuous Change - Trane (t - Work Design - Caso ons ent - Work force Dive	ersity and We				∐ (jic Change
Techno Structu Unit – IV HR Interventio Intervention: Ti Unit – V Change Mana	HR Intervention and Strategic Change Intervention: HR Performance Management - Talent Management	t - Work Design - Case ons ent - Work force Dive Organizational Chang change: Process, Con	e Study. ersity and We	llnes	s S	itrateg	jic Chang
Techno Structu Unit – IV HR Interventio Intervention: Ti Unit – V Change Mana	HR Intervention and Strategic Change Intervention: HR Performance Management - Talent Management ransformational Change - Continuous Change - Trane Change Management Ghange Management gement: Change Management Process - Models of C	t - Work Design - Case ons ent - Work force Dive Organizational Chang change: Process, Con	e Study. ersity and We	llnes	s S	itrateg	ic Chang
Techno Structu Unit – IV HR Interventio Intervention: To Unit – V Change Mana	HR Intervention and Strategic Change Intervention: HR Performance Management - Talent Management ransformational Change - Continuous Change - Trane Change Management General: Change Management gement: Change Management Process - Models of Change Agent - Organizational Culture and Change - Case	t - Work Design - Case ons ent - Work force Dive Organizational Chang change: Process, Con	e Study. ersity and We	llnes	s S	itrateg	jic Chang
Techno Structu Unit - IV HR Intervention: To Intervention: To Unit - V Change Mana Skill Sets Char REFERENCES 1. Thoma	HR Intervention and Strategic Change Intervention: HR Performance Management - Talent Management ransformational Change - Continuous Change - Trane (Change Management) Change Management gement: Change Management Process - Models of Change Agent - Organizational Culture and Change - Case as G Cummings, Christopher G Woreley, "Organizationing, New Delhi, 2020.	t - Work Design - Case ons ent - Work force Dive Organizational Chang change: Process, Con Study. al Development and C	e Study. ersity and We e. tent - Resista Change", 11th	Ilnes	s S to Ch	etrateg ange Cenga	ic Chang - Role an Total:3
Techno Structu Unit – IV HR Intervention: To Intervention: To Unit – V Change Mana Skill Sets Char REFERENCES 1. Thoma Learni Wende	HR Intervention and Strategic Change Intervention: HR Performance Management - Talent Management ransformational Change - Continuous Change - Trane Change Management Change Management gement: Change Management Process - Models of Change Agent - Organizational Culture and Change - Case S: as G Cummings, Christopher G Woreley, "Organization	t - Work Design - Case ons ent - Work force Dive Organizational Chang change: Process, Con Study. al Development and C	e Study. ersity and We e. tent - Resista Change", 11th	Ilnes	s S to Ch	etrateg ange Cenga	ic Chang - Role an Total:3
Techno Structu Unit - IV HR Intervention: To Intervention: To Change Mana Skill Sets Char REFERENCES 1. Thoma Learni 2. Wende Improv I an Pa	HR Intervention and Strategic Change Intervention: HR Performance Management - Talent Management ransformational Change - Continuous Change - Trane Change Management Change Management gement: Change Management Process - Models of Change Agent - Organizational Culture and Change - Case as G Cummings, Christopher G Woreley, "Organizationing, New Delhi, 2020. Ell L French, Cecil H Bell, "Organization Development: In the Change - Case of Change	t - Work Design - Case ons ent - Work force Dive Organizational Chang Change: Process, Con- Study. al Development and C	ersity and Wee. tent - Resista Change", 11th	ance	s S to Ch ion, C	ange Cenga	ic Chang - Role an Total:3
Techno Structu Unit – IV HR Intervention: To Intervention: To Unit – V Change Mana Skill Sets Char REFERENCES 1. Thoma Learni 2. Wende Improv 3. Ian Pa McGra	HR Intervention and Strategic Change Intervention: HR Performance Management - Talent Management ransformational Change - Continuous Change - Trane Cange Management Change Management gement: Change Management Process - Models of Cange Agent - Organizational Culture and Change - Case as G Cummings, Christopher G Woreley, "Organizationing, New Delhi, 2020. Ell L French, Cecil H Bell, "Organization Development: Frement", 6th Edition, Pearson Education, Noida, 2017. Ilmer, Richard Dunford, Gib Akin, "Managing Organization	t - Work Design - Case ons ent - Work force Dive Organizational Chang change: Process, Con Study. al Development and C Behavioral Science In ional Change: A Multip	ersity and Weee. Stent - Resista Change", 11th terventions fo	i Editi	s S to Ch ion, C ganiza	etrateg ange Cenga ationa ch", 3	rd Edition,



anene e	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify the HR practices related to business strategies in organizations.	Applying (K3)
CO2	examine how HR strategies can be formed by a knowledge of labour markets and product markets by considering the value system.	Analyzing (K4)
СОЗ	determine the need for different HRM practices in alignment with different business strategies while execution.	Evaluating (K5)
CO4	analyze various environmental conditions in which HR activities can be performed effectively.	Analyzing (K4)
CO5	recommend ethical, environmental and sustainability considerations in SHRM for effective decision-making and practice.	Evaluating (K5)

		ryhet.	Mapping of COs	with POs	Sales of profession	
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	or messes	as defined to the			Jeur Self Co.
CO2		3	1			
CO3			3		2	REMINISTRA
CO4				3	2	
CO5					3	2

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	·	17	33	17	33		100
CAT2	L	17	33	17	33		100
ETE		11	40	20	29	man s L	100

* $\pm 3\%$ may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)

Signature of the Chairman
Epard of Studies - MBA





		1			UKK		24MBE23 TEAM DYN		
Credi	P	Т	L	Category	Trim.		Administration	Master of Business Ad	rogramme & Branch
3	0	0	3	FE	3/4/5/6		edge on HRM	Fundamental Knowled	rerequisites
Vith a foci	ation. W	pera	coop	conflicts for	d managing	processes, ar	the dynamics of teams, fro tiveness, decision-making s and diverse team dyna	delves into team effective	Preamble
								Team	Jnit – I
tioning,	o Funct	roup	of Gr	, IPO Model o	tions Today	ms in Organiza	ups in Organizations, Team of leadership.	, Types, Teams Vs Group in Leadership, Theories o	'eam : Definition Synergy, Power
								Formation of Team	Jnit – II
/lodel,	ASA M	Fit,	tion	on - Organiza	ation, Perso	flember Sociali:	nd Development, Team Me n Groups and Teams.	eam: Team Formation and ne Impact of Diversity on (Formation of To Inderstanding t
								Team Effectiveness	Jnit – III
to Impro	entions	erve	Inte	eams, Three	Roles and T	r Identify and m Goals.	ing Team Goals, Member le Analysis, Defining Team	ness: Team Task, Settin ctioning: Conducting Role	ream Effective nitial Team Fun
to Impro					wer, Poor Ir	m Goals. s / Un Equal Po	ole Analysis, Defining Team d Decision Making g: Steps, Strong Members	ctioning: Conducting Role Problem Solving and I g and Decision Making:	nitial Team Fun Jnit – IV Problem Solvin
to Impro					wer, Poor Ir	m Goals. s / Un Equal Po	ole Analysis, Defining Team d Decision Making g: Steps, Strong Members The Nominal Group Techn	ctioning: Conducting Role Problem Solving and I g and Decision Making: bup Think, Intervention: Th	nitial Team Fun Jnit – IV Problem Solvin Polarization, Gro
S,	Group	ng, C n Pr	narin atior	nformation Sh	wer, Poor Ir al Inquiry. ocial Loafin	m Goals. s / Un Equal Ponique, Dialectional	ole Analysis, Defining Team d Decision Making g: Steps, Strong Members The Nominal Group Techn	ctioning: Conducting Role Problem Solving and I g and Decision Making: pup Think, Intervention: The Dysfunctional Conflict Conflict and Cooperation Individual Differences. Un	nitial Team Fun Jnit – IV Problem Solvin Polarization, Gro Jnit – V Dysfunctional G Personality and
S,	Group	ng, C n Pr	narin atior	nformation Sh	wer, Poor Ir al Inquiry. ocial Loafin	m Goals. s / Un Equal Ponique, Dialectional	ole Analysis, Defining Team d Decision Making g: Steps, Strong Members The Nominal Group Technict and Cooperation on: Nature. Causes: Socia	ctioning: Conducting Role Problem Solving and I g and Decision Making: pup Think, Intervention: The Dysfunctional Conflict Conflict and Cooperation	nitial Team Fun Jnit – IV Problem Solvin Polarization, Gro Jnit – V Dysfunctional G Personality and
s, agement Total:	Group Toblems	ng, G n Pr	narin :atior :: Co	nformation Sh g, Communic , Intervention	wer, Poor Ir al Inquiry. ocial Loafin ersonalities	m Goals. s / Un Equal Ponique, Dialection al Dilemmas, Siging Different F	ole Analysis, Defining Team of Decision Making g: Steps, Strong Members The Nominal Group Technict and Cooperation on: Nature, Causes: Socia Understanding and Managi	ctioning: Conducting Role Problem Solving and I g and Decision Making: pup Think, Intervention: Th Dysfunctional Conflict Conflict and Cooperation Individual Differences. Uniation / Arbitration.	nitial Team Fun Jnit – IV Problem Solvin Polarization, Gro Jnit – V Dysfunctional Gersonality and Procedure, Med REFERENCES:
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s, agement Total:	Group Toblems of Mana	ng, G n Pr n Pr am	narin atior : Co	g, Communic , Intervention d Improving ient, and Po	wer, Poor Ir al Inquiry. ocial Loafine ersonalities standing ar orkplace, Cl	m Goals. s / Un Equal Ponique, Dialectional Dilemmas, Signing Different Formations: Under Resolving Work Edition, SA	ole Analysis, Defining Team of Decision Making g: Steps, Strong Members The Nominal Group Techn ict and Cooperation on: Nature, Causes: Socia Understanding and Managi	Problem Solving Role Problem Solving and I g and Decision Making: pup Think, Intervention: The Dysfunctional Conflict Conflict and Cooperation Individual Differences. Uniation / Arbitration. M. Franz, "Group Dyna Wiley, New Delhi, 2018. S. Raines, "Conflict Mana Bass, 2022 Northouse, "Leadership:	Problem Solvin Polarization, Gro Jnit – V Dysfunctional Gro Personality and Procedure, Med REFERENCES: 1. Timothy Edition, 2. Susan Jossey- 3. Peter G



	RSE OUTCOMES: Impletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	utilize OD by appreciating the importance and need for organization development.	Applying (K3)
CO2	examine OD in organizations by diagnosing groups.	Analyzing (K4)
СОЗ	appraise different OD interventions and its appropriateness of applying OD interventions.	Evaluating (K5)
CO4	analyze the HR and strategic change interventions.	Analyzing (K4)
CO5	assess change process and models of change in business organizations.	Evaluating (K5)

Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	3								
CO2	3								
CO3	3		1						
CO4	3								
CO5	3				1				

1 - Slight	2 - M	oderate	3 -	Substantial,	RT-	Bloom's	Tavonomy
i Uligiti,	2 - 101	ouclate,	0	oubstantial,	-וט	DIUUIII 5	I axullully

ASSESSMENT PATTERN - THEORY										
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota			
CAT1		17	33	17	33		100			
CAT2	EN PROPERTY	17	33	17	33	10-10-10	100			
ЕТЕ	-	11	40	20	29	-	100			

P. Carringer

Signature of the Chairman

Board of Studies - MBA





Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	Fundamental Knowledge on HRM	3/4/5/6	FE	3	0	0	3
Preamble	The course will help students to know the legal prov Labour and enable them to ensure legal compliance	visions, facilities, bene e relating to labour in ir	fits and prote ndustries and	ction, I busi	, avail iness	able to	o Indian izations.
Unit – I	The Factories act 1948						
	act 1948: Definitions – Duties of Occupier, Manufactu are – Case study	res – Powers of Inspec	ctor – Provisi	ons F	Relatir	ng to H	lealth
Unit – II	Payment of Wages Act 1936 & Minimum Wages	Act 1948					
Minimum Wage	ges Act 1936: Definition of Wages, Payment – Autho es Act 1948: Fixing of Minimum Rate of Wages – Rev	vising Minimum Wages					
Unit – III	The Employees Compensation Act 1923						
	- Distribution of Compensation - Case Study. Employees Provident Fund and Miscellaneo	ous Provision act 1	952 & Em	ploye	es S	State	
Unit – IV Employees Pro Scheme – Emp	Employees Provident Fund and Miscellaneo Insurance Act 1948 ovident Fund and Miscellaneous Provision act 195 loyers Obligations.	52: Applications – EPF	Scheme – E				
Unit – IV Employees Pro	Employees Provident Fund and Miscellaneo Insurance Act 1948 ovident Fund and Miscellaneous Provision act 195 loyers Obligations. Ite Insurance Act 1948: Applicability – Contributions	52 : Applications – EPF – Benefits to Employe	Scheme – E es	mploy)n
Unit – IV Employees Pro Scheme – Employees Sta Unit – V Payment of Gr Child Labour F	Employees Provident Fund and Miscellaneo Insurance Act 1948 ovident Fund and Miscellaneous Provision act 195 loyers Obligations.	52: Applications – EPF – Benefits to Employerohibition and Regula Gratuity – Case study.	Scheme – E es tion act 198	mploy 6	yees l	Pensio	
Unit – IV Employees Pro Scheme – Emp Employees Sta Unit – V Payment of Gr Child Labour F	Employees Provident Fund and Miscellaneo Insurance Act 1948 ovident Fund and Miscellaneous Provision act 195 loyers Obligations. Ite Insurance Act 1948: Applicability – Contributions Payment of Gratuity act 1972 & Child Labour Provident act 1972: Coverage – Eligibility – Payment of Contribution and Regulation act 1986: Prohibition of Elegistration act 1986: Prohibition act 1986: Prohibition of Elegistration act 1986: Prohibition act 1986:	52: Applications – EPF – Benefits to Employerohibition and Regula Gratuity – Case study.	Scheme – E es tion act 198	mploy 6	yees l	Pensio	
Unit – IV Employees Pro Scheme – Emp Employees Sta Unit – V Payment of Gr Child Labour F	Employees Provident Fund and Miscellaneo Insurance Act 1948 ovident Fund and Miscellaneous Provision act 195 loyers Obligations. Ite Insurance Act 1948: Applicability – Contributions Payment of Gratuity act 1972 & Child Labour Provident act 1972: Coverage – Eligibility – Payment of Contribution and Regulation act 1986: Prohibition of Elealth and Safety of Children.	52: Applications – EPF – Benefits to Employerohibition and Regula Gratuity – Case study.	Scheme – E es tion act 198	mploy 6	yees l	Pensio	in
Unit – IV Employees Pro Scheme – Emp Employees Sta Unit – V Payment of Gr Child Labour F for Children – H	Employees Provident Fund and Miscellaneo Insurance Act 1948 ovident Fund and Miscellaneous Provision act 195 loyers Obligations. Ite Insurance Act 1948: Applicability – Contributions Payment of Gratuity act 1972 & Child Labour Provident act 1972: Coverage – Eligibility – Payment of Contribution and Regulation act 1986: Prohibition of Elealth and Safety of Children.	52: Applications – EPF – Benefits to Employe rohibition and Regula Gratuity – Case study. Employment of Childre	Scheme – E es tion act 198 n – Regulatio	mploy 6	yees l	Pensio	in
Unit – IV Employees Prospension of the property of the proper	Employees Provident Fund and Miscellaneous Insurance Act 1948 ovident Fund and Miscellaneous Provision act 195 loyers Obligations. Intering Insurance Act 1948: Applicability – Contributions Payment of Gratuity act 1972 & Child Labour Properties at 1972: Coverage – Eligibility – Payment of Corohibition and Regulation act 1986: Prohibition of Elealth and Safety of Children. In N.D., "Elements of Industrial Law", 12th Edition, S.Chila C.B., SatishMamoria and Gankar S.V., "Dynamics in, 2022.	52: Applications – EPF – Benefits to Employe rohibition and Regula Gratuity – Case study. Employment of Childre nand Publishing, New Description	Scheme – E es tion act 198 n – Regulatio Delhi, 2020. ns", 16th Edi	mploy 6 on of the strong stron	yees f	Pensions (on Total:3
Unit – IV Employees Proscribed Scheme – Employees State Unit – V Payment of Growth Child Labour For Children – H REFERENCES 1. Kapoor 2. Mamor Mumba 3. Sinha Folida,	Employees Provident Fund and Miscellaneous Insurance Act 1948 Divident Fund and Miscellaneous Provision act 195 Insurance Act 1948: Applicability – Contributions Payment of Gratuity act 1972 & Child Labour Provision and Regulation act 1986: Prohibition of Evenibition and Regulation act 1986: Prohibition of Evenibition and Safety of Children. N.D., "Elements of Industrial Law", 12th Edition, S.Chila C.B., SatishMamoria and Gankar S.V., "Dynamics ii, 2022. P.R.N., Sinha InduBala, "Industrial Relations, Trade Ur 2020.	52: Applications – EPF - Benefits to Employe rohibition and Regula Gratuity – Case study. Employment of Childre mand Publishing, New E s of Industrial Relation nions and Labour Legis	Scheme – E es tion act 198 n – Regulatio Delhi, 2020. s", 16th Edi	mploy 6 tion,	Condi	Pensions (on Total:3
Unit – IV Employees Proscriber Scheme – Employees Staunit – V Payment of Growth Child Labour For Children – H REFERENCES 1. Kapoor 2. Mamor Mumba 3. Sinha Folida,	Employees Provident Fund and Miscellaneous Insurance Act 1948 ovident Fund and Miscellaneous Provision act 195 loyers Obligations. Inte Insurance Act 1948: Applicability – Contributions Payment of Gratuity act 1972 & Child Labour Properties of Coronibition and Regulation act 1986: Prohibition of Expenditure of Coronibition and Regulation act 1986: Prohibition of Expenditure of Coronibition and Safety of Children. N.D., "Elements of Industrial Law", 12th Edition, S.Chila C.B., SatishMamoria and Gankar S.V., "Dynamics it, 2022. R.N., Sinha InduBala, "Industrial Relations, Trade University of Coronibitions, Trade University of Children, Trade University of	52: Applications – EPF - Benefits to Employe rohibition and Regula Gratuity – Case study. Employment of Childre mand Publishing, New E s of Industrial Relation nions and Labour Legis	Scheme – E es tion act 198 n – Regulatio Delhi, 2020. s", 16th Edi	mploy 6 tion,	Condi	Pensions (on Total:3



the second second	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify differentiate between various types of teams and groups within organizational contexts, explaining the significance of teams in modern organizational structures.	Applying (K3)
CO2	explain the models and analyze its implications for understanding the impact of diversity on group and team dynamics within organizations.	Analyzing (K4)
CO3	execute the knowledge on conceptual understanding of team effectiveness	Evaluating (K5)
CO4	use of problem solving and decision-making skills for effective team management	Analyzing (K4)
CO5	discover the importance of reducing dysfunctional conflict and improving cooperation in teams.	Evaluating (K5)

			Mapping of COs w	Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6							
CO1	3	2		SUL 1									
CO2	edet imit is	3	3	CONTROL TOTAL SALE	grafia apino di sib agg	Le Prode							
CO3		3	2	1									
CO4		3	2	top true hiers	nt adeptions								
CO5	3			2	The smill that								

ASSESSMEN	T PATTERN	- THEORY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	- -	17	33	17	33		100
CAT2	-	17	33	17	33		100
ETE		11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman

Board of Studies -





Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites	NIL	3/4/5/6	FE	3	0	0	3
Preamble	The aim of the course is to expose the role of supply efficiency, responsiveness and improved profits. The supply chain perspective, that too in a dynamic busin	course also helps the					
Unit – I	Introduction						6
	Evolution – Importance – Enablers - Drivers – Logistics cs – Supply Chain Decisions.	fundamentals – Mod	e of Transpo	rtatio	n – (een	logistics -
Unit – II	Managing Material Flow in Supply Chains						6
Managing Mat Safety inventor	erial Flow in Supply Chains: Inventory Management & Seasonal Inventory - Network Design and Operation	- Types and Cost of model.	Inventory – ľ	Mana	ging	cycle	Inventory
Unit – III	Managing Information Flow in Supply Chains						6
Managing Info Supply Chain M	rmation Flow in Supply Chains: Demand forecasti lanagement - Enabling SCM and Strategic Managemer	ing Methods – Qualit nt Framework for IT Ac	ative and Qu loption.	uantii	ative	meth	od - IT in
Unit – IV	Supply Chain Innovation & Supply Chain Restruc	cturing		484			6
Supply Chain	nnovation: Supply Chain Integration - Building Partne Restructuring: Supply Chain Mapping - Postpone the Advance the Customer Ordering Point - Case Study.	rship and Trust in a Su Point of Differentiati	ipply Chain. on, Changing	g the	Sha	pe of	the Value
Unit – V	Supply Chain Analytics						€
	Analytics: Integrated Models for Facility Location Segate Production Planning and Control – Inventory Mode			Sele	ction	- App	olication o
							Total:30
REFERENCES		가는 사람들은 전략 다음 만든 수 있을 수 다른 전 <u>원 다</u> 수	lucation Noi	da. 2	016.		
	Shah, "Supply Chain Management: Text and Cases", 2r	nd Edition, Pearson Ed	iucation, ivos				
	Shah, "Supply Chain Management: Text and Cases", 2r ple, "Supply Chain Management: Text and Cases", 1st				7.		
1. Janat S		Edition, Pearson Educ	cation, Noida	, 201		ation,	Noida,
1. Janat S 2. V V So 3. Sunil C 2021.	ple, "Supply Chain Management: Text and Cases", 1st	Edition, Pearson Educ g and Operation", 7th	cation, Noida Edition, Pea	, 201 rson	Educ		



The state of the s	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	utilize the legal provisions available for labour in industries	Applying (K3)
CO2	examine the implementation process of wage legislations	Analyzing (K4)
соз	measure compensations and bonus for workers in industries	Evaluating (K5)
CO4	analyze EPF and ESI benefits to employees working in organizations.	Analyzing (K4)
CO5	recommend the provisions of gratuity and child labour acts in industries	Evaluating (K5)

			Mapping of COs	with POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3				
CO2	2	3				
CO3	2	3		d rate of the second		T grand
CO4	3	2		. The same of the same of		
CO5	2		May 1 at 1			3

	ASSESSIVIE	VIPALIERI	V - THEORT		
ering %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Cre (K

Category*	(K1) %	(K2) %	(K3) %	(K4) %	Evaluating (K5) %	(K6) %	l otal
CAT1		17	33	17	33		100
CAT2		17	33	17	33		100
ETE		11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Board of Studies - MBA





	24MBE26 QUALITY TOOLKI	I I ON MANAGERS	edia tahun Pedia (11.193) Penganangan	enadadi Peredi	aran da Tabbasa	na ann an t-àir. Tagh aire bhall	ereka jahan bilan Kanada kanada
Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites	Nii	3/4/5/6	FE	3	0	0	3
Preamble	The course deals with concepts of quality managem with the tools and ISO standard used in quality management.		ssociated with	it. T	he co	ourse	also deal
Unit – I	Introduction						
	Definition of quality - Dimensions of manufacturing and phy – Obstacles to TQM Implementation.	service quality – Basic	concepts of	TQM	-TQ	M Fra	ımework
Unit – II	TQM Principles			Péres			Weite Control
TQM Principle: Continuous prod	s: Leadership – Strategic quality planning - Quality s cess improvement – Juran Trilogy, PDSA cycle, Probler	tatement - Customer n solving Method, 5s, k	satisfaction - (aizen - Supp	Em lier F	oloye Partne	e invo ership	olvement
Unit – III	TQM Tools						
Benchmarking -	ne seven tools of quality – Control Charts for variables - Reasons to Benchmark, Benchmarking Process. TOM Tools and Techniques II	and attributes - Proce	ess capadility				
Benchmarking – Unit – IV TQM Tools an	- Reasons to Benchmark, Benchmarking Process. TQM Tools and Techniques II d Techniques II: New seven Management tools - Qu	ality Function Deploy	ment (QFD)				ality, QF
Benchmarking – Unit – IV TQM Tools and Process – Tagud	- Reasons to Benchmark, Benchmarking Process. TQM Tools and Techniques II d Techniques II: New seven Management tools - Quality Loss Function - Total Productive Maintenance	ality Function Deploy	ment (QFD)				
Benchmarking - Unit – IV TQM Tools an Process - Tagud Unit – V	Reasons to Benchmark, Benchmarking Process. TQM Tools and Techniques II d Techniques II: New seven Management tools - Quebi Quality Loss Function - Total Productive Maintenance International Standards	uality Function Deploy e (TPM) – FMEA, Stag	ment (QFD) ges of FMEA.	Ho	ouse	of Qu	
Benchmarking - Unit – IV TQM Tools an Process - Tagud Unit – V Quality Manag	Reasons to Benchmark, Benchmarking Process. TQM Tools and Techniques II d Techniques II: New seven Management tools - Quenchi Quality Loss Function - Total Productive Maintenance International Standards ement Systems: ISO 9000 Series of Standards - ISD, ISO 14000 - Concept, Requirements and Benefits	uality Function Deploy e (TPM) – FMEA, Stag SO 9000:2015 – Elem	ment (QFD) ges of FMEA. ents, Implem	– Ho	ouse tion,	of Qu Docu	mentatio 0414, IS
Benchmarking - Unit - IV TQM Tools an Process - Tague Unit - V Quality Manag Quality Auditing 50001, ISO 260	Reasons to Benchmark, Benchmarking Process. TQM Tools and Techniques II d Techniques II: New seven Management tools - Quenchi Quality Loss Function - Total Productive Maintenance International Standards ement Systems: ISO 9000 Series of Standards - IS ISO 14000 - Concept, Requirements and Benefits - OO.	uality Function Deploy e (TPM) – FMEA, Stag SO 9000:2015 – Elem	ment (QFD) ges of FMEA. ents, Implem	– Ho	ouse tion,	of Qu Docu	mentatio
Benchmarking - Unit - IV TQM Tools and Process - Tague Unit - V Quality Manag Quality Auditing 50001, ISO 260 REFERENCES:	Reasons to Benchmark, Benchmarking Process. TQM Tools and Techniques II d Techniques II: New seven Management tools - Quenchi Quality Loss Function - Total Productive Maintenance International Standards ement Systems: ISO 9000 Series of Standards - IS ISO 14000 - Concept, Requirements and Benefits - OO.	iality Function Deploy e (TPM) – FMEA, Stag GO 9000:2015 – Elem - Introduction to ISO	ment (QFD) ges of FMEA. ents, Implem 1800, OHSA	– Ho nenta S180	tion, 000, I	of Qu Docu ISO 3	mentatio 0414, IS Total:3
Benchmarking - Unit - IV TQM Tools and Process - Tague Unit - V Quality Manag Quality Auditing 50001, ISO 260 REFERENCES: 1. Besterfi Rashmi	Reasons to Benchmark, Benchmarking Process. TQM Tools and Techniques II Techniques II: New seven Management tools - Quency Quality Loss Function - Total Productive Maintenancy International Standards International Stand	terfield Mary , Urdhwarcation, Noida, 2019.	ment (QFD) ges of FMEA. ents, Implem 1800, OHSA	Ho nenta S180	tion, 000, I	of Qu Docu ISO 3	mentatio 0414, IS Total::
Benchmarking - Unit - IV TQM Tools and Process - Tague Unit - V Quality Manag Quality Auditing 50001, ISO 260 REFERENCES: 1. Besterfi Rashmi 2. Subbur	Reasons to Benchmark, Benchmarking Process. TQM Tools and Techniques II d Techniques II: New seven Management tools - Quenchi Quality Loss Function - Total Productive Maintenance International Standards ement Systems: ISO 9000 Series of Standards - IS J. ISO 14000 - Concept, Requirements and Benefits - 00. ield Dale H., Besterfield Carol, Besterfield Glen H., Besterfield Quality Management", 5th Edition, Pearson Edu	terfield Mary , Urdhwaration, Noida, 2019. McGraw Hill Education	ment (QFD) ges of FMEA. ents, Implem 1800, OHSA	Ho nenta 95180 ht , U	tion, 000, I	of Qu Docu ISO 3	mentatio 0414, IS Total:3
Benchmarking - Unit - IV TQM Tools and Process - Tague Unit - V Quality Manag Quality Auditing 50001, ISO 260 REFERENCES: 1. Besterfi Rashming 2. Subbur 3. Poorning James	Reasons to Benchmark, Benchmarking Process. TQM Tools and Techniques II d Techniques II: New seven Management tools - Quenchi Quality Loss Function - Total Productive Maintenance International Standards ement Systems: ISO 9000 Series of Standards - IS ISO 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements and Benefits of Standards - IS Iso 14000 - Concept, Requirements - IS Iso 14000 - Concept, Requirement	terfield Mary , Urdhwacation, Noida, 2019. McGraw Hill Education, Pearson Education	ment (QFD) ges of FMEA. ents, Implem 1800, OHSA reshe Heman on, New Delh	— Ho eenta S180 i, Ui, Ui, 202	use tion, 1000, 11 tion, 1000,	of Qu Docu ISO 3	mentatio 0414, IS Total:3



