

MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY BATHINDA-151001 (PUNJAB), INDIA

(A State University Estb. by Govt. of Punjab vide Punjab Act No. 5 of 2015 and Approved u/s 2(f) & 12 (B) of UGC; Member AIU)

Department: UNIVERSITY BUSINESS SCHOOL MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY

Program: MBA

COURSE ARTICULATION MATRIX (STUDY SCHEME: 2017)

Subject	S Code	Semester	Credit	Duration (Hrs)	LTP	COs	Statement	P01	P02	P03	P04	P05	P06	P07	P08	P09	PO10	P011	P012
Principles and Practices of Management	MBAD1-101	1	4	60	4 0 0	C01	Understand the principles and practices of management and contemporary issues related to managing an organisation.	3								2			1
Principles Ma	ME					C02	Assess managerial practices and choices relative to ethical principles and standards.	2	2						2				2

						04 CO3	Gain knowledge of contemporary issues in Management principles and various approaches to resolve those issues. Apply latest techniques to	2				2						1
						C04	establish coordination and control among the teams	1		2		2		2		2		2
						COI	Understandthebasicconceptsoftheorganizationbehaviorandpersonality	1							2		1	
Organization Behaviour	MBAD1-102	1	4	60	400	C02	Motivate its employees, enhance job satisfaction among peers and demonstrate leadership styles		2								2	
Organiza	MI					CO3	Develop a critical insight into group and team dynamics				1				3		1	
						C04	Control negotiation, power and politics in organization environment for sustainable performance.	1	2				2			1	2	
r Managers	-103				(C01	Identify and utilise value- relevant information contained within financial statement.	2		1								1
Accounting For Managers	MBAD1	1	4	60	400	C02	Explain the relationship between strategic business analysis, accounting analysis and financial analysis	2				2					3	

						CO3	Understand the impact of financial reporting choices on the usefulness of reported earnings to predict future performance	2		2		3					2
						C04	Conduct applied business research (including locating, critically interpreting and evaluating firm-specific financial information)	3			2	2			2	3	2
						COI	Understand the key terminology, concepts tools and techniques used in various business statistical analysis	2	3			2					2
Quantitative Techniques	MBAD1-104	1	4	60	4 0 0	C02	Apply theory of probability, rules of probability and probability distributions for solving business problems			3							2
Quantitati	MB				,	CO3	Apply techniques like regression for business forecasting	2			1	3					1
						CO4	Demonstrate time series techniques to understand the market and economic behavior for making business decision	2	1			3			1	2	2

						C01	Develop a critical understanding of different economic theories	3		1				2			2
Economics	1-105				0 0	C02	Device latest tools and methods to examine the intricacies of production, market and pricing strategies			3	3		2				
Managerial Economics	MBAD1-105	1	4	60	4 0	CO3	Understanddifferentmarket structures and applydecisions methodologies todecidebest price of the product ofthe business	1			2		2				2
						C04	Integrate economic theories with managerial practices to solve business problems.		3		1	1					2
su						COI	Know the dynamics of communication in the business world and practice the latest tools of communication under given situation	2			1					3	1
Business Communications	MHUM0-104	1	3	60	2 0 2	C02	Develop presentation skills, inter-personal skills and public speaking skills								1	2	2
Business Co	MHU					CO3	Demonstrate a good understanding of effective business writing and listening skills	1								2	1
						C04	Acquire the skills of report writing and modern forms of communication such as email and usage of internet	2			2					2	2

ess						COI	Understand the leadership role of Information Systems in achieving business competitive advantage through informed decision making	1		2		2					1
Computer Application in Business	MCAP0-191	1	3	60	202	C02	Use of MS Office (Excel, Access & Power point) in different type of analysis and projection of reports related to the business management.	2	2			3			2		1
Computer						CO3	Apply various tools of E- security for the privacy of business information					2			1		
						C04	Apply analytical thinking, creativity and business- problem-solving as applied to ongoing IT challenges and future trends	2		2		2	1				2
						C01	Investigate and set up a framework for investigating and analyzing research problem in an academic perspective		2		2				2	2	1
Minor Project	MBAD1-106	1	2	60	200	C02	Establish the relevance between their acquired knowledge to analysis, synthesis and evaluation contemporary business	2	2	2						2	1
						CO3	Identify the current literature in the topic of study and the applicability in analyzing the current business problems	1	2		2						2

						C04	Recommend a solution and communicate the findings in the form of report			3		2					2		2
						C01	Understand the dynamics of business environment to have a proper perspective of current economic situation.	2	2		2			2					2
Business Environment and Ethics	MBAD1-207	2	4	60	0 0	C02	Suggeststrategicadjustmentsforan organisationwhich may beneededinchangingbusinessenvironmentscenario	1		3		1	1			1			
Business Enviro	MBA				4	CO3	Understand Professional and Ethical Responsibility in developing value based leadership	2			2		2		2				1
						C04	Analyze the contemporary issues of ethics across various business domains like Finance		2		1	1			2			1	2
nomics	-208					C01	Understand the effect of change in macroeconomic factors on the business decisions	1	2		2			2					2
Macro Economics	MBAD1-208	2	4	60	400	C02	Apply techniques to address the complex issues relating to business cycle and its phases and find sustainable solutions	1		3		3				1			

						C03	Differentiate and to manipulate the basic Aggregate Supply, Aggregate Demand model of the macro economy Demonstrate the	2			2			2				3
						CO4	functioning of fiscal and monetary policy, and their implication of global business practices.			1	1	3				2	1	2
						COI	Analyze and investigate the business problems and develop into research problems	1	3		2							
Research Methodology	MREM0-101	2	4	60	4 00	C02	Identify and apply the latest appropriate research approaches and techniques for developing solutions of researchproblem	1		3		3			1			
Researc	MF					CO3	Relate ethical and philosophical consideration in business research.	2			2			2				3
						C04	Apply various statistical techniques and present the research findings in report form			1		3				2		2
Production and Operation Management	MBAD1-209	2	4	60	4 0 0	CO1	Understand the key concepts and the strategic role of production and operations management in creating andenhancing a firm's competitive advantages	3					1					

						C02	Identify and plan production and operations activities in managing business operations		3		1		1			1		1
						CO3	Formulate mathematical models and apply suitable tools in solving complex business optimization problems	2		3		3						2
						C04	1. Apply various quality principles and statistical techniques to solve quality related issues in business	2				3						1
ent						C01	Understand the various concepts, principles, importance of Human Resource Management for an organization	2		2						2	2	1
Human Resource Management	MBAD1-210	2	4	60	4 0 0	C02	Know the essentials of employing, maintaining and promoting a motivated workforce in an organisation	2	2			2			1		2	2
Hum						CO3	Demonstrate the ability to handle various grievance at individual level or in groups to find ethical business solutions	2	2					2	1	1		1

						C04	Comprehend emerging trends, opportunities and challenges in HRM to enhance the participation of workers in company decisions		1			2		1		3	
						CO1	Understand the evolution of marketing concepts in investigating the critical business issues	3			3						2
nt						C02	Apply the frameworks, techniques and latest thinking on assessing and formulating pricing strategies	1	2	2		2					
Marketing Management	MBAD1-211	2	4	60	4 0 0	CO3	Apply the latest strategies of 4 Ps and other latest IT based and environment friendly techniques to enhance the brand communication and product promotion					3	1		2		2
						C04	Demonstrate the use of tools and techniques in understanding consumer behaviour as individual or in group and other contemporary issues of business development	2	1			2		2			2

						COI	Demonstrate the applicability of the concept of financial management and investment decisions in the working of business	2		2					2	2	1
Financial Management	MBAD1-212	2	4	60	4 0 0	C02	Assess the investment decisions and financing of companies by applying various financial management tools.		2			3				2	2
Financia	MI					CO3	Comprehend various theories of capital structure and divided policies and their applications in business decisions	2	2			3					2
						C04	Apply Working Capital policies to manage cash and Inventory in the business					2				3	2
Minor Project	MBAD1-213	2	2	60	200	C01	Investigate and set up a framework for investigating and analyzing research problem in an business and academic perspective.		2		2				2	2	1

		C02	Establish the relevance between their acquired knowledge to analysis, synthesis and evaluation contemporary business	2	2	2					2	1
		C03	Perform empirical based analysis with the help of statistical softwarelike SPSS/MS Excel.	1	2		3					2
	-	C04	Recommend a solution and communicate the results in the report form			3	2			2		2

Enter Correction levels 1, 2 or 3 as defined below:

1. Slight (LOW) - upto 50% 2. Moderate (Medium) – above 50% and upto /	1. Slight (Low)	- upto 30%	2. Moderate (Medium) – above 30% and upto709
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3. Substantial (High) – above 70%

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earch						COI	Understand the concepts and modelling tools available in solving the assignment and transportation based operation research problems.	3				2							1
Applied Operations Research	MBAD1-314	3	4	60	4 0 0	C02	Select the appropriate model based on the situation for effective ethical decision making.	2	2			2			2				2
Applie						C03	Apply Project Scheduling and quantitative techniques in real time projects	2				2						2	1
						C04	Demonstrate optimization techniques to solve real time business problems	1		2		2				2		2	1
egal Environment	AD1-315	3	4	60	400	C01	Understand the legal framework regulating business, for making the business operations legally compliant.	2						2					1
Corporate Legal	MBAD					C02	Analyze the impact of a changes in the provisions of different business law on business outcomes	2	2			2		1					2

						CO3	Developsuitableadjustmentstrategiesaccording to business law.	2			2				2	1
						C04	Identify non-compliant practices and operations, and replace them with legally and ethically compliant system.	1	2	1	2	1	2			1
						COI	Identify and utilize project related information contained during Training	2	1						2	1
sentation	-316				(C02	Understand the real time working of various departments of organization	2	2		2	1			2	2
Training Presentation	MBAD1-316	3	2	60	200	C03	Find the solution of various contemporary business problems and effective communicate in company	2		2				2	2	1
						C04	Present the findings of the projects executed during training through latest tools	1		1	2	1			3	1
Security Analysis	MBAD	3	4	60	400	C01	Understand various functions of Primary and Secondary markets								2	

						C02	Evaluate the performance of companies by applying fundamental and technical analysis				3					2
						C03	Develop the equity and bond portfolio and measure their performance through various techniques			3						
						C04	Comprehend the applications of derivatives and various risk management strategies in derivative market.	2								2
luation						C01	Apply various techniques to synthesis financial information of companies to solve business issues	2		2	2		2		2	1
Financial Statement Analysis and Valuation	MBAD1-357	3	4	60	4 0 0	C02	Conduct valuation with discounted cash flow model and relative valuation model				3					2
ancial Statement	MBA				7	CO3	Analyze the issues and find solutions of company financial issue		2	3		1				
Fina						C04	Demonstrate the knowledge of valuation of projects and real options	2			2				2	2
Strategic Financial	MBAD1	3	4	60	400	C01	Comprehend the models of value based management practices	2			2				2	

						C02	Understand the concepts of costing and its application to solve various business problems	2	1	2	3					2
						CO3	Understand the techniques of evaluating the projects and global investment options			3			1		2	
						C04	Apply various techniques to manage the financial risks in the organizations	2		1	2	2				2
S						C01	Understand the fundamental & operations of financial markets and financial service providers	2							2	2
Management of Financial Services	MBAD1-359	3	4	60	400	C02	Explain various fund raising solution for the companies at domestic and global level to invest in projects	2		2	3				2	2
Management o	MB					CO3	Comprehend the Role and importance of the credit rating agencies and their types.								2	1
						C04	Get familiarity with various financial sources for Start Ups to develop innovative solutions	2		1		2			1	2
Social security and	MBAD1-	3	4	60	$4\ 0\ 0$	COI	Understand the development and the judicial setup of Labour Laws in business organizations	2				2				2

						C02	Understand Welfare and wage Legislations and also to integrate the knowledge of Labour Law in General HRD Practice.	2	2	2		1				2
						CO3	Integrate Industrial Relations and Social Security and also learn the enquiry procedural and industrial discipline.			1		2				1
						C04	Analyze the working conditions for the groups in the organizations and laws related to their safety	2	2			2				2
It						COI	Enhance their capacity to think systematically about significance of training.	2	2							2
Training and Development	MBAD1-361	3	4	60	400	C02	Understand the process and challenges of training and development and find solution to solve the issues	2	2	2			2			2
Trai						CO3	Analyse fundamentals to practice in organizational training and development.		1							1

						C04	Analysis of how to implement organizational training programs at the individual and work group and organizational level.	2	2			1		2		2
						C01	Understand the basic concept of industrial psychology	2				1				2
sychology	1-362	2		60	0 0	C02	Apply the techniques of evaluating job satisfaction of work force at individual and team level	2	2		1			2		2
Industrial Psychology	MBAD1-362	3	4	60	4 0	CO3	Use concepts of consume psychology and identify their various issues to solve business problems	1								1
						C04	Identify various industrial conflicts and solve them with management tools	2	2	1	2					2
r Planning	MBAD1-363	3	4	60	4 0 0	C01	Review the current manpower resources, forecasting future requirements	2	2	1						2
Manpower Planning	MBAL	3	4	00	4 (C02	Various strategies of recruitment and selection of manpower in the organization		2		1	1				2

						CO3	Map complex managerial aspect arise due to ground realities of the manpower.				2								1
						C04	Understand various ethical issues related to recruitment and forecasting of manpower in company	2	2			2			2	2			2
						C01	Understand the theories of consumer behaviour and perception	3											2
aviour	64					C02	Identification of issues and finding the solutions in market segmentations		2	2			1						
Consumer Behaviour	MBAD1-364	3	4	60	400	CO3	Apply various aspects of communication and diffusion of innovation in marketing to understand the behaviour of consumer			1			2				2		1
						C04	Comprehend the effect of society and culture on decision making of consumers	2	2	1			2	2				1	
Advertising Management	MBAD1-365	3	4	60	4 0 0	CO1	Develop creative solutions through applying relevant advertising and marketing principles.	2		2									2
Advertising	MBA				4	C02	Provide an understanding of how consumers make decisions.	2		1			1						2

