



O P JINDAL UNIVERSITY

Scheme & Syllabus of Master OF Business Administration [MBA] (Two Years Full Time Programme)

Program Code 02PG010

Programme Structure 2019-21

PROGRAM OUTCOMES (PO) - Management Post-Graduation

- 1. Domain Knowledge:** Attain profound knowledge in discipline with advanced concepts of management to design the methodology suitable for encountering and applying the managerial knowledge to solve real-life complex problems.
- 2. Critical Thinking:** Able to take informed action on the basis of accurate and valid assumptions looking at the ideas and decisions from diversified managerial perspectives.
- 3. Communication:** Able to communicate and present managerial facts with clarity, conciseness and correct manner in both oral and written form.
- 4. Leadership and Team Work:** Able to demonstrate the leadership and work collaboratively as part of a team in different team roles.
- 5. Ethics:** Attain the managerial knowledge and skills to identify ethical behavior and truthful actions in all aspects and demonstrate standard professional ethics.
- 6. Lifelong Learning:** Ability to seek new knowledge and skills to inculcate the habit of self-learning throughout life and adapting to the dynamic business environment.
- 7. Research:** Acquire research skills to identify and analyze problems, formulate hypothesis, evaluate and validate results using appropriate tools, draw logical conclusions and ability to communicate the findings in appropriate manner.
- 8. Innovation and Entrepreneurship:** Ability to develop entrepreneurial skills with precision, analytical mind, innovative thinking, creative thoughts and systematic approach.

PROGRAM SPECIFIC OUTCOMES (PSO) – Masters of Business Administration (MBA)

1. PSO – 1 - Instill fundamental managerial skills of marketing management, human resource management, financial management and production and operation management.
2. PSO – 2 - Ability to apply theoretical knowledge of management to resolve complex practical problems.
3. PSO – 3 - Ability to work in multi-disciplinary environment through planning, organizing and coordinating for achieving effective results.
4. PSO – 4 - Ability to adopt the rapid changing business environment through applications of managerial skills.

First Semester

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT 101	Principles & Practices of Management	3	1	-	20	30	50	100	4
2	MGT 102	Quantitative Techniques For Managers	3	1	-	20	30	50	100	4
3	MGT 103	Managerial Economics	3	1	-	20	30	50	100	4
4	MGT 104	Managerial Accounting	3	1	-	20	30	50	100	4
5	MGT 105	Organizational Behavior	3	1	-	20	30	50	100	4
6	MGT 106	Business Communication	2	1	-	20	30	50	100	3
7	MGT 107	Information Technology For Managers	3	1	-	20	30	50	100	4
8	MGT 108	Quantitative Techniques Lab	-	-	1			50	50	1
9	MGT 109	Information Technology Lab	-	-	1			50	50	1
		Total	20	7	2	140	210	450	800	29

Programme:	MBA	Semester:	I
Name of the Course:	Principles & Practices of Management	Course Code:	MGT 101
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: The objective of this paper is to make the students familiar with the different organizational structures and systems.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Developing understanding of management principles & practices in the modern management perspectives.
CO2	Understanding and applying the various concepts of management to enhance the efficiency and effectiveness of the organisation
CO3	Analyse the modern management principles and theories and applying them in real world situations
CO4	Develop various managerial skills for effective planning, organising and co-ordination

Syllabus:

Unit – I Nature and Functions of Management

Importance of Management, Concept of Management, Functions of Management- planning, organizing, directing, controlling, innovating, representing, Level of Management, Role of a manager. Development of Management Thoughts- classical approach and neo-classical approach.

Unit – II Decision-making and Business Forecasting

Meaning of Decision, Types of decision, Environment of decision making, Difficulties in decision making, Business Forecasting- meaning of forecasting, classification of forecasting, methods of forecasting

Unit – III Organizational Structure

Classification of organization, Process of organizing, Span of management, Principles of organization, Structure of organization, Informal Organization-Types of informal organization, benefits of informal organization, Group dynamics

Unit – IV Managerial Control

Sources of formal authority, Line & Staff authority, Delegation of authority, Decentralization, Empowerment, Need of control system, Benefits of control, Essential of effective control system, Steps in Control Process, Problem and Controlling techniques

Text Books:

1. P.C.Tripathy & P.N. Reddy- Principles of Management, McGraw Hill publication, New Delhi

Reference Books:

1. Hellriegel, Jackson & Slochm - Management – A competency based approach, Thomson Asia Pte Ltd, Bangalore
2. VSP Rao – Management Text & Cases, Excel Books, New Delhi

CO-PO & PSO Correlation

Course Name: Principles & Practices of Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				2			1	3	2		
CO2:	1			2			1		2		2	
CO3:	2		2				2			3		3
CO4:				1		2		2		2	3	

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	I
Name of the Course:	Quantitative Techniques for Managers	Course Code:	MGT 102
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: This course will introduce concepts and fundamentals of basic quantitative techniques for decision making in business. These techniques include data collection, description, and presentation, waiting line analysis, etc. Emphasis will be placed on application of these tools in solving business problems in various business fields like finance, production, operations, transportation, marketing, etc.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the definition of Statistics and also describes the two categories of Statistics and different levels of measurement in statistics.
CO2	Describe and elucidate the descriptive statistics.
CO3	Determine and explain random variables in both discrete and continuous distribution.
CO4	Identify the uses of binomial and Poisson distributions.
CO5	Develop the relative importance of sampling in case of studying large population.
CO6	Develop the hypothesis and apply various statistical tools to test the hypothesis which is helpful in decision making.

Syllabus:

Unit-I: Introduction to Basic Statistics and Summarizing Data

Introduction to Basic Statistics: Definition of statistics, Business uses of statistics, differentiate between descriptive and inferential statistics, Distinguish between nominal, ordinal, interval and ratio levels of measurement. Summarizing Data: Organize raw data into a frequency distribution, Portray the frequency distribution in a histogram, a frequency polygon, or a cumulative frequency polygon, Develop a stem and leaf display, Present data using such common graphic techniques as line charts, bar charts, and pie charts, Calculation of mean, median and mode, Characteristics, uses, advantages and disadvantages of each measure of central tendency, Position of mean, median and mode for symmetrical distribution and skewed distribution, Compute the range, variance, standard deviation

Unit-II: Discrete Probability Distributions and Normal Probability Distribution

Discrete Probability Distributions: Define probability distribution, Distinguish between a discrete and continuous probability distribution, Calculation of the mean, median, mode, variance and standard deviation of a discrete probability distributions, Characteristics of a binomial and Poisson distributions. Normal Probability Distribution: Need for sampling, sampling techniques, sampling error, Define and construct a sampling distribution of sample means, calculate point estimates and confidence intervals for means and proportions, Central limit theorem, determine sample size for means and proportions.

Unit-III: Tests of Hypothesis: Small and Large Samples

Tests of Hypothesis: Hypothesis testing: Concept and procedure, null and alternate, Hypothesis testing: One and two tail tests, Hypothesis testing: Two population means, Hypothesis testing: Two population proportions. Student's t Test: Small Samples: Characteristics of Student's t test, Hypothesis: One and two tail tests, Hypothesis testing: Two population means, Hypothesis testing: Two population proportions, Hypothesis testing: Paired observations. Correlation and Regression analysis: Two variable models - correlation, coefficient of correlation, simple linear regression model, least square method, standard error and inference about regression parameters.

Text Books:

1. Richard Levin & David Rubin: Statistics for management, Prentice Hall.
2. Quantitative Methods for Business by Anderson, Sweeney, Williams, Camm, Martin, 12th Edition

Reference books:

1. Dr. S.M. ShuklaDr. S.S. Chaudhary, Quantitative Techniques, Publisher: Sahitya Bhawan, Edition: Revised, 2019
2. Gangadharappa N.H. Rajaghatta R.S. Quantitative Methods for Business-I, Kalyani Publishers; 1st edition (1 January 2015)
3. Khanna R. B., Quantitative Techniques for Managerial Decisions, Prentice-Hall of India Pvt.Ltd, 2nd edition

CO-PO & PSO Correlation

Course Name: Quantitative Techniques for Managers												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	2			1	3			3		2
CO2:	2	2					2	1		2		2
CO3:	2	2					3	2	2	2	2	
CO4:	1	3					2	1		3		2
CO5:		2	1	1	1	2	3		2			
CO6:	2	2			1		2			2		2

Note:1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	I
Name of the Course:	Managerial Economics	Course Code:	MGT 103
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: To familiarizes the students with various micro and macroeconomic behavior in an organizational setup which will facilitate in the decision-making process.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Understand the concepts of demand, supply, and market equilibrium and they will be able to analyze the impact of movements in supply and demand on price and quantity.
CO2	Apply cost functions and production functions on determining the price and output decisions under different market conditions.
CO3	Analyze the macroeconomic policies including monetary and fiscal policy, consumption, savings, investments, exports, imports etc. and they will be able to compute the National Income.
CO4	Execute and Implement the concept of different phases of business cycle and solve issues related with international trade, including balance of payments.

Syllabus:

Unit-I Demand and Supply Analysis

Introduction to Managerial Economics, Demand Analysis for Decision Making-Determinants of demand, Law of demand, Law of supply; movement and shift of supply curve; elasticity of demand, Production Analysis, Laws of Return to scale, (Emphasis to be given on analyzing managerial implications and solving simple numerical problems).

Unit –II Cost and Pricing Analysis

Cost Concepts (Opportunity cost, Explicit, Implicit, Marginal, Incremental, Fixed and Variable, Sunk, Controllable and uncontrollable cost), short run and long run cost

functions, Price and output decisions under different markets (Perfect, monopoly monopolistic and oligopoly). Methods of Price determination, Price discrimination, dumping

Unit –III Macroeconomic policy

An overview of macroeconomic policy, a circular flow of Income, Aggregates of National Income, Methods of measuring National income, Concepts of Consumption, Savings and Investment. Determinants of Consumption and Savings.

Unit –IV Business Cycle

Causes of Inflation and Deflation; Business cycle, consequences and measures to solve the problems of business cycle. An introduction to International Trade, Foreign exchanges, Balance of payments,

Text Books:

1. S.P.S. Chauhan-Micro Economics An Advanced Treatise-PHI
2. P.L.Mehta - Managerial Economics- Sultan Chand
3. Peterson, Jain - Managerial Economics- Pearson
4. Shapiro - Macro Economics, Tata McGraw Hill

Reference Book:

1. R. Froyen- Macro Economics, Pearson

CO-PO & PSO Correlation

Course Name: Managerial Economics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3							2	3		
CO2:						1	2			3		
CO3:				3				2			2	3
CO4:			2		1						3	

Note:1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	I
Name of the Course:	Managerial Accounting	Course Code:	MGT 104
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: This course offers lecture, practical problems, case studies to impart teaching and learning with the objective to understand managerial accounting concept for decision making and internal reporting and its significance in the business to analyze the financial statements. To develop and apply the techniques of managerial accounting in the financial decision making in the business corporate.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Acquaint with the concept of managerial and financial accounting and principles of accounting.
CO2	Applying the rules for recording of business transactions.
CO3	Analyze and interpret financial statements using various tools.
CO4	Demonstrate the role of management accounts in planning and decision Making in an organization.
CO5	Evaluate management accounting techniques to assess cost benefit analysis.

Syllabus:

Unit-I: Introduction

Meaning and Definition of accounting, Functions of accounting, Nature and Need of accounting, Objectives of accounting, Types of accounting, Users of Accounting, Limitation of accounting, Concepts and Conventions of accounting, accounting standards, International Financial Reporting Standards [IFRS], Accounting Equation Accounting equation

Unit-II: Elementary Preparation of Books of Accounts

Journal, Ledger, Trial balance, Final Accounts, Trading account, Profit and loss account and Balance Sheet with adjustments

Unit-III: Analysis and Interpretation of Financial Statement

Comparative, Common Size, Trend Analysis, Ratio analysis, Cash Flow Statement as per AS 13, Fund Flow statement

Unit-IV: Introduction to Management Accounting

Management Accounting: Meaning, definition, nature and scope of Management Accounting; objectives of management accounting, functions of management accounting, importance of management accounting Comparison of Management Accounting with Cost Accounting and Financial Accounting.

Cost concepts, Costing, Cost Accounting Meaning, Scope, Objectives, and Importance of Cost Accounting, Cost Control, and Cost Reduction, Meaning and definition of Management Reporting, Objectives of Reporting, Requisites of good report

Unit-V: Marginal Costing and Standard Costing Variance Analysis

Concept of Marginal costing, Cost-Volume-Profit Analysis: Contribution, Profit-Volume Ratio, Margin of safety, Breakeven Point, Decisions regarding make or buy decisions, Fixation of selling price, Profitable product mix,

Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitation of Standard costing, Problems on material variances

Text Books:

1. Narayana swamy. R: Financial Accounting: A managerial perspective, Prentice Hall,
2. Mohd. Arif Pasha, Accounting for Managers, Vrinda Publication
3. S.N Maheshwari, Financial Accounting, Vikas Publishing
4. Ravi M Kishore, Cost and Management Accounting, Taxman

References Books:

1. D.K Mittal Cost and Management Accounting, Galgotia Publication
2. Tulsian: Financial Accounting, Pearson Education, New Delhi.
3. S. M Shukla, Financial Accounting, Sahitya Bhawan Publication

CO-PO & PSO Correlation

Course Name: Managerial Accounting												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1		1			1	2			
CO2:		2				2				2		3

CO3:		2	1		1		2			2	3	
CO4:	2								2			
CO5:		2		1		2		2				3

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	I
Name of the Course:	Organizational Behaviour	Course Code:	MGT 105
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: The major aim of this course is to enhance students' understanding of the scope of OB as a field of study and its potential value in today's organizational life. It focuses on three levels of analysis: the individual, group, and organization. Topics selected will help students to assess how basic theories of human behaviour may be applied to organizational settings.

Course Outcomes: After Completion of the course Students will be able:

CO Number	Course Outcome
CO1	Demonstrate a thorough knowledge and understanding of organizational behavior at individual, group and organizational level.
CO2	Collaboratively and autonomously research, analyze and evaluate information from a wide variety of sources.
CO3	Apply relevant contemporary theories, concepts and models in order to analyze organizational environments, cases and issues.
CO4	Communicate their findings clearly and effectively using a variety of media.
CO5	Relate real work life organizational behavior issues & concerns.

Syllabus

Unit I: Introduction to OB

Understanding Human Behaviour, Conceptual framework for understanding individual behaviour as an input-output system, biological foundation of Behaviour, The dynamics of people and Organization; Comprehensive organizational behaviour model; Determinants of organizational effectiveness; Biographical characteristics of individual behaviour.

