

**Program Name : MBA****Year 19-20**

CHME Society's  
**Dr. Moonje Institute of Management and Computer Studies, Nashik**

**MBA**

**Pattern 2019**

**Course Outcomes (CO)**

Subject Code	Subject Name	Course Type	Course Outcome
<b>SEM 1</b>			
101	Managerial Accounting	Compulsory Generic Core Course	<ol style="list-style-type: none"> <li>1. DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing</li> <li>2. EXPLAIN in detail, all the theoretical concepts taught through the syllabus.</li> <li>3. PERFORM all the necessary calculations through the relevant numerical problems.</li> <li>4. ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.</li> <li>5. EVALUATE the financial impact of the decision.</li> </ol>
102	Organizational Behaviour	Compulsory Generic Core Course	<ol style="list-style-type: none"> <li>1. DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.</li> <li>2. EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.</li> <li>3. MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.</li> <li>4. DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.</li> <li>5. FORMULATE approaches to reorient individual, team, managerial and leadership behaviour inorder to achieve organizational goals</li> <li>6. ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.</li> </ol>
103	Economic Analysis for Business Decisions	Compulsory Generic Core Course	<ol style="list-style-type: none"> <li>1. DEFINE the key terms in micro-economics.</li> <li>2. EXPLAIN the key terms in micro-economics, from a managerial perspective.</li> <li>3. IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.</li> <li>4. EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.</li> <li>5. DEVELOP critical thinking based on principles of micro-economics for informed business decision making.</li> </ol>

			6. ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.
104	Business Research Methods	Compulsory Generic Core Course	<ol style="list-style-type: none"> <li>1. DEFINE various concepts &amp; terms associated with scientific business research.</li> <li>2. EXPLAIN the terms and concepts used in all aspects of scientific business research.</li> <li>3. MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.</li> <li>4. EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.</li> <li>5. JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real- life business research problem from a data driven decision perspective.</li> <li>6. FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems</li> </ol>
105	Basics of Marketing	Compulsory Generic Core Course	<ol style="list-style-type: none"> <li>1. RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.</li> <li>2. DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the ‘tool kit’ of every organizational leader and manager.</li> <li>3. APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.</li> <li>4. EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).</li> <li>5. EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.</li> <li>6. DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e- services.).</li> </ol>
106	Digital Business	Compulsory Generic Core Course	<ol style="list-style-type: none"> <li>1. DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.</li> <li>2. SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets &amp; commerce.</li> <li>3. ILLUSTRATE value creation &amp; competitive advantage in a digital Business environment.</li> <li>4. EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.</li> <li>5. ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.</li> </ol>
			6. DISCUSS the various applications of Digital Business in the present day world.
107	Management Fundamentals	Generic Elective – University	<ol style="list-style-type: none"> <li>1. ENUMERATE various managerial competencies and approaches to management.</li> <li>2. EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling</li> </ol>

		Level	<p>3. MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.</p> <p>4. COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context</p> <p>5. BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.</p> <p>6. FORMULATE and DISCUSS a basic controlling model in a real life business, startup and not-for-profit organizational context.</p>
109	Entrepreneurship Development	Generic Elective – University Level	<p>1. DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.</p> <p>2. DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.</p> <p>3. APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.</p> <p>4. DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up</p> <p>5. EVALUATE the startup ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.</p> <p>6. CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.</p>
111	Legal Aspects of Business	Generic Elective – University Level	<p>1. DESCRIBE the key terms involved in each Act.</p> <p>2. SUMMARIZE the key legal provisions of each Act</p> <p>3. ILLUSTRATE the use of the Acts in common business situations.</p> <p>4. OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.</p> <p>5. DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations</p>
115	Selling & Negotiations	Generic Elective – Institute Level	<p>1. DESCRIBE the various selling situations and selling types.</p> <p>2. OUTLINE the pre-sales work to be carried out by a professional salesperson.</p> <p>3. IDENTIFY the key individuals involved in a real world sales process for a realworld product/ service / e-product / e-service.</p> <p>4. FORMULATE a sales script for a real world sales call for a product/ service / eproduct/ e-service.</p>
116	MS Excel	Generic Elective – Institute Level	<p>1. SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets &amp; Charts using business data.</p> <p>2. SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.</p> <p>3. USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).</p> <p>4. ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.</p> <p>5. DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.</p> <p>6. CREATE standard Excel Templates for routine business data management and analysis activities.</p>

SEM 2			
201	Marketing Management II	Compulsory Generic Core Course	<ol style="list-style-type: none"> <li>1. DESCRIBE the key terms associated with the 4 Ps of marketing.</li> <li>2. COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)</li> <li>3. DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)</li> <li>4. EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)</li> <li>5. EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)</li> <li>6. DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)</li> </ol>
202	Financial Management II	Compulsory Generic Core Course	<ol style="list-style-type: none"> <li>1. DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.</li> <li>2. EXPLAIN in detail all theoretical concepts throughout the syllabus</li> <li>3. PERFORM all the required calculations through relevant numerical problems.</li> <li>4. ANALYZE the situation and <ul style="list-style-type: none"> <li>• comment on financial position of the firm</li> <li>• estimate working capital required <ul style="list-style-type: none"> <li>• decide ideal capital structure</li> <li>• evaluate various project proposals</li> </ul> </li> </ul> </li> <li>5. EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm</li> </ol>
203	Human Resources Management II	Compulsory Generic Core Course	<ol style="list-style-type: none"> <li>1. DESCRIBE the role of Human Resource Function in an Organization</li> <li>2. ENUMERATE the emerging trends and practices in HRM.</li> <li>3. ILLUSTRATE the different methods of HR Acquisition and retention.</li> <li>4. DEMONSTRATE the use of different appraisal and training methods in an Organization.</li> <li>5. OUTLINE the compensation strategies of an organization</li> <li>6. INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.</li> </ol>
204	Operations & Supply Chain Management	Compulsory Generic Core Course	<ol style="list-style-type: none"> <li>1. DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.</li> <li>2. EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.</li> <li>3. DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.</li> <li>4. CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods</li> </ol>

			<p>5. OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.</p> <p>6. ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.</p>
207	Contemporary Frameworks in Management	Generic Elective – University Level	<p>1. DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.</p> <p>2. DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.</p> <p>3. APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.</p> <p>4. EXAMINE the fundamental causes of organizational politics and team failure.</p> <p>5. EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.</p>
209	Start Up and New Venture Management II	Generic Elective – University Level	<p>1. DESCRIBE the strategic decisions involved in establishing a startup.</p> <p>2. EXPLAIN the decision making matrix of entrepreneur in establishing a startup.</p> <p>3. IDENTIFY the issues in developing a team to establish and grow a startup</p> <p>4. FORMULATE a go to market strategy for a startup.</p> <p>5. DESIGN a workable funding model for a proposed startup.</p> <p>6. DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.</p>
210	Qualitative Research Methods	Generic Elective – University Level	<p>1. ENUMERATE the key terms associated with Qualitative research approach</p> <p>2. COMPARE and CONTRAST Qualitative research approach with the Quantitative approach</p> <p>3. CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts</p> <p>4. ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.</p> <p>5. EVALUATE the quality of Qualitative Research work</p> <p>6. COMBINE Qualitative and Quantitative research approaches in a real world research project</p>
213	Written Analysis and Communication Lab	Generic Elective – University Level	<p>1. DESCRIBE stages in a typical communication cycle and the barriers to effective communication.</p> <p>2. SUMMARIZE long essays and reports into précis and executive summaries.</p> <p>3. USE Dictionary and Thesaurus to draft and edit a variety of business written communication.</p> <p>4. EXAMINE sample internal communications in a business environment for potential refinements.</p> <p>5. COMPOSE variety of letters, notices, memos and circulars.</p>
205 MKT	Marketing Research II	Subject Core (SC)	<p>1. IDENTIFY and DESCRIBE the key steps involved in the marketing research process.</p> <p>2. COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths &amp; weaknesses.</p> <p>3. DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.</p> <p>4. ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.</p> <p>5. DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.</p>