350000000000000000000000000000000000000	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify the issues on supply chain and drivers of supply chains	Applying (K3)
CO2	apply strategies for managing flow of material along the supply chain in order to deliver superior value to the end customer in an effective and efficient manner.	Applying (K3)
СОЗ	analyze the issues and decisions on managing information flow in supply chain.	Analyzing (K4)
CO4	appraise the supply chain innovation that help firms in improving the service level and minimizing costs simultaneously.	Evaluating (K5)
CO5	analyze the model in improving Responsiveness and Efficiency through Supply Chain Analytics.	Analyzing (K4)

			Mapping of COs with	POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2				
CO2	3	2				
CO3	3	2				
CO4		3				
CO5		3	US Feater			

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1		20	50	30			100
CAT2		20		50	30		100
ETE	distributed by	12	35	35	18		100

nay be varied (orth 1 a 2 to marks a 212 100 marks)

Signature of the Chairman

Board of Studies - MGA





	24MBE27 LEAN MANU	JFACTURING					
Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	This course is designed to help students understand and yet maximizing the productivity that is accomplise liminating the wasteful activities so that only the value.	shed with these resour	ces. Lean pro	oduc	tion v	vorks	by
Unit – I	Systems Approach						
	oach: Lean Manufacturing through waste elimination - oyota Way -The TPS House- The Goals of TPS.	– 7 Wastes – Takt Tin	ne – Takt tim	е са	Iculai	ion -0	Continuou
Unit – II	Primary Tools used in Lean Systems						
Pillars of TPM -	used in Lean Systems: Meaning and Purpose of 58 - OEE -Process Mapping and Value Stream Mapping eps in preparing VSM.	3 Work place organiza (VSM) – Need for pro	ntion - Meani cess maps- a	ng a adva	nd pu	urpose es- typ	e of TPM pes and i
Unit – III	Secondary Tools used in Lean Systems						
DFMA- JIT prob	ols used in Lean Systems: Cause and effect diagrallems on Pareto analysis and Computation of Number of	of Kanban - Case Stud	ar chart- Pok lies,	e yo	ке –	Nanue	iii- Oivici
DFMA- JIT prob Unit – IV LMS Rules: Sta	lems on Pareto analysis and Computation of Number of LMS Rules ability – Management- Standardized Work -Pull system	of Kanban - Case Stud m - Continuous Impro	lies. vement- Impl				
DFMA- JIT prob Unit – IV LMS Rules: Sta Productivity –Op	lems on Pareto analysis and Computation of Number of LMS Rules ability – Management- Standardized Work -Pull system berator - Process Machinery and Equipment - Workpla	of Kanban - Case Stud m - Continuous Impro	lies. vement- Impl				
DFMA- JIT prob Unit – IV LMS Rules: Sta Productivity –Op Unit – V Toyota Product	lems on Pareto analysis and Computation of Number of LMS Rules ability – Management- Standardized Work -Pull system	of Kanban - Case Stud m - Continuous Impro ce Organization- Inver	vement- Impl ntory.	leme	nting	LMS	for High
DFMA- JIT prob Unit – IV LMS Rules: Sta Productivity –Op Unit – V Toyota Product	LMS Rules ability – Management- Standardized Work -Pull system or a Process Machinery and Equipment - Workplator - Production System (TPS) tion System (TPS): Lean Manufacturing Company A	of Kanban - Case Stud m - Continuous Impro ce Organization- Inver	vement- Impl ntory.	leme	nting	LMS	for High
DFMA- JIT prob Unit – IV LMS Rules: Sta Productivity –Op Unit – V Toyota Product	LMS Rules ability – Management- Standardized Work -Pull systemerator - Process Machinery and Equipment - Workpla Toyota Production System (TPS) tion System (TPS): Lean Manufacturing Company A Changing the Culture- Tips for Transition to Lean Enter	of Kanban - Case Stud m - Continuous Impro ce Organization- Inver	vement- Impl ntory.	leme	nting	LMS	for High
DFMA- JIT prob Unit – IV LMS Rules: Sta Productivity –Op Unit – V Toyota Product of Leadership- (REFERENCES	LMS Rules ability – Management- Standardized Work -Pull systemerator - Process Machinery and Equipment - Workpla Toyota Production System (TPS) tion System (TPS): Lean Manufacturing Company A Changing the Culture- Tips for Transition to Lean Enter	of Kanban - Case Stud m - Continuous Impro ce Organization- Inver application- Building a prise.	lies. vement- Implitory. Lean Learnir	leme	nting	LMS	for High
DFMA- JIT prob Unit – IV LMS Rules: Str Productivity –Or Unit – V Toyota Product of Leadership- (REFERENCES 1. Jeffrey	LMS Rules ability – Management- Standardized Work -Pull systemerator - Process Machinery and Equipment - Workplatorota Production System (TPS) tion System (TPS): Lean Manufacturing Company A Changing the Culture- Tips for Transition to Lean Enter	of Kanban - Case Stud m - Continuous Impro ce Organization- Inver application- Building a prise.	vement- Impl ntory. Lean Learnin	leme	nting	LMS	for High
DFMA- JIT prob Unit – IV LMS Rules: Sta Productivity –Op Unit – V Toyota Product of Leadership- (REFERENCES 1. Jeffrey 2. Goplak 3. Pascal	LMS Rules ability - Management- Standardized Work -Pull system or Process Machinery and Equipment - Workpland Toyota Production System (TPS) tion System (TPS): Lean Manufacturing Company A Changing the Culture- Tips for Transition to Lean Enter Liker, "The Toyota Way", 2nd Edition, McGraw Hill Edition, "Simplified Lean Manufacture", 1st Edition, Dennis, "Lean Production Simplified", 3rd Edition, Pro-	m - Continuous Improce Organization- Inversignation - Building a prise. PHI Learning, New Delhi, 20 ductivity Press/ CRC F	vement- Impl ntory. Lean Learnin 221. elhi, 2010.	ng E	nting nterp	LMS	for High
DFMA- JIT prob Unit – IV LMS Rules: Str Productivity –Or Unit – V Toyota Product of Leadership- C REFERENCES 1. Jeffrey 2. Goplak 3. Pascal Dennis	LMS Rules ability - Management- Standardized Work -Pull systemerator - Process Machinery and Equipment - Workplator - Workplator - Production System (TPS) Stion System (TPS): Lean Manufacturing Company A Changing the Culture- Tips for Transition to Lean Enter Liker, "The Toyota Way", 2nd Edition, McGraw Hill Edition, "Simplified Lean Manufacture", 1st Edition,	m - Continuous Improce Organization- Inversignation - Building a prise. PHI Learning, New Delhi, 20 ductivity Press/ CRC F	vement- Impl ntory. Lean Learnin 221. elhi, 2010.	ng E	nting nterp	LMS	for High



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify the dimensions of product and service quality.	Applying (K3)
CO2	Apply the principles of quality management and explain how these principles can be applied within quality management systems	Applying (K3)
CO3	apply the different basic tools and techniques of quality management for quality problems.	Applying (K3)
CO4	construct the new tools and techniques of TQM to ensure quality.	Analyzing (K4)
CO5	understand the various ISO standards available for different sectors of industries.	Understanding (K2)

Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6				
CO1	3	4		Red Add and						
CO2	3	Land of the Land	2							
CO3	3	2	Last and the form							
CO4	2	3				- Tuckin				
CO5	3				2					

		and the same and the same and	Company of the Compan
ASSESS	MENT	PATTERN	- THEORY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	λ ·	17	83				100
CAT2		17	10	73			100
ETE		17	60	23		LEI-03	100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman

Board of Studies - MBR





Programme &	24MBE28 MANAGEMENT OF S						
Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	The aim of the course is to emphasis the importance The course also helps the students to develop and s service industry	e of effective operation specialize on the various	s manageme us approache	ent in es to	servi efficie	ce inc ent wo	lustry. orking of
Unit – I	Understanding Services:						
Understanding Operations - N	g Services: Role of Services in the Economy- Econom ew service Development - Service Blue Print.	nic Evolution- Nature c	of services –	Chai	racter	istics	of Service
Unit – II	Designing the Delivery System						(
Designing the Design and Lay	 Delivery System: Service Quality- Dimensions and yout - Service Facility Location – Cases. 	d Measuring Service	Quality- Sup	porti	ing F	acility	– Facility
Unit – III	Managing Service Operations						(
Managing Ser	rvice Operations: Managing Capacity and Demand	 Strategies - Capa 	city Planning	j and	a Qu	euing	Models -
Analytical Mod	els - Forecasting Demand for Services – Forecasting M	odels.					
Analytical Mod Unit – IV	els - Forecasting Demand for Services – Forecasting M Managing Supplier	odels.					
Analytical Mod- Unit – IV Managing Sur	els - Forecasting Demand for Services – Forecasting M	odels.	ıl Relationshi	ps- (Outso	urcing gies.	
Analytical Mod- Unit – IV Managing Sup Benefits and R	els - Forecasting Demand for Services – Forecasting M Managing Supplier polier: Service Supply Relationships – Managerial Impl	odels.	ıl Relationshi	ps- (Outso	urcinç gies.	Service -
Analytical Mode Unit – IV Managing Sup Benefits and R Unit – V Technology in	els - Forecasting Demand for Services – Forecasting M Managing Supplier pplier: Service Supply Relationships – Managerial Implisks of Outsourcing- Vehicle Routing – Growth and Glo	odels. ications of Bidirectiona balization of Services -	al Relationshi - Global Sen	ps- (/ice (Outso Strate	gies.	Service -
Analytical Mode Unit – IV Managing Sup Benefits and R Unit – V Technology in	els - Forecasting Demand for Services – Forecasting M Managing Supplier Oplier: Service Supply Relationships – Managerial Implicisks of Outsourcing- Vehicle Routing – Growth and Glow Technology in Services Services: Managing Service Project - Role of Technology	odels. ications of Bidirectiona balization of Services -	al Relationshi - Global Sen	ps- (/ice (Outso Strate	gies.	Service -
Analytical Mode Unit – IV Managing Sup Benefits and R Unit – V Technology in E- Business Mode	els - Forecasting Demand for Services - Forecasting M Managing Supplier	odels. ications of Bidirectiona balization of Services - blogy in Service Encou	al Relationshi - Global Serv unter- Interne	ps- (vice §	Outso Strate dels -	gies. · E-Co	Service -
Analytical Mod- Unit – IV Managing Sup Benefits and R Unit – V Technology in E- Business Mo REFERENCES 1. Sanjee Edition	els - Forecasting Demand for Services – Forecasting M Managing Supplier	odels. ications of Bidirectiona balization of Services - blogy in Service Encountries. ent: Operations, Strate	al Relationshi - Global Serv unter- Interne gy and Inforn	ps- (vice § it Mo natio	Outso Strate dels -	gies. E-Co	Service -
Analytical Mod- Unit – IV Managing Sup Benefits and R Unit – V Technology in E- Business Mo REFERENCES 1. Sanjee Edition	els - Forecasting Demand for Services – Forecasting M Managing Supplier	odels. ications of Bidirectiona balization of Services - blogy in Service Encountries. ent: Operations, Strate	al Relationshi - Global Serv unter- Interne gy and Inforn	ps- (vice § it Mo natio	Outso Strate dels -	gies. E-Co	Service
Analytical Mode Unit – IV Managing Sup Benefits and R Unit – V Technology in E- Business Me REFERENCES 1. Sanjee Edition 2. Robert 2017. 3. Metter	els - Forecasting Demand for Services - Forecasting M Managing Supplier	odels. ications of Bidirectional balization of Services - Diogy in Service Encountry (Control of Service) ent: Operations, Strate of Service Delivery, 4th Control	al Relationshi - Global Servanter- Interne gy and Informath Edition, Pe	ps- (vice this is the state of	Outso Strate dels - n Tec n Edu	gies. E-Co chnolo ucatio	Total:3 ogy", 9th n, Noida,
Analytical Mode Unit – IV Managing Sup Benefits and R Unit – V Technology ir E- Business Me REFERENCES 1. Sanjee Editior 2. Robert 2017. 3. Metter	els - Forecasting Demand for Services – Forecasting M Managing Supplier	odels. ications of Bidirectional balization of Services - Diogy in Service Encountry (Control of Service) ent: Operations, Strate of Service Delivery, 4th Control	al Relationshi - Global Servanter- Interne gy and Informath Edition, Pe	ps- (vice this is the state of	Outso Strate dels - n Tec n Edu	gies. E-Co chnolo ucatio	Total:3 ogy", 9th n, Noida,



ETE

	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	illustrate the key requirements and concepts of lean manufacturing for improving productivity in business operations.	Applying (K3)
CO2	analyze the primary tools and techniques for controlling quality and improving manufacturing process.	Analysing (K4)
CO3	examine the appropriate secondary tools and techniques for improving productivity and customer satisfaction.	Analysing (K4)
CO4	interpret the potential enterprise issues associated while implementing lean principles for industries across boundaries.	Analysing (K4)
CO5	implement and execute lean practices and culture to manufacturing and service industry across boundaries.	Applying (K3)

			Mapping of COs with	POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					THE PARKET
CO2	2	3				
CO3	2	3				
CO4	2	3	2		2	
CO5	2	3			2	A - Dine

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

	ASSESSMENT PATTERN - THEORY										
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %				
CAT1		14	33	53		,	100				
CAT2		14	33	53			100				

58

12

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

P. Lasilagan
Signature of the Chairman
Board of Studies - MBA



30

100



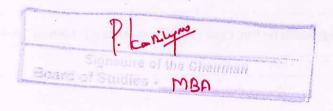
Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites		3/4/5/6	ΕE	3	0	0	3
Preamble	This course aims at making the student capable of loan efficient layout for the production or service unit.	ocating suitable site fo	r a business	enter	prise	and t	o suggest
Unit – I	Plant Location						(
	: Plant location analysis – factors, costs, location dec ering problems – warehouse location problems.	cisions – single facility	location mo	dels,	mult	i facili	ty locatior
Unit – II	Facilities Layout						€
Facilities Layo design.	ut: Facilities requirement, need for layout study – type	es of layout, Designing	product layo	out-Le	egal a	spect	s in layou
Unit – III	Layout Design						(
			NIDED COD	- Ι Λ	D 6E	AET	
Layout Design	: Design cycle - SLP procedure, computerized layout p	pianning procedure – i	ALDEP, COM	LLM	г, сг	\ / \ .	
Layout Design Unit – IV	: Design cycle – SLP procedure, computerized layout p Group Technology and Line Balancing	planning procedure —	ALDEP, CON	(LLA	r, Cr	VAL 1.	
Unit – IV							Entertain and Allertain
Unit – IV Group Techno	Group Technology and Line Balancing						ustering) -
Unit – IV Group Techno Line balancing. Unit – V Materials Hand	Group Technology and Line Balancing logy and Line Balancing: Group technology – Produced	uction Flow analysis (PFA), ROC	(Ran	k Ord	ler Clı	ustering) -
Unit – IV Group Techno Line balancing. Unit – V Materials Hand	Group Technology and Line Balancing logy and Line Balancing: Group technology – Produced Materials Handling dling: Principles, unit load concept, material handlin	uction Flow analysis (PFA), ROC	(Ran	k Ord	ler Clı	(
Unit – IV Group Techno Line balancing. Unit – V Materials Hand	Group Technology and Line Balancing logy and Line Balancing: Group technology – Produ Materials Handling dling: Principles, unit load concept, material handlin ontainers and packaging.	uction Flow analysis (PFA), ROC	(Ran	k Ord	ler Clı	ustering) -
Unit – IV Group Techno Line balancing. Unit – V Materials Hand specification, co	Group Technology and Line Balancing logy and Line Balancing: Group technology – Produ Materials Handling dling: Principles, unit load concept, material handlin ontainers and packaging.	uction Flow analysis (g system design, ha	PFA), ROC	(Ran	k Ord	ler Clı	ustering) -
Unit – IV Group Techno Line balancing. Unit – V Materials Hand specification, co REFERENCES 1. Brian A	Group Technology and Line Balancing logy and Line Balancing: Group technology – Produce Materials Handling dling: Principles, unit load concept, material handling ontainers and packaging.	uction Flow analysis (g system design, ha Edition, Wiley-Blackw	PFA), ROC ndling equipi	(Ran nent	k Ord type:	ler Clu s, sel	ustering) -
Unit – IV Group Techno Line balancing. Unit – V Materials Hand specification, co REFERENCES 1. Brian A 2. Sunder	Group Technology and Line Balancing logy and Line Balancing: Group technology – Produce Materials Handling dling: Principles, unit load concept, material handling ontainers and packaging. tkin & Adrian Brooks , "Total facility management", 5th	uction Flow analysis (g system design, ha Edition, Wiley-Blackw	PFA), ROC Indling equiprocell, New Dell Is (India), New	(Ran nent	k Ord type:	ler Clu s, sel	ustering) -
Unit – IV Group Techno Line balancing. Unit – V Materials Hans specification, co REFERENCES 1, Brian A 2. Sunder 3. Albert (Group Technology and Line Balancing logy and Line Balancing: Group technology – Production Materials Handling dling: Principles, unit load concept, material handling ontainers and packaging. tkin & Adrian Brooks , "Total facility management", 5th resh S. Heragu, "Facilities Design ", 5th Edition, CRC Page 100 production of the content of the conten	uction Flow analysis (g system design, ha Edition, Wiley-Blackw Press, Taylor & Francis	PFA), ROC Indling equipa Vell, New Dell S (India),New ringer, 2024.	(Ran ment ni,202	type:	ier Clu s, sel	ustering) -



(Contractor)	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify the characteristics of various service operations.	Applying (K3)
CO2	appraise the business viability of a retail location to maximize profit.	Applying (K3)
соз	suggest strategies to service delivery challenges in business manage capacity and demand.	Analysing (K4)
CO4	appreciate the challenges of service supply relationships in domestic and international market.	Applying (K3)
CO5	assess the various e- business models and their roles in service encounter for professional and financial models of business operations.	Analysing (K4)

Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6				
CO1	3		actions to be being being being being	de la la destación de	dia goos an acti	Chartetannic				
CO2	3	2		Comment Colors		7 - 4 - 4 - 4 - 4 - 4				
CO3	2	3								
CO4	3	2			2	a labour and a				
CO5	2	3			Sand Steeling	V - half				

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	-	17	65	18	-		100
CAT2	######################################	17	18	65	F 1 delight Town of the last	HIED-L	100
ETE A A S		12	58	30		nimu s e , N	100







				IV OIGHIY	24MBE30 S		
P Cre		Category	Trim.		iness Administration	Master of Busines	Programme & Branch
0 3	3 0	FE	3/4/5/6				Prerequisites
ng and	identifyir	ss outputs by	ity of proce	nprove the q	als with strategies that seeks to in	This course deals	Preamble
ess process	na busine	inutacturing a	ability in ma	imizing the v	auses of defects (errors) and mini	Introduction To S	
							Unit – I
nking Six Sig	ma – Lin				story of Six Sigma – Six Sigma – Benefits – Team – Master Blac		
					trics and Measurement	Six Sigma Metrics	Unit – II
					ement: DMAIC and DMADV met analysis – Process improvemen		
					and Measure Phase	Define Phase and	Unit – III
					ase: Voice of Customer (VOC) – oject Charter, Six Sigma Team, E	Develop The Projec	Determine CTQ,
	ocesses.	, Map The Pro	ect Charter	lements of P	oject Charter, Six Sigma Team, E e e Causes, Segmentation and Str With Lean – Overview of Lean.	Develop The Project Analyze Phase Identify Possible Corocess Analysis With	Determine CTQ, Unit – IV Analyze Phase Impact Matrix, P
Diagram, Cor	Pareto D	, Map The Pro ect Diagram,	ect Charter se and Effe	lements of P	oject Charter, Six Sigma Team, E e e Causes, Segmentation and Str With Lean – Overview of Lean. e and Control Phase	Develop The Project Analyze Phase Identify Possible Corocess Analysis With Improve Phase ar	Determine CTQ, Unit – IV Analyze Phase Impact Matrix, P Unit – V
Diagram, Cor 	Pareto Dutions, Sutions, Ju	, Map The Pro ect Diagram, rioritizing Sole (A), Test Sole	se and Effe nniques, Pi	entification, Constorming Transfer A	oject Charter, Six Sigma Team, E e e Causes, Segmentation and Str With Lean – Overview of Lean.	Analyze Phase Identify Possible Crocess Analysis With Improve Phase are and Control Phases, Poka Yoke/ Mista	Unit – IV Analyze Phase Impact Matrix, P Unit – V Improve Phase Refine Solutions
Diagram, Cor Select Soluti Justify Soluti	Pareto Dutions, Sutions, Ju	, Map The Pro ect Diagram, rioritizing Sole (A), Test Sole	se and Effe nniques, Pi	entification, Constorming Transfer A	e e Causes, Segmentation and Str With Lean – Overview of Lean. e and Control Phase Phase: Generate Solutions, Brai Mistake Proofing, Failure Mode	Develop The Project Analyze Phase Identify Possible Corocess Analysis With Improve Phase are and Control Phases, Poka Yoke/ Mista Introduction to SPC Training.	Determine CTQ, Unit – IV Analyze Phase Impact Matrix, P Unit – V Improve Phase Refine Solutions Control Phase: Aspects Of The
Diagram, Cor 	Pareto Dutions, Sutions, Ju	, Map The Pro ect Diagram, rioritizing Sol (A), Test Solumentation: C	se and Effe nniques, Pi lysis (FME and Docu	ements of P ratification, C nstorming T and Effect A Response P	oject Charter, Six Sigma Team, E e e Causes, Segmentation and Str With Lean – Overview of Lean. e and Control Phase Phase: Generate Solutions, Brai Alistake Proofing, Failure Mode a SPC, Types of Control Charts,	Develop The Project Analyze Phase Identify Possible Corocess Analysis With Improve Phase are and Control Phases, Poka Yoke/ Mista Introduction to SPC Training.	Determine CTQ, Unit – IV Analyze Phase Impact Matrix, P Unit – V Improve Phase Refine Solutions Control Phase: Aspects Of The REFERENCES:
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Diagram, Cor 	Pareto D utions, S utions, Ji ease Stud	, Map The Pro ect Diagram, rioritizing Sole A), Test Sole amentation: C	se and Effe nniques, Pr lysis (FME and Docu ducation, N son, New D	ements of P ratification, C nstorming T and Effect A Response P McGraw Hil rdEdition, Pe Maxey, "The	e e Causes, Segmentation and Str With Lean – Overview of Lean. e and Control Phase Phase: Generate Solutions, Brai Mistake Proofing, Failure Mode a SPC, Types of Control Charts, I	Analyze Phase Identify Possible Corocess Analysis With Improve Phase are and Control Phases, Poka Yoke/ Mista Introduction to SPC Training. Pyzdek, "The Six Si Benbow, "The Six Si L. George, David for Hill Education, New k A. Munro, Govinda	Determine CTQ, Unit - IV Analyze Phase Impact Matrix, P Unit - V Improve Phase Refine Solutions Control Phase: Aspects Of The REFERENCES: 1. Thomas 2. Kubiak, Michael McGraw



12120200	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	understand the key factors, costs, and decision models involved in plant location analysis to make informed location decisions.	Understanding (K2)
CO2	design effective layouts by creating a layout diagram and conducting performance index analysis to optimize layout design.	Applying (K3)
CO3	apply various layout design algorithms for different situations to effectively design facility layouts.	Applying (K3)
CO4	perform group technology and line balancing techniques effectively to optimize production flow and achieve efficient resource utilization.	Applying (K3)
CO5	identify suitable material handling equipment by applying the relevant principles.	Applying (K3)

Mapping of COs with POs COs/POs P01 PO2 PO₃ PO4 PO5 P06 CO1 2 3 CO₂ 2 3 CO3 3 CO4 3 CO5

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

		ASSESSMEN	IT PATTERN	I - THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1		33	67				100
CAT2		17	83				100
ETE		17	83			1 1	100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman

Board of Studies - MBA





Charles and a second control of the	24MBE31 INDUS	STRY 4.0					
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	In the current scenario, the manufacturing, services data mining that will optimize everything. This developments such as machine-to-machine commincreased automation, improved communication an analyze and diagnose issues without the need for his	course on Industry a nunication and the intended d self-monitoring, and	4.0 will expo	se t gs (lo	he st oT) ar	udent e inte	s on hov grated fo
Unit – I							(
Compelling For Comparison of Transformation	b Industry 4.0: The Various Industrial Revolutions-D ces and Challenges for Industry 4.0-The Journey so fa Industry 4.0 Factory and Today's Factory-Trends of In	ar: Developments in U	JSA, Europe,	India	a and	other	countries t Busines
Unit – II							
Road to Indus Smart Devices	try 4.0: Internet of Things (IoT) - Industrial Internet and Products-Smart Logistics-Smart Cities-Predictive	of Things (IIoT) - Inte Analytics	ernet of Serv	ices-	Smar	t Man	ufacturing
	[2] 하이트 그는				Section 1985 to the		
Unit – III Related Discir	olines. System. Technologies for enabling Indus		sical System	s-Rol	botic	Auton	1
Related Discip Collaborative F RealityCyber S	plines, System, Technologies for enabling Industry Robots-Support System for Industry 4.0-3D printing Security	try 4.0: Cyber phys	sical System Related Dis	s-Rol ciplin	botic nes-Vi	Auton rtual/A	nation an Augmente
Related Discip Collaborative F RealityCyber S Unit – IV	Robots-Support System for Industry 4.0-3D printing Security	try 4.0: Cyber phys j- Mobile Computing	-Related Dis	ciplin	ies-Vi	rtual/A	nation an augmente
Related Discip Collaborative F RealityCyber S Unit – IV Role of data, inew resource f	Robots-Support System for Industry 4.0-3D printing	try 4.0: Cyber phys - Mobile Computing e organizations: Re	-Related Dis esource-base	ciplin d vie	es-Vi	rtual/A a firm	nation an Augmente
Related Discip Collaborative F RealityCyber S Unit – IV Role of data, inew resource f	Robots-Support System for Industry 4.0-3D printing Security Information, knowledge and collaboration in future for organizations-Harnessing and sharing knowledge	try 4.0: Cyber phys - Mobile Computing e organizations: Re	-Related Dis esource-base	ciplin d vie	es-Vi	rtual/A a firm	lugmented Uugmented
Related Discip Collaborative F RealityCyber S Unit – IV Role of data, in new resource f and Industry 4.0 Unit – V Business issu	Robots-Support System for Industry 4.0-3D printing Security Information, knowledge and collaboration in future for organizations-Harnessing and sharing knowledge	try 4.0: Cyber phys - Mobile Computing e organizations: Re in organizations-Clou	Related Dis	ciplin d vie g Bas ortuni	w of sics-C	rtual/A a firm lloud	nation an Augmente
Related Discip Collaborative F RealityCyber S Unit – IV Role of data, in new resource f and Industry 4.0 Unit – V Business issu	Robots-Support System for Industry 4.0-3D printing Security Information, knowledge and collaboration in future for organizations-Harnessing and sharing knowledge D- Bit coin and Block chain. Items in Industry 4.0 and Case Studies: Case studie	try 4.0: Cyber phys - Mobile Computing e organizations: Re in organizations-Clou	Related Dis	ciplin d vie g Bas ortuni	w of sics-C	rtual/A a firm lloud	nation an Augmente Data as Computin
Related Discip Collaborative F RealityCyber S Unit – IV Role of data, in new resource f and Industry 4.0 Unit – V Business issu	Robots-Support System for Industry 4.0-3D printing Security Information, knowledge and collaboration in future for organizations-Harnessing and sharing knowledge 0- Bit coin and Block chain. Items in Industry 4.0 and Case Studies: Case studies and Skills for Workers in the Industry 4.0 Era - Strate	try 4.0: Cyber phys - Mobile Computing e organizations: Re in organizations-Clou	Related Dis	ciplin d vie g Bas ortuni	w of sics-C	rtual/A a firm lloud	nation an Augmente Data as Computin
Related Discip Collaborative F RealityCyber S Unit – IV Role of data, in new resource f and Industry 4.0 Unit – V Business Issu Future of Works	Robots-Support System for Industry 4.0-3D printing Security Information, knowledge and collaboration in future for organizations-Harnessing and sharing knowledge 0- Bit coin and Block chain. Items in Industry 4.0 and Case Studies: Case studies and Skills for Workers in the Industry 4.0 Era - Strate	try 4.0: Cyber physic Mobile Computing e organizations: Rein organizations-Clouds on IIoT and Industrigies for competing in	Related Disessource-base and Computing Property 4.0 - Opposer an Industry 4	ciplin d vie g Bas ortuni .0 wo	w of sics-C	rtual/A a firm- lloud (nation an Augmente Data as Computin
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Related Discip Collaborative F RealityCyber S Unit – IV Role of data, i new resource f and Industry 4.6 Unit – V Business Issu Future of Works REFERENCES 1. Alasda 2. Klaus S Guilhei	Robots-Support System for Industry 4.0-3D printing Security Information, knowledge and collaboration in future for organizations-Harnessing and sharing knowledge D- Bit coin and Block chain. Itees in Industry 4.0 and Case Studies: Case studies and Skills for Workers in the Industry 4.0 Era - Strate : ir Gilchrist, "Industry 4.0: The Industrial Internet of Thir	try 4.0: Cyber physic Mobile Computing e organizations: Rein organizations-Clouds on IIoT and Industrigies for competing in the organization, Aprenguin Publishers,	esource-base and Computing ry 4.0 - Opportunity	ciplir d vie d vie Drtuni ortuni 0 wc	w of sics-Continued and sittles aborted.	rtual/A a firm- cloud (nation an Augmente Data as Computin nallenges Total:3
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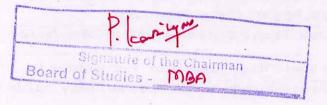


