

**Department of Humanities & Management Science  
Madan Mohan Malaviya University of Technology  
Gorakhpur (U.P.)**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Duration Three academic years (6 semesters)

Minimum Eligibility, Curriculum [http://www.mmmut.ac.in/Pdf/Ordinances\\_BBA.pdf](http://www.mmmut.ac.in/Pdf/Ordinances_BBA.pdf)  
Structure & other details

**PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

- PE01** The course gives student an opportunity to learn about global trends that influence our environment and the living conditions and how different management systems and approaches that are used around the world to manage the environment.
- PE02** The student will develop simulations to think as a manager strategist and design an appropriate solution to all business problems.
- PE03** Students will develop ethical practices and imbibe values for better corporate governance.

**PROGRAMME OUTCOMES (POs)**

- P01** An Understanding of Business Functions: Expertise in learning processes or operations that ensure the proper functioning of an organization.
- P02** Interpersonal Skill Development: Expertise in communication both spoken as well as written.
- P03** Developing Critical and Analytical Thinking Abilities: Critical thinking in business, marketing and professional alliances relies heavily on one, s ability to be creative.
- P04** Developing Entrepreneurship Acumen: Helps to prepare students for managerial roles and as entrepreneurs.
- P05** Developing skills to solve real-world business problems: Equips students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.

- P06** Appropriate techniques: Enables students to demonstrate use of appropriate techniques to effectively manage business challenges.
- P07** Practical exposure: Providing an opportunity for the students to gain practical exposure towards the workplace and make them industry ready.
- P08** Decision Making: Equip students with techniques of analysing and interpretation of the data which is used in Decision Making.

### **PROGRAMME SPECIFIC OUTCOMES (PSOs)**

- PS01** To develop students with the ability to analyse various functional issues affecting the organization and acquiring conceptual clarity of various functional areas of business.
- PS02** The students understand the ethical challenges and choices in a business setting and develop ability to evolve strategies for organizational benefits.
- PS03** To inculcate in students the ability to gain multidisciplinary knowledge through seminar reports, case study analysis, Research projects and industrial training and Organizational visits.
- PS04** Demonstrate ability to work in Groups and leadership in their career.

### **COURSE OUTCOMES (COs)**

<b>Subject</b>	<b>Subject Code</b>	<b>Course Outcomes</b>
Indian Economy	BBA 102	1. Possess knowledge about Indian economic problems in the light of relevant economic theories and in a comparative perspective. 2. Appreciate the evolution of Indian economy, its institutional framework, planning policy.3. Possess a deeper understanding of the relevance of international trade in view of protection and foreign competition
Fundamentals of Accounting	BBA 103	1. To describe, explain, and integrate fundamental concepts underlying accounting, finance, management, marketing, and economics. 2. To use information to support business processes and practices, such as problem analysis and decision making.
Business Communication	BBA 104	1. Use their learning to overcome oral or written language problems or hesitancy if any. 2. To face confidently corporate event including meetings and dealing effectively with colleague, client, or stakeholders. 3. Use learning on how to prepare Business reports, draft business letters or write Emails, for successful business dealings .4. Exhibit the

		leaning on cross culture communication to work effectively in environment of diversified workforce.
Principles of Management	BBA 105	1. Gain practical skills and personal attributes and competencies that is required for managerial position. 2. Demonstrate the roles, skills, and functions of management. 3. Understand analytical, developmental, managerial, and technical skills relate to Managing organizations. 4. Specify how the managerial skills can be executed in a variety of circumstances in the organization.
Business Statistics	BBA 106	1. To provide managers the skills they need to make effective decisions in uncertain circumstances. 2. It provides entrepreneurs the statistical tools to business professionals, including statistical research in business, in order to help their organizations, succeed. 3. Helps to recognize the opportunities of statistics in creating accurate predictions.
Business Economics	BBA 107	1. To understand the concepts of cost, nature of production and its relationship to Business operations. 2. To apply marginal analysis to the "firm" under different market conditions. 3. To analyse the causes and consequences of different market conditions. 4. To integrate the concept of price and output decisions of firms under various market structure.
Business Environment	BBA 108	1. Evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability. 2. Analyse the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position. 3. Understand the international influences on domestic business and measures to be taken for successful global business operations.
Developing soft skills and Personality Development	BBA 109	1. Use the learnt soft skills to grow as successful professional. 2. Demonstrate vital skills like leadership, motivation and spirit of team work to achieve the organizational Goal effectively.
Industrial Psychology	BBA 110	1. Use of various facets of psychology, its problems and understanding. 2. To identify, formulate and solve the real-life problems with positive attitude. 3. To inculcate the habit of learning and developing the industrial problems from business perspective.
Human Resource Management	BBA 111	1. To develop the understanding of the concept of human resource management and to understand its relevance in organizations. 2. To develop necessary skill set for application of various HR issues. 3. To analyse the strategic issues and strategies required to select and develop manpower resources. 4. To integrate the knowledge of HR concepts to take correct business decisions.
Seminar	BBA 100	1. Demonstrate use of appropriate methodologies and test the strength of their thesis statement. 2. Shall be able to show insight on topic, appropriate signposting, and clarity of purpose. 3. Demonstrate problem-solving skills and apply theoretical knowledge.
Business Law	BBA 201	1. It provides business owners, managers, and other professionals to have a basic understanding of business law to help them make better