			6. PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
206 MKT	Consumer Behaviour II	Subject Core (SC)	<ol style="list-style-type: none"> <li>1. ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.</li> <li>2. EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.</li> <li>3. APPLY consumer behavior concepts to real world strategic marketing management decision making.</li> <li>4. ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.</li> <li>5. EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).</li> <li>6. DISCUSS the use of the Internet, e-commerce &amp; information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer</li> </ol>
218 MKT	Product & Brand Management	Subject Elective (SE) Course	<ol style="list-style-type: none"> <li>1. DEFINE the key concepts and DESCRIBE the elements of a product strategy.</li> <li>2. EXPLAIN the process and methods of brand management, including how to establish brand identity and build brand equity.</li> <li>3. IDENTIFY the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the digital space.</li> <li>4. EXAMINE the key brand concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various markets and in the digital space.</li> <li>5. FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.</li> <li>6. COLLECT brand audit data using appropriate tools and PROPOSE strategic recommendations for Reinforcing / Revitalizing / Rejuvenating failed Brands for real life consumer, business products and services in various markets and in the digital space.</li> </ol>
220 MKT	Digital Marketing - I	Subject Elective (SE) Course	<ol style="list-style-type: none"> <li>1. DEFINE various concepts related to Digital Marketing.</li> <li>2. EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.</li> <li>3. MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.</li> <li>4. ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in</li> </ol>
205 FIN	Financial Markets and Banking Operations II	Subject Core (SC)	<ol style="list-style-type: none"> <li>1. RECALL the structure and components of Indian financial system through banking operations &amp; Financial Markets.</li> <li>2. UNDERSTAND the concepts of financial markets, their working and importance</li> <li>3. ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.</li> <li>4. ANALYZE the linkages in the Financial Markets.</li> <li>5. EXPLAIN the various banking and accounting transactions.</li> <li>6. DEVELOP necessary competencies expected of a finance professional.</li> </ol>
206 FIN	Personal Financial Planning II	Subject Core (SC)	<ol style="list-style-type: none"> <li>1. UNDERSTAND the need and aspects of personal financial planning</li> <li>2. Describe the investment options available to an individual</li> <li>3. IDENTIFY types of risk and means of managing it</li> </ol>

			<ol style="list-style-type: none"> <li>4. DETERMINE the ways of personal tax planning</li> <li>5. EXPLAIN retirement and estate planning for an individual and design a financial plan.</li> <li>6. CREATE a financial plan for a variety of individuals</li> </ol>
217 FIN	Securities Analysis & Portfolio Management II	Subject Elective (SE) Course	<ol style="list-style-type: none"> <li>1. REMEMBER various concepts taught in the syllabus.</li> <li>2. EXPLAIN various theories of Investment Analysis and Portfolio Management.</li> <li>3. CALCULATE risk and return on investment using various concepts covered in the syllabus.</li> <li>4. ANALYZE and DISCOVER intrinsic value of a security.</li> <li>5. DESIGN/ CREATE optimal portfolio.</li> </ol>
219 FIN	Direct Taxation II	Subject Elective (SE) Course	<ol style="list-style-type: none"> <li>1. UNDERSTAND various basic concepts/ terminologies related Direct Taxation</li> <li>2. EXPLAIN how tax planning can be done.</li> <li>3. ILLUSTRATE how online filling of various forms and returns can be done.</li> <li>4. CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.</li> <li>5. ANALYZE and DISCOVER intrinsic value of a security.</li> <li>6. EVALUATING DESIGN/ DEVELOP / CREATE tax saving plan.</li> </ol>
205 HR	Competency Based Human Resource Management II	Subject Core (SC) Course	<ol style="list-style-type: none"> <li>1. DEFINE the key terms related to performance management and competency development.</li> <li>2. EXPLAIN various models of competency development.</li> <li>3. PRACTICE competency mapping.</li> <li>4. ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.</li> <li>5. DESIGN and MAP their own competency and plan better and appropriate career for themselves.</li> <li>6. DEVELOP a customized competency model in accordance with the corporate requirements.</li> </ol>
206 HR	Employee Relations & Labour Legislation II	Subject Core (SC) Course	<ol style="list-style-type: none"> <li>1. SHOW awareness of important and critical issues in Employee Relations</li> <li>2. INTERPRET and relate legislations governing employee relations.</li> <li>3. DEMONSTRATE an understanding of legislations relating to working environment.</li> <li>4. OUTLINE the role of government, society and trade union in ER.</li> <li>5. EXPLAIN aspects of collective bargaining and grievance handling.</li> <li>6. DISCUSS the relevant provisions of various Labour Legislations.</li> </ol>
217 HRM	Labour Welfare II	Subject Elective (SE) Course	<ol style="list-style-type: none"> <li>1. ENUMERATE the key concepts of the subject matter.</li> <li>2. DESCRIBE the key aspects of the labour policy regulation in the country.</li> <li>3. IDENTIFY the applicability of various legislations to variety of real world organizations.</li> <li>4. EXAMINE the traditional concept of labour welfare in the industry</li> <li>5. EXPLAIN the conditions of labour and their welfare and social security needs in the country.</li> <li>6. ELABORATE upon the perspective of labour problems and remedial measures in the country.</li> </ol>
218 HRM	Lab in Recruitment and Selection II	Subject Elective (SE) Course	<ol style="list-style-type: none"> <li>1. DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.</li> <li>2. COMPARE and CONTRAST various methods of Recruitment and Selection.</li> <li>3. DEVELOP Job Specifications and Job descriptions in a variety of context.</li> <li>4. ANALYZE various Personality types.</li> <li>5. EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.</li> <li>6. COMPILE a list of questions for Recruitment and Selection interviews.</li> </ol>
205 OSCM	Services Operations Management - I II	Subject Core (SC) Course	<ol style="list-style-type: none"> <li>1. DESCRIBE the nature and CHARACTERISTICS of services and the services economy.</li> <li>2. DESCRIBE the service design elements of variety of services.</li> </ol>

			<ol style="list-style-type: none"> <li>3. USE service blueprinting for mapping variety of real life service processes.</li> <li>4. ANALYSE alternative locations and sites for variety of service facilities.</li> <li>5. JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.</li> <li>6. CREATE flow process layouts for variety of services.</li> </ol>
206 OSCM	Supply Chain Management II	Subject Core (SC) Course	<ol style="list-style-type: none"> <li>1. DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.</li> <li>2. EXPLAIN the structure of modern day supply chains.</li> <li>3. IDENTIFY the various flows in real world supply chains.</li> <li>4. COMPARE and CONTRAST push and pull strategies in Supply Chain Management.</li> <li>5. EXPLAIN the key Operational Aspects in Supply Chain Management.</li> <li>6. DISCUSS the relationship between Customer Value and Supply Chain Management.</li> </ol>
217 OSCM	Planning & Control of Operations II	Subject Elective (SE) Course	<ol style="list-style-type: none"> <li>1. DESCRIBE the building blocks of Planning &amp; Control of Operations.</li> <li>2. EXPLAIN the need for aggregate planning and the steps in aggregate planning.</li> <li>3. MAKE USE OF the various forecasting approaches in the context of operations planning process.</li> <li>4. ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.</li> <li>5. EXPLAIN the importance of scheduling in operations management.</li> <li>6. CREATE a Bill of Materials.</li> </ol>
218 OSCM	Productivity Management II	Subject Elective (SE) Course	<ol style="list-style-type: none"> <li>1. DEFINE various types of productivity and measures of productivity</li> <li>2. DEMONSTRATE the linkages between various measures of productivity.</li> <li>3. APPLY Value Analysis and Value Engineering principles to simple situations related to operations management</li> <li>4. APPLY various types of charts and diagrams to carry out work study and method study</li> <li>5. DETERMINE the Standard Time using Techniques of Work Measurement.</li> <li>6. ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing.</li> </ol>



CHME Society's  
**Dr. Moonje Institute of Management and Computer Studies, Nashik**