	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	explain the relevance of Six Sigma for business enterprise.	Understanding (K2)
CO2	Identify the relevant Six Sigma metric and suggest suitable processing to element measure.	Applying (K3)
СОЗ	examine the existing work situation in a manufacturing or service organization to identify Six Sigma projects that will significantly improve customer satisfaction, quality and productivity	Applying (K3)
CO4	select appropriate Six Sigma measurement and data analysis technique and apply to improve the value of products and services delivered	Analyzing (K4)
CO5	apply appropriate Six Sigma improvement and control techniques to support the implementation of a company-wide improvement programme	Applying (K3)

			Mapping of COs w	rith POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					Martin (A) Trackley
CO2		3	N			
CO3		3				
CO4		3	cends opinion, half	e safe, will had made	get instead to defice	
CO5		3				

		ASSESSMEN	IT PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total
CAT1		17	83				100
CAT2		17	67	16	-		100
ETE		12	66	22		III-	100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)







Programme &	24MBE32 MANAGEMENT OF INVEN						
Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites		3/4/5/6	FE	3	0	0	3
Preamble	This course aims at enabling the students to understand organization with the involvement of Technology system. and plan inventory.						
Unit – I	Introduction to Inventory Management						6
measurement, S	nventory and Materials Management: Concepts and Issues, Structure of inventory models, Importance and areas of mater inventory problems, Importance-based classification of inventory problems.	erials manageme	nt.				iques an
Unit – II	Dynamic Inventory Problems under Risk	*					6
	ory Problems under Risk: General characteristics, Types of els, Approximate and exact methods for safety stock determ			itri Kr	iown	Stock	-out cos
Unit – III	Inventory Control and Purchasing						6
Basics of Purch	nd ERP: Concepts and Issues of MRP, Design of MRP systence asing Management: Fundamentals and importance of indus	em and its varian strial purchasing,	ts (MRP-II and Types of purc	d ER	P), C	ases. Ieasu	rement
Basics of Purch and evaluation of Unit – IV Theory of Const transfer batches	nd ERP: Concepts and Issues of MRP, Design of MRP systems asing Management: Fundamentals and importance of industry performance of suppliers and purchasing systems. Theory of Constraints and Materials Management traints and Materials Management: Concept and Issues, Bosto, Capacity constraint resources, D-B-R scheduling and VAT packets for Materials Management: Concepts and Issues, Resources for Materials Management for Materials	strial purchasing, ttleneck and non- Γ plants, Effect or	Types of purc bottleneck re materials ma	sour	ces, I	Proces	6 ss and
Basics of Purch and evaluation of Unit – IV Theory of Const transfer batches JIT-based Appro	asing Management: Fundamentals and importance of industrial performance of suppliers and purchasing systems. Theory of Constraints and Materials Management traints and Materials Management: Concept and Issues, Boss, Capacity constraint resources, D-B-R scheduling and VAT paches for Materials Management: Concepts and Issues, Resources, D-B-R and Issues, Resources for Materials Management: Concepts and Issues, Resources.	strial purchasing, ttleneck and non- Γ plants, Effect or elationship with L	Types of purc bottleneck re materials ma	sour	ces, I	Proces	6 ss and
Basics of Purch and evaluation of Unit – IV Theory of Const transfer batches JIT-based Appro Unit – V Value Engineer	asing Management: Fundamentals and importance of industrial performance of suppliers and purchasing systems. Theory of Constraints and Materials Management traints and Materials Management: Concept and Issues, Bots, Capacity constraint resources, D-B-R scheduling and VAT	strial purchasing, ttleneck and non- Γ plants, Effect or elationship with L	Types of purc bottleneck re materials ma ean Engineer	source anag	ces, I emer	Proces	6 ss and Cases. 6 ss in
Basics of Purch and evaluation of Unit – IV Theory of Const transfer batches JIT-based Appro Unit – V Value Engineer	asing Management: Fundamentals and importance of industrial performance of suppliers and purchasing systems. Theory of Constraints and Materials Management traints and Materials Management: Concept and Issues, Bots, Capacity constraint resources, D-B-R scheduling and VAT paches for Materials Management: Concepts and Issues, Royalue Engineering/Analysis and Stores Management ing/Analysis and Stores Management: Objectives and issues of and approaches for stores management, Cases.	strial purchasing, ttleneck and non- Γ plants, Effect or elationship with L	Types of purc bottleneck re materials ma ean Engineer	source anag	ces, I emer	Proces	6 ss and Cases.
Basics of Purch and evaluation of Unit – IV Theory of Constransfer batches JIT-based Approunit – V Value Engineer VE/VA, , Basics REFERENCES	asing Management: Fundamentals and importance of industrial performance of suppliers and purchasing systems. Theory of Constraints and Materials Management traints and Materials Management: Concept and Issues, Bots, Capacity constraint resources, D-B-R scheduling and VAT paches for Materials Management: Concepts and Issues, Royalue Engineering/Analysis and Stores Management ing/Analysis and Stores Management: Objectives and issues of and approaches for stores management, Cases.	etrial purchasing, ttleneck and non- Γ plants, Effect or elationship with L es of Value Engine	Types of purc bottleneck re materials ma ean Engineer eering/Analys	source anag ring p	ces, I emer oracti	Procent. ces, (6 ss and Cases. 6 ss in
Basics of Purch and evaluation of Unit – IV Theory of Constransfer batches JIT-based Approunit – V Value Engineer VE/VA, , Basics REFERENCES 1. Starr, M 2. Tersine	asing Management: Fundamentals and importance of industrial performance of suppliers and purchasing systems. Theory of Constraints and Materials Management traints and Materials Management: Concept and Issues, Bots, Capacity constraint resources, D-B-R scheduling and VAT paches for Materials Management: Concepts and Issues, Royalue Engineering/Analysis and Stores Management ing/Analysis and Stores Management: Objectives and issue of and approaches for stores management, Cases. M.K. and Miller, D.W., "Inventory Control: Theory and Practices, R.J., "Principles of Inventory and Materials Management",	etrial purchasing, ttleneck and non- F plants, Effect or elationship with L es of Value Engine e", 3rd Edition, Pren	Types of purch bottleneck rent materials materials materials materials materials materials materials materials. Provided the materials was also between the control of the	sourd s sourd sourd sourd sourd sourd sourd sourd sourd sourd sourd sour	ng, M cces, I emer practi	Procent. ces, C	6 ss and Cases. 6 os in Total:3
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Basics of Purch and evaluation of Unit – IV Theory of Constransfer batches JIT-based Approverse Velve, , Basics REFERENCES 1. Starr, No. 2. Tersine 3. Prem V. Edition,	asing Management: Fundamentals and importance of industrial performance of suppliers and purchasing systems. Theory of Constraints and Materials Management traints and Materials Management: Concept and Issues, Bots, Capacity constraint resources, D-B-R scheduling and VAT paches for Materials Management: Concepts and Issues, Royalue Engineering/Analysis and Stores Management ing/Analysis and Stores Management: Objectives and issue of and approaches for stores management, Cases. M.K. and Miller, D.W., "Inventory Control: Theory and Practices, R.J., "Principles of Inventory and Materials Management", Trat, "Materials Management: An Integrated Systems Approaches."	etrial purchasing, attleneck and non- f plants, Effect or elationship with Less of Value Engine et a. 3 ard Edition, Present for Edition, Present (Springer Text)	Types of pure bottleneck re materials ma ean Engineer eering/Analys entice Hall, New tice Hall, New tts in Busines	sourd sourd anag ring p is(VE	ng, M cces, I emer practi	Procent. ces, C	6 ss and Cases. 6 os in Total:



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	explain the drivers and enablers of Industry 4.0	Understanding (K2)
CO2	compare different industry 4.0 tools used to businesses.	Evaluating (K5)
соз	outline the various systems used in a manufacturing plant and their role in an Industry 4.0 world	Applying (K3)
CO4	appreciate the power of Cloud Computing in a networked economy	Analyzing (K4)
CO5	foresee the opportunities, challenges brought about by Industry 4.0 and how organizations and individuals should prepare to reap the benefits	Analyzing (K4)

		ya karance ya ke	Mapping of COs w	ith POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2			2	
CO2	3	2				
CO3	3	2	inglesivim enlagings			
CO4	3	2				
CO5	3	2			2	

ASS	ESSMENT	PATTERN	- THEORY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1		33	33		34		100
CAT2		17	27	56		1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	100
ETE		12	22	44	22		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman





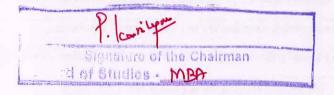
Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites					0	0	3
Preamble	The aim of this course is to impart necessary knowl management relevant for business. This course als activities that accurately forecast project costs, time	o empowers the studen					g
Unit – I	Project Management concept& Project Initiation					Waliasia.	6
Project Manage Project Initiation	ement concept: Project life cycle - The Project Managon: Strategic Management and Project Selection - Crit and Numeric Models (Problems) - NPV, IRR, Payback	gement process- Benef eria of Choice – Nature	and Type of	Man Proj	agen ect S	ent. electi	on Mode
Unit – II	The Project Manager						6
The Project M	lanager: Selecting the Project Manager - Negotiati Scope Change - Conflict and the PLC - Requirements			lict -	Nat	ure, f	artnering
Unit – III	Project Activity Planning & Scheduling						6
Responsibility C Scheduling: No	y Planning: Initial Project Coordination and the Proje Chart etwork Techniques - PERT and CPM		Work Breakd	lown	Struc	ture :	and Linea
Responsibility C Scheduling: No Unit – IV Resource Alloc	y Planning: Initial Project Coordination and the Project Chart hart etwork Techniques - PERT and CPM Resource Allocation Budgeting and Cost Estimates harton - CPM - Crashing a Project - Resource Loading	ation g &Leveling - Constrain	ed Resource	Sch			
Responsibility C Scheduling: No Unit – IV Resource Alloo Budgeting and	y Planning: Initial Project Coordination and the Project Chart chart etwork Techniques - PERT and CPM Resource Allocation Budgeting and Cost Estimation — CPM - Crashing a Project - Resource Loading Cost Estimation: Estimating Project Budgets & Impr	ation g &Leveling - Constrain	ed Resource	Sch			6
Responsibility C Scheduling: No Unit – IV Resource Alloo Budgeting and Unit – V	y Planning: Initial Project Coordination and the Project Chart hart etwork Techniques - PERT and CPM Resource Allocation Budgeting and Cost Estimates harton - CPM - Crashing a Project - Resource Loading	ation g &Leveling - Constrain oving the Process of Co	ed Resource ost Estimatio	Sch n.	eduli	ng.	
Responsibility C Scheduling: No Unit – IV Resource Alloo Budgeting and Unit – V	y Planning: Initial Project Coordination and the Project Chart chart etwork Techniques - PERT and CPM Resource Allocation Budgeting and Cost Estimation — CPM - Crashing a Project - Resource Loadin Cost Estimation: Estimating Project Budgets & Impr Project Execution	ation g &Leveling - Constrain oving the Process of Co	ed Resource ost Estimatio	Sch n.	eduli	ng.	6
Responsibility C Scheduling: No Unit – IV Resource Alloo Budgeting and Unit – V Project Execut	y Planning: Initial Project Coordination and the Project Chart chart ctwork Techniques - PERT and CPM Resource Allocation Budgeting and Cost Estimation - CPM - Crashing a Project - Resource Loading Cost Estimation: Estimating Project Budgets & Impr Project Execution ion: Project Management Information Systems - Project	ation g &Leveling - Constrain oving the Process of Co ect Control - Project Au	ed Resource ost Estimatio diting - Projec	Sch n. ct Te	eduli rmina	ng. Ition.	6 Total:3
Responsibility C Scheduling: No Unit – IV Resource Alloc Budgeting and Unit – V Project Execut REFERENCES 1. Jack R. Wiley, I	y Planning: Initial Project Coordination and the Project Chart chart etwork Techniques - PERT and CPM Resource Allocation Budgeting and Cost Estimation — CPM - Crashing a Project - Resource Loading Cost Estimation: Estimating Project Budgets & Impr Project Execution ion: Project Management Information Systems - Project Impression: Project Management Information Systems - Project Management Information	ation g &Leveling - Constrain oving the Process of Co ect Control - Project Au oject Management: A M	ed Resource ost Estimatio diting - Project lanagerial Ap	s Sch n. ct Te	eduli rmina ch",	ng. ition, 11th E	6 Total:3
Responsibility C Scheduling: No Scheduling: No Unit – IV Resource Alloc Budgeting and Unit – V Project Execut REFERENCES 1. Jack R. Wiley, I 2. Erik Lai Delhi, 2	y Planning: Initial Project Coordination and the Project Chart chart ctwork Techniques - PERT and CPM Resource Allocation Budgeting and Cost Estimation - CPM - Crashing a Project - Resource Loading Cost Estimation: Estimating Project Budgets & Impr Project Execution ion: Project Management Information Systems - Project Inc. Meredith, Scott M. Shafer, Samuel J. Mantel Jr., "Provew Delhi, 2021. Irson, Clifford Gray, "Project management: The management: The management."	ation g &Leveling - Constrain oving the Process of Co ect Control - Project Aud oject Management: A M erial Process", 8th Editi	ed Resource ost Estimatio diting - Project lanagerial Ap-	Sch n. ct Te	eduli rmina ch",	ng. ation. 11th E	6 Total:3
Responsibility C Scheduling: No Scheduling: No Unit – IV Resource Alloc Budgeting and Unit – V Project Execut REFERENCES 1. Jack R. Wiley, I 2. Erik Lai Delhi, 2 3. John M Routlec	y Planning: Initial Project Coordination and the Project Chart etwork Techniques - PERT and CPM Resource Allocation Budgeting and Cost Estimate Cation - CPM - Crashing a Project - Resource Loading Cost Estimation: Estimating Project Budgets & Impression: Project Execution ion: Project Management Information Systems - Project Execution Meredith, Scott M. Shafer, Samuel J. Mantel Jr., "Project Delhi, 2021. Meredith, Scott M. Shafer, Samuel J. Mantel Jr., "Project Delhi, 2021. New Delhi, 2021. Nicholas, Herman Steyn, "Project Management for Edge, USA, 2020.	ation g &Leveling - Constrain oving the Process of Co ect Control - Project Aud oject Management: A M erial Process", 8th Editi Business, Engineering a	ed Resource ost Estimatio diting - Project lanagerial Ap- ion, McGraw and Technolo	s Sch n. ct Te pproa Hill E	eduli rmina ch", Educa	ng. I1th E ation, dition,	6 Total:3
Responsibility C Scheduling: No Scheduling: No Unit – IV Resource Alloc Budgeting and Unit – V Project Execut REFERENCES 1. Jack R. Wiley, I 2. Erik Lai Delhi, 2 3. John M Routlec	y Planning: Initial Project Coordination and the Project Chart etwork Techniques - PERT and CPM Resource Allocation Budgeting and Cost Estimate Cation - CPM - Crashing a Project - Resource Loading Cost Estimation: Estimating Project Budgets & Impression: Project Execution ion: Project Management Information Systems - Project Execution Meredith, Scott M. Shafer, Samuel J. Mantel Jr., "Provew Delhi, 2021. Meredith, Scott M. Shafer, Samuel J. Mantel Jr., "Provew Delhi, 2021. New Delhi, 2021. Nicholas, Herman Steyn, "Project Management for Edge, USA, 2020. r H, "Project management: A Systems Approach to Planting Project Management for Edge, USA, 2020.	ation g &Leveling - Constrain oving the Process of Co ect Control - Project Aud oject Management: A M erial Process", 8th Editi Business, Engineering a	ed Resource ost Estimatio diting - Project lanagerial Ap- ion, McGraw and Technolo	s Sch n. ct Te pproa Hill E	eduli rmina ch", Educa	ng. I1th E ation, dition,	6 Total:: dition,



CONTRACTOR OF THE PARTY OF THE	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	analyze the different inventory models in practice.	Analyzing (K4)
CO2	appraise the appropriate dynamic inventory models for business suitations.	Evaluating (K5)
соз	evaluate an MRP system and performance of suppliers.	Evaluating (K5)
CO4	examine and identify the different bottlenecks	Evaluating (K5)
CO5	investigate and analyse the issues involved in value engineering analysis.	Analyzing (K4)

Mapping of COs with POs							
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	
CO1	3	2	100		المراجع الأجرابان		
CO2	1	3	part Lagrice High		lean) addrawy y		
CO3	2	3					
CO4	3	2					
CO5		3					

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1		17	35		48		100
CAT2		17		35	48		100
ETE	- A	12		35	53		100







Programme &	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Branch Prerequisites	NII	3/4/5/6	FE.	3	0	0	3
Frerequisites							
Preamble	The course brings out the fundamentals of data mi algorithms for analyzing very large amounts of data		ssing, and m	achir	ne lea	rning	
Unit – I	Introduction						
	ntroduction to Data mining and value from data anal Extract, Transform and Load) –Data Querying and F		s –Data Mari	l – 0	LAP	– OL	ΓP – Data
Unit – II	Conditional Processing						
	rocessing: Conditional processing – Dropping and ields – Data Cleaning.	keeping variables – R	eading Exce	l spi	eads	heets	in R tha
Unit – III	Manipulation			N. H.			
Converting Vari Unit – IV	Manipulating Character Values – Manipulating Num able Type – Concatenating R Data Sets – Merging R Array Processing – Array Processing – Using arrays in	Data Sets Producing S	Summary Rep	ports	in R.		
Converting Vari Unit – IV Array: DO Loo using SQL – Da	able Type – Concatenating R Data Sets – Merging R Array p Processing – Array Processing – Using arrays in ata Integrity.	Data Sets Producing S	Summary Rep	ports	in R.		
Converting Vari Unit – IV Array: DO Loo using SQL – Da Unit – V	able Type – Concatenating R Data Sets – Merging R Array p Processing – Array Processing – Using arrays in ata Integrity. Data Enrichment	Data SetsProducing S R Match-Merging Two	Summary Rep o or More R	ports Data	in R.	s – Si	mple join
Converting Vari Unit – IV Array: DO Loo using SQL – Da Unit – V Data Enrichme	able Type – Concatenating R Data Sets – Merging R Array p Processing – Array Processing – Using arrays in ata Integrity.	Data SetsProducing S R Match-Merging Two	Summary Rep o or More R	ports Data	in R.	s – Si	mple joir
Converting Vari Unit – IV Array: DO Loo using SQL – Da Unit – V Data Enrichme BI and Data Mir	able Type – Concatenating R Data Sets – Merging R Array p Processing – Array Processing – Using arrays in ata Integrity. Data Enrichment ent: Data Quality – Data Quality Assurance – Data acting Technology.	Data SetsProducing S R Match-Merging Two	Summary Rep o or More R	ports Data	in R.	s – Si	mple join
Converting Vari Unit – IV Array: DO Loo using SQL – Da Unit – V Data Enrichme BI and Data Mir REFERENCES Galit SI	able Type – Concatenating R Data Sets – Merging R Array p Processing – Array Processing – Using arrays in ata Integrity. Data Enrichment ent: Data Quality – Data Quality Assurance – Data acting Technology.	Data SetsProducing S R Match-Merging Two ccess Data Privacy ar	o or More R d Ethics –Da	Data	in R. Sets	s – Si y – O	mple join
Converting Vari Unit – IV Array: DO Loo using SQL – Da Unit – V Data Enrichme BI and Data Mir REFERENCES 1. Galit SI Concep	able Type – Concatenating R Data Sets – Merging R Array p Processing – Array Processing – Using arrays in ata Integrity. Data Enrichment ent: Data Quality – Data Quality Assurance – Data aching Technology. hmueli, Peter C Bruce, Inbal Yahav, Nitin R Patel, Kar	Data SetsProducing S R Match-Merging Two ccess Data Privacy ar nneth C Lichtendahl Jr., Viley India, New Delhi, 2	Summary Report of the Control of the	Data Data place plac	in R. Sets	s – Si y – O	mple join
Converting Vari Unit – IV Array: DO Loo using SQL – Da Unit – V Data Enrichme BI and Data Mir REFERENCES 1. Galit SI Concep 2. James 3 Garrett	Array p Processing – Array Processing – Using arrays in ata Integrity. Data Enrichment ent: Data Quality – Data Quality Assurance – Data aching Technology. : hmueli, Peter C Bruce, Inbal Yahav, Nitin R Patel, Karots, Techniques, and Applications in R", 1st Edition, W	Data SetsProducing S R Match-Merging Two ccess Data Privacy ar nneth C Lichtendahl Jr., Viley India, New Delhi, 2 d decisions", 3rd Edition	Summary Report of the Control of the	Data Data for I	in R. Sets ecurit	s – Si y – O	mple join
Converting Vari Unit – IV Array: DO Loo using SQL – Da Unit – V Data Enrichme BI and Data Mir REFERENCES 1. Galit SI Concep 2. James 3. Garrett Shroff/6	Array p Processing – Array Processing – Using arrays in ata Integrity. Data Enrichment ent: Data Quality – Data Quality Assurance – Data aching Technology. : hmueli, Peter C Bruce, Inbal Yahav, Nitin R Patel, Kanots, Techniques, and Applications in R", 1st Edition, W. R.Evans, "Business Analytics – methods, models and Grolemund, "Hands-On Programming with R: Write N	Data SetsProducing S R Match-Merging Two ccess Data Privacy ar nneth C Lichtendahl Jr., Viley India, New Delhi, 2 d decisions", 3rd Edition Your Own Functions and	"Data Mining 021. Pearson, No	Data Data place plac	in R. Sets Busin 2022 Editio	s – Si y – O	mple joir



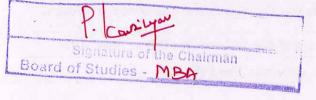
250 E (120 E)	RSE OUTCOMES: Impletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	Perform project selection using numeric and non numeric modle.	Applying (K3)
CO2	examine and understand project selection process for implementation in real time business.	Applying (K3)
СОЗ	analyze the project activity plan and identify the tools useful in organizing and staffing the various project tasks	Analyzing (K4)
CO4	appraise the common scheduling models such as the PERT, CPM, and precedence diagramming	Evaluating (K5)
CO5	Select the appropriate action to monitor, evaluate, control and execute the project	Analyzing (K4)

			Mapping of COs with	POs		
COs/POs	[*] PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2		1	to the transfer of	Westigst.
CO2	3	ollani mirjal – E	ورارانوسي الارتباط لأباح	1 200		inglistiminali.
CO3	2	3		1	-107-10-9	
CO4	2	3		1		Tribe distrib
CO5	3	2		1111		

ASSESSMENT PA	TTEDN	THEODY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1		17	66	17			100
CAT2		17		50	33		100
ETE		12	35	35	18		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)







Programme &		Trim.	Category	L	T	Р	Credit
Branch	Master of Business Administration			33.63	\$\$110 10,1111		
Prerequisites	Nit	3/4/5/6	FE	3	0	0	3
Preamble	The course aims to provide an understanding of the and its applications in real time business scenario. T impacts on use of electronic tools and their effects o today.	he course gives a clea	ar understand	ling c	of the	strate	egic
Unit – I	E-Business Foundation and Framework				NEWS:		(
E-Business Fo	bundation and Framework: Introduction to E-Busine Factors, Business dimension and technological dimented the growth of E-Commerce, Issues in Implementing E-	ension of E-Commerc	e, E-Comme	erce	fram	e wor	k, Factor
Unit – II	Launching an E-Business						
Launching an business model	E-Business : Different phases of Launching an E-Bus Is in E-Business.	siness, Important Cond	cepts in E-Bu	ısine	ss. B	Bricks	and Click
Unit – III	E-Business Applications						
Unit – IV	Website Design and Development						
Unit – IV Website Desig Website, Differe	Website Design and Development gn and Development: Advantages of Website, Prinent Ways of Building a Website.			App	огоас	h for	
Unit – IV Website Desig Website, Differe	Website Design and Development gn and Development: Advantages of Website, Prinent Ways of Building a Website. Technology for Online Business	ciples of Web Design	ı, Life Cycle				Building
Unit – IV Website Desig Website, Differe Unit – V	Website Design and Development gn and Development: Advantages of Website, Prinent Ways of Building a Website.	ciples of Web Design	n, Life Cycle	nt M	lecha	ınism,	Building Electronic Credit Car
Unit – IV Website Desig Website, Differed Unit – V Technology for Payment Systems	Website Design and Development gn and Development: Advantages of Website, Prinent Ways of Building a Website. Technology for Online Business or Online Business: Mechanism of Making Paymenters, Payment Gateways, Visitors to Website, Tools for	ciples of Web Design	n, Life Cycle	nt M	lecha	ınism,	Building Electroni
Unit – IV Website Desig Website, Differe Unit – V Technology for Payment Syste etc. REFERENCES 1. Efraim 2018: 7	Website Design and Development on and Development: Advantages of Website, Prin ent Ways of Building a Website. Technology for Online Business or Online Business: Mechanism of Making Paymen ems, Payment Gateways, Visitors to Website, Tools for Etc. Turban, Jon Outland, David King, Jae Kyu Lee, Ting-F A Managerial and Social Networks Perspective", 9th Ec	ciples of Web Design It Through Internet, Or Promoting Website, I	n, Life Cycle Inline Payme Plastic Money C. Turban, "E	nt M y, De	lecha bit C	inism, ard, 0	Building Electron Credit Car Total:3
Unit – IV Website Desig Website, Differe Unit – V Technology for Payment Syste etc. REFERENCES 1. Efraim 2018: 7 2. Dave Control Delhi.	Website Design and Development gn and Development: Advantages of Website, Prinent Ways of Building a Website. Technology for Online Business or Online Business: Mechanism of Making Paymenters, Payment Gateways, Visitors to Website, Tools for Managerial and Social Networks Perspective", 9th Echaffey, Tanya Hemphill, "Digital Business and E-Common 2019.	ciples of Web Design It Through Internet, Or Promoting Website, I Peng Liang, Deborrah dition, Springer, 2017. merce Management",	n, Life Cycle nline Payme Plastic Money C. Turban, "E	nt M y, De Electi ears	lecha bit C ronic on ec	inism, Card, C Comi	Building Electroni Credit Car Total:3
Unit – IV Website Desig Website, Differe Unit – V Technology for Payment Syste etc. REFERENCES 1. Efraim 2018: / 2. Dave Collent, 2 3. Turbar Spring	Website Design and Development gn and Development: Advantages of Website, Prinent Ways of Building a Website. Technology for Online Business or Online Business: Mechanism of Making Paymenters, Payment Gateways, Visitors to Website, Tools for Managerial and Social Networks Perspective, 9th Echaffey, Tanya Hemphill, "Digital Business and E-Communication of Publishing, 2017.	ciples of Web Design It Through Internet, Or Promoting Website, I Peng Liang, Deborrah dition, Springer, 2017. merce Management",	nline Payme Plastic Money C. Turban, "E	nt M y, De Electi ears	lecha bit C ronic on ec	unism, Card, C Comr ducati	Building Electronic Credit Car Total:3 merce on, New Edition,
Unit – IV Website Desig Website, Differe Unit – V Technology for Payment Syste etc. REFERENCES 1. Efraim 2018: 7 2. Dave C Delhi, 2 3. Turbar Spring 4. Jeremy Delhi, 2	Website Design and Development gn and Development: Advantages of Website, Prinent Ways of Building a Website. Technology for Online Business or Online Business: Mechanism of Making Paymenters, Payment Gateways, Visitors to Website, Tools for Managerial and Social Networks Perspective, 9th Echaffey, Tanya Hemphill, "Digital Business and E-Communication of Englishment Publishing, 2017. y Kagan and Siddharth Shekhar Singh, "Digital Marketication of Marketicati	ciples of Web Design It Through Internet, Or Promoting Website, I Peng Liang, Deborrah dition, Springer, 2017. merce Management", Electronic Commerce and America Strategy & Tactic	n, Life Cycle nline Payme Plastic Money C. Turban, "E 7th Edition, P and Social Co	nt M y, De Electi earse pmm	lecha bit C ronic on ec	unism, Card, C Comr ducati	Building Electron Credit Car Total:3 merce on, New Edition,



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the ideas and technologies in the area of data mining	Applying (K3)
CO2	know the concepts and methods in application of data mining for deriving business intelligence to achieve organizational goals.	Analyzing (K4)
соз	analyze R (statistical computing software) to build, assess, and compare models based on real datasets and cases	Evaluating (K5)
CO4	design and deploy appropriate classification techniques	Analyzing (K4)
CO5	evaluate various mining techniques on complex data objects	Evaluating (K5)

Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6			
CO1	3	2				7			
CO2	3	2							
CO3	3	1							
CO4	3	1							
CO5	3	1		In days be ded by					

ASSESSMENT	PATTERN	- THEORY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1	Harrist — a company	17	33	17	33		100
CAT2		17	33	17	33		100
ETE		11	40	20	29		100

Signature of the Chairman Board of Studies -





Draggamas		ECT MANAGEMENT					
Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites	Nil	3/4/5/6	FE	3	0	0	3
Preamble	This course provides practical approaches for management technic project resources, scope, time-line, cost, scheduling,	ques. Complete hands-	on projects re	ment equir	ing Ir ing m	nforma nanage	ation ement of
Unit – I	Introduction to SPM						(
Introduction to resource and t	SPM: Definition-components of SPM-challenges echnical resource-costing and pricing of projects-tra	and opportunities-too ining and developmer	ls and tech nt-project mar	nique nager	es-ma ment	anagir techn	ng humai iques
Unit – II	Software Development						Hilliamini
	lopment: Monitoring and measuring of SW developments in multiple projects.	ent –cost, size and time	metrics-met	hods	and	tools	for metrics
Unit – III	Quality measurement						
issues in obtai	rement :Quality in SW development –quality assur ning certification-the benefits and implications for th	ance-quality standard e organization and its	s and certif s customers-	icatio chan	ns-tr ge m	e pro anage	ement
issues in obtai Unit – IV Risks in SPM:	rement :Quality in SW development –quality assurning certification-the benefits and implications for th Risks in SPM The risk issues in SW development and implements for identifying risk management.	e organization and its	s customers-	chan	ge m	anage	ement
issues in obtai Unit – IV Risks in SPM:	ning certification-the benefits and implications for th Risks in SPM The risk issues in SW development and implement.	e organization and its	s customers-	chan	ge m	anage	ement
Unit – IV Risks in SPM: tools and metho Unit – V Project implen	ning certification-the benefits and implications for th Risks in SPM The risk issues in SW development and implements for identifying risk management.	e organization and its	s customers- of risks-reso	chan	ge m and	lanage I avoi	ement iding risks
Unit – IV Risks in SPM: tools and metho Unit – V Project implen	Risks in SPM The risk issues in SW development and implement of the risk issues in SW development and implement of the risk issues in SW development and implement of the risk issues in SW development and implement. Project implementation mentation: Multiple projects-off-shore development issue the development and implementation.	e organization and its	s customers- of risks-reso	chan	ge m and	lanage I avoi	ement iding risks
issues in obtain Unit – IV Risks in SPM: tools and method Unit – V Project implementation of the countries – remove REFERENCES	Risks in SPM The risk issues in SW development and implement of the risk issues in SW development and implement of the risk issues in SW development and implement of the risk issues in SW development and implement. Project implementation mentation: Multiple projects-off-shore development issue the development and implementation.	e organization and its entation-identification ues-managing human r	of risks-reso	chan Ilving	ge m	anage I avoi	ement ding risks ents acros Total:3
Issues in obtainment of the countries and method of the countries and method of the countries are more of the countries and method of the countries are more of the countries	Risks in SPM The risk issues in SW development and implementation identifying risk management. Project implementation mentation: Multiple projects-off-shore development issue development and implementation.	e organization and its entation-identification ues-managing human r	of risks-reso	chan	and pand pand	anage	ement diding risks ents acros
Issues in obtainment of the countries and method of the countries and method of the countries are more of the countries and the countries are more of the countries are more o	Risks in SPM The risk issues in SW development and implement of the risk issues in SW development and implement of the risk issues in SW development and implement of the risk issues in SW development and implement. Project implementation mentation: Multiple projects-off-shore development issue to development and implementation.	e organization and its entation-identification ues-managing human r Management", 6th Edit o success" 1st Edition,	esources-pridion, McGraw	cing :	and and panel for the following states and and panel for the following states are states and panel for the following states are states as a following state are states are states as a following state are states as a following state are states are states as a following state are states as a following state are states are states as a following state are states are states as a following state are states are states as a following state are states are states are states as a following state are states are states are states as a following state are states are sta	anage I avoi	ement ding risks ents acros Total:3
Issues in obtain Unit – IV Risks in SPM: tools and method Unit – V Project implement countries – remove Project implemen	Risks in SPM The risk issues in SW development and implement of the risk issues in SW development and implement of the risk issues in SW development and implement of the risk issues in SW development and implement. Project implementation mentation: Multiple projects-off-shore development issue to development and implementation. ghes and Mike Cotterell, Ragib mall, "Software Project Joe, "software Project Management: Real world Hindi to the risk is the ri	e organization and its entation-identification ues-managing human r Management", 6th Edit o success" 1st Edition, it Edition, Thomson Lea	esources-pridion, McGraw	cing :	and and panel for the following states and and panel for the following states are states and panel for the following states are states as a following state are states are states as a following state are states as a following state are states are states as a following state are states as a following state are states are states as a following state are states are states as a following state are states are states as a following state are states are states are states as a following state are states are states are states as a following state are states are sta	anage I avoi	ement ding risks ents acros Total:3



	SE OUTCOMES:	BT Mapped (Highest Level)
On co	mpletion of the course, the students will be able to	(Highest Level)
CO1	point out the awareness and understanding of the importance e-commerce as a tool for creating social and business processes	Analyzing (K4)
CO2	build basic business models on the web with examples and their implementation with basic marketing techniques and strategies on the internet	Applying (K3)
СОЗ	compare the different applications of E-commerce to make informed decisions in marketing and business management	Evaluating (K5)
CO4	evolve basic personalization mechanisms for websites by means of designing and developing web platform for business processes	Analyzing (K4)
CO5	assess the mechanism and issues in E-commerce technologies; and its related risks and security.	Analyzing (K4)

Mapping of COs with POs								
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6		
CO1	3	2		The state of the s				
CO2		3	1					
CO3	y digital transport	3	the left of the left					
CO4		3		2	S system in section of	THE RESERVE		
CO5		3				2		

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1		17	33	17	33	- 1 J	100
CAT2		17	- 33	17	33		100
ETE		11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman of Studies - MBA





Programme & Branch	Master of Business Administration	Trim.	Category	L	Ţ	P	Credit
Prerequisites	Nil	3/4/5/6	FE	3	0	0	3
				Marie .			
Preamble	The course provides an introduction to software quality assurance. The cours activities of software development and maintenance	se will train students to a	ses the issue apply quality a	s, pr assur	oces: ance	ses ar in diff	nd ferent
Unit – I	Software Quality			(MAN)			V
	ality: Definition of Software Quality, Quality Planning, Q oject life cycle models.	Quality system –Quality (Control Vs Q	uality	Assı	urance	e –Produc
Unit – II	Software Engineering Activities						****************** (
Software En Testing and M	gineering Activities: Estimation, Software requiremental faintenance.	ents gathering, Analysis	s, Architectur	re, C)esigi	ı, de	velopment
Unit – III	Supporting Activities						111111111111111111111111111111111111111
Supporting A	Activities: Metrics, Reviews –SCM –Software quality ass	surance and risk manag	ement.				
Unit – IV	Software Quality Management Tools			and	effec	t diac	<u> </u>
Unit – IV Software Qu chart –Histog		-Checklist -Pareto diag atistical process contro	ram –Cause				ıram –Rui
Unit – IV Software Qu chart –Histog	Software Quality Management Tools ality Management Tools: Seven basic Quality tools - ram -Control chart -Scatter diagram -Poka Yoke -St on deployment -Continuous improvement tools -Case s	-Checklist -Pareto diag atistical process contro	ram –Cause				ıram –Rui Analysis -
Unit – IV Software Qu chart –Histog Quality Functi Unit – V	Software Quality Management Tools ality Management Tools: Seven basic Quality tools - ram -Control chart -Scatter diagram -Poka Yoke -St on deployment -Continuous improvement tools -Case s	-ChecklistPareto diag atistical process contro study.	ram –Cause I –Failure Mo	ode a	and E		ıram –Rur Analysis -
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NAME OF TAXABLE PARTY.	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	recognize, trace and resolve IT related crises using project management software	Applying (K3)
CO2	use project management software to control the design, implementation, closure, and evaluation of IT projects	Applying (K3)
CO3	manage the phases and infrastructure of IT projects	Applying (K3)
CO4	develop and analyze strategies and risk factors involved in IT projects	Analyzing (K4)
CO5	use project management software to control the design, implementation, closure, and evaluation of IT projects	Applying (K3)

			Mapping of COs v	vith POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1				
CO2	2	3				
CO3	2.	3	Frequency payors			
CO4	3	3				
CO5	3	2				V Jeil

		ASSESSMEN	IT PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	-	17	33	17	33		100
CAT2	-	17	33	17	33		100
ETE		11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Board of Studies - MEA





	24MBE38 IT CON	ISULTING					
Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites	Nii	3/4/5/6	FE	3	0	0	3
Preamble	Consultancy is one of the most sought after and ren is designed to know about Principles, Assignment, An IT consultant is responsible for providing relevant development and market information for companies	Various Services, relation of and up-to-date solution	onships and	mana	aging	assig	nments.
Unit – I	Overview and Principles of IT Consultancy						
	Principles of IT Consultancy: Structure of IT Indupdels – Export, Diagnosis, Collaborative / Process, Ext			npete	ncie	s of C	onsultan
Unit – II	Consultancy Assignment						
	Assignment: Life Cycle of Consultancy Assignment, , Closure and Review.	Contracting: Identificat	ion of Proble	∍m –	Dia	gnosis	, Solutior
Unit – III	Consulting Services					(643.64)	
	rvices: Portfolio Services, Business Problem Solving, ent, Evaluation and Follow up of IT Business Developn Managing Relationship		es and Data	Colle	ection	ı, With	
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CO5

ETE

	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	develop an ability to understand the quality management in software	Applying (K3)
CO2	analyze the different types of models for quality assurance	Applying (K3)
CO3	know how to prevent the defects	Applying (K3)
CO4	understand the software quality management tools, bug reporting tools and their usage	Understanding (K2)
CO5	Analyse the software quality standards	Analyzing (K4)

Mapping of COs with POs PO1 PO3 PO4 PO₅ PO6 PO₂ COs/POs 3 1 CO1 3 CO₂ 3 CO3 CO4 3

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

3

	ASSESSMENT PATTERN - THEORY											
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %					
CAT1		17	33	17	33		100					
CAT2		17	33	17	33		100					
ETE		11	40	20	29		100					

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman Fof Studies -





Branch	nme &	Master of I	Business A	dministration		Trim.	Category	Ľ	Т	Р	Credit
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Unit – I		Product A	nalytics								
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	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify suitable analytic tools to target and retain profitable customers and avoid high-risk customers	Applying (K3) Manipulation (S2)
CO2	perform the product sales using analytic tools	Analysing (K4) Manipulation (S2)
СОЗ	evaluate analytic tools for various understanding demand and pricing decisions	Evaluating (K5) Manipulation (S2)
CO4	justify the use of analytic tools like market basket analysis in real life scenarios	Evaluating (K5) Manipulation (S2)
CO5	evaluate the implications of promotion analytic metrics for measuring effectiveness of traditional and social media promotion measures	Evaluating (K5) Manipulation (S2)

Mapping of (COs with POs		5 156 3754	transfer garage at the	<u>a a fata dica</u>	Cheminist 15
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
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CO2	2	3				
CO3	2	3		1855 100	arrules (Friday 1.5	P - heigh
CO4	2	3		The state of the s	The hour party	
CO5	2	3		- x (a) // h	TOWNS TO	v – Ahru 🐪

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1	-	17	33	33	17		100
CAT2	The control	17	33	33	17	en T	100
ETE	-	11	40	20	29		100







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Programme & Branch		M	ster o	f Busi	ness A	Admini	stration			Trim.	Category	L	Т	Р	Credi
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Unit – V Leveraging Per Department – E Big Data and LIST OF EXPERIMENT 1. Recription 1. Recription 1. Recription 1. Rempt 1. Rempt 1. Representation 1. Representation 1. Representation 1. Representation 1. Jean Development 1. Devel	eople Emplo People ERIM ruitment Ac bloyee bloyee S/ M/ Paul op, a	Lee Air oye ple // file Neent cquii ee Pe Eir Ee Tu	Analytical Analytical Analysistion Analysistical An	ing Pess: Futu Privac cs: Big CERCIS is analysis ance Ar nent Ar Analy COFTW sse S. Talent'	ople Are of P / Back Data SES: allysis allysis ARE: Harrio , 1st E	Analytic People / klash. and Pe	es & Big D Analytics - cople Analy ople Analy Wiley, New	ata and Peo Rise of Empl rtics.	ple Analy oyee Beh	ytics havioral Da	Lecture:	20, F	'racti	ical:2	0, Total:
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Unit – V Leveraging Per Department – E Big Data and LIST OF EXPERITED STATES ST	eople Emplo People ERIM ruitment Ac bloyee bloyee S/ M/ Paul op, a n R. E Boucon E Kun	Lee Ail oye ple Ail nent cquii ne Pe ne Ei ne Tu ANU Iss and drea dduc mar	Analytical	ing Pess: Future Privaces: Big CERCIS is analysis ance Aralysis ance Aralysis of Coff Coff Coff Coff Coff Coff Coff	ople Are of P / Back Data SES: allysis allysis ARE: Harrio , 1st E Edwar ascio, 2019.	Analytic People A klash. and Pe ott , "Pe Edition, " rds, "Pr "Invest	ople Analy Wiley, New edictive H	ata and Peo Rise of Empl rtics. rtics in the E Delhi, 2016. R Analytics: I	ple Analy oyee Ber ra of Big Mastering	Data: Cr	Lecture: anging the Vertice, 2nd an Resource	20, F Way Edition	You You, K	Attrac Cogan es", 3	0, Total: ct, Acqui Page, U



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the HR Analytics principles, including predictors, prediction, and the LAMP Framework	Applying (K3) Manipulation (S2)
CO2	assess talent acquisition and workforce planning data to make informed decisions	Analyzing (K4) Manipulation (S2)
CO3	examine performance analytics metrics and employee engagement measures to enhance organizational effectiveness	Analyzing (K4) Manipulation (S2)
CO4	analyze talent retention analytics to mitigate attrition risks and analyze strategies for addressing absenteeism	Applying (K3) Manipulation (S2)
CO5	analyze the future of people analytics and the implications of big data utilization on employee privacy.	Applying (K3) Manipulation (S2)

Mapping of 0	Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6					
CO1	3.	2									
CO2	3	3	in the second	Part Calabara	- u A in	h = /= finite					
CO3	3	2		20 1159	in the property of the property of	plant is leastly					
CO4	3	2		i de la la compania	- +In n						
CO5	3	2	A Marella & william		- dystaws, the	2 Not					

		ASSESSMEN	IT PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1		17	33	17	33	FARETO L	100
CAT2		17	33	17	33	Sept 7 .	100
ETE	-	11	40	20	29		100







Branch	ımme &	Master of B	usiness Administration		Trim.	Category	L	Т	Р	Credit
	uisites				3/4/5/6	SE	2	0	2	3
. 10	e gran									
Pream	ble	The course	aims at introducing the tools,	, techniques and o	otimizing mo	dels for suppl	ly Ch	ain d	lecisio	ns.
Unit –			als of Optimization models		200	Y 25.35	4, =1	1	1 -	4
			models: Linear programming optimization models.	g – Mixed Integer F	Programming	g – Modeling \	Vigne	ettes	– Dist	ribution
Unit –		Descriptive							ala e	4
		els: Demand f ysis – Balanced	orecasting - Simulation mo Scorecard.	odels – Systems [Dynamic mo	dels – Activit	ty Ba	ased	Costi	ng - Data
Unit –	III	Supply Cha	in Decision Databases				1 10		e al al	4
			ses: Data aggregations – Fa market data – Graphical disp		ortation net	work data – Ir	vent	tory o	lata –	Supplier
Unit –			Supply Chain Planning				0			4
Opera	tional Sup	ply Chain Plan	ning: Taxonomies – Vehicle	routing model – p	roduction pla	nning model	– Re	vers	e logis	tic model
Unit –			lanning in Supply Chain						-	Tend 4
retailin			hain: Classical models – Inv gregate inventory models	ventory model for s	trategic sup	oly chain desi	gn –	Inve	ntory	model for
LIST C	g distribution OF EXPERINTS will ha	on network - Ag	gregate inventory models							7
LIST C	g distribution DF EXPERINTS will ha	on network - Ag	cises: ssions to use spreadshee							7
LIST C Stude topics	DF EXPERINTS WILL DISTRIBUTION	on network - Ago MENTS / EXER ve practice se	CISES: ssions to use spreadshee							7
LIST C Stude topics 1.	DF EXPERINTS WILL DISTRIBUTION Distribution Simulation	MENTS / EXER we practice se	CISES: ssions to use spreadshee							7
Stude topics 1.	DF EXPERINTS WILL HAD DISTRIBUTION SIMULATION Vehicle re	MENTS / EXER we practice se on center location on models in sup	cregate inventory models crises: ssions to use spreadshee on model oply chain							7
Stude topics 1. 2.	DF EXPERINTS WILL HAD DISTRIBUTED SIMULATION Vehicle relationships of the control	MENTS / EXER we practice se on center location on models in sup outing model	cregate inventory models crises: ssions to use spreadshee on model oply chain bution network							7
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	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	perform optimization using linear programming.	Applying(K3) Manipulation (S2)
CO2	apply various spreadsheet models in descriptive analytics in supply chain areas	Applying(K3) Manipulation (S2)
CO3	prepare data bases for supply chain decision.	Applying(K3) Manipulation (S2)
CO4	Apply decision models for operational supply chain problems	Applying(K3) Manipulation (S2)
CO5	Adopt spread sheet or other plates for inventory planning decisions in supply chain	Applying(K3) Manipulation (S2)

Mapping o	of COs with PO	S				LE STORY
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3		2	g *****	Page 1 - March
CO2	2	3		1 = 1 17 21 2 1 1 1 1 1 1 1		1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1
CO3	2	3		residence and		- Ellerin syl
CO4	2	.3		2	Tage Second	
CO5	2	3		2		t to the standard

ASSESSMENT PATTERN - THEORY											
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %				
CAT1		17	83	* * 5	ur de l e ree ar .	andere *	100				
CAT2		17	83				100				
ETE		12	88				100				

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)







	amme &		TICS					
Branc	h	Master of Business Administration	- Trim.	Category	L	Т	Р	Credit
Prere	quisites	1 1	3/4/5/6	NFE	2	0	2	3
Pream	1 1 2 2	This course aims at equipping the students to work with homeometric company performance on relevant financial parameters. estimate of the valuation of companies/projects for decision introduction to Financial Modelling and Spreadsheet	This course alson making. Essentials	so helps to ar	nalyz	e the	given	data to
I ntro d Sheet	luction to F s - Use of Ex	Financial Modelling and Spreadsheet Essentials: Basic coel Formula Function – Advanced Modeling Techniques – L	Excel for Fir ookups: Vlool.	nancial Mode cup Match & c	ling offse	-⊦orr t, pivo	natting ot tabl	g of Exc∈ es.
Unit -		Measuring Risk						
	uring Risk: ssion analysi	Estimating betas with regression analysis using daily, week	ly, and month	ly data - Test	ing r	narke	et effic	ciency wit
Unit -	- 111	Portfolio Optimization:						
efficie Unit -	nt frontier. - IV	search on portfolio selection - Bond portfolio selection - Tern Advanced risk analysis halysis: Monte-Carlo simulation - Risk analysis of discounter						- 1.
		Carlo simulation and Combining macros with @Risk.						
Unit -	- V	Black-Scholes Formula and Exotic Option Valuation						
volatil	ities - Simula	ormula and Exotic Option Valuation: Black-Scholes form ating stock price evolution with Monte-Carlo simulation.	ula - Pricing o	ptions, Estim	atino	g imp	lied s	tock retui
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volatil LIST Stude	OF EXPERIENTS WILL HA	ating stock price evolution with Monte-Carlo simulation. MENTS / EXERCISES:		Stange of		<u> </u>	h po	ireg ^e
volatil LIST Stude	OF EXPERI ents will has. Beta Esti	MENTS / EXERCISES: we practice sessions to use spreadsheet, Mega stat ar		Stange of		<u> </u>	h po	ireg [*]
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	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	applying financial modeling in business	Applying (K3) Manipulation (S2)
CO2	work on excel and use formatting best practices, efficient formula construction, and appropriate driver selections	Applying (K3) Manipulation (S2)
СОЗ	use advanced excel functions to present various sensitivities to projected financial metrics	Applying (K3) Manipulation (S2)
CO4	perform transaction multiples analysis – EV/EBITDA, EV/EBIT, EV/SALES	Applying (K3) Manipulation (S2)
CO5	performing advanced risk analysis and constructing best portfolio and evaluating option decisions	Evaluating (K5) Manipulation (S2)

Mapping of	COs with POs	_			1.5	1 Elit
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2			3	20	- II-
CO2	2	3		2 - 1 - 31 - 1	1 1	
CO3	2	3				K 17
CO4	2			3	r - /	
CO5	2	2	E 1_ 1_ 1	3		- m < f = 5

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1		17	33	17	33		100
CAT2	,	17	33	17	33	144	100
ETE		11	40	20	29	-77. 	100

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)

Signature of the Change Board of Studies - MBA





	24MBE39 INDIAN MODELS IN	IENTREPRENEURSHI					
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Ρ	Credit
Prerequisites		3/4/5/6	SE	3	0	0	3
Preamble	The course helps the students to develop an unde entrepreneurship and promote them towards devel				elopi	ment (of
Unit – I	Introduction to Indian Business Models			History.			1000000
Significance of I Development - f	ndian Business Models – Scope of Micro and Small I Forms of Business- Family Business - First Generation	Enterprises – Role of Mi on Entrepreneurs – Clus	cro Enterpriso ters Developr	e in E nent	Econo	omic	
Unit – II	India's start up revolution						(
Trends -Impera	tives – Benefits- Players Involved in The Ecosystem	 Case Studies of Succ 	essful Start-L	lps.			
Unit – III	Business Incubators						(
Unit – IV	Rural Entrepreneurship & Social Entrepreneurs	ship					
Environment of Social Entrepro Case Study.	Rural Entrepreneurship & Social Entrepreneurs neurship: Policy Factors And Barriers to The Deve Indian Market- Concept of Congenial Environment A eneurship: Factors Impacting Transformation Into	lopment – Rural Entrepr nd Its Role in Promoting	Rural Entrep	rene	urshi	p.	mic epreneurs
Rural Entrepre Environment of Social Entrepre Case Study. Unit – V	neurship: Policy Factors And Barriers to The Deve Indian Market- Concept of Congenial Environment A eneurship: Factors Impacting Transformation Into	lopment – Rural Entrepr nd Its Role in Promoting Social Entrepreneur, C	Rural Entrep naracteristics	orene of S	urshi Social	ip. I Entr	epreneurs
Rural Entrepre Environment of Social Entrepre Case Study. Unit – V Women Entrep	neurship : Policy Factors And Barriers to The Deve Indian Market- Concept of Congenial Environment A eneurship: Factors Impacting Transformation Into	lopment – Rural Entrepr nd Its Role in Promoting Social Entrepreneur, C reneurial skills – Com	Rural Entrep naracteristics	orene of S	urshi Social	ip. I Entr	mic epreneurs
Rural Entrepre Environment of Social Entrepre Case Study. Unit – V Women Entrep Challenges – Ro	neurship: Policy Factors And Barriers to The Deve Indian Market- Concept of Congenial Environment Aleneurship: Factors Impacting Transformation Into Women Entrepreneurs Women Entrepreneurs	lopment – Rural Entrepr nd Its Role in Promoting Social Entrepreneur, C reneurial skills – Com	Rural Entrep naracteristics	orene of S	urshi Social	ip. I Entr	mic epreneurs
Rural Entrepre Environment of Social Entrepre Case Study. Unit – V Women Entre Challenges - Ro REFERENCES: 1. Poornin Noida.:	neurship: Policy Factors And Barriers to The Deve Indian Market- Concept of Congenial Environment A eneurship: Factors Impacting Transformation Into Women Entrepreneurs preneurs: Functions - Evolution in India- Entreprole of Women entrepreneurship in economic development in Marantimath, "Entrepreneurship Development 2019.	lopment – Rural Entrepr nd Its Role in Promoting Social Entrepreneur, C reneurial skills – Com ment Case Studies.	Rural Entrepharacteristics petency requ	orene of § uirem	urshi Social ents-	ip. I Entr Oppo	mic epreneurs trunities Total:3
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	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply their understanding in the salient features of Indian entrepreneurial models	Applying (K3)
CO2	analyze the factors leading to success of Indian start-ups	Analyzing (K4)
СОЗ	appraise the importance and impact of business incubation to the start-ups	Evaluating (K5)
CO4	appreciate the value of how living rurally influences business and social enterprise objectives	Analyzing (K4)
CO5	evaluate the role and contribution of women as an entrepreneur.	Evaluating (K5)

	Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6					
CO1	3		+,4			. 2					
CO2		3			Countries of the						
CO3		3			Minatana -	To the Winds					
CO4	a etekning full at	3	1	I I met L'A Jeun P	Lie i - mile - mi	3					
CO5		3		2		CONTRACTOR OF THE					

ASSESSMENT	DATTEDN	THEODY
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Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	' -	17	33	33	17		100
CAT2		17	17	33	33	SEEPL,	100
ETE		11	40	20	29 ·	M !	1Ö0

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman

Board of Studies - MBA





Programme &	Master of Business Administration	Trim.	Category	L.	Т	Р	Credit
Branch Prerequisites		3/4/5/6	SE	3	0	0	3
Toroquisitos				1 7 1		1005	
Preamble	The course provides an in-depth understanding of reproduct offering and/or applicable in an entreprenequirements for creating and executing marketing change.	eneurial setting and	place an e	mpha	asis	on ti	he specia
Unit – I	Marketing and Entrepreneurship						6
Marketing and New Ventures-E	Entrepreneurship: Introduction- Identifying and Une Build a Mission Statement-Integrate selling and marketin	derstanding Buyers - ng in a new business	Sustaining Co - Case study.	ompe	etitive	e Adv	antages o
Unit – II	Identifying Market Opportunities						(
ldentifying Mai Linking marketii	rket Opportunities: Market Research -Developing Bus ng to financial outcomes- Tools and techniques for new	siness Plans - Pitching market creation.	j Opportunitie	es -D	emaı	nd Fo	recasting
Unit – III	Market Development						6
Market Develo	pment: Digital and online marketing - Forward-looking	oroduct design- Produ	ct features - ,	Adde	d val	lue- s	ervice-
Dominant logic-	 Build a strong brand from scratch- Competing on loyal 	ty-Segmentation - Tar	geting.				
Dominant logic-	- Build a strong brand from scratch- Competing on loyal Pricing & Channel Management	ty-Segmentation - Tar	geting.				
Dominant logic- Unit – IV Pricing: Tools-				ibutio	n Sti	rategi	
Dominant logic- Unit – IV Pricing: Tools- Channel Mana Unit – V	Pricing & Channel Management Market Expansion and Pricing- case study. gement: Power of Trust in Manufacturer-Retailer Relati Building Customer Relationships & Entrepreneur	ionships-Developing e	effective Distri				es (
Dominant logic- Unit – IV Pricing: Tools- Channel Mana- Unit – V Building Cust Entrepreneurs-	Pricing & Channel Management Market Expansion and Pricing- case study. gement: Power of Trust in Manufacturer-Retailer Relati Building Customer Relationships & Entrepreneur tomer Relationships: Managing Customers — Re Media Marketing-Customer value proposition.	ionships-Developing e rial Communication elationship Marketing	effective Distri Strategy 1 - Tradition				6
Dominant logic- Unit – IV Pricing: Tools- Channel Mana Unit – V Building Cust Entrepreneurs-	Pricing & Channel Management Market Expansion and Pricing- case study. gement: Power of Trust in Manufacturer-Retailer Relati Building Customer Relationships & Entrepreneur tomer Relationships: Managing Customers — Re	ionships-Developing e rial Communication elationship Marketing	effective Distri Strategy 1 - Tradition				es es
Dominant logic- Unit – IV Pricing: Tools- Channel Mana- Unit – V Building Cust Entrepreneurs- Entrepreneuris	Pricing & Channel Management Market Expansion and Pricing- case study. gement: Power of Trust in Manufacturer-Retailer Relati Building Customer Relationships & Entrepreneur tomer Relationships: Managing Customers – Re Media Marketing-Customer value proposition. al Communication Strategy: Inbound, Outbound, and	ionships-Developing e rial Communication elationship Marketing	effective Distri Strategy 1 - Tradition				es (rketing fo
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	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	analyze the integration of selling and marketing strategies to sustain competitive advantages in new ventures.	Analyzing (K4)
CO2	apply market research techniques to identify and assess new market opportunities.	Applying (K3)
СОЗ	appraise the effectiveness of digital and online marketing tools in developing and promoting new products.	Evaluating (K5)
CO4	analyze the role of trust in manufacturer-retailer relationships and its impact on effective distribution strategies.	Analyzing (K4)
CO5	evaluate the effectiveness of inbound, outbound, and social media strategies in entrepreneurial communication and building customer relationships.	Evaluating (K5)