Unit II: Individual Dynamics

Personality, Perception, Motivation, Leadership, Emotional Intelligence, Learning

Unit III: Group Dynamics

Importance and Need for group formation, Intra-group & Inter-group processes and behaviour, Team building.

Unit IV: Organizational Dynamics

Organizational Culture & Climate, Organizational Structure & Job Design, Conflict.

Unit V: Transactional Analysis

Types and Methods. Types of Conflict, negotiation process and issues; Cooperation and Competition.

Text Books:

1. Robbins S.P., Organizational Behaviour, New Delhi, PHI.
2. Luthans Fred: Organizational Behaviour, TMH New Delhi
3. Davis Keith, Human Behaviour at Work, TMH, New Delhi

Reference Books:

1. Nelson, Quick, Khandelwal, Organizational Behavior, Cengage Learning.
2. Singh, Dalip, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi.
3. PareekUdai, Organisational Behaviour, Oxford, IBH, Mumbai
4. Uma Shekharan, Organisation Behaviour, TMH, New Delhi.
5. Greenberg & Baron, Behavior in Organization, 2004 Pearson India.
6. L.M. Prasad, Behavioral Science,
7. Chakraborty S.K Foundations of Managerial Work Contribution from Indian Thought, HPH, New Delhi.

CO-PO & PSO Correlation

Course Name: Organizational Behaviour												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	3							2			2
CO2:					2			2		3		
CO3:	2			1			2			2		3

CO4:			3					3		2	
CO5:	1					2				2	

Note: 1: Low 2.: Moderate 3: High

Program:	MBA	Semester:	I
Name of the Course:	Business Communications	Course Code:	MGT 106
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description:

This course intends to develop good communication skills- oral and written both in students for their future jobs and endeavors in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

Course Outcomes: After Completion of the course Students will be able:

COs	Course Outcome
CO1	Perceive communication and demonstrate verbal communication skills and listening skills essential for effective Business communication.
CO2	Write internal and external business correspondence to convey and obtain information effectively.
CO3	Write Business proposals and reports; and demonstrate effective business writing skills.
CO4	Identify different cultural values, modify cultural communication style to suit the cultural context and recognize features that influence verbal and non-verbal communication in cultural contexts.
CO5	Discuss and use the tools and structure of Corporate Communication and functions.

Syllabus:

UNIT-I: Introduction. Definition and classification of communication, purpose of communication, 7 C's of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, Oral Communication, principles of successful oral communication, Grapevine, Listening Skills.

UNIT-II: Business Correspondence. Purpose of writing, pros & cons of written communication, Principles of effective writing, Introduction to business letters, Types of business letter, Structure and Layout of business letter, Writing Cover Letter, Thank You Letter, Letter of Complaint, Letter of bad news, Buffers, Notice, Circular and Memos.

UNIT-III: Business Proposals and Reports. Quotation and Tenders, Project proposals-characteristics and structure, proposal writing; Reports: definition & purpose, types of business reports, reports writing -Structure, abstract - executive summary-recommendation.

UNIT-IV: Cross-Cultural Communication. Introduction, Concept of Cross-cultural Communication, Blocks to cross-cultural communication, Challenges of Cross-cultural Communication, Cross-cultural Communication at Workplace, Importance of Cross Communication in Business, Improving Cross-cultural Communication skills at workplace.

UNIT-V: Corporate Communication. Introduction, scope, importance & components of corporate communication, professional communicator responsibilities, corporate communication & Public Relation, role of social media in communication.

Text Books:

1. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press
2. Jeff Butterfield, Soft Skills for Everyone, CENAGE LEARNING, Delhi, 2014
3. Sanjay Kumar and Pushp Lata, Communication Skills, New Delhi: Oxford University Press, 2011

Reference Books:

4. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing (Tata McGraw Hill, 3rd Edition)

CO-PO & PSO Correlation

Course Name: Business Communications												
Course Outcomes	PO								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	1	1		3	1	1		3		2	
CO2:	3	1		1	3					2		
CO3:		2	1	1	2	2	1	1	2			2
CO4:		1	2			1		2			3	2
CO5:	1		1	1	2		1	2		2		2

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	I
Name of the Course:	Information Technology for Manager	Course Code:	MGT 107
Credits:	4	No of Hours	4 Classes/Week
Max Marks:	100		

Course Description: To understand the strategic role of information technology in business. Along with imparting skills of MS office. Introducing the conceptual understanding of role of analytics in business. Finally, to practice the tools used in data analytics.

Course Outcomes: After Completion of the course Students will be able:

CO Number	Course Outcome
CO1	To understand the need and importance of IT and analytics tools on business.
CO2	To understand and use some IT tools applicable in businesses.
CO3	To use MS office tools such as word processors, PPT and excel.
CO4	To conducts the basic data analysis using excel

Syllabus:

Unit I: Introduction to IT

IT strategy, tactics and knowledge for managers, What Is an Information System? components of information system, Systems Development Life Cycle (SDLC), components of hardware and software, business process and business process redesign, user experience design, designing the layout of an app.

Unit II: MS Office

Introduction to key programs of MS office, working on MS word, MS excel and MS PowerPoint.

Unit III: Data Analytics

Overview and importance of data analytics Understanding data analytics; difference and relationship among data analysis, data analytics and data science; descriptive, predictive and prescriptive analytics.

Unit- IV: Internet:

Internetworking, Concepts, Internet Protocol Addresses, WWW Pages & Browsing, Security, Internet Applications, Analog & Digital Signals, Bandwidth, Network Topology, Packet Transmission, Long Distance communication, Network Applications. E-mail. Introduction to database: Concept, characteristics, objectives, Advantage & limitations, entity, attribute, schema, subschema.

Text books:

1. Williams and Sawyer (2019) Using information technology: a practical introduction to computers & communications McGraw-Hill Education (India) Pvt ltd
2. Jeffrey D. Camm, James J. Cochran Michael J. Fry et al (2015) Essentials of Business Analytics (CENGAGE)

Reference books:

1. U Dinesh Kumar (2017) Business Analytics: The Science of Data - Driven Decision Making Publisher (WILEY)
2. S. Christian Albright and Wayne L. Winston (2019) Business Analytics: Data Analysis & Decision Making, 6E (CENGAGE)

CO-PO & PSO Correlation

Course Name: Information Technology for Manager												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1			2			2			3
CO2:	2								2		2	
CO3:	2		2		1				2			
CO4:		3					2		2	3		

Note:1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	I
Name of the Course:	Quantitative Technique Lab	Course Code:	MGT 108
Credits:	1	No of Hours:	1 Class/Week
Max Marks:	50		

Course Description: An integral part of the managerial approach focuses on the quality of products manufactured or services provided by an organization. This approach requires the application of certain statistical methods and statistical thinking by the management of the organization. The objective of this Lab is to make the students familiar with some basic statistical techniques focusing their applications in business decision making. For the completion of the course, five experiments have to be completed related to QT application through MS Excel application.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic statistical techniques for solving applied problems.
CO2	Apply various statistical tools to take appropriate decision making in business.
CO3	Implement Quantitative Technique application through MS Excel.

Syllabus:

1. Application of SPSS in research.
2. Interface of SPSS
3. Loading/Entering data in SPSS
4. Splitting data/Selecting data
5. Analyze frequency

6. Correlation, regression, Chi square test, t-test, anova, cluster analysis.

Text books:

2. Williams and Sawyer (2019) Using information technology: a practical introduction to computers & communications McGraw-Hill Education (India) Pvt Ltd
2. Jeffrey D. Camm, James J. Cochran Michael J. Fry et al (2015) Essentials of Business Analytics (CENGAGE)

Reference books:

1. U Dinesh Kumar (2017) Business Analytics: The Science of Data - Driven Decision Making Publisher (WILEY)
2. S. Christian Albright and Wayne L. Winston (2019) Business Analytics: Data Analysis & Decision Making, 6E (CENGAGE)

CO-PO & PSO Correlation

Course Name: Quantitative Technique Lab												
	Program Outcomes								PSOs			
Course Outcomes												
CO1:		2		1		1	2	1		2		3
CO2:	2	2					2	2	2			3
CO3:	2	2	1			2	2	1		2	2	3

Note: 1: Low 2.: Moderate 3: High

Programme:	B.Com	Semester:	I
Name of the Course:	Information Technology Lab	Course Code:	MGT 109
Credits:	1	No of Hours	1 Class/week
Max Marks:	50		

Course Description: Student shall learn to understand and apply IT tools (MS office/SPSS etc.) applicable in businesses.

Course Outcomes: After Completion of the course Students will be able:

CO Number	Course Outcome
CO1	To understand and use some IT tools applicable in businesses.
CO2	To use MS office tools such as word processors, PPT and excel, To conducts the basic data analysis using excel/SPSS

Syllabus:

Unit I

To know the basic of MS Office application, Practice: MS Word: word basics, mail merge etc., MS Excel: Spreadsheet basics, functions, Model Building and Analysis with spreadsheets etc., MS Power Point: Presentation basics, Animation effects, etc. use of SPSS for simple frequency analysis. Internet browsing and its use for research. Practical use of Internet applications: E-mail

Text books:

1. Williams and Sawyer (2019) Using information technology: a practical introduction to computers & communications McGraw-Hill Education (India) Pvt ltd

2. Jeffrey D. Camm, James J. Cochran Michael J. Fry et al (2015) Essentials of Business Analytics (CENGAGE)

Reference books:

1. U Dinesh Kumar (2017) Business Analytics: The Science of Data - Driven Decision Making Publisher (WILEY)
2. S. Christian Albright and Wayne L. Winston (2019) Business Analytics: Data Analysis & Decision Making, 6E (CENGAGE)

CO-PO&PSO Correlation

Course Name: Computer Applications in Business												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2		1				2		3	
CO2:		3					2		2	3		

Note: 1: Low 2.: Moderate 3: High

SECOND SEMESTER

Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
		L	T	P	PRE		ESE	Total Marks	
					Mid Sem	TA			
MGT 201	Marketing Management	3	1	-	20	30	50	100	4
MGT 202	Business Research	3	1	-	20	30	50	100	4
MGT 203	Corporate Finance	3	1	-	20	30	50	100	4
MGT 204	Operation Management	3	1	-	20	30	50	100	4
MGT 205	Human Resources Management	3	1	-	20	30	50	100	4
MGT 206	Legal Environment of Business	3	1	-	20	30	50	100	4
MGT 207	Business Environment & Sustainability	2	1	-	20	30	50	100	3
MGT 208	Research Lab	-	-	1			50	50	1
MGT 209	Campus to Corporate Lab	-	-	1			50	50	1
	Total	20	7	2	140	210	450	800	29

Programme:	MBA	Semester:	II
Name of the Course:	Marketing Management	Course Code:	MGT 201
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: The course throws lot of insight to major concepts and tools of marketing, the environment and how strategy savvy marketers make quick decisions, make adjustments to rapidly changing market conditions, lower costs and build relationships.

Course Outcomes: After Completion of the course Students will be able:

CO Number	Course Outcome
CO1	Define Marketing Management Process and understand marketing environment.
CO2	Understand the use of Market Segmentation.
CO3	Determine Marketing Mix Strategy and Branding.
CO4	Illustrate and formulate product pricing strategy.
CO5	Analyze the Meaning and Importance of Distribution System.

Syllabus:

Unit-I Overview of Marketing

Concept of marketing, Scope & Importance of marketing, Core marketing concept, Marketing strategy, Types of Market, Marketing strategies & plan, Marketing environment-immediate environment, macro environment.

Unit-II Targeting the Marketplace

Segmentation, Targeting, Positioning, The STP process, Positioning methods, Marketing research-marketing research process, Consumer behavior- meaning, factors influence the consumer decision process, Consumer decision making process.

Unit-III Product, Banding & Pricing

Types of products, Product mix and product line decision, New product development process, PLC strategy, Branding, Branding strategies, Packaging, Pricing objectives, methods and strategies

Unit-IV Managing Promotion & Distribution

Communication process, AIDA model, elements of integrated marketing communication, Channel management- levels of channel, types of channel, channel management strategy, Channel motivation

Unit- V Emerging Trend in Marketing

Global marketing, E-Marketing, Green Marketing, Social & Mobile marketing,

Text Books:

1. Grewal and Levy, Marketing, McGraw Hill Publication, New Delhi
2. Kotler Philip & Armstrong, Principles of Marketing, Pearson Education./PHI

Reference Books:

1. Arun Kumar, N Meenakshi, Marketing Management, VIKAS
2. V.S. Ramaswamy & S. Namkumari, A Text Book of Marketing Mangt., Macmillan
3. Philip Kotler, Keller, Koshy & Jha, Marketing Management, Pearson Education

CO-PO & PSO Correlation

Course Name: Marketing Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2	1	2				2	2		2	
CO2:	2	2			2	2	2		2	2		3
CO3:	2	2		2	2		2	2	2		2	
CO4:	2		2		1		2	2		2	3	
CO5:	2	2	2		2	2	2	2			2	3

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	II
Name of the Course:	Business Research	Course Code:	MGT 202
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: In today's fast changing business world, obtaining high-quality information about the current business environment may determine the success or failure of a business. Business researchers use a variety of methods to collect information about consumers, employees, businesses and the marketplace in general. This information is used to help businesses make effective decisions. Broadly the objective of this course is to provide students an insight into various into different sources of business research data, examine processes for collecting and analyzing business research data, and shows how to prepare and present marketing research reports.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic framework of research process.
CO2	Develop a comprehensive research methodology for a research question.
CO3	Demonstrate a sound knowledge of statistical terms at an introductory level.
CO4	Develop necessary critical thinking skills in order to apply descriptive statistics and inferential statistics.
CO5	To formulate the hypothesis for business problems, Apply various statistical methods to test the hypothesis.

Syllabus:

Unit I: Introduction to Business Research

Introduction to Basic Concepts; Stages in the Research Process; Problem Definition, Research Objectives, Types of Research; Significance of Business Research in Managerial Decision Making; Business Research in Practice, Classification of Research Designs; Exploratory, Descriptive and Conclusive Research Designs; Causal Research; Secondary Data- Nature, Sources and Advantages; Primary Data- Nature, Types, Means & Issues in Obtaining Primary Data.

Unit II: Measurement, Scales and Questionnaire Design

Concept of Measurement, Problems in Measurement-Validity, Reliability; Scales of Measurement-Their Types & Properties; Measurement of Attitudes & Scaling Procedures; Questionnaire Design and Testing.