**MBA**

Pattern 2016

**Course Outcomes (CO)**

Subject Code	Subject Name	Course Outcome
<b>SEM 1</b>		
<b>Semester III</b>		
<b>Core Subjects:</b>		
301	Strategic Management	<ol style="list-style-type: none"> <li>1. To expose participants to various perspectives and concepts in the field of Strategic Management</li> <li>2. To learn to analyze company's internal environment</li> <li>3. To help develop skills for applying Strategic Management concepts to the solution of business problems</li> <li>4. To help students master the analytical tools of strategic management</li> <li>5. To understand the link between Sustainability &amp; Strategic Management</li> </ol>
302	Enterprise Performance Management	<ol style="list-style-type: none"> <li>1. To acquaint the students with a perspective of different facets of management of an enterprise</li> <li>2. To provide inputs with reference to the Investment Decisions along with the techniques for those decisions</li> <li>3. To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing</li> <li>4. To develop the knowledge of the concept of auditing and its applicability as performance management tool</li> </ol>
303	Startup and New Venture Management	<ol style="list-style-type: none"> <li>1. Gain an understanding of Entrepreneurship concept, the competencies and traits required to choose entrepreneurship as a career</li> <li>2. Learn through case studies various factors leading to success /failures of entrepreneurs</li> <li>3. Learn to identify Entrepreneurial opportunities and business idea</li> <li>4. Define Small Scale Enterprise and its role in Economic Development of India</li> <li>5. Understand the format of Project Report</li> <li>6. Get acquainted with role of various support institutions in Entrepreneurial Growth and specific laws related to the same</li> </ol>

304	Summer Internship Project	<ol style="list-style-type: none"> <li>1. To give an insight into the working of the real organizations</li> <li>2. To gain deeper understanding in specific functional areas</li> <li>3. To appreciate the linkages among different functions and departments</li> <li>4. To help the students in exploring career opportunities in their areas of interest</li> <li>5. To offer opportunity for the students to acquire on job the skills, knowledge and attitudes</li> </ol>
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**Core Specialisation Subjects:**

**Marketing**

305 MKT	Contemporary Marketing Research	<ol style="list-style-type: none"> <li>1. To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.</li> <li>2. Learn to evaluate a research proposal &amp; understand the quality of research studies</li> <li>3. To learn the basic skills to conduct professional marketing research.</li> <li>4. To understand the applications of business research tools in Marketing decision making.</li> </ol>
306 MKT	Consumer Behaviour	<ol style="list-style-type: none"> <li>1. To highlight the importance of understanding consumer behavior in Marketing.</li> <li>2. To study the environmental and individual influences on consumers</li> <li>3. To understand consumer behavior in Indian context.</li> <li>4. Introduction to Consumerism, Organizational Buying and Organizational Influences on Buying Behavior</li> </ol>

**FINANCE**

305 FIN	Direct Taxation	<ol style="list-style-type: none"> <li>1. To understand the basic concepts in Income Tax Act, 1961.</li> <li>2. To Calculate Gross Total Income and Tax Liability of an Individual.</li> <li>3. To acquaint with online filling of various forms and Returns.</li> <li>4. To learn to solve numerical problems on Income from Salary, Income from House Property, Profits and Gains of Business or Profession and Computation of Taxable Income, Tax Liability of an Individual</li> <li>5. To do practicals on TDS, Advance Tax and E-filing of IT Return</li> </ol>
306 FIN	Financial Systems of India, Markets & Services	<ol style="list-style-type: none"> <li>1. Introduction to practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.</li> <li>2. To acquainted with Regulators of Financial System in India</li> <li>3. To understand Concept, Nature and scope of financial Services, Merchant Banking and Venture Capital</li> <li>4. To gain knowledge of various Financial Institutions in India</li> </ol>

**HR**

305 HR	Labour and social security Laws	<ol style="list-style-type: none"> <li>1. Introduction to Philosophy of Labour Laws</li> <li>2. To make the students understand rationale behind labour laws</li> <li>3. To equip students with important provisions of various labour laws</li> <li>4. To give students insight into the implementation of labour laws.</li> </ol>
306 HR	HR Accounting & Compensation Management	<ol style="list-style-type: none"> <li>1. To orient the students with concepts related to human resource accounting &amp; compensation mgmt.</li> <li>2. To facilitate learning related to human resource accounting &amp; compensation mgmt for employees.</li> </ol>
<b>RABM</b>		
305 RABM	Agriculture and Indian Economy	<ol style="list-style-type: none"> <li>1. To expose learners to the environment in which the agri-business is conducted.</li> <li>2. To understanding micro and macro environmental forces &amp; their impact on agri-business.</li> </ol>
306 RABM	Rural Marketing I	<ol style="list-style-type: none"> <li>1. To objective of this course is to develop understanding of issues in rural markets</li> <li>2. To provide an overview of marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India.</li> </ol>
<b>OPE</b>		
305 OPE	Planning & Control of Operations	<ol style="list-style-type: none"> <li>1. To understand role of forecasting in the operations planning process.</li> <li>2. To know the need for aggregate planning and the steps in aggregate planning.</li> <li>3. To understand how is capacity planning is done in organizations and its relationship with MRP</li> <li>4. To know the importance of scheduling in operations management</li> </ol>
306 OPE	Inventory Management	<ol style="list-style-type: none"> <li>1. Introduction to elements of Inventory Management</li> <li>2. To understand the impact of types of inventory costs on inventory management decisions</li> <li>3. To learn the principles of JIT</li> <li>4. To know the factors influencing Make Or Buy Decisions</li> </ol>
<b>IT</b>		
305 IT	IT Management and Cyber Laws	<ol style="list-style-type: none"> <li>1. To introduce Computer Input output technologies and devices</li> <li>2. To Understand hardware and networking management</li> <li>3. To introduce general application software and their management</li> <li>4. To understand System software and their management</li> <li>5. To understand computer security management and management of IT people</li> <li>6. To know Cyber laws and related concepts</li> </ol>
306 IT	E- Business and Business Intelligence	<ol style="list-style-type: none"> <li>1. To introduce E- Business basics with architecture</li> <li>2. To understand e- business infrastructure and design</li> <li>3. To understand E- Business Strategy</li> <li>4. To introduce Business Intelligence related concepts</li> <li>5. To understand BI applications in HR, CRM and production</li> </ol>
<b>Elective Specializations Subjects:</b>		

<b>Marketing</b>		
307 MKT	Integrated Marketing Communication	<ol style="list-style-type: none"> <li>1. To gain understanding of tools available for Marketing Communications</li> <li>2. To understand basic principles of planning and execution in Marketing Communications</li> <li>3. To learn concepts and techniques in the application for developing and</li> <li>4. designing an effective advertising and sales promotion program</li> <li>5. To acquaint with facets of advertising, public relation and promotion Management</li> </ol>
309MKT	Strategic Brand Management	<ol style="list-style-type: none"> <li>1. To introduce different approaches to measuring brand equity.</li> <li>2. To provide conceptual framework for managing brands strategically.</li> <li>3. To emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands.</li> <li>4. To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity.</li> </ol>
312 MKT	Customer Relationship Management	<ol style="list-style-type: none"> <li>1. Introduction to core concepts and fundamentals of CRM</li> <li>2. To understand CRM as a business strategy</li> <li>3. To understand the process of managing Customer Life Cycle</li> <li>4. To know how to manage Networks for CRM</li> </ol>
318 MKT	Business to Business Marketing	<ol style="list-style-type: none"> <li>1. To familiarize students with the terms, concepts, and nature of Business-to-Business Marketing.</li> <li>2. To expose the students to the industrial marketing functions of firms.</li> <li>3. The course introduces to the participants the specifics of marketing mix for Business-to-Business Marketing.</li> </ol>
<b>Finance</b>		
308 FIN	Corporate & International Financial Reporting	<ol style="list-style-type: none"> <li>1. To acquaint the students with the framework of financial reporting and emerging trends.</li> <li>2. To make students familiar with the analytical tools used for financial analysis.</li> <li>3. To understand the accounting aspects.</li> <li>4. To get acquainted with the concept of IFRS</li> <li>5. To have knowledge of convergence of Indian Accounting Standards with IFRS.</li> <li>6. To know the comparative analysis of Indian GAAP and IFRS.</li> </ol>
309 FIN	Corporate Finance	<ol style="list-style-type: none"> <li>1. To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management</li> <li>2. To highlight the importance of various decision making areas of financial management</li> </ol>