						CO3	Develop critical thinking and innovative skills to present the advertising and promotions plan effectively to businessaudiences	2		1		2		1		1
						C04	To select best communication channel as per budget, ethicsand legal framework	2	2	1		2	2			2
It						CO1	Gain operational understanding of product development process and product strategies	2								2
Ianagemen	56					C02	Apply branding elements into marketing mix.	2				1				2
Product and Brand Management	MBAD1-366	3	4	60	4 0 0	C03	Design, implement and take appropriate branding decisions as per business ethics			1	2		3			1
Pr						C04	Demonstrate the use of tools and communication channels in defining the positioning of brands				2				2	2
Retail and Franchising	MBAD1-	3	4	60	400	COI	Demonstrate the relationship between retail strategies and marketing mix	2				2				2

						C02	Demonstrate the effect of external factors on buying behaviour of consumer as individual and as group	2	2	2		1			2		1
						CO3	Apply the latest e- technologies in business retail strategies and store management			1	2		2				1
						C04	Understand the concept of franchising and various process involved in ethical distribution of franchising	2	2			1		2			2
						CO1	Implement various techniques to select the projects with given profitability limit	2			2	2				3	1
nagement	368					C02	Apply various project evaluating and project monitoring techniques	2	2	2	2	1				2	2
Operations Management	MBAD1-368	3	4	60	400	CO3	Apply strategies to execute the projects within given financial constraint			1		2				3	1
						CO4	Demonstrate various techniques to examine the performance of project as per set benchmark standards	2	2			2	2			3	2

ent						COI	Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.	2				2				2
Total Quality Management	MBAD1-369	3	4	60	4 0 0	C02	Identify the various issues in performing team work and in enhancing customer satisfaction	2	2			1		2		2
Total Qua	IM					CO3	Analyze various business problems to implement TQM and find feasible solution		2	1						1
						C04	Apply latest techniques for quality control in organization	2	2		2	2				2
lent						C01	Understand the use of inventory management, purchase management, and most important material handling.	2					2			2
Material Management	MBAD1-370	3	4	60	400	C02	Develop an ability to perform the role of a materials manager in an organization	2				1	1			2
Mai						CO3	Manage the activities of materials manager like purchasing, inventory analysis, storage etc.in a scientific manner.			1	1					1

						C04	Improve performance through use of MRP techniques within capacity constraints.	2			2					
trol						C01	Understandvariousmanagementprinciplesrelated to quality control	2								2
g and Cont	371					C02	Apply techniques to improve work efficiency solutions	2				1				2
Production Planning and Control	MBAD1-371	3	4	60	400	CO3	Do Continuous improvement of the production operations.			1		2				
Producti						C04	Apply inventory management techniques to analyze and solve inventory related business problems	2			2		1			2
lent						C01	Understand advanced database concepts and technologies.	2			2	2				2
Relationship Database Management	MBAD1-372	3	4	60	4 0 0	C02	Comprehend database system concept and architecture and implement PL/SQL	2			2					2
tionship Da	MB					CO3	Apply query processing and transaction control		2		2					1
Rela						C04	Define object oriented, relational, distributed databases.	2			2	2				2

lanning						COI	Understand the scope of ERP, data models, Client/Server architecture and identify all components in an ERP system and the relationships among the components.	2			2					2
Enterprise Resource Planning	MBAD1-373	3	4	60	400	C02	Understand the technologies related to ERP and the phases of ERP.	2			2					
Enterpris	I					CO3	Implement the domain of ERP to resolve business issues		2		3					2
						C04	Understand the application of EDI across various business domains	2			2				2	
59						C01	Study how software engineering principles evolve and to analyze the various software models that can be followed to develop a software.	3			2					2
Software Engineering	MBAD1-374	3	4	60	400	C02	Understand the software analysis and design step of software development.	2			2					
Softwa	M					CO3	Understand coding, testing and reliability of a software.	2			2					2
						C04	Highlight the various management activities and related terms of a software	2			2	1				2

						CO1	Analyze algorithms and to determine real time efficiency class.	2			2				1
System Analysis and Design	MBAD1-375	3	4	60	4 0 0	C02	Ability to apply and implement learned design techniques and data structures to solve problems.	2			3				
System Analy	MBA	5			4	CO3	Develop planning for analyzing system-based issue	2	2		2				2
						C04	Apply techniques to project management and finance related issues	2			2			3	1
						C01	Demonstrate the relationship between retail strategies and marketing mix	2		2					1
Retail Management	MBAD1-376	3	4	60	4 0 0	C02	Demonstrate the effect of external factors on buying behaviour of consumer as individual and as group	2					2		
R						CO3	Apply the latest e- technologies in business retail strategies and store management	2			3	1			2

						C04	Understand the concept of franchising and various process involved in ethical distribution of franchising	2				2			3		3	1
ategies						C01	Understand various techniques of marketing mix and sales forecast	2			2	2						1
iing and Str	1-377				0	C02	Apply various techniques of Pricing	2				1						
Merchandising Planning and Strategies	MBAD1-377	3	4	60	400	CO3	Identify and solve various managerial issues in sourcing management	2				3		1				2
Mercha						C04	Understand ethical and legal issues involved in merchandise	2							3			1
						C01	Understand the theories of consumer behaviour and perception	2										1
vior	8					C02	Identify the issues and finding the solutions in market segmentations	2	1	3								
Consumer Behavior	MBAD1-378	3	4	60	400	CO3	Apply various aspects of communication and diffusion of innovation in marketing to understand the behaviour of consumer	2				3	1	1		2		2
						C04	Comprehend the effect of society and culture on decision making of consumers	2					1	2				1

						C01	Use various strategic model of CRM in manging the customers related business issues	2	1			2	2				1
Customer Relationship Management	1-379				0	C02	Generate competency in transforming organisations into customer-centric enterprises	2									
ustomer Relations	MBAD1-379	3	4	60	400	CO3	Understand how to manage customer and business digitally with IT tools	2				3	1		2		2
Ō						C04	Identify and solve various issues in implementing CRM in various operations of company	2	1	2			2	2			1
Strategic Management	MBAD1-417	4	4	60	400	COI	Apply holistic approach by integrating people, finance, marketing and organizational perspectives to develop appropriate organizational policies and strategies	2		1			2			2	1
Strategic	MB				7	C02	Understand and investigate various sustainable competitive advantage of company in current business and economic scenario	2	1		2		1				

						CO3	Identify different strategic options available and their relation with dynamic environment	2	2		1		1		2		2
						C04	Apply knowledge of strategic tools in determining the firm's vision, mission, objectives and ethical operations for the organisations' success.	2				1	2	2			1
Business						C01	Describe the concept and theories of entrepreneurship and its role in economic development of nation.	2				2					1
ll Medium						C02	Develop business plan and identify the reasons of failure of business plans	2	1	1		2					
Entrepreneurship and Management Small Medium Business	MBAD1-418	4	4	60	400	CO3	Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development	2				1	1		2		2
Entrepreneurshif						C04	Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development.	2				2	1			2	1

						COI	Identify the contemporary business and social problems	2	2				2				1
Research Thesis	MBAD1-419	4	4	60	400	C02	Apply various statistical tools to analyze the data for finding the solutions	2	1	3		2					
N N						CO3	Prepare and presenting the project reports as per academic standards	2				2	1				2
						C04	Develop communication and presentation skills	2									1
						C01	Comprehend the historical background as well as working knowledge of current scenario of global monetary system.	2						1			2
International Finance	MBAD1-476	4	4	60	4 0 0	C02	Get familiarize withglobal financial theories and global exchange rate system	2			3					2	
Internatio	MBA				7	CO3	Apply various global financial risk management strategies to solve business issue					3				3	1
						C04	Define the working of global financial institutions and international bond market	2						1		2	2

structuring						COI	Define various services of Investment banking and their risk management strategies to solve business issues	3				2	1				2
Investment Banking and Corporate Restructuring	MBAD1-477	4	4	60	4 0 0	C02	Evaluate financial analysis of merger and acquisition valuation proposals and demonstrate their effect on stakeholders	2			3					2	
estment Banki						CO3	Comprehend various anti- takeover and Exit strategies of corporate restructuring	2				2				3	1
Inv						C04	Assess the Post merger challenges to the performance of companies	2					1			2	2
						COI	Understand the functioning offinancialderivativeinstruments and markets	2					1			2	2
						C02	Apply the future hedging strategies for managing the risks	2		2		2				2	
Derivatives	MBAD1-478	4	4	60	400	CO3	Evaluate and apply Option strategies for risk management under different market conditions.		2	1			1			3	1
						C04	Comprehend and compare the working of derivative tools like Interest rate derivative, Currency derivatives and Commodity derivatives.	2		2			1			2	

						COI	Define the banking structure in the country	2							2	2
nce Operations	479					C02	Assess the various risks involved in working of financial institutions		2	3					2	
Banking and Insurance Operations	MBAD1-479	4	4	60	400	CO3	Demonstrate the knowledge of Basel Norms and Technological Risks in Banking	2			2				3	1
						C04	Comprehend the functioning and Legal principals of Insurance industry	2				1			2	2
International Human Resource Management	480					COI	Develop the understanding of the concept of global human resource management and to understand its relevance in organizations.	2				2				2
tional Human Res	MBAD1-480	4	4	60	400	C02	Develop necessary skill set for application of various international HR issues.		1	1			1			
Interna						CO3	Identify critical issues in managing talent of global workforce							2		1

						C04	Describe IHRM's role in managing a global health, well-being, safety, and security program	2				1				2
						C01	Understand various models to solve strategic issues of manpower	2			2			2		2
ent						C02	Identify the detailed process and challenges of organizational development.		2			1				
Organization Development	MBAD1-481	4	4	60	400	CO3	Analyse fundamentals to practice in organizational development		1			1				
Organizati	MB					CO4	Implement organizational development programs especially at the individual and work group level	1						2		2
Industrial relation and	MBAD1-482	4	4	60	400	COI	Understand the laws related to working conditions in different settings.	2				2				2

						C02	Learn the laws relating to Industrial Relations, Social Security	2			3		1					
						CO3	Able to identify and solve issues related to welfare and wage Legislations of groups in organization		1	2			1	1	2		1	1
						C04	Gain knowledge about the dispute settlement machinery and the laws related to dispute settlement	1										2
						COI	Handle the issues of teams in the organizations	1					1		2			2
nagement						C02	Apply techniques to improve the communication among teams and organization	1				2				2		
Leadership and People Management	MBAD1-483	4	4	60	$4\ 0\ 0$	CO3	Demonstrate leadership qualities to improve work culture and enhance satisfaction among team members	2					1			1		1
Leader						C04	Demonstrate the innovative skills in managing workforce and retain talented individuals in organization	1					2			2		2

nt						COI	Demonstrate an extended understanding of the similarities and differences in service- based and physical product-based marketing activities.	2									2
Service management	MBAD1-484	4	4	60	0.0	C02	Demonstrate a knowledge of the extended marketing mix for services.	1					1				1
Service n	MBA				4	CO3	Develop and justify marketing planning and control systems appropriate to service-based activities.				1		1				
						C04	Identify the challenges in service design and pricing decisions	2	2								2
						COI	Use various strategic model of CRM in managing the customers related business issues	2	1			2		2			1
Management	85					C02	Generates competency in transforming organisations into customer-centric enterprises	2									
Customer Relationship Management	MBAD1-485	4	4	60	4 0 0	CO3	Understand how to manage customer and business digitally with IT tools	2				3		1		2	2
Cust						C04	Identify and solve various issues in implementing CRM in various operations of company	2	1	2			1	2	2		1

						C01	Acquaint with environmental, procedural, institutional and decisional aspects of international marketing	2					2	2			1
International Marketing	MBAD1-486	4	4	60	0.0	C02	Develop and implement plans and strategies for entering international markets.	2		2				1			
Internation	MBA				4	C03	1. Know how to manage overseas marketing operations and ethical issues	1						1	2		2
						C04	Understand business environment and communication policies and techniques at global level	2	1		1		1	2		2	1
igement						CO1	Learn the designing and implementation of distribution channel strategy	2		2		1					1
Sales and distribution Management	MBAD1-487	4	4	60	400	C02	Gain knowledge about various ranges of tools available for marketing communication	2				2				2	
Sales and d	I					CO3	Analyze various distribution channels and their implementation in business		2					1		2	2

						C04	Manage the sales force and perform its budget analysis	1	1			1	1			2	1
						CO1	Understanding the strategic role of supply chain to get competitive advantage of an organization	2				1	1				1
Management	01-488	4	4	(0)	4 0 0	C02	Learn various practices in SCM & logistics that distinguish successful companies from others.	2					1				
Supply Chain Management	MBAD1-488	4	4	60	4 C	CO3	Apply techniques in forecasting and managing supply and demand in a supply chain	2			3				2		2
						C04	Understand the ethical and business challenges in SCM and its competitive advantages.	2				1	1	2			2
gement	6					C01	Understand the effect of various technological innovation on society and business	2	1		2	2					1
Technology Management	MBAD1-489	4	4	60	4 00	C02	Identify various issues in development and diffusion of technologies in business	2	2			2					
Tech						CO3	Demonstrate the laws of privacy and solve issue related to IPR	2			3	2					2

						C04	Understand the role of government agencies and information system in the technology development	2				1	1			2
Manufacturing Policy and implementation	MBAD1-490	4	4	60	400	C01	Determine the strategic importance of manufacturing in creating and enhancing a firm's competitive advantages	2				1	1			2
						C02	Select relevant tools and techniques in managing and improving business operations	1			2	1				
						CO3	Assess the importance of cost reduction through implementation of various quality control tools	2			2				2	2
						C04	Use techniques, skills and modern managerial tools & techniques necessary for business practice				3	2	1			2
Knowledge Management	MBAD1-491	4	4	60	400	COI	Comprehend the knowledge management drivers and the evolution of KM	2		1						1
						C02	Identify the importance of cognitive skills and creativity in KM practices in business environment	2			2	2				

