

**DEPARTMENT OF
MASTER OF BUSINESS
ADMINISTRATION**

2021 REGULATION

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PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO 1	To have a thorough understanding of the core aspects of the business.
PEO 2	To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
PEO 3	To prepare them to have a holistic approach towards management functions.
PEO 4	To inspire and make them practice ethical standards in business.

PROGRAM OUTCOMES (POs)

PO1	Ability to apply the business acumen gained in practice.
PO2	Ability to understand and solve managerial issues.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual Goals.
PO4	Ability to understand one's own ability to set achievable targets and complete them.
PO5	Ability to fulfil social outreach
PO6	Ability to take up challenging assignments.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO1	Ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment
PSO2	Caliber to develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities.
PSO3	Propensity to make proactive thinking so as to perform effectively in the dynamic socio-economic and business eco system.

LIST OF COURSES

REGULATION 2021

MASTER OF BUSINESS ADMINISTRATION		
SEMESTER I		
S. NO.	COURSE CODE	COURSE TITLE
THEORY		
1	BA4101	Statistics for Management
2	BA4102	Management Concepts and Organizational Behaviour
3	BA4103	Managerial Economics
4	BA4104	Accounting for Decision Making
5	BA4105	Legal Aspects of Business
6	BA4106	Information Management
7	BA4302	Entrepreneurship Development
PRACTICALS		
8	BA4111	Indian ethos (Seminar)
9	BA4112	Business Communication (Laboratory)
SEMESTER II		
S. NO.	COURSE CODE	COURSE TITLE
THEORY		
1	BA4201	Quantitative Techniques for Decision Making
2	BA4202	Financial Management
3	BA4203	Human Resource Management
4	BA4204	Operations Management
5	BA4205	Business Research Methods
6	BA4206	Business Analytics
7	BA4207	Marketing Management
PRACTICALS		
9	BA4211	Business Ethics (Seminar)
10	BA4212	Data analysis and Business Modelling (Laboratory)
SEMESTER III		
S. NO.	COURSE CODE	COURSE TITLE
THEORY		
1	BA4301	Strategic Management
2	BA4302	International Business
3	BA4015	Strategic Human Resource Management
4	BA4016	Industrial relations and labour legislations
5	BA4020	International Human Resource Management
6	BA4001	Security Analysis and Portfolio Management
7	BA4002	Financial Markets

8	BA4003	Banking and Financial Services
9	BA4008	Retail Marketing
10	BA4010	Integrated Marketing Communication
11	BA4011	Services Marketing
12	BA4029	Social media web Analytics
13	BA4030	E-Business Management
14	BA4031	Enterprise Resource Planning
PRACTICALS		
15	BA4311	Creativity and Innovation Laboratory
16	BA4312	Summer Internship
SEMESTER IV		
S. NO.	COURSE CODE	COURSE TITLE
PRACTICAL		
1	BA4411	Project Work

COURSE OUTCOME FOR MASTER OF BUSINESS ADMINISTRATION

DEGREE	P.G
PROGRAMME	MASTER OF BUSINESS ADMINISTRATION
ACADEMIC YEAR	2022-23
REGULATION	2021

SEMESTER 01		
1.Course Code and Name : BA4101 STATISTICS FOR MANAGEMENT		
	CO Statements	Knowledge Level
At the end of the course, learners will be able		
1	To facilitate objective solutions in business decision making.	K3
2	To understand and solve business problems.	K2
3	To develop skill-set that is in demand in both the research and business environments.	K3
4	To enable the students to apply the statistical techniques in a work setting.	K3
5	To apply statistical techniques to data sets, and correctly interpret the results.	K3
2.Course Code and Name : BA4102 MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR		
	CO Statements	Knowledge Level
At the end of the course the students will be able to		
1	Understanding of various management concepts and skills required in the business world.	K1
2	In-depth knowledge of various functions of management in a real time management context.	K3
3	Understanding of the complexities associated with management of individual behaviour in the organizations.	K3
4	Develop the skill set to have manage group behaviour in Organizations.	K3
5	Insights about the current trends in managing organizational behaviour.	K3
3.Course Code and Name : BA4103 MANAGERIAL ECONOMICS		
	CO Statements	Knowledge Level
After completion of this course, the students should be able to		
1	To introduce the concepts of scarcity and efficiency.	K1
2	To explain principles of microeconomics relevant to managing an organization	K2
3	To describe principles of macroeconomics	K3
4	To have the understanding of economic environment of business.	K3
5	To study about the policies that regulate economic variables	K4
4.Course Code and Name : BA4104 ACCOUNTING FOR DECISION MAKING		
	CO Statements	Knowledge Level
At the end of the course, the students will be able:		
1	A thorough grounding of financial accounting concepts	K3