311 FIN	Equity Research, Credit Analysis and Appraisal	<ol style="list-style-type: none"> <li>1. To understand concepts of equity research</li> <li>2. To understand financial modeling design</li> <li>3. To understand company analysis using market information</li> <li>4. To understand company analysis using technical analysis</li> <li>5. To know how to write equity research report</li> <li>6. To understand principles of credit management</li> <li>7. To understand importance of documentation and security of documentation</li> </ol>
315 FIN	Futures & Options	<ol style="list-style-type: none"> <li>1. To develop an understanding of financial derivatives and the institutional structure of the markets on which they are traded.</li> <li>2. To have an understanding of the analytical tools necessary to price such instruments.</li> <li>3. To highlight the role of financial derivatives in the modern capital markets, in particular for risk management</li> </ol>
<b>HR</b>		
307 HR	Employee Health & Safety	<ol style="list-style-type: none"> <li>1. To understand basic concepts of safety management</li> <li>2. To understand concept of Occupational and Work Related Health and Safety</li> <li>3. To understand various provisions of employee health and safety</li> <li>4. To understand labour welfare concepts</li> <li>5. To understand environmental pollution and protection related concepts</li> </ol>
316 HR	Lab in Training	<ol style="list-style-type: none"> <li>1. To make students understand training need analysis</li> <li>2. To study training programs of various companies</li> <li>3. To help students design Training Programmes</li> <li>4. To make students understand &amp; design training methods</li> </ol>
317 HR	Lab in Labour Laws I	<ol style="list-style-type: none"> <li>1. To give students insight into the implementation of labour laws</li> <li>2. To acquaint students with calculation of due/ compensations/ contributions etc.</li> </ol>
318 HR	Lab in Personnel Administration- Application and Procedure	<ol style="list-style-type: none"> <li>1. To understand drafting of interview letters, appointment orders, promotion, transfer letters etc.</li> <li>2. To understand drafting of suspension orders, show-cause notice, memo, charge sheet, warning, letter of termination</li> <li>3. To understand rules and calculations of superannuation, gratuity, bonus, TDS etc.</li> <li>4. To solve practical assignments of above</li> </ol>
<b>OPE</b>		
307 OPE	Productivity Management	<ol style="list-style-type: none"> <li>1. To understand and appreciate significance of productivity management</li> <li>2. To study various productivity management methods</li> <li>3. To learn applicability of popular productivity management tools</li> </ol>

310 OPE	Manufacturing Resource Planning	<ol style="list-style-type: none"> <li>1. To understand need, objectives and functions of Master Production Scheduling</li> <li>2. To understand Capacity Management and Requirement Planning</li> <li>3. To know Roles and functions of Material Requirements Planning-I</li> <li>4. To know Roles and functions of Material Requirements Planning-II</li> </ol>
314 OPE	Toyota Production System	<ol style="list-style-type: none"> <li>1. To understand operational excellence as a strategic weapon</li> <li>2. To know Toyota Production System (TPS) and Lean Production</li> <li>3. To understand the concept Waste Elimination</li> <li>4. To learn 14 Toyota Way Principles</li> </ol>
315 OPE	Project Management	<ol style="list-style-type: none"> <li>1. To provide the students with a holistic, integrative view of Project Management.</li> <li>2. To highlight the role of projects in modern day business organizations.</li> <li>3. To sensitize the students to complexities of project management.</li> </ol>
<b>RABM</b>		
307 RABM	Rural Development I	<ol style="list-style-type: none"> <li>1. To motivate students to understand the realities of rural India its economic strength, weaknesses, opportunities and threats in changing global context.</li> <li>2. To help students to analyze the rural economic condition from two perspectives viz. actor's (the rural people) and outsider's (economists, development professionals) perspectives</li> <li>3. To assists students to develop conceptual framework for dealing with rural economy.</li> </ol>
308 RABM	Special Areas in Rural Marketing	<ol style="list-style-type: none"> <li>1. To explore the students to the Special Areas in Rural Marketing Environment</li> <li>2. To help students to understand opportunities and emerging challenges in the upcoming rural markets</li> </ol>
312 RABM	Agricultural Marketing	<ol style="list-style-type: none"> <li>1. To make students understand the functions performed by the agricultural marketing system.</li> <li>2. To make students aware of current issues and trends in agricultural markets</li> <li>3. To help students identify basic market problems and assess the effect of market imperfections on the performance of the marketing</li> </ol>
315 RABM	Agri-Supply Chains Management	<ol style="list-style-type: none"> <li>1. To introduce students to the concepts and processes of agricultural supply chain management</li> <li>2. To provide a framework for structuring supply chain drivers; network designs,</li> <li>3. To develop an understanding of demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.</li> </ol>
<b>IT</b>		
307 IT	Software Engineering with System Analysis and design	<ol style="list-style-type: none"> <li>1. Introduction to Software Engineering, Software Process, Basic System Development Life Cycle</li> <li>2. To understand different approaches and models for System</li> <li>3. To know the process of Requirements Anticipation, Investigation and Specifications</li> <li>4. To understand Use-case Driven Object oriented Analysis</li> </ol>

308 IT	Mobile Computing with Android	<ol style="list-style-type: none"> <li>1.To understand technical aspects of M-computing</li> <li>2.To appreciate impact of M-computing on Information Technology scenario</li> <li>3.To understand M-computing applications; initiate new applications</li> </ol>
310 IT	Software Quality Assurance and CMM Levels	<ol style="list-style-type: none"> <li>1. To understand software quality and related concepts</li> <li>2. To understand pre project SQA components</li> <li>3. To understand SQA components on project life cycle activity assessment</li> <li>4. To understand various factors in Software Quality</li> <li>5. To understand Software Quality standards like ISO and CMM</li> </ol>
311 IT	E-learning tools and methods	<ol style="list-style-type: none"> <li>1. Introduce basic concepts of e- learning</li> <li>2. To understand types of e-learning and technologies required.</li> <li>3. To know hardware and networks used for E-learning</li> <li>4. To know tools for accessing, offering and creating e-learning</li> <li>5. To understand standards of e-learning and trends in e-learning</li> </ol>

<b>Semester IV</b>		
<b>Core Subjects:</b>		
401	Managing for Sustainability	<ol style="list-style-type: none"> <li>1.Apply general ethical principles to particular cases or practices in business.</li> <li>2.Think independently and rationally about contemporary moral problems.</li> <li>3.Recognize the complexity of problems in practical ethics.</li> <li>4.Demonstrate how general concepts of governance apply in a given situation or given circumstances.</li> </ol>
402	Dissertation	<ol style="list-style-type: none"> <li>1.To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.</li> <li>2.To provide means to immerse students in actual supervised professional experiences</li> <li>3.To gain deeper understanding in specific areas.</li> </ol>

<b>Core Specialisation Subjects:</b>		
<b>Marketing</b>		
403 MKT	Services Marketing	<ol style="list-style-type: none"> <li>1. To understand significance of services marketing in the global economy</li> <li>2. To understand the deeper aspects of successful services marketing</li> <li>3. To gain insights to the challenges and opportunities in services marketing</li> <li>4. To discuss case studies on applications of Service Marketing in sectors like Tourism, Hospitality, Airlines, Telecom, IT &amp; ITES, Sports &amp; Entertainment, Logistics, Healthcare</li> </ol>
404 MKT	Sales and Distribution Management	<ol style="list-style-type: none"> <li>1. Introduction to Sales and Distribution Management</li> <li>2. Introduction to various facets of the job of a sales manager like Sales Planning &amp; Control, Organizing the Sales Force, Sales Audit</li> <li>3. To know significance and role of Marketing channels</li> <li>4. Introduction to nature and importance of Retailing</li> </ol>
<b>Finance</b>		
403 FIN	Indirect Taxation	<ol style="list-style-type: none"> <li>1. To understand the basic concepts in various Indirect Tax Act</li> <li>2. To understand procedural part of Indirect Taxes</li> <li>3. To acquaint with online filling of various Forms &amp; Returns.</li> <li>4. To do Practical's on E-filling of Central Excise Duty and Custom Duty</li> </ol>
404 FIN	International Finance	<ol style="list-style-type: none"> <li>1. To familiarize with the operations in foreign exchange markets</li> <li>2. To understand the complexities of managing finance of multinational firm.</li> <li>3. To know the importance of the regulatory framework within which international financial transactions can take place, with special reference to India</li> <li>4. To understand International Financial Reporting Standards (I.F.R.S) and Indian Accounting Standards (I.A.S) on foreign transactions</li> </ol>
<b>HR</b>		
403 HR	Employment Relations	<ol style="list-style-type: none"> <li>1. To get insight into the Industrial Relations (IR) scenario in India</li> <li>2. To understand important laws governing IR</li> <li>3. To learn about Worker's Participation in Management and Collective Bargaining as Employee Relations Initiatives</li> <li>4. To know the role of Govt., society and trade union in IR</li> </ol>
404 HR	Strategic Human Resource Management	<ol style="list-style-type: none"> <li>1. To understand HR implications on organizational strategies</li> <li>2. To understand the various strategies for Talent Management</li> <li>3. To know issues &amp; challenges of Strategic HRM</li> <li>4. To understand HR strategies in Indian &amp; global perspective</li> </ol>



