

315

Shri G. S. Institute of Technology & Science

Department of Management Studies

27/06/2023

Minutes of the meeting for Board of Studies in MBA held on Tuesday, 27th June 2023, at 03.00 PM in the office of Chairman BOS, (Management Studies) in the Department of Management Studies.

Following members has attended the meeting of Board of Studies:

1. Prof. R. K. Saxena Chairman (Director, SGSITS)
2. Prof A Dalpati Invitee (Prof. IPE)
3. Prof. Nishith Dubey Member (Prof. NITTTR, Bhopal) (Present Online)
4. Dr. Anupama Paliwal Member (Asst. Prof., DOMS)
5. Dr. Mayura Kemkar Member (Asst. Prof., DOMS)
6. Dr. Ashish Mahajan Member (Asst. Prof., DOMS)
7. Ms. Seema Hussain Member (Recruitment Associate, TaskUs India Pvt. Ltd.
Alumnus, DoMS, SGSITS)

Following members could not attend the meeting:

1. Prof. G Thakar Head, DoMS
2. Dr. Sangeeta Jain Member (Prof. Director, IMS, DAVV, Indore)
3. Mr. Avanish Mundhra Member (Founder & CEO - Cantilever Labs)
4. Prof. Mukesh Barua Member (Prof. DOMS, IIT Roorkee)

The members discussed and resolved the following:

1. The minutes of DPAQIC meeting held in DoMS on 12 June 2023 were presented and approved (Annexure I)

2. The List of N

2023) is discusse

3. The Course O

The changes were

4. The proposed

A. MBA 1905 C

B. MBA 1905 PE

C. MBA 2004 F

to be assigned

The Meeting ended

Committee recommending
institute

S. No.	Name
1	Prof.
2	Prof.
3	Prof.
4	Dr.
5	Dr.
6	Dr.
7	Ms. Se

Encl :

Annexure I: Minutes

Annexure II: List of N

RK

Am

AK

316

2. The List of NPTEL courses to be offered as electives to students of MBA III Sem (July - Dec 2023) is discussed and approved. (Annexure II)

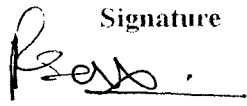
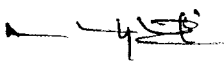



3. The Course Objectives of MBA program were updated from 4 CO's in each subject to 5 CO's. The changes were discussed and approved (Annexure III)

4. The proposed modifications in the following syllabi of the subjects are discussed and approved:

- A. MBA 1905: GD/PI Lab (< 15%) (Annexure IV)
- B. MBA 1005 PROJECT MANAGEMENT (< 15%) (Annexure V)
- C. MBA 2904: RESEARCH METHODOLOGY LAB (> 20%). A new subject code is proposed to be assigned for the this subject. (Annexure VI)

The Meeting ended with the vote of thanks to the chair.

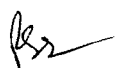
Committee recommends the enclosed annexures to be approved by Academic Council of the institute.

S. No.	Name of members		Signature
1	Prof. R. K. Saxena	Chairman	
2	Prof. A Dalpati	Invitee	
3	Prof. Nishith Dubey	Member	Present Online
4	Dr. Anupama Paliwal	Member	
5	Dr. Mayura Kemkar	Member	
6	Dr. Ashish Mahajan	Member	
7	Ms. Seema Hussain	Member	Present Online

Encl :

Annexure I: Minutes of DPAQIC, June 2023

Annexure II: List of NPTEL courses proposed for Sem A, Session 23-24





317

Annexure III: Updated Course Objectives of MBA program

Annexure IV: MBA 1905: GD/PI Lab (Current & Updated course)

Annexure V: MBA 4005 PROJECT MANAGEMENT (Current & Updated course)

Annexure VI: MBA 2904: RESEARCH METHODOLOGY LAB (Current & Updated course)

A meetin
has orga
Studies) i
Followi
Prof. C
2 Prof :
3 Prof. I
4 Prof. I
5 Prof. I
6 Prof
7 Dr. A
8 Dr. N
9 Ash
10 The me
11 Meet
12 Meeting
13 The
14 Present
15 Interna

for

Am

to MK

318

12/06/2023

Departmental Program Assessment and Quality Improvement Committee (DPAQIC) on 12th June 2023 at 3:00 P.M. in the office of Chairman DoMS. (Management Department of Management Studies)

members were present.

- Prashant Thakkar Chairman (Head DoMS) *[Signature]*
- Prashant Dalpati Member (Head IPD) *[Signature]*
- Manish Sitlani External Expert Finance (IIPS, DAVV) *[Signature]*
- Rajendra Singh External Expert Marketing (IMS, DAVV) Present Online
- Dr. Jyoti Sharma External Expert HR (IIPS, DAVV) *[Signature]*
- Dr. Devendra Verma External Expert Operations (IET, DAVV) Present Online
- Dr. Anupama Paliwal Invitee (Asst. Prof. DoMS) *[Signature]*
- Dr. Mayura Kemkar Invitee (Asst. Prof. DoMS) *[Signature]*
- Dr. Ashish Mahajan (Invitee (Asst. Prof. DoMS)) could not attend the meeting.

The members discussed and resolved the following:

1. Meeting started with presentation of Action Plan and Action taken report of previous DPAQIC meeting, held in Dec 2023, by the Chair.
2. The analysis of feedback from all the stakeholders (Students, Parents, Alumni, Employers) was presented to the members by the respective faculty. Following suggestions were received from external experts:

[Signature]

3.
a. **Student Feedback:**

The average score for Managerial Economics was 3.11. Project Management was 3.5. International Marketing was 3.7 and Strategic Financial Management was 3.6, which are on lower side. To address this, the experts advised the faculty to provide more practice questions in class by taking extra lectures for numerical subjects. Experts also suggested to

- Provide solved questions
- Suggest appropriate text books
- Take extra class
- Taking remedial class for weak student
- Student counseling through mentors and student counselor should be done.

b. **Parent Feedback:**

It was suggested to increase activities that foster problem solving abilities and decision making skills.

Entrepreneurship abilities and creative competency of the students must be enhanced

Counseling of students regarding career opportunities and higher studies should be done

c. **Alumni Feedback:**

The alumni suggested that students should increase their reading habits.

New courses/ Value added course in areas such as Knowledge of Indian Culture/Hindu Philosophy, MBA in Hospitality/Tourism, Data Analytics(SQL & Python), Advance Excel, Financial Modeling/Tally, Aviation Industry specific courses.

Other suggestions received were as follows:

- a. More focus should be given on Internship along with regular course.
- b. Sessions on Cyber Crime Awareness to be conducted.
- c. Should prepare students in soft skills
- d. Big names should be included in campus placement

The experts suggested conduction of guest lectures, on Cyber Crime Awareness, Formal dressing, Courtesy and Mannerism for students, by eminent speakers.

Experts suggested reducing few courses/merging courses and reducing timings so that students can take-up internships.

d. **Employer Feedback:**

- i. Communication skills to be improved.
- ii. Attention must be given to student's specialization specific skills.
- iii. Make student more adept at using technology.
- iv. More opportunities for team project work to enhancing team working skills should be given.