Unit III: Sampling, Hypothesis Testing, Data Preparation & Analysis

Sampling Theory, Designs and Issues; Practical considerations in sampling and sample size, Central Limit Theorem; Hypothesis Testing-Concept & Procedures; Data Preparation Process & Data Analysis.

Unit IV: Statistical Analysis, Reporting Research Findings & Ethical Issues

Introduction to SPSS; Statistical applications: T-test, ANOVA, Correlation & Factor Analysis; Interpretation of Results; Reporting Research Findings—Differences between academic and business audience; Ethical issues related to publishing, Plagiarism and Self-Plagiarism.

Text books:

1. Marketing Research: An Applied Orientation, Naresh K. Malhotra and Satyabushan Dash, Pearson Education, India.

Reference Books:

1. Business Research Methods, Donald R. Cooper and Pamela S. Schindler, McGraw-Hill Education.
2. Research Methods for Business: A Skill-Building Approach, Uma Sekaran and Roger Bougie, John Wiley & Sons, Inc.
3. Business Research Methods: A South-Asian Perspective, William G Zikmund, Barry J Babib, Jon C Carr, AtanuAdhikari and Mitch Griffin, Cengage India.

CO-PO & PSO Correlation

Course Name: Business Research												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		1		1		1		3			3
CO2:	3	2	1				2			2		
CO3:									3			3

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CO4:		3			2				2	2	
CO5:		2			1		1		2		3

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	II
Name of the Course:	Corporate Finance	Course Code:	MGT 203
Credits:	4	No of Hours:	4 Classes/week
Max Marks:	100		

Course Description: This course helps students to learn the core concepts of corporate finance. It deals important topics like cost of capital, capital budgeting, capital structure, etc. It deals with financial decision making and financial analysis.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand basics of time value of money and valuation.
CO2	Comparing and selecting a capital budgeting technique.
CO3	Analyzing cost of capital and understanding risk& return.
CO4	Creating optimal capital structure and dividend policy.

Unit I

Discounted cash flow concept, time value of money, annuity, perpetuity, growing annuity and

perpetuity, loan amortization, Valuation of equity, estimation of discounting rate, valuation of bond, yield to maturity, bond pricing using spreadsheet, clean- and dirty price.

Unit II

Capital Budgeting: Net present value method, Internal rate of return method, Profitability index method, Payback period method, estimation of cash flow and discounting rate, what can be the discounting rate? advantages and disadvantages of each method, hurdle rate, multiple IRRs, Risk and return, Capital gain yield, dividend yield, holding period return, average returns, measures of risk,

Unit III

Portfolio return and risk, systematic risk, unsystematic risk, optimal portfolio, efficient frontier, capital location line, Capital Asset Pricing Model, Capital Market Line, Beta, expected return of a security and cost of capital, Market risk premium. Cost of Capital, cost of equity capital using CAPM, Security Market Line, Dividend discount model, cost of debt, cost of preference share, weighted average cost of capital.

Unit IV

Capital structure, signaling theory, Pecking-order theory, factors affecting capital structure. Dividend Policy, types of payouts, process of cash dividend, price reaction to cash dividend in a perfect world, stock dividends.

Text Books:

1. Ross, Westerfield, Jaffe –Corporate Finance, Mc Graw Hill Publication.
2. Brealey, Myers–Principles of Corporate Finance, Mc Graw Hill Publication.

Reference:

1. Prasanna Chandra–Financial Management, Mc Graw Hill Publication
2. Sharpe, W.F. (1964). Capital asset prices: A theory of market equilibrium under conditions of risk. The journal of finance, 19(3), 425-442.

CO-PO & PSO Correlation

Course Name: Corporate Finance												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	3	1	1	1	2	2	2	3		2	
CO2:	3	2			1	3		1		2	3	2
CO3:	3	2	1			2	2	2	2	2		

CO4:	3	3		1		2		1	2		2	2
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Note: 1= Low, 2= Moderate, and 3= High.

Program:	MBA	Semester:	II
Name of the Course:	Operations Management	Course Code:	MGT 204
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description:

Operation Management (OM) course This course introduces concepts and fundamentals of basic operations management for decision making in business. It deals with the basics of design and operations of systems for production of goods and services.

Course Outcomes:

COs	Course Outcome
CO1	Understanding concepts of operations management to gain competitive advantage in the marketplace.
CO2	Planning and analyzing the resources used in executing the functions of production and service organizations.
CO3	Applying the operations strategies with emerging concepts using project-based approaches.
CO4	Evaluating the advantages of operations strategies in developing the robust and sustainable production and operations systems.

Syllabus:

Unit-I: Introduction of Operations Management, Operations Strategy and Productivity

Introduction of Operations Management: Define the terms operations management and supply chain, identify similarities and differences between production and service operations, Explain the importance of learning about operations management, Identify the three major functional areas of organizations and describe how they interrelate, describe the operations function and the nature of the operations manager's job, and explain the key aspects of operations management decision making. Operations Strategy and Productivity: Name several reasons that business organizations fail, define the term productivity and explain why it is important to organizations and to countries, describe several factors that affect productivity, problems on productivity

Unit-II: Forecasting Method and Testing the Accuracy For Forecasting

Forecasting Method: List features common to all forecasts, List the elements of a good forecast, describe qualitative forecasting techniques, Describe quantitative forecasting techniques, Problems. Testing accuracy for forecasting: MAD, MAPD, cumulative forecasting, construct control charts and use them to monitor forecast errors, Describe the key factors and trade-offs to consider when choosing a forecasting technique, Problems.

Unit-III: Product Design, Service Design, and Strategic Capacity Planning

Product and Service design: explain the strategic importance of product and service design, describe what product and service design does, name the key questions of product and service design, identify some reasons for design or redesign, list some of the main sources of design ideas, quality function deployment. Strategic Capacity Planning: explain the importance of capacity planning, describe ways of defining and measuring capacity, name several determinants of effective capacity, discuss factors to consider when deciding whether to operate in-house or outsource, describe the steps that are used to resolve constraint issues, briefly describe approaches that are useful for evaluating capacity alternatives.

Unit-IV: Process and Location Selection, and Aggregate Production Planning

Process Selection: compare the four basic processing types, explain the need for management of technology, solve simple line-balancing problems, develop simple process layouts. Location Selection: explain why location decisions are important, use the techniques presented to evaluate location alternatives, problems based on selection of best locations. Aggregate Production Planning: An Overview of Aggregate Planning, demand and Supply Options under Aggregate Planning, discuss decision-making for aggregate planning, the Master Scheduling Process, inventory Management: describe the main functions of inventories, explain periodic and perpetual review systems, selective approach of Inventory Management, describe the basic EOQ model and its assumptions and solve typical problems

Text Books:

1. Senthil. M, Production & Operations Management, Pearson Education.
2. Monks, Joseph G, Operations Management, McGraw Hill International.

Reference Books:

1. Stevenson Williams J, Operations Management, McGraw Hill Education.
2. Operation & Supply Chain Management – Russel & Taylor – Wiley.
3. Operations Management – Norman Gaither & Greg Frazier – CENGAGE.

CO-PO & PSO Correlation

Course Name: Operations Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	2		3	2	3		2			2	3	2
CO2	1				2		2		3		3	
CO3		3	2	2		3		2		3	2	3
CO4	1	1		1		2		3	3			2

Note: 1= Low, 2= Moderate, and 3= High.

Programme:	MBA	Semester:	II
Name of the Course:	Human Resource Management	Course Code:	MGT 205
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: The course facilitates an insight into the effective management of employees that will guide the budding managers through the principles and practices of HRM and the core models of best practices. The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

Course Outcomes: After Completion of the course Students will be able:

CO Number	Course Outcome
CO1	To have an understanding of the basic concepts, functions and processes of human resource management.

CO2	To be aware of the role, functions and functioning of human resource department of the organizations.
CO3	To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behavior.
CO4	Develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy.
CO5	Evaluate the contribution of human resources through developing welfare Measures.

Syllabus:

Unit I: Introduction to Human Resource Management

Nature and scope of HRM, HRM functions, HRM models, understanding concepts of Personnel Management, Human Resource Development and Strategic Human Resource Management, HR Environment, Changing Role of HR.

Unit II: Acquiring HR

Human Resource Planning, Job Analysis, Recruitment, Selection, Placement and Socialization – Induction & Orientation

Unit III: Managing HR

Training and Development, Performance Appraisal, Career Planning, Job Evaluation & Compensation Management

Unit IV: Maintaining HR

Quality of Work life, Work Life Balance, Employee Welfare, Employee Empowerment & Engagement, Overview of Industrial Relations

Unit V: Emerging Trends in HRM

Overview of Human Resource Information System (HRIS), Strategic HRM, HR Audit, HR Accounting, IHRM Practices, Hr Balanced Scorecard, Human Resource Outsourcing, Human Capital Management

Text Books:

1. Aswathappa. K, Human Resource Management - Text & Cases, (6th Edn.), McGraw Hill, New Delhi
2. Dessler G, Human Resource Management, Pearson Education, India

Reference Books:

1. Mathis R L and Jackson J H, Human Resource Management, (10th Edn.) Cengage Learning, Indian Print.
2. Snell S and Bohlander G, Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition

CO-PO & PSO Correlation

Course Name: Human Resource Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2					2		2	3		2	
CO2:		2		2						3		2
CO3:									3		2	
CO4:			2		3		2			2	2	
CO5:		3				2		2	2	3		2

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	II
Name of the Course:	Legal Environment of Business	Course Code:	MGT 206
Credits:	4	No of Hours	4 Classes/Week
Max Marks:	100		

Course Description: This course offers lectures along with relevant cases to impart teaching and learning to develop problem solving techniques. It focuses on practical legal knowledge of general business law issues, with knowledge of the legal environment in which a consumer and businesses operates. An understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic concept of business legislations and able to identify the fundamental legal principles behind contractual agreements.
CO2	Apply sale of goods laws for conduction of smooth business.
CO3	Analyze the problems of partnership firm and acquire problem solving techniques and to be able to present coherent, concise legal argument.
CO4	Develop legal thinking for smooth establishment of business concern.
CO5	Evaluate the problems of consumers and to get knowledge to solve the issues related with the particular product.

Syllabus:

Unit-I: The Indian Contract Act, 1872

Nature of Contract, Offer and Acceptance, Consideration, Capacity to Contract, Free Consent, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract. Special Contract: Indemnity and Guarantee

Unit-II: The Sale of Goods Act, 1930

Formation of Contract of Sale, Contract of sale of goods, Sale and Agreement to Sell Distinction, Conditions & warranties, Transfer of property or ownership, Performance of the Contract of Sale, Rights of unpaid seller, Rights of buyer

Unit-III: The Partnership Act, 1932

The Partnership Act, 1932: Definition, Partnership, Formation of Partnership, duration of Partnership, registration of Firm, Procedure of Registration of Firms, effects of non-Registration

Unit-IV: Companies Act (Amendment) Act, 2013

The Companies (Amendment) Act, 2013: Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company Memorandum of Association (MOA), Articles of Association (AOA), Share capital & Debentures, Acceptance of deposits, Appointment of director including woman Director

Unit-V: Consumer Protection Act, 1986 & Information Technology Act, 2000

The Consumer Protection Act, 1986, Unfair & Restrictive Trade Practices, dispute Redressal, Consumers Forums District, State & National Forum, Rights of Consumers Information Technology Act, 2000: Digital signature, electronic governance, electronic records and cyber laws

Text Books:

1. Business Legislations for Management, M.C. Kuchhal ,Vikas Publication
2. Elements of Mercantile Law, N.D.Kapoor
3. Business and Corporate Laws, Dr. P.C. Tulsian
4. Legal Aspects of Business 3rd Edition, Ravinder Kumar, Cengage Learning

References Books:

1. Business Laws, S. D. Geet
2. Business Laws, S.S. Gulshan
3. Legal Aspects of Business, Akhileshwar Pathak

CO-PO & PSO Correlation

Course Name: Legal Environment of Business												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1					2	2			3
CO2:		2		1	3					2	3	
CO3:	2					2				3		3
CO4:		2					1				2	
CO5:		2	1	3				2	3	2		2

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	II
Name of the Course:	Business Environment & Sustainability	Course Code:	MGT 207
Credits:	3	No of Hours:	3 Classes/Week
Max Marks:	100		

Course Objective: A sound understanding of economic environment is essential for the long term success of any business. In today's fast changing and dynamic business environment and it is essential for students to relate the factors (internal/external) and gain better exposure in view of the changes.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Familiarize with the nature of business environment and its components.
CO2	Analyze the environment of a business from the regulatory, macroeconomic, cultural, political, technological and natural perspectives.
CO3	Demonstrate and develop conceptual framework of business environment and generate interest in international business.
CO4	Understand economic planning of India and Conduct an in-depth analysis of a specific component of the business environment and relate it to an own organization
CO5	Understand and evaluate the global scale of environmental problems and Socio-cultural environment; and Reflect critically on their roles, responsibilities, and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Syllabus:

Unit-I: Business Environment

Meaning and characteristics of Business Environment, Micro environment: Value premises, Macro Business Environment: Domestic and Global macroeconomic environment.

Unit-II: Economic and Technological Environment

Nature of Economic environment, Structure of economy, changes in sectoral composition of GDP and Occupation structure. Economic policies, Economic stability and instability, Economic opportunities and threats. Determinants of Technological Environment, Indicators of Technological progress, Technology and Economic Growth.

Unit-III: Economic Planning and Development

India's Economic system, India's Development strategies- Objectives and assessment of Indian economic planning, Industrial development policy, New economic policy – Liberalization, Privatization, Globalization.

Unit-IV: Sociocultural Environment and Sustainable Development

Society and Business, Social class structure, Social mobility, Types of society. Meaning of Culture, Factors influencing culture, Culture gaps and International business, Demographic characteristics and business, Demographic transition and Business decisions. Meaning of sustainable development and economic growth.

Text Books:

1. B.N. Ghosh-Business Environment, Oxford Higher Education.
2. Paul, Justin-Business Environment, Tata McGraw Hill Company.

Reference Book:

1. Shaikh, Salim, Business Environment, Pearson, New Delhi.

CO-PO & PSO Correlation

Course Name: Business Environment & Sustainability												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2							1	2			2
CO2:	2	2				2			2	2		
CO3:		2		1	1	2	2			2		
CO4:	2							2			2	2
CO5:		2	2	2		1	1				3	

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	II
Name of the Course:	Research Lab	Course Code:	MGT208
Credits:	1	No of Hours:	1 Class/Week
Max Marks:	50		

Course Description: This course is a supplement to reinforce learning from **Business Research (MGT202)**

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the practical aspect of research process
CO2	To formulate the hypothesis for business problems, Apply various statistical methods to test the hypothesis using real data.