<b>OPE</b>		
403 OPE	Operations Strategy and Research	<ol style="list-style-type: none"> <li>1. To know role of operations in the growth and profitability of Organizations</li> <li>2. To understand concepts and principles in operations strategy</li> <li>3. To learn Methodology for developing and implementing Operations Strategy</li> <li>4. To introduce quantitative tools in solving typical Operations Domain Problems</li> </ol>
404 OPE	Total Quality Management	<ol style="list-style-type: none"> <li>1. To gain knowledge on perspectives on Quality and various contributors to Quality</li> <li>2. To understand the various QC tools</li> <li>3. To know necessity and importance of Statistical Quality Control</li> <li>4. Introduction to the frameworks of Global Quality Awards</li> </ol>
<b>RABM</b>		
403 RABM	Rural Credit and Finance	<ol style="list-style-type: none"> <li>1. To help students to understands various facets of agricultural credit in Indian rural market</li> <li>2. To motivate students to know the relationship between and the institutional structural bodies and their linkages with rural credit.</li> <li>3. To initiate students into the world of Micro Financial Institutions and their interventions in the rural finance</li> </ol>
404 RABM	Rural Marketing II	To develop understanding regarding issues in rural marketing mix.
<b>IT</b>		
403 IT	Software Project Management	<ol style="list-style-type: none"> <li>1. To introduce basics of software project management</li> <li>2. To understand software effort estimation, activity planning, contract management and Software Quality Management</li> <li>3. To understand risk management and resource monitoring</li> <li>4. To know and use project management software</li> </ol>
404 IT	Enterprise resource Planning	<ol style="list-style-type: none"> <li>1. To introduce basic concepts of Enterprise Resource Planning</li> <li>2. To understand ERP Implementation related concepts</li> <li>3. To know about various functional modules of ERP</li> <li>4. To know about emerging trends in ERP applications</li> <li>5. To study ERP cases from service and manufacturing sectors</li> </ol>

<b>Elective Specializations Subjects:</b>		
<b>Marketing</b>		
405 MKT	Retail Marketing	<ol style="list-style-type: none"> <li>1.To provide insights into all functional areas of retailing.</li> <li>2.To give an account of essential principles of retailing.</li> <li>3.To give a perspective of the Indian retailing scenario.</li> </ol>
407 MKT	Services Operations Management	<ol style="list-style-type: none"> <li>1.To acquaint the students with the service operations strategy aspects.</li> <li>2.To provide students with the concepts and tools necessary to effectively manage field service operations.</li> <li>3.To familiarize students with concepts of CRM &amp; role of IT in managing service operations.</li> </ol>
408 MKT	International Marketing	<ol style="list-style-type: none"> <li>1. To make the students understand the concept and techniques of international marketing</li> <li>2. To train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations</li> <li>3. To give a perspective of the international marketing scenario</li> </ol>
410 MKT	Marketing Strategy	<ol style="list-style-type: none"> <li>1. To understand Marketing's role in formulating and implementing strategies</li> <li>2. To acquaint with meaning of markets, forecasting based on current and past demand</li> <li>3. To learn how to target attractive Market Segments and the Positioning Process</li> <li>4. To understand Marketing Strategies for New Market Entries &amp; Growth Markets</li> <li>5. To know Marketing Strategies for mature &amp; declining markets</li> </ol>
<b>FINANCE</b>		
406 FIN	Financial Modeling Using Excel	<ol style="list-style-type: none"> <li>1.To develop the ability to utilize the core functionality of excel in decision framework to solve managerial problems in the finance functions of the business.</li> <li>2.To master modeling techniques to eliminate the substantial risk of poor spreadsheet coding.</li> </ol>
411 FIN	Fixed Income Securities & Technical Analysis	<ol style="list-style-type: none"> <li>1. To analyze the fixed income securities markets and its implications for investments.</li> <li>2. To explain the market characteristics, instruments, selling techniques, pricing and valuation issues with money market instruments.</li> <li>3. To explain the specific features of the Indian Fixed Income Securities Markets.</li> </ol>
413 FIN	Wealth and Portfolio Management	<ol style="list-style-type: none"> <li>1. Introduction to concept of Wealth Management</li> <li>2. To understand the concept of Portfolio Management</li> <li>3. To understand various tools and methods of evaluating the portfolio</li> </ol>
414 FIN	Principles of Insurance	<ol style="list-style-type: none"> <li>1. To introduce fundamentals of insurance</li> <li>2. To know underwriting, claims, intermediaries</li> <li>3. To understand insurance pricing and finance</li> <li>4. To understand marketing of insurance products</li> <li>5. To understand risk management in insurance</li> </ol>

<b>HR</b>		
407 HR	Employee Reward Management	<ol style="list-style-type: none"> <li>1. To understand importance of reward management system in organizations</li> <li>2. To know and learn various types of Grade and pay structures</li> <li>3. To understand Reward management for special groups like directors and senior Executives</li> <li>4. Executives</li> <li>5. To know role of Union in Reward Management</li> </ol>
411HR	Lab In Industrial Relations	<ol style="list-style-type: none"> <li>1. To expose students to drafting of various notice/ memos/ show cause etc.</li> <li>2. To expose students to the working of Labour courts</li> </ol>
412 HR	Lab in Legal Compliances	<ol style="list-style-type: none"> <li>1. To understand various compliances for HR head under different Acts</li> <li>2. To be able to draft the compliances like               <ol style="list-style-type: none"> <li>a) Monthly return under The Factories Act</li> <li>b) Annual return under the Factories Act</li> <li>c) MPCB Act compliance and return</li> <li>d) Payment of wages return</li> <li>e) Minimum Wages return</li> <li>f) Factory License renewal</li> <li>g) PF payment and return</li> </ol> </li> <li>3. To be able to present the learning's in classroom</li> </ol>
415HR	Designing HR Policies	<ol style="list-style-type: none"> <li>1. To equip students with pros and cons of HR Policies</li> <li>2. To study statutory &amp; non statutory requirements</li> <li>3. To acquaint students with role &amp; responsibilities of HR professionals</li> </ol>
<b>OPE</b>		
405 OPE	Quality Management standards	<ol style="list-style-type: none"> <li>1. Introduction to various Quality Management Standards and implementation requirements</li> <li>2. To understand QMS standards, EMS standards &amp; OHSAS 18001:2007 standards</li> <li>3. To understand apex manual and procedural manual of QMS</li> </ol>
407 OPE	Business Process Re-Engineering	<ol style="list-style-type: none"> <li>1. To introduce business processes and business process reengineering</li> <li>2. To understand BPR in manufacturing industry</li> <li>3. To understand role of information technology in re-engineering</li> <li>4. To understand BPR implementation methodology</li> </ol>
412 OPE	Challenges and opportunities in Operations Management	<ol style="list-style-type: none"> <li>1. To introduce risk management framework</li> <li>2. To understand global reporting , guidelines and social accountability and Indian case study</li> <li>3. To understand Kyoto protocol</li> <li>4. To understand sustainability in operations</li> </ol>
413 OPE	Lean Manufacturing	<ol style="list-style-type: none"> <li>1. To provide the concepts of Lean Manufacturing.</li> <li>2. To give a hands on – How To – series of steps in Lean Manufacturing Implementation.</li> <li>3. To highlight the role of company culture in transformation to Lean.</li> </ol>