[Signature]

[Signature]

(320)

The experts agreed with the feedback of the employers and suggested that students should be encouraged to learn technical skills, core skills in more effective manner. The students should be guided to join technology oriented courses related to Digital marketing and IT.

The Meeting ended with the vote of thanks to the experts and the chair.



MBA1006: FU

COURSE OUT

01:-Describe

02:-Explain th

03:-Discuss th

04:-Discuss th

05:- Identify th

MBA1007: ACC

COURSE OUTC

01:-Describe a

02:-Identify co

03:-Prepare bu

04:-Take vari

05:- Apply eme

MBA1008: BUSI

COURSE OUTC

01:-Describe vai

02:-Analyze the

03:-Explain role

04:- Discuss the

05:-Define featur

SGSITS, Department of Management Studies
Online Course List July- Dec 2023

Course Start date: 24 Jul 2023
Course End date: 13 Oct 2023
Enrollment End date: 31 Jul 2023

S. No.	Category	Course Name	SME Name	Institute	Co-ordinating Institute	Duration	Exam date	UG/PG
Financial Management								
1	Management	Commodity Derivatives & Risk	Prof. Prabina Rajib	IIT Kharagpur	IIT Kharagpur	12 weeks	29-Oct-23	PG
2	Management	Quantitative Investment Management	Prof. J P Singh	IIT Roorkee	IIT Roorkee	12 weeks	29-Oct-23	UG/PG
3	Management	Security Analysis & Portfolio Management	Prof. J P Singh	IIT Roorkee	IIT Roorkee	12 weeks	28-Oct-23	UG/PG
Human Resource Management								
1	Management	Training Of Trainers	Prof. Santosh Rangnekar	IIT Roorkee	IIT Roorkee	12 weeks	28-Oct-23	UG/PG
2	Management	Human Resource Development	Prof. KBL Srivastava	IIT Kharagpur	IIT Kharagpur	12 weeks	28-Oct-23	PG
3	Humanities	Advantage	Prof. Sanjib Chowdhury	IIT Kharagpur	IIT Kharagpur	12 Weeks	29-Oct-23	PG
Marketing Management								
1	Humanities	Advantage	Prof. Sanjib Chowdhury	IIT Kharagpur	IIT Kharagpur	12 Weeks	29-Oct-23	PG
2	Management	Product and Brand Management	Prof. Vinay Sharma	IIT Roorkee	IIT Roorkee	12 Weeks	45228	UG/PG
Operations Management								
1	Management	Operations And Supply Chain Management	Prof. G. Srinivasan	IIT Madras	IIT Madras	12 Weeks	28-Oct-23	UG/PG

(32)





Head DOMS

322

Annexure No. 3

COURSE OUTCOMES-MBA FIRST YEAR(FIRST SEM)

BA1006: FUNDAMENTALS OF MANAGEMENT

COURSE OUTCOMES:-At the end of this course, the students will be able to:

- CO1:-Describe the management evolution and demonstrate the roles, skills and functions of managers.
- CO2:-Explain the planning process, describe the need of MBO, analyze the role of Policies and strategies in business.
- CO3:-Discuss the role of Policies and Strategies in business.
- CO4:-Discuss the basic aspects of organizing in management and explain decentralization, delegation and , span of management
- CO5:- Identify the importance of control, explain its process and types, illustrate the upcoming issues in management.

BA1007: ACCOUNTING FOR MANAGERS

COURSE OUTCOMES:-At the end of this course, the students will be able to:

- CO1:-Describe accounting process and principles and apply it to prepare and analyze financial statements
- CO2:-Identify cost elements and determine cost of product and services.
- CO3:-Prepare budgets and understand key elements of cost control and cost reductions.
- CO4:-Take various strategic managerial decisions involving profit and cost considerations.
- CO5:- Apply emerging dimensions of modern accounting and computerized accounting.

BA1008: BUSINESS AND ECONOMIC ENVIRONMENT

COURSE OUTCOMES:-At the end of this course, the students will be able to:

- CO1:-Describe various components of business environment.
- CO2:-Analyze the impact of environment upon economy.
- CO3:-Explain role and objectives of international trade organizations.
- CO4:- Discuss the Regulation and Promotion of Business in India
- CO5:-Define features of capital and money market in India.

[Handwritten signatures]

323

MBA 1009: ORGANIZATION BEHAVIOUR

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Define the concepts related to Individual, Organizational and Group behavior, Learning, Perception and Motivation.

CO2:-Explain the concepts of Learning, Perception and Motivation.

CO3:-Explain and differentiate between various Leadership theories and apply these theories to solve given problems.

CO4:-Discuss the types of Conflicts, Conflict Process, Conflict Management Techniques and explain the Negotiation process and

CO5:-Describe Organizational Change, Stress management and Organizational Culture

MBA1010: OPERATIONS MANAGEMENT

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Acquire an understanding of the basic functions and fundamentals of operations management;

CO2:- Develop analytical skills in solving operation management problems such as design of efficient plant location and plant layout models.

CO3:- Plan capacity and schedule jobs

CO4: Apply the quality control procedure and manage quality.

CO5:-Demonstrate an understanding of the concepts of materials and maintenance management such as MRP, stores management and replacement models.

MAA 1104: MATHEMATICS AND STATISTICS FOR MANAGERS

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1: Understand the basic concepts of set theory and probability theory

CO2: Solve the linear equations using the concept of matrices

CO3: Understand the fundamentals of statistic

CO4: Understand the various theoretical distributions

CO5: Use the concept of time series in prediction and decision making

HUA 110

COURSE

CO1: To

CO2: To c

CO3: To c

CO4: To f

CO5: To c

CTA 1106

COURSE

CO1:-Unde

CO2:- Und packages.

CO3:- Expl

CO4:- Unde

CTA 1904:

COURSE C

CO1:-Create

CO2:-Apply

CO3:-Create

CO4:-Create,

Am
A
MA

Per

324

BUA 1105: BUSINESS COMMUNICATION

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1: To communicate effectively in a corporate setting and otherwise.

CO2: To overcome the varied obstructions to communication and be an adept listener.

CO3: To display effective interpersonal communication, maintaining the decorum of the setting .

CO4: To have hands-on writing business letters and expertise in drafting technical documents.

CO5: To deliver effective presentations in professional environment, tackle group discussions and face interviews

CTA 1106: IT FOR MANAGERS

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Understand basics of computer hardware, software and computer languages. .

CO2:- Understand the process of creating spreadsheets, word documents, presentation slides and database using various application software packages.

CO3:- Explain role, types and security aspect of E-business and E-payment system.

CO4:- Understand various types of management information and office Automation system.

CTA 1904: IT LABORATORY

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Create and design spreadsheets, word documents, presentation slides and database using various application software packages.

CO2:-Apply various formulae in spreadsheets.

CO3:-Create Charts, pivot tables and Graphics in various application software packages.

CO4:-Create, design and validate forms and tables using wizards to enter data

be

Am

A MK

325

MBA1905: GD/PI Lab

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:- Demonstrate effective reading and listening Ability

CO2:- Make use of GD skills and take part in group discussion

CO3: Develop Personal Interview skills and etiquettes.