		decisions. 2. It helps in protecting liberties and rights, maintaining orders, resolving disputes, and establishing standards for the business concerns and their dealings with different sectors. 3. It helps business concerns to know the existing rules and regulations applicable to them and to their concern fields.
Organizational Behaviour	BBA 202	1. To apply the relevant concepts of OB in understanding the complexities of individual behaviour in organization and its management. 2. To apply the relevant concepts of OB in understanding the complexities of group behaviour in organization and its management. 3. To synthesize relevant information and evaluate options for the most logical and optimal solution for predicting and controlling human behaviour in organizations to improve outcomes.
Introduction to Business Research	BBA 203	1. To differentiate among various type and approaches of research and apply them in different business. 2. To formulate the actual problem and analyse the factors behind these problems related to the business or product or service of the organisation. 3. To collect the data and information for the continuous research and development process of the organisation for competitive purpose.
Financial Management	BBA 204	1. Financial management enables to accomplish important big picture and daily financial objectives to finance managers. 2. Developing skills for financial planning information to investors. 3. Provides skills for great decision-making with respect to financial considerations.
Fundamentals of Marketing	BBA 205	1. Students will be able to understand Practical and theoretical implementation of Services marketing with knowledge of 7p's (Extended 3p). 2. Shall get familiar with the scope of Services marketing in real world. 3. Shall be able to identify critical issues in the service delivery process with an effective Service marketing system and issues related to services marketing triangle. Students also understand the integration of technology with services marketing for better performance.
Company Law	BBA 206	1. Use their learning on incorporation, functioning and legal obligations of Private and Public companies under the law laid down by Government. 2. Based on their learning about roles and duties of personnel, they are expected discharge their duties properly in professional life.
Strategic Management	BBA 207	1. Helps student a life-long process of improving critical thinking that can lead to sound judgement. 2. To gain a competitive edge. 3. Provides the proper ground for defining the roadmap of any educational complex to develop success.
Enterprise resource planning	BBA 208	1. To know about the advancement in the business technology 2. It provides comprehensive solution for education function integration and end to end process management 3. To learn the skills of the software
Business Auditing	BBA 209	1. It enables students to understand importance of systematic records keeping and management of all activities like financial, accounting, production etc. in the business. 2. It helps students in Developing

		concept of establishing transparency of the entity to its stakeholders. 3. To understand its Important roles in serving the public interest to strengthen accountability and reinforce trust and confidence in financial reporting.
Supply Chain Management	BBA 210	1. Use their learning on importance of supply chain in Business's survival and growth, to speed up supply from manufacturer to end consumer. 2. Having learnt the demand of 3PL and 4PL Logistics, the student may even choose the same as carrier option. 3. Use learning to Manage inventory and cooperate with Logistic Partners to replenish stocks just in time or reduced lead time.
Summer Internship	BBA 300	1. To apply their knowledge and skills acquired in the classroom to a professional context. 2. To understand what skills are transferable to new contexts; identify and understand the practices and protocols of the company and industry in which they are working. 3. To successfully reflect on the quality of the contribution they have made to the organization. 4. To refine and reassess their own career goals because of the experience.
Fundamentals of Quality Management	BBA 301	1. Know quality management is a continuing revolution and be familiar with basic methods and tools to achieve quality goals by effective quality planning, controlling, and improving. 2. Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving, and measuring quality. 3. Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.
Management and Cost accounting	BBA 302	1. Students should be able to identify, use and interpret the results of costing techniques appropriate to different activities and decisions. 2. Formulate and use standards and budgets for planning and control purposes. 3. Understand the role of responsibility accounting and performance measurement; understand the behavioural implications of performance measurement and transfer pricing systems in divisionalised businesses. 4. Appreciate the need to relate management accounting systems to contemporary thinking about organisational planning and control.
Introduction to Operations Research	BBA 303	1. To identify and develop operational research models from the verbal description of the real system. 2. To Understand the mathematical tools that are needed to solve. 3. To use mathematical software to solve the proposed model's optimisation problems. 4. To Develop a report that describes the model and the solving technique, analyse the results, and propose recommendations in language understandable to the decision-making processes in Management Engineering
Entrepreneurship Development	BBA 304	1. Student will be able to develop and cultivate skills required for entrepreneurship. 2. Students will be able to identify ideas, evaluate the opportunities, develop plans, manage resources and company for starting new ventures. 3. Students can map the parameters to assess opportunities and constraints for new business ideas

Corporate Governance and Business Ethics	BBA 305	1. Familiar with the nature, scope, and purpose of Business Ethics 2. Know the Importance of Ethics & Moral standards like; Ethics & Moral Decision Making, Ethical Principles in Business. 3. Demonstrate an enhanced appreciation for the relevance and practical application of ethics in the role of management. 4. Demonstrate detailed knowledge of the development of corporate social responsibilities of business corporations beyond profit maximisation.
Production & Operation Management	BBA 306	1. Apply the concept of production & operation management in manufacturing and service sector and will be able to, plan, forecast and implement production and service-related decisions. 2. Plan production schedules and plan resources (material and machine) required for production. 3. To apply the concepts of purchase, stores and inventory management and analyse and evaluate material requirement decisions.
Project	BBA 400	1. Carry out a substantial research-based project. 2. Analyse data and synthesize research findings. 3. Report research findings in written and verbal forms. 4. Use research findings to advance education theory and practice. 5. Demonstrate an understanding of the ethical issues associated with practitioner research
Project Management	BBA 401	1. Understand project characteristics and various stages of a project. 2. Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic. 3. Analyse the learning and understand techniques for project planning, scheduling, execution control, project procurement etc
Investment Banking and Financial Services	BBA 402	1. Developing skills to entrepreneurs in risk management area, like identifying and avoiding the risk or making plans to overcome it in economic, securities terms of a company. 2. Job opportunities skills to manage accounts and/or funds for a company or individual or to advise them regarding the management of investments. 3. Helps entrepreneurs looking for funding and investors for their business.
Working Capital Management	BBA 403	1. Students will get enough knowledge about the working capital as well as how it is determined and managed in any organization.
International Financial Management	BBA 404	1. Students shall gain theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations. 2. Students will discover how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm. 3. Students will learn, through hands-on case studies and empirical evidence how to manage multinational companies' investment and financing activities. The relevance of country risk and international corporate governance in cross-border investments will also be examined.
Income Tax	BBA 405	1. Students shall be familiarized with different terms of used in taxation i.e. Tax Management, Tax Evasion and Tax Avoidance. 2. To compute the overall tax liability of an individual as well as the company. 3. To