2	Preparation of financial statement analysis	K4
3	Understand the management and cost accounting techniques	K2
4	Apply the management and cost accounting techniques for decision making	K2
5	Assess the accountancy standards of practices in India	K3

5.Course Code and Name : BA4105 LEGAL ASPECTS OF BUSINESS

	CO Statements	Knowledge Level
Upon completion of the course, students will be able to		
1	Understand the fundamental legal principles in developing various contracts and commercial laws in the business world	K1
2	Identify the common forms of business associations and elements of Corporate Governance	K3
3	Develop insights regarding the laws related to industrial environment	K4
4	Ability to understand the fundamentals of corporate tax and GST	K4
5	Understand the role of consumer rights and cyber laws in the modern business environment	K4

6.Course Code and Name : BA4106 INFORMATION MANAGEMENT

	CO Statements	Knowledge Level
On completion of the course, students will be able to:		
1	Learn the basics of data and information system.	K3
2	Understand the system development methodologies.	K4
3	Understand database management system and its types.	K2
4	Learn the various technologies in information system and its security.	K3
5	Gains knowledge on effective applications of information systems in business	K4

7.Course Code and Name : BA4032 ENTREPRENEURSHIP DEVELOPMENT

	CO Statements	Knowledge Level
Upon completion of the course, the students will be able to		
1	The learners will gain entrepreneurial competence to run the business efficiently.	K3
2	The learners are able to undertake businesses in the entrepreneurial environment	K2
3	The learners are capable of preparing business plans and undertake feasible projects.	K1
4	The learners are efficient in launching and develop their business ventures successfully	K1
5	The learners shall monitor the business effectively towards growth and development.	K1

8.Course Code and Name : BA4211 INDIAN ETHOS (SEMINAR) :

	CO Statements	
Upon completion of the course, the students will be able to		
1	The learners are able to apply the basic concepts of Indian ethos and value systems at work.	K2
2	The learners can handle issues of business ethics and offer solutions in ethical perspectives	K1
3	The learners are professionally efficient and skilful in value systems and culture	K1
4	The learners are capable in ethically manage business towards well being of the society.	K2
5	The learners can be socially effective in undertaking business responsibilities.	K3

9.Course Code and Name : BA4112BUSINESS COMMUNICATION (LABORATORY) :

	CO Statements	K3
1	Develop good managerial communication skills	K2
2	Develop good presentation skills	K1

3	Ability to excel in different forms of written communication required in a business context	K1
4	In-depth understanding of interview skills	K1
5	Ability to prepare Business reports	K1

SEMESTER 02

1.Course Code and Name : BA4201QUANTITATIVE TECHNIQUES FOR DECISION MAKING

	CO Statements	Knowledge Level
At the end of the course learners will be able to		
1	Linear programming in product mix decisions	K2
2	Transportation and assignment in logistics and job allocation scenarios	K2
3	Game theory and heuristics of decision making in real time decisions	K2
4	Inventory management and replacement models in manufacturing context	K3
5	Queuing and simulation in real time scenario optimisation	K4

2.Course Code and Name : BA4202 FINANCIAL MANAGEMENT

	CO Statements	Knowledge Level
Upon successful completion of the course, students will be able to		
1	Identify the concepts of financial decision of an organisation	K3
2	Recognize the time value of money	K3
3	Learn the capital budgeting and cost of capital techniques	K3
4	Understand how to decide the decision of capital structure and distribution of dividend	K3
5	Assess the short-term and long-term sources of finance	K3

3.Course Code and Name : BA4203 HUMAN RESOURCE MANAGEMENT

	CO Statements	Knowledge Level
At the end of the course, the students should be able to		
1	Students would have gained knowledge on the various aspects of HRM	K2
2	Students will gain knowledge needed for success as a human resources professional.	K3
3	Students will develop the skills needed for a successful HR manager	K3
4	Students would be prepared to implement the concepts learned in the workplace.	K2
5	Students would be aware of the emerging concepts in the field of HRM	K2

4.Course Code and Name : BA4204 OPERATIONS MANAGEMENT

	CO Statements	Knowledge Level
At the end of the course, the students should be able to		
1	Understanding of the evolution of operations management practices and world class manufacturing processes	K3
2	Knowledge about capacity planning, strategic sourcing and procurement in organizations	K2

3	Enhances the understanding of product development and design process	K4
4	Ability to forecast demand and overcome bottlenecks	K2
5	Provides insight to Quality management tools and practices.	K2

5.Course Code and Name : BA4205 BUSINESS RESEARCH METHODS

	CO Statements	Knowledge Level
At the end of the course, the students should be able to		
1	Students will understand and appreciate scientific inquiry	K3
2	Students would know to write research proposals	K3
3	The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems	K3
4	Students would be able to analyze data and find solutions to the problems.	K5
5	Students could prepare research reports	K5