						C03	Formulate KM tools required for the transfer of knowledge based on the organization culture.	2		1	1		1				2
						C04	Ascertain the ethical issues pertaining to the Knowledge Management practices in organization	2				1		2			2
						COI	Understand the function of business analyst in various business domains.	2			2		1			2	1
alytics	-492				-	C02	Apply data science in Project Life Cycle	2			2					2	
Business Analytics	MBAD1-492	4	4	60	400	CO3	Explain the data mining concept and its application with other analytical tools				3		1				2
						C04	Understand and Analyzing machine learning concept in business domains	2	1		3	1	2			2	1
nd Mining	33					C01	Gain the knowledge of basic concepts of Data Warehouse and Data Mining techniques.	2			2		2				1
Data warehousing and Mining	MBAD1-493	4	4	60	400	C02	Understand various business ethic issues in application of latest IT technologies.	2						2			

						CO3	Explore interesting patterns, analyze supervised and unsupervised models and estimate the accuracy of the algorithms	2				1		1			2
						C04	Synchronization of IT tools with E-business models	2		1		3	1				2
U						COI	Understand E-Commerce and it's concepts for application in the world of business	2				2					2
Electronic Payment System	MBAD1-494	4	4	60	4 0 0	C02	Identify the opportunity and plan the E-Commerce venture		2				2				
Electronic Pa	MBA				4	CO3	Explore the possible threats for the Electronic Payment system and enabling them to evolve the solutions		2	3	1	2					
						C04	Understand the legal framework involved in E- payment system	3					2				2
Business Applications of Cloud Computing	MBAD1-495	4	4	60	4 0 0	C01	Analyse different types of portal technologies and deployment methodologies commonly used in the industry.	2				2					1

						C02	Analyse the effectiveness of network computing and cloud computing policies in a multi-location organization. Demonstrate knowledge on the cloud computing security, federation, presence, identity, and privacy	2			2					
						CO3	Familiar with open source cloud computing software, and free/commercial cloud services	2			3		1			2
						C04	Analyse real business cases regarding their e-business strategies and transformation processes and choices.	2	1		2					1
ail Operations	1-496	4			0(COI	Demonstrate the relationship between retail strategies and marketing mix	2				2				2
Managing Retail Operations	MBAD1-496		4	60	400	C02	Demonstrate the effect of external factors on buying behaviour of consumer as individual and as group	2	2	2		1		2		1

						CO3	Apply the latest e- technologies in business retail strategies and store management			1	2		2			1
						C04	Understand the concept of franchising and various process involved in ethical distribution of franchising	2	2			1		2		2
						COI	Understand E-Commerce and it's concepts for application in the world of business	2			2					2
merce	1-497				0.0	C02	Identify various business innovative opportunity in e- commerce		2			2				
E Commerce	MBAD1-497	4	4	60	4 0	CO3	Apply various strategies of e-commerce for the development of business		2		2	2				
						C04	Understand various ethical issues in e-commerce	3	1					3		2
in Management	MBAD1-498	4	4	60	4 0 0	COI	Understanding the strategic role of supply chainto get competitive advantage of an organization	2				1	1			2
Supply Chain Ma	MBA				4	C02	Learn various practices in SCM & logistics that distinguish successful companies from others.	3				2				2

						CO3	Apply techniques in forecasting and managing supply and demand in a supply chain		2		3	1					
						C04	Understand the ethical and business challenges in SCM and its competitive advantages.	3				1	1	3			2
						CO1	Develop creative solutions through applying relevant advertising and marketing principles.	2		2							2
s Management	66					C02	Provide an understanding of how consumers make decisions.	2		1		1					2
Advertising and Sales Management	MBAD1-499	4	4	60	400	C03	Develop critical thinking and innovative skills to present the advertising and promotions plan effectively to business audiences	2		1		2			1		1
4						CO4	To select best communication channel as per budget, ethics and legal framework	2	2	1		2		2			2

Enter Correction levels 1, 2 or 3 as defined below:

1. Slight (Low)

- upto 30% 2. Moderate (Medium) – above 30% and upto70%

3. Substantial (High) – above 70%



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(A State University Estb. by Govt. of Punjab vide Punjab Act No. 5 of 2015 and Approved u/s 2(f) & 12 (B) of UGC; Member AIU)

Department: UNIVERSITY BUSINESS SCHOOL Maharaja Ranjit Singh Punjab Technical University, Bathinda

Program: <u>MBA</u>

Subject	S Code	Semester	Credit	Duration (Hrs)	LTP	SOO	Statement	104	P02	F03	P04	50d	90d	704	80d	60d	P010	P011	P012
isibility and	1					CO1	Understand about Corporate Social Responsibility, model and explore strategies to find solution for various business challenges in its implementation.	2	1	2			2		2				1
Corporate Social Responsibility and Sustainability	MBADS1-101	1	4	60	400	C02	Linkage between CSR and Business sustainability through innovative practices across various business areas.	2						2	3				2
Corporate S	N					CO3	Explore the roles of various stakeholders like financial markets and government to develop innovative corporate governance practices across business domains.						2	1			1	1	1

COURSE ARTICULATION MATRIX (STUDY SCHEME: 2019)

						CO4	Understand global and national CSR business guidelines and implement them business towards fulfilling responsibility of business towards society, economy and environment.	2	2			3				2
						C01	Understand the basic concepts of the organization behavior and personality	1					2			1
Organization Behaviour	MBADS1-102	1	4	60	4 0 0	C02	Motivate its employees, enhance job satisfaction among peers and demonstrate leadership styles		2							2
Organizatio	MBAD	1	т	00	4 (CO3	Perform in teams by demonstrating group behavior, and manage conflict in groups				1		3			1
						C04	Control negotiation, power and politics in organization environment for sustainable performance	1	2			2		1		2
ing						C01	Identify and utilise value- relevant information contained within financial statement	2	1							1
Financial Statement Analysis and Reporting	103					C02	Explain the relationship between strategic business analysis, accounting analysis and financial analysis	2			2				3	
tement Anal	MBADS1-103	1	4	60	400	CO3	Understand the impact of financial reporting choices on the usefulness of reported earnings to predict future performance	2	2		3					2
Financial Sta						C04	Conduct applied business research (including locating, critically interpreting and evaluating firm-specific financial information)	3		2	2			2	3	2

or Decision						C01	Understand the key terminology, concepts tools and techniques used in various business statistical analysis	2	3			2						2
Business Statistics and Analysis for Decision Making	MBADS1-104	1	4	60	4 0 0	C02	Apply theory of probability, rules of probability and probability distributions for solving business problems			3								2
atistics a N	MBA					CO3	Apply techniques like regression for business forecasting	2			1	3						1
Business St						CO4	Demonstrate time series techniques to understand the market and economic behavior for making business decision	2	1			3				1	2	2
						C01	Develop a critical understanding of different economic theories	3			1				2			2
Economics	1-105				0	C02	Device latest tools and methods to examine the intricacies of production, market and pricing strategies				3	3		2				
Managerial Economics	MBADS1-105	1	4	60	400	CO3	Understand different market structures and apply decisions methodologies to decide the best price of the product of the business	1				2		2				2
						C04	Integrate economic theories with managerial practices to solve business problems			3		1	1					2
fanagement	S1-106	1	4	(0)	0.0	C01	Understand the evolution of marketing concepts in investigating the critical business issues	3			3							2
Marketing Management	MBADS1-106	1	4	60	400	C02	Apply the frameworks, techniques and latest thinking on assessing and formulating pricing strategies	1	2	2		2						

						CO3	Apply the latest strategies of 4 Ps and other latest IT based and environment friendly techniques to enhance the brand communication and product promotion				3	1		2	2
						C04	Demonstrate the use of tools and techniques in understanding consumer behaviour as individual or in group and other contemporary issues of business development	2	1		2		2		2
suo						C01	Know the dynamics of communication in the business world and practice the latest tools of communication under given situation	2			1			3	1
nmunicati	MBADS1-107	1	3	60	0 2	C02	Develop presentation skills, inter-personal skills and public speaking skills						1	2	2
Business Communications	MBAD	1	5	00	2	CO3	Demonstrateagoodunderstandingofeffectivebusinesswritingandlisteningskills	1						2	1
						C04	Acquire the skills of report writing and modern forms of communication such as email and usage of internet.	2			2			2	2
lication for ss	1-108					C01	Understand the leadership role ofInformationSystemsachievingbusinesscompetitiveadvantageinformeddecisionmakingbusiness	1		2	2				1
Computer Application for Business	MBADS1-	1	3	60	202	C02	Use of MS Office (Excel, Access & Power point) in different type of analysis and projection of reports related to the business management	2	2		3			2	1

						CO3	Apply various tools of E-security for the privacy of business information					2					1		
						C04	Apply analytical thinking, creativity and business-problem- solving as applied to ongoing IT challenges and future trends	2		2		2		1					2
						C01	Demonstrate the work culture, Values and Ethics of Indian businesses	3						1	2				
iness Ethics	01					C02	Understanding of role of traditional learning culture and leadership in the development of society		3		1		2				1		1
Indian Ethos and Business Ethics	MBADS1-201	2	4	60	400	CO3	Understand Professional and Ethical Responsibility in developing value based leadership	2							2				2
Indian Ett	I					C04	Analyze the contemporary issues of ethics across various business domains like Finance	2	2				2		2			2	1
~ 						C01	Understand the effect of change in macroeconomic factors on the business decisions	1	2		2			2					2
y and Polic	1-202				0	C02	Apply techniques to address the complex issues relating to business cycle and its phases and find sustainable solutions	1		3		3				1			
Indian Economy and Policy	MBADS1-202	2	4	60	400	CO3	Differentiate and to manipulate the basic Aggregate Supply, Aggregate Demand model of the macro economy	2			2				2				3
						C04	Demonstrate the functioning of fiscal and monetary policy, and their implication of global business practices			1	1	3					2	1	2
Market Researc	MBADS	2	4	60	400	C01	Analyze and investigate the business problems and develop into research problems	1	3		2								

						C02	Identify and apply the latest appropriate research approaches and techniques for developing solutions of research problem	1		3		3				1			
						CO3	Relate ethical and philosophical consideration in business research	2			2				2				3
						C04	Apply various statistical techniques and present the research findings in report form			1		3					2		2
snt						C01	Understand the key concepts and the strategic role of operations management in creating and enhancing a firm's competitive advantages	3						1					
lanageme	S1-204	0		<i>c</i> 0	0	C02	Identify and plan production and operations activities in managing business operations		3		1		1				1		1
Operation Management	MBADS1-204	2	4	60	400	CO3	Formulate mathematical models and apply suitable tools in solving complex business optimization problems	2		3		3							2
						C04	Apply various quality principles and statistical techniques to solve quality related issues in business	2				3							1
It						C01	Understand the various concepts, principles, importance of Human Resource Management for an organization	2		2							2	2	1
Resource Management	S1-205	2	4	60	400	C02	Know the essentials of employing, maintaining and promoting a motivated workforce in an organisation	2	2			2				1		2	2
Human Resourc	MBADS1-205	2	4	00	4 (CO3	Demonstrate the ability to handle various grievance at individual level or in groups to find ethical business solutions	2	2						2	1	1		1
Hur						C04	Comprehend emerging trends, opportunities and challenges in HRM to enhance the participation of workers in company decisions		1			2				1		3	

						C01	Demonstrate the applicability of the concept of financial management and investment decisions in the working of business	2		2					2	2	1
Corporate Finance	MBADS1-206	2	4	60	4 0 0	C02	Assess the investment decisions and financing of companies by applying various financial management tools		2			3				2	2
Corp	MI					CO3	Comprehend various theories of capital structure and divided policies and their applications in business decisions	2	2			3					2
						C04	Apply Working Capital policies to manage cash and Inventory in the business					2				3	2
						C01	Investigate and set up a framework for investigating and analyzing research problem in an business and academic perspective		2		2				2	2	1
Minor Project	MBADS1-207	2	3	60	300	C02	Establish the relevance between their acquired knowledge to analysis, synthesis and evaluation contemporary business	2	2	2						2	1
×	Μ					CO3	Perform empirical based analysis with the help of statistical software like SPSS/MS Excel	1	2			3					2
						C04	Recommend a solution and communicate the results in the report form			3		2			2		2
Operation Research	MBADS1-301	3	4	60	400	C01	Understand the concepts and modelling tools available in solving the assignment and transportation based operation research problems	3				2					1
Operatio	MBAI				4	CO2	Select the appropriate model based on the situation for effective ethical decision making	2	2			2		2			2