Syllabus:

Unit I: Practice of Business Research

Introduction to practice of business research developing and testing a questionnaire. Piloting the questionnaire, pilot survey and their purpose, field work, data entry. Data cleaning, understanding analysis approach.

Unit II: Software and statistical tools in data analysis

Understating the interface of SPSS and MS EXCEL for data analysis, conducting statistical test in SPSS and MS EXCEL

Text books:

1. Marketing Research: An Applied Orientation, Naresh K. Malhotra and Satyabushan Dash, Pearson Education, India.

Reference Books:

1. Business Research Methods, Donald R. Cooper and Pamela S. Schindler, McGraw-Hill Education.
2. Research Methods for Business: A Skill-Building Approach, Uma Sekaran and Roger Bougie, John Wiley & Sons, Inc.
3. Business Research Methods: A South-Asian Perspective, William G Zikmund, Barry J Babib, Jon C Carr, AtanuAdhikari and Mitch Griffin, Cengage India.

CO-PO & PSO Correlation

Course Name: Research Lab												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		1		1		1		3			3

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CO2:		2			1		1		2	2		3
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Note: _1: Low 2.: Moderate 3: High

Program:	MBA	Semester:	II
Name of the Course:	Campus to Corporate Lab	Course Code:	MGT 209
Credits:	1	No of Hours:	1 Class/Week

Max Marks:	100		
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Course Description:

Campus to Corporate Training is a soft skill program that helps students transition smoothly into Corporate life. It enhance the confidence in fresher's and offer tool like goal setting, team work and stress management.

Course Outcomes: After Completion of the course Students will be able to:

COs	Course Outcome
CO1	Understanding the importance of corporate skills and roles.
CO2	Planning and analyzing to formulate the strategies for managing oneself and the team at workplace.
CO3	Applying the knowledge and skills to harmonize the team objectives with better alignment towards the corporate goals.
CO4	Evaluating the advantages of operating the team with corporate strategies in mind and action.

Syllabus:

Unit-I: Personal Grooming & Etiquette

Communication skill, Making a great first impression, greetings and introduction, developing yours professional image, Personal hygiene, Body language, Public speaking, Importance of managing voice and language, Etiquette of dressing- Clothes and Corporate culture, understand various dress codes for different occasion, do and do not dress.

Unit-II: Time management

Prioritization, Planning and organizing time, to make to do list, dealing with difficult task, work life balance.

Unit-III: Managing Stress

Stress, types of stress, symptoms of work stress, causes of harmful work stress, encourage a positive attitude, reduces harmful stress level, managing stress, reaction to stress.

Unit-IV: Conflict management

Dealing with aggressive behavior, different styles of handling conflicts, emotions, conflict resolution strategies, tools and techniques for conflict management.

Unit-V: Case Studies, Role Play, Games, Group activities.

Text Books:

1. Gajendra Singh Chauhan, Sangeeta Sharma. Soft Skills: An Integrated Approach to Maximize Personality, Ed. 2015, Wiley.
2. Radhakrishnan Pillai, Corporate Chanakya – Successful Management the Chanakya Way, Ed. 2010, JAICO Publishing House.

Reference Books:

1. Sraban Mukherjee, Corporate Coaching: The Essential Guide, Ed. 2014, SAGE Publications.
2. Disha, Corporate Avatars, Ed. 2017, JAICO Publishing House.

CO-PO & PSO Correlation

Course Name: Campus to Corporate Lab												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	2	1		2	3			3	3	2	3	
CO2		2	2	2		3	2		3			3
CO3	3	3	2				3	2		3		3
CO4	1		1	1	2	2			3		3	2

Note: Correlation Matrix Values of: 1= Low, 2= Moderate, and 3= High.

MBA THIRD SEMESTER

Course Code	Course Title	Periods per week	Scheme of Examination and Marks	
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					PRE		ESE	Total Marks	Credits: L+ (T+P)/2
		L	T	P	Mid Sem	TA			
MGT 301	Business Ethics & Corporate Social Responsibility	3	1		20	30	50	100	4
MGT 302	Entrepreneurship & Innovation	3	1		20	30	50	100	4
MGT 303	E-Business	3	1		20	30	50	100	4
	Elective-1	3	1		20	30	50	100	4
	Elective-2	3	1		20	30	50	100	4
	Elective-3	3	1		20	30	50	100	4
MGT 304	Summer Internship Project			6			100	100	6
	Total	18	6	6	120	210	400	1000	30

THIRD SEMESTER ELECTIVES:

Human Resource Management

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Course Code	Specializations	Course Title
HRM 301	Human Resource	Strategic Human Resource Management
HRM 302	Human Resource	Industrial Relations & Labour Laws

Marketing

Course Code	Specializations	Course Title
MKT 301	Marketing	Consumer Behavior
MKT 302	Marketing	Advertising & Brand Management

Finance

Course Code	Specializations	Course Title
FIN 301	Finance	Securities Analysis & Portfolio Management
FIN 302	Finance	Personal Financial Planning

Operation

Course Code	Specializations	Course Title
OM301	Operation	Logistics & Supply Chain Management
OM 302	Operation	Total Quality Management

Programme:	MBA	Semester:	III
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Name of the Course:	Business Ethics & Corporate Social Responsibility	Course Code:	MGT-301
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Objective: The main objective of this course is to familiarize students with the basic skills concerning business ethics and corporate social responsibility which are relevant to the contemporary business environment. The course will enhance students' awareness and understanding of the nature of business ethics in the Indian as well as global business environment; and increase students' awareness of the challenges of business social responsibility.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Understand ethical theories and evaluate common beliefs about ethics—especially common beliefs about the role of ethics in business.
CO2	Recognize organizational challenges to ethical behavior and the inherent conflict of interest in many business decisions; demonstrate knowledge of established methodologies of solving ethical problems.
CO3	Understand theoretical perspectives of Corporate Social Responsibility (CSR) and the role of business in sustainable development.
CO4	Describe and discuss Corporate Social Responsibility, Corporate Governance and Social Audit.
CO5	Examine the steps for measurement and reporting with reference to guidelines; demonstrate a multi-stakeholder perspective in viewing CSR issues.

Unit-I:

Definition & nature of Business ethics, Characteristics, Ethical theories; Relevance of ethics and values in business; Causes of unethical behavior; Work ethics; Code of conduct; Public good.

Unit-II:

Management of Ethics - Ethics analysis, Ethical dilemma; Ethics in practice- ethics for managers; Role and function of ethical managers- Comparative ethical behaviour of

managers; Competitiveness, organizational size, profitability and ethics; Business and ecological/ environmental issues in the Indian context and case studies.

Unit-III:

Overview of CSR- Philanthropy; Conventional and Strategic; Environmental issues; Social issues; Ethical and Governance issues. Corporate Social responsibility- Social responsibility of a business firm; Social responsibility of business stakeholders (owners, employees, consumers and community); response of Indian firms towards CSR.

Unit-IV:

CSR and Consumer Protection: Consumerism, unethical issues in functional aspects of management (sales, marketing and technology etc.); competitive strategy. Role of international trade and business organizations, Concept of Ombudsman.

Unit-V:

Wider concept of social responsibility: Cost-benefit analysis of corporate social responsibility and good corporate citizenship (Social / moral obligations and survival). Case analysis of failure of leading corporate and top auditing firms due to lapses in ethical and social responsibilities.

Text Books:

1. Ghosh, B. N, Business Ethics and Corporate Governance, McGraw Hill Education
2. Fernando, A.C, Business Ethics and Corporate Governance, Pearson Education India; 2nd editions (2012)

Reference Books:

1. Velasquez (2002) - Business Ethics - Concepts and Cases, Prentice Hall, 5th edition.
2. Baxi C.V. and Prasad Ajit (2005): Corporate Social Responsibility, Excel Books.
3. Kaur Tripat, Values & Ethics in Management, Galgotia Publications.
4. Chakraborty , Values and Ethics for Organizations, , OUP
5. William B. Werther and David B. Chandler, Strategic corporate social responsibility,
6. Sage Publications Inc., 2011

CO-PO & PSO Correlation

Course Name: Business Ethics & Corporate Social Responsibility												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2								2			
CO2:	3	2			2					2		

CO3:		2		1		2	3				3	
CO4:												
CO5:			2					2				2
CO6:					3							3

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	III
Name of the Course:	Entrepreneurship & Innovation	Course Code:	MGT 302
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Objective: The aim of this course is to facilitate the development of skills and a knowledge base that will enhance the student's ability to more effectively understand, interpret and implement entrepreneurial acts and new venture creation. The objective is to prepare MBA students to start and nurture their own businesses.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Understand the mindset, characteristics and skills of an entrepreneur and analyze the role of a robust entrepreneurial culture on economic development of a nation.
CO2	Evaluate the business ideas to convert them into opportunities, evaluate the role of innovation in creating entrepreneurial ventures and analyze the role of IPR in protecting the innovation.
CO3	Create a business plan for a start-up venture
CO4	Evaluate the various sources of capital for funding the venture.
CO5	Understand the process of launching and growing the new venture.

Syllabus:

Unit-I: The Entrepreneurial Perspective

What is entrepreneurship and why it is important. Historical roots, economic, sociological and psychological dimensions. Entrepreneurship and the entrepreneurial mindset, Characteristics and skills of an Entrepreneur. Corporate Entrepreneurship. Entrepreneurship as a management process. Planning and analysis - decision process. Entrepreneur as an organizational product.

Unit-II: Innovation and the Opportunity

Innovation and the Business Idea, Opportunities Recognition, Identifying and Evaluating business opportunities, Characteristics of business opportunities and feasibility. Definition and components of innovation; Types of innovations (Product, Process and system innovations); Understanding Innovation Process. Innovation strategies: Creative thinking and problem solving, models; Economics of innovation. Innovation inspired by nature. Commercialization requisites. Protecting the Idea – IPR.

Unit-III: The Business Plan & the Start-up

The Business Plan: creating and starting the venture, Business Model, The Marketing Plan, The Organizational Plan, The Financial Plan, The Operations Plan. Various forms of organization and issues involved in Doing Business in India. Legal Issues. Entrepreneurial Support: Policies, Business Incubation, Business Clusters. New Product Development: Types of New Products, New Product Development Process, The Adoption Process, Barriers to New Product Development. E-Business: E-Commerce and Marketing Strategies.

Unit-IV: Funding the Venture

Sources of Capital, Angel Investors, Venture Capital, Private Equity, Debt Capital and Going Public. Buying a Business: Challenges in Buying a Business, The Search, Process of Buying, Scrutiny, valuation, negotiation, Franchising

Unit-V: Launching and Growing the new Venture

Assessment of Innovation: Measuring Innovativeness of the firm; Managing a growing a venture, Strategies of Growth and Managing the Implications of Growth, Assessing resources for growth from external sources, Succession Planning, Strategies for Harvesting. Family Business in India, The Founder, The Next Generation, Entry of family Members, Non-family Members, Succession, Best Practices. Project Presentations – Presentation of Business Plans

Text Books:

1. Robert D. Hisrich, Mathew J. Manimala, Michael P. Peters and Dean A Shepherd, Entrepreneurship, 9th edition, McGraw Education, 2014, New Delhi
2. Entrepreneur's Tool Kit: Tools & Techniques to launch and grow your business, Harvard business school press

Reference Books:

1. Entrepreneurship by Rajeeb Roy, Oxford University Press.
2. Entrepreneurship Development by Vasant Desai, Himalaya Publishing House, New Delhi.
3. Timmons, J.A, New Venture Creation: Entrepreneurship for the 21st century. McGraw-Hill.

CO-PO & PSO Correlation

Course Name: Entrepreneurship & Innovation

	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				3				3			
CO2:							3	2			3	
CO3:		3								3		
CO4:				2								3
CO5:			2			3					3	

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	III
Name of the Course:	E Business	Course Code:	MGT 303
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Objective: This course offers lectures and case studies to develop expertise among students regarding. emerging E-Business with special reference to various issues and concerns imperative to implementation of E-Business strategies.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic concept & Components of E-Business.
CO2	Designing of Website by considering types of Web Pages.
CO3	Elucidate the steps of electronic payment system and net banking.
CO4	Analyze the key functions at Online purchasing.
CO5	Estimate insight traffic on Search engine optimization.

Syllabus:

Unit-I: Overview of E-Business

Managing business electronically, E-Business and E-Commerce, Growth of E-Business in an organization, E-Business Vs Traditional business, Components of E-Business technology, impact of E-Business on industries

Unit-II: Websites

Building Website, Component of Website, Designing of Website, Types of Web Pages, Process of setting of Website, Role of EDI in E-Commerce, Different types of E-Commerce

Unit III: E-Payment

Types of electronic payment, the traditional payment system, the step of electronic payment system, net banking, m-wallets

Unit IV: Online Market

Online shopping – Online purchasing, electronic market, three models of electronic market, electronic market dimension, B2B market place, CRM, E-SCM

Unit- V: Digital Marketing

Introduction to Digital Marketing, Search engine optimization, email marketing, internet advertising, social media marketing

Text Book

1. E-Commerce by C.V.R. Murthy, Himalaya Publication.

Reference Books

1. E-Commerce Fundamental and Application by Chan, Lee, Dillon, Chang, Wiley
2. The Art of Digital Marketing by Ian Dodson, Wiley
3. E-Commerce – A Managerial Prospective by P.T. Joseph, PHI

CO-PO & PSO Correlation

Course Name : E- Business												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2						2	2	2			3
CO2:	2	2	2	1	2	2				2	2	2
CO3:	2	2			2					2		
CO4:	2	2	2		2	1	2	2		2	2	2

CO5:	2	2			2		2	2	2			
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Note: 1: Low 2: Moderate 3: High

Programme:	MBA	Semester:	III
Name of the Course:	Summer internship project	Course Code:	MGT 304
Credits:	6	No of Hours:	
Max Marks:	100		

Course Description: Each student shall have to undergo a practical training for a period of 6-8 weeks during the vacation after the end of First Year. Based on the actual training during the vacation, the student shall write a project report on the topic selected under the guidance of a faculty and submit two copies of the same to the Department before the commencement of the end semester examination for the third semester. The evaluation of the project report along with the related viva-voce shall be conducted by a panel consisting of internal faculties and an external examiner appointed by the University.