6.Course Code and Name : BA4206 BUSINESS ANALYTICS

	CO Statements	Knowledge Level
Upon completion of the course, the students will be able to		
1	Ability to understand the role of Business Analytics in decision making	K2
2	Ability to identify the appropriate tool for the analytics scenario	K5
3	Ability to apply the descriptive analytics tools and generate solutions	K5
4	Understanding of Predictive Analytics and applications	K5
5	Knowledge of Prescriptive Analytics and demonstrating business process improvement	K5

7.Course Code and Name : BA4207 MARKETING MANAGEMENT

	CO Statements	Knowledge Level
Upon completion of this course, the students will be able to:		
1	Applied knowledge of contemporary marketing theories to the demands of business and management practice.	K5
2	Enhanced knowledge of marketing strategies for consumer and industrial marketing	K6
3	Deep understanding of choice of marketing mix elements and managing integrated marketing channels.	K2
4	Ability to analyze the nature of consumer buying behaviour	K6
5	Understanding of the marketing research and new trends in the arena of marketing	K6

8.Course Code and Name : BA4211 BUSINESS ETHICS (SEMINAR)

	CO Statements	
Upon completion of this course, the students will be able to:		
1	The learners can handle issues of business ethics and offer solutions ethical perspectives	K3
2	The learners are able to apply the basic concepts of Indian ethos and value systems at work.	K3
3	The learners can handle issues of business ethics and offer solutions in ethical perspectives	K3
4	The learners are professionally efficient and skilful in value systems and culture	K5
5	The learners are capable in ethically manage business towards well being of the society.	K5

8.Course Code and Name : BA4212 DATA ANALYSIS AND BUSINESS MODELING

(LABORATORY)		
	CO Statements	Knowledge Level
Upon completion of this course, the students will be able to:		
1	Deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques	K3
2	Facilitates to identify the relationship between variables using data analytical tools	K3
3	Provides understanding about forecasting in real time business world using analytical tools	K3
4	Ability to conduct Risk and sensitivity analysis and portfolio selection based on business data	K5
5	Enhances knowledge about networking, inventory models and queuing theory using data analytical tools	K5
SEMESTER 03		
1.Course Code and Name : BA4301 STRATEGIC MANAGEMENT		
	CO Statements	Knowledge Level
At the end of the course, students would :		
1	Ability to understand the Strategic management process and social responsibility of business organizations	K1
2	In-depth understanding about the need for developing competitive advantage for organizations	K1
3	Provides insights into various corporate and business level strategies	K2
4	Facilitates to identify the various control systems required for organizational strategy implementation process	K2
5	Enhances the cognitive knowledge about various strategic issues and development of new business models	K2
2.Course Code and Name : BA4302 INTERNATIONAL BUSINESS		
	CO Statements	Knowledge Level
At the end of the course, students would :		
1	In Depth knowledge of driving factors of international Business	K5
2	Understanding of theories of trade and investment practiced in the global world	K5
3	Deep Insights in to various market entry strategies followed by Global Organizations	K1
4	Ability to identify the various global production and supply chain issues and have an understanding of foreign exchange determination system	K4
5	Enhance the cognitive knowledge of managing business across the cultures	K1
3.Course Code and Name : BA4015 STRATEGIC HUMAN RESOURCE MANAGEMENT		
	CO Statements	Knowledge Level
At the end of this course, the students will be able to:		
1	Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.	K1
2	Appreciate SHRM in the context of changing forms of organisation and will have a better understanding of the tools and techniques used by organizations to meet current challenges.	K1
3	To be more sensitive to cross-cultural issues and understanding of international	K1

	approaches to dealing with people in organisations. Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks.	
4	Providing an overview of the counselling and coaching processes and techniques, Developing alternative approach to dealing with problem situations in organisations	K3
5	Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR managers	K3
4.Course Code and Name : BA4015 INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS		
	CO Statements	Knowledge Level
At the end of this course, the students will be able to:		
1	Industrial relations system and Trade unions	K1
2	Industrial Disputes and labour welfare measures	K3
3	Labour legislation introduction and legal provisions for factory workers, wages and Bonus	K3
4	Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship	K3
5	Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention.	K4
5.Course Code and Name : BA4020 INTERNATIONAL HUMAN RESOURCE MANAGEMENT		
	CO Statements	Knowledge Level
On completion of this course, the students will be able to		
1	The basics of IHRM, models and practices	K3
2	strategic orientation and cultural context towards IHRM	K5
3	International practices on recruitment and selection	K3
4	International perspectives on Training, development, performance appraisal	K5
5	International practices on Compensation management	K5
6.Course Code and Name : BA4001 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		
	CO Statements	Knowledge Level
At the end of this course, the students will be able to:		
1	Understand the concept of investment and identify the investment alternatives to investors	K1
2	Learn the nuances of fundamental analyses and technical analyses	K4
3	Analyse and evaluate the value of securities	K4
4	Explain how to construct an efficient portfolio	K3
5	Explore the various methods through which portfolio evaluation could be done	K4
7.Course Code and Name : BA4002 FINANCIAL MARKETS		
	CO Statements	Knowledge Level
On completion of this course, the students will be able to		
1	Understanding the basic concepts of the finance markets in India	K5
2	Identify the underlying structure and functions of Indian financial markets	K5
3	Familiarise the methods of issuing shares and the role of intermediaries in the primary market	K5
4	Learn about the trading mechanism in stock market	K5

