



**SCHOOL OF MANAGEMENT SCIENCES
VARANASI**

(AN AUTONOMOUS COLLEGE)

**MASTER OF BUSINESS
ADMINISTRATION
(MBA)
(Two Year Course)**

MBA COURSE STRUCTURE

MBA I SEM						
SEMESTER	SUBJECT CODE	SUBJECT	LECTURES	TUTORIAL	PRACTICAL	CREDITS
FIRST	MB101	MANAGEMENT CONCEPTS & ORGANIZATIONAL BEHAVIOR	3	1		4
	MB102	MANAGERIAL ECONOMICS	3	1		4
	MB103	ACCOUNTING AND FINANCIAL ANALYSIS	3	1		4
	MB104	BUSINESS STATISTICS	3	1		4
	MB105	MARKETING MANAGEMENT	3	1		4
	MB106	BUSINESS COMMUNICATION	3	1		4
	MB107	UNIVERSAL HUMAN VALUES & PROFESSIONAL ETHICS	3			3
	MB108	IT SKILLS FOR MANAGERS			2	2
GROSS TOTAL CREDIT POINT						29

MBA II SEM						
SEMESTER	SUBJECT CODE	SUBJECT	LECTURES	TUTORIAL	PRACTICAL	CREDITS
SECOND	MB201	OPERATIONS MANAGEMENT & RESEARCH	3	1		4
	MB202	BUSINESS ENVIRONMENT & LEGAL ASPECTS OF BUSINESS	3	1		4
	MB203	HUMAN RESOURCE MANAGEMENT	3	1		4
	MB204	FINANCIAL MANAGEMENT	3	1		4
	MB205	BUSINESS RESEARCH METHODS	3	1		4
	MB206	SUPPLY CHAIN & LOGISTICS MANAGEMENT	3	1		4
	MB207	BUSINESS ANALYTICS & DATA SCIENCE	3	1		4
	MB208	FIELD SURVEY REPORT				6
GROSS TOTAL CREDIT POINT						34

MBA III SEM						
-------------	--	--	--	--	--	--

SEMESTER	SUBJECT CODE	SUBJECT	LECTURES	TUTORIAL	PRACTICAL	CREDITS
THIRD	MB301	INSURANCE BANKING AND MICROFINANCE	3	1		4
	MB302	ARTIFICIAL INTELLIGENCE IN BUSINESS	3	1		4
		SPECIALIZATION GROUP 1	3	1		4
		SPECIALIZATION GROUP 1	3	1		4
		SPECIALIZATION GROUP 2	3	1		4
		SPECIALIZATION GROUP 2	3	1		4
	MB308	SUMMER TRAINING PROJECT REPORT			6	6
GROSS TOTAL CREDIT POINT						30

MBA IV SEM						
SEMESTER	SUBJECT CODE	SUBJECT	LECTURES	TUTORIAL	PRACTICAL	CREDITS
FOURTH	MB401	STRATEGIC MANAGEMENT	3	1		4
	MB402	INNOVATION & ENTREPRENEURSHIP	3	1		4
		SPECIALIZATION GROUP 1				4
		SPECIALIZATION GROUP 1				4
		SPECIALIZATION GROUP 2				4
		SPECIALIZATION GROUP 2				4
	MB407	RESEARCH PROJECT REPORT & VIVA-VOCE			6	6
GROSS TOTAL CREDIT POINT						30
TOTAL CREDIT POINT (ALL SEMESTERS)						123

SPECIALIZATION GROUPS

CODE	MARKETING	SEMESTER
MBMK01	MARKETING RESEARCH & CONSUMER BEHAVIOUR	III
MBMK02	SALES & RETAIL MANAGEMENT	III
MBMK03	DIGITAL MARKETING	IV
MBMK04	INTEGRATED MARKETING COMMUNICATIONS	IV
CODE	HUMAN RESOURCE MANAGEMENT	
MBHR01	COMPENSATION & REWARD MANAGEMENT	III
MBHR02	EMPLOYEE RELATIONS & LABOUR LEGISLATION	III
MBHR03	HUMAN RESOURCE DEVELOPMENT	IV
MBHR04	CONFLICT AND NEGOTIATION MANAGEMENT	IV
CODE	FINANCE	
MBFM01	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	III
MBFM02	CORPORATE TAX PLANNING	III
MBFM03	INTERNATIONAL FINANCE MANAGEMENT	IV
MBFM04	FINANCIAL LIQUIDITY & RISK MANAGEMENT	IV
CODE	OPERATIONS MANAGEMENT	
MBOM01	MATERIALS & INVENTORY MANAGEMENT	III
MBOM02	PLANNING AND CONTROL OF OPERATIONS	III
MBOM03	MANAGEMENT OF SERVICE OPERATIONS	IV
MBOM04	QUALITY MANAGEMENT STANDARDS	IV
CODE	BUSINESS ANALYTICS	
MBBA01	BUSINESS ANALYTICS USING R	III
MBBA02	HR ANALYTICS	III
MBBA03	MARKETING ANALYTICS	IV
MBBA04	BUSINESS INTELLIGENCE FOR DECISION MAKING	IV