<b>RABM</b>		
405 RABM	Rural Development II	1.To help students understand various aspects of Rural Development in India 2.To make students know the challenges in rural development and the importance of monitoring and people’s participation in rural projects
408 RABM	Agriculture Marketing & Price Analytics II	To critically analyze the important marketing concepts, models, properties of agricultural commodity prices and forecasting, data collection and analysis using current software etc., in order to make them policy decisions in the field of agricultural marketing.
409 RABM	Agriculture Finance & Project Management	1.To impart knowledge on issues related to lending to priority sector credit management and financial risk management. 2.To acquaint the learner with course would bring in the various appraisal techniques in project - investment of agricultural projects.
410 RABM	Management of Agricultural Input Marketing	To develop an understanding of the peculiarities of marketing in the context of agricultural inputs
<b>IT</b>		
405 IT	Web Designing and multimedia Applications	1. To introduce basic concepts of multimedia and overview multimedia software tools 2. To introduce fundamental concepts of video and digital audio 3. To know basics of HTML 4. To Introduce VBscript 5. To Introduce JavaScript
408 IT	Software Testing Methods	1. To introduce software testing principles 2. To understand various levels and types of testing 3. To understand test management and execution concepts 4. To understand functional and structural testing 5. To know about various software testing tools including open source tools
410 IT	Data Warehousing and Data Mining	1. To introduce data mining 2. To understand Data Warehouse architecture 3. To understand Data warehouse implementation 4. To know Data pre-processing 5. To know Data mining primitives
413 IT	Internet marketing and Internet of Things	1. To know concepts of Internet marketing 2. To know social media, social networking sites 3. To understand blogging as a marketing strategy 4. To understand video as social media tool and marketing tool 5. To understand E- commerce websites from marketing viewpoint and web-store –layout 6. To know online promotion techniques like email marketing

Program Name : MCA		Year 2019-20
<b>MCA (2019 Pattern)</b>		
<b>SEMESTER I</b>		
Course Name	Course Outcome	
Problem Solving using C++	CO1 - Use the algorithm paradigms for problem solving. CO2 - Develop programs with features of the C++ programming language. CO3 - Develop simple applications using C++ CO4 - Develop programs in the UNIX/Linux programming environment.	
Software Engineering using UML	CO1: Distinguish different process model for a software development. CO2: Design software requirements specification solution for a given problem definitions of a software system. CO3: Apply software engineering analysis/design knowledge to suggest solutions for simulated problems CO4: Recognize and describe current trends in software engineering	
Database Management System	CO1: Describe the basic concepts of DBMS and various databases used in real applications. CO2: Design relational database using E-R model and normalization CO3: Demonstrate nonprocedural structural query languages for various database applications CO4: Apply concepts of Object Based Database, XML database and non-relational databases. CO5: Explain transaction management and recovery management for real applications	
Essentials of Operating System	CO1: Understand structure of OS, process management and synchronization. CO2: Analyze and design Memory Management. CO3: Interpret the mechanisms adopted for file sharing in distributed Applications CO4: Conceptualize the components and can do Shell Programming. CO5: Know Basic Linux System Administration and Kernel Administration.	
Business Process Domains	CO1: describe major bases for marketing mix in business CO2: describe various functionalities of human resource process CO3: Identify existing e-commerce model and payment system CO4: Apply knowledge to evaluate and manage an effective supply chain. CO5: Understand how customer relations are related to business functions and its importance to success of Business entity. CO6: use various banking and insurance process for business development.	
<b>SEMESTER II</b>		
Course Name	Course Outcome	
Data Structure and Algorithm	CO1: apply design principles and concepts for Data structure and algorithm CO2: summarize searching and sorting techniques CO3: describe stack, queue and linked list operation CO4: demonstrate the concepts of tree and graphs	
Web Technologies	CO1: Implement interactive web page(s) using HTML, CSS and JavaScript. CO2: Build Dynamic web site using server-side PHP Programming and Database connectivity. CO3: Design a responsive web site.	
Business Statistics	CO1: Demonstrate concepts of business statistics (such as measures of central tendency, dispersion, correlation, regression analysis and time series analysis) CO2: Students will be able to analyze and apply statistical tools to solve problems. CO3: based on the acquired knowledge to interpret the meaning of the calculated statistical indicators CO4: Demonstrate concept of index numbers for solving practical problems in business world	
Essentials of Networking	CO1: Understand the basic concepts of data communication including the key aspects of networking and their interrelationship CO2: Understand various protocols such as HTTP, SMTP, POP3, IMAP, FTP, DNS, DHCP and the basic structure of IPv4, IPv6 Address and concept of sub netting with numerical CO3: Understand routing concept and working of routing protocols such as RIP, OSPF and BGP CO4: Understand various encryption techniques	
Principles and Practices of Management and Organizational Behavior	CO1. Describe and analyze the interactions between multiple aspects of management. CO2. Analyze the role of planning and decision making in Organization CO3. Justify the role of leadership qualities, Motivation Group dynamics and Team Building. CO4. Compare the controlling process	
<b>MCA (2015 Pattern)</b>		
<b>SEMESTER III</b>		
MTC31	Probability and Combinatorics	Count similar things in sophisticated ways, Understand the mathematical underpinnings of probability and Use probability theory to solve interesting problems.
ITC31	Multimedia Tools for Presentation*	To Learn and understand various multimedia tools and software to make the presentation effective
SSC31	Soft Skills-Presentation	To understand Non verbal communication-Personal appearance-Posture- Gestures-Facial expressions-Eye contact-Space distancing Business Presentations: Preparing successful presentations, Planning for audience Making effective use of visual aid, Delivering presentation, using prompts, dealing with questions and interruptions, Mock presentations. Effective usage of Tools (MS PowerPoint)
<b>TRACK I : SOFTWARE &amp; APPLICATION DEVELOPMENT</b>		
T1-IT31	Advanced Data Structure and C++ programming	The students will be able to write C++ as well as DS programs using advanced language features, utilize OO techniques to design C++ programs and use the standard C++ library, exploit advanced C++ techniques.
T1-IT32	Design and Analysis of Algorithms (DAA)	To understand and learn advance algorithms and methods used in computer science to create strong logic and problem solving approach in student..