5	Describe the instruments, participants and trading in debt market	K5
8.COURSE CODE AND NAME : BA4003 BANKING AND FINANCIAL SERVICES		
	CO Statements	Knowledge Level
On completion of this course, the students will be able to		
1	Understand the overall structure and functions of Indian Financial System	K3
2	Gain knowledge about regulations governing the Indian Banking system	K3
3	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks	K3
4	Familiarise the students with the concept of e-banking	K3
5	In-depth understanding of fee-based and fund-based financial services in India	K4
9.COURSE CODE AND NAME : BA4008 RETAIL MARKETING		
	CO Statements	Knowledge Level
On completion of this course, the students will be able to		
1	To provide insights on retail operation	K3
2	To understand effective methods and strategies required for retail management	K3
3	To understand how to utilize resources and techniques used in retail management.	K3
4	To understand analysis of store location, merchandising, products and pricing.	K3
5	To gain knowledge about shopping behaviour	K4
10.COURSE CODE AND NAME : BA4010 INTEGRATED MARKETING COMMUNICATION		
	CO Statements	Knowledge Level
At the end of this course, the students will be able to:		
1	To review and give a general understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media.	K5
2	This course introduces students to the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.	K5
3	To Know how IMC fits into the marketing mix.	K5
4	To develop an awareness about marketing communications tools, and how each can be used effectively- individually or in an integrated mix.	K5
5	To examine the process by which integrated marketing communications programs are planned, developed, executed and measured.	K2
11.COURSE CODE AND NAME : BA4011 SERVICES MARKETING		
	CO Statements	Knowledge Level
At the end of this course, the students will be able to:		
1	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities	K3
2	Develop and justify marketing planning and control systems appropriate to service-based activities	K3
3	Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty	K5
4	Develop blueprint for the services sector and develop a better appreciation of the	K5

	necessary strategies to create a service excellence.	
5	Recognise the challenges faced in services delivery as outlined in the services gap model	K5
12.COURSE CODE AND NAME : BA4029 SOCIAL MEDIA WEB ANALYTICS		
	CO Statements	Knowledge Level
At the end of this course, the students will be able to:		
1	The students will be able to enhance the social media skills.	K5
2	The students will be able to develop a mass communication strategy and guide campaigns.	K5
3	To get an idea of social media policies.	K5
4	Understand the fundamentals and concepts of web analytics.	K2
5	How to effectively use the resulting insights to support website design decisions, campaign optimisation, search analytics, etc.	K2
13.COURSE CODE AND NAME : BA4030 E-BUSINESS MANAGEMENT		
	CO Statements	Knowledge Level
At the end of this course, the students will be able to:		
1	Ability to build and manage an e-business.	K3
2	Knowledge about Technology Infrastructure	K4
3	Understanding of customer oriented business applications	K2
4	Knowledge of e business payment protocols and security	K3
5	Understanding of ethical, legal , privacy issues and encryption policies	K4
14.COURSE CODE AND NAME : BA4031 ENTERPRISE RESOURCE PLANNING		
	CO Statements	Knowledge Level
At the end of this course, the students will be able to:		
1	Knowledge of risk and benefits associated with Enterprise Resource Planning.	K3
2	Knowledge or ERP solutions and functional modules	K2
3	Exposure to the implementation environment	K1
4	Understanding of post implementation impact and maintenance of ERP	K1
5	Knowledge of emerging trends on ERP	K1
SEMESTER 04		
1.COURSE CODE AND NAME : BA4411 PROJECT WORK		
	CO Statements	
On completion of this course, the students will be able to		
1	Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society	K3
2	Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions	K1
3	Engage in systematic discovery and critical review of appropriate and relevant information sources	K2
4	Appropriately apply qualitative and/or quantitative evaluation processes to original data	K3
5	Communicate research concepts and contexts clearly and effectively both in writing and orally	K1