						CO3	Apply Project Scheduling and quantitative techniques in real time projects	2			2					2	1
						C04	Demonstrate optimization techniques to solve real time business problems	1		2	2			2		2	1
lent						COI	Understand the legal framework regulating business, for making the business operations legally compliant	2				2					1
Legal and Business Environment	MBADS1-302	3	4	60	4 0 0	C02	Analyze the impact of a changes in the provisions of different business law on business outcomes	2	2		2	1					2
l and Bus	MB/					CO3	Develop suitable adjustment strategies according to business law	2			2					2	1
Lega						C04	Identify non-compliant practices and operations, and replace them with legally and ethically compliant system	1	2	1	2	1	2				1
						C01	Identify and utilise project related information contained during Training	2	1							2	1
er Internship Project	1-303				(C02	Understand the real time working of various departments of organization	2	1		2	1				2	2
Summer Interns	MBADS1-303	3	6	60	0 0 0	CO3	Find the solution of various contemporary business problems and effective communicate in company	2		2					2	2	1
						C04	Present the findings of the projects executed during training through latest tools	1		1	2	1				3	1

lancial						C01	Understand the working of banks and insurance banks	2								2
Indian Financial Systems and Financial Markets	MBADD1-311	3	4	60	4 0 0	C02	Demonstrate the knowledge of structure and working of Indian financial institutions		2						1	
ancial Sy Mar	MBAD	3	4	00	4 (CO3	Compare and evaluate the different products of financial capital markets								3	2
Indian Fin						C04	Comprehend the Ethics of functioning of financial institutions						3			
gement						C01	Understand various functions of Primary and Secondary markets								2	
tfolio Manaş	-312					C02	Evaluate the performance of companies by applying fundamental and technical analysis				3					2
ysis and Por	MBADD1-312	3	4	60	4 0 0	CO3	Develop the equity and bond portfolio and measure their performance through various techniques			3						
Security Analysis and Portfolio Management						C04	Comprehend the applications of derivatives and various risk management strategies in derivative market	2								2
e						C01	Understand various valuation approaches		2							
Business Valuation	MBADD1-313	3	4	60	400	C02	Conduct valuation with discounted cash flow model and relative valuation model			3						2
Business	MBAL	-			4	CO3	Apply companies based on various valuation models	2								2
						C04	Demonstrate the knowledge of valuation of projects and real options				3					

ment						C01	Comprehend the models of value based management practices	3			2				2	2
al Manage	01-314				0	C02	Understand the concepts of costing and its application to solve various business problems				3				2	2
Strategic Financial Management	MBADD1-314	3	4	60	400	CO3	Understand the techniques of evaluating the projects and global investment options	2			3	1			2	
Strateg						C04	Apply various techniques to manage the financial risks in the organizations	2			3				2	2
						C01	Understand the functioning of financial derivative instruments and markets								3	
ivatives	-315					C02	Apply the future hedging strategies for managing the risks			2					2	1
Financial Derivatives	MBADD1-315	3	4	60	400	CO3	Evaluate and apply Option strategies for risk management under different market conditions						2			1
Fina	N					C04	Comprehend and compare the working of derivative tools like Interest rate derivatives, Currency derivatives and Commodity derivatives								3	
ervices						C01	Understand the fundamental & operations of financial markets and financial service providers	2							2	2
Management of Financial Services	MBADD1-316	3	4	60	00	C02	Explain various fund raising solution for the companies at domestic and global level to invest in projects	2	2		3				2	2
gement of	MBAI				4	CO3	Comprehend the Role and importance of the credit rating agencies and their types								2	1
						C04	Get familiarity with various financial sources for Start Ups to develop innovative solutions	2	1			2			1	2
Industria 1 Dolotion	MBAD	3	4	60	400	C01	Understand the laws related to working conditions in different settings	2				2				2

						3 CO2	Learn the laws relating to Industrial Relations, Social Security Able to identify and solve issues related to welfare and wage	2			3		1				
						CO3	Legislations of groups in organization		1	2			1	1	2	1	1
						C04	Gain knowledge about the dispute settlement machinery and the laws related to dispute settlement	1									2
ant						C01	Identify and evaluate key HR issues which critically impact on organisational performance and strategic direction		2	2		2					3
Strategic Human Resource Management	MBADD2-312	3	4	60	4 0 0	CO2	Interpret and integrate human resources management into the strategic thinking, direction setting, planning and operation of the organization	3					2				2
c Human R	MBA]				4	CO3	Identify relevant metrics in strategic human resource management	2				2					
Strategi						C04	Demonstrate the interventions needed to generate commitment among key Stakeholders and business partners for a strategic HR agenda	3			2					2	
Cross Culture Management	MBADD2-313	3	4	60	400	C01	Demonstrate relevant knowledge, skills, and abilities when presented with cross- cultural management problems in multinational organizations	3				2	1				2
Crc Má	MB					C02	Demonstrate understanding and respect for culture difference	2									

						CO3	Apply theoretical frameworks in analysing culture and related management problems	2	2			2					
						C04	Provide critical and creative solutions for cross-cultural management problems			1							2
Manpower Planning, Recruitment and Selection						CO1	Review the current manpower resources, forecasting future requirements	2	2	1							2
nning, Recrui Selection	MBADD2-314	3	4	60	400	C02	Various strategies of recruitment and selection of manpower in the organization		2		1	1					2
r Plannin Sele	MBAD	3	4	00	4 (CO3	Map complex managerial aspect arise due to ground realities of the manpower			2							1
Manpowe						C04	Understand various ethical issues related to recruitment and forecasting of manpower in company	2	2		2			2	2		2
Vork						C01	Explain the concepts and contributors to employee relations between individuals and teams	2		1					3		2
umics at V	MBADD2-315	3	4	60	4 0 0	C02	Apply effective communication skills to solve the issues between groups		2			1				2	
Team Dynamics at Work	MBAI				4	CO3	Demonstrate the leadership skills to solve various manpower issues in the company			2		2					1
T						C04	Apply various strategies for enhancing effectiveness in teamwork	2			2				2		2
agement	316					C01	Understand the process and strategies of negotiation	2			3	1					2
Negotiation Management	MBADD2-31	3	4	60	$4\ 0\ 0$	C02	Analyze the effect of external environment on negotiation		2		1	2	1				2
Negotia	IM					CO3	Impart skills in doing effective negotiations to solve issues between groups and management			2					2		1

						C04	Analyze various issues of Conflicts and develop solutions through various conflict management techniques	2			2				2		2
sion						C01	Gain the knowledge of basic concepts of Data Warehouse and Data Mining techniques	2			2		2				1
Isiness Deci	3-311				0	C02	Understand various business ethic issues in application of latest IT technologies	2						2			
Data Mining for Business Decision	MBADD3-311	3	4	60	4 0 0	CO3	Explore interesting patterns, analyze supervised and unsupervised models and estimate the accuracy of the algorithms	2			1		1				2
Dat						C04	Synchronization of IT tools with E-business models	2		1	3	1					2
ystem						C01	Understand advanced database concepts and technologies	2			2	2					2
Database Management System	MBADD3-312	2	4	60	0 (C02	Comprehend database system concept and architecture and implement PL/SQL	2			2						2
ise Mana	MBAD	3	4	60	400	CO3	Apply query processing and transaction control		2		2						1
Databa						C04	Define object oriented, relational, distributed databases	2			2	2					2
Design						C01	Analyze algorithms and to determine real time efficiency class	2			2						1
System Analysis and Design	MBADD3-313	3	4	60	4 0 0	C02	Ability to apply and implement learned design techniques and data structures to solve problems	2			3						
System .	Z					CO3	Develop planning for analyzing system-based issue	2	2		2						2

						C04	Apply techniques to project management and finance related issues	2			2				3	1
Planning	4					CO1	Understand the scope of ERP, data models, Client/Server architecture and identify all components in an ERP system and the relationships among the components	2			2					2
Enterprise Resource Planning	MBADD3-314	3	4	60	400	C02	Understand the technologies related to ERP and the phases of ERP	2			2					
Enterprise	Μ					CO3	Implement the domain of ERP to resolve business issues		2		3					2
						C04	Understand the application of EDI across various business domains	2			2				2	
gement						C01	Manage the quality of product and managing the risk involved managing team and measuring and tracking the planning	3			2					2
ect Mana	MBADD3-315	3	4	60	4 0 0	C02	Manage team and measuring and tracking the planning	2	1			1				
Software Project Management	MBAI				4	CO3	Performconfigurationmanagementandprojectmonitoring and control	2			2				2	
Soft						C04	Apply various strategies to handle offshore projects and managing risks	2			2	1			2	2
Software Engineering	MBADD3-316	3	4	60	4 0 0	C01	Study how software engineering principles evolve and to analyze the various software models that can be followed to develop a software	3			2					2
Software	MBAI				4	C02	Understand the software analysis and design step of software development	2			2					

						CO3	Understand coding, testing and reliability of a software	2			2						2
						C04	Highlight the various management activities and related terms of a software	2			2	1					2
						C01	Understand the theories of consumer behaviour and perception	2									1
chaviour	+-311					C02	Identification of issues and finding the solutions in market segmentations	2	1	3							
Consumer Behaviour	MBADD4-311	3	4	60	400	CO3	Apply various aspects of communication and diffusion of innovation in marketing to understand the behaviour of consumer	2			3	1	1		2		2
						C04	Comprehend the effect of society and culture on decision making of consumers	2				1	2				1
Sales and Distribution Management						C01	Learn the designing and implementation of distribution channel strategy	2		2	1						1
ttion Mar	MBADD4-312	3	4	60	400	C02	Gain knowledge about various ranges of tools available for marketing communication	2			2				2		
d Distribu	MBAD	5	т	00	4 (CO3	Analyze various distribution channels and their implementation in business		2				1		2		2
Sales and						C04	Manage the sales force and perform its budget analysis	1	1			1	1			2	1
eting	-313					C01	Analyze marketing opportunities consumer trends and patterns for better development of marketing strategies	2	2		1	1					1
Rural Marketing	MBADD4-	3	4	60	400	C02	Help understand the working of rural marketing institutions	2				1	1		2		
Ru	M					CO3	Apply environment scanning for rural marketing		2				1		2		2

						C04	Decode Problems and find solutions in emerging issues in rural marketing	1	1			1	1				1
aent						CO1	Develop creative solutions through applying relevant advertising and marketing principles	2		2							2
Managen) 4 – 314	3	4	60	4 0 0	C02	Provide an understanding of how consumers make decisions	2		1		1					2
Advertising Management	MBADD4 -	5	4	00	4 (CO3	Develop critical thinking and innovative skills to present the advertising and promotions plan effectively to business audiences	2		1		2			1		1
4						C04	To select best communication channel as per budget, ethics and legal framework	2	2	1		2		2			2
						CO1	Learn to formulate industrial marketing strategies and also design industrial marketing mix elements	2		2							
Industrial Marketing	MBADD4-315	3	4	60	400	CO2	Learn to develop competent management professionals with strong ethical values and capable of assuming a pivotal role in various sectors of the Indian Economy	2				1	1	3			2
Indust	ME					CO3	Develop pro-active thinking to perform effectively in the dynamic social, economic and business eco-system	2		1		2	2		1		1
						CO4	Understand the pricing decision to industrial products	2	1	1		2					2
al Media	316					C01	Identify the importance of the digital marketing for business sustainability	2	2				2				2
Digital and Social Media Marketing	MBADD4-316	3	4	60	400	C02	Understand various business ethics in digital marketing	2		1				3			2
Digital : N	ME					CO3	Apply the digital marketing for communication with customers and other stakeholders	2		1		2			1	2	1

						C04	Explain latest tools for promoting brand on social media sites	2		1		2					1
tics						C01	Understand role in an organization and in integrating firms in a supply chain	2				1	1				1
Supply Chain and Logistics Management	MBADD5-311	3	4	60	4 0 0	C02	Learn various practices in SCM & logistics that distinguish successful companies from others	2					1				
ply Chai Mana	MBAI				4	CO3	Measure & assess various facets of supply chain performance	2			3					2	2
Sup						C04	Understand the challenges in SCM and its competitive advantages	2				1	1	2			2
gy						CO1	Understand a conceptual framework for the linkage between how a firm manages its supply	2									1
Operations Strategy	MBADD5-312	3	4	60	400	C02	Find new business solutions and strategies for business issues	2		2	1						1
Operatio	MBAI				4	CO3	Understand the interaction between supply chain and other organizational functions	2	1	3	3						1
						C04	Apply latest Techniques of IT for managing the business operations	2			2				2		1
tions						C01	Learn operation research course and get desired result statistically and by using research techniques	2									1
ı Applica	-313					C02	Integrate the knowledge domains of the engineering and management	2		2	1						1
Operations Research Applications	MBADD5-313	3	4	60	400	CO3	Analyze techniques and Information technology will be used to solve various business problems	2	1	3	3						1
Operatic						C04	Apply operations research techniques to solve the manpower related issue	2			2				2		1

ment						C01	Apply customer value-based pricing	2		2					1	
Pricing and Revenue Management	MBADD5-314	3	4	60	4 0 0	C02	Use, identify and develop opportunities for revenue optimization in different business domains	2		2						1
and Reve	MBAD	J	4	00	4 (CO3	Demonstrate the techniques in forecasting demand and enhancing revenue	2		2					2	1
Pricing						C04	Examine pricing strategies for goods and services in different market settings and for different customers	1		1						1
ics						C01	Understand the uses of analytics in the business domains of SCM, demand forecasting etc	3								2
Supply Chain Analytics	MBADD5-315	3	4	60	400	C02	Predict level of procurement and distribution with analytics			2		3				1
ıpply Cha	MBAD	5	•	00	4	CO3	Use the analytics part in an effective manner to increase the business sustainability					2				
Su						C04	Enhance business efficiency with effective location and routing techniques				2	2				2
anagement						C01	Understand make use of operations research tools in the field of operations scheduling and supply chain distributions	2				1				2
rations M	MBADD5-316	3	4	60	4 0 0	C02	Analyse the project based of operations management		2							2
Behavioural Operations Management	[MBA]				4	CO3	Insights the essentials for the supply chain management and group behaviour	2						2		
Behav						C04	Enhance the decision-making ability by using simulation games			3		3				2

						C01	Apply holistic approach by integrating people, finance, marketing and organizational perspectives to develop appropriate organizational	2		1			2			2	1
Strategic Management	MBADS1-401	4	4	60	4 0 0	C02	policies and strategies Understand and investigate various sustainable competitive advantage of company in current business and economic scenario	2	1		2		1				
Strategic	MB.					CO3	Identify different strategic options available and their relation with dynamic environment	2	2		1		1		2		2
						C04	Apply knowledge of strategic tools in determining the firm's vision, mission, objectives and ethical operations for the organisations' success	2				1	2	2			1
Medium						C01	Describe the concept and theories of entrepreneurship and its role in economic development of nation	2				2					1
ng Small	12					C02	Develop business plan and identify the reasons of failure of business plans	2	1	1		2					
eneurship and Managing Small Medium Business	MBADS1-402	4	4	60	$4\ 0\ 0$	CO3	Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development	2				1	1		2		2
Entrepreneursh						C04	Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development	2				2	1			2	1
Disserta tion	MBAD	4	3	60	000	C01	Identify the contemporary business and social problems	2	2			2					1