T1-IT33	Object Oriented Analysis and Design	students will be able to: Understand the issues involved in implementing an object-oriented design, Analyze requirements and produce an initial design. Develop the design to the point where it is ready for implementation. Design components to maximize their reuse. Learn to use the essential modeling elements in the most recent release of the Unified Modeling Language.
T1-IT34	Advanced Internet Technology	To provide extension to web development skills acquired in 2nd semester. HTML 5, XML, jQuery, AJAX and PHP are introduced for student to enhance their skills
T1-IT31L	DS & C++ Lab	Provides hands-on for C++ & DS programs using C++ language learnt in theory session. Assignments based on class, inheritance, abstraction, encapsulation, dynamic binding, polymorphism, I/O systems, exception handling Stacks, Queue, Linked List, Tree, Binary Threaded Tree & Graph programs practised
T1-IT34L	Mini Project using AIT	Develop practical knowledge of advanced Web Technologies. Students are able to develop web based systems using HTML5, XML, PHP, AJAX, jQuery and MySQL.
<b>TRACK II :INFRASTRUCTURE &amp; SECURITY MANAGEMENT</b>		
T2-IT31	IT Infrastructure Architecture	The students acquire knowledge of advance computer architecture and Operating System concepts
<b>Course Code</b>	<b>Course Name</b>	<b>Outcome</b>
T2-IT32	Data Centre Architecture & Storage Management	Gain knowledge and understand the design of a Data Centre and appropriate understanding of the options in the running of an efficient Data Centre. and to understand the value of data to a business, Information Lifecycle, Challenges in data storage and data management, Solutions available for data storage.
T2-IT33	Introduction to Information Security	Awareness about the values of Information and how the Information security practices are meticulously implemented in IT companies worldwide. .
T2-IT34	Office Automation Tools	To acquire basic knowledge in the various office automation tools and its applications in the various areas of business.
T2-IT31L	Mini Project on IT Architecture and Information Se	Case studies and practical's on Information Security with the illustration on encryption, decryption using public and private keys etc are learnt
T2-IT34L	Office Automation Tools – Lab	Learning Writer, Calc and Impress Guide. study and analysis of the existing Office automation tools (office equipments, hardware and software)
<b>TRACK III : INFORMATION MANAGEMENT &amp; QUALITY CONTROL</b>		
T3-IT31	Enterprise Resource Planning	Learning of ERP systems its structure, modules, benefits, implementation and post implementation issues through real-life cases
T3-IT32	Data Communication & Computer Networks	Various computer networks, technologies behind networks and application protocols, e-mail and communication protocols along with introduction to advance network technologies like LTE, Cloud computing, Grid computing learnt
T3-IT33	Data Warehouse, Mining, BI Tools & applications	Will be familiarized with the data-warehousing and datamining techniques and other advanced topics and understand the importance of BI in emerging world.
T3-IT34	Information Security & Audit	To create awareness about the values of Information and how the Information security practices are meticulously implemented in IT companies worldwide. .
T3-IT32L	DCCN Lab	To learn crimping, setting LAN,WLAN, dealing with network management tools like Pandora, Wireshark etc. , Virtualization, configuring IP addresses,router configuration, firewall configuration.
T3-IT33L	BI Tools Lab	understanding of business intelligence techniques such as MOLAP, data mining, data warehousing etc. Practical overview of Data Mining Techniques classification, clustering, apriori analysis, Data Visualization ,Cube Generation and Cube Operations , Demonstration of Business Intelligence Tool like Pentaho and Spreadsheet based data mining tool & BI tools such as XLMiner
<b>TRACK IV :NETWORKING</b>		
T4-IT31	Network Administration I	offers fundamental knowledge about the network administration along with the practical exposure by creating LAN'S, WAN'S etc.and give basic configurations of router & switches
T4-IT32	Windows Server Configurations	Gives the complete knowledge of windows server configuration and also Prepares the students for certification like MCITP (Microsoft Certified IT Professional) etc.
T4-IT33	IT Infrastructure Monitoring	Awareness of basics of the IT infrastructure with the help of tools to be used. As well as to offer the knowledge of project and operations management
T4-IT34	Linux Administration I	Awareness of the installation, basic configuration and file system.
T4-IT31L	Network Administration Lab – I	The students are Aware with all fundamentals of network administration with practical exposure.
T4-IT32L	Server Configuration Lab (Windows and Linux)	The students are made aware for creating and configuring complete windows as well as Linux server.
<b>SEMESTER IV</b>		
ITC41	Optimization Techniques	Introduces linear programming, dynamic programming and related optimization theories to solve real life / simulated problems
ITC42	Research Methodology & Statistical Tools*	Creates scientific attitude towards solving a management problem and impart knowledge about tools available for carrying out research with the evidence of statistical techniques.
SSC41	Soft Skills -Interview *	Students learn to Prepare resumes & CV-Covering letter (effective usage of MSWord) Self introduction during interviews,Types of Interviews, preparing for interviews
<b>TRACK I : SOFTWARE &amp; APPLICATION DEVELOPMENT</b>		
T1-IT41	Advanced Java	Students are able to do socket programming, develop server side applications with database handling using servlets, JSP, JDBC and Hibernate and Springs framework.
T1-IT42	Python programming	Develop problem solving skills and their implementation through Python and Understand and implement concepts of object oriented methodology using Python.
T1-IT43	Advance DBMS	students are able to: gain an awareness of the basic issues in object oriented data models, applications, familiarize with the data-warehousing and data-mining techniques and other advanced topics.
T1-IT44	Cloud Computing	Develop the skills and knowledge to understand how Cloud Computing Architecture can enable transformation, business development and agility in an organization.
T1-IT41L	Adv. Java Lab	provide hands on practice to student to enhance their Java Programming Skills on Java concepts such as abstract Windows Toolkit, Java Input Output, Networking,JDBC, RMI ,Java Beans etc.
T1-IT42L	Python Programming Lab	Provides hands on practice to student to enhance their Python Programming Skills. on python concepts functions, strings, Lists, directories, modules, input output,exception handling, object oriented concepts etc.
<b>TRACK II :INFRASTRUCTURE &amp; SECURITY MANAGEMENT</b>		

T2-IT41	Identity and Access Management	understand how IDA solutions are implemented in Windows Server 2008.
T2-IT42	IT Advisory Services	Provides students with the knowledge, skills and motivation required to encourage professional success and provides platform and solutions to face the global challenges that one might foresee in a venture.
T2-IT43	Infrastructure Security Audit	To maximize the performance, maintain IT service continuity, reduce security risks and ensure scalability and compliance while effectively managing the IT infrastructure.
T2-IT44	Enterprise Solutions Architecture	i) Gives enterprise and solution architects a broad framework that covers the range of architecture work that precedes and steers system development, and to focus attention on areas where the architect is responsible for effective design and riskmanagement. ii) To provide architects with generally applicable knowledge and training. General here means independent of any specific architecture framework (Gartner, TOGAF, etc). This enables Training Providers to teach general knowledge and skills, rather than framework-specific terms, concepts, structures and processes.
<b>Course Code</b>	<b>Course Name</b>	<b>Outcome</b>
T2-IT41L	Identity and Access Management Lab	To give hand on experience on IDA Solutions
T2-IT42L	Mini Project on IT Advisory Services and Enterprise Solutions	Case study on choosing right type of consulting/advisory organization. Case study on success or failure of implementation based on consulting organization service. Case studies on choice of correct infrastructure model and such other related cases.
<b>TRACK III : INFORMATION MANAGEMENT &amp; QUALITY CONTROL</b>		
T3-IT41	E Commerce & Knowledge Management	To understand the concepts & role of e-commerce and Knowledge Management in organizations. To get introduced to the key themes of techniques & technology to realize more value from knowledge assets
T3-IT42	Cyber Laws & Intellectual Property Rights	To understand the Cyber Crime, it's types and the IT Act and Cyber laws in India.
T3-BM43	Customer Relationship Mgmt& Supply Chain Mgmt	To make students understand the role of IT or how IT is an enabler for SCM and CRM. To understand supply chain strategy framework and supply chain strategies To comprehend the functionalities of CRM in service sector
T3-IT44	Software Quality Assurance & Control	To enable student to learn Software Quality Assurance and control, this course covers the principles of software development emphasizing processes and activities of quality assurance.
T3-IT43L	Mini Project based on CRM & SCM	Students should develop mini project using the concepts of CRM and SCM
T3-IT44L	9. Software Quality Assurance Lab	1. MS - project Its use in project scheduling and installation of the Work environment Objectives: 1: Perform the project planning activity according to the basic profile of ISO/IEC 29110, perform a desk check of the project plan; 2: Select tools and set up the working environment (e.g. a version control tool and an issue tracking tool); 2. Project planning
		3. Analysis and documentation of requirements Objective 1: Perform the software requirements analysisactivity of ISO 29110; Objective 2: Perform a walkthrough to verify 4.S/W Configuration Management Tools Source Code Control System (SCCS)
<b>TRACK IV :NETWORKING</b>		
T4-IT41	Network Administration II	To offer advanced knowledge about the network administration along with the practical exposure on VLAN, IP Routing, OSPF, IGRP,EIGRP etc.
T4-IT42	Internet of Things	To study the paradigm of objects interacting with people, information systems, and with other objects via network communications.
T4-IT43	Linux Administration II	1. To understand internet connectivity and database service administration. 2. To aware with the secure file transfer protocols and e-mail handling as well as management of kernel and other application through linux
T4-IT44	Wireless Networks	To get the complete knowledge on wireless technology including all generations.
T4-IT41L	Virtulization Lab	To give the complete knowledge of hardware and software virtualization
T4-IT44L	Wireless Network Lab	To give the practical exposure on wireless networks along with live cases which helps to configure and understand real issues on the site. Set of practical are helpful to become wireless administrator and builds the platform to become certified professional.
<b>SEMESTER V</b>		
<b>COMMON SUBJECT FOR ALL TRACKS FOR SEMESTER V</b>		
ITC51	Software Project Management	Learning process of software project management, cost estimation, use of project Management tools, configuration management, user roles and software teams.
ITC51P	Project *	Prepares for the final Project in Sem VI .Collection of all requirements and do the analysis of the requirements of project. Student prepare the SRS of the project and complete the project up to design phase of SDLC.
SSC51	Soft Skills - Group Discussion*	Understand Team building , Team briefing, Role of Team leader, Conflict resolution, Methodology of Group discussions, Role Functions in Group Discussion, Improves group performance, Mock group discussions
<b>TRACK I : SOFTWARE &amp; APPLICATION DEVELOPMENT</b>		
T1-IT51	ASP .Net using C#	Learn application development technology using .NET Framework 4.0 and Visual Studio 2010
T1-IT52	Service Oriented Architecture	1. To gain understanding of the basic principles of service orientation 2. To learn service oriented analysis techniques 3. To learn technology underlying the service design 4. To learn advanced concepts such as service composition, orchestration and Choreography 5. To know about various WS specification standards
T1-IT53	Big Data Analytics	1. To Understand the Big Data challenges & opportunities ,its applications 2. Gain conceptual understanding of NOSQL Database. 3. Understanding of concepts of map and reduce and functional programming 4. Gain conceptual understanding of Hadoop Distributed File System.
T1-IT54	Mobile Application Development	Student are able to develop the mobile application using Android
T1-IT51L	Mini Project using ASP .Net	Student design dynamic website using asp.net using c# using Visual Studio 2010