		gain the knowledge for reducing the tax liability by using different exemptions give by the income tax department of India.
Personal Selling & Sales Force Management	BBA 406	1.The purpose of this course is to prepare students to be future sales managers. 2. Managing and Developing the Sales Force, Measurement of Sales Goals and Evaluation of Salesperson Performance. 3. To understand how the sales effort should be organized, and the strategic role of information in sales management
Brand Management	BBA 407	1. Demonstrate knowledge of the nature and processes of branding and brand management. 2. Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas. 3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions. 4. Formulate and justify brand development decisions 5. Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives
Retail Management	BBA 408	1.To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions. 2. To know the responsibilities of retail personnel in the numerous career positions available in the retail field. 3. To recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
International Marketing	BBA 409	1. To familiarize student with the impact of global and regional influences on products and services for consumers and businesses. 2. To Apply knowledge gained in other courses to the understanding of marketing management in an international setting. 3. Students will be encouraged to look at marketing practices in other countries and compare them with what they are familiar with.
Rural Marketing	BBA 410	1. With the help of Rural Marketing students will utilize the understanding on peculiarities of rural markets, channels and competition in marketing decision making. 2. Students will understand the Rural Market Segmentation, targeting and positioning and Rural Products. 3. Students can understand Buying behaviour of Rural Consumer and Purchase decision making process.
Strategic Human Resource Management	BBA 411	1. To provide basic knowledge about the concepts of Strategic Human Resource Management. 2. The course will explain the importance of Strategic Human Resource Management and their effective management in organisations. 3. Demonstrate a basic understanding of different tools used in forecasting and planning Strategic Human Resource needs.
Leadership Dynamics In Management	BBA 412	1. Develop the Skills of cooperation and coordination within the organization. 2. Determine and provide needful directions to entrepreneurs for making team spirit among people. 3. To develop skills in entrepreneurs for attainment of common organizational goals.

Team Building and Group Dynamics	BBA 413	1. Develops the skills to stay focused on the task at hand and do not engage in distracting behaviours in organization. 2. Provides skills to entrepreneurs to determine the action items that any decision requires or think through how to carry out decisions. 3. Develops entrepreneurial skills to ensure self-development, positive communication, leadership skills and the ability to work closely together as a team to problem solve.
Knowledge Process Outsourcing	BBA 414	1. Understand the outsourcing of core information-related business activities which can create an integral part of the company's value chain. 2. Students can understand and cater the changing customer demands. 3. Providing efficient reporting and performance measurement to achieve operational excellence and enhanced productivity.
Management of Industrial Relations	BBA 415	1.To familiarize with the role of management and unions in the promotions of industrial relations. 2. Examine the labour relation issues and its management. 3. To acquire skills in handling employer-employee relations.
E-Business	BBA 416	1. To develop essential knowledge, skills, and methods for using technical aspects of e-business. 2. To understand paperless offices and processes thus contributing to savings in terms of resources. 3. To develop entrepreneurial approach in current market scenario of e-commerce.
Fundamental of Cyber Security	BBA 417	1. Analyse and evaluate the cyber security needs of an organization. 2. Have acquired knowledge of a representative sample of security threats, issues, technologies, and theories 3. Determine and analyse software vulnerabilities and security solutions to reduce the risk of exploitation.
Database Management System	BBA 418	1. To design and build a simple database system. 2. To demonstrate competence with the fundamental tasks involved with modelling, designing, and implementing a DBMS.
Introduction to Artificial Intelligence	BBA 419	1. Understand the various searching techniques, constraint satisfaction problem and example problems- game playing techniques. 2. Apply these techniques in applications which involve perception, reasoning, and learning. 3. Demonstrate proficiency developing applications in an 'AI language', expert system shell, or data mining tool.
Management Information System	BBA 420	1. Understands the concept, its development and management support for the Management Information System 2. Ability to define needs and dimensions of MIS, steps for short- and long-range plans and budget for MIS 3. Analyses the elements and data sources, constraints and develops formats and documents of MIS 4. Develops methods, planning for implementation and process of evaluation of MIS
Business Decision Making	BBA 421	1. To have greater insight into decision-making processes 2. Possess a range of different perspectives on what counts as an 'effective' decision. 3. Understand better how people perceive and decide about risk.
Renewable and Alternate Energy Integration	BBA 422	1. The student will have knowledge in a specialized field such as solar energy, storage, smart grid. 2. The student will have specialized knowledge in the field of renewable energy system. 3. The student will



Management System		have a good understanding of national and international regulation and framework condition for renewable energy system.
Human Values & Ethics	BBA 01	1. To create conducive environment for professionals to grow as good and responsible human beings imbibing values and ethics. 2. Understanding the significance of environment. 3. Developing humanitarian outlook.
Industrial Safety Engineering	BBA 02	1. To know about Industrial safety programs and toxicology, Industrial laws, regulations, and source models. 2. To analyse industrial hazards and its risk assessment. 3. Students can understand the safety audit, safety education and performance monitoring in industries
Business Simulation Approaches	BBA 03	1. Understand the purpose, techniques, need and modelling of Simulation in business. 2. Students will learn to model the business and various Simulation approaches. 3. Students can understand the application of Simulation in various sectors.
Foreign Language (German)	BBA 04	1. Students can listen to and understand the spoken German language which uses the elementary spoken structures. 2. Students can speak and engage in simple dialogues in German. 3. Students can read and write the sentences and short paragraphs in German.
Financial Inclusion	BBA 05	1. To help students understand concept of financial inclusion and understand its crucial relationship with development indicators. 2. To let students learn about the emerging trends of micro finance and micro insurance and how the benefit of financial services can be extended to poor. 3. To make them learn about vital concept such as Banks, Client, Business Correspondent and Facilitator involved in smooth functioning of Banking and Finance sector.
Corporate Restructuring	BBA 06	1. Understand about Mergers, Amalgamation and Takeovers 2. Gain more knowledge on the revival of sick companies 3. Understand all aspects and intricacies of law and practical issues affecting and arising out of corporate restructuring.
Corporate Financial Decisions	BBA 07	1. provide a range of definitions of corporate governance and identify issues usually addressed by corporate governance structures. 2. Summarize recent scandals and abuses and the regulatory reaction. 3. Helps students to understand financial prediction, monetary management, fund procurement, budgeting, credit administration and investment appraisal in the corporate sectors.
Introduction to Professional Correspondence and Business Documentation	BBA 08	1. How to improve organizational practices, eliminate silos, keep employees informed and reduce errors. 2. It helps students to understand the power of visual communication, interpret business visuals, and make intelligent design choices in their own documents and presentations.
Project Appraisal and Analysis	BBA 09	1. How to extract relevant information for determining the success or failure of a project. 2. This means that the project appraisal is done to know, how much the company has invested on the project and in return how much it is gaining from it. 3. Make them capable to analyse, apply