CO4:-Show effective presentations skills.

CO5:- Illustrate proper written communication skills.

MBA 1998: COMPREHENSIVE VIVA

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Face interview both at the academic and the industrial level.

CO2:-Prepare all subjects comprehensively.

CO3:- Explain and answer questions posed by examiners.

CO4:- Show Oral Presentation skills in precise and concise manner.

CO5:-Demonstrate the application of the knowledge gained in hypothetical situations.

A MB
Am
B

HUMAN R

OUTCOMES

the Conce

the concept

a sample HR

the process

the mainta

RESEARCH

OUTCOMES

an underst

search designs

the sources

the technic

testing of hy

the report, e

MARKETIN

OUTCOMES:

Marketing

Market Segr

Product Clas

the concep

the emergin

326

COMFIS-MBA FIRST YEAR (SECOND SEM)

MANAGEMENT

At the end of this course, the students will be able to:

Structure, Roles and Responsibilities of the HR department

Importance of Human Resources.

and describe the Administrative, Operational and Strategic Role of HR.

Development of Human Resources

Recruitment and separation process for the human resources.

METHODOLOGY

At the end of this course, the students will be able to:

Identify the types of business research and explain the basic framework of research process and

gather information for literature review and describe the sampling techniques in research.

Methods of data collection. understand the measurement scales in research.

Formulate hypothesis by applying data analysis tools and techniques.

Interpret and explain the results and develop an understanding of ethical dimensions of conducting

MARKETING MANAGEMENT

At the end of this course, the students will be able to:

Identify the marketing basics, Philosophies of Marketing Management, Marketing Environment and Marketing

Strategies like Segmentations, Differentiation and Positioning Strategy.

Product Classification, Product Diffusion Process, PLC, Repositioning and Pricing.

Concept of Distribution Channel, CRM, Green Marketing, E-Marketing, Tools of IMC and

Identify emerging trends in marketing

Handwritten signatures and initials: A, MK, AM, B

327

MBA 2011: FINANCIAL MANAGEMENT

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:- Explain the nature, scope and objectives of financial management

CO2:- Analyze financial statements using ratio analysis technique and other tools.

CO3:- Apply techniques of capital budgeting to evaluate investment proposals.

CO4:- Determine cost of capital and Design capital structure of a firm.

CO5:- Determine working capital requirements of a firm.

MBA2012: MANAGERIAL ECONOMICS

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:- Explain managerial economics concepts

CO2:-Identify production function, law of variable proportion, different types of cost, cost interrelation and break even point.

CO3:-Explain features of various types of competitive markets and price discrimination,

CO4:-Define and determine national income, money supply.

CO5:- Explain macro economic factors and economic growth and development

MBA 2014: BUSINESS LEGISLATION

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Describe essential elements of a valid contract and consequences of its breach.

CO2:-Explain legal framework relating to partnership business and sale of goods contracts.

CO3:-Draft various types of valid negotiable instruments and understand law relating to filing complaint under consumer protection act.

CO4:-Classify different kinds of companies and major provisions of companies act 2013 relating to constitution, prospectus and winding up.

CO5:-Explain law relating to competition in India and Indian banking structure.

[Handwritten signatures]

328

BA 2015: ENTREPRENEURSHIP AND ETHICS

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Explain the concept of entrepreneurship and sources of innovation for an entrepreneur.

CO2:-Describe the business planning process, explain its feasibility

CO3:-Identify the role of government, banks and different agencies in entrepreneurship development.

CO4:-Illustrate the importance of ethical conduct in business, describe the importance of corporate social responsibilities,

CO5:-Discuss the management teachings from varied Indian Ethos and justify their implications for future managers.

MAA2102: QUANTITATIVE DECISION MAKING

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1: Understand the basic concept of quantitative techniques

CO2: Understand different methods for solving linear programming problems

CO3: To find basic feasible solution of transportation problem by various methods

CO4: Use the concept of waiting line model to solve real life problems

CO5: Apply simulation techniques in various physical models

MBA2904: RESEARCH METHODOLOGY LAB

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Prepare Literature Review

CO2:-Prepare the data collection tool.

CO3:-State the null and alternate hypothesis

CO4:-Apply the test upon a given data set.

CO5:- Prepare the research report

A *MUK.*
Am *R*

329

MBA2905: Excel Lab

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Apply excel to solve transportation and assignment model problems subject to some constraints.

CO2:-Apply excel to solve linear programming problems of maximization and minimization.

CO3: Demonstrate the use of excel solver for Solving Integer linear programmes

CO4:-Apply excel to solve inventory and queuing.

CO5: Evaluate various investment proposals using excel

MBA 2998: COMPREHENSIVE VIVA

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Face interview both at the academic and the industrial level.

CO2:-Prepare all subjects comprehensively.

CO3:- Explain and answer questions posed by examiners.

CO4:- Show Oral Presentation skills in precise and concise manner.

CO5:-Demonstrate the application of the knowledge gained in hypothetical situations.

ME
Am

[Signature]

MB
CO1
deci
CO2
infer
CO3
tools
CO4
repre
CO5
MB
CO1
CO2
CO3
CO4
CO5
MBA
CO1
CO2
CO3
CO4
CO5

330

COURSE OUTCOMES-MBA SECOND YEAR(~~FIRST~~ ^{THIRD} SEM)

MBA3005: BUSINESS ANALYTICS

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Explain business analytics to formulate and business problems to support managerial decision making and state the scope of business analytics.

CO2:-Draft the problem more elaborative using different analytical tools like descriptive and inferential analysis.

CO3:-Explore & Establish relationship among various variables by applying predictive analytical tools.

CO4:-Handle the data such as by Classify, categorize & normalize it for analysis and its graphical representation.

CO5:- Formulate and solve business problem through prescriptive analytical tools and techniques

MBA3996: SUMMER TRAINING

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:- Demonstrate the job skills and knowledge.

CO2:- Execute the given work with professionalism.

CO3:- Relate theoretical knowledge with practical work.

CO4:- Explain the specific functional areas and linkages among different functions and departments.

CO5:-Discover career opportunities in the areas of interest.

MBA3997: Major Research Project Phase I

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:- Identify and select the most relevant research topic

CO2:-Critically review related research work.

CO3:-Develop research concept ,hypothesis to fill identified research gap

CO4:-Design appropriate data collection tools

CO5:- Collect data for research.

