

**DEPARTMENT OF  
MASTER OF BUSINESS  
ADMINISTRATION**

# **2017 REGULATION**

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### 2017 REGULATION

#### PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

<b>PEO 1</b>	To have a thorough understanding of the core aspects of the business.
<b>PEO 2</b>	To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
<b>PEO 3</b>	To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
<b>PEO 4</b>	To motivate them for continuous learning.
<b>PEO 5</b>	To inspire and make them practice ethical standards in business.

#### PROGRAM OUTCOMES (POs)

<b>PO1</b>	Ability to apply the business acumen gained in practice.
<b>PO2</b>	Ability to understand and solve managerial issues.
<b>PO3</b>	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
<b>PO4</b>	Ability to upgrade their professional and managerial skills in their workplace.
<b>PO5</b>	Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
<b>PO6</b>	Ability to take up challenging assignments.
<b>PO7</b>	Ability to understand one's own ability to set achievable targets and complete them.
<b>PO8</b>	Ability to pursue lifelong learning.
<b>PO9</b>	To have a fulfilling business career.

## PROGRAM SPECIFIC OUTCOMES (PSOs)

<b>The students will demonstrate the abilities</b>	
<b>PSO1:</b>	The capacity to utilize the knowledge, abilities, and appropriate mindset required to lead effectively in a global setting.
<b>PSO2:</b>	Ability to produce effective managers with high moral standards who can play important roles in all facets of Indian society and the economy while staying in line with national priorities.
<b>PSO3:</b>	An inclination toward proactive thinking to enable optimal functioning in the ever-changing corporate and socioeconomic environment.

# LIST OF COURSES

## REGULATION 2017

<b>MASTER OF BUSINESS ADMINISTRATION</b>		
<b>SEMESTER I</b>		
<b>S. NO.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>THEORY</b>		
1	BA5101	Principles of Management
2	BA5102	Accounting for Management
3	BA5103	Economic Analysis for Business
4	BA5104	Legal Aspects of Business
5	BA5105	Organizational Behaviour
6	BA5106	Statistics for Management
7	BA5107	Total Quality Management
<b>PRACTICALS</b>		
8	BA5111	Spoken and Written Communication
<b>SEMESTER II</b>		
<b>S. NO.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>THEORY</b>		
1	BA5201	Applied Operations Research
2	BA5202	Business Research Methods
3	BA5203	Financial Management
4	BA5204	Human Resource Management
5	BA5205	Information Management
6	BA5206	Operations Management
7	BA5207	Marketing Management
<b>PRACTICALS</b>		
9	BA5211	Data analysis and Business Modelling (Laboratory)
<b>SEMESTER III</b>		
<b>S. NO.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>THEORY</b>		
1	BA5301	International Business
2	BA5302	Strategic Management
3	BA5014	Entrepreneurship Development
4	BA5015	Industrial relations and labour welfare
5	BA5019	Strategic Human Resource Management
6	BA5008	Banking Financial Services Management
7	BA5011	Merchant Banking And Financial Services
8	BA5012	Security Analysis And Portfolio Management

9	BA5004	Integrated Marketing Communication
10	BA5005	Retail Marketing
11	BA5006	Services Marketing
12	BA5022	Enterprise Resource Planning
13	BA5023	Software Project Management And Quality
14	BA5023	E-Business Management
<b>PRACTICALS</b>		
15	BA5311	Summer Training
<b>SEMESTER IV</b>		
<b>S. NO.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>PRACTICAL</b>		
1	BA5411	Project Work

## COURSE OUTCOME FOR MASTER OF BUSINESS ADMINISTRATION

<b>DEGREE</b>	<b>P.G</b>
<b>PROGRAMME</b>	<b>MBA</b>
<b>ACADEMIC YEAR</b>	<b>2018-19</b>
<b>REGULATION</b>	<b>2017</b>

### SEMESTER 01

#### 1.Course Code and Name : BA5101 ECONOMIC ANALYSIS FOR BUSINESS

	CO Statements	Knowledge Level
At the end of the course, learners will be able		
1	Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.	K3