						C02	Apply various statistical tools to analyze the data for finding the solutions	2	1	3		2						
						CO3	Prepare and presenting the project reports as per academic standards	2				2	1			2		2
						C04	Develop communication and presentation skills	2								2		1
						C01	Comprehend the historical background as well as working knowledge of current scenario of global monetary system	2						1				2
ll Finance	01-411				0	C02	Get familiarize with global financial theories and global exchange rate system	2			3						2	
International Finance	MBADD1-411	4	4	60	400	CO3	Apply various global financial risk management strategies to solve business issue					3					3	1
						CO4	Define the working of global financial institutions and international bond market	2						1			2	2
ervices						C01	Understand the fundamental & operations of financial markets and financial service providers	2									2	2
Management of Financial Services	DD1-412	4	4	60	0.0	C02	Explain various fund-raising solution for the companies at domestic and global level to invest in projects	2		2		3					2	2
gement of	MBADD				4	CO3	Comprehend the Role and importance of the credit rating agencies and their types										2	1
Manag						C04	Get familiarity with various financial sources for Start Ups to develop innovative solutions	2		1			2				1	2

porate						C01	Define various types of Mergers and Acquisitions and the regulatory environment	3			2	1				2
Merger, Acquisition and Corporate Restructuring	MBADD1-413	4	4	60	4 0 0	C02	Evaluate financial analysis of merger and acquisition valuation proposals and demonstrate their effect on stakeholders	2		3					2	
er, Acquis Restı	MBA				7	CO3	Comprehend various anti- takeover and Exit strategies of corporate restructuring	2			2				3	1
Merg						C04	Assess the Post merger challenges to the performance of companies	2				1			2	2
lance						C01	Screening the environment for various investment opportunities		2	2		1	3		2	1
al and Fir	01-414				0	C02	Apply various project appraisal techniques for their evaluation	2	2		3				2	1
Project Appraisal and Finance	MBADD1-414	4	4	60	400	CO3	Demonstrate their knowledge about project costing and risk measurement techniques	2			2				2	2
Projec						C04	Analyze the project funding opportunities available in the market			3		1	1		2	2
nning						CO1	Understand practical aspects of tax planning as an important managerial decision making process		3							2
Corporate Taxation and Planning	MBADD1-415	4	4	60	4 0 0	C02	Apply the relevant sections of the Income Tax Act to compute taxable income and tax payable for a corporation				3					1
rporate Taxe	MBA				4	CO3	Describe the issues and apply the appropriate provisions related to the taxation of corporate investment Income				3					2
Coi						C04	Identify tax planning opportunities and challenges for corporation								3	1

inancial						C01	Define the banking structure in the country			2						3
nks and Fi tions	01-416				0	C02	Assess the various risks involved in working of financial institutions								3	2
Management of Banks and Financial Institutions	MBADD1-416	4	4	60	400	CO3	Demonstrate the knowledge of Basel Norms and Technological Risks in Banking								3	2
Managen						C04	Comprehend the functioning and Legal principals of Insurance industry	3								2
Change						C01	Understand various models to solve strategic issues of manpower	2			2			2		2
ment and	2-411					C02	Identify the detailed process and challenges of organizational development		2			1				
Develop	MBADD2-411	4	4	60	400	CO3	Analyse fundamentals to practice in organizational development		1			1				
Organization Development and Change	N					C04	Implementorganizationaldevelopmentprogramsespecially at the individual andworkgroup level	1						2		2
n Resource ent	412					C01	Develop the understanding of the concept of global human resource management and to understand its relevance in organizations	2				2				2
International Human Resource Management	MBADD2-412	4	4	60	$4\ 0\ 0$	C02	Develop necessary skill set for application of various international HR issues		1	1			1			
Internat						CO3	Identify critical issues in managing talent of global workforce							2		1

						C04	Describe IHRM's role in managing a global health, well- being, safety, and security program	2					1				2
igement						C01	Demonstrate their skills in using compensation as a retention strategy	1				2	1		1	1	2
Compensation and Benefit Management	MBADD2-413	4	4	60	4 0 0	C02	Demonstrate their skills in applying incentive schemes in the best interest of the organization and employees	2	1			3			1		1
ensation and	MBA				,	CO3	Apply their knowledge in chalking out different types of employee benefits schemes	2		2		1	1		1	2	2
Comp						C04	Understand the compensation process from different business perspectives					1	1			1	1
						C01	Divulge the skills on the key processes to maintain and improve the employee- management relations	2		2		2	1		2		
Employee Relations	MBADD2-414	4	4	60	400	C02	Recognize the changing nature of employment relations and industrial relations, diversity of EMR practices globally and different sectors of employment	2					1	1			2
Emplo	MB					CO3	Deliver appropriate strategies for their organization					2				2	2
						C04	Understand the changing nature of employment relations and industrial relations	2	1		1		2	1		2	3
nance ement	02-415				0 0	C01	Set goals for himself as well as his subordinates in the organization	1	1				1				2
Performance Management	MBADD2-415	4	4	60	4 0	C02	Analyze and assess the performance of employees in the organization and manage team performance	2			1	3			2		

						CO3	Carry out performance management surveys, compare and evaluate the different performance management systems	2				2	1				2
						C04	Explore the key elements of effective performance management in organizations			3	1	1	2		1		3
sis						C01	Apply HR Analytical techniques in the areas of HRP, recruitment and selection, Compensation and Benefits, Training and Human Capital development etc	1				2	1	1			2
nd Analy	02-416			10	0	C02	Demonstrate HR function in adding value in business terms	2				3					2
HR Metrics and Analysis	MBADD2-416	4	4	60	400	CO3	Analyse the value of Intangibles that HR helps builds for the organization given a particular business context	2	2								2
H						C04	Design a Metrics and Analysis index for recruitment, performance and or a training and development context			3		2	3				3
gital						C01	Identify and apply relevant problem-solving methodologies	1				2				1	2
E-Commerce and Digital Markets	MBADD3-411	4	4	60	400	C02	Design components, systems and/or processes to meet required specifications for a web presence	2				3					2
ommerce Mar	MBAD	4	4	00	4 (CO3	Demonstrate digital techniques for marketing, finance and other business domains	2								2	2
Е-С						C04	Communicate effectively in ways appropriate to the discipline, audience and purpose			3			3			2	3
c Management for IT	MBADD3-412	4	4	60	400	C01	Define operational effectiveness and understand the limitations of technology-based competition leveraging this principle	2				3					2
Strategic Manageme for IT	MBAD	4	4	00	4 (C02	Define strategic positioning and the importance of grounding competitive advantage in this concept	2	2			3					3

						CO3	Understand the resource-based view of competitive advantage	2		3				3
						CO4	List the four characteristics of a resource that might possibly yield sustainable competitive advantage	2	2	3				2
form						C01	Gain the knowledge about various digital platforms in business	2		3				2
Managing Digital Platform	MBADD3-413	4	4	60	400	C02	Get knowledge about pricing policies and social media strategies	3		3				2
aging Di	MBAD	4	4	00	4 (CO3	Apply cloud computing, IoT in digital platforms in business	3		3				2
Man						C04	Understand the opportunities and challenges in digital business across various domains	2		3			2	2
						C01	Evaluate the IT requirements of the organization underlying given business environment	2						1
IT Consulting	MBADD3-414	4	1	60	400	C02	Apply Business life cycle techniques in Consultancy assignment	2		3				
IT Con	MBAD	4	4	60	4 (CO3	Monitor and implement SLA Metrices			3				
						C04	Apply business ethics in consultancy process	2			3			2
t and						C01	Understand the role of the IS auditor and the IS audit function	2						2
Information Systems Audit and Control	D3-415	4	4	60	4 0 0	C02	Purpose of controls in an information systems environment		3	2				1
nation Sy Co	MBADD				4	CO3	Apply corporate governance and IS Audit linkages to analyze issue			3				2
Inforr						C04	Apply the concepts in real time business scenario		3	2				2

						C01	Apply various business optimization techniques	2	2			3					
Business Analytics in IT	D3-416	4	4	60	0	C02	Understand the applications of Business Intelligence in analyze in Business strategies		3	3		2					3
siness An	MBADD3-416	4	4	60	400	CO3	Apply data mining techniques in business operations					3					2
Bus						C04	Understand applications of big data analytics to analyze and solve business problems		3	3		2		1			1
ß						C01	Demonstrate an extended understanding of the similarities and differences in service- based and physical product-based marketing activities	2									2
Services Marketing	MBADD4-411	4	4	60	4 0 0	C02	Demonstrate a knowledge of the extended marketing mix for services	1					1				1
Services	MBA]				7	CO3	Develop and justify marketing planning and control systems appropriate to service-based activities				1		1				
						C04	Identify the challenges in service design and pricing decisions	2	2								2
ing						C01	Acquaint with environmental, procedural, institutional and decisional aspects of international marketing	2					2	2			1
al Marketing	DD4-412	4	1	60	0 0	C02	Develop and implement plans and strategies for entering international markets	2		2				1			
Internationa	MBAD)	4	4	60	4 (CO3	Know how to manage overseas marketing operations and ethical issues	1						1	2		2
Int						C04	Understand business environment and communication policies and techniques at global level	2	1		1		1	2		2	1

						CO1	Gain operational understanding of product development process and product strategies	2									2
gement	-413					C02	Apply branding elements into marketing mix	2				1					2
Brand Management	MBADD4-413	4	4	60	400	CO3	Design, implement and take appropriate branding decisions as per business ethics			1	2			3			1
B						C04	Demonstrate the use of tools and communication channels in defining the positioning of brands				2				2		2
ement						C01	Use various strategic model of CRM in manging the customers related business issues	2	1		2		2				1
hip Manag	14-414				0	C02	Generates competency in transforming organisations into customer-centric enterprises	2									
Customer Relationship Management	MBADD4-414	4	4	60	400	CO3	Understand how to manage customer and business digitally with IT tools	2			3		1		2		2
Custome						C04	Identify and solve various issues in implementing CRM in various operations of company	2	1	2		1	2	2			1
ත						C01	Quickly understand a company and its marketing communications activities	2				1			2		1
Integrated Marketing Communication	MBADD4-415	4	4	60	400	C02	Thoroughly describe a range of media and methods available to marketers	2			1				2		
ntegrated Commu	MBAL		·		4	CO3	Develop a clearly thought-out Communications Audit	2			3		1		2		2
I						C04	Understand the advertising laws & ethics and budgeting for promotional programmes	2				1	2	2		2	1

Digital and Social Media Marketing	16					CO2 CO1	Identify the importance of the digital marketing for marketing success Manage customer relationships across all digital channels	2 2				1	1			2		2
Social Med	MBADD4-416	4	4	60	400	CO3 C	Apply various Return on Investment Techniques for allocating adequate budget	2				3		1			2	2
Digital and	N					C04	Analyze online business environment for applying appropriate IT Techniques for Business issues	2				3	1	2				1
gement						C01	Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems	2					2					2
Total Quality Management	MBADD5-411	4	4	60	4 0 0	C02	Identify the various issues in performing team work and in enhancing customer satisfaction	2	2				1		2			2
otal Qual	MB/					CO3	Analyze various business problems to implement TQM and find feasible solution		2	1								1
Ē						C04	Apply latest techniques for quality control in organization	2	2			2	2					2
Sales and Operations Planning	MBADD5-412	4	1	60	400	C01	Develop a dynamic sales and operations planning (S&OP) process- business processes and technologies	3				2						1
Sales and Plan	MBAD	4	4	00	4 (C02	Understand the how much of which products to make, where to make them, and which markets to send them		2		1		2					2

						CO3	The general outcome of S&OP is matching demand and supply in the medium term, by providing an instrument for the vertical alignment of business strategy and operational planning, and for the horizontal alignment of demand and supply plans				2	1				3
						C04	Apply scheduling for optimum capacity planning proces	2		2						2
nt						C01	Understand the use of inventory management, purchase management, and most important material handling	2					2			2
anageme	MBADD5-413	4	4	60	400	C02	Develop an ability to perform the role of a materials manager in an organization	2				1	1			2
Material Management	MBAD	4	4	00	4 (CO3	Manage the activities of materials manager like purchasing, inventory analysis, storage etc.in a scientific manner		1		1					1
						C04	Improve due date performance through use of MRP techniques within capacity constraints	2			2					
g System						C01	Determine the strategic importance of manufacturing in creating and enhancing a firm's competitive advantages	2				1	1			2
ufacturin	05-414				0	C02	Select relevant tools and techniques in managing and improving business operations	1			2	1				
Management of Manufacturing System	MBADD5-414	4	4	60	400	CO3	Assess the importance of cost reduction through implementation of various quality control tools	2			2				2	2
						C04	Use techniques, skills and modern managerial tools & techniques necessary for business practice				3	2	1			2
Logistic Manageme	MBADD5-	4	4	60	400	C01	Understand about professional issues relevant to SCM and logistics, on an expert- as well as a common level	2				1	1			1

						C02	Have specialized knowledge about selected topics when dealing with different types of supply chain	2				1			
						CO3	Have advanced knowledge about logistics, operations research and operations management in general	2	1						2
						C04	Apply e-commerce techniques to find logistic solutions	2		3		1			2
ontrol						C01	Understand various management principles related to quality control	2							2
ng and C	5-416				0	C02	Apply techniques to improve work efficiency solutions	2			1				2
Production Planning and Control	MBADD5	4	4	60	400	CO3	Do Continuous improvement of the production operations		1		2				
Productio						C04	Apply inventory management techniques to analyze and solve inventory related business problems	2		2		1			2

Enter Correction levels 1, 2 or 3 as defined below:

1. Slight (Low)

- upto 30%

2. Moderate (Medium) – above 30% and upto70%

3. Substantial (High) – above 70%



MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY BATHINDA-151001 (PUNJAB), INDIA

(A State University Estb. by Govt. of Punjab vide Punjab Act No. 5 of 2015 and Approved u/s 2(f) & 12 (B) of UGC; Member AIU)

Department: UNIVERSITY BUSINESS SCHOOL Maharaja Ranjit Singh Punjab Technical University, Bathinda