R

AP
M.A.
Am

337

MBA 3999: COMPREHENSIVE VIVA
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Face interview both at the academic and the industrial level.
CO2:-Prepare all subjects comprehensively.
CO3:- Explain and answer questions posed by examiners.
CO4:- Show Oral Presentation skills in precise and concise manner.
CO5:-Demonstrate the application of the knowledge gained in hypothetical situations.
MBA 3107: STRATEGIC BRAND MANAGEMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Describe the basic fundamentals and importance of the brand.
CO2:-Identify and apply the concepts of Brand, its Legal perspectives and Process of managing brand
CO3:-Describe Brand elements, sketch marketing programs, Manage and measure Brand equity and market performance
CO4:-Discuss Brand Value Chain, Brand equity management system, Brand Hierarchy and manage Brands
CO5:- Explain Branding Strategies
MBA 3106: ADVERTISING AND SALES PROMOTION
CO1:-Explain the basic fundamentals of advertising.
CO2:-Discuss various considerations in campaign planning.
CO3:-Describe media planning and its concepts.
CO4:-Explain concepts related to copy writing
CO5:-Measure advertising effectiveness

AP
DK
AM

MI
CC
CC
CC
CC
CC
MI
CC
MI
MI
MI

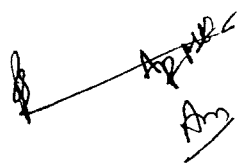
MBA 3108: DIGITAL MARKETING
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Explain and Analyze concepts of Digital Marketing, its scope and importance.
CO2:-Describe digital marketing tools and E- mail optimization, Remarketing, SEM and other tools.
CO3:-Classify forms of marketing, and explain use of content marketing, blogs.
CO4:-Discuss different marketing platforms
CO5:- Explain the evaluation of Direct Marketing
MBA 3105: SERVICE MARKETING
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Explain the fundamentals of services, and challenges faced in service aspects.
CO2:-Analyze concepts of segmentation, positioning and differentiation with reference to services
CO3:-Locate all Ps in services with reference to strategies for services
CO4:-Describe service Quality and identify gaps in service production, delivery and communication.
CO5: Discuss applications of Service Marketing
MB _____ : SALES AND DISTRIBUTION MANAGEMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Summarize concept of Personal selling and identify its role in marketing Mix
CO2:-Explain the fundamentals of selling and process of attracting consumers
CO3:-Identify and understand importance of recruitment, selection and motivation of Sales Force
CO4:-Analyze various dimensions and channels of distribution
CO5:- Discuss the Physical Distribution

AP *MMA*
AM

333

MBA 3304: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Analyze investment opportunities in stock markets and Identify, formulate and solve investment problems.
CO2:-Ascertain the fair values of equity by applying equity valuation models.
CO3:-Analyze bond prices and yields and fixed-income portfolios.
CO4:-Construct and evaluate securities portfolio.
CO5: Analyze securities through fundamental analysis and technical analysis
MBA3308: TAX PLANNING
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:- Explain basic concepts and procedure of direct tax system in India.
CO2:- Illustrate tax planning in respect of income from salary
CO3:- Illustrate tax planning in respect of income from busiuness profession
CO4:- Illustrate tax planning in respect of income from house property and capital gain
CO5: Create proposals of tax planning
MBA 3307: BANKING AND INSURANCE
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Identify and classify the various banking and financial risk as well as the principles of insurance.
CO2:-Gain knowledge about major types of insurance product to cater different types of insurance needs.
CO3:- Explain the role and functions of insurance regulatory and development authority as well as determinants of insurance premium and other major provosions of insurance act.
CO4:-Describe the concept of assets liability management in banking sector and Classify Indian banking structure and various types of modern banking services.
CO5: Explain the role and functions of BIS with basel norms and different types of banking services.

M
C
CC
CC
des
CC
opt
CC
ME
CO
CO
CO
CO
CO
MB
CO
CO
CO
CO
Indus


APR
B3

334

MBA 3309: FINANCIAL DERIVATIVES & RISK MANAGEMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Apply latest financial derivative products as risk management tools in key financial markets.
CO2:-Describe the mechanism of future and forward contracts.
CO3:-Explain the types of options and Determine the fair value of equity options and construct desirable option strategy.
CO4:-Use key Greek hedge ratios in financial derivative segment and gain knowledge of exotic options. .
CO5:-Describe the mechanism of swaps and other derivative options.
MB _____ : ECONOMIC INDICATORS AND GLOBAL CAPITAL MARKETS
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:- Define Major types of economic indicators to gauge economic growth.
CO2:- Explain various measures of inflation and its implications.
CO3:- Analyze and forecast the interest rate and its impact on economy.
CO4:- State the components of financial market
CO5:- Describe the operations instruments etc of money market.
MBA 3504: INDUSTRIAL RELATIONS AND LABOR LAWS
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Define the concepts, scope, objective and approaches to IR, WPIM,
CO2: Explain Collective Bargaining and Trade Union.
CO3:-Describe the various relevant sections and sub sections of the Trade Union Act, 1926.
CO4:-Discuss the various relevant sections and sub sections of the Factories Act, 1948.
CO5:-Explain the various relevant sections and sub sections of the E.S.I.C. Act, 1948 and Industrial Employment (Standing Orders) Act.

Handwritten signatures and initials:
A MK
AM

335

MBA 3506: TRAINING AND ORGANIZATIONAL DEVELOPMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Explain the designing of a training program.
CO2:- Discuss implementation and evaluation of a training program.
CO3:-Explain the foundation and processes of OD and define organizational culture.
CO4:-Discuss the various types of OD intervention.
CO5:-Compare the recent trends and changes in OD and T&D.
MBA3507: HUMAN RESOURCE DEVELOPMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Define the basics of Human Resource Development. strategy formulation and implementation
CO2:-Explain the HRD mechanisms of counselling and appraisal.
CO3:-Explain the HRD mechanisms of Career and Succession Planning, Coaching and mentoring
CO4:-Discuss the various behavioral tools applied in HRD.
CO5:-Identify and define the benefits of HRD.
MBA 3505: SOCIAL AND INDUSTRIAL PSYCHOLOGY
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Discuss the basic concepts of social psychology
CO2:- Explain attribution with its errors
CO3:Define the self concept with its components like self esteem, self efficacy
CO4:-Identify the basics of employee selection and testing.
CO5:-Demonstrate the need of safety management and safety psychology in an organization.

AP MK
Am

336

MB.....: MANAGING KNOWLEDGE WORKER
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Define the basic concepts of knowledge workers and knowledge organization.
CO2:-Explain the learning strategies for knowledge workers
CO3:-Describe the Knowledge work and organizations
CO4:-Discuss Knowledge worker productivity and knowledge processes
CO5:-Define and analyze the role of knowledge worker in the 21st century.
MBA 3708: OPERATIONS PLANNING AND CONTROL
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Acquire an understanding of the basic functions and fundamentals of operations planning and control.
CO2:-Plan and forecaste using different tools such as demand forecasting models, aggregate planning and master scheduling.
CO3:-Solve the routing and sequencing problem.
CO4:-Schedule the jobs and understand different aspects of dispatching
CO5: Explain the knowledge of some advance concept in operation management.
MBA 3706: MATERIALS MANAGEMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Describe the basic fundamentals and significance of materials management in modern era.
CO2:- Develop and evaluate the purchase plan .sources of material and vendors.
CO3:-Control and reduce the various cost of material.
CO4:- Apply the various techniques and models of inventory management.
CO5:- Design stores plan.