Course outcomes: After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Identify areas of interlink between theoretical and practical knowledge.
CO2	Able to identify the research topic.
CO3	Able to analyze the research topic.
CO4	Able to implement the theoretical knowledge in practical field
CO5	Able to report the research findings in an effective manner.

CO6	Able to associate the research findings for the benefit of the society.
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Syllabus:

An Internship report should follow the following guidelines.

Font type: Times New Roman, running text font size 12, heading text with font size 14
Bold,
Paragraph spacing 12 pts, line spacing 1.5, uniformity in bullets and numbering,
Uniformity in labelling picture as / images /graphs / tables etc. Number of pages of the report depends of the requirement of the project, but ideally it must be between 30 – 40 pages.

Note:

1. Two copies of the report should be spiral binded and one copy has to be submitted to the guide duly signed by the student, guide and HOD.
2. Students have to appear in the viva-voce.
3. For viva student have to prepare a power point presentation by the consultation of guide.

The report for three types of internships i.e. company, research & online course has different table of contents which are mentioned below. Use as per your requirement to prepare the report with the consultation of your guide/supervisor.

For Summer Internship from any Company, the format of the report will be:

Title Page
Declaration by Student
Internship Completion Certificate
Acknowledgement
Executive Summary
Table of Contents
Chapters
Company Profile (About company, Organogram, Products / Services, Major Departments)
Internship activities carried out
Knowledge gained
Skills Developed
Findings, Recommendations and Conclusion
Bibliography / References

CO-PO & PSO Correlation

Course Name: Summer internship project		
	Program Outcomes	PSOs

Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1					1	2		2			
CO2:	2	2			2				2	2		
CO3:		2						2				
CO4:			3			2				3	2	
CO5:				2			2					2
CO6:			1		3			3				3

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester	III
Name of the Course:	Strategic HRM	Course Code:	HRM 301
Credits:	4	No of Hours	4 Classes/Week
Max Marks:	100		

Course Description: This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Rehash HR value chain, business strategy in a disruptive context.
CO2	Define next-gen talent management strategy to enable business transformation.
CO3	Discover leadership approaches to drive inclusive, evidence-based, technologically-forward HR strategy.

CO4	Design business strategies that drive those, measure financial impact; communicate insights.
CO5	Create a path of transition from employee engagement (EE) to employee experience (EX).

Syllabus:

Unit I: Introduction to Strategic HRM:

Definition, need and importance; Introduction to business and corporate strategies; Integrating HR strategies with business strategies; Strategic Human Resource Environment

Unit II: Recruitment and Retention Strategies:

Flexi Work Arrangements; Quality of work life; Work – life balance; Employee empowerment

Unit III: Training and Development Strategies: Creating a learning organization; Competency mapping; Cross cultural training

Unit IV: Performance & Compensation Management Strategies:

Defining key result areas (KRA); Result based performance Linking performance to pay; Performance based pay; Profit sharing; Executive Compensation

Text Books:

1. Agarawala Tanuja, Strategic Human Resource Management Oxford University Press.
2. Armstrong Michael, Strategic Human Resource Management: Strategy and Action, Kogan Page

Reference Books:

1. Mahey C and Salman G., Strategic Human Resource Management, Oxford Blackwell.
2. Mello Jeffrey A., Strategic Human Resource Management, Thompson Press Publishing.
3. Srinivas R. Kandula, Strategic Human Resource Development, Prentice Hall of India.

CO-PO & PSO Correlation

Course Name: Strategic Human Resource Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3			2		2			3	2	2	
CO2:			2		2	1				3		3
CO3:				2		2			2	2	3	
CO4:	2	2	2			1				3		2

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management



OPJU

UNIVERSITY OF STEEL TECHNOLOGY
AND MANAGEMENT

CO5:		1	1			1	2	2	3	3	1	
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Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	III
Name of the Course:	Industrial Relations & Labour Laws	Course Code:	HRM 302
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Objectives: The objective of the course is to acquaint students with the main provisions of labour standards, concepts, institutions and approaches to industrial relations. The course will develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
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CO1	Understand the concepts, functions and the importance of various industrial relation.
CO2	Analyze the process of workers' participation in management and grievance settlement mechanisms.
CO3	Implement labor laws strategies.
CO4	Evaluate various laws and implement in real life processes.

Syllabus:

Unit- I

Introduction to Industrial Relations: Meaning and Objectives, Importance and approaches to Industrial Relations, Developing sound industrial Relations, Ethical Approaches to Industrial Relations. Procedure, Emergence and objectives of Labor laws and socio – economic environment.

Unit- II

Techniques to Industrial Relations: Worker's participation in Management - Meaning, objectives, Essential Conditions, forms, Reasons for limited success and suggestions for improvement; Collective Bargaining - Meaning, Functions, Process and Prerequisites; Grievance - Definition, and Grievance Handling, Grievance Redressal Machinery, Disciplinary procedures- Meaning, Need and Procedure; Trade Unions: Meaning, Functions, Problems, Trade Unions Act, 1926.

Unit- III

Introduction to Labour Laws: Labour Law Origin - Purpose - Role of the State - Constitutional Provisions – Fundamental Rights and Directive Principles of State Policy

Unit- IV

Employment Related Laws: Factories Act, 1948, Industrial Employment (Standing Orders) Act, 1946; Industrial Disputes Act 1947; Contract Labour (Regulation & Abolition) Act, 1970;

Unit- V

Employee Benefits and Social Security related laws: Payment of Gratuity Act, 1972; Provident Fund Act 1952, Workmen's Compensation Act 1923, E.S.I.C. Act, 1948, Maternity Benefit Act 1961, The Apprentices Act 1961.

Text Books:

1. C.S. Venkata Ratnam Industrial Relations, Oxford Higher Education

2. Malik, P.L Industrial Law-Eastern Book company.
3. Mamoria, C.B. Dynamics of Industrial Relations, Himalaya Publishing House.

Reference Books:

1. Bagri, P.R. Law of Industrial Disputes, Kamal Law House.
2. Kumar, H.L. Labour Laws - Everybody Should Know, Universal Law Publishing Company
3. Malhotra, O.P. Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.

CO-PO & PSO Correlation

Course Name: Industrial Relations & Labour Laws												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3								3			
CO2:		2			1					3		
CO3:				2		3	2				2	
CO4:			3					3				2

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	III
Name of the Course:	Consumer Behavior	Course Code:	MKT 301
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: This course explores various aspects of consumer decision making process keeping the individual, social and cultural dimensions of consumer behavior as a backdrop. During the course students will frequently be asked to consider two perspectives when thinking about the concepts they cover. One is the perspective of a marketing manager, who needs to understand consumer behavior to develop, implement and evaluate effective marketing strategies. Second is the perspective of the customer and understand influences of marketing on your own Behavior.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Demonstrate how knowledge of consumer behaviour can be applied to marketing.
CO2	Identify and explain factors which influence consumer behaviour.
CO3	Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
CO4	Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
CO5	In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.

Syllabus:

Unit I

Introduction to Consumer Behavior Meaning and scope of consumer behavior; relationship between consumer behavior and behavioural sciences; Dark Side of Consumer Behavior.

Unit II

Motivation, perception, attitude and leaning; motivation theories and their application; measurement of motivation and motivation research; meaning and application of perception; perceptual selection, perceptual organization, application of absolute and differential threshold in consumer behavior; meaning and nature of personality; theories of personality (with emphasis on measurement of big five traits) and their application in consumer behavior; self-concept and consumer research; attitudes and their characteristics; functions of attitude, models of attitudes; measurement of attitudes definition, models and application of learning in consumer behavior.

Unit III

Influences on Consumer Behavior Culture and Characteristics of Culture, Values, Subcultures, Cross-cultural Influence, Social Class and Group Influences on Consumer Behavior. Group Influences, Types of Reference Groups, Nature of Reference Groups, Applications of Reference Group Influences, Conformity to Group Norms and Behavior,

Family Life Cycle Stages, nature of Family Purchases and Decision-making, Husband-wife Influences, Parent-child Influences.

Unit IV

Decision-Making in Consumer and Organizational Markets Types of Consumer Decisions, Models of Consumer Decision-making; consumer decision making process; Meaning, scope and Characteristics of Organizational Buyers; Purchase and Demand Patterns, Factors Influencing Organizational Buyer Behavior, organizational Buyer Decision Process, Organizational Buying Roles.

Text Books:

- Consumer Behaviour, Leon G Schiffman, Joseph Wisenblit, S Ramesh Kumar, Pearson Education India.

Reference Books:

- Consumer Behaviour, Roger D. Blackwell, Paul W. Miniard, James F. Engel, Zillur Rahman, Cengage India Private Limited
- Consumer Behaviour: Building Marketing Strategy, Del I Hawkins, David L Motherbaugh and Amit Mukherjee, McGraw Hill Education
- Consumer Behaviour: Buying Having and Being, Michael R Solomon, Pearson Education India.

CO-PO & PSO Correlation

Course Name: Consumer Behavior												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
C01:	3					2			2			
C02:	3	2								2		
C03:						2					3	
C04:							3	2		3		2
C05:							3					

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	III
Name of the Course:	Advertising and Brand Management	Course Code:	MKT 302

Credits	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: This course appraises the students about the concepts, techniques for developing an effective advertising and sales promotion program keeping pace with the ever-changing consumer behaviour.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Describe the concepts, nature and trends of advertising and understand the working of modern advertising agency.
CO2	Apply the various advertising model in the development of an overall advertising and promotional plan.
CO3	Be able to demonstrate how product planning and development concepts may be applied to marketing strategy.
CO4	Analyze and evaluate the product portfolio of various firms to develop effective promotional plan.

Syllabus:

Unit I

Introduction: Definition, objectives, Functions and classification of advertising, Advertising Agency: Functions & structure of modern agency, functions of the advertising department and advertising manager. Client – Agency Relationship (CAR), Selection of agency.

Unit II

Advertising as communication: advertising versus other forms of mass communication, planning the communication program, the communication mix, building of advertising program: Creative Strategy-Copy, message, advertising appeals, AIDA concept Creation and production in advertising: TV commercials, Radio Jingles, Print ads.

Unit-III

Product: Basic concept, product planning and development: New Product Development process, Research techniques used in the process, Product development strategies: Idea generation, Concept testing, Concept evaluation, Product testing, Pre-test Marketing and Test Marketing, Launching strategies for new product.

Unit-IV

Product lifecycle Management, Product Portfolio Analysis and Management, Product line Management, Industrial Products and Services, Consumer Products & Services (Durables & FMCG), Marketing and Management of information products and services.

Text Books:

1. Varma Harsh. V, Brand Management, Excel Books.
2. T. K. Panda-Building Brands in Indian Market-Excel

Reference Books:

1. Lehman Donald, winer Russell, Product Management, TMH
2. Kazmi & Batra, - Advertising and Sales Promotion, Excel Books
3. Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI

CO-PO & PSO Correlation

Course Name: Advertising & Brand Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				2				2			2
CO2:	1	2			2		2	2	2	2	2	
CO3:					1		2		3			2
CO4:		2			1				2			3

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	III
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Name of the Course:	Security Analysis and Portfolio Management	Course Code:	FIN 301
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: To familiarize the students with the concepts of Security Analysis and acquaint them to managing a portfolio.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand basics of investment management-risk and return.
CO2	Understand risk and its measures.
CO3	Create own optimal portfolio.
CO4	Using asset pricing models to generate returns.

Unit I

Risk and return, holding period return, Average returns: arithmetic, geometric and dollar-weighted, effective annual return, return over a time period, return under different scenarios, measures of risk, Normal distribution and its importance, standardized returns.

Unit II

Risk premium, risk aversion, investor's degree of risk aversion, Sharpe ratio, inflation and interest rates, nominal and real interest rates, risk and return of a portfolio, capital allocation line, diversification and portfolio risk, systematic and unsystematic risk, three rules of two risky assets portfolio.

Unit III

Mean-variance criterion, portfolio optimization, Markowitz model, efficient frontier, optimal portfolio with a risk-free asset, the preferred complete portfolio and the separation property, security characteristic line. Capital asset pricing model, assumptions, implications of assumptions, market portfolio, market risk premium, beta.

Unit IV

Security market line, alpha stock, CAPM and the single index model, Arbitrage Pricing theory, Multifactor model, Fama-French Model, Using CAPM and multifactor models for investment decision making, Efficient Market Hypothesis, forms of market efficiency, tests for each form.

Text Books:

1. Bodie, Kane & Marcus –Investments, McGraw-Hill Publications.
2. Reilly & Brown-Investment Analysis and Portfolio Management –Cengage Publications.

Reference Books:

1. Sharpe, Alexander & Bailey–Investments-Prentice Hall of India.
2. Markowitz, H.(1952). Portfolio selection. The journal of finance, 7(1),77-91.
3. Sharpe, W.F.(1964). Capital asset prices: A theory of market equilibrium under conditions of risk. The journal of finance, 19(3), 425-442.

CO-PO & PSO Correlation

Course Name: Security Analysis and Portfolio Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	3	1	1	1	2	2	2		2		
CO2:	3	2			1	3		1	3		2	
CO3:	3	2	1			2	2	2				3
CO4:	3	3		1		2		1	3	3	2	2

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	III
Name of the Course:	Personal Financial Planning	Course Code:	FIN 302
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: This course develops students understanding and skills in such areas as money management, budgeting, financial goal attainment, the wise use of credit, insurance, investments, and consumer rights and responsibilities.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	List various ways of Personal Financial Planning.
CO2	Compare various financial plan.
CO3	Plan Tax, Credit, Insurance, Investment, Retirement and Estate
CO4	Evaluate various alternatives.

Syllabus:

Unit- I: Financial Planning Process

Introduction to financial planning process, Reward of financial planning, Steps in financial planning, Environment, Determinants of personal income, Role of financial statement, Time Value of Money, Ratio analysis, Cash Budget, Basic concept of Income Tax, Personal taxation, Heads of Income tax, Deductions, Exemptions, Tax Planning, Cash Management and Channels of savings.

Unit -II: Credit Decisions

Decisions regarding House and Automobile, Financing, Major Housing Finance Institutions in India, Basic concept of credit, Types and Features, Kind of credit card, Advantage and Disadvantages, Credit Scoring, Use of consumer loan, home loan, Personal loan, Auto loan, Mortgage loan.

Unit- III: Insurance Decisions

Insurance planning, Benefits of life insurance, Calculation of insurance need, Choosing life insurance policy, Health insurance and its significance, Types of health plan, Long term care and disability insurance, Principles of property insurance, Motor insurance.