		and appreciate contemporary project management tools and methodologies in contemporary world.
Advance Spreadsheet Tools for Financial Analysis	BBA 10	1. To organize and categorize data into a logical format and develop knowledge of business-related forecasts and plan. 2. Make meaningful representations of data in the form of charts and pivot tables and solve complex problems using superpower functions. 3. The role of this course is to teach participants the various formulas used in Excel, how to debug them, audit them and how to use which formula for which occasion.
Financial Modelling and Derivatives	BBA 11	1. To estimate the valuation of a business or to compare businesses to their peers in the industry. 2. It provides to understand strategic planning to test various scenarios, calculate the cost of new projects, decide on budgets, and allocate corporate resources. 3. Executives typically use financial models to make decisions regarding: Budgeting and forecasting
Tourism and Hospitality Management	BBA 20	1. Develops leadership and management skills through group co-operation. 2. Describes the roles and function of a leader in hospitality industry. 3. Understand the importance of goal setting and team building.
Agricultural Marketing	BBA 21	1. To widen the product range. 2. To bring in good marketing practices which helps to cope up with environmental changes. 3. To help in planning for successful operations leading to better quality of products and customer satisfaction.
International Business	BBA 22	1. To understand global issues. 2. To prepare you for diverse business opportunities. 3. Not limiting to finding a job in own country of study alone, but rather opening.
Banking Law	BBA 23	1. Exhibit and use their learning about Banking system, regulator, Customer-Bank relationship, and related Laws. 2. Learning on Private sector banks functioning may result in opting the sector as carrier.
Disaster Management	BBA 24	1. To increase knowledge and understanding of disaster phenomenon, its different contextual aspects, impacts and public health consequences. 2. To ensure skills and abilities to design implement and evaluate research on disaster. 3. Understanding of international strategy for disaster reduction
Social Media in Business	BBA 25	1. Students shall be able to understand the difference between traditional marketing and social media marketing. 2. Students shall be able to develop social media marketing goals and objectives. 3. Students shall be able to develop an internal social media policy, including management, timing, and frequency.
Digital Marketing	BBA 26	1. Understand the Integrated digital marketing, opportunities and threats associated with it. 2. Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics. 3. Students can develop digital marketing strategies and segmentation the market for digital marketing.

Gender, Justice and Workplace Securities	BBA 81	1. To be able to understand and explain basic concepts related to gender inequality. 2. To understand various provisions, laws and measures designed to promote gender equality. 3. To be sensitive towards gender issues in workplace settings.
Water Society and Sustainability	BBA 82	1. To be able to understand major theoretical and methodological approaches to relations between water and human existence. 2. To be able to understand global scenario and contemporary challenges related to water. 3. To develop an environmentally sensitive outlook towards natural resources.
Introduction to Cultural Studies	BBA 83	1. To be able to understand the cultural complexity in all its forms and analyse the socio-political context in which culture manifests itself. 2. To be able to understand the importance of socio cultural and political forces in construction of social realities and categories. 3. To be culturally sensitive in their personal and professional lives.
Economics of Health and Healthcare	BBA 84	1. To help students understand economics of health and Health care system 2. To give students deep insight and understanding of flourishing Hospital Industry and booming pharmaceutical market. 3. To let students understand International Health Care system

**Department of Humanities & Management Science  
Madan Mohan Malaviya University of Technology  
Gorakhpur (U.P.)**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**Programme Duration:** Two academic years (4 semesters)

**Minimum Eligibility, Curriculum Structure & Other Details:**

[http://www.mmmut.ac.in/Pdf/BTech/Syllabi Centre for Management Studies.pdf](http://www.mmmut.ac.in/Pdf/BTech/Syllabi%20Centre%20for%20Management%20Studies.pdf)

**PROGRAM EDUCATIONAL OBJECTIVES (PEOs)**

- PEO 1** To equip students with fundamental concepts of core domain subjects like marketing, finance, human resource management along with excellent academic environment to exhibit high levels of creativity, critical thinking, communication skills, teamwork, and leadership in their career.
- PEO 2** To facilitate with consistent industrial training and organisation visits to meet the basic requirements of management process. To encourage students for undertaking various latest and innovative research theme and ideas, which benefit society.
- PEO 3** To provide practical experience and exposure of working with real time cases and solve complex business problems and to develop analytical skills of students to handle business uncertainties and crisis with a rational approach.
- PEO 4** To equip students with latest analytical tools and software, which help in analysis of the legal, economic, social, political, technological, and environmental factors relevant to strategic decision-making for a global organization and international market.

**PROGRAMME OUTCOMES (POs)**

- PO 1** Acquire knowledge and skills in management and ability to apply its principles and practices to arrive at optimal solution for any corporate problems and to demonstrate critical thinking skills in understanding managerial issues and problems by collecting and analysing data.
- PO 2** Design solutions for complex organizational problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- PO 3** Analyse the impact of decisions and actions on stakeholders including interpersonal, societal, environmental, and organizational considerations. Demonstrate awareness of economic, environmental, political, legal, and regulatory contexts of global business practice.