Handwritten initials:
A
Am
ME

337

MBA 3707: TOTAL QUALITY MANAGEMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Describe the different dimensions of quality and Total Quality Management (TQM) relevant to both manufacturing and service industry.
CO2:- Explain various elements of TQM and its principles.
CO3:-Apply the tools and techniques of quality management to manufacturing and services processes.
CO4:- Design an organisational quality level on the basis of quality standards.
CO5:- Apply the six sigma methodology to improve the quality.
MBA 3705: BUSINESS PROCESS REENGINEERING
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Describe the basic fundamentals (Philosophy, Need, Benefits, and Pitfalls) of Business Process Engineering (BPR).
CO2:-Comprehend the organizing, strategic, and operational issues in BPR
CO3:-Analyse and apply various models in BPR such as the Five-step model, ARTEMIS model.
CO4:-Explore the significance of issues influential in planning and implementation
CO5:- Discuss the Risk and Impact Measurement of BPR
MBA ____: ADVANCES IN OPERATIONS MANAGEMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Gain Knowledge of the significance of service sector in modern economic environment.
CO2:-Classify services for strategic insights and identify innovations in services.
CO3:- Explain and analyze the service encounter model, service facility location, and customer service orientation.
CO4:- Recognize and apply the tools of service quality
CO5:- Strategically manage the demand and supply.

AP
Am
Am

MBA 400
COURSE
CO1:-Co
CO2:-As
CO3:-Ide
impact.
CO4:-Ca
CO5:-De
MBA 499
COURSE
CO1:-Ide
CO2:-Ap
CO3:-A-
CO4:-D-
CO5:-
MBA 498
COURSE
CO1:-Fe
CO2:-Pr
CO3:-E-
CO4:-C-
CO5:-De

338

COURSE OUTCOMES-MBA SECOND YEAR(~~SECOND SEM~~ ^{FOURTH SEM})

MBA 4005 PROJECT MANAGEMENT

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Comprehend the concept and significance of Project Management, its application and selection aspects.

CO2:-Assess Technical and Financial Feasibility of projects

CO3:-Identify, evaluate and compare various sources of risk in projects, as well as techniques to reduce risk and its impact.

CO4:-Carry out network analysis.

CO5:- Describe and apply the tools and techniques of project monitoring and state the closing of project.

MBA4997: MAJOR RESEARCH PROJECT Phase II

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Identify the appropriate research tools for the project.

CO2:-Apply various statistical tools and techniques to test the hypothesis

CO3:-Analyze and interpret the results

CO4:-Draw relevant conclusions, provide suggestions and identify scope for future research

CO5:- Prepare the research project report

MBA 4999: COMPREHENSIVE VIVA

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Face interview both at the academic and the industrial level.

CO2:-Prepare all subjects comprehensively.

CO3:- Explain and answer questions posed by examiners.

CO4:- Show Oral Presentation skills in precise and concise manner.

CO5:-Demonstrate the application of the knowledge gained in hypothetical situations.

R A MK.
Am

339

MBA 4108 / MBA 4110: CONSUMER BEHAVIOR
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Describe nature, scope, importance of consumer behavior and influence of Environment on it.
CO2:-Discuss influence and importance of Family, culture, opinion leadership and personal influence over consumer.
CO3:-Explain concepts of motivation, attitude, values, personality, lifestyle and its influence on consumer.
CO4:-Describe consumer decision process
CO5:- Explain CRM and consumer research.
MBA 4109/MBA4111: RURAL AND SERVICE MARKETING
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Describe the importance of rural marketing.
CO2:-Discuss on Psychology of Rural Consumers and the Marketing Strategies in its context.
CO3:-Explain service quality, challenges in service marketing and dimensions of service marketing strategies.
CO4:-Describe issues in managing Service Quality and Productivity
CO5:- Discuss different marketing plans for different products.
MBA 4100/MBA4112: SUPPLY CHAIN MANAGEMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Describe the important role, decision making, and drivers of supply chain management.
CO2:-Identify and assess the need & choices of distribution channels, forecasting models, and reverse logistics
CO3:-Evaluate and apply the tools of supply and demand management, level of product availability and planning outsourcing in supply chain.
CO4:-Discuss the concepts of Coordination and IT in SCM:
CO5:-Discuss the applications of the fundamentals, issues, and remedial measures in retail SCM.

[Handwritten signatures and initials]

MBA 4
COUR
CO1:- E
CO2:- E
CO3:- D
CO4:- E
CO5:- E
MB
COURS
EVA 43
URS

340

MBA 4106: INTERNATIONAL MARKETING

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:- Describe basics of International Marketing

CO2:- Demonstrate the effect of International environment on international trade and recognize the role of IMF, WTO

CO3:-Discuss Export Documentation and Procedures International product planning, adoption and diffusion.

CO4:-Explain various pricing concepts of International trade.

CO5:-Explain various promotion concepts of Products / Services in Overseas Markets.

MB _____ : INDUSTRIAL MARKETING

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Identify differences between industrial and consumer marketing

CO2:-Explain various strategies of Industrial Marketing Environment

CO3:-Describe dynamics of Industrial buying behaviors

CO4:-Discuss the strategic planning process

CO5:-Explain the formulation of channel strategies

MBA 4304: INTERNATIONAL FINANCE

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:- Explain foreign exchange market and exchange rate.

CO2:-Determine arbitrage opportunities in international financial market.

CO3:-Identify issues pertaining to multinational financing and investment decisions

CO4:-Determine the foreign exchange exposures of firms and hedging techniques to manage it.

CO5:-Explain the structure and role of IMF and world bank.

R *AK* *AM*

341

MBA 4308: STRATEGIC FINANCIAL MANAGEMENT

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Analyse and design the capital structure of companies and Design, develop and evaluate dividend and investments policy.

CO2:-Take strategic long term and short-term financial decisions.

CO3:- Determine working capital need of the firm and design credit and cash policy of the firm.

CO4:-Evaluate the impact of various corporate restructuring techniques.

CO5:- Evaluate investment proposal considering risk .

MBA4307: FINANCIAL MARKETS AND SERVICES

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Explain various components of a financial system and its relative importance.

CO2:-Identify the key requirements, major instruments and operations of capital market in India.

CO3:-Identify the key requirements, major instruments and operations of money market in India.

CO4:-Describe the concept of mutual fund and alternative investment fund.

CO5:- Evaluate and compare various financing alternatives like lease, hire purchases etc.

MB _____ : FINANCIAL MODELING USING EXCEL

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-State the basic excel utility/Finance functions.

CO2:-Carry out sensitivity analysis using excel.

CO3:-Analyze financial statements

CO4:-Appraise and value projects.

CO5:- Determining and develop efficient portfolio.