Unit- IV: Investment Decisions

Meaning and purpose of investment, Various investment vehicles, Choice of investment, Investment Strategy, investing in Equities, Primary and Secondary market, trading mechanism, PMS, investing in Fixed income securities, investing in bond, Types of bonds, Investment strategy, Calculation of bond return, Risk in bond investment, Investing in Mutual Fund, Types of funds, Advantages and Disadvantages, Selection of fund, NAV calculation.

Unit- V: Retirement and Estate Planning

Importance of retirement plan, Sources of retirement income, Annuities, Pension Funds, Objective and need of Estate Planning, Estate Planning Process, Using will and trust for Estate Planning.

Text Books:

1. Walker and Walker: Personal Finance, McGraw Hill Education.

Reference Books:

1. Amar Pandit: The only Financial Planning Book, Bestseller 18

CO-PO & PSO Correlation

Course Name: Personal Financial Planning												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			2					3		2	
CO2:	3		2		3	2	2		2			2
CO3:	2	3			3	3		2		3	2	3
CO4:	3	2				2	2	2		3	2	2

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	III
Name of the Course:	Logistics & Supply Chain Management	Course Code:	OM 301
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Objective: The basic objective is to make the student familiarize with the concepts of supply chain management which reduces cost while maintaining quality and timely management through the involvement of different business firm. Main objectives of supply chain management are to improve the overall organizational performance and customer satisfaction by improving product and service delivery to customer.

Course outcomes: After completion of the course students will be able to:

CO Number	Course Outcomes
CO1	Understand the strategic framework to analyze supply chains
CO2	Define and design the supply chain network.
CO3	Forecast and estimate the demand and supply in a supply chain.
CO4	Apply the measures for performance of the supply chain by Managing cross functional supply chain.

Syllabus:

Unit-I: Building a strategic framework to analyze supply chains

Understanding the Supply Chain: What Is a Supply Chain? The Objective of a Supply Chain, The Importance of Supply Chain Decisions, Decision Phases in a Supply Chain, Process View of a Supply Chain, Examples of Supply Chains. Supply Chain Performance: Competitive and Supply Chain Strategies, Achieving Strategic Fit, Expanding Strategic Scope Supply Chain Drivers and Metrics: Drivers of Supply Chain Performance, Framework for Structuring Drivers, Facilities, Inventory, Transportation, Information, Sourcing, Pricing, Obstacles to Achieving.

Unit-II: Designing the supply chain network

Network Design in the Supply Chain: The Role of Network Design in the Supply Chain, Factors Influencing Network Design Decisions, Framework for Network Design Decisions, Models for Facility Location and Capacity Allocation, The Role of IT in Network Design, Making Network Design Decisions in Practice. Network Design in an Uncertain Environment: The Impact of Uncertainty on Network Design, Representations of Uncertainty, Evaluating Network Design Decisions Using Decision Trees, AM Tires: Evaluation of Supply Chain Design Decisions Under Uncertainty, Making Supply Chain Decisions Under Uncertainty in Practice. Designing Distribution Networks and Applications to e-Business.

Unit-III: Planning demand and supply in a supply chain

Demand Forecasting in a Supply Chain: Measures of Forecast Error, Forecasting Demand at Tahoe Salt, The Role of IT in Forecasting, Risk Management in Forecasting, Forecasting in Practice. Aggregate Planning in a Supply Chain: The Role of Aggregate Planning in a Supply Chain, The Aggregate Planning Problem, Aggregate Planning Strategies, Aggregate Planning Using Linear Programming, Aggregate Planning in Excel, The Role of IT in Aggregate Planning, Implementing Aggregate Planning in Practice. Planning Supply and Demand in a Supply Chain: Managing Predictable Variability. Make or Buy Decision

Unit-IV: Managing cross-functional drivers in a supply chain

Sourcing Decisions in a Supply Chain: The Role of Sourcing in a Supply Chain, In-House or Outsource, Third- and Fourth-Party Logistics Providers, Supplier Scoring and Assessment, Supplier Selection-Auctions and Negotiations, Contracts and Supply Chain Performance, Sourcing Planning and Analysis. Pricing and Revenue Management in a Supply Chain: The Role of Pricing and Revenue Management in a Supply Chain, Pricing and Revenue Management for Multiple Customer Segments, Pricing and Revenue Management for Perishable Product. Coordination in a Supply Chain: Lack of Supply Chain Coordination and the Bullwhip Effect, The Effect on Performance of Lack of Coordination, Obstacles to Coordination in a Supply Chain, Forecasting, and Replenishment (CPFR)

Text Books:

1. Supply Chain Management-Strategy, Planning, and Operation by Sunil Chopra.
2. Logistics & Supply Chain Management by Martin Christopher

Reference Books:

1. Donald J. Bowersox& David J. Closs, Logistical Management, Tata Mc Graw Hill Editions, New Delhi.

CO-PO & PSO Correlation

Course Name: Logistics & Supply chain management

Program:			MBA						Semester:			III Sem.	
Name of the Course:			Total Quality Management						Course Code:			OM 302	
Credits			4						No of Hours:			4 Classes/Week	
Max Marks:			100										
		Program Outcomes							PSOs				
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4	
CO1:	3		2							3			
CO2:		3			2				1		3		
CO3:						2	1					3	
CO4:				3				2			3		

Note: 1: Low 2.: Moderate 3: High

Course Description: Total quality management (TQM) is a philosophy, methodology and system of tools aimed to create and maintain mechanism of organization's continuous improvement. It involves all departments and employees into improvement of processes and products. It helps to reduce costs and to meet and exceed needs and expectations of customers and other stakeholders of an organization.

Course outcomes: After completion of the course, students will be able to:

CO Number	Course Outcome
CO1	Understand concepts of quality management with a total perspective.
CO2	Plan and analyze the quality movement for continuous improvement.
CO3	Apply the quality concepts like Quality Circle, Six Sigma, TQM, and ISO.
CO4	Evaluate the benefits of implementing quality management in products, processes, and services.

Syllabus

Unit-I:

Defining Total Quality Management and its Principal Background of study: The concept of Total Quality Management, the philosophy behind Total Quality Management, Leadership - Strategic quality planning, Quality Councils - Employee and their involvement of Team and Teamwork.

Unit-II:

TQM tools and techniques Quality circle Recognition and Reward, PDCA cycle, 5S, Kaizen - Supplier partnership - Partnering, Supplier selection, Supplier Rating, The seven traditional tools of quality – FMEA – Stages.

Unit-III:

Six Sigma and Control Charts Six Sigma: New management tools - Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT - Bench marking - Reason to bench mark, Bench marking process. Control Charts: Types. Control Charts - Process Capability, Quality Function Development (QFD).

Unit-IV:

Quality loss function and Quality Systems Quality loss function: Taguchi quality loss function –Robust design of Taguchi, TPM –Concepts, improvement needs - Performance measures. Quality Systems: Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing, QS 9000 - ISO 14000 - Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors.

Text Books:

1. Total Quality Management: Key Concepts and Case Studies: - Book by D. R Kiran.
2. Total Quality Management: Text and Cases 1st Edition: By B. Janakiraman and R.K. Gopal.

Reference Books:

1. Total Quality Management Paperback – 1 Jan 2016 by R.S. Naagarazan, New age International Publisher.
2. James R.Evans & William M.Lindsay “The Management and Control of Quality” 6th Edition, Thomson Press, 2006.

CO-PO & PSO Correlation

Course Name: Total Quality Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:		2			2	2			2		3	
CO2:	2		2	2		2	2			2		
CO3:					2		2		2			
CO4:	2	3					2	2			3	2

Note: 1= Low, 2= Moderate, and 3= High.

FOURTH SEMESTER

Course Code	Course Title	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
					PRE		ESE	Total Marks	
		L	T	P	Mid Sem	TA			
MGT 401	Strategic Management	3	1		20	30	50	100	4
MGT 402	International Business	3	1		20	30	50	100	4
MGT 403	Business Analytics	3	1		20	30	50	100	4
	Elective-1	3	1		20	30	50	100	4
	Elective-2	3	1		20	30	50	100	4
	Elective-3	3	1		20	30	50	100	4
MGT 404	LEAP	2	1		20	30	50	100	3
MGT 405	Master Thesis			3			100	100	3
	Total	20	7	3	140	210	450	800	30

FOURTH SEMESTER ELECTIVES:

Human Resource Management

Course Code	Specializations	Course Title
HRM 401	Human Resource	International Human Resource Management
HRM 402	Human Resource	Human Resource Analytics

Marketing

Course Code	Specializations	Course Title
MKT 401	Marketing	B2B Marketing
MKT 402	Marketing	Services & Retail Marketing

Finance

Course Code	Specializations	Course Title
FIN 401	Finance	Financial Derivatives
FIN 402	Finance	Financial Services

Operation

Course Code	Specializations	Course Title
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Program:	MBA	Semester:	IV
Name of the Course:	Strategic Management	Course Code:	MGT 401
Credits	4	No of Hours:	4 Classes/Week
Max Marks:	100		
OM 401	Operation	Project Management	
OM 402	Operation	Service Operation Management	

Course Objective: This course aims to provide an organization perspective and integrates functional areas. This helps in understanding how organizational strategies are formulated and implemented in a changing global environment. It is designed to let students understand the relationships between Purpose, People, and Process.

Course Outcomes:

CO Number	Course Outcome
CO1	Students will comprehend the concepts, policies and strategies and their importance in the corporate world.
CO2	Students will be able to critically examine how the top management is formulating strategies.
CO3	Students can demonstrate the implementation of strategies, strategic analysis, and strategic choice decisions making.

CO4	Students will be able to evaluate various strategies, and take corrective measures independently.
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Syllabus:

Unit-I: Foundations of Strategic Management

Introduction to Strategic Management, The Architecture of Strategy, Strategic decision making, Process of strategic management and levels at which strategy operates, Hierarchy of Strategic Intent, Strategic Management for Sustainability

Unit-II: Strategy Formulation-I

Environmental Scanning techniques – ETOP, QUEST and SWOT (TOWS), The global Environment, Organizational Appraisal- The Internal Environment, Organizational capabilities in various functional areas and Strategic Advantage Profile, Methods and Techniques used for organizational appraisal. Identification of Critical Success Factors. Drucker's theory of business, Resource based view and Dynamic view, Blue Ocean Strategy.

Unit-III: Strategy Formulation – II

Corporate Level Strategies, Business Level Strategies, Methods for Pursuing Strategies, Strategic Analysis and Choice-Corporate level analysis (BCG, GE Nine Cell, Hofer's product market evolution and Shell directional policy matrix). Industry level analysis: Porter's five forces model, Qualitative factors in strategic choice.

Unit-IV: Strategy Implementation, Control and Innovation

Strategy Implementation: Resource allocation, Policies, Organizational structure and systems, Leadership and Culture, Strategic Control and operational controls, Techniques of strategic evaluation, Innovation and Entrepreneurship.

Text Books:

1. Strategic Management: Formulation, Implementation and Control by John A. Thompson & Arthur A and Others, Crafting and Executing Strategy, Tata McGraw Hill.
2. Pankaj Ghemawat: Strategy & The Business Landscape, Pearson Education Asia

Reference Books:

1. T. Wheelen and K. Rangarajan, "Concepts in Strategic Management and Business Policy", Pearson.
2. Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, New York.
3. Porter, M.E., Competitive Strategy, Free Press, New York.

Program:	MBA	Semester:	IV
Name of the Course:	International Business	Course Code:	MGT 402
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

CO-PO & PSO Correlation

Course Name: Strategic Management												
Course Outcomes	Program Outcomes								PSOs			
Cos	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2									2	2	
CO2:		3							2			3
CO3:					2	2	2				2	
CO4:			2	1				2		3		

Note: 1= Low, 2= Moderate, and 3= High.

Course Objective: The International Business Management is equipped with the tool, framework, and basic institutional knowledge that will permit the student to make sense of the increasingly interdependent economic environment. It helps them to understand the impact of global financial environment on businesses decision making process worldwide, to understand global strategy, structure and implementation.

Course outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the concepts of globalization and the national difference in the political, economic and legal systems of different countries.
CO2	Analyze the role of FDI in economic growth of a country and evaluate the effectiveness of regional economic integrations.
CO3	Understand the international monetary system, the foreign exchange markets and the global capital markets and evaluate the foreign exchange risks involved.
CO4	Apply their understanding of business strategy and structures in the context of international business.

CO5	Analyze the promises and pitfalls of exporting, importing and countertrade and create strategies to effectively manage global supply chains, evaluate location decisions and make or buy decisions.
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Syllabus:

Unit-I: Global Trade and Investment Environment

Globalization, National Differences in Political, Economic, and Legal Systems, National Differences in Economic Development, International Trade Theory, Government Policy and International Trade, Foreign Direct Investment, Regional Economic Integration.

Unit-II: Global Monetary System

The Foreign Exchange Market, The International Monetary System, The Global Capital Market (Benefits of the global Capital Markets, The Eurocurrency Market, The Global Bond Market, The Global Equity Market, Foreign Exchange Risks and Cost of Capital).

Unit-III: The Strategy and Structure of International Business

The Strategy of International Business (Strategy of the Firm, Global Expansion, Profitability and Profit Growth, Cost Pressures and Pressures for Local Responsiveness, choosing a Strategy), Entry strategies and Strategic alliances

Unit-IV: International Business Functions

Exporting, Importing and Counter Trade (The promise and pitfalls of exporting, Improving Export Performance, Export and Import Financing, Export Assistance, Countertrade), Global Production and Supply Chain Management (Strategy, Production and Supply Chain Management, where to Produce, Make-or-Buy Decisions, Managing Global Supply Chains).

Text Books:

1. International Business: Competing in the global market place, 7th Ed. by Charles W.L.Hill, G. Hill, Thomas M. Hult&RohitMehtani, McGraw Hill Education, Spl Indian Edition.
2. International Business: 4th Ed. by Aswathappa K.-New Delhi: McGraw Hill Education
3. International business, 1st Ed./By Joshi Rakesh Mohan, Oxford University Press, 2009
4. International business ,4th Ed./ by Paul Justin –New delhi: PHI,2009

Reference Books:

1. International Business: Environment and Operations, 12th Ed./ by Daniels John D, Radebaugh Lee H., Sullivan Daniel P, Salwan Prashant: Pearson, 2010
2. Elements of International Business, 1st Ed./by Chary S.N.-Wiley India, 2006
3. International Business Environment: Text and cases, 1st Ed./ by Black J Stewart, Sundaram Anant K –Prentice Hall, 1994

4. International Business: Strategy, Management, and the new realities, 1st Ed./ by Cavusgil S Tamer, Knight gary ,Riesenberger John R : Pearson,2009

CO-PO & PSO Correlation

Course Name: International Business												
Course Outcomes	Program Outcomes								PSOs			
Cos	1	2	3	4	5	6	7	8	1	2	3	4
CO1:				2				1			3	
CO2:	3									3		
CO3:		2							2			3
CO4:					2		2				1	3
CO5:			1			2				3		

Note: 1= Low, 2= Moderate, and 3= High.