- PO 4** Assess environment and opportunities, align business activities, and implement strategic change in complex and uncertain conditions. Ability to engage in independent and life-long learning in the context of managing unpredictable societal and global issues.
- PO 5** Apply ethical principles and understand the impact of the professional management solutions in societal and environmental contexts.
- PO 6** Develop skills to generate novel and value-creating products, processes, or organizational forms. Identify problems, define objectives collect and analyse information, evaluate risks and alternatives, and leverage technology to enable qualitative and quantitative methods to solve problems.
- PO 7** Analyse and apply management information to facilitate strategic decision making. Employ financial decision models to select appropriate projects for a business enterprise and manage firm growth through strategies such as mergers, acquisitions, international expansion, and new venture development.
- PO 8** Recognize the need for and have the preparation and ability to engage in independent and life-long learning through delivering appropriate skill set.

**PROGRAM SPECIFIC OUTCOMES (PSOs)**

- PSO 1** To work successfully with essential skills set for marketing, finance, human resource, International Business, and other relevant domain as acquired for from the respective specialized domain, and also, impart knowledge received from the Summer Training Projects and Research Project as per the requirement of the local and global organization.
- PSO 2** To inculcate in students the ability to gain multidisciplinary knowledge through case analysis, simulated problems, brainstorming sessions, projects and industrial training and educate students with proficiency in the specific area of specialization in Management and help them to develop their competency in Marketing, Finance, Human Resource, International Business, and other requisite skills of emergent field in management.
- PSO 3** To organise Workshops, Short Term Courses, Conferences, and seminars for students throughout the course for better understanding of the subject expertise, knowledge and skills required to the industry.

**COURSE OUTCOMES**

Subject	Subject Code	Course Outcomes
Industrial Management	MBA 01	1. Student will become efficient and acquire acumen of more profitable business practices. 2. Students will understand importance of better customer service and product quality. 3. Able to make work safer, faster, easier, and more rewarding. 4. Able to help industry in production of more products which possess all utility factors. 5. Making

		the world safer through better designed products and processes. 6. Reducing costs associated with new technologies.
Engineering & Managerial Economics	MBA 02	1. Students will acquire basic knowledge in Engineering & managerial economics, which allows students to gain theoretical and empirical skill of economics. 2. To make Engineering students prepared for economic empowerment so that they could manage their wealth, help them in starting their own business or during managerial period. 3. Students will develop Interdisciplinary skills which can help them to thrive in the lifelong changing environment in various fields of Industry of Economics. 4. Students will acquire practical knowledge of economics, the kind of markets, cost theory, various issues of demand and other major economic concepts. 5. Able to explain succinctly the meaning and definition of managerial economics; elucidate on the characteristics and scope of managerial economics. 6. Able to describe the techniques of managerial economics. 7. Able to explain the applications of managerial economics in various aspects. 8. To learn about the management and economics of the industrial environment
Public Administration	MBA 03	1. The students will be able to know the scope, significance, and methodology of public administration. 2. Able to understand public corporation, board, administrative set up in India, administrative decentralization, and coordination. 3. Understands the objectives, recruitment, training, terms of employment of personnel administration, financial organization and its administration, and parliamentary control over the financial management. 4. Understands the accountability and judicial control over public administration, administrative aspects for rural and urban administration in India.
Fundamentals of Management	MBA 101	1. Fundamentals management provides an insight to managers to manage an organization. The principles empower managers to decide, what should be done to accomplish given tasks and to handle situations, which may arise in management. It makes managers more efficient. 2. It is helpful in identifying the areas of management in which existing & future managers should be trained. 3. Management principles makes the role of managers' concrete. Therefore, these principles act as ready reference to the managers to check whether their decisions are appropriate.
Accounting and Financial Analysis	MBA 102	1. To prepare the account of concern business using these accounting skills like trading account, Profit and Loss account and Balance sheet. 2. Prepare and analyse the Fund Flow Statement and Cash Flow Statement. 3. Analyse the financial statement using various ratios and financial statements analysis tools and techniques. 4. Provide the current position of the concern business to the stakeholders like proprietors Public and Government etc.
Managerial Economics	MBA 103	1. Economics students in general will be able to pinpoint and understand the past, present economic conditions of the country. 2. They will also be able to forecast the future course of changes and development through their knowledge of policies and programmes set by the governments and other development agencies. 3. They will be equipped with the techniques to find solution of the problems like mobilization of manpower and materials available in the country.
Marketing Management	MBA 104	1. Marketing Management provides knowledge and capabilities to develop marketing strategies (Segmentation, Targeting and

		Positioning) for organizations. These strategies outline clearly how an organization will promote its products and services to its target market with an aim of increasing its sales volumes and maintaining a competitive edge over its competitors. 2. It also provides and insight for analyse market trends with an aim of identifying unexploited or new markets for the organization's products and services. Also, through market analysis and forecasting, they can develop a proper marketing mix for the organization. 3. It provides a practical approach for an organization's marketing operations. It helps in formulating, directing, and coordinating marketing activities to influence customers to choose the organization's products and services.
Organizational Behaviour & Group Dynamics	MBA 105	1. To help the students to acquire and develop skill to take rational decisions in organisation. 2. Analyse the complexities associated with management of the group behaviour in the organization. 3. Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
Human Resource Management	MBA 106	1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations. 2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources. 3. To develop relevant skills necessary for application in HR related issues. 4. To Enable the students to integrate the understanding of various HR concepts along with the domain concept to take correct business decisions.
Business Environment	MBA 107	1. Explain the concept of the various constituents of environment and their impact on businesses. 2. Apply the trade theories, investment theories, exchange rate theories and regional trading bloc theories and their impact on economic welfare. 3. Analyse the principle and the different exchange rate regimes' impact on businesses. 4. Integrate the concept and opening economies of developing countries like India through RTB and multilateral route.
Business Laws	MBA 108	1. Demonstrate an understanding of the Legal Environment of Business. 2. Apply basic legal knowledge to business transactions. 3. Communicate effectively using standard business and legal terminology.
Research Methodology	MBA 109	1. Demonstrate the use of knowledge of the research processes (reading, evaluating, and developing) for the specific problem. 2. Solve the problem of the society/industry by using these research skills, tools, and techniques. 3. Identify, explain, compare, and prepare the key elements of a research proposal/report and describe sampling methods, measurement scales and instruments, and appropriate uses of each. 4. Demonstrate how educational research contributes to the objectives of doctoral program and specific career of the students as well as the objectives of the concern industry/business.
Production & Operations Management	MBA 110	1. Demonstrate an understanding of the concepts of production and operation management. 2. Demonstrate the ability to apply some mathematical forecasting techniques. 3. Demonstrate an awareness and an appreciation of the importance of the operations and supply management to the sustainability of an enterprise
Financial Management & Cost Accounting	MBA 111	1. Describe the financial environment within which organisations must operate. 2. Critically evaluate the financial objectives of various types of organisations and the respective requirements of stakeholders. As well