#### 2.Course Code and Name : BA5102 PRINCIPLES OF MANAGEMENT

	CO Statements	Knowledge Level
At the end of the course the students will be able to		
1	The students should be able to describe and discuss the elements of effective management.	K1
2	Discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation.	K3

#### 3.Course Code and Name : BA5103 ACCOUNTING FOR MANAGEMENT

	CO Statements	Knowledge Level
After completion of this course, the students should be able to		
1	Possess a managerial outlook at accounts.	K3

#### 4.Course Code and Name : BA5104 LEGAL ASPECTS OF BUSINESS

	CO Statements	Knowledge Level
At the end of the course, the students will be able:		
1	Legal insight will be established in the business practices according to the situation of changing environment.	K2

#### 5.Course Code and Name : BA5105 ORGANIZATIONAL BEHAVIOUR

	CO Statements	Knowledge Level
Upon completion of the course, students will be able to		
1	Students will have a better understanding of human behaviour in organization. They will know the framework for managing individual and group performance.	K1

#### 6.Course Code and Name : BA5106 STATISTICS FOR MANAGEMENT

	CO Statements	Knowledge Level
On completion of the course, students will be able to:		
1	To facilitate objective solutions in business decision making under subjective conditions.	K3

#### 7.Course Code and Name : BA5107 TOTAL QUALITY MANAGEMENT

	CO Statements	Knowledge Level
Upon completion of the course, the students will be able to		
1	To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.	K2
<b>8.Course Code and Name : BA5111 SPOKEN AND WRITTEN COMMUNICATION</b>		
	CO Statements	
Upon completion of the course, the students will be able to		
1	Get into the habit of writing regularly.	K2
2	Express themselves in different genres of writing from creative to critical to factual writing.	K1
3	Read quite widely to acquire a style of writing and identify their area of strengths and weaknesses in writing.	K1
4	Speak confidently with any speakers of English, including native speakers.	K2
5	Speak effortlessly in different contexts – informal and formal.	K3
<b>SEMESTER 02</b>		
<b>1.Course Code and Name : BA5201 APPLIED OPERATIONS RESEARCH</b>		
	CO Statements	Knowledge Level
At the end of the course learners will be able to:		
1	To facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.	K2
<b>2.Course Code and Name : BA5202 BUSINESS RESEARCH METHODS</b>		
	CO Statements	Knowledge Level
Upon successful completion of the course, students will be able to:		
1	Students would become acquainted with the scientific methodology in business domain. They would also become analytically skilful. They would become familiar with the nuances of scientific communications.	K3
<b>3.Course Code and Name : BA5203 FINANCIAL MANAGEMENT</b>		
	CO Statements	Knowledge Level
At the end of the course, the students should be able to		
1	Possess the techniques of managing finance in an organization	K2
<b>4.Course Code and Name : BA5204 HUMAN RESOURCE MANAGEMENT</b>		
	CO Statements	Knowledge Level
At the end of the course, the students should be able to		
1	Students will gain knowledge and skills needed for success as a human resources professional.	K3
<b>5.Course Code and Name : BA5205 INFORMATION MANAGEMENT</b>		
	CO Statements	Knowledge Level
At the end of the course, the students should be able to		
1	Gains knowledge on effective applications of information systems in business	K3
<b>6.Course Code and Name : BA5206 OPERATIONS MANAGEMENT</b>		
	CO Statements	Knowledge Level