Programme:	MBA	Semester:	IV
Name of the Course:	Business Analytics	Course Code:	MGT 403
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: The objective of the course is to gain understanding of relevant statistical tools applicable for Business Analytics and learn data mining techniques using Excel and R.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand concepts & methods of Business Analytics.
CO2	Apply methods & techniques of Business Analytics for optimal performance.
CO3	Identify, model & solve decision problems in different settings.

CO4	Create viable solutions to decision making problems.
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Syllabus:

Unit- I:

Introduction to Business Analytics: Meaning & Importance of Business Analytics; Types of Business Analytics; Business Metrics Overview - Concepts, Objectives, Historical evolution of metrics, Designing effective Metrics, Dashboard; Analytical Approaches and Tools; Business Intelligence; Data Mining; Data Warehousing, Essential Aspects of Business Intelligence, Data Processing Chain from Business Intelligence to Business Analytics

Unit- II:

Customer Analytics: Meaning & Importance of Customer Analytics, Customer Analytics in Social Networks, Customer Value Analysis, Digital Analytics, Online Reviews and Text Analytics: Creating Insights and Drawing Meaning, Pricing Analytics

Unit- III:

Operations Analytics: Introduction to Operations Analytics, Demand analytics, Prescriptive analytics: Optimization, Aggregate planning, Waiting Line Analysis, Yield Management, Supply Chain Analytics: Supply Chain Metrics, Data Mining & decision Making, Predictive Analysis, Forecasting Optimization, Simulation, Gamification

Unit-IV:

People Analytics: Meaning & Importance of HR Analytics; Types of HR functions metrics; HR Metrics Overview - Concepts, Objectives, Historical evolution of HR metrics, Designing effective Metrics, HR Metrics Dashboard; Analytical Approaches and Tools

Unit- V:

Accounting Analytics: Meaning & Importance of Accounting Analytics, Need for analytics in accounting, Sources of Accounting Data, Categories of analytics in accounting, Analytics for expense and revenue analysis, Audit Analytics, Descriptive Models for Accounting Decision Making, Predictive Accounting Models including Predictive Models with Non-discrete Variables and Outcomes, Computational Intelligence for Credit Scoring, Cash flows & Fraud Detection, Interpretation & Evaluation of results for Internal & External Reporting and Audit

Text Books:

1. R N Prasad & Seema Acharya, Fundamentals of Business Analytics, Wiley

2. Balram Krishnan, Business analytics: concepts and theories.
3. Sharda & Delen, Business Intelligence and Analytics: Systems for Decision Support, Pearson

Reference Books:

1. Sharda Ramesh, Delen Dursun & Turban Efraim, Business Intelligence: A Managerial Perspective on Analytics by Pearson, Pearson
2. Drew Bentley, Business Intelligence and Analytics

CO-PO & PSO Correlation

Course Name: Business Analytics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	2				2		3	2		
CO2:	2	3	2			2	2		2		3	
CO3:		3	2			2	2	2		2	2	3
CO4:		2	2	2		2	3	2		2		3

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	IV
Name of the Course:	Leadership Enhancement & Professional Development	Course Code:	MGT 404
Credits:	3	No of Hours:	3 Classes/Week
Max Marks:	100		

Course Objective: This course intends to develop good communication skills in students and enable them to acquire the art of public speaking for their future jobs and endeavors in the corporate world. The course is heavily practice oriented and has been designed to develop the skills of speech through presenting papers, giving seminars, participating in group discussions and appearing at interviews, etc.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Remove stage fear, Speak fluently on various topics, Deliver speech of different types, Improve on communication skills .

CO2	Able to Do Group discussion on various current topics, Official communications, etiquettes, Improvement in confidence and Leadership skills.
CO3	Ability to deliver Professional Presentation, Improvement in Body language, communication.
CO4	Logical thinking ability, Negotiation skills.
CO5	Ability to crack Job Interview, Critical thinking, Interview Etiquettes, communication.

Syllabus:

Unit-I: Dynamics of Professional Speaking

Introduction, speaking: An Overview, Art of Persuasion, Platform Behaviour, Stage Fright, Describing Objects/Situations/People, Delivering Just-a-minute Sessions, Delivering Different Types of Speeches.

Unit-II: Group Communication

GD and Debate, Types of GD, Personality Traits to be evaluated, Dynamics of Group Behaviour, DOs and DON'Ts of GD. Meetings: need, importance & planning of Meetings, drafting of notice, agenda, minutes & resolutions of Meeting, Business etiquettes – netiquettes, telephonic & table etiquettes.

Unit-III: Presentation Skills

What is a presentation: elements of presentation–planning a presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance & posture, practicing delivery of presentation.

Unit- IV: Negotiation Skills

Negotiation, Communication and effective negotiation, the need for negotiation, factors affecting negotiation, Basic approaches to negotiation, six basic steps of Negotiations, Planning and preparation, Barriers to the negotiation process, guidelines for successful negotiations, intercultural negotiation, Five Intercultural Negotiation Skills, Case Study

Unit- V: Interview and Etiquettes

Job Interview, Types of Interviews, Preparations for the interview, Interview Questions & Answers, Analysis and Interpretation of responses, Interview Etiquettes, Tips for Success, Mock Interview.

Text Books:

1. Jeff Butterfield, *Soft Skills for Everyone*, CENAGE LEARNING, Delhi, 2014
2. Sanjay Kumar and PushpLata, *Communication Skills*, New Delhi: Oxford University Press, 2011
3. PushpLata and Sanjay Kumar, *Communicate or Collapse: A Handbook of Effective Public Speaking, Group Discussion and Interviews*, New Delhi: Prentice Hall of India, 2007

Reference Books:

1. Stephen E. Lucas, *The Art of Public Speaking*, Third Edition, Singapore: McGraw-Hill, 1989
2. Sonya Hamlin, *How to Talk so People Listen*, New York: Throson, 1993
3. Jeff Davidson, *The Complete Guide to Public Speaking*, Manjul Books PVT. Bhopal, 2006
4. Turk, Cristopher, *Effective Speaking*, Second Indian Reprint, Taylor and Francis Group, Delhi, 2010

CO-PO & PSO Correlation

Course Name: Leadership Enhancement & Professional Development												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:		2	3		1	1		1		2	1	
CO2:	1	3	3	3	1	1				3	1	1
CO3:			3	2	1	3		2		2	1	1
CO4:	1	2	3	1	1	1		2	1	2	1	1
CO5:	2	2	3	2	2	3		1	1	1	1	1

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	IV
Name of the Course:	Master thesis	Course Code:	MGT 405
Credits:	3	No of Hours:	
Max Marks:	100		

Course Objective: The aim of this course is to conduct field research by students on diversified topics in management which will enrich their research acumen.

Course Outcomes: After completion of the course Students will be able to:

CO Number	Course Outcomes
CO1:	Identify the research problem in various field of study
CO2:	Able to conduct field research
CO3:	Able to analyze and report field research
CO4:	Develop the writing skill of students

Syllabus: Every student shall, in his/ her final semester, carry out thesis work under the overall supervision of a supervisor (allotted). Normally only regular faculty of the SOM concerned shall be allowed to supervise a thesis work.

1. The topic of a thesis must be finalized with the consent of supervisor (faculty) allocated to the particular students based upon at least two research papers (reviewed journals such as UGC recognized).
2. No person, other than a faculty of the School (SOM), shall be permitted to supervise the thesis work.
3. Every student shall, before the end of final semester, apply to the Co-coordinator concerned based up on allotment of suitable topic for carrying out thesis work.
4. The student shall indicate clearly and extensively in the preface to his/her thesis and specially in notes:
 - A. The source from which referred information is taken;
 - B. The extent to which he/she has availed himself/ herself of the work of others and the portion of the thesis he/she claims to be his/ her original.
 - C. Declare, if allocable, whether his/ her thesis work has been conducted independently or in collaboration with others.
 - D. No student shall be allowed to submit his/her interim thesis (at the end of the final semester) or to deliver the seminar on thesis/ interim thesis, as the case may be, unless he/ she was present and actually carried out thesis related work on 75% of the working days during the semester concerned.
 - E. Submission of Term Paper
 - A. Students are required to submit thesis Paper within the date mentioned in the Academic Calendar of each Academic Session.
 - B. An Assessment Committee consisting of HOD or a senior member of the faculty as Chairman and at least three faculty members of the department shall conduct the seminar on thesis Paper.
 - C. The final grade on Term Paper shall be computed by the Assessment Committee and shall be forwarded to the Examination Section of the School.

Format of Thesis:

- A. **Format AND Article Length:** - Article files should be provided in Microsoft Word format. The thesis r will normally be of 30 to 40 pages and will not exceed 50 pages.
- B. **Abstract:** - Maximum is 250 words in total (including keywords and article classification).
- C. **Keywords:** - The maximum number of keywords is 4.
- D. **References:** - References to other publications must be in **APA** style and carefully checked for completeness, accuracy and consistency.

A master thesis should follow the following guidelines:

Font type: Times New Roman, running text font size 12, heading text font size 14 Bold, Paragraph spacing 12 pts, line spacing 1.5, uniformity in bullets and numbering, Uniformity in labelling picture /images /graphs / tables etc. APA style in references must be followed.

The report should have the following contents in case of empirical research. It may vary in case of theoretical/conceptual research work.

- Title Page
- Declaration by Student
- Certificate from Supervisor
- Acknowledgement
- Abstract
- List of Tables
- List of Figures
- Table of Contents
- Chapters:
 - Introduction
 - Literature Review
 - Research Methodology
 - Data Analysis
 - Result & Discussion
 - Findings & Recommendations
 - Conclusion
 - References
 - Annexure

CO-PO & PSO Correlation

Course Name: Master thesis												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1			2		2			
CO2:			2		2	2				2	3	2

CO3:		3		1		3	1	2				3
CO4:	1		2	1		2			3	2		2

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	IV
Name of the Course:	International Human Resource Management	Course Code:	HRM 401
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: The purpose of the course is providing students with an in-depth understanding of the basic problems inherent in IHRM to either prepare them for further

work in the IHRM field or to give them a sound basis to understand the international corporate dimensions of their own careers...or both. Above all, the principle focus of this course is developing a comprehensive and integrated treatment of international HRM.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Critically assess existing theory and practice in the field of IHRM and be able to challenge these.
CO2	Identify and analyze problems in the field of IHRM and provide innovative solutions for these.
CO3	Be critical and reflective in the process of evaluating all knowledge.
CO4	Demonstrate competence in communicating and exchanging ideas in large and small group contexts.

Syllabus:

Unit- I:

Introduction to IHRM: International trends in the labour force; The impact of the environment, competition and the dynamics of the labour force on HRM; Challenges of IHRM; IHRM and strategy; Models of IHRM.

Unit- II:

Selecting and Managing an International Workforce: The influences of cross-cultural issues on organizations; Selection, evaluation and coaching of international employees; Developing planning, communications and intercultural skills; Types of international companies and the role of the corporate HR function; Global training and appraisal systems for a cross-cultural workforce; Training, monitoring and development of international staff.

Unit-III:

International compensation and benefits: Compensation and performance management: An international perspective; Benchmarking global practices; Motivation and reward systems; International performance management; Problems with global compensation

Unit- IV:

Expatriation and Repatriation: Reasons for expatriation; Characteristics of effective expatriate managers; Selection of expatriates; The role of family; Dealing with culture shock; Reasons for expatriate failure; The repatriation process

Unit- V:

Understanding Cross Culture: Issues & Perspectives: Understanding Culture, Introduction, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall, Managing Workforce diversity, Adjusting to the New Culture; Competencies for Global Manager

Text Books:

1. Bhatia S.K. International Human Resource Management, Deep & Deep Publications
2. Peter J. Dowling, International Human Resource Management, Cengage.
3. Aswathappa, International Human Resource Management, Tata McGraw Hill Education.

Reference Books:

1. Evans Paul, Vladimir Pucik, Jean-Louis Barsoux , The Global Challenge – Frameworks for International Human Resource Management, Mc Graw Hill
2. Rao, P.L, International Human Resource Management, Excel Books

CO-PO & PSO Correlation

Course Name: International Human Resource Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		2				2		2			
CO2:	2	2			2			2	3			2
CO3:	2					2			2	2	3	
CO4:			2		2			2	2	2		

Note:1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	IV
Name of the Course:	Human Resource Analytics	Course Code:	HRM 402
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: This course helps students to develop students with data gathering, analyzing, and reporting HR related information for effective decision making. HR Analytics deals with people analysis and applying analytical processes to the human capital within an organization. The overall objective is to improve employee performance and reduce employee attrition / increase employee satisfaction.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand and discuss the value of human resource analytics concepts.
CO2	Understand and discuss the value of methodological concepts relevant to analytics of HR.
CO3	Demonstrate skills in implementing analytics.
CO4	Persuasively communicate appropriate (i.e., theoretically sound and practical) recommendations.
CO5	Create new results by planning, designing and actual application.

Syllabus:

Unit-I:

Introduction to HR Analytics: Meaning & Importance of HR Analytics; Types of HR functions metrics; HR Metrics Overview - Concepts, Objectives, Historical evolution of HR metrics, Designing effective Metrics, HR Metrics Dashboard; Analytical Approaches and Tools

Unit- II:

Talent Acquisition Metrics: Workforce Deployment Metrics; Recruitment Planning, Recruitment Metrics, Employee Gamification; Selection Metrics, Competency based Interview, Competency based Interview Models.

Unit- III:

Compensation & Performance Management Metrics: HR KPI Scorecard, KPI Dashboard; HR Alignment with Strategy and Stakeholders; Designing & Implementing HR Balanced Scorecard

Unit- IV:

Training & Development Metrics: People Capability Maturity Model (PCMM); Competency Mapping; Talent Analytics Maturity Model

Unit- V:

Talent Retention Metrics: HCM - HCM 21 Framework, LAMP Framework; Career Progression Metrics; Diversity Metrics; HR Cost Benefit Metrics; Analytics for Decision Making

Text Books:

1. Tracey Smith, HR Analytics: The What, Why and How, Createspace Independent Pub
2. Dipak Kumar Bhattacharyya, HR Analytics: Understanding Theories and Applications, Sage Publications.
3. Ramesh Soundararajan, Winning on HR Analytics: Leveraging Data for Competitive Advantage, Himalaya Publishing House.