T1-IT54L	Mini Project Using Mobile Application Development	Provides hands on practice to student to enhance their Android Programming Skills with concepts such as Views and view groups, Layouts, Creating Menus Intents, Adapters, Dialogs, location based services, file handlings, CRUD operation on SQLite, Gtalk, Audio, Video etc.
<b>TRACK II :INFRASTRUCTURE &amp; SECURITY MANAGEMENT</b>		
T2-IT51	Quality verification	Awareness about the quality parameters of software .
T2-IT52	Infrastructure Auditing & Implementation	Provides students with the knowledge, skills and motivation to face the global challenges that one might foresee in any venture and understand appropriate methods used to analyze, compare and evaluate the usage of infrastructure
<b>Course Code</b>	<b>Course Name</b>	<b>Outcome</b>
T2-IT53	IT Service Management	1. Appreciate the organizational significance of managing the IT service encounter to achieve internal and external customer satisfaction. 2. Understand new service development from both a product and process perspective. 3. To gain an appreciation of the complexities associated with implementing changeduring IT services. 4. Extend the knowledge scope from Technique to Management, and from Software Engineering to Service Science.
T2-IT54	Digital and e-business Infrastructure and security	Students are able to get knowledge of E-commerce and digital payments
T2-IT52L	Mini Project on Infrastructure Audit	Explore and identify various facets of infrastructure required for effective implementation of software projects and understanding of security management issues and Case studies.
T2-IT54L	Design of digital and e-business infrastructure and security	Use telnet and perform the task using netcat utility. Perform port scanning with nmap, superscanUsing nmap
<b>TRACK III : INFORMATION MANAGEMENT &amp; QUALITY CONTROL</b>		
T3-IT51	Software Testing & Tools	Learn Software Testing Tools good practices with the help of various software testing techniques and tools and case studies
T3-BM52	Entrepreneurship Development	Provides students with the knowledge, skills and motivation required to encourage entrepreneurial success and lay down the conditions and solutions to the challenges that one might foresee in a venture.
T3-IT53	Decision Support System	Learn DSS, DSS Tools, DSS implementation and impacts and Enterprise DSS.
T3-IT54	Business Architecture	Gives students a broad framework that covers the range of architecture work that precedes and steers System development, and to focus attention on the areas where the architect is responsible for effective design and Risk Management
T3-IT51L	CASE Tools Lab	Makes accustomed with various automated tools used for Software Design and Development, Testing, Project Management etc.
T3-BM52	Activities based on Entrepreneurship Development	1. Gets motivation to become an entrepreneur. 2. Gets the knowledge of how the business can run. 3. Knows the procedure of financiers to raise finance
<b>TRACK IV :NETWORKING</b>		
T4-IT51	Network Routing Algorithms	Awareness with different types of network routing protocols and algorithms
T4-IT52	Computer and Network Security	Understand the various security measures related to computer and network security.
T4-IT53	Cloud Architectures and Security	Introduces the basic concepts of security systems and cryptographic protocols, which are widely used in the design of cloud security and the issues related multi tenancy operation, virtualized infrastructure security and methods to improve virtualization security
T4-IT54	Unified Communication	1. Learn and understand the basic principles of Telecommunication switching, traffic and networks. 2. Learn and understand basic concepts of IP EPBAX system, wireless propagation and the techniques used to maximize the capacity of network. 3. Learn and understand of working of VOIP and its protocols.
T4-IT52L	Computer and Network Security – Lab	Understand issues with computer and network security by giving the hands on knowledge of various thing like monitoring and analyzing network traffic, installing and configuring different tools like Wireshark, SNORT, NMAP, Port Scanners etc.
T4-IT53L	Cloud Building within Organization (Deployment of cloud)	Building cloud using open source technology and installing applications on such a cloud.
<b>SEMESTER VI</b>		
ITC61	Open subject for each TRACK*	The students are equipped with Current Trends in the Field of Information Technology to bridge the gap between Curriculum and the industry
ITC61L	Open subject LAB	The Practical implementation of the current technology is delivered to students so that they are prepared for the industry
ITC61P	Project	Projects are undertaken at in the Institute or outside which provide actual application development in respective specializations Project Work can prove useful or be relevant from the commercial management angle.



## Skill Development Component

**The University has prescribed a separate 4 credit weightage on skill development.**

Sr. No.	Course Code	Course Name	Course Outcomes
1	NA	Soft skills ( Offered in Semester II)	<ol style="list-style-type: none"> <li>1. To Strengthen grammatical base of English communication</li> <li>2. To improve oral and spoken communication in different situations</li> <li>3. Improve and refine non-verbal and written English communication skills</li> <li>4. Build and practice good presentation skills</li> <li>5. To understand and build telecommunication and electronic communication skills</li> <li>6. To introduce self-management and team management concepts</li> </ol>
2	NA	Corporate Social Responsibility (Offered in Semester IV)	<ol style="list-style-type: none"> <li>1. To develop an understanding for corporate citizenship and sustainability from business perspective.</li> <li>2. To learn how to strategically manage CSR within your organization.</li> <li>3. To understand how to improve your company's sustainability performance</li> </ol>

**The University has also introduced additional courses on Human Rights and Cyber Security**

Sr. No.	Course Code	Course Name	Course Outcomes
1	191	Human Rights Education I- Introduction to Human Rights and Duties ( Semester I)	<ol style="list-style-type: none"> <li>1. To introduce basic concepts of Human Rights</li> <li>2. To understand perspectives of rights and duties</li> <li>3. To introduce terminology of various legal instruments</li> <li>4. To Introduce history of human rights</li> <li>5. To know provisions in United Nations Charters</li> <li>6. To know various rights, duties, limitations and final provisions.</li> </ol>
2	291	Human Rights II- Human rights of vulnerable and disadvantaged groups ( Semester II)	<ol style="list-style-type: none"> <li>1. To introduce basic concepts</li> <li>2. To know about International and national standards of human rights of women and children.</li> <li>3. To learn various concepts and provisions related to socially and economically disadvantaged and vulnerable groups</li> <li>4. To know human rights in Indian Context, enforcement</li> <li>5. To understand Human rights violation and Indian Polity</li> <li>6. To understand role of advocacy groups</li> </ol>
3	192	Cyber Security I - Pre-requisites in Information and Network Security (Semester I)	<ol style="list-style-type: none"> <li>1. To understand basic networking concepts</li> <li>2. To understand information security concepts</li> <li>3. To understand security threats and vulnerabilities</li> <li>4. To understand concepts of cryptography and encryption</li> </ol>

Sr. No.	Course Code	Course Name	Course Outcomes
4	292	Cyber Security II - Pre-requisites in Information and Network Security ( Semester II)	<ol style="list-style-type: none"> <li>1. To introduce security management practices</li> <li>2. To understand security laws, IPR</li> <li>3. To understand security standards</li> <li>4. To know concepts of security audit</li> </ol>
5	392	Cyber Security III- Information and Network Security ( Semester III)	<ol style="list-style-type: none"> <li>1. To understand user management and access control</li> <li>2. To understand concept and types of firewalls</li> <li>3. To understand VPN and multimedia networks security</li> <li>4. To know various computing platforms</li> <li>5. To understand cloud technology and security</li> </ol>
6	492	Cyber Security IV - System and Application Security ( Semester IV)	<ol style="list-style-type: none"> <li>1. To understand Security Architectures and Models</li> <li>2. To know system security- desktop, email, web, database</li> <li>3. To understand OS security</li> <li>4. To understand wireless networks and security</li> </ol>