R *Am* *AK*

M
C
C
C
ra
C
C
C
MI
C
C
CO
CO
CO
CO
CO
CO
CO
sam
MB
CO
CO
CO
CO
CO

342

MB : MERGERS AND ACQUISITION
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Discuss various types of mergers and takeovers.
CO2:-Identify the factors and drivers of M&A as well as Determine and analyze pricings of takeover bids and exchange ratios.
CO3:-Manage Pre- and post-merger activities, formalities etc.
CO4:-Explain accounting, taxation, restructuring and other related concepts.
CO5:- Analyze Stock Market Implications of Merger and Acquisitions
MBA 4504: COMPENSATION AND REWARD MANAGEMENT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Define the objectives, methods and factors affecting wage and salary administration
CO2:-Describe various incentive plans and employee benefits.
CO3:-Discuss the different sections and sub sections of Provident Fund Act and Payment of Bonus Act.
CO4:-Explain the different sections and sub sections of Minimum wages Act 1948 and Payment of wages Act 1936.
CO5:-Differentiate between compensation plans for different organizational levels and prepare sample plan for the same.
MBA 4505: HR STRATEGIES AND AUDIT
COURSE OUTCOMES:-At the end of this course, the students will be able to:
CO1:-Explain the meaning, need and process of strategic decision making.
CO2:-Describe the strategic approach.
CO3:-Explain the implementation and evaluation of strategy.
CO4:-Discuss the concept, objective, scope and evaluation of HRD audit.
CO5:-Define importance and application of OCTAPACE culture and describe SHRM competencies.

R *A* *NYK*
Am

343

MBA 4506: LABOUR LEGISLATIONS

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Demonstrate an understanding of labour regulations in India and examine the issues related to Industrial Disputes Act, 1947 with cases.

CO2:-Describe the concepts of Payment of Gratuity Act, 1972

CO3:-Illustrate the norms for welfare of contract labour. payment of wages related to Contract Labor (Regulation and Abolition) Act.

CO4:-Explain the rights and duties of an apprentice and discuss as per Apprentices Act 1961

CO5:-Discuss the aspects of Equal remunerations Act, 1976 and The Employment Exchange Act, 1959

MBA ___ : BUSINESS PROCESS TRANSFORMATION

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Define the basics of innovation, creativity and problem solving techniques

CO2:-Explain the team building process, conflict management and work flow.

CO3:-Illustrate TQM implementation process

CO4:-Discuss the basic HR issues in TQM

CO5:-Identify the need of business process reengineering and discuss the theories of change

MB ___ : SOCIAL SECURITY AND LABOUR WELFARE

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Identify the need of social security in India and related concepts

CO2:-Explain the importance of labour welfare in Indian organizations.

CO3:-Define the characteristics and working of agricultural labour

CO4:-Identify the requirement, recruitment and functions of factory inspectorate

CO5:-Identify the requirement, recruitment and functions of safety officer .

MBA 4100/MBA4707: SUPPLY CHAIN MANAGEMENT

R *Am* *P* *MB*

CO
CO1
CO2
CO3
outs
CO4
CO5
MB
CO1
CO1
CO2
CO3
CO4
CO5
MB
CO1
CO2
CO3
CO4
CO5

344

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Describe the important role, decision making, and drivers of supply chain management.

CO2:-Identify and assess the need & choices of distribution channels, forecasting models, and reverse logistics.

CO3:-Evaluate and apply the tools of supply and demand management, level of product availability and planning for outsourcing in supply chain.

CO4:-Discuss the concepts of Coordination and IT in SCM:

CO5:-Discuss the applications of the fundamentals, issues, and remedial measures in retail SCM.

MBA 4705 / 4709 / MBA4710(For Core Subject): LOGISTICS MANAGEMENT

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Explain the basic fundamentals of logistics management.

CO2:-Identify and design distribution network by adopting various modes of distribution.

CO3:-Use the principles of warehousing and transportation to achieve operational effectiveness.

CO4:- Apply Inventory control techniques

CO5:- Develop and adopt various modern concepts in logistics outsourcing and inventory management.

MB _____ : INNOVATION MANAGEMENT AND SUSTAINABILITY

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Discuss and assess the importance of innovation in business practices.

CO2 :- State the types and different phases of innovations

CO3:-Identify the major factors for success of innovation as well as bottlenecks in adopting innovative culture and Evaluate the impact of innovation and sustainability on society, nation and its economy.

CO4:- Achieve Sustainability through Innovation.

CO5 :- Describe the factors, issues, and challenges in adopting sustainability practices in business scenario.

AMK
Am

345

MB : TECHNOLOGY MANAGEMENT

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Discuss the basic fundamentals, importance, benefits, and issues in technology management.

CO2:-Explain the concepts in technology development, acquisition, and innovation.

CO3:-Emphasize the benefits of technology absorption and diffusion.

CO4:-Plan the process of technology transfer and protection.

CO5: - Describe the Technology Support Systems

MB : ENTERPRISE RESOURCE PLANNING

COURSE OUTCOMES:-At the end of this course, the students will be able to:

CO1:-Explain the basic concepts of ERP systems for manufacturing & service companies, and the differences among MRP, MRP II, and ERP systems.

CO2:-Apply the principles of ERP systems, their major components, and the relationships among these components.

CO3:- Plan for ERP development

CO4:-Map various business processes using ERP modules and techniques.

CO5:- Identify and suggest the advantages and limitations of implementing ERP systems.

AP
MP
Am
[Signature]

346

MBA 1905:GD/PI Lab (OLD)

PERIOD PER WEEK			CREDITS			MAXIMUM MARKS				TOTAL MARKS
						THEORY		PRACTICAL		
T	P	Tu	CW	SW	Tu	CW	End Sem	SW	End Sem	
-	2	-	-	1	-	-	-	50	-	50

* Lectures are of 50 Min. Duration each

COURSE OBJECTIVE:

The objective of this course is to help students to develop soft skills and understand the basics of Communication. The course aims at enhancing oral and written expression ability of students. Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages.

COURSE OUTCOMES:

At the end of this course, the students will be able to:

1. Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations.
2. Provide feedback, accept feedback, and use feedback to improve communication skills.
3. Develop effective interpersonal communication skills.
4. Use communication technology appropriately and effectively.

COURSE ASSESSMENT:

Students will be assessed on-

Continuous assessment in the form of Group Discussions, Personal Interviews, class attendance-regularity, and assignments/presentations (50 marks)



A. N. K. A. M.

347

MBA 1905:GD/PI Lab (OLD)

COURSE CONTENTS:

1. **Reading Ability:** Reading of Management Literature, Business magazines and Newspaper. Analysing from managerial perspective. Summary: Synopsis writing.
2. **Listening Ability:** Listening Business news and Speeches from business People. Analysing their views and writing summary and synopsis.
3. **Group Discussions:** Involvement of students in group discussions, awareness of current topics. Enhance their oral communication skills. Etiquettes of group discussion.
4. **Personal interview:** Conducting mock interviews to prepare students for placement. Personal Interview ethics and etiquettes.
5. **Presentation Skills:** Preparing a presentation using LCD. Integrating graphs, figures and Videos for effective presentation.
6. **Written Communication:** Students write letters, memos, proposals, formal and informal reports, work plans, email evaluation, and progress reports.

TEXT READING: LATEST EDITION

1. Courtland L. Bovee's Business Communication Today, tenth edition, 2010. Pearson.
2. Pushp Lata, Kumar, Sanjay. Communication or collapse. PHI
3. Kaul Asha. Effective Business Communication, PHI

[Handwritten signature]

[Handwritten initials]
[Handwritten initials]

348

MBA 1905:GD/PI Lab (New)

PERIOD PER WEEK			CREDITS			MAXIMUM MARKS				TOTAL MARKS
						THEORY		PRACTICAL		
T	P	Tu	CW	SW	Tu	CW	End Sem	SW	End Sem	
-	2	-	-	1	-	-	-	50	-	50

* Lectures are of 50 Min. Duration each

COURSE OBJECTIVE:

The objective of this course is to help students to develop soft skills and understand the basics of Communication. The course aims at enhancing oral and written expression ability of students. Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages.