Upon completion of the course, the students will be able to		
1	Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.	K2
<b>7.Course Code and Name : BA5207 MARKETING MANAGEMENT</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
Upon completion of this course, the students will be able to:		
1	knowledge of analytical skills in solving marketing related problems	K3
2	Awareness of marketing management process	K2
<b>8.Course Code and Name : BA5211 DATA ANALYSIS AND BUSINESS MODELING</b>		
	<b>CO Statements</b>	
Upon completion of this course, the students will be able to:		
1	Knowledge of spreadsheets and data analysis software for business modelling.	K4
<b>SEMESTER 03</b>		
<b>1.Course Code and Name : BA5301 INTERNATIONAL BUSINESS MANAGEMENT</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
At the end of the course, students would :		
1	Students would be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices. They would be familiar with conflicts situations and ethical issues in global business.	K1
<b>2.Course Code and Name : BA5302 STRATEGIC MANAGEMENT</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
At the end of the course, students would :		
1	This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives the development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests information systems to learn from failure key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.	K1
<b>3.Course Code and Name : BA5014 ENTREPRENEURSHIP DEVELOPMENT</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
At the end of this course, the students will be able to:		
1	Students will gain knowledge and skills needed to run a business.	K1
<b>4.Course Code and Name : BA5015 INDUSTRIAL RELATIONS AND LABOUR WELFARE</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
At the end of this course, the students will be able to:		
1	Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labour.	K1
<b>5.Course Code and Name : BA5019 STRATEGIC HUMAN RESOURCE MANAGEMENT</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
On completion of this course, the students will be able to		

1	Students will have a better understanding of the tools and techniques used by organizations to meet current challenges.	K3
<b>6.Course Code and Name : BA5008 BANKING FINANCIAL SERVICES MANAGEMENT</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
At the end of this course, the students will be able to:		
1	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks	K3
<b>7.Course Code and Name : BA5011 MERCHANT BANKING AND FINANCIAL SERVICES</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
On completion of this course, the students will be able to		
1	Good knowledge on merchant banking activities	K4
<b>8.COURSE CODE AND NAME : BA5012 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
On completion of this course, the students will be able to		
1	Become a good investment analyst	K3
<b>9.COURSE CODE AND NAME : BA5004 INTEGRATED MARKETING COMMUNICATION</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
On completion of this course, the students will be able to		
1	Insight into the importance of advertising and sales promotion campaigns planning and objective setting in relation to consumer decision making processes.	K2
<b>10.COURSE CODE AND NAME : BA5005 RETAIL MARKETING</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
At the end of this course, the students will be able to:		
1	To manage the retail chains and understand the retail customer's behaviour	K4
<b>11.COURSE CODE AND NAME : BA5006 SERVICES MARKETING</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
At the end of this course, the students will be able to:		
1	Will be able to apply the concepts of services marketing in promoting services.	K3
<b>12.COURSE CODE AND NAME : BA5022 ENTERPRISE RESOURCE PLANNING</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
At the end of this course, the students will be able to:		
1	Knowledge of ERP implementation cycle	K2
2	Awareness of core and extended modules of ERP	K4
<b>13.COURSE CODE AND NAME : BA5023 SOFTWARE PROJECT MANAGEMENT AND QUALITY</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
At the end of this course, the students will be able to:		

1	Software Project Management And Quality	K3
2	Identify Risk and create risk mitigation plan	K4
3	Apply software quality assurance for better quality software delivery	K2
<b>14.COURSE CODE AND NAME : BA5024 E-BUSINESS MANAGEMENT</b>		
	<b>CO Statements</b>	<b>Knowledge Level</b>
At the end of this course, the students will be able to:		
1	At the end of this course, student should be able to know how to build and manage an e-business	K3
<b>SEMESTER 04</b>		
<b>1.COURSE CODE AND NAME : BA5411 PROJECT WORK</b>		
	<b>CO Statements</b>	
On completion of this course, the students will be able to		
1	Plan and carry out a critical, independent, and extended inquiry and assessment of a selected research issue that is pertinent to the environment and society.	K3
2	Determine pertinent ideas and concepts in a methodical manner, connect them to relevant facts and procedures, use relevant techniques, and make relevant conclusions.	K1
3	Find and evaluate pertinent and appropriate information sources in a methodical manner.	K2
4	Utilize quantitative and/or qualitative evaluation techniques with actual data in a suitable manner.	K3
5	Verbally and in writing, clearly and effectively convey the contexts and concepts of the research.	K1