Program: <u>MBA Master's in Business Administration(2020)</u>

Subject	S Code	Semester	Credit	Duration (Hrs)	LTP	COs	Statement	P01	P02	P03	P04	P05	P06	P07	804	P09	P010	P011	P012
Social Responsibility and Business Ethics	1					C01	Understand about Corporate Social Responsibility, model and explore strategies to find solution for various business challenges in its implementation.	2	1	2			2		2				1
l Responsibil Ethics	MBADS1-12	1	4	60	$4\ 0\ 0$	C02	Linkage between CSR and Business sustainability through innovative practices across various business areas.	2						2	3				2
Corporate Socia	N					CO3	Explore the roles of various stakeholders like financial markets and government to develop innovative corporate governance practices across business domains.						2	1			1	1	1

COURSE ARTICULATION MATRIX (STUDY SCHEME: 2020)

						CO4	Understand global and national CSR business guidelines and implement them business towards fulfilling responsibility of business towards society, economy and environment.	2	2			3				2
						C01	Understand the basic concepts of the organization behavior and personality	1					2			1
Organization Behaviour	MBADS1-122	1	4	60	400	C02	Motivate its employees, enhance job satisfaction among peers and demonstrate leadership styles		2							2
Organizatic	MBAL	-			4	CO3	Perform in teams by demonstrating group behavior, and manage conflict in groups				1		3			1
						C04	Control negotiation, power and politics in organization environment for sustainable performance	1	2			2		1		2
rting						C01	Gain critical understanding of various forms of accounting and management accounting practices in an organization.	2	1							1
Financial Statement Analysis and Reporting	-123					C02	Explain the relationship between strategic business analysis, accounting analysis and financial analysis	2			2				3	
atement Ana	MBADS1-123	1	4	60	400	CO3	Understand the impact of financial reporting choices on the usefulness of reported earnings to predict future performance	2	2		3					2
Financial St						C04	Conduct applied business research (including locating, critically interpreting and evaluating firm-specific financial information)	3		2	2			2	3	2

or Decision						C01	Understand the key terminology, concepts tools and techniques used in various business statistical analysis	2	3			2						2
Business Statistics and Analysis for Decision Making	MBADS1-124	1	4	60	4 0 0	C02	Apply theory of probability, rules of probability and probability distributions for solving business problems			3								2
atistics a M	MBA				,	CO3	Apply techniques like regression for business forecasting	2			1	3						1
Business St						C04	Demonstrate time series techniques to understand the market and economic behavior for making business decision	2	1			3				1	2	2
licy						C01	Develop a critical understanding of different economic theories	3			1				2			2
mics and Po	1-125				0	C02	Device latest tools and methods to examine the intricacies of production, market and pricing strategies				3	3		2				
Managerial Economics and Policy	MBADS1-125	1	4	60	400	CO3	Understand different market structures and apply decisions methodologies to decide the best price of the product of the business	1				2		2				2
Mar						C04	Integrate economic theories with managerial practices to solve business problems			3		1	1					2
Aanagement	MBADS1-126	1	4	60	4 0 0	C01	Understand the evolution of marketing concepts in investigating the critical business issues	3			3							2
Marketing Management	MBAD	1	4	00	4 (C02	Apply the frameworks, techniques and latest thinking on assessing and formulating pricing strategies	1	2	2		2						

						CO3	Apply the latest strategies of 4 Ps and other latest IT based and environment friendly techniques to enhance the brand communication and product promotion				3	1		2	2
						C04	Demonstrate the use of tools and techniques in understanding consumer behaviour as individual or in group and other contemporary issues of business development	2	1		2		2		2
suo						C01	Know the dynamics of communication in the business world and practice the latest tools of communication under given situation	2			1			3	1
nmunicati	MBADS1-127	1	3	60	0.0	C02	Develop presentation skills, inter-personal skills and public speaking skills						1	2	2
Business Communications	MBAD	1	5	00	3 (CO3	Demonstrate a good understanding of effective business writing and listening skills	1						2	1
						C04	Acquire the skills of report writing and modern forms of communication such as email and usage of internet.	2			2			2	2
dication for ess	1-128				(C01	Understand the leadership role of Information Systems in achieving business competitive advantage through informed decision making	V		2	2				1
Computer Application for Business	MBADS1-	1	3	60	300	C02	Use of MS Office (Excel, Access & Power point) in different type of analysis and projection of reports related to the business management	2	2		3			2	1

						CO4 CO3	Apply various tools of E-security for the privacy of business information Apply analytical thinking, creativity and business-problem- solving as applied to ongoing IT challenges and future trends	2		2		2	1			1	2
lt						C01	Understand the legal framework regulating business, from the point of view of making the operations of the organization legally compliant.	1									1
Legal and business environment	31-221				0	C02	Develop a critical understanding of the implications of the changes in the provisions of different business law and assess their impact.	2	2								1
l and busine	MBADS1-221	2	4	60	400	CO3	Understand the dynamics of business environment to have a proper perspective of current economic situation	1	1				2				
Lega						C04	Assess the risks flowing from different business environment scenarios and develop suitable adjustment and response strategies.	2	2	2							2
fethods	2					C01	Analyze and investigate the business problems and develop into research problems	1	3		2						
Business Research Methods	MBADS1-222	2	4	60	400	C02	Identify and apply the latest appropriate research approaches and techniques for developing solutions of research problem	1		3		3			1		
Bus						CO3	Relate ethical and philosophical consideration in business research.	2			2			2			3

						C04	Apply various statistical techniques and present the research findings in report form			1	3				2		2
						CO1	Demonstrate the applicability of the concept of financial management and investment decisions in the working of business	2		2					2	2	1
Corporate Finance	MBADS1-223	2	4	60	400	C02	Assess the investment decisions and financing of companies by applying various financial management tools		2		3					2	2
Corpo	MB.					CO3	Comprehend various theories of capital structure and divided policies and their applications in business decisions	2	2		3						2
						C04	Apply Working Capital policies to manage cash and Inventory in the business				2					3	2
lt						C01	Understand the various concepts, principles, importance of Human Resource Management for an organization	2		2					2	2	1
Human Resource Management	MBADS1-224	2	4	60	4 0 0	C02	Know the essentials of employing, maintaining and promoting a motivated workforce in an organisation	2	2		2			1		2	2
nan Resourc	MBAD	2	4	οU	4 C	CO3	Demonstrate the ability to handle various grievance at individual level or in groups to find ethical business solutions	2	2				2	1	1		1
Hun						C04	Comprehend emerging trends, opportunities and challenges in HRM to enhance the participation of workers in company decisions		1		2			1		3	
Operation Management	MBADS1-	2	4	60	$4\ 0\ 0$	CO1	Understand the key concepts and the strategic role of operations management in creating and enhancing a firm's competitive advantages	3					1				

						C02	Identify and plan production and operations activities in managing business operations		3			1		1			1	
						CO3	Formulate mathematical models and apply suitable tools in solving complex business optimization problems	2			3		3					
						C04	Apply various quality principles and statistical techniques to solve quality related issues in business	2					3				1	
						C01	Screening the opportunity of the idea, conduct feasibility studies in various micro and macro aspects of small business development, select a type of ownership	1		2			3	2				1
Entrepreneurship	MBADS1-226	2	4	60	4 0 0	C02	Understand how to finance, protect and insure a business, and able to develop the business plan to raise funds.		1					2			2	1
Entrep	MBA				,	CO3	Decide on how to utilize the facilities and resources provided by the central and state level institutions in small business development	2					3				2	
						C04	Analyse the impact of various economic and environment on entrepreneurship development	1			2			2	2			1
Business Statistics Research lab	S1-227	2	2	60) 4	COI	Analyze the problems through synthesis of information by various data screening tools		2		1	2						1
Business Resear	MBADS1-227	2	2	60	004	C02	Understand the application of appropriate statistical tools under different condition	2				3						

						CO4 CO3	Develop the solution and interpret the results by using latest software Implement Financial Analysis in evaluation of	2		2		3						2	1 2
						CO1	Projects Investigate and set up a framework for analyzing social and business problem		2		2		2						1
nnovations	8					C02	Establish the innovative solutions of existing problems through entrepreneurial mind set	2		3		3		2					
Entrepreneurship and Innovations	MBADS1-228	2	2	60	$0\ 0\ 4$	CO3	Identify the existing scope innovative business for the economic development of society	1		2			2	1				2	1
Entrepret						C04	Recommendafeasibleentrepreneurialandinnovativebusinesssolutionin theend ofproject	2		3		2					1	2	2
1. Sligh	nt (L	ow)		- u	ipto 1	30%	2. Moderate (Medium) – a	lbove	30%	and u	ipto7()%		3. Sı	ıbstar	tial (l	High) -	- abov	e 70%
Subject	S Code	Semester	Credit	Duration (Hrs)	LTP	cos	Statement	PO1	P02	PO3	P04	PO5	PO6	PO7	PO8	PO9	P010	P011	P012
ement	21					C01	Identify the project idea and analyze feasibility of project	3	2		1	2						2	1
Project Management	MBADS1-321	3	4	60	400	C02	Adopt holistic approach in evaluating and monitoring the performance of the project	2	2			2						2	2

						CO3	Use statistical techniques for project time management and resource allocation	2			2	1				2	1
						CO4	Provide basic project management skills with a strong emphasis on issues and problems associated with delivering successful projects	1		2	2	1				2	1
						C01	Identify and utilize project related information contained during Training	2	1							2	1
ship Project	l-322				0	CO2	Understand the real time working of various departments of organization	2	2		2		1			2	2
Summer Internship Project	MBADS1-322	3	4	60	310	CO3	Find the solution of various contemporary business problems and effective communicate in company	2		2					2	2	1
						CO4	Present the findings of the projects executed during training through latest tools	1		1	2		1			3	1
lancial						C01	Understand the working of banks and insurance banks	2									2
ll Systems and Financial Markets	MBADD1-321	3	4	60	0 0	C02	Demonstrate the knowledge of structure and working of Indian financial institutions		2							1	
	MBADI	3	4	00	4 (CO3	Compare and evaluate the different products of financial capital markets									3	2
Indian Financial						CO4	Comprehend the Ethics of functioning of financial institutions							3			

ement						C01	Understand various functions of Primary and Secondary markets									2	
folio Manage	322					C02	Evaluate the performance of companies by applying fundamental and technical analysis					3					2
/sis and Port	MBADD1-322	3	4	60	400	CO3	Develop the equity and bond portfolio and measure their performance through various techniques			3							
Security Analysis and Portfolio Management						CO4	Comprehend the applications of derivatives and various risk management strategies in derivative market	2									2
						C01	Understand various valuation approaches		2								
Business Valuation	MBADD1-323	3	4	60	4 0 0	C02	Conduct valuation with discounted cash flow model and relative valuation model			3							2
Business	MBADI	Э	4	00	4 (CO3	Apply companies based on various valuation models	2									2
						CO4	Demonstrate the knowledge of valuation of projects and real options					3					
les						C01	Understand the functioning of financial derivative instruments and markets									3	
Financial Derivatives	MBADD1-324	3	4	60	4 0 0	C02	Apply the future hedging strategies for managing the risks				2					2	1
Financ	MB					CO3	Evaluate and apply Option strategies for risk management under different market conditions							2			1

						CO4	Comprehend and compare the working of derivative tools like Interest rate derivatives, Currency derivatives and Commodity derivatives	2		3			2	2
						C01	Understand the financial market behavior and investor's psychology	2						
inance	325					C02	Comprehend the behavioral finance theories to understand the investors' sentiments			3				1
3ehavioral Finance	MBADD1-325	3	4	60	400	£03	Apply the investors' belief and emotions to capture the stock market trend			3				
Be						CO4	Demonstrate the knowledge of behavioral factors and personality traits in corporate decision making						3	
s						C01	Evaluate the role of bond market in India and contemporary issues pertaining thereto		3					
Securitie	-326				(C02	Assess the returns and risks of fixed income investments						3	2
Fixed Income Securities	MBADD1-326	3	4	60	400	CO3	Formulate strategies to manage the fixed income portfolio investment						2	
						CO4	Compare various structured financial products and their derivative instruments	2		2				1

r Law						C01	Understand the laws related to working conditions in different settings	2					2				2
nd Labou	-321					C02	Learn the laws relating to Industrial Relations, Social Security	2			3		1				
Industrial Relation and Labour Law	MBADD2-321	3	4	60	400	CO3	Able to identify and solve issues related to welfare and wage Legislations of groups in organization		1	2			1	1	2	1	1
Industria						CO4	Gain knowledge about the dispute settlement machinery and the laws related to dispute settlement	1									2
						C01	Identify and evaluate key HR issues which critically impact on organisational performance and strategic direction		2	2		2					3
Strategic Human Resource Management	02-322				0	C02	Interpret and integrate human resources management into the strategic thinking, direction setting, planning and operation of the organization	3					2				2
c Human Res	MBADD2-322	3	4	60	4 0	CO3	Identify relevant metrics in strategic human resource management	2				2					
Strategic						C04	Demonstrate the interventions needed to generate commitment among key Stakeholders and business partners for a strategic HR agenda	3			2					2	
Cross Culture Management	MBADD2-323	3	4	60	400	C01	Demonstrate relevant knowledge, skills, and abilities when presented with cross- cultural management problems in multinational organizations	3				2	1				2

						C02	Demonstrate understanding and respect for culture difference	2								
						CO3	Apply theoretical frameworks in analysing culture and related management problems	2	2			2				
						C04	Provide critical and creative solutions for cross-cultural management problems			1						2
ment and						C01	Review the current manpower resources, forecasting future requirements	2	2	1						2
Manpower Planning, Recruitment and Selection	MBADD2-324	3	4	60	0 0	C02	Various strategies of recruitment and selection of manpower in the organization		2		1	1				2
er Plannin Sele	MBAD	C	4	00	4 (CO3	Map complex managerial aspect arise due to ground realities of the manpower			2						1
Manpowe						CO4	Understand various ethical issues related to recruitment and forecasting of manpower in company	2	2		2		2	2		2
ork						C01	Explain the concepts and contributors to employee relations between individuals and teams	2		1				3		2
Team Dynamics at Work	MBADD2-325	3	4	60	4 0 0	CO2	Apply effective communication skills to solve the issues between groups		2			1			2	
Team Dyr	MB/					CO3	Demonstrate the leadership skills to solve various manpower issues in the company			2		2				1
						CO4	Apply various strategies for enhancing effectiveness in teamwork	2			2			2		2