COURSE OUTCOMES:

At the end of this course, the students will be able to:

1. Demonstrate effective reading and listening Ability
2. Make use of GD skills and take part in group discussion
3. Develop Personal Interview skills and etiquettes.
4. Show effective presentations skills.
5. Illustrate proper written communication skills.

COURSE ASSESSMENT:

Students will be assessed on-

Continuous assessment in the form of Group Discussions, Personal Interviews, class attendance-regularity, and assignments/presentations (50 marks)

[Handwritten signatures]

349

MBA 1905:GD/PI Lab (New)

COURSE CONTENTS:

- 1 **Reading and Listening Ability:** Reading of Management Literature, Business magazines and Newspaper. Analysing from managerial perspective. Listening Business news and Speeches from business People. Analysing their views
2. **Group Discussions:** Involvement of students in group discussions, awareness of current topics. Enhancement of oral communication skills, Etiquettes of group discussion.
3. **Personal interview:** Conducting mock interviews to prepare students for placement. Personal Interview ethics and etiquettes.
4. **Presentation Skills:** Preparing a presentation using ICT. Integrating graphs, figures and Videos for effective presentation, presentation etiquettes.
5. **Written Communication:** Writing of letters, memos, proposals, formal and informal reports, work plans, email, progress reports, summary and synopsis, email etiquettes.

TEXT READING: LATEST EDITION

1. Courtland L. Bovee's ,Business Communication Today, tenth edition, 2010, Pearson.
2. Pushp Lata. Kumar, Sanjay. Communication or collapse, PHI
3. Kaul Asha, Effective Business Communication. PHI

SUGGESTED READING: LATEST EDITION

1. Kaul Asha, Effective Business Communication, PHI

Handwritten signatures and initials at the bottom right of the page, including "MK", "Am", and a stylized signature.

350

Annexure 5

Old Syllabus

MBA 4005 PROJECT MANAGEMENT

PERIOD PER WEEK			CREDITS			MAXIMUM MARKS				
						THEORY		PRACTICAL		TOTAL MARKS
T	P	Tu	CW	SW	Tu	CW	End Sem	SW	End Sem	
4	-	-	3	-	-	30	70	-	-	100

COURSE OBJECTIVE: The objective of the course is to acquaint students with project management method and to develop skills on project planning, analysis, implementation and control.

COURSE GUTCOMES: At the end of the semester, the students will be able to:

1. Understand concept of Project Management, its application in management of organization in present world scenario. To be able to manage project teams during project life cycle.
2. Assess feasibility of projects with regard to market, finance and socio-economy and determine project cash flows and check feasibility.
3. Identify, evaluate and compare various sources of risk in projects, as well as techniques to reduce risk and its impact.
4. Monitor project using network analysis for both PERT and CPM and perform project cost optimization and resource utilization.

COURSE ASSESSMENT:

Students will be assessed on the basis of following-

1. Continuous assessment in the form of two mid-term tests, class attendance- regularity, quiz, and assignments presentations (30%)
2. An end-term theory examination (70%).

Handwritten signatures and initials:
A
M
Am
P

351

MBA 4005 PROJECT MANAGEMENT

COURSE CONTENTS:

- 1. Project Planning:** Characteristics, Need, Objectives and Project Life Cycle. Types of Projects, Project selection tools, Market Potential Analysis, and portfolio planning tools (BCG, SPACE and their interface). Types of Project Organizations and Human Aspects of Project Management, Traits of project manager
- 2. Technical and Financial Feasibility:** Technical Analysis (technology selection, capacity selection) Cost of Project, and financing, Project Cash Flows (including projects and owner's perspective), Optimum capital structuring of a project for a given risk, Project Appraisal Criteria.
- 3. Risk Analysis and SCBA:** Analysis of Risk. Risk Adjusted Capital Budgeting, Sensitivity Analysis, Scenario Analysis, Hiller Model, Optimum DSCR and BEP, Social Cost Benefit Analysis.
- 4. Project Networks:** Basic Concepts of Networks, Construction of network on AOA and AON. Line Estimation and Determination of Critical Path (for both PERT and CPM Models), Slacks, Floats, and applications
- 5. Cost Time Relationship and Project Monitoring:** Crashing and Reverse Crashing with their significance. Resource leveling, Earned Value Approach Performance Evaluation, Abandonment Analysis, Project Audit

TEXT READINGS:

1. Rajeev Gupta. Project Management, 2e, PHI, India, 2014
2. Prasanna Chandra. Project Planning, Analysis, Selection, Implementation and Review. New Delhi, Tata McGraw Hill Publications, 2011
3. Harold Kerzner, Project Management: A Systems Approach to Planning, Scheduling and Controlling, New Delhi, CBS Publications, 1994.

SUGGESTED READINGS:

1. Meredith and Mantel, Project management: a managerial approach, 8e, Wiley India, New Delhi, 2012
2. Vasant Desai, Project Management, New Delhi: Himalaya Publishing House, 2008.

Handwritten signatures and initials:
MK
AM
R

352

Modified Syllabus

MBA 4005 PROJECT MANAGEMENT

PERIOD PER WEEK			CREDITS			MAXIMUM MARKS				
						THEORY		PRACTICAL		TOTAL MARKS
T	P	Tu	CW	SW	Tu	CW	End Sem	SW	End Sem	
4	-	-	3	-	-	30	70	-	-	100

COURSE OBJECTIVE: The objective of the course is to acquaint students with project management method and to develop skills on project planning, analysis, implementation and control.

COURSE OUTCOMES: At the end of the semester, the students will be able to:

CO1:- comprehend the concept and significance of Project Management, its application and selection aspects.

CO2:- Assess Technical and Financial Feasibility of projects

CO3:- Identify, evaluate and compare various sources of risk in projects, as well as techniques to reduce risk and its impact.

CO4:- Carry out network analysis.

CO5:- Describe and apply the tools and techniques of project monitoring and state the closing of project.

COURSE ASSESSMENT:

Students will be assessed on the basis of following-

1. Continuous assessment in the form of two mid-term tests, class attendance- regularity, quiz, and assignments/presentations (30%)
2. An end-term theory examination (70%).