		as discuss the function of capital markets. 3. Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances. 4. Assess the factors affecting investment decisions and opportunities presented to an organisation.
Supply Chain Management	MBA 112	1. To understand the foundational role of logistics as it relates to transportation and warehousing. 2. To understand how Logistics, Supply Chain, Operations, Channels of Distribution fit in to various types of Business viz., Manufacturing, Service and Project. 3. To Identify and Analyse Business Models, Business Strategies and, corresponding Competitive Advantage.
Management Information System	MBA 113	1. Understands the concept, its development and management support for the Management Information System. 2. Ability to define needs and dimensions of MIS, steps for short- and long-range plans and budget for MIS. 3. Analyse the elements and data sources, constraints and develops formats and documents of MIS. 4. Develops methods, planning for implementation and process of evaluation of MIS.
Strategic Management	MBA 121	1. Understand the strategic decisions that organisations make and have an ability to engage in strategic planning. 2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation. 3. Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives. 4. Analyse and evaluate critically real-life company situations and develop creative solutions, using a strategic management perspective.
Consumer Behaviour & Marketing	MBA 122	1. To understand consumer behaviour in an informed and systematic way. 2. To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making. 3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour. 4. To give the students a perspective to understand the application of market research in framing effective marketing strategies.
Entrepreneurship Development & Project Management	MBA 123	1. Develop idea generation, creative and innovative skills. 2. Aware of different opportunities and successful growth stories. 3. Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business. 4. Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship. 5. Run a small enterprise with small capital for a short period and experience the science and art of doing business.
Corporate Governance & Ethics	MBA 124	1. Demonstrate an enhanced appreciation for the relevance and practical application of ethics in the role of management. 2. Critically evaluate the range of ethical issues that arise in management, and business organisations and the theories that are used to model these issues and demonstrate an ability to propose solutions to those issues. 3. Critically evaluate the different ways in which people may respond to ethical issues at work and what may influence such responses. 4. Demonstrate detailed knowledge of the development of Corporate Social Responsibility and the responsibilities of business corporations beyond profit maximisation.
Summer Training Project	MBA 130	1. To apply their knowledge and skills acquired in the classroom to a professional context. 2. To understand what skills are transferable to new contexts; identify and understand the practices and protocols of



		the company and industry in which they are working. 3. To successfully reflect on the quality of the contribution they have made to the organization. 4. To refine and reassess their own career goals because of the experience.
Research Project Part-1	MBA 140	1. Carry out a substantial research-based project. 2. Analyse data and synthesize research findings. 3. Report research findings in written and verbal forms. 4. Use research findings to advance education theory and practice. 5. Demonstrate an understanding of the ethical issues associated with practitioner research.
Seminar	MBA 141	1. Demonstrate use of appropriate methodologies and test the strength of their thesis statement. 2. Shall be able to show insight on topic, appropriate signposting, and clarity of purpose. 3. Demonstrate problem-solving skills and apply theoretical knowledge.
Comprehensive Viva	MBA 142	1. Demonstrate knowledge in the programme domain. 2. To be able to present views precisely and cogently. 3. Exhibit professional etiquette suitable for career progression.
Research Project Part-II	MBA 150	1. Carry out a substantial research-based project. 2. Analyse data and synthesize research findings. 3. Report research findings in written and verbal forms. 4. Use research findings to advance education theory and practice. 5. Demonstrate an understanding of the ethical issues associated with practitioner research.
Management of Working Capital	MBA FM 1	1. Students will get to know about the working capital as well as how it is determined and managed in organizations. 2. Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances. 3. Assess the factors affecting investment decisions and opportunities presented to an organisation.
Security Analysis & Investment Management	MBA FM 2	1. Evaluate the investment environment for Indian investor for various avenues of investment. 2. Formulate strategies for investment in equities, bonds, and other instruments. 3. Construct, revise and evaluate portfolios of different securities.
Management of Financial Institutions & Services	MBA FM 3	1. To acquire the skills necessary to manage a financial firm. 2. To describe and apply financial concepts, theories, and tools. 3. To evaluate the role of technology and the legal, ethical, and economic environment as it relates to financial institutions including the federal reserve, commercial bank, insurance companies, investment bank etc.
Tax Planning and Financial Reporting	MBA FM 4	1.To understand the nature and scope of tax management. 2.To understand the concept and computation of Income under the different heads. 3.To understand the process of Filing of returns, Tax appeals, Revision & Review etc. 4. To understand the concept of Goods and Services Tax (GST) and their Implications.
Behavioural Finance	MBA FM 5	1. Understand and critically discuss the differences between a behavioural finance perspective and a traditional finance perspective. 2. Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions. 3. Critically evaluate behavioural influences involving individual's investment decisions. 4. Critically evaluate behavioural influences involving corporate (executive) financial decisions.
Multinational Finance & Forex Management	MBA FM 6	1. Demonstrate basic understanding of foreign exchange market and exchange rates. 2. Demonstrate basic understanding of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms. 3. Demonstrate basic understanding of the issues pertaining to multinational financing and investment