	Mapping of COs with POs									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6				
CO1	3		* 1 = 1			2				
CO2	Variety Vinte	3	La production of the last							
CO3		3								
CO4		3 .	· 1			3				
CO5		3		2	na and the same					

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total
CAT1		17	33	33	17		100
CAT2	-	17	17	33	33	2-5	100
ETE		11	40	20	29		100







Programme &	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Branch Prerequisites		3/4/5/6	SE	3	0	0	3
Telequisites							
Preamble	The course helps to enable entrepreneurs to create Social innovation and sustainability, while making a	wealth in all its forms: difference in the comm	economic va nunities.	lue,			
Unit – I	Social Entrepreneurship: Introduction						(
Introduction: D Entrepreneursh	Definition - Strategies. Drivers of Social Innovation- Huip. Case study.	man-Centered Desigr	Thinking- So	ocial	Entre	eprene	eurship vs
Unit – II	Social Entrepreneur						6
	eneur: Qualities - Issues in opting for Social Entreprer neurs in India. Interaction with practitioners	neurship- Social Entre	preneurial sk	ills a	nd pi	ractice	es-Leading
Unit – III	Social Ventures						6
Unit IV	Social Innovations						
Social Innovat	ions: Types -Nature - challenges of "Markets of the Po	oor", Innovative desigr	ns and strate	gies	to ad	dress	the need:
Social Innovat	ions: Types -Nature - challenges of "Markets of the Pos s and communities. Business Models for Low Income (oor", Innovative desigr Communities	ns and strate	gies	to ad	dress	the need:
Social Innovat of these market Unit – V	s and communities. Business Models for Low Income C Leading for Change & Successful Social Entrepr	Communities reneurship Initiatives					
Social Innovat of these market Unit – V Leading for C Growth and Sca Successful So	s and communities. Business Models for Low Income (Leading for Change & Successful Social Entrepr hange: Social problems as Business opportunities -	Communities reneurship Initiatives Future of Social Ente - Aravind Eye Care S	erprises in In Systems – TI	dia/G	Bloba	l, Cha	l (allenges o
Social Innovation of these market Unit – V Leading for C Growth and Sca Successful So Siruthuli – SEW	s and communities. Business Models for Low Income (Leading for Change & Successful Social Entreprehange: Social problems as Business opportunities - ale. Incial Entrepreneurship Initiatives: Grameen Bank - A - Amul - Evidence from OASiS, Case Study on SEL	Communities reneurship Initiatives Future of Social Ente - Aravind Eye Care S	erprises in In Systems – TI	dia/G	Bloba	l, Cha	l (allenges o
Social Innovation of these market Unit – V Leading for C Growth and Sca Successful Social Siruthuli – SEW	s and communities. Business Models for Low Income (Leading for Change & Successful Social Entreprehange: Social problems as Business opportunities - ale. cial Entrepreneurship Initiatives: Grameen Bank - (A – Amul – Evidence from OASIS, Case Study on SEL)	Communities reneurship Initiatives Future of Social Ente - Aravind Eye Care S CO, case study on Ar	erprises in In Systems – TE nnapurna – G	dia/G ERI - oonj	iloba - Pas	l, Cha	enges of Payanam Total: 36
Social Innovation of these market Unit – V Leading for C Growth and Sca Successful So Siruthuli – SEW REFERENCES 1. Madhu Publish	s and communities. Business Models for Low Income (Leading for Change & Successful Social Entreprehange: Social problems as Business opportunities - leading for Change & Successful Social Entreprehange: Social problems as Business opportunities - leading for Change & Successful Social Entrepreheurship in Grameen Bank - leading for Change & Successful Social Entrepreheurship in India: Quarter leading for Change & Successful Social Entrepreheurship in India: Quarter leading for Change & Successful Social Entrepreheurship in India: Quarter leading for Change & Successful Social Entrepreheurship in India: Quarter leading for Change & Successful Social Entrepreheurship in India: Quarter leading for Change & Successful Social Entrepreheurship in India: leading for Change & Successful Social Entrepreheurship in India: leading for Change & Successful Social Entrepreheurship in leading for Change & Successful Social Entrepreheurship leading for Change & Successful Social Entrepreheurshi	Communities reneurship Initiatives Future of Social Ente - Aravind Eye Care S CO, case study on Ar	erprises in In Systems – TE Inapurna – G	dia/G ERI - oonj ttism"	Globa - Pas - 1st	l, Cha sumai Editio	Payanam Total: 3
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Social Innovation of these market Unit – V Leading for Community of the Co	s and communities. Business Models for Low Income (Leading for Change & Successful Social Entreprehange: Social problems as Business opportunities - ale. Icial Entrepreneurship Initiatives: Grameen Bank - (A - Amul - Evidence from OASIS, Case Study on SEL) Exar Shukla, "Social Entrepreneurship In India: Quarter lers and Distributors (P) Ltd, 2023. Collavo, "Foundations Of Social Entrepreneurship: The amathur, BasantChoudhary, Vishal Verma, "Social Entrepreneurship - Creating Better Place To Live", 1st Edition Pain, David Davis, Susan, "Social Entrepreneurship: When the contract of	reneurship Initiatives Future of Social Enter - Aravind Eye Care Social Everyone Needs to	erprises in In Systems – Te Inapurna – G Ind Of Pragma Ind Skills", 1st Iting Better Pl Inopal, 2022. Know", 1st E	dia/G	Globa	Edition of the courtless of the courtles	Payanam Total: 30 In, Atlantic Injury 2022 Injury 2014

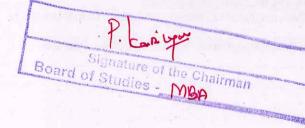


	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	articulate the concept of social entrepreneurship and explain its importance in tackling societal issues.	Applying (K3)
CO2	critically assess the key qualities and motivations that drive individuals to engage in social entrepreneurship, drawing insights from real-world examples	Applying (K4)
СОЗ	ability to apply human-centered design thinking and innovative strategies to address social issues effectively.	Evaluating (K5)
CO4	analyze different financing options and business models used in social entrepreneurship, considering their effectiveness and sustainability.	Applying (K4)
CO5	evaluate the potential for growth and scalability of social enterprises, considering their long-term viability and ability to create sustainable change.	Evaluating (K5)

Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6				
CO1	3	2 '	na produce and	indicat Magnetic Co.	and manager -	THE P. YOURSE.				
CO2	3	2				TO NO. CHIEF				
CO3	3	2	NUMBER OF STREET	rall our begallulars		netime the same				
CO4	3	2	2		Hawking and I	H K S THE TANKS				
CO5	3	2		2	u de septie de la compansión de la compa					

		ASSESSMEN	IT PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	-	17	33	33	17		100
CAT2		17	17	33	33		100
ETE		11	40	20	29	10-11-1	100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)







	24WDE42 ENTREPRENEURS	HIP AND IP STRATEGY					
Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites		3/4/5/6	NFE	3	0	0	3
Preamble	The course intends to enhance the knowledge of the	he students in understar	nding various	intel	lectu	al pro	perty.
Unit – I	Innovation and Entrepreneurship						
Invention and C	Creativity - Types of Innovation - Innovation, Market ar	nd IP - Open Innovation	and IP - IP S	trate	gy.		
Unit – II	IPR						BERTANIER
Trade Mark an Trade Mark.	d Entrepreneurship: Trade Mark - Types - Trade Ma	arket Registration - Trac	le Mark Infrir	ngem	ent -	Case	Study o
Unit – III	Copy right, Industrial Design and Entrepreneur	ship					
Design - Indust	opyright and Related Rights - Copyright Registration trial Design in Business - Case Study on Copyright an Patent and Entrepreneurship		o - Copyright	l Infr	ingen	nent -	
Design - Indust		d Industrial Design	- Copyright	l Infr	ingen	nent -	
Design - Indust	trial Design in Business - Case Study on Copyright an Patent and Entrepreneurship	d Industrial Design	o - Copyright	l Infr	ingen	nent -	
Design - Indust Unit - IV Patent - Introdu Unit - V	trial Design in Business - Case Study on Copyright an Patent and Entrepreneurship uction - Patent Strategies - Patent Infringement - Case	d Industrial Design.					 hip and l
Design - Indust Unit - IV Patent - Introdu Unit - V IP Valuation - Strategy.	trial Design in Business - Case Study on Copyright an Patent and Entrepreneurship	d Industrial Design.					
Design - Indust Unit - IV Patent - Introdu Unit - V IP Valuation - Strategy. REFERENCES	trial Design in Business - Case Study on Copyright an Patent and Entrepreneurship	d Industrial Design. Study on Patent. ks - Various Governme	nt Policies -	Enti			 hip and l
Design - Indust Unit - IV Patent - Introdu Unit - V IP Valuation - Strategy. REFERENCES 1. Stavro	trial Design in Business - Case Study on Copyright an Patent and Entrepreneurship uction - Patent Strategies - Patent Infringement - Case IP Strategy and Entrepreneurship Bank Loan, Insurance - Incubators - Research Pares.	d Industrial Design. Study on Patent. ks - Various Governme ty Law", 1st Edition, OUI	ent Policies - P Oxford, 20	Enti	repre	neurs	hip and I
Design - Indust Unit - IV Patent - Introdu Unit - V IP Valuation - Strategy. REFERENCES 1. Stavro 2. Claire	trial Design in Business - Case Study on Copyright an Patent and Entrepreneurship	d Industrial Design. Study on Patent. ks - Various Governme ty Law", 1st Edition, OUI Property", 6th Edition, F	ent Policies - P Oxford, 20 Pearson Educ	Enti	repre	neurs	hip and I
Design - Indust Unit - IV Patent - Introdu Unit - V IP Valuation - Strategy. REFERENCES 1. Stavro 2. Claire 3. Avtar S A Adarsh	trial Design in Business - Case Study on Copyright an Patent and Entrepreneurship	d Industrial Design. Study on Patent. ks - Various Governme ty Law", 1st Edition, OUI Property", 6th Edition, F	ent Policies - P Oxford, 20 Pearson Educ Ihi, 2020	Enti-	epre	neurs w Del	hip and I Total:3

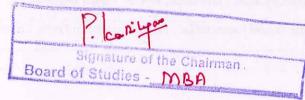


	RSE OUTCOMES: Impletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the concepts of invention and creativity to identify and propose innovative business ideas	Applying (K3)
CO2	apply the process of trademark registration to secure brand protection for a new entrepreneurial venture.	Applying (K3)
СОЗ	evaluate the impact of copyright and industrial design protections on the competitive advantage and market success of entrepreneurial businesses.	Evaluating (K5)
CO4	analyze case studies on patent infringement to understand the legal and strategic implications for entrepreneurial companies.	Analyzing (K4)
CO5	evaluate the effectiveness of IP valuation methods and government policies in enhancing the financial and strategic positioning of entrepreneurial ventures.	Evaluating (K5)

August a	Accordance of the		Mapping of COs	with POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	attended to the			y Wallet
CO2	3	2	formand inchalance	2	Herest I and the same	A Property of
CO3	3	2		2		
CO4	3	2		The state of the state of	rad mm i meren	The state of the s
CO5	3	2				inches convent

		ASSESSMEN	IT PATTERN	- THEORY			
Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	-	17	33	17	33	-	100
CAT2		17	33	17	33		100
ETE	NY AMERICA	11	40	. 20	29	man-	100

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)







				/ATION	24MBE43 MANAGING INN	24MBE43 M	
Cred	T	L	Category	Trim.	Administration	Master of Business Administration	Programme & Branch
3	0	3	SE	3/4/5/6			Prerequisites
		olicy	and start up p	of innovation a	broader view on all relevant asp	This course provides a broader view on a	Preamble
					ivity	Innovation and creativity	Unit – I
				of Innovation.	onment -Types of Innovation-scho	ovation in Current Environment -Types of I	Introduction-Inno
					ation	Challenges of Innovation	Unit – II
urship - Ca	repren	d Ent	Thinking and	s Convergent	Management System- Divergen	tion Management Idea Management Sys	The state of the s
	To a la	¥			nnovation management	Experimentation in Innovation manage	Study. Unit – III
d Patents	IPR a	es of	n of IPR-Type			Marketing of Innovation	Unit – IV
d Patents	IPR a	es of	n of IPR-Type		ion		200000000000000000000000000000000000000
d Patents	IPR a	es of	n of IPR-Type		ion	ovation Process-Technological Innovation	200000000000000000000000000000000000000
d Patents	IPR a	es of	n of IPR-Type		ion blogical Innovation Management epreneurship	ovation Process-Technological Innovation se Study. Handholding of Entrepreneurship	Technology Inno Copyrights - Cas Unit – V
	IPR a	es of	n of IPR-Type		ion blogical Innovation Management epreneurship	ovation Process-Technological Innovation se Study.	Technology Inno Copyrights - Cas Unit – V
d Patents	IPR a	es of	n of IPR-Type		ion blogical Innovation Management epreneurship	ovation Process-Technological Innovation se Study. Handholding of Entrepreneurship	Technology Inno Copyrights - Cas Unit – V
	IPR a	es of	n of IPR-Type		ion blogical Innovation Management epreneurship	ovation Process-Technological Innovation se Study. Handholding of Entrepreneurship ape andinnovation India hubs-Start up polic	Technology Inno Copyrights - Cas Unit – V
	IPR a	es of		nning- Creation	ion ological Innovation Management pereneurship hubs-Start up policy - Case Study	ovation Process-Technological Innovation se Study. Handholding of Entrepreneurship ape andinnovation India hubs-Start up polic	Technology Inno Copyrights - Cas Unit - V Start-up landsca REFERENCES:
Total	2022.	Ltd.,	press, 2018. blication Pvt	nning- Creation dition, Notion tion, Laxmi Pu	ion logical Innovation Management epreneurship hubs-Start up policy - Case Study up Hub: Mission with passion", 1	ovation Process-Technological Innovation se Study. Handholding of Entrepreneurship ape andinnovation India hubs-Start up policion, "India as Global Start up Hub: Mission v	Technology Inno Copyrights - Cas Unit – V Start-up landsca REFERENCES: 1. C.B. Ra 2. Aravind
Total	2022.	Ltd.,	press, 2018. blication Pvt	nning- Creation dition, Notion tion, Laxmi Pu	ion logical Innovation Management epreneurship hubs-Start up policy - Case Study up Hub: Mission with passion", 1	ovation Process-Technological Innovation se Study. Handholding of Entrepreneurship ape andinnovation India hubs-Start up police and the second secon	Technology Inno Copyrights - Cas Unit - V Start-up landscas REFERENCES: 1. C.B. Ra 2. Aravind Vibrant
Total	2022.	Ltd.,	press, 2018. blication Pvt	dition, Notion tion, Laxmi Pu	ion logical Innovation Management pereneurship hubs-Start up policy - Case Study t up Hub: Mission with passion", 1 on and Entrepreneurship", Kindle	ovation Process-Technological Innovation se Study. Handholding of Entrepreneurship ape andinnovation India hubs-Start up police o, "India as Global Start up Hub: Mission value Bhatt, "Innovation and Entrepreneurship Hub	Technology Inno Copyrights - Cas Unit - V Start-up landscas REFERENCES: 1. C.B. Ra 2. Aravind 3. Vibrant Publish



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply creative techniques to generate innovative ideas and solutions in organizational settings.	Applying (K3)
CO2	analyze the steps involved in innovation management and differentiate between divergent and convergent thinking approaches.	Analyzing (K4)
СОЗ	evaluate experimental techniques to champion ideas and contribute to the development of innovative solutions within organizational contexts.	Evaluating(K5)
CO4	analyze the importance of technological innovation management planning and the creation of IPR, including patents and copyrights.	Analyzing (K4)
CO5	evaluate the effectiveness of handholding support in facilitating successful entrepreneurship ventures, utilizing case studies and performance metrics.	Evaluating(K5)

		ion at a Lor pelicity	Mapping of COs	with POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	de la collection				ACIDIT VISITATION
CO2		3		Physical a	- 100013	all plane
CO3		3		The state of the	Regulation is	C Veni
CO4		3		Mary Year American	- Allery Marie -	
CO5		3				

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total
CAT1	T	17	33	17	.33		100
CAT2		17	33	17	33		100
ETE		11	40	20	29		100

3% may be varied (CAT T& 2 – 50 marks & ETE – 100 marks)

Signature of the Chairman tof Studies - MBA





Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	Nil	3/4/5/6	SE	3	0	0	3
Preamble	The course in Commercial Bank Management is de understanding of the principles and practices involved learning and practical case studies, students will dev strategize, and make informed decisions in the banking se	in managing co elop the knowle	mmercial ba	nks.	Thre	ough 1	theoretica
Jnit – I	Introduction to Commercial Banking						(
Commercial Bar Services Offer Management Se Regulatory En	vironment and Compliance: Role of Central Banks and irements - Compliance with Anti-Money Laundering (AML) a	ding and Credit	Facilities -	Inve	estme Acco	ent ar	nd Wealt
Jnit – II	Financial Analysis in Commercial Banks ements Analysis: Interpretation of Balance Sheets, Inco						
Credit Risk Ass Capital Adequa Management.	formance Evaluation sessment: Credit Scoring Models - Credit Risk Metrics - Cre scy and Liquidity Management: Basel III Framework and C Strategic Management in Commercial Banks				sk M	easure	ement and
Jnit – III	Strategic Management in Commercial Banks ling and Goal Setting: Vision, Mission, and Objectives of C	ommoroial Da-l-	OMO-	Γ Λ	ا مدراه،	المستمرة الم	Strategi
Proposition - Dig	ning and Competitive Strategies: Market Segmentation gital Banking Strategies						
Proposition - Dig Fechnology Ac Customer Exper Jnit – IV Risk Identificat Stress Testing Credit Risk Mar Management Regulatory Co	gital Banking Strategies loption and Digital Transformation: Fintech Partnerships rience Enhancement through Technology Risk Management and Compliance tion and Measurement: Operational Risk, Market Risk, ar nagement: Credit Approval Process - Credit Porti mpliance and Governance: Compliance Frameworks (B	and Collaborati nd Credit Risk Id folio Manageme	on - Cyberse entification - ent - Non-F	vaR VaR	y an∉ ≧(Va rming	d Data lue at	a Privacy Risk) an set (NPA
Proposition - Dig Technology Ac Customer Exper Unit – IV Risk Identificat Stress Testing Credit Risk Mar Management Regulatory Co	gital Banking Strategies Ioption and Digital Transformation: Fintech Partnerships rience Enhancement through Technology Risk Management and Compliance Ition and Measurement: Operational Risk, Market Risk, ar Ragement: Credit Approval Process - Credit Porti	and Collaborati nd Credit Risk Id folio Manageme	on - Cyberse entification - ent - Non-F	vaR VaR	y an∉ ≧(Va rming	d Data lue at	a Privacy Risk) and set (NPA
Proposition - Dig Technology Ac Customer Exper Unit - IV Risk Identificat Stress Testing Credit Risk Man Management Regulatory Co Processes - Bos Unit - V Innovation in I Banking Solution Sustainability I Banking Initiativ Ethical Consid	ital Banking Strategies loption and Digital Transformation: Fintech Partnerships rience Enhancement through Technology Risk Management and Compliance tion and Measurement: Operational Risk, Market Risk, ar nagement: Credit Approval Process - Credit Porto mpliance and Governance: Compliance Frameworks (B ard Oversight and Corporate Governance Best Practices.	and Collaboration of Credit Risk Identification of Collaboration of Collab	entification - ent - Non-F k, etc.) - Int yments, Mok nt Products sing - Sustair	VaR Varenaerna	y and (Va rming I Co Banki E Fina	lue at Jacobs Assentrols	a Privacy Risk) an set (NPA and Aud Corporat
Proposition - Dig Technology Ac Customer Exper Jnit - IV Risk Identificat Stress Testing Credit Risk Man Management Regulatory Co Processes - Bos Jnit - V Innovation in Its Banking Solution Sustainability Its Banking Initiative	Innovation and Sustainability in Commercial Banking Innovation and Sustainability in Commercial Banking Innovations and Sustainability in Commercial Banking Innovations and Corporate Governance: Retail Banking Innovations and Sustainability in Commercial Banking Innovations and Sustainability in Commercial Banking Innovations (Esc.) Cash Management) - Wealth Management (Esc.) Environmental, Social, and Governance (Esc.) es Corporate Social Responsibility (CSR) Programs. erations and Corporate Governance: Ethical Dilemmas Accountability and Transparency.	and Collaboration of Credit Risk Identification of Collaboration of Collab	entification - ent - Non-F k, etc.) - Int yments, Mok nt Products sing - Sustair	VaR Varenaerna	y and (Va rming I Co Banki E Fina	lue at Jacobs Assentrols	Risk) an et (NPA and Aud Corporat and Gree
Proposition - Dig Technology Ac Customer Exper Jnit - IV Risk Identificat Stress Testing Credit Risk Man Management Regulatory Co Processes - Bos Jnit - V Innovation in Is Banking Solution Sustainability Is Banking Initiative Ethical Consideral Policies - Board	Innovation and Sustainability in Commercial Banking Innovation and Sustainability in Commercial Banking Innovations and Sustainability in Commercial Banking Innovations and Corporate Governance: Retail Banking Innovations and Sustainability in Commercial Banking Innovations and Sustainability in Commercial Banking Innovations (Esc.) Cash Management) - Wealth Management (Esc.) Environmental, Social, and Governance (Esc.) es Corporate Social Responsibility (CSR) Programs. erations and Corporate Governance: Ethical Dilemmas Accountability and Transparency.	and Collaboration of Credit Risk Identification of Management asel, Dodd-Franctions (Digital Patent and Investme Factors in Banking Open	entification - ent - Non-F k, etc.) - Int yments, Mot nt Products ting - Sustair erations - Wi	VaR Perfo erna bile I	Y and V (Va	lue at Jacks Assentrols	a Privacy Risk) and Aud Corporate and Gree and Ethic
Proposition - Dig Technology Ac Customer Exper Jnit - IV Risk Identificat Stress Testing Credit Risk Man Management Regulatory Co Processes - Bos Jnit - V Innovation in Is Banking Solution Sustainability Is Banking Initiative Ethical Consideral Policies - Board REFERENCES: 1. Peter S 2021 Anthony	Idea Banking Strategies Innovation and Sustainability in Commercial Banking Idea Banking Products and Services: Retail Banking Innovations (Trade Finance, Cash Management) - Wealth Management Idea Banking Strategies Idea Banking Strategies Innovation Sustainability (CSR) Programs Idea Banking Strategies Innovation Strategies Idea Banking Innovation Innovation Strategies Idea Banking Innovation Innovation Strategies Idea Banking Innovation I	and Collaboration of Credit Risk Identification of Collaboration of Collab	entification - ent - Non-P k, etc.) - Int yments, Mot nt Products ting - Sustain erations - Wi	VaRPerfoerna	y and (Va rming I Co Bank Fina Fina Blo	lue at g Assentrols ance a wing a	a Privacy Risk) an set (NPA and Aud Corporat and Gree and Ethic Total:3
Proposition - Dig Fechnology Ac Customer Exper Jnit - IV Risk Identificat Stress Testing Predit Risk Man Management Regulatory Co Processes - Boa Jnit - V Innovation in Is Banking Solution Sustainability Is Banking Initiative Ethical Considerations Policies - Board REFERENCES: 1. Peter S 2021 Anthony Edition,	Innovation and Sustainability in Commercial Banking Innovans (Trade Finance, Cash Management) - Wealth Management) - Wealth Management (Social, and Governance (ESG)) es Corporate Social Responsibility (CSR) Programs. Practices: Environmental, Social, and Governance (ESG) es Corporate Social Responsibility (CSR) Programs. Practices and Corporate Governance (ESG) es Corporate Social Responsibility (CSR) Programs. Practices: Environmental, Social, and Governance (ESG) es Corporate Social Responsibility (CSR) Programs. Practices and Corporate Governance: Ethical Dilemmas Accountability and Transparency.	and Collaboration of Credit Risk Identification of Management asel, Dodd-Franctions (Digital Part and Investme Factors in Banking Operation of Management: Assert and Services of Management: Assert and Collaboration of Management of Manageme	entification - ent - Non-F k, etc.) - Int yments, Mot nt Products ting - Sustair erations - Wi A Risk Manag	VaR Perfo erna bile I histle	y and C(Va rming ∃ank ∃ank ⇒ Fina ⇒ blo	lue at g Assentrols ance a wing a	a Privacy Risk) and Aud Corporat and Gree and Ethic Total:3
Proposition - Digrechnology Accustomer Exper Unit - IV Risk Identificat Stress Testing Credit Risk Management Regulatory CoProcesses - Board Init - V Innovation in Banking Solution Banking Solution Banking Initiative Inical Considerational Consideration In Banking Initiative Inical Considerational Consideration Initiative Inical Considerational Consideration Initiative Inical Considerational Consideration Initiative Inical Consideration Initiative	Innovation and Sustainability in Commercial Banking Innovans (Trade Finance, Cash Management) - Wealth Management (Secondary)	and Collaboration of Credit Risk Identification of Management asset, Dodd-Franctions (Digital Patent and Investme Factors in Banking Operational Services", and an agement: A st Edition, Cengal	entification - ent - Non-P k, etc.) - Int yments, Mot nt Products ting - Sustair erations - Wi A Risk Manag	VaR Var Perfo erna Dile [McGr geme	y and (Varming I) Cook (Varming I) Cook (Varming I) Cook (Varming II) Cook (Varming III) Cook (Var	lue at lue at g Assentrols ling) - ance a wing a lill Edu	a Privacy Risk) and Aud Corporat and Gree and Ethic Total:3



	RSE OUTCOMES: Impletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the fundamental principles of commercial banking and their relevance to banking operations.	Applying (K3)
CO2	analyse the credit risk factor analysis and mitigation starategies to manage credit risk in commercial banking.	Analyzing (K4)
СОЗ	evaluate the strategic management practices in commercial banks.	Evaluating (K5)
CO4	analyse the regulatory compliance framework and governance practice ethical and banking operation.	Analyzing (K4)
CO5	evaluate the various innovation in banking products.	Evaluating (K5)

			Mapping of COs w	rith POs		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2		
CO2	1 - 1	3		2	71500	
CO3	2	3	1	2		
CO4	3	2	1	1		
COF		2	4			

ASSESS	MENT	DATTE	DM T	HEODY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total
CAT1		17	33	33	17	-	100
CAT2		17	33	17	33		100
ETE		11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)

Signature of the Chairman

ADEMIC CRILL * 299



Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Branch Prerequisites	Nil	3/4/5/6	SE	3	0	0	3
Preamble	This course aims provide students with a comprehent focus on banking operations. It helps students grass India and equips then to recognize and effectively many them.	p both the case and su	pplementary	func	tions	n a sp of the	ecific bank in
Unit – I	Indian Financial System						(
System - Finan	al System: Overview of Indian Financial System - cial Intermediation. Central Bank's Role and Function by Banks - Assets, Liabilities.	Segments of Financ s - Types of Banks - C	ial Market- L Commercial B	_iber Banks	alizat s and	on ol their	f Financia Function
Unit – II	Types of Banking						6
Marketing and S Importance - C	ing: Retail Banking – Definition and Significance - Ro Selling of Retail products - Cross selling opportunities. orporate banking products - Current scenarios in Co udies in Retail Banking.	Trends in Retail Banki	ng - Corporat	le Ba	ınking	ı — Me	eaning and exchange
Unit – III	Functions of Banks – I						
	inker's Lien - Pledge - Mortgage – Hypothecation - Kno ples of Lending - Credit Appraisal Techniques.						
Unit – IV	Functions of Banks – II	Customers - Fund base	ed and Non -	Fund	d bas	ed cre	
Unit – IV Functions of B Fee Products D		Customers - Fund base Provisioning - Ancilla	ed and Non - ary Services.	Fund Prio	d bas rity S	ed cre ector	dit facility
Unit – IV Functions of B Fee Products D Agriculture Fina Unit – V	Functions of Banks – II Banks – II: Opening of Accounts for Various Types of Contribution and its Regulation - NPA Management – ancing - Treasury Management - Financial inclusion. Risk Management in Banks	Provisioning - Ancilla	ry Services.	Prio	rity S	ector	edit facility Lending
Unit – IV Functions of B Fee Products D Agriculture Fina Unit – V Risk Managen Management.	Functions of Banks – II Banks – II: Opening of Accounts for Various Types of Contribution and its Regulation - NPA Management – Incling - Treasury Management - Financial inclusion.	Provisioning - Ancilla in Banks - Risk Ma	ary Services.	Prio	rity S ess -	Asse	edit facility Lending Lending (et -Liability
Unit – IV Functions of B Fee Products D Agriculture Fina Unit – V Risk Managen Management.	Functions of Banks – II Banks – II: Opening of Accounts for Various Types of Contribution and its Regulation - NPA Management – Incing - Treasury Management - Financial inclusion. Risk Management in Banks nent in Banks: Concept of Risk - Types of Risk Securitization – CIBIL - RBI Guidelines on Capital Accounts.	Provisioning - Ancilla in Banks - Risk Ma	ary Services.	Prio	rity S ess -	Asse	edit facility Lending (et -Liability - Basel II
Unit – IV Functions of B Fee Products D Agriculture Fina Unit – V Risk Managen Management, Basel III. Fund a	Functions of Banks – II Banks – II: Opening of Accounts for Various Types of Contribution and its Regulation - NPA Management – ancing - Treasury Management - Financial inclusion. Risk Management in Banks ment in Banks: Concept of Risk - Types of Risk Securitization – CIBIL - RBI Guidelines on Capital Acand Liquidity Management.	Provisioning - Ancilla in Banks - Risk Ma dequacy Norms, Imple	anagement Fementation of	Prio Proce f Bas	rity S ess - sel no	ector Asse	edit facility Lending Lending
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Unit – IV Functions of B Fee Products I Agriculture Fina Unit – V Risk Managen Management. Basel III. Fund a REFERENCES 1. Indian I Delhi, 2 2. Gordon	Functions of Banks – II Banks – II: Opening of Accounts for Various Types of Constribution and its Regulation - NPA Management – Incing - Treasury Management - Financial inclusion. Risk Management in Banks ment in Banks: Concept of Risk - Types of Risk Securitization – CIBIL - RBI Guidelines on Capital Acand Liquidity Management. Institute of Banking and Finance, "Principles and Practice", in E, Natarajan K., "Banking Theory, Law and Practice",	in Banks - Risk Madequacy Norms. Implesices of Banking", 5th E	anagement Famentation of	Prio Proce f Bas illan	ess - sel no Publi	Asse orms shers	dedit facility Lending Lending tending Total:30 New ai, 2019.
Unit – IV Functions of B Fee Products D Agriculture Fina Unit – V Risk Management. Basel III. Fund a REFERENCES 1. Indian I Delhi, 2 2. Gordon 3. Padma Noida,	Functions of Banks – II Banks – II: Opening of Accounts for Various Types of Constribution and its Regulation - NPA Management – ancing - Treasury Management - Financial inclusion. Risk Management in Banks nent in Banks: Concept of Risk - Types of Risk Securitization – CIBIL - RBI Guidelines on Capital Adam Liquidity Management. Institute of Banking and Finance, "Principles and Pract 2023. E. Natarajan K., "Banking Theory, Law and Practice", liatha Suresh, Justin Paul, "Management of Banking and 2017.	in Banks - Risk Madequacy Norms. Implesices of Banking", 5th E	anagement Fementation of dition, Macm	Prioce f Bass illan blishi	Publing, M	Asse orms shers lumba	Lending - Lendin
Unit – IV Functions of B Fee Products I Agriculture Fina Unit – V Risk Managen Management. Basel III. Fund a REFERENCES 1. Indian I Delhi, 2 2. Gordon 3. Padma Noida,	Functions of Banks – II Banks – II: Opening of Accounts for Various Types of Constribution and its Regulation - NPA Management – ancing - Treasury Management - Financial inclusion. Risk Management in Banks ment in Banks: Concept of Risk - Types of Risk Securitization – CIBIL - RBI Guidelines on Capital Adam Liquidity Management. Institute of Banking and Finance, "Principles and Pract 2023. E, Natarajan K., "Banking Theory, Law and Practice", latha Suresh, Justin Paul, "Management of Banking and Practice".	in Banks - Risk Madequacy Norms. Implesices of Banking", 5th E	anagement Fementation of dition, Macm	Prioce f Bass illan blishi	Publing, M	Asse orms shers lumba	edit facility Lending Lending tending Total:30 New ai, 2019.