						C01	Understand the process and strategies of negotiation	2				3	1					2
lagement	326					C02	Analyze the effect of external environment on negotiation		2			1	2	1				2
Negotiation Management	MBADD2-326	3	4	60	400	CO3	Impart skills in doing effective negotiations to solve issues between groups and management				2					2		1
Neg						CO4	Analyze various issues of Conflicts and develop solutions through various conflict management techniques	2				2				2		2
ion						C01	Gain the knowledge of basic concepts of Data Warehouse and Data Mining techniques	2				2		2				1
usiness Decis	3-321				0	C02	Understand various business ethic issues in application of latest IT technologies	2							2			
Data Mining for Business Decision	MBADD3-321	3	4	60	4 0	E03	Explore interesting patterns, analyze supervised and unsupervised models and estimate the accuracy of the algorithms	2				1		1				2
Da						CO4	Synchronization of IT tools with E-business models	2		1		3	1					2
ystem						C01	Understand advanced database concepts and technologies	2				2	2					2
Database Management System	MBADD3-322	3	4	60	0 0	C02	Comprehend database system concept and architecture and implement PL/SQL	2				2						2
ise Mana	MBADI	3	4	00	4 C	CO3	Apply query processing and transaction control		2			2						1
Databa						CO4	Define object oriented, relational, distributed databases	2				2	2					2

						C01	Analyze algorithms and to determine real time efficiency class	2			2					1
System Analysis and Design	MBADD3-323	3	4	60	0 0	C02	Ability to apply and implement learned design techniques and data structures to solve problems	2			3					
tem Anal	MBAD				4	CO3	Develop planning for analyzing system-based issue	2	2		2					2
Sys						CO4	Apply techniques to project management and finance related issues	2			2				3	1
Planning	1					C01	Understand the scope of ERP, data models, Client/Server architecture and identify all components in an ERP system and the relationships among the components	2			2					2
Enterprise Resource Planning	MBADD3-324	3	4	60	400	CO2	Understand the technologies related to ERP and the phases of ERP	2			2					
Enterpri	l					£03	Implement the domain of ERP to resolve business issues		2		3					2
						CO4	Understand the application of EDI across various business domains	2			2				2	
roject Ient	325					CO1	Manage the quality of product and managing the risk involved managing team and measuring and tracking the planning	3			2					2
Software Projec Management	MBADD3-	3	4	60	400	CO2	Manage team and measuring and tracking the planning	2	1			1				
So	2					CO3	Perform configuration management and project monitoring and control	2			2				2	

						C04	Apply various strategies to handle offshore projects and managing risks	2			2	1				2	2
ß						C01	Study how software engineering principles evolve and to analyze the various software models that can be followed to develop a software	3			2						2
Software Engineering	MBADD3-326	3	4	60	4 0 0	C02	Understand the software analysis and design step of software development	2			2						
Softwar	MB/					CO3	Understand coding, testing and reliability of a software	2			2						2
						C04	Highlight the various management activities and related terms of a software	2			2	1					2
						C01	Understand the theories of consumer behaviour and perception	2									1
haviour	-321					C02	Identification of issues and finding the solutions in market segmentations	2	1	3							
Consumer Behaviour	MBADD4-321	3	4	60	400	CO3	Apply various aspects of communication and diffusion of innovation in marketing to understand the behaviour of consumer	2			3	1	1		2		2
						C04	Comprehend the effect of society and culture on decision making of consumers	2				1	2				1
bution int	22					C01	Learn the designing and implementation of distribution channel strategy	2		2	1						1
Sales and Distribution Management	MBADD4-322	3	4	60	400	C02	Gain knowledge about various ranges of tools available for marketing communication	2			2				2		
Sales ; M	Δ					CO3	Analyze various distribution channels and their implementation in business		2				1		2		2

						CO4	Manage the sales force and perform its budget analysis	1	1			1	1				2	1
50						C01	Analyze marketing opportunities consumer trends and patterns for better development of marketing strategies	2	2		1	1						1
Rural Marketing	MBADD4-323	3	4	60	0 0	C02	Help understand the working of rural marketing institutions	2				1	1			2		
Rural N	MBAI				4	CO3	Apply environment scanning for rural marketing		2				1			2		2
						C04	Decode Problems and find solutions in emerging issues in rural marketing	1	1			1	1					1
ent						C01	Develop creative solutions through applying relevant advertising and marketing principles	2		2								2
Janagem	MBADD4-324	2	4	60	0 0	C02	Provide an understanding of how consumers make decisions	2		1		1						2
Advertising Management	MBADI	3	4	60	4 0	£03	Develop critical thinking and innovative skills to present the advertising and promotions plan effectively to business audiences	2		1		2			1			1
						CO4	To select best communication channel as per budget, ethics and legal framework	2	2	1		2		2				2
50						C01	Learn to formulate industrial marketing strategies and also design industrial marketing mix elements	2		2								
Industrial Marketing	MBADD4-325	3	4	60	400	C02	Learn to develop competent management professionals with strong ethical values and capable of assuming a pivotal role in various sectors of the Indian Economy	2				1	1	3				2
						CO3	Develop pro-active thinking to perform effectively in the dynamic social, economic and business eco-system	2		1		2	2		1			1

						CO4	Understand the pricing decision to industrial products	2	1	1		2					2
arketing						C01	Identify the importance of the digital marketing for business sustainability	2	2				2				2
Media M	MBADD4-326	3	4	60	0 0	C02	Understand various business ethics in digital marketing	2		1				3			2
Digital and Social Media Marketing	MBAD	5	4	00	4 (CO3	Apply the digital marketing for communication with customers and other stakeholders	2		1		2			1	2	1
Digital a						CO4	Explain latest tools for promoting brand on social media sites	2		1		2					1
cics						C01	Understand role in an organization and in integrating firms in a supply chain	2				1	1				1
Supply Chain and Logistics Management	MBADD5-321	3	4	60	4 0 0	CO2	Learn various practices in SCM & logistics that distinguish successful companies from others	2					1				
oply Chai Mana	MBA				7	CO3	Measure & assess various facets of supply chain performance	2			3					2	2
Sul						CO4	Understand the challenges in SCM and its competitive advantages	2				1	1	2			2
gy						CO1	Understand a conceptual framework for the linkage between how a firm manages its supply	2									1
Operations Strategy	MBADD5-322	3	4	60	0 0 1	C02	Find new business solutions and strategies for business issues	2		2	1						1
Operatio	MBAI				4	CO3	Understand the interaction between supply chain and other organizational functions	2	1	3	3						1
						CO4	Apply latest Techniques of IT for managing the business operations	2			2				2		1

ications						C01	Learn operation research course and get desired result statistically and by using research techniques Integrate the knowledge	2		2		1				1
ch Appl	5-323				0	C02	domains of the engineering and management	Z		2		Ţ				T
Operations Research Applications	MBADD5-323	3	4	60	400	£03	Analyze techniques and Information technology will be used to solve various business problems	2	1	3		3				1
Opera						CO4	Apply operations research techniques to solve the manpower related issue	2				2		2		1
ment						CO1	Apply customer value-based pricing	2		2					1	
Pricing and Revenue Management	MBADD5-324	3	4	60	0 0	C02	Use, identify and develop opportunities for revenue optimization in different business domains	2		2						1
ind Revei	MBAD	5	4	00	4 (£03	Demonstrate the techniques in forecasting demand and enhancing revenue	2		2					2	1
Pricing a						CO4	Examine pricing strategies for goods and services in different market settings and for different customers	1		1						1
ics						CO1	Understand the uses of analytics in the business domains of SCM, demand forecasting etc	3								2
in Analyti	MBADD5-325	3	4	60	400	C02	Predict level of procurement and distribution with analytics			2		3				1
Supply Chain Analytics	MBAD	Э	4	00	4 (CO3	Use the analytics part in an effective manner to increase the business sustainability					2				
SL						CO4	Enhance business efficiency with effective location and routing techniques				2	2				2

lanagement						C01	Understand make use of operations research tools in the field of operations scheduling and supply chain distributions	2			1				2
ations M	MBADD5-326	3	4	60	400	C02	Analyse the project based of operations management		2						2
Behavioural Operations Management	MBAI				4	CO3	Insights the essentials for the supply chain management and group behaviour	2					2		
Behav						CO4	Enhance the decision-making ability by using simulation games			3	3				2
Analytics						CO1	Understand the function of business analyst in various business domains.				2			2	1
usiness / Science	06-321	2		60	0	C02	Apply data science in Project Life Cycle				1			3	
Introduction To Business Analytics and Data Science	MBADD6-321	3	4	60	400	CO3	Explain the data mining concept and its application with other analytical tools	3							
Introduc						CO4	Understand and Analyzing machine learning concept in business domains	3						2	2
c						C01	Understand fundamentals of Python and Juypter Notebook				2				2
Introduction To Python	5-322				C	C02	Explain the data structure, data frames and Pandas Idioms.				2			1	1
duction	MBADD6-322	3	4	60	400	CO3	Apply various functions in python				2				2
Intro						CO4	Demonstrate time functions for various business applications				2			2	

ta Analytics						C01	Apply optimization techniques for enhancing business performance	1			3							2
Business Optimization and Big Data Analytics	MBADD6-323	3	4	60	0 0 0	CO2	Implement big data analytics for sustainability of business in current economic scenario					2		3				
otimizatio	MBA				0	CO3	Predict market and economic scenario with analytical tools					2		2				2
Business Op						CO4	Explain the Application of Excel and R in business decisions			2	3							
						C01	Gain the knowledge of basic concepts of Data Warehouse and Data Mining techniques.	2				2						1
ing	324					C02	Understand various business ethic issues in application of latest IT technologies.					2			3			2
Data Mining	MBADD6-324	3	4	60	400	CO3	Explore interesting patterns, analyze supervised and unsupervised models and estimate the accuracy of the algorithms	1				3						
						CO4	Synchronization of IT tools with E-business models		2			2						2
cs and ទ	5					C01	Use latest analytical tools in finance domain					3					2	1
Financial Analytics Forecasting	MBADD6-325	3	4	60	400	C02	Forecast the demand and behaviour of customer for sustainability of business				2		2					
Financi Fi	M					CO3	Understand various business models through latest statistical tools	2				3						2

						C04	Apply tools for establishing synergy of finance with other business domains					2					3	2
						C01	Apply predictive modelling in retailing sector.					3						2
Analytics	ũ					C02	Understand the need for digital evolution in marketing and retail sector specifically	3					2					
Marketing and Retail Analytics	MBADD6-326	3	4	60	400	CO3	Apply latest IT technologies in workforce and customer services				2	3						1
Marketing	ν					CO4	Comprehend the analytical application in business domains like retail, marketing, consumer behaviour for sustainable business solution	3									2	2
gement	01					C01	Apply holistic approach by integrating people, finance, marketing and organizational perspectives to develop appropriate organizational policies and strategies	2		1				2			2	1
Strategic Management	MBADS1-401	4	4	60	400	C02	Understand and investigate various sustainable competitive advantage of company in current business and economic scenario	2	1		2			1				
						CO3	Identify different strategic options available and their relation with dynamic environment	2	2		1			1		2		2

						CO4	Apply knowledge of strategic tools in determining the firm's vision, mission, objectives and ethical operations for the organisations' success	2					1	2	2			1
						C01	Identify the contemporary business and social problems	2	2				2					1
Dissertation	MBADS1-402	4	4	60	0 0	C02	Apply various statistical tools to analyze the data for finding the solutions	2	1	3		2						
Disser	MBAD	+	4	00	0	CO3	Prepare and presenting the project reports as per academic standards	2				2	1			2		2
						CO4	Develop communication and presentation skills	2								2		1
ec						C01	Comprehend the historical background as well as working knowledge of current scenario of global monetary system	2						1				2
International Finance	MBADD1-421	4	4	60	1 0 0	C02	Get familiarize with global financial theories and global exchange rate system	2			3						2	
Internati	MBA				7	CO3	Apply various global financial risk management strategies to solve business issue					3					3	1
						C04	Define the working of global financial institutions and international bond market	2						1			2	2
Manage ment of	MBADD	4	4	60	400	C01	Understand the fundamental & operations of financial markets and financial service providers	2									2	2

						CO2	Explain various fund-raising solution for the companies at domestic and global level to invest in projects	2		2		3				2	2
						CO3	Comprehend the Role and importance of the credit rating agencies and their types									2	1
						C04	Get familiarity with various financial sources for Start Ups to develop innovative solutions	2		1			2			1	2
orate						C01	Define various types of Mergers and Acquisitions and the regulatory environment	3				2	1				2
Merger, Acquisition and Corporate Restructuring	MBADD1-423	4	4	60	0 0	CO2	Evaluate financial analysis of merger and acquisition valuation proposals and demonstrate their effect on stakeholders	2			3					2	
r, Acquisiti Restru	MBAD	4	4	00	4 0	CO3	Comprehend various anti- takeover and Exit strategies of corporate restructuring	2				2				3	1
Merge						CO4	Assess the Post merger challenges to the performance of companies	2					1			2	2
nance						C01	Screening the environment for various investment opportunities		2		2		1	3		2	1
sal and Fi	MBADD1-424	4	4	60	0 0	C02	Apply various project appraisal techniques for their evaluation	2	2			3				2	1
Project Appraisal and Finance	MBAD	4	4	00	4 (CO3	Demonstrate their knowledge about project costing and risk measurement techniques	2				2				2	2
Proje						C04	Analyze the project funding opportunities available in the market				3		1	1		2	2
Corporate Taxation	MBADD1-	4	4	60	400	CO1	Understand practical aspects of tax planning as an important managerial decision making process		3								2