Handwritten signatures and initials:
MK
Am
R

353

MBA 4005 PROJECT MANAGEMENT

COURSE CONTENTS:

- 1. Project Planning and selection:** Characteristics, Need, Objectives and Project Life Cycle. Types of Projects, role & traits of project manager, project, and product life cycle. Project selection tools, Market Potential Analysis, and portfolio planning tools (BCG, SPACE and their interface). Types of Project Organizations and Human Aspects of Project Management, project environment and pre project activities
- 2. Technical and Financial Feasibility:** Technical Analysis (technology selection, capacity selection) Cost of Project, and financing, Project Cash Flows (including projects and owner's perspective), Optimum capital structuring of a project for a given risk, Project Appraisal Criteria.
- 3. Risk Analysis and SCBA:** Analysis of Risk. Risk Adjusted Capital Budgeting. Sensitivity Analysis, Scenario Analysis, Hiller Model, Optimum DSCR and BEP, Social Cost Benefit Analysis.
- 4. Project Networks:** Basic Concepts of Networks, Construction of network on AOA and AON. Line Estimation and Determination of Critical Path (for both PERT and CPM Models), Slacks, Floats, and applications
- 5. Project Monitoring and closing:** Crashing and Reverse Crashing with their significance. Resource levelling, managing and controlling changes, Earned Value Approach & Performance Evaluation, Abandonment Analysis, Project Audit, closing the project: different aspects/types of closure.

TEXT READINGS:

4. Rajeev Gupta. Project Management, 2e, PHI, India, 2014
5. Prasanna Chandra. Project Planning, Analysis, Selection, Implementation and Review. New Delhi, Tata McGraw Hill Publications, 2011
6. Harold Kerzner, Project Management: A Systems Approach to Planning, Scheduling and Controlling, New Delhi, CBS Publications, 1994.

SUGGESTED READINGS:

3. Meredith and Mantel, Project management: a managerial approach, 8e, Wiley India. New Delhi, 2012
4. Vasant Desai, Project Management, New Delhi: Himalaya Publishing House, 2008.

A
M
K
R

354

Annexure # 6

MBA 2904: RESEARCH METHODOLOGY LAB (Old)

PERIOD PER WEEK			CREDITS			MAXIMUM MARKS				
						THEORY		PRACTICAL		TOTAL MARKS
T	P	Tu	CW	SW	Tu	CW	End Sem	SW	End Sem	
-	2	-	-	1	-	-	-	20	30	50

* Lectures are of 50 Min Duration each

COURSE OBJECTIVES

The objectives of the course are to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / papers.

COURSE OUTCOMES:

At the end of this course, the students will be able to:

- 1 Explain features of various software like SPSS, SYSTAT, Excel etc.
- 2 Apply parametric and non-parametric test upon a given data set.
- 3 Collect, compile and categorize data in to statistical software packages.
- 4 Identify significant factors using regression analysis.

COURSE ASSESSMENT:

Students will be assessed on-

a. Continuous assessment in the form class attendance- regularity, quiz, and assignments presentations (20 marks)

b. An end-term Viva-voce examination (30 marks).

Handwritten initials: M.K., A.M.

Handwritten signature

355

MBA 2904: RESEARCH METHODOLOGY LAB (OLD)

COURSE CONTENTS

1. **Data pruning or missing data values:** Mean/Average Frequency/Ratio/Mod Value/Null/Log Function/ Recoding and decoding of variables in case change of language in the questionnaire.
2. **Reliability tests:** Cronbach alpha /Guttman/Split-half/Parallel tests/ Durbin-Watson statistic.
3. **Validity:** : Content/Face/Discriminant/Convergent/Divergent validity, KMO Barlett test/Anderson rubin/determinants/rotation of matrix (orthogonal/varimax/equamax).
4. **Tests:** Parametric tests and non parametric tests, Factor analysis/Correspondence analysis/ Optimal scaling/ ANOVA MANOVA tests.
5. **Higher order tests to check or perform impact analysis :** Regression (linear/mediation/moderation), Simple Regression/Multiple regression, Partial least square modeling (more than onedegree: multi level mediation and moderation).

TEXT READINGS:

1. C. R. Kothari, Research Methodology: Methods and techniques, New Age International Publishers,2004
2. William G. Zikmund, Business Research Methods, Cengage Learning,2012
3. Deepak Chawla ,Research Methodology, Vikas Publishing House,2011
4. Hair Anderson, Tatham and black, Multivariate data analysis, Pearson publications,2013

SUGGESTED READINGS:

1. K.N Krishnaswamy, Management Research methodology,Pearson Education,2009
2. Karunakaran K.,Business Research Methods, Himalaya Publishing House, 2013
3. J.K Sachdeva, Business Research Methodology, Himalayan Books, 2009
4. Mark Gardemer, Beginning the Statistical Programming Language, Wiley, 2012

to MK
Am
PB

358

MBA 2904: RESEARCH METHODOLOGY LAB (NEW)

PERIOD PER WEEK			CREDITS			MAXIMUM MARKS				
						THEORY		PRACTICAL		TOTAL MARKS
T	P	Tu	CW	SW	Tu	CW	End Sem	SW	End Sem	
-	2	-	-	1	-	-	-	20	30	50

* Lectures are of 50 Min Duration each

COURSE OBJECTIVES

The objectives of the course are to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) paper(s).

COURSE OUTCOMES:

At the end of this course, the students will be able to:

- 1 Identify sources of literature and prepare Literature Review
- 2 Define research design and create its components
- 3 Identify and create appropriate tools for data collection
- 4 Apply the relevant statistical test upon the given data set.
- 5 Prepare the components of research report.

COURSE ASSESSMENT:

Students will be assessed on-

Continuous assessment in the form class attendance- regularity, quiz, and assignments; presentations (20 marks)

An end-term Viva-voce examination (30 marks).

Handwritten signatures and initials:
A large signature on the right side.
Initials 'MVA' and 'AM' with a checkmark below them.

357

MBA 2904: RESEARCH METHODOLOGY LAB (NEW)

COURSE CONTENTS

1. **Literature Review** :Accessing Sources of LR like Journals, Conference proceeding, Books, Book chapters, Magazines, News paper articles, Online Databases etc. Understanding APA style of referencing, preparing Literature review
2. **Research Design**: Gap Identification, Define Population and Sample Size, Dependent and Independent variables, Formulation of Null and Alternate Hypothesis, Tests for hypothesis testing
3. **Data Collection**: Data collection tools for primary data – Questionnaire preparation, Interview design, Experimental setup design, Focus Group, Observation, Collecting Secondary data, Pilot testing, Reliability, Validity.
4. **Data Analysis and Hypothesis testing: Data Analysis tools-** Charts, Graphs, Scatter plots, Parametric tests (t-test, ANOVA, Pearson's Correlation, Regression, etc.) and Non parametric tests (Wilcoxon test, Kruskal-Wallis test, Spearman Rank Correlation, etc.)
5. **Report Preparation**: Preparation of report/ Synopsis/ Research Paper, etc. as per the format, Checking for Plagiarism

TEXT READINGS:

1. C. R. Kothari, Research Methodology: Methods and techniques, New Age International Publishers,2004
2. William G. Zikmund, Business Research Methods, Cengage Learning,2012
3. Deepak Chawla ,Research Methodology, Vikas Publishing House,2011
4. Hair Anderson, Tatham and black, Multivariate data analysis, Pearson publications,2013

SUGGESTED READINGS:

1. K.N Krishnaswamy, Management Research methodology,Pearson Education,2009
2. Karunakaran K.,Business Research Methods, Himalaya Publishing House, 2013
3. J.K Sachdeva, Business Research Methodology, Himalayan Books, 2009
4. Mark Gardmer, Beginning the Statistical Programming Language, Wiley, 2012

4-11/11/13
Am

B