COUR	SE OUTCOMES:	BT Mapped
On co	mpletion of the course, the students will be able to	(Highest Level)
CO1	classify the Indian financial system and explain the functions of each category.	Applying (K3)
CO2	analyze the products offered by retail banking, corporate banking and international banking.	Analyzing (K4)
CO3	evaluate the functions of banks and select suitable collateral securities, applying their knowledge in real - world scenarios.	Evaluating (K5)
CO4	analyze the NPA provisions in the banking context.	Applying (K3)
CO5	evaluate the risk management practices of bank.	Evaluating (K5)

Mapping of COs with POs

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1,			
CO2	2	3	1,			dome-1-o-
CO3	3	2	1		armontillazi inschi	
CO4	3	2	1	trans- epitation e		
CO5	2	3	1 12 1888	or Winst and the t	grane I m. Til.	Fort Popular

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

ASSESSMENT	PA	TTERN	- THEORY
ACCECCIVILIA		VI I L. IVIV	- IIILONI

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1		17	33	33	17	ar si - -17)	100
CAT2	All Parties	17	33	17	33	-	100
ETE		11	40	20	29	_	100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)







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Programme & Branch	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Prerequisites		3/4/5/6	SE	3	0	0	3
Preamble	This course familiarize the students about banking in digitalization of banking industry and banking manage provide the students with a comprehensive knowledge innovate and streamline financial systems.	ement in a technologi	cal environme	ent.	This o	course	e aims to ed to
Unit – I	Branch Operations and Core Banking						6
Operations -R	tions and Core Banking: Introduction and Evolution o angarajan Committee Reports and Reforms in Banki Electronic Banking and its Products - Core Banking - Ch	ng Industry - Total	Branch Com				
Unit – II	Delivery Channels						
	nels: Overview – Automated Teller Machines – Anywhe – Call centers - Payment Gateways – Card Technologie						Banking -
Unit – III	Inter Bank Payment and Settlement System						•
System (NEFT Systems (NDS)	yment and Settlement System: Structured Financial) — Electronic Clearing System (ECS) — SWIFT — Re and Securities Settlement System — Information System ork Plastic Wallet Technology — Forey Operations Know	eal Time Gross Sett in Security and Disas	lement (RTG ter Managem	iS) - ient	- Neg	jotiate	ed Dealing
System (NEFT Systems (NDS) Payment Netwo Unit – IV Back Office O) - Electronic Clearing System (ECS) - SWIFT - Re	eal Time Gross Sett n Security and Disas vledge Management Branch Reconciliat	lement (RTG ter Managen (MIS/DSS/El: ion – Treasi	iS) - nent - S). ury I	- Neg -RuF Mana	gotiate Pay: Ir	ed Dealing ndia's Card (ent – Risl
System (NEFT Systems (NDS) Payment Netwo Unit – IV Back Office O) – Electronic Clearing System (ECS) – SWIFT – Re and Securities Settlement System – Information System ork - Plastic Wallet Technology - Forex Operations, Know Back Office Operations Operations: Bank Back Office Management – Inter	eal Time Gross Sett n Security and Disas vledge Management Branch Reconciliat	lement (RTG ter Managen (MIS/DSS/El: ion – Treasi	iS) - nent - S). ury I	- Neg -RuF Mana	gotiate Pay: Ir	ed Dealing ndia's Card (ent – Risl
System (NEFT Systems (NDS) Payment Netwo Unit – IV Back Office (Management – Unit – V Contemporary) – Electronic Clearing System (ECS) – SWIFT – Repair and Securities Settlement System – Information System ork - Plastic Wallet Technology - Forex Operations, Know Back Office Operations Operations: Bank Back Office Management – Interdate Data Centre Management – Network Management – Cu	eal Time Gross Setten Security and Disast viedge Management Branch Reconciliat stomer Relationship Lending (including	lement (RTG ter Managerr (MIS/DSS/EI) ion – Treasi Managemen	iS) - nent S). ury I t (CF	- Neg -RuF Mana RM) -	gotiate Pay: Ir geme Case	ed Dealing India's Card
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System (NEFT Systems (NDS) Payment Netwo Unit – IV Back Office (Management – Unit – V Contemporary mobile apps) R REFERENCES 1. Indian Edition) – Electronic Clearing System (ECS) – SWIFT – Reland Securities Settlement System – Information System ork - Plastic Wallet Technology - Forex Operations, Know Back Office Operations Operations: Bank Back Office Management – Inter Data Centre Management – Network Management – Cu Contemporary Issues in Banking Techniques Issues in Banking Techniques: Analysis of Digital eports – Banking Softwares – Licensing Small banks and Electronic States of Banking Softwares – Licensing Small banks and Electronic States of Banking Softwares – Licensing Small banks and Electronic States of Banking and Finance, "Information Technolog, Macmillan Publishers, New Delhi, 2017.	eal Time Gross Sett in Security and Disas viedge Management Branch Reconciliat istomer Relationship Lending (including d Payment Banks – c	lement (RTG ter Manager (MIS/DSS/EI) ion – Treasi Management lending throicase studies of	iS) - ient - S). ury I (CF t (CF ugh ban ban ctron	Negeneral Negene	gotiate Pay: Ir geme Case e plat g tech	ed Dealing Idia's Card In the Risk Study. In the Idia Idia Idia Idia Idia Idia Idia Idia
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System (NEFT Systems (NDS) Payment Netwo Unit – IV Back Office (Management – Unit – V Contemporary mobile apps) R REFERENCES 1. Indian Edition 2. Indian Secreta 3. O. P. S) – Electronic Clearing System (ECS) – SWIFT – Repaired Securities Settlement System – Information System ork - Plastic Wallet Technology - Forex Operations, Know Back Office Operations Operations: Bank Back Office Management – Internate Contemporary Issues in Banking Techniques Issues in Banking Techniques: Analysis of Digital eports – Banking Softwares – Licensing Small banks and Electrical Systems (Institute of Banking and Finance, "Information Technology, Macmillan Publishers, New Delhi, 2017. Institute of Banking and Finance, "Banking Law and Pracaries of India, New Delhi, 2020.	eal Time Gross Settern Security and Disast vieldge Management Branch Reconciliate astomer Relationship Lending (including d Payment Banks – communication), Data Communicatice, Web Modules", of Indian banking", 1	lement (RTG ter Manager (MIS/DSS/EI) ion - Treasi Management lending throicase studies of tions and Ele 1st Edition, T st Edition, Re	is) - nent - s). ury I t (CF ugh ctron The Ir	Neg-RuF Mana onlin- nkind	geme Case e plat g tech	ed Dealing Idia's Card In the Card Study. In the Card



	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the functioning of Core banking and Centralized banking systems.	Applying (K3)
CO2	examine the various delivery channel for banks.	Analyzing (K4)
СОЗ	evaluate the different payment and settlement system.	Evaluating (K5)
CO4	assess the risk management techniques and data protection systems.	Analyzing (K4)
CO5	evaluate the Contemporary Issues in Banking Techniques	Evaluating (K5)

	Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6					
CO1	3	2	1	nuc a tre-1 constrain		The Printing					
CO2	2	3	s of terding on the	1 1	Mad her to a	W. H. Markett School					
CO3	3	2	11	1		New York					
CO4	3	2		1000	20,17 92, 934	tardovi - degala, f					
CO5		3	1	1		74.53000					

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ASSESSMENT	PALIFRN	_ IHF()RY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total
CAT1	A CONTRACTOR	17	33	33	17	1 (05,1 100	100
CAT2		17	33	17	33	-	100
ETE	-	11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

e Chairman Signature of the

Board of Studies -





Programme &						Р	044
Branch	Master of Business Administration	Trim.	Category	L	T	344000	Credit
Prerequisites		3/4/5/6	SE	3	0	0	3
Preamble	This course provides a detailed exploration of the rebanking, encompassing critical areas like the I relationships. Through analysis and practical case legal and regulatory landscape crucial for successfu	banking regulation A studies, students deve	ct, monetary	, po	licies	and	custome of the vita
Unit – I	Regulatory frameworks of Indian Banks	5 1 2040	LDDIA				- LDDII
Powers in Bar	meworks of Indian Banks: Overview of the Banking nking Regulation - New Bank Licensing Policy 201 and Merges of Banks with Case Studies.	Regulations Act 1949 3 - Constitution of B	and RBI Ac oard of Dire	ctors	overr s and	iment I thei	and RBI r Rights
Unit – II	Legal Aspects of Banking Operations						
	of Banking Operations: Powers to Control Advance on and Supervision - Board for Financial Supervision, Governance.						
		and the control of th	to Second a department of the following			(3/0/93/6)	Historica States
Liability and Pr	Legal Aspects of Banking Operations of Banking Operations: Cheque: Definition, Types, otection - Collecting Bankers Statutory Protection - Do	uties and Responsibilit	ies - Law Re	/ing l	Bank g to l	er's C Bill Fil) bligation:
Legal Aspects Liability and Pr Deferred Paym Unit – IV Banking Relat	of Banking Operations: Cheque: Definition, Types,	uties and Responsibilit rities with Case Studie dence Act - Recovery	ies - Law Res. s. of Debt Du	elatin	g to I Bank	Bill Fil	Dbligations nance, LC
Legal Aspects Liability and Pr Deferred Paym Unit – IV Banking Relat Institutions Act,	of Banking Operations: Cheque: Definition, Types, otection - Collecting Bankers Statutory Protection - Duents and Security Valuation - Modes of Charging Securing Banking Related Laws Led Laws: Law of limitation and Bankers Book Evice 1993, TDS, Banking Cash Transaction Tax and Service 1993, TDS, Banking Cash Tax and Bankers	uties and Responsibilit rities with Case Studie dence Act - Recovery	ies - Law Res. s. of Debt Du	elatin	g to I Bank	Bill Fil	nance, LC
Legal Aspects Liability and Pr Deferred Paym Unit – IV Banking Relat Institutions Act, Unit – V Banker - Cust	of Banking Operations: Cheque: Definition, Types, otection - Collecting Bankers Statutory Protection - Duents and Security Valuation - Modes of Charging Security Banking Related Laws ted Laws: Law of limitation and Bankers Book Evic 1993, TDS, Banking Cash Transaction Tax and Service Banker - Customer Relations omer Relations: The Securitization and Reconstruction Consumer Protection Act, 1986 - Banking Ombudsman	uties and Responsibilitrities with Case Studie: dence Act - Recovery de Tax - Asset Reconst on of Financial Assets	iles - Law Res. of Debt Durtruction Com	e to panie	g to I Bank es an	Sill Fills and Sills English	Dibligation: nance, LC Financi e Studies ity Intere
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CONTRACTOR OF THE PARTY OF THE	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the regulatory frameworks governing Indian bank.	Applying (K3)
CO2	analyze legal aspects of banking operations, including powers to control advances monetary policies and corporate governance.	Analyzing (K4)
СОЗ	evaluate banking related laws such as recovery acts, tax laws and asset reconstruction.	Evaluating (K5)
CO4	assess the application of banking related laws.	Analyzing (K4)
CO5	evaluate the bank - customer relations in banking.	Evaluating (K5)

Mapping of COs with POs

			mapping or ooc			
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2		2	Library no. 1	Thomas III Toron Service
CO2	2	3		2	CONTANTAL F	alt passa fame
CO3	3	2		2	and and trace !	m - sinti
CO4	3	2	Ten April Got	1	E-S disking to	
CO5	1	3		1		

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

ASSES			

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total
CAT1	mar a ting	17	33	33	17		100
CAT2		17	33	17	33		100
ETE		11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 - 50 marks & ETE - 100 marks)

Signature of the Chairman Tof Studies - MBA





Programme &	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Branch Prerequisites		3/4/5/6	SE	3	0	0	3
Freiedulairea							
Preamble	This course explores global financial environments, management strategies and international finance.	, exchange rate dynami	cs, foreign ex	char	nge n	narket	, risk
Unit – I	Overview of International Financial Managemen						6
Scope of Inter	ternational Financial Management: Meaning and Im national Management - Comparison Between Inte Balance of Payments; Equilibrium, Disequilibrium ar	ernational Financial M	lanagement	and	Dor	nestic	Financia
Unit – II	Intricacies of Foreign Exchange Markets						6
Intricacies of Market and For	Foreign Exchange Markets: Foreign Exchange M ward Market - Factors Influencing Exchange Rates - st Rates - Market Rules and Regulation.	arket Quotations - Ex - Theories of Exchange	change Rate Rate Behav	Det viour	ermii - Eu	nation ro Cui	s in Sport rrency and
Unit – III	Theoretical aspects of Currency Futures and Op	ptions					6
in Currency Fut	pects of Currency Futures and Options: Concepts ure Trading - Costs Involved in Future Contracts - Ho in Option Market	edging and Speculation	n in Currency	Fut	ure N	/larket	- Hedging
in Currency Fut and Speculation Unit – IV Foreign Excha Operating and	ure Trading - Costs Involved in Future Contracts - Ho in Option Market. Foreign Exchange Risk Management ange Risk Management: Concept of Foreign Exc Translation - Need for Hedging Foreign Exchange dges and Natural Hedges - Case Studies on Foreign E	edging and Speculation change Risk - Releval Exposure - Hedging	n in Currency nce of Export Technique for	Futi	ure M - Tr	/larket	- Hedging 6 tion, Rea
in Currency Fut and Speculation Unit – IV Foreign Excha Operating and Contractual Heat Unit – V	ure Trading - Costs Involved in Future Contracts - Hon in Option Market. Foreign Exchange Risk Management	edging and Speculation change Risk - Releval Exposure - Hedging Exchange Risk Manage	n in Currency nce of Export Technique forment.	Futosure	ure M - Tr ransa	farket ransac	- Hedging - Hedging - 6 tion, Rea Exposure
in Currency Fut and Speculation Unit – IV Foreign Excha Operating and Contractual Hed Unit – V International Sof Capital - Non	ure Trading - Costs Involved in Future Contracts - Hen in Option Market. Foreign Exchange Risk Management Risk Management: Concept of Foreign Exc Translation - Need for Hedging Foreign Exchange	edging and Speculation change Risk - Relevan Exposure - Hedging Exchange Risk Manage International Capital B	n in Currency Technique forment. udgeting - Evury	r Futi sure or Ti	- Tr	farket ransaction Criteri	- Hedging 6 ction, Rea Exposure 6 a and Cos
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	SE OUTCOMES: Impletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the components of Balance of payments and explain equilibrium and disequilibrium scenarios.	Applying (K3)
CO2	interpret foreign exchange quotations and analyze exchange rate determination in sport and forward markets.	Analyzing (K4)
СОЗ	evaluate between hedging and speculation strategies in currency future and option.	Evaluating (K5)
CO4	assess the need for hedging foreign exchange exposure and apply hedging techniques to manage transaction exposure.	Analyzing (K4)
CO5	evaluate the uses of international sources of finance.	Evaluating (K5)

	Mapping of COs with POs										
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6					
CO1	3	2	mandé salatanak	1	2						
CO2	2	3		1	2						
CO3	2	3		1	2						
CO4	2	3		1	2						
CO5	3	2		1	2	14					

ASSESSMENT	PATTERN	- THEORY

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	Register	17	33	33	17		100
CAT2		17	33	17	33	1111 <u></u> 1111	100
ETE		11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)

Signature of the Chairman





Programme &	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Branch Prerequisites		3/4/5/6	SE	3	0	0	3
Preamble	This course aims to impart comprehensive knowledg strategic entry methods, product management, pricin integration of technology.	e of international marl g strategies, promotic	keting, includ nal tactics, d	ing n listrib	narke ution	et dyn i chan	inels and
Unit – I	Introduction to International Marketing] (
Expansion - In	Marketing: Scope of International Marketing – Importanternational Vs Domestic Marketing - Key Differences - Advantages of Going Global - Cultural, Legal and Econ	and Challenges in I	nternational	Mark	eting	ı - Be	and Marke enefits and
Unit – II	International Marketing Environment						(()
Factors Impac Opportunities -	gal Environment - Legal Frameworks and Regulations in ting Marketing Decisions - Cross Cultural Communical Implications of WTO on International Marketing. Marketing Strategies & Product Decisions	n International Trade ation in Global Mark	- Socio Cultu eting - Econ	iral E omic	nviro Tre	nmen nds a	nt - Cultura and Marke
Unit – III	ing for International Markets - Product Adaptation Vs Sta			4.1	· · ·		
					0.000		
Development S Diverse Cultura Unit – IV	International Pricing, Promotion and Distribution	aging Strategles for G	Global Marke	ts. L	aunc	:hing (Products i
Development S Diverse Cultura Unit – IV International Exchange Rat	al Settings.	aging Strategies for C pricing strategies for Cultural Sensitivity in	Global Market or Different Advisement	ts. L Mark	aunc cets	hing (- Cui	Products in
Development S Diverse Cultura Unit – IV International Exchange Rat	al Settings. International Pricing, Promotion and Distribution Pricing, Promotion and Distribution: International te Consideration in Pricing - Promotion Strategies - 0	aging Strategies for C pricing strategies for Cultural Sensitivity in national Distribution F	Global Market or Different Advisement	ts. L Mark	aunc cets	hing (- Cui	Products if
Development S Diverse Culture Unit – IV International Exchange Rat Branding - Pos Unit – V Technology D	al Settings. International Pricing, Promotion and Distribution Pricing, Promotion and Distribution: International te Consideration in Pricing - Promotion Strategies - (sitioning and Integrated Marketing Communication - Inter	pricing strategies for C pricing strategies for C cultural Sensitivity in national Distribution F ing and Competitiveness	Global Market or Different Advisement Planning. - Digital Tr.	Mark L and	ets I Pro	- Cui	Products in rrency and n - Globa Marketing
Development S Diverse Cultura Unit – IV International Exchange Rat Branding - Pos Unit – V Technology D Strategies - B	International Pricing, Promotion and Distribution Pricing, Promotion and Distribution: International te Consideration in Pricing - Promotion Strategies - Consideration in Pricing - Promotion Strategies - Consideration in Pricing - Promotion Strategies - Consideration in International Communication - Inter Technology Development in International Market Development in International Marketing: Technology Data Analytics - e- Marketing and Global Supply	pricing strategies for C pricing strategies for C cultural Sensitivity in national Distribution F ing and Competitiveness	Global Market or Different Advisement Planning. - Digital Tr.	Mark L and	ets I Pro	- Cui	Products in the control of the contr
Development S Diverse Cultura Unit – IV International Exchange Rat Branding - Pos Unit – V Technology D Strategies - B Channels. REFERENCES 1. Francl Mumb	International Pricing, Promotion and Distribution Pricing, Promotion and Distribution: International te Consideration in Pricing - Promotion Strategies - Consideration in International Marketing Communication - International Marketing: Technology Development in International Marketing: Technology Data Analytics - e- Marketing and Global Supply S: his Cherunilam, "International Marketing (Text and cases asi, 2022.	pricing strategies for Continuous strategies for Continuous Sensitivity in national Distribution Fing and Competitiveness Chain —Online Marko	or Different Advisement Planning. Digital Treting Strateg	Mark	eets I Pro rmal	- Cui emotic tion in Digital	Products in increase and increa
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	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	apply the key difference between international Marketing and domestic marketing.	Applying (K3)
CO2	evaluate the implications of WTO agreements on international trade and marketing practices.	Analyzing (K4)
СОЗ	assess the importance of product planning, standardization and new product launch strategies for international marketing.	Evaluating (K5)
CO4	evaluate the marketing strategies and product decision.	Analyzing (K4)
CO5	appraise the impact of technology development on international marketing	Evaluating (K5)

Mapping of COs with POs

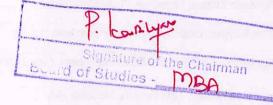
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2		1	3	1
CO2	3	2	1_1_1000	1	3	1 1 1 1
CO3	3	2	1	1	3	1
CO4	3	2	1	1	3	1
CO5	3	2	1	1	3	1

1 - Slight, 2 - Moderate, 3 - Substantial, BT- Bloom's Taxonomy

ASSES	SMENT	PATTER	N TH	FORV
MOOLU		PALIER	N - 1 -	- () [(

Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota %
CAT1	a 12. Km i 7 – roins	17	33	33	17	Edit T ante	100
CAT2		17	33	17	33		100
ETE		11	40	20	29		100

* ±3% may be varied (CAT 1 & 2 – 50 marks & ETE – 100 marks)







Programme &	Master of Business Administration	Trim.	Category	L	T	Р	Credit
Branch Prerequisites	NI	3/4/5/6	SE	3	0	0	3
rieledalairea							
Preamble	The international human resource management cour a global frame work. This course aids participants in strategies and cross cultural communication. It exhuman resource across international boundaries.	exploring critical are uips them with the i	as like talent	acqu	JISIUO	III COL	ly manage
Unit – I	Introduction to International Human Resource Ma	ınagement					6
to Inter Cour	Human Resource Management: Overview of HRM: Dontry Differences - Staffing the Global Organization - Glity, Cross - Cultural Communication, International HRM	obal Statting Approa	cnes - Peopi	e ivia	anage	emen	R Activities t in MNCs
1164 11	Recruitment and Selection for Overseas Assignment	ent					
International H	and Selection for Overseas Assignment: Challenge IR Orientation: Cross Cultural Training, Cultural Adap g Programs, Skill Development - International Assignreport.	tation, i raining and	Developmen		HILL	iauon	e Training
Unit _ III	Performance Appraisal Appraisal: Performance Appraisal for International M						: E
Challenges - M Compensation Benefits Packa	Methods of Performance Appraisal in International Cont : Compensation Strategy, Expatriate Compensation age.	ext: 360 Dearee Fee	араск, Орјес	tive.	Seun	ıy - II	Pay Equity
Challenges - N Compensation Benefits Packa Unit - IV Knowledge Ti	Methods of Performance Appraisal in International Cont : Compensation Strategy, Expatriate Compensation age. Knowledge Transfer Knowledge: Knowledge Creation Acquisition and Strawledge: Knowledge Creation Acquisition and Strawledge Creation Acquisition and Creation Acquisition	ext: 360 Degree Fee - Key Issues in Inte - Knowledge Manag Sharing Transfer of	ernational Co ement, Intelle Knowledge	ectua withi	Setur ensati al Car n Mi	ig - II ion: F pital - NCs:	Pay Equity
Challenges - N Compensation Benefits Packa Unit - IV Knowledge To Organizational Transfer Strate	Methods of Performance Appraisal in International Cont : Compensation Strategy, Expatriate Compensation age. Knowledge Transfer Knowledge: Knowledge and its Significance Knowledge: Knowledge Creation, Acquisition and Segies, HRM Across National Borders: Cultural Influences	ext: 360 Degree Fee - Key Issues in Inte e: Knowledge Manag Sharing Transfer of s on Knowledge Trans	ernational Co ernational Co ement, Intelle Knowledge sfer, Knowled	ectua withi	ensati ensati al Caj n Mi	ig - II lon: F pital - NCs: lion.	Pay Equity sources o
Challenges - N. Compensation Benefits Packa Unit - IV Knowledge Tr Organizational Transfer Strate Unit - V Foreign Assi Ethnocentric V Parent Compa	Methods of Performance Appraisal in International Cont : Compensation Strategy, Expatriate Compensation age. Knowledge Transfer Knowledge: Knowledge Creation Acquisition and Strawledge: Knowledge Creation Acquisition and Strawledge Creation Acquisition and Creation Acquisition	ext: 360 Degree Fee - Key Issues in Inte e: Knowledge Manag Sharing Transfer of s on Knowledge Trans ent: Global Talent	ement, Intelle Knowledge Sfer, Knowled	ectua withinge R	al Cap n Mileten	ig - II ion: F pital - NCs: tion. ssion	sources of Knowledge Planning ments from
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Challenges - No Compensation Benefits Packa Unit - IV Knowledge Tronganizational Transfer Strate Unit - V Foreign Assi Ethnocentric V Parent Compa Language Skill REFERENCE: 1. Garry 2. Sahni New I Sahni New I Raym	Methods of Performance Appraisal in International Cont: Compensation Strategy, Expatriate Compensation age. Knowledge Transfer Knowledge Transfer Knowledge: Knowledge Creation, Acquisition and Segies, HRM Across National Borders: Cultural Influences Foreign Assignment Influences	ext: 360 Degree Fee - Key Issues in Inte - Key Issu	ement, Intellement, Intellement	ectua ectua withinge R tt, Su Fore s: Cr	Seturensations of the control of the	ign - III lon: F pital - NCs: tion. ssion assign Cultur i, 201 alyani	sources of Knowledg Planning ments from al Training Total:3

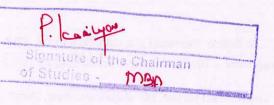


	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify the differences between domestic and international HRM strategies, considering their cultural, legal and economic influences.	Applying (K3)
CO2	construct recruitment and selection strategies tailored for international assignments, integrating cross - cultural competencies and aligning with organizational requirement.	Analyzing (K4)
CO3	develop equitable and complaint compensation packages for expatriates, ensuring adherence to international regulations.	Evaluating (K5)
CO4	develop training programs that nature cross - cultural understanding and elevate global leadership capabilities within multinational team.	Analyzing (K4)
CO5	evaluate cross - cultural communication challenges, fostering inclusivity and resolving conflicts in diverse work environment.	Evaluating (K5)

Mapping of COs with POs COs/POs PO1 PO₂ PO₃ PO4 PO₅ P06 CO1 1 3 1 1 CO2 1 3 CO3 1 3 1 3 CO4 1 1 3 CO₅ 1 1 3

ASSESSMENT PATTERN - THEORY	ASSES	SMENT	PAT	TERN	- THE	RY
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Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total
CAT1		15	35	35	15		100
CAT2	James - Paris	17	33	17	33		100
ETE		- 11	40	20	29	72.2	100