Reference Book:

1. Ramesh Soundararajan & Kuldeep Singh, winning on HR Analytics: Leveraging Data for Competitive Advantage, Sage Publications

CO-PO & PSO Correlation

Course Name: Human Resource Analytics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				1			2		3	2	
CO2:			1				1					2
CO3:				2		1		1	3			
CO4:	2										3	2
CO5:		1				2		2	2	3	3	3

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	IV
Name of the Course:	Business to Business Marketing	Course Code:	MKT 401
Credits	4	No of Hours:	4 Classes/Week

Max Marks:	100		
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Course Description: Course Objective: The course is structured to provide a clear understanding of business-to-business marketing. It also describes the application of principles of marketing in institutional market

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Identify various marketing concepts involved in organizational marketing.
CO2	Comprehend the buying process of business markets.
CO3	Apply the marketing mix concepts to B2B markets.
CO4	Analyze the opportunities for business-to-business marketing.

Syllabus:

Unit I: Business marketing perceptive- Concept of business marketing, business market customers, business market versus consumer goods market, classification of goods for the business market, organizational buying process, relationship marketing, managing buyer-seller relationship.

Unit II: New industrial product development – Management of innovation, new product development process, building a strong B2B brand, managing service for business market.

Unit III: Pricing strategies for business market- The pricing process in business market, pricing new products, evaluation of competitive threats. Managing business marketing channels- Business marketing channel, participants in business marketing channel, channel design, channel administration.

Unit IV: Business market communication – B2B social media, role of advertising, managing B2B advertising, measuring advertising effectiveness, managing trade show strategy, managing sales force

Text Book

1. M.D.Hutt , Dheeraj Sharma &T.W.Speh , B2B Marketing, Cengage Publication,11th Edition, 2014

Reference Book

1. Hidalgo, C. (2015). Driving demand: Transforming B2B marketing to meet the needs of the modern buyer. Palgrave Macmillan.

CO-PO & PSO Correlation

Course Name: Business to business marketing												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2								3			
CO2:	2				2							
CO3:		2	2						2	2	3	
CO4:		3				2	2	2		2	3	2

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	IV
Name of the Course:	Services & Retail Marketing	Course Code:	MKT 402
Credits	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Objective: The course is desired to develop insights into emerging trends in the service sector in a developing economy and deal with issues involved in management of services of both manufacturing and service organizations.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic concept of Service.
CO2	Designing of Service Quality Models .
CO3	Elucidate retail marketing
CO4	Analyze the key functional areas of Retail strategies.

Syllabus:

Unit I:

Introduction to services marketing, Characteristics of services compared to goods, Emergence of Service Economy, Services marketing Challenges, Service Encounter, Service Blueprint, Service triangle, Service scape, Service marketing mix.

Unit II:

Quality Issues and Models, Gap Analysis, SERVQUAL, Application of SERVQUAL, Service product, New service development, Branding, Packaging, Pricing, Promotion, Service delivery channels: direct channels, franchising, agents, brokers, internet channels, channel conflicts and resolution.

Unit III:

Building customer relationships- Relationship marketing, Relationship value of customers, customer profitability segment, customer life time value, Relationship development strategies, Relationship challenges, e-CRM, Service Consumer Behaviour, Service failure & Recovery, Service Research and innovations -Financial Services, Tourism Services, Education Services, ITES, Telecom services, Health Services.

Text Books:

1. Services Marketing, Valarie A. Zeithaml, Mary Jo Bitner, D. Gremler, Ajay Pandit, Mcgraw Hill
2. Services Marketing –Karunakaran K - Himalaya

Reference Books:

1. Services marketing, Christopher Lovelock, JochenWirtz, Jayanta Chatterjee, Pearson
2. Services marketing, GovindApte, Oxford University Press
3. Services marketing, Rajendranargundkar, Tata McgrawHil

CO-PO & PSO Correlation

Course Name: Services & Retail Marketing												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2						2	2	2			3
CO2:	2	2	2	1	2	2				2	3	2
CO3:	2	2			2					2		
CO4:	2	2	2		2	1	2	2		2	2	3

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	IV
Name of the Course:	Financial Derivatives	Course Code:	FIN 401
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: This course offers lectures and case studies to impart teaching and learning to familiarize the students on various tools and techniques of risk management through financial derivatives instruments.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Define sources of financial risks.
CO2	Understand the use of financial derivatives instruments to reduce the risk.
CO3	Determine the type of traders in the derivative market and the purpose of participation in the market.
CO4	Apply the concepts of options trading strategies in the derivatives market.
CO5	Analyze the option pricing model to calculate the real option upfront premium.
CO6	Evaluate the hedging schemes prevailing in the derivative market.

Syllabus

Unit I: Introduction

Meaning and purpose of derivatives. Forward contracts, future contracts, options, swaps and other derivatives, Types of traders, Trading future contracts, specification of the future contracts, operation of margins, settlement and regulations. Source of Financial Risk: Credit vs market, default risk, foreign exchange risk, interest rate risk, purchasing power risk, etc; Systematic and non-systematic risk.

Unit II: Future and Forward

Hedgers and speculation: Future contracts: Future markets-cleaning house, margins, trading future positions and taxation; Future prices; and spot prices. Forward; prices vs.; future prices. Future vs. options.

Unit III: Options and Option Pricing

Options: Types of options, option trading, margins, valuation of options, Binomial Option Pricing Modal, Black Scholes model for all options, Valuation of put; options, Index options, option market-exchange traded options, over and counter options, quotes, trading, margins, clearing, regulation. Future prices and spot prices, Forward prices vs future prices. Future vs options.

Unit IV: Managing Market Risk

Hedging Schemes- delta hedging, theta, gamma, relationship in delta, theta and gamma, vega and Roth, Mechanics of interest rate swaps, Currency swaps and its valuation, Credit risk and swaps.

Text Books:

1. Rajiv Srivastava: Derivatives and Risk Management, Oxford University Press
2. Financial Derivatives: S.L.Gupta, PHI

Reference Books:

1. Marshall John F and V.K.Bansal: Financial Engineering- A complete guide to Financial innovation, Prentice hall inc. New Delhi.
2. Chance.Don M. An introduction to Derivatives, Dryden Press. International Edition.
 1. Bilas, Richard A., *Microeconomics Theory: A Graphical Analysis*, McGraw-Hill
 2. Education.
 3. Paul A Samuelson, William D Nordhaus, *Microeconomics*, McGraw-Hill Education.
 4. Amit Sachdeva, *Micro Economics*, KusumLata Publishers

CO-PO & PSO Correlation

Course Name: Financial Derivatives												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2					1			2			
CO2:		2		1					2		3	
CO3:		2								2		
CO4:			1			3				2		
CO5:							1		2			3
CO6:		2			1					3		2

Note: 1: Low 2.: Moderate 3: High

Programme:	MBA	Semester:	IV
Name of the Course:	Financial Services	Course Code:	FIN402
Credits:	4	No of Hours:	4 Classes/week
Max Marks:	100		

Course Description: To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.
CO2	Develop and identify thorough grasp of Money Market and its Instrument, Capital Market, Merchant Banks and Mutual fund.
CO3	Analyze, discover and survey merchant banking, Financial Market, Depository Receipt, hire purchase and leasing system and explain the credit rating process adopted by the various institution.
CO4	Discuss Mutual Fund works, synthesis and develop many idea of Investment like Depository Receipt, Venture Capitalist and Angel Investing.

Syllabus:

Unit-I:

Introducing various components of the Indian financial system: financial markets, financial institutions, financial services. Classification of the Indian financial market, characteristics

and functions of the financial market, introducing the money market and capital market. Introduction to primary market, functions of primary market, Underwriting, methods of floating new issue, Principal steps of a public issue, Issue pricing, Case on IPO, what is a stock exchange, recognition of stock exchanges, listing of stocks, registration of brokers, online trading system, demutualization of stock exchanges. stock market trading, requirements for a retail investor to trade in stock market.

Unit-II:

Money market - call money market, major characteristics of call money market, operations in the call money market, participants of call money market, purpose of call money market, Certificate of Deposits, features of CDs, RBI guidelines on CDs, format of CDs, payment of certificate, reporting, Commercial Bill, types of commercial bills, operations in bill market, New Bill Scheme 1970, Commercial Paper, features of Commercial Papers, RBI Guidelines on commercial papers, issuing and paying agent, Treasury Bills, types of treasury bills, operations and participants.

Unit-III:

Merchant Banking, Origin, merchant banking in India, scope of merchant banking, categories of merchant banks, services of merchant banks, merchant banks in the market making process, Credit Rating, Importance of credit rating, factors affecting rating, instruments for rating, credit rating agencies and ratings, emerging avenues of rating services, Leasing, origin and development, classification, difference between Operating and Financial Lease, advantages & disadvantages of leasing, Hire Purchase, difference between leasing and hire-purchase, cases on leasing.

Unit-IV:

Mutual Fund, History, classification, structural arrangement, Net Asset Value, Advantages of investing in mutual funds, Depository Receipts, ADRs and GDRs, mechanism, features of depository receipts, Government Securities Market, features of government securities, terms and conditions applicable to government securities, types of government securities, repos, Primary Dealers, Retail Debt Market, Venture Capital, features, scope of venture capital, methods of venture financing in India, venture capital players in India, case on venture capitalism. Angel Investing.

Text Books:

1. Jeff Madura - Financial Institutions and Markets, Cengage Publications.
2. Bhole and Mahakud, Financial Institutions and Markets, McGraw Hill Publications.

Reference Book:

1. Gordon and Natarajan - Financial Markets and Services, Himalaya Publications.

CO-PO & PSO Correlation

Program:		MBA						Semester:		IV		
Name of the Course:		Project Management						Course Code:		OM 401		
Credits:		4						No of Hours:		4 Classes/Week		
Max Marks:		100										
Course Name: Financial Services												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3						2	2	2	2	
CO2:	2	2	2							2		
CO3:		3			2		3				2	2
CO4:		2					2	2	2	2	3	3

Note: 1: Low 2.: Moderate 3: High

Course Description: This course will introduce concepts and fundamentals of project management for selection of projects, planning, implementation, and controlling projects. These techniques include CPM, PERT, crashing, and resource levelling, etc. MS-project and MS-Excel type software are extensively used to demonstrate the Project Management.

Course Outcomes: After completion of the course, students will be able to:

CO Number	Course Outcome
CO1	Understand concepts of project management for efficient and effective operations.
CO2	Plan and analyze economic utilization of the project resources.
CO3	Apply the scheduling, controlling techniques in project operations.
CO4	Evaluate the satisfaction of various stakeholders of the project and assessing the risks.

Syllabus

Unit-I:

A Theoretical Framework for Managing Projects Introduction of Project Management, Project Management Process, and Project stakeholder. Risk Management in Projects, Solving Project Management Decision Problem. Project risk management analysis.

Unit-II:

Project Management and Decision Analysis Analytic Hierarchy Process for Project Selection, Decision Tree Analysis, Decision Tree Analysis and Risk Management, Application of Utility Theory in Project Management-I, Work Breakdown Structure in Project Management, Activity networks used in Project Management, Problems.

Unit-III:

Project Scheduling and Control-I Concept of CPM and Introduction to PERT, Program Evaluation Review Technique (PERT) I, Program Evaluation Review Technique (PERT) II, Aspects and Applications of CPM and PERT, Concepts of a Project Life Cycle.

Unit-IV:

Project Scheduling and Control-II Important Example of PERT Network Involving Probabilistic time and Variance. Important Example of PERT Network Involving Probabilistic time and Variance. Scheduling and Crashing of Jobs, Resource Levelling and resource constraints.

Text Books:

1. Prasanna Chandra, Projects, CFM-TMH Professional Series in Finance.
2. Lewis R. Project Management, McGraw-Hill

Reference Books:

1. Heerkens, G. R. (2002). Project management. McGraw Hill Professional.

CO-PO & PSO Correlation

Course Name: Project Management		
	Program Outcomes	PSOs

Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2			2	3				2	3	
CO2:	2						3	2				2
CO3:			3	2		2		2	3		3	3
CO4:		2	2	2	2	2	3		2			

Note: 1= Low, 2= Moderate, and 3= High.

Programme:	MBA	Semester:	IV
Name of the Course:	Service Operation Management	Course Code:	OM 402
Credits:	4	No of Hours:	4 Classes/Week
Max Marks:	100		

Course Description: Upon completion of this course, each student should have a good appreciation of the Theoretical and Practical aspects of service management.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Enumerate the imperatives of services. Define the nature and characteristics of services, Distinguish the services and analyze service operations.
CO2	Define service strategy and categorize various competitive service strategies in current scenario.
CO3	Design and development of new services system along with delivery process. Explain the application of technology and automation in services.

CO4	Interpret the significance of human resource planning and employee selection in service organization.
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Syllabus:

Unit I: Understanding the nature of services

Introduction and Imperatives of Services, Nature and Characteristics of Services, Classification of Services and Analysing Service Operations. Aligning service strategy and service competitiveness: Introduction to Service Strategy, Competitive Service Strategies, Strategic Service Vision.

Unit II: Service design, development and automation

New service design and development, Service system design and delivery process, Technology & automation in services, Service encounter. Managing human resource in services: Human resource planning & employee selection, Managing people in service organization, Work measurement in Services.

Service quality: Defining Service Quality, Quality Service by Design, Service Process Control

Unit III: Service facility design and facility location

Service facility design, Process analysis of facility layouts, Facility location decision factors. Service facility on a line or on a plane. Quantitative models for multiple service facilities. Demand management in services: Forecasting Demand in Services, Smoothing Customer Demand in Services. Quantitative models in managing service operations: Data Envelopment Analysis – I, Data Envelopment Analysis – II, Application of simulation in service operations.

Text Books:

1. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 3rd Ed., Irwin/McGraw-Hill, 2001

Reference Books:

1. Successful Service Operations Management by Richard D. Metters (Author), Kathryn H. King-Metters (Author), Madeleine Pullman (Author) South-Western College Pub; 1st edition.

CO-PO & PSO Correlation

Course Name: Service Operation Management		
	Program Outcomes	PSOs

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Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	2	1			1	2	2	3		2	2
CO2:	1	1	2	2			2	1				3
CO3:		1	2	2		2	2	2		2	2	
CO4:			1	3	2	1		2	2			3

Note: 1: Low 2.: Moderate 3: High