		decisions. 4. Demonstrate critical and analytical skills wherein they should be able to make sense out of a mass of information to address relevant issues pertaining to international finance theory.
Financial Derivatives	MBA FM 7	1. To be able to price forward and futures contracts. 2. To develop strategies to profit from mispriced derivative assets. 3. To hedge underlying positions using derivatives
Cross Cultural & Global Management	MBA HR1	1. The goal is to provide suitable feedback regarding different cultural practices with employees and employer on global level. 2. Identify, analyse, evaluate, and communicate information reflective of negotiation and management formats and in cross cultural contexts. 3. Incorporate theories, concepts, and models relevant to the global and cultural context of an international business issue or case.
Industrial Relations & Labour Enactments	MBA HR2	1. To train Human Resource students in reference to basic labour law related practices in our country. 2. The students should be able to illustrate the role of trade union in the industrial setup. 3. Students should be able to outline the important causes & impact of industrial disputes.
Team Building & Leadership	MBA HR3	1. To build and develop student's competency in leadership and teamwork skills based on the experimental learning. 2. Students will gain the practical aspects of the process of teamwork and team leadership. 3. To create new, unpredictable situations that lend themselves to chaotic outcomes causing students to exhibit new leadership abilities.
Negotiation & Counselling	MBA HR4	1. Understand complex theory and practice of negotiation and conflict resolution in general. 2. Identify the challenges we all have in dealing with negotiation and conflict resolution. 3. Apply negotiation as a system and the important role of subsidiary factors.
Performance Management	MBA HR5	1. To explain the concept of performance management and different advantages of implementing well-designed performance management systems. 2. To explain and understand that performance management is an on-going process composed of several sub-processes, such as performance planning, execution, assessment, and review. 3. To understand different approaches to performance measurement. 4. To design a performance management system. 5. To understand and develop key skills involved in effective performance management.
Knowledge Management	MBA HR6	1. The students will be able to understand the characteristics, components and concept of knowledge economy and its management. 2. Understand need of knowledge organization, knowledge management process cycle, strategy, and its development. 3. The ability to understand knowledge management system through IT, to face the future challenges of knowledge management for grooming the career. 4. Improves the overall performance by promoting the learning efficiency, innovation, competitive challenges, creation, dissemination, and utilization of knowledge management.
International Marketing	MBA IB 1	1. Have developed an understanding of major issues related to international marketing. 2. Have developed skills in researching and analysing trends in global markets and in modern marketing practice. 3. Be able to assess an organization's ability to enter and compete in international markets.
International Business Environment &	MBA IB 2	1. Explain the concepts in international business with respect to foreign trade/international business. 2. Apply the current business phenomenon and to evaluate the global business environment in terms

Foreign Exchange Economics		of economic, social, and legal aspects. 3. Analyse the principle of international business and strategies adopted by firms to expand globally.
Export Management and Documentation	MBA IB 3	1. To understand the basics of global trade and import and export policies. 2. To understand export marketing, contracts, and the role of promotion councils. 3. To understand various import process and procedures. 4. To understand the payment methods, risks, and various financing strategies. 5. Understand different agencies involved in EXIM process and their role in the international trade.
International Logistics Management	MBA IB 4	1. To be able to incorporate and manage uncertainty and risk within supply chain management. 2. To segment different customers, products, and channels and design an optimal portfolio of logistics approaches and strategies for these various segments. 3. To highlight the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, offshore and inshore logistics.
International Financial Management	MBA IB 5	1. Understand international capital and foreign exchange market. 2. Identify and appraise investment opportunities in the international environment. 3. Identify risk relating to exchange rate fluctuations and develop strategies to deal with them. 4. Identify and evaluate foreign direct investment and international acquisition opportunities. 5. Develop strategies to deal with other types of country risks associated with foreign operations. 6. Express well considered opinion on issues relating to international financial management.
International Marketing Research	MBA IB 6	1. The students should be able to define, explain and illustrate the marketing principles that together constitute the field of study known as international marketing. 2. Develop a high level of analytical skills and critical thinking in an international marketing context: defining problems, identifying opportunities, and interpreting their implications for decision making. 3. Be creative and flexible to integrate and apply selected behavioural and management science tools in solving international marketing problems (e.g., culminating project).
Database Management System	MBA IT1	1. To design and build a simple database system. 2. To demonstrate competence with the fundamental tasks involved with modelling, designing, and implementing a DBMS. 3. Explain the basic concepts of relational data model, entity-relationship model, relational database design, relational algebra, and SQL.
System Analysis, Design and Software Engineering	MBA IT2	1. To develop a basic understanding the life cycle of a systems development project. 2. To develop an understanding of the analysis and development techniques required as a team member of a medium-scale information systems development project. 3. To develop an understanding of the ways in which an analyst's interaction with system sponsors and users play a part in information systems development. 4. To gain experience in developing information systems models.
Data Communication & Network	MBA IT3	1. To understand the basics of data communication, networking, internet, and their importance. 2. To analyse the services and features of various protocol layers in data networks. 3. To differentiate wired and wireless computer networks and analyse TCP/IP and their protocols. 4. To recognize the different internet devices and their functions. 5. To identify the basic security threats of a network.
Electronic Commerce-	MBA IT4	1. To understand the basic concepts and technologies used in the field of management information systems. 2. To gain knowledge of the