	24MBE51 INTERNATIO	MAE DOGUSEGO		44-3533 4 3-353			
Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	Р	Credit
Prerequisites	Nii	3/4/5/6	SE	3	0	0	3
Preamble	This course introduces students to global business frame works, cooperation agreements, globalization navigate international business complexities.	s dynamics, covering r ons impact and collabo	market entry rative stratec	strat gies,	egies empo	, envi	ig them to
Unit – I	Introduction to International Business						
Introduction to and Drivers of C	n International Business: Overview of International Biobalization - Stages and Orientations in International	Business Vs Domestic lization - International M	: Business - Market Entry :	Inter Strate	rnatio egies	nal O	rientation
Unit – II	Comparative Environmental Frameworks						
Comparative I Impact on Glo Considerations.	Environmental Frameworks: Economic Environme bal Trade – Political Environment and its Influenc	nt in International Bus ce on Business – Na	siness – So tural and To	cial (echn	Cultur ologic	ral Er al Er	nvironmer
Unit – III	Cross National Cooperation and Agreements						
Cross Nationa	I Cooperation and Agreements: Forms of Econor	mic Integration – Wor Groups – Commodity A	ld Trade Or greements a	ganız ınd	zation Instru	(vv i iment	s of Trac
Functions - R Control. Unit - IV	egional Economic Integration and Major Trading G Globalization	roups – Commodity A	greements a	ınd	Instru	ment	s of Trac
Functions – R Control. Unit – IV Globalization:	egional Economic Integration and Major Trading G	croups - Commodity A	greements a	ind Globa	Instru	ment	s of Trac
Functions - R Control. Unit - IV Globalization: Operation - Cor Unit - V	egional Economic Integration and Major Trading G Globalization Forces Driving Globalization - Criticism and challen additions and Advantage of Globalization - Implications Direct Investment and Collaborative Strategies	groups — Commodity A nges of Globalization of Globalization on Indi	greements a Impact of 0 ian Business	ind Globa	Instru alizati	on or	s of Trac
Functions - R Control. Unit - IV Globalization: Operation - Cor Unit - V Direct Investm of Foreign Cap	egional Economic Integration and Major Trading G Globalization Forces Driving Globalization - Criticism and challen additions and Advantage of Globalization - Implications	nges of Globalization of Globalization on Indi	greements a - Impact of 0 ian Business	Globa	Instru alizati - Limi	on or	s of Trad Busines s and Risternation
Functions - R Control. Unit - IV Globalization: Operation - Cor Unit - V Direct Investm of Foreign Cap Business - Cas	egional Economic Integration and Major Trading G Globalization Forces Driving Globalization - Criticism and challen ditions and Advantage of Globalization - Implications Direct Investment and Collaborative Strategies ent and Collaborative Strategies: Types and Facto ital - Motives and Forms of Collaborative Arrangeme Studies on Direct Investments.	nges of Globalization of Globalization on Indi	greements a - Impact of 0 ian Business	Globa	Instru alizati - Limi	on or	s of Trad Busines s and Ris
Functions - R Control. Unit - IV Globalization: Operation - Cor Unit - V Direct Investm of Foreign Cap Business - Cas REFERENCES	Globalization Forces Driving Globalization - Criticism and challen additions and Advantage of Globalization - Implications Direct Investment and Collaborative Strategies ent and Collaborative Strategies: Types and Factorital - Motives and Forms of Collaborative Arrangeme e Studies on Direct Investments.	ges of Globalization of Globalization on Indi ors Affecting Foreign Pr ents - Choosing Collab	greements a - Impact of (an Business ivate Investmoorative Arrai	Globa nent ngem	Instru alizati - Limi nents	on or tation	s of Trace Busines s and Risiternation Total:3
Functions - R Control. Unit - IV Globalization: Operation - Cor Unit - V Direct Investm of Foreign Cap Business - Cas REFERENCES 1. John E Delhi, 2	Globalization Forces Driving Globalization - Criticism and challen additions and Advantage of Globalization - Implications Direct Investment and Collaborative Strategies ent and Collaborative Strategies: Types and Factorital - Motives and Forms of Collaborative Arrangeme e Studies on Direct Investments.	nges of Globalization of Globalization on Indients - Choosing Collaboration on Indients - Choosing Collaboration, "International E	greements a - Impact of (an Business ivate Investmoorative Arrai	Globa nent ngem	Instru alizati - Limi nents	on or tation	s of Trace Busines s and Risiternation Total:3
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	SE OUTCOMES: mpletion of the course, the students will be able to	BT Mapped (Highest Level)
CO1	identify key drivers and restrainers of globalization in the business context.	Applying (K3)
CO2	analyze how changes in the global environment can affect business strategies and operation.	Analyzing (K4)
СОЗ	evaluate the different forms or economic integration and their implications for global track.	Evaluating (K5)
CO4	analyze the advantages and disadvantages of globalization, including its implications for Indian Business.	Analyzing (K4)
CO5	evaluate types of foreign private investment and factors influencing international investment decisions.	Evaluating (K5)

COs/POs	PO1	PO2	PO3	PO4	PO5	P06
CO1	1	2		2	3	
CO2	1	2		2	3	
CO3	2	2		2	3	
CO4	2	2		2	3	To by
CO5	1	2		2	3	7/2-10

ASSESSM	/ENT	DAT	TERM	THEC	DV
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Test / Bloom's Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Tota
CAT1	-	. 17	33	33	17		100
CAT2		17	33	17	33		100
ETE		11	40	20	29		100

Board of Studies -





			24	MBG01 TEXT ANALY	TICS					
Prograi Branch	mme &	Master of B	usiness Admini	stration	Trim.	Category	L	Т	Р	Credit
rerequ	uisites	Nil			3/4/5/6	SEE	0	0	2	1
Preamb	ole	The objective data analysis		s to provide an insight	into the founda	ations of Text	minir	ng foi	r quali	itative
IST O	F EXPERI	MENTS / EXER	RCISES:							
1.	Text Data		ng ing and normalizi ization and stem		7 .	*	-			* II
2.	Sentimer			ment analysis models. om customer reviews o		data.			4	
3.	Text Clas			r using machine learni into predefined catego						on).
4.	Topic Mo	a. Impler algorit	hms.	irichlet Allocation (LDA			ıctori	zatio	n (NM	1F)
5.	Text Min	ing for Busine a. Analya	ess Insights zing text data from	m financial reports, cus	stomer feedba	ck, or news ar	ticles	S.		
	3		3	<u> </u>	•	2				Total:2
REEE										
IVELED		MANUAL /SOF			2 8				-	
1.		Sarkar, "Text		rthon: A Practitioner's	Guide to Natu	ral Language	Pro	cessi	ing", 2	2 nd Edition
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		24MB	G02 DATA VISUALI	ZATION					
Programme & Branch	Master of B	usiness Administ	ration	Trim.	Category	L	Т	Р	Credit
Prerequisites	Nil			3/4/5/6	SEE	0	0	2	1
Preamble		e of this course is t ess decisions.	to provide an insight	into the founda	tions of Data	Visu	alisa	tion fo	or making
IST OF EXPE	RIMENTS / EXEI	RCISES:							
Basic \	c. Pie C d. Scatte	harts, grams, harts, er Plots,							
2.	ng Data using Si a. Stack b. Stack c. Line (d. Encod	ed & Grouped Bar ed Area Chart & St Chart with Multiple I ding Data using Co	Chart, reamgraph, Lines,		-				3
3.	b. Rada	Clouds, r Charts, e Charts,			e			10	٠
4. How to		ing Maps lising Trees and No	etwork	,			/3		Total:2
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	MANUAL /SOF		! !	Edition Drings	ton I Injugrajt	. Dro	oo I	ICA C	0010
1.			cal Introduction", 1st						2010.
2. Cole N	lussbaumer Knaf	lic, "Storytelling wit	h Data: Let's Practic	e!", 1st Edition,	Wiley, New D	Delhi,	2019	9.	
3. Alexar	nder Loth "Visual	Analytics with Tabl	eau", 1st ^t Edition, W	iley, New Delhi,	2019.				
4. Ana S 2018.	osulski, K. "Data	Visualization Mad	de Simple: Insights	into Becoming	Visual". 1st	Editi	on: F	Routle	dge, US
O.	O. Wilke "Funda n, O'Reilly, USA,	2010	sualization: A Prime	r on Making Inf	ormative and	Cor	npelli	ing Fi	gures", 1
COURSE OUT		the students will l	be able to				(Hi	ghes	ipped t Level)
CO1 prepa	re data for visuali	zation					Mar	nipula	g (K3), tion (S2)
			make meaningful in				Mar	nipula	g (K3), tion (S2)
			creation of presentat	ions and					g (K3), tion (S2)
cO3 apply	appropriate designations	n principles in the							• •
CO3 apply visual		n principles in the	200						
CO3 apply visual	zations	PO2	PO3	PO4	F	PO5			PO6
CO3 apply visual	zations COs with POs	PO2 3	PO3	PO4 2	F	PO5			PO6
CO3 apply visual Mapping of COs/POs	zations COs with POs	PO2	PO3		F	PO5			PO6







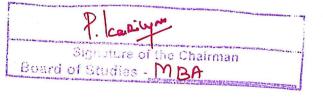
			24MBG03 N	IULTIVARIATE DAT	TA ANALYTICS		_			
Progra Branch	amme & h	Master of B	usiness Adminis	tration	Trim.	Category	L	Т	Р	Credit
Prereq	quisites	Nil	- 1		3/4/5/6	SEE	0	0	2	1
Pream	ble		e of this course is Business for better	to provide an insight decision making.	into the founda	tions of Multiv	varia	te Sta	atistic	al
LIST C	F EXPERI	MENTS / EXER	RCISES:			ž				
1.	Multiple	Regression: E	stimating R ² chang	ges, Block analysis,	model estimation	n, Logistic R	egre	ssion)	2
2.	Factor A	nalysis – Data	reduction: Data va	alidation, Communal	ities, Factor Rot	ation.				
3.	Cluster	Analysis: Segn	nentation - Hierar	chical cluster, K-mea	ans cluster.					
4.	Discrimi	nant Analysis:	Eigen value, Wilk	s lambda, Discrimina	ant function equ	ation.				
5.	Conjoin	: Analysis: Des	ign conjoint analys	sis experiment, Segr	mentation, profit	ability analys	is.			
						300				Total:2
		MANUAL /SOF	TMADE							
2.	Cengage Dinesh k 2017.	Learning, New Cumar U, "Busir	Delhi,2021. ness Analytics: The	. Anderson, William	riven Decision r	making", 1st E	Editio	n, W	iley, I	New Delh
3.		4		Ising Multivariate Sta						da, 2017
4.	Johnson	,Wichern "Appli	ed Multivariate Sta	atistical Analysis", 6tl	n Edition, Pears	on Education	, Noi	da, 2	018.	
5.			ate, Bivariate, and on, Wiley, New De	l Multivariate Statist Ihi, 2020.	ics Using R: Qu	antitative To	ols fo	or Da	ita Ar	alysis an
COUR	RSE OUTC									pped
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			he students will							t Level) g (K3),
On co	apply re			be able to ome variable for dec	ision making			Ap Mar	plyin ipula	g (K3), tion (S2)
		gression technic	que to predict outc					Ap Mar Ap Pr	oplyin nipula oplyin ecisio	g (K3), tion (S2) g (K3), on (S3)
CO1	use data	gression technic	que to predict outc	ome variable for dec	spondent	he difference		Ap Mar Ap Pr	oplyin nipula oplyin ecisio	g (K3), tion (S2) g (K3),
CO1 CO2 CO3	use data	gression technic reduction technic e new product on the product of the product of	que to predict outc niques to reduce d development using	ome variable for declarate and segment resconjoint analysis and	spondent nd discriminate t			Ap Mar Ap Pr	oplyin nipula oplyin ecisio	g (K3), tion (S2) g (K3), on (S3) g (K3), tion (S2)
CO1 CO2 CO3 Mapp	use data formulat ping of CO	gression technic reduction technic e new product o	que to predict outc niques to reduce d development using PO2	ome variable for dec	spondent nd discriminate t		PO5	Ap Mar Ap Pr	oplyin nipula oplyin ecisio	g (K3), tion (S2) g (K3), on (S3) g (K3),
CO1 CO2 CO3 Mapp COs/I	use data formulat ping of CC POs	gression technic reduction technic e new product on the product of the product of	que to predict outce development using	ome variable for declarate and segment resconjoint analysis and	spondent discriminate t			Ap Mar Ap Pr	oplyin nipula oplyin ecisio	g (K3), tion (S2) g (K3), on (S3) g (K3), tion (S2)
CO1 CO2 CO3 Mapp	use data formulate oing of COPOs 01 02	gression technic reduction technic e new product on the product of the product of	que to predict outc niques to reduce d development using PO2	ome variable for declarate and segment resconjoint analysis and	spondent nd discriminate t			Ap Mar Ap Pr	oplyin nipula oplyin ecisio	g (K3), tion (S2) g (K3), on (S3) g (K3), tion (S2)







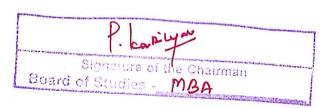
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Prereq	uisites	Nil			3/4/5/6	SEE	0	0	2	1
reaml	ble			s to provide hands or nt business situation		nodel building	usir	ng Str	uctur	al
IST O	F EXPERI	MENTS / EXER	CISES:							
	Model B	uilding: Propos	ition, Construct,	Variable.						
2.		ment model: Cant Validity	onfirmatory Fact	or Analysis– Validity	Assessment: U	nidimensiona	lity, (Conv	ergen	t validity,
3.	Multi-gro	oup CFA: Seco	nd order factor, T	hird order factor, Co	mmon Method B	ias (CMB)				
١.	Structura	al Models – Pa	th Analysis, Simp	ole regression model	Recursive and	Non-recursive	e mo	del		
5.			n: Mediation, Mo Model compariso	deration, Mediated n	noderation, Mode	erated mediat	ion–	Baro	n-Ken	ny
										Total:2
REFE	RENCES/ N	MANUAL /SOF	ΓWARE:							
1.	SPSS an	d Amos", 2nd E	dition, Zaccheus	Modelling Made Eas Entertainment, 2020).					
2.				of Structural Equa	ition Modeling (Methodology	in	the S	Social	Science
		Jul Edition, The	e Guilford Press.	New York, 2023.						
3.				New York, 2023. quation Modeling", 2	nd Edition, The	Guilford Press	s, 20	22.		
	Rick H. H	Hoyle, "Handboo	k of Structural E						w Del	hi, 2016.
4.	Rick H. F Robert F Jitesh J.	loyle, "Handboo . DeVellis, "Sca	ok of Structural E le Development:	quation Modeling", 2	ons", 1st Edition	, Sage Public	ation	n, Ne		
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Yali.	Par T		24MBG05 TR	ANSACTIONAL A	NALYSIS	per de l'appendit de	errys = 5	P	. 1	* n = *
^o rogra 3ranch	ımme & ı	Master of Bu	siness Administrati	on	Trim.	Category	L	T	Р	Credit
Prereq	uisites	Nil			3/4/5/6	SEE	0	0	2	1
Preaml	ble		realistic and useful mescribing fundamenta				ehavi	or of	other	s and
LIST O	F EXPERI	MENTS / EXER	CISES:	5 5	1					0
1.	Play the g	game of dispute	with the partner to un	nderstand TA and S	elf-Awarene	ss				
2.			is useful to the degre aring and lessons lea		to influence	our emotiona	l and	beha	aviour	al
3.	Conduct a	activities to make	e the students to real	ize the mental state	of Winners	and Losers				
4.	Exercise	to build a therap	eutic relationship thro	ough Structural Ana	lysis	6				
5.	Life Posit	ions and Transa	ctions support in und	erstanding our wor	king relations	ship				
7										Total:2
DEEEE	DENICES/N	MANUAL /SOFT	M/ADE:							
1.			ole Play: The Psychol	logy of Human Rela	ntionships" 1	st Edition Pe	engui	n UK	201	6
2.	Jose Gre		ualizing Ego States in						X-2/	
3.	-		sactional Analysis in	Contemporary Psy	chotherapy"	1st Edition, R	outle	dge,	USA,	2019.
4.		Daft, Nishant I New Delhi, 202	Jppal, "Understandin 0.	g the Theory and D	esign of Org	anizations", 1	10th E	Editio	n, Ce	ngage
5.	Robbins,	Coulter, "Manag	gement", 17th Edition	, PHI Learning, New	w Delhi, 2018	3.				
	SE OUTCO		ne students will be a	able to		7.				pped t Level)
CO1		- X -	cal framework for und	4 102 10	behaviour.	٠				g (K3), tion (S2)
CO2	explore o	ne's own feeling	s and behaviour usir	ng the TA model						g (K3), on (S3
соз	appraise	the application	of TA in several areas	s of people manage	ement organi	sations.				ng (K5), on (S3
		s with POs	-					A		
COs/F	POs	PO1	PO2	PO3	PO4	F	PO5			PO6
CO		1	3		2					
CO			2	3	2		//		-	
CO			stantial, BT- Bloom's	2	1					







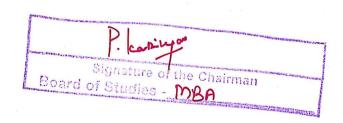
And the second second			24MBG06 FRUG	AL INNOVATI	ON (edis.	219 jeu
Progra Brancl	amme & h	Master of B	usiness Administration	-g = 6,)	Trim.	Category	Ŀ.	T	Р	Credit
Prereq	quisites	Nil	<u> </u>	e reilige	3/4/5/6	SEE	0	0	2	1
Pream	ble	creations that	aims at providing students wi at use less resource and do r o approach businesses in hyp	nore. This cour	se makes	the students	to pro	epare	ed blu	eprint
		MENTS / EXER		3 7						
	les and pro	vide valuable s								
1.	as Arla F	oods, Fujitsu, C	itly and rigid R&D verses Mai SE, GSK, Intuit and SNCF.			9				
2.	Novartis)	, cement (Cem	ng frugal supply chain -Case ex), soft drinks (Coca-Cola) a	ind energy (GD	F-Suez ar	nd GE).				
3.		ustainable solu Tarkett and Uni	tions –From circular econom lever.	y to Spiral econ	omy -case	studies of K	ingfis	sher,	Levi :	Strauss,
4.	Shaping	customer beha	vior- how companies can infl							8
5.			osumers. Empowering and er ig pioneers, such as Tech Sh			studies of A	ucha	an -d	o-it-yo	ourself
6.	Making i	nnovative Frien	ds: Hyper collaboration –Cas	e study GE and	d Ford.	14				
										Total:2
		MANUAL /SOF	TWARE: Prabhu, Paul Polman, "Frugal	Innovation: Ho	w to do Mo	ore With Less	" т	ho E	conor	niot IIC
1.	2015.			minoration. The		DIE VVIIII LESS), I	HE E		nist, US,
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	Dadlani, House, 2	2022.	li, Anil & Muker, "The Art and	Science of Fru	ıgal Innova	ation", 1 st Edit	ion,	Pen	guin F	Random
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and Team Interventions: Understanding and Improving Team Performance chael Matteson, "Organizational Behavior and Management", 11th Edition, Management and	h Edition. Sage Publications. 2016 Interventions: Understanding and Improving Team Perform, "Organizational Behavior and Management", 11th Edition, "Organization Beh	dership, Theory & Practice", 7th or Dynamics and Team Interest Delhi, 2018. In Ivancevich, Michael Mattesor Delhi, 2017. The students will be able to Detical framework for understanding to delegate the delay of the understanding to the delay of the students will be able to Detical framework for understanding to the understanding to the delay of the delay of the understanding to the delay of the understanding to the delay of the delay of the understanding to the delay of the d	2. Kouzes, Edition, W 3. Northouse 4 Timothy Edition, J 5. Robert Ko Hill Public COURSE OUTCO On completion of CO1 demonstr CO2 appraise managen
and Team Interventions: Understanding and Improving Team Performance chael Matteson, "Organizational Behavior and Management", 11th Edition, No BT Mappe (Highest Level) or understanding the skill and components of leadership derstanding to develop leadership qualities to better Applying (K. Manipulation Applying (K. Manipulation)	h Edition. Sage Publications. 2016 Interventions: Understanding and Improving Team Perform, "Organizational Behavior and Management", 11th Edition, "Organization Behavior and Management", 11th Edition, "Organizati	dership, Theory & Practice", 7th or Dynamics and Team Interest Delhi, 2018. In Ivancevich, Michael Mattesor Delhi, 2017. The students will be able to Detical framework for understanding to delegate the delay of the understanding to the delay of the students will be able to Detical framework for understanding to the understanding to the delay of the delay of the understanding to the delay of the understanding to the delay of the delay of the understanding to the delay of the d	2. Kouzes, Edition, W 3. Northouse 4 Timothy Edition, J 5. Robert Ko Hill Public COURSE OUTCO On completion of CO1 demonstr CO2 appraise managen
and Team Interventions: Understanding and Improving Team Performance chael Matteson, "Organizational Behavior and Management", 11th Edition, No BT Mappe (Highest Level) or understanding the skill and components of leadership Applying (K Manipulation lerstanding to develop leadership qualities to better Skills and taking positive criticism for effective team Evaluating (K	h Edition. Sage Publications. 2016 Interventions: Understanding and Improving Team Perform, "Organizational Behavior and Management", 11th Edition, "Organization Behavior and Management", 11th Edition, "Organizati	dership, Theory & Practice", 7th or Dynamics and Team Interest Delhi, 2018. In Ivancevich, Michael Mattesor Delhi, 2017. The students will be able to Detical framework for understanding to delegate the delay of the understanding to the delay of the students will be able to Detical framework for understanding to the understanding to the delay of the delay of the understanding to the delay of the understanding to the delay of the delay of the understanding to the delay of the d	Kouzes, Edition, W Northouse Timothy Edition, J Robert Ko Hill Public COURSE OUTCO On completion of demonstr CO1 appraise managen appraise
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and Team Interventions: Understanding and Improving Team Performance chael Matteson, "Organizational Behavior and Management", 11th Edition, Management, 11th Edition, Managem	h Edition. Sage Publications. 2016 Interventions: Understanding and Improving Team Perform, "Organizational Behavior and Management", 11th Edition, "Organizational Behavior and Management", 12th Edition, "Organization Application Appl	dership, Theory & Practice", 7th Broup Dynamics and Team Integew Delhi, 2018. In Ivancevich, Michael Mattesor Delhi, 2017. The students will be able to Detical framework for understanding does not the understanding to communication skills and take	2. Kouzes, Edition, W 3. Northouse 4 Timothy Edition, J 5. Robert Kon Hill Public COURSE OUTCO On completion of demonstr CO1 appraise manager CO3 appraise manager CO3 appraise manager Mapping of COs
and Team Interventions: Understanding and Improving Team Performance chael Matteson, "Organizational Behavior and Management", 11th Edition, Management and	h Edition. Sage Publications. 2016 Interventions: Understanding and Improving Team Perform, "Organizational Behavior and Management", 11th Edition, "Organization Behavior and Management", 11th Edition, "Organizati	dership, Theory & Practice", 7th Broup Dynamics and Team Integew Delhi, 2018. In Ivancevich, Michael Mattesor Delhi, 2017. The students will be able to Detical framework for understanding does not the understanding to Communication skills and take the polytope of the polytope of the understanding to the communication skills and take the polytope of the polytope of the understanding to the polytope of the understanding to the polytope of the understanding to the polytope of	2. Kouzes, Edition, W 3. Northouse 4 Timothy Edition, J 5. Robert Ko Hill Public COURSE OUTCO On completion of CO1 demonstr CO2 appraise managen CO3 appraise managen Mapping of COs COs/POs
and Team Interventions: Understanding and Improving Team Performation Chael Matteson, "Organizational Behavior and Management", 11th Edition BT Map (Highest I or understanding the skill and components of leadership Manipulation Manipulati	h Edition. Sage Publications. 2016 Interventions: Understanding and Improving Team Perform, "Organizational Behavior and Management", 11th Edition, "Organization Application and Management", 11th Edition, "Organization Application and Management", 11th Edition, "Organization Application Application and Management", 11th Edition, "Organization Application Appli	er, B. Z. "Learning Leadership. dership, Theory & Practice", 7th leave Delhi, 2018. In Ivancevich, Michael Mattesor Welhi, 2017. the students will be able to etical framework for understanding does not the understanding to communication skills and take the polymer of the p	Kouzes, Edition, Was Northouse Edition, January Edition,







Programme & Branch	Master of Busi	ness Administra	tion	Trim.	Category	L	Т	Р	Credit
Prerequisites				3/4/5/6	SEE	0	0	2	1
Preamble	Services Tax (0 our aim is to ur	GST) on diverse s	ectors of the Indian of ed effects on consur	eticulously examine re economy. Through riquer prices, small busi	gorous analys	is a	nd em	pirical	research
LIST OF EXPE	RIMENTS / EXE	RCISES:							
/ 1.	commodities s implementation	uch as food iten and assess the a	ns, clothing, and e ffordability for consu	te the impact of G ectronics. Analyze mers, considering fac	price change ctors like inflat	s b	efore and in	and come	after GS levels
2.	GST regulation Identify commo	s, such as timely n compliance issu	filing of returns, unde les and propose solu	ne challenges faced erstanding input tax of tions to simplify GST	redit, and ma procedures f	nag or s	ing inv	oicino nterpr	g system: ises.
3.	collection, con international e-	npliance burden, commerce transac	and market comp ctions and evaluate t	ow GST has affected etitiveness. Analyze the effectiveness of G	the impact ST in regulati	on ng c	both online	dom sales.	estic an
4.	as IT services, SGST), and co	pharmaceuticals mpetitiveness in g	, and textiles. Analy lobal markets post-0		rt volumes, ta	ax r	efunds	(IGS	ST, CGS1
5.	regions with va	arying tax rates a	and compliance norr	impact of GST on in ns. Analyze logistica of GST on interstate	I challenges,				
			*	* 2					Total:2
REFERENCES	 3:								
1.	Dr.H.C.Mehrotra	Prof V.P. Agarval	"Goods and Service	e Tax", 9 th Edition, Sa	hitva Bhawan	Pu	blicatio	on Ad	ra 2022
2.							Dilocatio	511, 7 tg	
				n Publication, New [
3.	Garg, Keshav. R	, "GST Ready Red	ckoner" 3rd Editon, I	Bharat Publisher, Nev	v Delhi, India,	202	22.		
4.	Datey V.S, "GST	Readdy Reckone	r", 1st Edition, Taxm	an Publication, New	Delhi, India 2	022		-	
5.	Subramanian, P	.L., "Guide to GS	T" 3rd Edition , Snov	white publication, P	une, India, 20	22.			
				Residence and the second of th					17
COURSE OUT		the students will	he able to					BT Ma	pped t Level)
CO1	gain a basic und			ımer prices, small bu	usinesses, an	d	Und	erstan	ding (K2)
CO2				sinesses in comply	ing with GS	Т	Und	erstan	tion (S2) ding (K2)
		suggest simplified		ort-oriented industrie	e focusing o	n			tion (S2) g (K3)
CO3		ges and market co		on-onemed industric	.s, locusing o	11			on (S3)
			Mapping of COs v	vith POs					
COs/POs	PO1	PO2	PO3	PO4	PO5		*		PO6
CO1	3	2		2					
CO2	1	3		2					
CO3	2	3		2					
CO4	3	2		1	2 2				







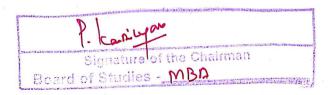
	*		24MBG0	9 REVIEW PAPE	R WRITING						
Progra Branch	mme &	Master of Bu	ısiness Administ	ration	Tr	im.	Category	L	Т	Р	Credit
Prereq	uisites	Nil					SEE	0	0_	2	1
Preamb	ole	identifying re hypotheses.	search problems,	with essential sl conducting literatu pivotal for produ of study.	re reviews	using	specialized :	softw	are,	and o	levelopin
LIST O	F EXPERI	MENTS / EXER									
1.		Research Prostatement.	blem: Students w	rill choose a specifi	c business-	relate	d topic and a	rticu	late a	clea	research
2.	of existing	g literature relat	ed to the chosen r								141
3.	gaps in c	urrent research	and develop relev	Research Questio ant research ques	ions.						
4.	interview	s, experiments,	or case studies.	itline detailing the r							
5.	Develop analysis.	Hypotheses: E	ased on the resea	arch questions, for	nulate hypo	these	s that will gui	de d	ata c	ollecti	on and
											Total:4
REFER		MANUAL /SOFT								1	
1.	New Dell	ni, 2020.	,	ide to Writing Rese							
2.	James D	. Lester, "Writing	g Research Paper	s: A Complete Gui	de,"16th Ed	ition,	Pearson Edu	catio	n, No	oida, 2	2017.
3.				arch Papers", 2nd	3		1				
4	and Rese	earcher", 9th Ed	dition, University o	esearch Papers, T f Chicago Press, C	hicago s, 2	018.					
5.		(Malhotra, Sath n, Noida, 2019.	ya Bhusan Dash,	"Marketing Resear	ch: An App	lied O	rientation", 7	th Ed	dition	, Pear	rson
				-							2
	SE OUTCO			·						T Ma	
On cor			ne students will b		ush so the	tonio	context and				Level)
CO1	significar	nce.		oblem statement,				- 1	mitati	on (S	
CO2	research	questions.		y gaps in current re						se (K4 ulatio	1), n (S2)
CO3	formulate effective		sed on research o	questions, guiding	data collecti	ion an	d analysis			ing (K ulatio	3), n (S2)
Mapp	ing of CC	s with POs						2.		13)	
COs/F		PO1	PO2	PO3	F	204	, P	O5	9		PO6
CO		2	3	æ		2					1
CO		2	3			2		,			1
	3	2	3			2					