						C02	Apply the relevant sections of the Income Tax Act to compute taxable income and tax payable for a corporation				3					1
						CO3	Describe the issues and apply the appropriate provisions related to the taxation of corporate investment Income				3					2
						CO4	Identify tax planning opportunities and challenges for corporation								3	1
and						C01	Define the banking structure in the country			2						3
of Banks nstitution	MBADD1-425	4	4	60	4 0 0	C02	Assess the various risks involved in working of financial institutions								3	2
Management of Banks and Financial Institutions	MBADI	4	4	60	4 (CO3	Demonstrate the knowledge of Basel Norms and Technological Risks in Banking								3	2
Man F						CO4	Comprehend the functioning and Legal principals of Insurance industry	3								2
ange						C01	Understand various models to solve strategic issues of manpower	2			2			2		2
nt and Ch	1					C02	Identify the detailed process and challenges of organizational development		2			1				
Developmer	MBADD2-421	4	4	60	400	CO3	Analyse fundamentals to practice in organizational development		1			1				
Organization Development and Change	2					CO4	Implementorganizationaldevelopmentprogramsespecially at the individual andworkgroup level	1						2		2

nagement						C01	Develop the understanding of the concept of global human resource management and to understand its relevance in organizations	2					2				2
tesource Ma	MBADD2-422	4	4	60	0 0	C02	Develop necessary skill set for application of various international HR issues		1		1			1			
International Human Resource Management	MBADI	4	4	00	4 (CO3	Identify critical issues in managing talent of global workforce								2		1
Internatio						CO4	Describe IHRM's role in managing a global health, well- being, safety, and security program	2					1				2
ement						C01	Demonstrate their skills in using compensation as a retention strategy	1				2	1		1	1	2
Compensation and Benefit Management	MBADD2-423	4	4	60	0 0	C02	Demonstrate their skills in applying incentive schemes in the best interest of the organization and employees	2	1			3			1		1
ensation and	MBAI				4	CO3	Apply their knowledge in chalking out different types of employee benefits schemes	2		2		1	1		1	2	2
Compe						CO4	Understand the compensation process from different business perspectives					1	1			1	1
Employee Relations	MBADD2-	4	4	60	400	CO1	Divulge the skills on the key processes to maintain and improve the employee- management relations	2		2		2	1		2		

						C02	Recognize the changing nature of employment relations and industrial relations, diversity of EMR practices globally and different sectors of employment	2					1	1			2
						CO3	Deliver appropriate strategies for their organization					2				2	2
						CO4	Understand the changing nature of employment relations and industrial relations	2	1		1		2	1		2	3
em						C01	Set goals for himself as well as his subordinates in the organization	1	1				1				2
igement Syst	2-425				0	C02	Analyze and assess the performance of employees in the organization and manage team performance	2			1	3			2		
Performance Management System	MBADD2-425	4	4	60	4 0 (CO3	Carry out performance management surveys, compare and evaluate the different performance management systems	2				2	1				2
Per						CO4	Explore the key elements of effective performance management in organizations			3	1	1	2		1		3
sis						C01	Apply HR Analytical techniques in the areas of HRP, recruitment and selection, Compensation and Benefits, Training and Human Capital development etc	1				2	1	1			2
ad Analys	2-426				0	C02	Demonstrate HR function in adding value in business terms	2				3					2
HR Metrics and Analysis	MBADD2-426	4	4	60	40(CO3	Analyse the value of Intangibles that HR helps builds for the organization given a particular business context	2	2								2
						CO4	Design a Metrics and Analysis index for recruitment, performance and or a training and development context			3		2	3				3

kets						C01	Identify and apply relevant problem-solving methodologies	1			2				1	2
E-Commerce and Digital Markets	MBADD3-421	4	4	60	0 0	C02	Design components, systems and/or processes to meet required specifications for a web presence	2			3					2
imerce an	MBAD				4	CO3	Demonstrate digital techniques for marketing, finance and other business domains	2							2	2
E-Corr						CO4	Communicate effectively in ways appropriate to the discipline, audience and purpose			3		3			2	3
for IT						C01	Define operational effectiveness and understand the limitations of technology-based competition leveraging this principle	2			3					2
Strategic Management for IT	MBADD3-422	4	4	60	400	C02	Define strategic positioning and the importance of grounding competitive advantage in this concept	2	2		3					3
ategic M	MB					CO3	Understand the resource-based view of competitive advantage	2			3					3
Str						C04	List the four characteristics of a resource that might possibly yield sustainable competitive advantage	2		2	3					2
orm						CO1	Gain the knowledge about various digital platforms in business	2			3					2
Managing Digital Platform	MBADD3-423	4	4	60	0 0	C02	Get knowledge about pricing policies and social media strategies	3			3					2
aging Di	MBAD	4	4	60	4 (CO3	Apply cloud computing, IoT in digital platforms in business	3			3					2
Man						CO4	Understand the opportunities and challenges in digital business across various domains	2			3				2	2

						C01	Evaluate the IT requirements of the organization underlying given business environment	2							1
IT Consulting	MBADD3-424	4	4	60	4 0 0	C02	Apply Business life cycle techniques in Consultancy assignment	2			3				
IT Co	MBAI				4	CO3	Monitor and implement SLA Metrices				3				
						CO4	Apply business ethics in consultancy process	2					3		2
Control						CO1	Understand the role of the IS auditor and the IS audit function	2							2
Information Systems Audit and Control	MBADD3-425	4	4	60	400	C02	Purpose of controls in an information systems environment			3	2				1
tion Syste	MB/					CO3	Apply corporate governance and IS Audit linkages to analyze issue				3				2
Informa						C04	Apply the concepts in real time business scenario			3	2				2
						CO1	Apply various business optimization techniques	2	2		3				
Business Analytics in IT	MBADD3-426	4	4	60	4 0 0	CO2	Understand the applications of Business Intelligence in analyze in Business strategies		3	3	2				3
Isiness A	MBAD		•		4	CO3	Apply data mining techniques in business operations				3				2
BL						CO4	Understand applications of big data analytics to analyze and solve business problems		3	3	2	1			1

В						C01	Demonstrate an extended understanding of the similarities and differences in service- based and physical product-based marketing activities	2									2
Services Marketing	MBADD4-421	4	4	60	4 0 0	C02	Demonstrate a knowledge of the extended marketing mix for services	1					1				1
Services	MBA				7	CO3	Develop and justify marketing planning and control systems appropriate to service-based activities				1		1				
						C04	Identify the challenges in service design and pricing decisions	2	2								2
ß						C01	Acquaint with environmental, procedural, institutional and decisional aspects of international marketing	2					2	2			1
International Marketing	MBADD4-422	4	4	60	4 0 0	C02	Develop and implement plans and strategies for entering international markets	2		2				1			
ernation	MBAD	Ŧ	-	00	4 (£03	Know how to manage overseas marketing operations and ethical issues	1						1	2		2
Inte						CO4	Understand business environment and communication policies and techniques at global level	2	1		1		1	2		2	1
						CO1	Gain operational understanding of product development process and product strategies	2									2
anagement	4-423				0	CO2	Apply branding elements into marketing mix	2					1				2
Brand Mana	MBADD4-423	4	4	60	4 0 (CO3	Design, implement and take appropriate branding decisions as per business ethics			1		2			3		1
Br						CO4	Demonstrate the use of tools and communication channels in defining the positioning of brands					2				2	2

ġ						C01	Use various strategic model of CRM in manging the customers related business issues	2	1		2		2				1
Customer Relationship Management	MBADD4-424	4	4	60	400	C02	Generates competency in transforming organisations into customer-centric enterprises	2									
ustomer F Manag	MBAD	4	4	00	4 (CO3	Understand how to manage customer and business digitally with IT tools	2			3		1		2		2
Ŭ						C04	Identify and solve various issues in implementing CRM in various operations of company	2	1	2		1	2	2			1
вu						C01	Quickly understand a company and its marketing communications activities	2				1			2		1
Integrated Marketing Communication	MBADD4-425	4	4	60	0 0	C02	Thoroughly describe a range of media and methods available to marketers	2			1				2		
ntegrated Commu	MBAD	-	-	00	4	CO3	Develop a clearly thought-out Communications Audit	2			3		1		2		2
-						C04	Understand the advertising laws & ethics and budgeting for promotional programmes	2				1	2	2		2	1
rketing						C01	Identify the importance of the digital marketing for marketing success	2				1			2		2
ledia Ma	1-426				0	C02	Manage customer relationships across all digital channels	2			1				2		
d Social M	MBADD4-426	4	4	60	400	CO3	Apply various Return on Investment Techniques for allocating adequate budget	2			3		1			2	2
Digital and Social Media Marketing						CO4	Analyze online business environment for applying appropriate IT Techniques for Business issues	2			3	1	2				1
Total Quality Management	MBADD5-421	4	4	60	400	C01	Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems	2				2					2

						c03 c02	Identify the various issues in performing team work and in enhancing customer satisfaction Analyze various business problems to implement TQM	2	2	1			1		2		2
						C	and find feasible solution										
						C04	Apply latest techniques for quality control in organization	2	2			2	2				2
						C01	Develop a dynamic sales and operations planning (S&OP) process- business processes and technologies	3				2					1
ons Planning	422					C02	Understand the how much of which products to make, where to make them, and which markets to send them		2		1		2				2
Sales and Operations Planning	MBADD5-422	4	4	60	400	CO3	The general outcome of S&OP is matching demand and supply in the medium term, by providing an instrument for the vertical alignment of business strategy and operational planning, and for the horizontal alignment of demand and supply plans					2	1				3
						CO4	Apply scheduling for optimum capacity planning proces	2			2						2
ement	.23					C01	Understand the use of inventory management, purchase management, and most important material handling	2						2			2
Material Management	MBADD5-43	4	4	60	400	C02	Develop an ability to perform the role of a materials manager in an organization	2					1	1			2
Mater	M					CO3	Manage the activities of materials manager like purchasing, inventory analysis, storage etc.in a scientific manner			1		1					1

							Improvo duo dete performanza	n			2					
						C04	Improve due date performance	2			2					
						8	through use of MRP techniques within capacity constraints									
							Determine the strategic	2				1	1		 	2
Е						1	importance of manufacturing in	2				т	Т			2
ste						C01	creating and enhancing a firm's									
s Sy							competitive advantages									
ring							Select relevant tools and	1			2	1				
ctu	54					C02	techniques in managing and									
ufa	5-4				0)	improving business operations									
Management of Manufacturing System	MBADD5-424	4	4	60	4 0 (Assess the importance of cost	2			2				2	2
of N	ΒA				7	CO3	reduction through									
nt c	Σ					ŭ	implementation of various									
me							quality control tools									
age							Use techniques, skills and				3	2	1			2
lani						C04	modern managerial tools &									
Σ						0	techniques necessary for									
							business practice Understand about professional	2				1	1			1
						1	issues relevant to SCM and	2				т	1			1
						C01	logistics, on an expert- as well as									
							a common level									
ent							Have specialized knowledge	2					1			
eme	25					CO2	about selected topics when									
lag	5-4				0	8	dealing with different types of									
Logistic Management	MBADD5-425	4	4	60	4 0		supply chain									
tic l	1BA				7		Have advanced knowledge about	2		1						2
gist	2					CO3	logistics, operations research and									
ΓΟ						C	operations management in									
							general						1			
						C04	Apply e-commerce techniques to find logistic solutions	2			3		1			2
						ŭ										
σ							Understand various	2								2
and						CO1	management principles related									
ing	26					0	to quality control									
anr rol	5-4				0	2	Apply techniques to improve	2				1				2
on Planı Control	DD	4	4	60	4 0 0	C02	work efficiency solutions									
Production Planning Control	MBADD5-4															
anc	2					CO3	Do Continuous improvement of			1		2				
Pro						8	the production operations									

						CO4	Apply inventory management techniques to analyze and solve inventory related business problems	2			2	1			2
						C01	Use R to create sophisticated figures and graphs.	2			3				3
ce Using R	06-421		_	~~	0 0	C02	Design and write functions in R and implement simple iterative algorithms.	2		2					
Data Science Using R	MBADD6-421	4	4	60	4 0	CO3	Learn the importance of visualization in the data analytics solution process			3	2				2
						CO4	Convert imprecise business relevant problem statements to analytics	2	3	2					
lytics						C01	Implement social media across various business models	3							2
Social Media And Web Analytics	6-422				0	C02	Understand the implementation framework of web analytics.	2			2				
Aedia And	MBADD6-422	4	4	60	400	CO3	Explain the experimental methods in web data analytics.	2		2					
Social N						CO4	Identify appropriate metrics of data for Social media & Web analytics across all business dimensions	2		2				2	2
	3					C01	Analyse appropriate internal and external human resource metrics	2	1	1	3				2
HR Analytics	MBADD6-423	4	4	60	400	C02	Apply quantitative and qualitative analysis to understand trends and indicators.				3			2	
						CO3	Measure the outcomes driven by data profiling.	2			2				2

						CO4	Identify the ranking employees for their career progression roadmap.		1		2				2	2
anagers						CO1	Design effective data visualizations in order to provide new insights into a research.			3						
tion for M	MBADD6-424	4	4	60	4 0 0	C02	Understand how Cultures of Practice influence the way data	2				2				1
Data Visualization for Managers	MBA				7	CO3	Handle data and data visualizations to understand of ethical considerations.	1			2		2			
Data						C04	Construct effective data visuals to solve workplace problems.		2		2					2
						C01	Gain knowledge on the concepts of health care management.	2								1
nalytics	425					C02	Apply various data processing techniques for identifying issues		2		3					
Health Care Analytics	MBADD6-425	4	4	60	400	CO3	Apply analytics to examine attitude and motivation of stakeholders of healthcare industry.					2				2
						CO4	Attain knowledge of statistics and data analysing techniques applied in health care industry.				3					2
hain ics	-426					C01	Explain the fundamental concepts of Optimization.	3								2
Supply Chain Analytics	MBADD6-426	4	4	60	400	CO2	Apply various Quality management techniques to development of effective solutions			2	3					1

CO3	Implement the analytic techniques to solve business issues in location, layout and in quality management			2				
C04	Apply various analytical models across various business functions.		2	2				2

Enter Correction levels 1, 2 or 3 as defined below:

1. Slight (Low) - upto 30% 2. Moderate (Medium) – above 30% and upto 70% 3. Substantial (High) – above 70%