Concept & Applications		different types of management information systems.3. Be aware of the ethical, social, and security issues of information systems;
Enterprise Resource Planning	MBA IT5	1. To be able to make basic use of enterprise software. 2. To understand the role of ERP in integrating business functions. 3. To analyse the strategic option for ERP identification and adoption.
Managing IT Enabled Services	MBA IT6	1. To introduce students with newly emerging area of IT enabled services. 2. To be able to undertake extensive field work on role of IT in reshaping the Services Sector. 3. After successful completion of the programme, the students can secure jobs at various levels like Programmer, Web Designer, Network Administrator, System Administrator and Database Administrator in KPOs, BPOs and other industries providing IT Enabled Services.
Cyber Security for Business	MBA IT7	1. Student will be able to incorporate approaches for risk management and best practices. 2. Implement cyber security solutions and use of cyber security, information assurance, and cyber/computer forensics software/tools. 3. Comprehend and execute risk management processes, risk treatment methods, and key risk and performance indicators
Cloud Computing for Business	MBA IT8	1. To explain the core issues of cloud computing such as security, privacy, and interoperability. 2. To help choosing the appropriate technologies, algorithms, and approaches for the related issues. 3. To identify problems, and explain, analyse, and evaluate various cloud computing solutions.
Marketing of Services	MBA MK 1	1. To be able to understand practical and theoretical implementation of Services marketing with knowledge of 7p's (Extended 3p). 2. Shall be familiar with the scope of Services marketing in real world. 3. To be able to identify critical issues in the service delivery process with an effective Service marketing system and issues related to services marketing triangle. 4. To understand the integration of technology with services marketing for better performance.
Brand Management	MBA MK 2	1. Demonstrate knowledge of the nature and processes of branding and brand management. 2. Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas. 3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions. 4. Formulate and justify brand development decisions. 5. Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives.
Sales Distribution & Management	MBA MK 3	1. To develop a customer centric approach to the sales and distribution function. 2. To be able to integrate advertising, sales force, and channel members by building non-conflicting and non-overlapping routes to fulfil the needs of the consumer. 3. Developing frameworks for decision taking keeping the customers as the primary focus.
Retail Management	MBA MK 4	1. To introduce the student to the field of retailing management. 2. To understand the problems and issues faced by retailers. 3. Understand the difference between Retail and Manufacturing Supply Chain.
Customer Relationship Management	MBA MK 5	1. To develop understanding about customer relationship management concepts and frameworks, and how these are applied to form relationships with customers and other internal and external stakeholders. 2. To develop skills to analyse and synthesise information and issues, related to customer relationship management, from several

		perspectives. 3. To enhance business communication skills required to work effectively within a marketing team.
Marketing Research	MBA MK 6	1. To enhance the students understanding of the marketing research industry. 2. To develop skills required by the researcher and understand different applications of Marketing Research. 3. To explore different approaches of Marketing research. 4. To be able to exploit Marketing Research data for management decision-making.
Digital Marketing	MBA MK 7	1. Students shall be able to demonstrate the understanding of Digital marketing and media concepts. 2. Understand the Integrated digital marketing, opportunities and threats associated with it. 3. Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics. 4. Students can develop digital marketing strategies and segmentation the market for digital marketing.
Integrated Marketing Communication	MBA MK 8	1. To introduce students to the principle and basic concept of marketing communication process in a streamlined integrated marketing strategy. 2. To provide an understanding of integrated marketing communications (IMC). 3. Explain how marketers use IMC in their campaigns to execute marketing strategy.
Entrepreneurship Development	BOE 19	1. Aware of different opportunities and successful growth stories. 2. Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business. 3. Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship.
Principles of Management	BOE 20	1. Fundamentals management provides an insight to managers to manage an organization. The principles empower managers to decide, what should be done to accomplish given tasks and to handle situations, which may arise in management. It makes managers more efficient. 2. It is helpful in identifying the areas of management in which existing & future managers should be trained. 3. Management principles makes the role of managers' concrete. Therefore, these principles act as ready reference to the managers to check whether their decisions are appropriate.
Organisational Behaviour & Personnel Management	BOE 21	1. To help the students to acquire and develop skill to take rational decisions in organisation. 2. Analyse the complexities associated with management of the group behaviour in the organization. 3. Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
Soft Skills	MHM 101	1. Effectively communicate through verbal/oral communication and improve the listening skills. 2. Write precise briefs or reports and technical documents. 3. Actively participate in group discussion / meetings / interviews and prepare & deliver presentations. 4. Function effectively in multi-disciplinary and heterogeneous teams through the knowledge of teamwork, Inter-personal relationships, conflict management and leadership quality.
Communication for Business & Management	MHM 102	1. Overcome the problems he/she faces in oral and written communication. 2. Acquire knowledge of and methods for using technical communication, such as, reports, proposals, and business letters etc. 3. Use and practice compositions correctly. 4. Give Presentations in different sessions and make self-appraisal.
Behavioral Psychology	MHM 103	1. Basic understanding of human behaviour in industrial/organizational/work settings. 2. Conversant with the major theoretical and practical perspectives on issues/processes that affect

		human behaviour at work. 3. To be able to understand the role of psychology in workplace behaviour.
Foreign Language-French	MHM 104	1. Use of various facets of French language, its problems and understanding. 2. To identify, formulate and solve the real-life problems with positive attitude. 3. To inculcate the habit of learning and developing the French knowledge.
Foreign Language-German	MHM 105	1. Use of various facets of German language, its problems and understanding. 2. To identify, formulate and solve the real-life problems with positive attitude. 3. To inculcate the habit of learning and developing the German knowledge.
Foreign Language-Spanish	MHM 106	1. Use of various facets of Spanish language, its problems and understanding. 2. To identify, formulate and solve the real-life problems with positive attitude. 3. To inculcate the habit of learning and developing the Spanish knowledge.
Advance Professional Writing	MBA-151	1. Understand professional writing by studying management communication contexts and genres, researching contemporary business topics, analysing quantifiable data discovered by researching, and constructing finished professional workplace documents. 2. Recognize, explain, and use the formal elements of specific genres of organizational communication: white papers, recommendation and analytical reports, proposals, memorandums, web pages, wikis, blogs, business letters, and promotional documents. 3. Understand the ethical, international, social, and professional constraints of audience, style, and content for writing situations a.) among managers or co-workers and colleagues of an organization, and b.) between organizations, or between an organization and the public.