Progra	ımme &	·		MIC RESEARCH PAI		T			_	
3rancl		Master of B	usiness Administra	ition	Trim.	Category	L	T	Р	Credit
rerec	luisites	Nil				SEE	0	0	2	1
Pream	ble	findings, disc	cussion of implicatio within academic wri enting results object	er advanced competer ns, conclusion drawing ting contexts. Studen ively, proposing future	g, addressi ts will acq	ng manageria uire skills in	al imp desi	olicat gning	ions, g data	and resula a analysi
IST C		MENTS / EXER					7.00000 1110			
ſ.		a Analysis: De analyzing resea		plan specifying the sta	atistical tecl	nniques or qu	alitat	ive m	ethod	ds to be
2.	Write Ab	out Results: In	terpret and present	research findings clea	rly and obje	ectively, include	ding t	ables	s, cha	rts, and
		here applicable		ss the implications of r	esearch re	sults, compar	ing th	nem v	with e	xisting
3.	literature	and addressing	any unexpected ou	tcomes.	4					
1.	Conclus field.	ions: Draw con	clusions based on th	ne research findings, h	ighlighting	key insights a	nd c	ontrib	ution	s to the
5.	Managei			Future Study Scope: knowledge study limita						
	research		decision making, ac	Milowicage stady milite	ations, and	propose aver	uco	101 10	taror	Total:4
			*							
REFE	RENCES/ I	MANUAL /SOF	TWARE:	,						
	Carol Fl	lison "McGraw	11:111 - 0 1 0 - 1 - 1				_			2 (2)
1.	New Del		-Hill's Concise Guid	e to Writing Research	Papers", 1s	st Edition, Mc	≟raw	Hill I	Publis	shing,
2.	New Del	ni, 2020.		e to Writing Research A Complete Guide,"16						
	New Del James D	ni, 2020. . Lester, "Writin	g Research Papers:		Sth edition,	Pearson Educ	ation	n, Noi		
2.	New Dell James D Adrian W Kate L,1	ni, 2020. . Lester, "Writin /allwork," Englis urabian, "Man	g Research Papers: th for Writing Researual for Writers of Res	A Complete Guide,"16 ch Papers", 2nd Editions search Papers, Theses	6th edition,lon Springers, and Diss	Pearson Educ	atior 2017	n, Noi	da, 2	017.
2. 3.	New Del James D Adrian W Kate L,1 and Res Naresh H	ni, 2020. Lester, "Writin /allwork," Englis urabian, "Manearcher", 9th E Malhotra, Sath	g Research Papers: th for Writing Resear ual for Writers of Red dition, University of G nya Bhusan Dash, "N	A Complete Guide,"16 ch Papers", 2nd Edition	6th edition,lon Springers, and Dissons, 2018.	Pearson Educ r, New york, 2 ertations: Chic	atior 2017 cago	style	da, 2	017. Students
 3. 4 5. 	New Dell James D Adrian W Kate L,1 and Res Naresh H Education	ni, 2020. Lester, "Writin /allwork," Englis Turabian, "Mantearcher", 9th Et Malhotra, Satten, Noida, 2019.	g Research Papers: th for Writing Resear ual for Writers of Red dition, University of G nya Bhusan Dash, "N	A Complete Guide,"16 rch Papers", 2nd Edition search Papers, Theses Chicago Press, Chicago	6th edition,lon Springers, and Dissons, 2018.	Pearson Educ r, New york, 2 ertations: Chic	atior 2017 cago	Style	da, 2	017. Students
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2. 3. 4 5. COUR On co	New Dell James D Adrian W Kate L,1 and Res Naresh h Education RSE OUTCO Interpret charts, a acknowle	ni, 2020. Lester, "Writin /allwork," Englis furabian, "Maniearcher", 9th E K Malhotra, Satt n, Noida, 2019. OMES: of the course, t research findin nd graphs	g Research Papers: sh for Writing Resear ual for Writers of Red dition, University of hya Bhusan Dash, "N the students will be gs clearly and object ations and propose	A Complete Guide,"16 rch Papers", 2nd Edition search Papers, Theses Chicago Press, Chicago Marketing Research: A	6th edition,lon Springe s, and Dissos, 2018. n Applied C	Pearson Educ , New york, 2 ertations: Chic prientation", 7	atior 2017 cago	Style	e for S Pear T Ma ghes pply nitatio alyzir	O17. Students son pped t Level) (K3),
2. 3. 4 5. COUR On co	New Dell James D Adrian W Kate L, T and Res Naresh Education Completion Compl	ni, 2020. Lester, "Writin /allwork," Englis furabian, "Manearcher", 9th E Malhotra, Satt n, Noida, 2019. OMES: of the course, to research finding nd graphs edge study limit ntified during ar ze research out	g Research Papers: sh for Writing Resear ual for Writers of Red dition, University of the nya Bhusan Dash, "N the students will be gs clearly and object ations and propose the nalysis. comes effectively, or	A Complete Guide,"16 rch Papers", 2nd Edition search Papers, Theses Chicago Press, Chicago Marketing Research: A seable to tively, using appropriat	on Springers, and Dissons, 2018. In Applied Core researches and making	Pearson Educer, New york, 2 Pertations: Chief Prientation, 7 Pertation, 7 Per	eation 2017 cago	Style Style (High	e for S Pear T Ma ghes Apply nitation alyzir nipula aluati	onto the second
2. 3. 4 5. COUR On co	New Dell James D Adrian W Kate L,1 and Res Naresh Education of interpret charts, a acknowle gaps ide synthesi contribut	ni, 2020. Lester, "Writin Allwork," Englis Turabian, "Manearcher", 9th E Malhotra, Sath n, Noida, 2019. OMES: Of the course, to research finding nd graphs edge study limit ntified during ar ze research out ions to both aca	g Research Papers: sh for Writing Resear ual for Writers of Red dition, University of the nya Bhusan Dash, "N the students will be gs clearly and object ations and propose the nalysis. comes effectively, or	A Complete Guide,"16 rch Papers", 2nd Edition search Papers, Theses Chicago Press, Chicago Marketing Research: A seable to tively, using appropriat potential areas for futur ffering valuable insight	on Springers, and Dissons, 2018. In Applied Core researches and making	Pearson Educer, New york, 2 Pertations: Chief Prientation, 7 Pertation, 7 Per	eation 2017 cago	Style Style (High	e for S Pear T Ma ghes Apply nitation alyzir nipula aluati	onto the students of the stude
2. 3. 4 5. COUR On co CO1 CO2 CO3	New Dell James D Adrian W Kate L,1 and Res Naresh H Education SEE OUTCO Interpret charts, a acknowle gaps ide synthesi contributing of COs	ni, 2020. Lester, "Writin Allwork," Englis Turabian, "Manearcher", 9th E Malhotra, Satt n, Noida, 2019. OMES: of the course, to research finding nd graphs edge study limit ntified during ar ze research out ions to both aca	g Research Papers: sh for Writing Resear ual for Writers of Red dition, University of the nya Bhusan Dash, "N the students will be gs clearly and object ations and propose in allysis. comes effectively, or ademic discourse an	A Complete Guide,"16 rch Papers", 2nd Edition search Papers, Theses Chicago Press, Chicago Marketing Research: A sable to tively, using appropriat potential areas for future ffering valuable insight d professional practice	on Springers, and Dissons, 2018. In Applied Control of the visual aid re researches and making within the	Pearson Education, New york, 2 Pertations: Chiconic Chico	eation 2017 cago th Ec	Style Style (High	e for S Pear T Ma ghes Apply nitation alyzir nipula aluati	otudents reson pped t Level) (K3), nn (S1) ng (K4), tion (S2) ng(K5), tion (S2)
2. 3. 4 5. COUR On co CO1 CO2 CO3 Mapp COs/	New Dell James D Adrian W Kate L,1 and Res Naresh H Education RSE OUTCO Interpret charts, a acknowle gaps ide synthesic contribution of COs POs	ni, 2020. Lester, "Writin Allwork," Englis Turabian, "Manearcher", 9th E Malhotra, Satt n, Noida, 2019. OMES: Of the course, tresearch finding graphs edge study limit ntified during ar ze research out ions to both acases with POs PO1	g Research Papers: sh for Writing Resear ual for Writers of Redition, University of the students will be generally and object ations and propose analysis. comes effectively, or ademic discourse and propose and	A Complete Guide,"16 rch Papers", 2nd Edition search Papers, Theses Chicago Press, Chicago Marketing Research: A seable to tively, using appropriat potential areas for futur ffering valuable insight	on Springers, and Dissons, 2018. In Applied Core researches and making within the	Pearson Education, New york, 2 Pertations: Chiconic Chico	eation 2017 cago	Style Style (High	e for S Pear T Ma ghes Apply nitation alyzir nipula aluati	ottonics (K3), on (S1) ng (K4), tion (S2) ng(K5), tion (S2)
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-			24MBG11 OL	JTBOUND EXPERIENTIAL	LEARNII	NG				
Program Branch	ime &	Master of B	usiness Admini	stration	Trim.	Category	L	Т	Р	Credit
Prerequi	isites	Nil		-	3/4/5/6	ACC	0	0	4	2
Preamble		specifically communicat	through outbour ion, planning del	se is to enhance studer nd training. This training egation, team work and mo	g aims to	improve sk	ills :			
	ALIMAN COM CONT	MENTS / EXER		ential learning cycle with the	e following	r stanes.				
	Experience		structured experi	Critial learning cycle with the	ic ioliowing	g stages.				
	•			· · · · · · · · · · · · · · · · · · ·						
2.	Reviewing	g and reflecting	on the experien	ce						
3.	Drawing I	earning from th	ne reflection) ,						
4.	Applying a	and testing the	learning through	active experimentation						
5.	Reviewing	and reflecting	on the active ex	perimentation						
			,							Total:4
			T14/4 D.F.							
		IANUAL /SOF		K. S.		7				
1.	Outbound	I Experiential L	earning Guidelin	es						
	E OUTCC								T Ma	pped Level)
	•		he students wil	3		access and a second				g (K3),
			erceptions and e	·				In	nitatio	n (S1)
				g and experiences in forec active experimentations	asted scer	arios and				g (K4), on (S4)
				t to real-life scenarios.		, ,		Eva	aluatir	ng (K5), nn (S3)
Mappin	ng of CO	s with POs		N *						
COs/PC		PO1	PO2	PO3	PO4	F	05			P06
CO1		1	3	2	2	1				
CO2			3	3	2					
CO3			3	2	2		3	9		
1 - Sligh	nt 2 – Mo	derate, 3 – Sul	ostantial, BT- Blo	om's Taxonomy	T.					

Signature of the Chairman
Board of Studies - MBA





	THE STATE OF	2	4MBG12 NATION	AL / GLOBAL VIRT	UAL TEAM PRO	DJECT				,
Progra Brancl	mme &	Master of E	Business Adminis	tration	Trim.	Category	L	Т	Р	Credit
Prereq	uisites	Nil			3/4/5/6	ACC	0	0	4	2
Pream		do the proje	ect designated. The ity and knowledge	uasion and commun course will also help sharing among team	p the students to	t influence vii increase the	rtual e leve	team el of t	mem rust,	bers to
1.		ng Virtual Team	1							
2.		Trust among te								
3.	Commu	nication among	team members	Control of the Contro					-	
4.	Formula	ting research p	roblem			3				4 4
5.	Data co	lection	· C	41				,		
6.	Analysis	and Finding	3			*		18		
7.	Report v	writing and Pres	sentation		-	'				
***				, 4						Total:
REFE	RENCES/	MANUAL /SOI	TWARE:							
1.	Virtual 1	eam Project G	uidelines		V		,			
	SE OUTC		414	h		at .	v			ipped t Level)
CO1			the students will awareness among	g virtual team membe	ers.	. 95		An	alyzir	ng (K4),
CO2	Evaluat	e and impleme	nt strategies for suc	ccessful virtual team	work.			Eva	aluati	ate (S2) ng (K5),
	Facilitat	e effective com	munication foster to	rust across cultures	and locations.					on (S3) ng (K5),
CO3								Pı	recisio	on (S3)
		Os with POs	T T		7 704			— Т		DOG
COs/I		PO1	PO2	PO3	PO4	F	205			PO6
CO			3	2	3		2			
CC				2	3		2			•
		lodorate 2 C:	⊥ ubstantial, BT- Bloo				· - 0		100	







	_		24MBG13	RURAL INNOVATION PR	ROJECT		,		-	
Progra Branch	mme &	Master of	Business Adminis	tration	Trim.	Category	L	T	P	Credit
Prereq	uisites	Nil			3/4/5/6	ACC	0	0	4	2
Preaml	ble			innovation to address cha novation initiatives, emph						
LIST C	F EXPERI	MENTS / EXE	ERCISES:				-		_	
1.	Identifyin	g the needs o	f rural communities.							
2.	Forming	teams with sh	ared interests.	a 3						
3.	Developi	ng awareness	of innovation in ag	riculture, forestry and run	al develop	ment.				
4.	Creating	new patterns	of cooperation and	collaborative learning.		×			9	
5.	Report pr	eparation and	d presentation.		,-	1				
										Total:4
REFER	RENCES/ N	MANUAL /SO	FTWARE:							
1.	Rural Inn	ovation Proje	ct Guidelines							*
	SE OUTCO		, the students will I	ne able to		,				pped Level)
CO1				nagement principles in ru	ral innovat	ion activities.		Unde	rstan	ding (K2) n (S1)
CO2	apply and		o identify and categ	orize cases of rural innova	ation withir	our				g (K3), on (S3)
СОЗ			f rural innovation and es in rural areas.	d its influence on social, e	conomic a	ind	-			g (K3), on (S3)
Марр	ing of CC	s with POs	V							
COs/F		PO1	PO2	PO3	PO4	F	PO5			PO6
СО	1			3	2					2
СО	2			1	3					2
	3			1	2	1140700	3			2







100 ma									
		MBG14 INTERNA	TIONAL VISIT AND EN	IVIRONMENT	STUDY				
Programr Branch	me & Master of	Business Admini	stration	Trim.	Category	L	Т	Р	Credit
Prerequis	sites Nil	8 - 7 7 7 7		3/4/5/6	ACC	0	0	4	2
Preamble	developme understan	ent. If provided dimacroeconomic overcome cultural b	ts authentic travel ex hands on exposure t indicators and evaluatin arriers in preparation for	o the corpor g career oppo	ate environr rtunities abro	nent oad.	in 1 Addi	oreigr tional	n nation
1. E	xperiencing/doing by	visiting any foreig	n nation						
2. N	lacro Environment st	udy of the visited c	ountry.		-				
3. R	Reviewing and reflecti	ng on the cultural	experiences.						
4. D	rawing learning from	the reflections.							
									Total:4
REFERE	NCES/ MANUAL /SC	FTWARE:	E.		3				
1. Ir	nternational Visit Guid	delines		0 1					
	OUTCOMES: eletion of the course	, the students wil	I be able to					BT Ma ghest	pped : Level)
CO1 a	pply new experience	s to challenge pers	sonal beliefs and expand	l capabilities.				ing (K ulatio	3) / n (S2)
CO2 a	apply exposure to nev	v countries to view	challenges from a creat	ive perspectiv	e.	N	/lanip		n (S2)
CO3 d	levelop new study an	d carees pathways	informed by internation	al experience	S.			ng (K ulatio	6) / n (S2)
Mapping	g of COs with POs								
COs/PO	s PO1	PO2	PO3	PO4	F	O5			PO6
CO1			2	1		3			
CO2			1	2		3			1
CO3			2	2		3			
1 – Slight	t, 2 – Moderate, 3 – S	Substantial, BT- Blo	om's Taxonomy						

Signature of the Chairman
Board of Studies - MBA





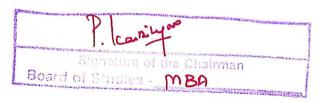
			1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1					<i>J</i> r	e , 10	.10 5	
₹ <u>, .</u>		24	MBG15 BUSINES	S PLAN PREPARA	TION FOR A VE	NTURE				4,	
Progra Branch	imme & n	Master of B	usiness Administ	ration	Trim.	Category	L	Т	þ	Cre	dit
Prereq	uisites	Nil			3/4/5/6	ACC	0	.0	4		2
Preaml		managing a engage in ta of a comprel	business, focusin asks that mimic rea hensive business p	e students with the g on practical app al-world startup act plan.	lication within a s	startup conte	xt. S	Stude	nts w	ill act	ivel
LIST C		MENTS / EXEF	AND THE RESERVE AND THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLU								
1.	Market re	esearch and an	alysis experiment.		A	11					
2.	Financial	projection exer	cise.								
3.	Marketing	g plan developr	nent task.		*						
4.	Business	model canvas.									
5.	SWOT a	nalysis and risk	assessment activi	ties.							
6.	Pitch pre	sentation.	A	2							
¥				7						Tota	al:4
REFE	RENCES/ I	MANUAL /SOF	TWARE:			-					
1.	Business	Plan Manual				,					
	SE OUTCO				11					pped	
On co			he students will I	oe able to aviour to formulate	atratagia businas	a decisions				t Leve	-
CO1	analyse	market trends a	ind consumer bene	wiour to ionnulate	strategic busines	s decisions.				on (S1)	
CO2	analyse ventures		to assets the fi	nancial viability a	nd sustainability	of business	3	An	alyzir	ig (K4	4),
CO3		the effectivene ance metrics.	ess of marketing	strategies and tact	ics through data	analysis and	Ė			ng (K	
Марр	ing of CC	s with POs					- 1-				4
COs/l		PO1	PO2	PO3	PO4	P	O5			P06	
СО	1	3		•	2			Y		1	
СО	2	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	3		2			D .		1	
CO	3		* 10		3			-		1	







Droar	amme &	T	241111111111111111111111111111111111111	OCIAL SENSITIZA	HONTROSECT				,	
Progra Branc		Master of E	Business Adminis	tration	Trim.	Category	L	Т	· P	Credit
Prerec	quisites	Nil			3/4/5/6	ACC	0	0	4	2
Pream		contribute t awareness,	o social justice, f leadership and ad	quip students with to fostering safe, heal Ivocacy.	he skills and kno thy, equitable a	owledge nece nd thriving c	essar	y to nuniti	under es thr	stand and
LIST C	F EXPERI	MENTS / EXE	RCISES:							
1.	Identify to	ne needs of the	society							
2.	Forming	teams with sha	red interest.							
3.	Developi	ng awareness	of social issues.			-				
4.	Designin	g activities to a	chieve team goals							1
5.	Engaging	community a	ctivities.		T K					
6.	Demonst	rating effective	resource utilizatio	n.						
7.	Preparin	g and presentir	ng reports on activi	ities.						
										Total:40
REFE	RENCES/ I	MANUAL /SOF	TWARE:				1			
1.	Social Pi	oject Guideline	es						ë	
	SE OUTCO		the students will	be able to					BT Ma ghest	pped Level)
CO1	understa			and their application	in creating safe	, healthy and	1			ding (K2), n (S1)
CO2	apply cri			the concept of soci	al sensitization a	and its		A	plying	g (K3), on (S3)
CO3	T			sensitization innova	ation with commu	ınities.		A	plying	g (K3), on (S3)
Марр	ing of CC	s with POs								
COs/l	POs	PO1	PO2	PO3	PO4	Р	O5			PO6
CO	1		4	3	2		1			3
CO	2			2	3		1			3
CO	3		1 /	1	2	-	3			3







Progra Branc	amme &		Business Adminis	AND CORPORATI	Trim.	Category	L	Т	Р	Credit
	n quisites	Nil			3/4/5/6	ACC	0	0	4	2
Pream	ble	with the kn understand discussions ethical deci	owledge and skills the importance s, case studies, a sion-making, CSR	es and Corporate So s necessary to nav of social responsi nd interactive exer strategies, and the	gate ethical chal bility in organiza cises, students v	lenges in bus tional praction vill develop a	sines ces. a de	s en Thro ep ui	vironr ugh	nents and theoretica
		MENTS / EXE	the state of the s	II analyma agas aty	dias prosenting s	thinal dilaman	:	n h	inco	
1. •	They will		l issues, evaluate	ll analyze case stud decision-making pro						
2.	(CSR) st	rategies for fic	tional companies.	s, students will de They will consider ans to address socie	environmental, s	ocial, and ed				
3.	facing co	omplex ethical		ph role-play simulat www.www.www.www. www.mons.coms.coms.coms.coms.com.com.com.com.com.com.com.com.com.com						
4.	strategie	s in ethical de	cision-making. Th	Students will particip ney will analyze sta n strategies to foste	keholder perspec	ctives, identify				
5.	assess th	ne ethical impl		: Students will eval ing strategies, anal g practices.						
	7 6	*						9		Total:40
REFE	RENCES/	MANUAL /SOI	TWARE:		-					
1.	Business	Ethics and C	SR Manual.		, 			-		
	RSE OUTCO		the students will	be able to	= .					pped t Level)
CO1			ciples and framew as in business con	orks, employing eth texts.	ical reasoning to	analyze and				ding (K2), n (S1)
CO2	(CSR) st			ent comprehensive (asizing social respo			/			g (K3), on (S3)
CO3	conflict r			compassing decision I principles and fost						g (K3), on (S3)
		s with POs								
COs/	POs	PO1	PO2	PO3	PO4	F	PO5			PO6
CC	01			X.			3			
CC	02						3	,		
	03						3			







Denama	mmo º	24MBG18 I								
Branci	amme & h	Master of B	usiness Administratio	n	Trim.	Category	L	Т	Р	Credit
Prerec	uisites	Nil			3/4/5/6	ACC	0	0	4	2
Pream		scriptures a	delves into the rich heri and traditional wisdon at and their relevance in erspectives for effective	n. Students will contemporary org	explore the	e foundatior contexts, equ	al p	princi	ples	of India
1.	Leadersh	nip Manifesto	Creation: Research and comprehensive leaders							ulminatin
2.	Conflict principles approach	to resolve c	imulation: Engage in onflicts within simulate	role-playing exe ed organizational	rcises base scenarios, e	d on "Sama evaluating th	, Da e ef	ana, ffectiv	Bheda eness	a, Danda s of eac
3.	managen		ss Management Works es derived from Indian e.							
4.			ng Case Studies: Anal rma" in decision-rnaking							scripture
5.	rooted in	Indian values,	nt and Well-being Init promoting holistic well-	being, mental clar						
	rooted in evaluate	Indian values, its impact on o	promoting holistic well- rganizational culture and	being, mental clar						yees, ar
	rooted in evaluate	Indian values, its impact on o	promoting holistic well- rganizational culture and	being, mental clar d productivity.						
REFEI	RENCES/ Indian M	Indian values, its impact on o MANUAL /SOF anagement Principles:	promoting holistic well- rganizational culture and TWARE: nciples Insight from Trace	being, mental clar d productivity.				nong	emplo	yees, ar
REFEI 1. COUR On co	RENCES/ Indian Management of the control of the con	Indian values, its impact on o MANUAL /SOF anagement Print DMES: of the course, it a comprehen like "Dharma,"	promoting holistic well- rganizational culture and TWARE:	being, mental clar d productivity. dition manual. ble to Indian managen	ity, and emo	tional balanc	e am	nong E (Hi	emplo BT Ma ghest	Total:4
REFEI 1. COUR On co	RENCES/ Indian Market SE OUTCO Empletion of Concepts contexts. Utilize translation in the Utilize tra	Indian values, its impact on o MANUAL /SOF anagement Print DMES: of the course, it a comprehen like "Dharma," aditional Indian Dana, Bheda, ip effectiveness	promoting holistic well- rganizational culture and TWARE: nciples Insight from Trac the students will be ab- sive understanding of "Karma," and "Seva," management technique Danda," to solve comes.	being, mental clar d productivity. dition manual. ble to Indian managen and their relevances, such as "Guru aplex managemen	nent princip e in modern -Shishya Pa t problems	es, including management and enhance	e am	E (Hi Unde Ir	BT Ma ghest erstan nitatio	pped t Level) ding (K2) n (S1) g (K3), on (S3)
REFEI 1. COUR On co CO1	RENCES/ Indian Market SE OUTCO Expletion Concepts Contexts. Utilize transport Indian Market Indian	Indian values, its impact on o MANUAL /SOF anagement Print DMES: of the course, it a comprehen like "Dharma," aditional Indian Dana, Bheda, ip effectiveness case studies and decision-	promoting holistic well- rganizational culture and TWARE: nciples Insight from Trac the students will be ab sive understanding of "Karma," and "Seva," management techniqu Danda," to solve com	being, mental clar d productivity. dition manual. ble to Indian manager and their relevances, such as "Guru aplex management of from Indian screed on principles like	nent principe in modern -Shishya Pa	les, including management and enhance	e am	E (Hii	BT Maghesterstannitatio	pped t Level) ding (K2) n (S1)
REFEI 1. COUR On co CO1 CO2 CO3	RENCES/ Indian Management of the contexts. Utilize transplant of the contexts. Utilize transplant of the contexts. Utilize transplant of the contexts. Evaluate dilemma and dem	Indian values, its impact on o MANUAL /SOF anagement Print DMES: of the course, it a comprehen like "Dharma," aditional Indian Dana, Bheda, ip effectiveness case studies and decision-	promoting holistic well- rganizational culture and TWARE: nciples Insight from Trace the students will be ab- sive understanding of "Karma," and "Seva," management technique Danda," to solve comes. and scenarios derived- making processes base	being, mental clar d productivity. dition manual. ble to Indian manager and their relevances, such as "Guru aplex management of from Indian screed on principles like	nent principe in modern -Shishya Pa	les, including management and enhance	e am	E (Hii	BT Maghesterstannitatio	pped t Level) ding (K2) n (S1) g (K3), on (S3) g (K4),
REFEI 1. COUR On co CO1 CO2 CO3	rooted in evaluate RENCES/ Indian Market SE OUTCO properties contexts. Utilize transparent leadersh Evaluate dilemma and demoning of CC	Indian values, its impact on o MANUAL /SOF anagement Print DMES: a comprehen like "Dharma," aditional Indian Dana, Bheda, ip effectiveness case studies and decision-onstrate critica	promoting holistic well- rganizational culture and TWARE: nciples Insight from Trace the students will be ab- sive understanding of "Karma," and "Seva," management technique Danda," to solve comes. and scenarios derived- making processes base	being, mental clar d productivity. dition manual. ble to Indian manager and their relevances, such as "Guru aplex management of from Indian screed on principles like	nent principe in modern -Shishya Pa	les, including management and enhance and "Karma, and "Karma,	e am	E (Hii	BT Maghesterstannitatio	pped t Level) ding (K2) n (S1) g (K3), on (S3) g (K4),
REFEI 1. COUR On co CO1 CO2 CO3	RENCES/ Indian Management of CO POs RENCES/ Indian Rences Indi	Indian values, its impact on o MANUAL /SOF anagement Print DMES: of the course, it a comprehen like "Dharma," aditional Indian Dana, Bheda, ip effectiveness case studies and decision-onstrate critica Ds with POs	promoting holistic well- rganizational culture and TWARE: nciples Insight from Trace the students will be ab- sive understanding of "Karma," and "Seva," management technique Danda," to solve comes. and scenarios derived- making processes base I thinking skills in resolve	being, mental clar d productivity. dition manual. ble to Indian manager and their relevances, such as "Guruplex management from Indian screed on principles liking these issues.	nent princip e in modern -Shishya Pa t problems iptures, assa	les, including management and enhance and "Karma, and "Karma,	e am	E (Hii	BT Maghesterstannitatio	pped t Level) ding (K2) n (S1) g (K3), on (S3) g (K4), on (S3)
REFEI 1. COUR On co CO1 CO2 CO3 Mapp COs/	rooted in evaluate RENCES/ Indian Market SE OUTCO properties contexts. Utilize transparent leadersh Evaluate dilemma and demoning of CO POs D1	Indian values, its impact on o MANUAL /SOF anagement Print DMES: of the course, to a comprehen like "Dharma," additional Indian Dana, Bheda, ip effectiveness case studies and decision-onstrate critical Ds with POs PO1	promoting holistic well- rganizational culture and TWARE: nciples Insight from Trace the students will be ab- sive understanding of "Karma," and "Seva," management technique Danda," to solve comes. and scenarios derived- making processes base I thinking skills in resolve	being, mental clar d productivity. dition manual. ble to Indian manager and their relevances, such as "Guruplex management from Indian screed on principles liking these issues.	nent princip e in modern -Shishya Pa t problems iptures, assa	les, including management and enhance and "Karma, and "Karma,	e am	E (Hii	BT Maghesterstannitatio	pped t Level) ding (K2) n (S1) g (K3), on (S3) g (K4), on (S3)