Programme Learning Outcomes for MBA

The following learning outcomes have been identified for the students of **MBA programme**

- 1. Generic and Domain Knowledge** - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
- 2. Problem Solving & Innovation** - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem-solving tools and techniques.
- 3. Critical Thinking** - Ability to conduct investigation of multidimensional business problems using research-based knowledge and research methods to arrive at data driven decisions.
- 4. Effective Communication** - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.
- 5. Leadership and Teamwork** - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
- 6. Entrepreneurship** - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
- 7. Social Responsiveness and Ethics** - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
- 8. Employability** – Students should be groomed in such a way that he/she should be easily employable and have the capacity to adapt to the situation at ease.
- 9. Life-Long Learning** – Ability to operate independently in a new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

CURRICULUM MAPPING FOR MBA (1st & 2nd SEMESTER)

Sr. No.	Subject Code	Core & Elective Courses	Generic & Domain Knowledge	Problem Solving & Innovation	Critical Thinking	Effective Communication	Leadership & Team-work	Entrepreneurship	Social Responsiveness & Ethics	Employability	Lifelong Learning
1	MB101	MANAGEMENT CONCEPTS & ORGANIZATIONAL BEHAVIOR	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2	MB102	MANAGERIAL ECONOMICS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3	MB103	ACCOUNTING AND FINANCIAL ANALYSIS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	MB104	BUSINESS STATISTICS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5	MB105	MARKETING MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6	MB106	BUSINESS COMMUNICATION	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7	MB107	UNIVERSAL HUMAN VALUES & PROFESSIONAL ETHICS	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
8	MB108	IT SKILLS FOR MANAGERS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9	MB201	OPERATIONS MANAGEMENT & RESEARCH	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10	MB202	BUSINESS ENVIRONMENT & LEGAL ASPECTS OF BUSINESS	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11	MB203	HUMAN RESOURCE MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
12	MB204	FINANCIAL MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
13	MB205	BUSINESS RESEARCH METHODS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
14	MB206	SUPPLY CHAIN & LOGISTICS MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
15	MB207	BUSINESS ANALYTICS & DATA SCIENCE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
16	MB208	FIELD SURVEY REPORT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

CURRICULUM MAPPING FOR MBA (3rd & 4th SEMESTER)

Sr. No.	Subject Code	Core & Elective Courses	Generic & Domain Knowledge	Problem Solving & Innovation	Critical Thinking	Effective Communication	Leadership & Team-work	Entrepreneurship	Social Responsiveness & Ethics	Employability	Lifelong Learning
1	MB301	INSURANCE BANKING AND MICROFINANCE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2	MB 302	ARTIFICIAL INTELLIGENCE IN BUSINESS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3	MBMK01	MARKETING RESEARCH & CONSUMER BEHAVIOUR	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	MBMK02	SALES & RETAIL MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5	MBHR01	COMPENSATION & REWARD MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6	MBHR02	EMPLOYEE RELATIONS & LABOUR LAWS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7	MBFM01	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8	MBFM02	CORPORATE TAX PLANNING	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9	MBOM01	MATERIALS & INVENTORY MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10	MBOM02	PLANNING & CONTROL OF OPERATIONS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11	MBBA01	BUSINESS ANALYTICS USING R	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
12	MBBA02	HR ANALYTICS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
13	MB308	SUMMER TRAINING PROJECT REPORT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
14	MB401	STRATEGIC MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

15	MB402	INNOVATION & ENTREPRENEURSHIP	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
16	MBMK03	DIGITAL MARKETING	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
17	MBMK04	INTEGRATED MARKETING COMMUNICATIONS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
18	MBHR03	HUMAN RESOURCE DEVELOPMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
19	MBHR04	CONFLICT & NEGOTIATION MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
20	MBFM03	INTERNATIONAL FINANCE MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
21	MBFM04	FINANCIAL LIQUIDITY & RISK MANAGEMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
22	MBOM03	MANAGEMENT OF SERVICE OPERATIONS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
23	MBOM04	QUALITY MANAGEMENT STANDARDS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
24	MBBA03	MARKETING ANALYTICS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
25	MBBA04	BUSINESS INTELLIGENCE FOR DECISION MAKING	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
26	MB407	RESEARCH PROJECT REPORT & VIVA-VOCE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

MBA COURSE STRUCTURE

MBA I SEM						
SEMESTER	SUBJECT CODE	SUBJECT	LECTURES	TUTORIAL	PRACTICAL	CREDITS
FIRST	MB101	MANAGEMENT CONCEPTS & ORGANIZATIONAL BEHAVIOR	3	1		4
	MB102	MANAGERIAL ECONOMICS	3	1		4
	MB103	ACCOUNTING AND FINANCIAL ANALYSIS	3	1		4
	MB104	BUSINESS STATISTICS	3	1		4
	MB105	MARKETING MANAGEMENT	3	1		4
	MB106	BUSINESS COMMUNICATION	3	1		4
	MB107	UNIVERSAL HUMAN VALUES & PROFESSIONAL ETHICS	3			3
	MB108	IT SKILLS FOR MANAGERS			2	2
GROSS TOTAL CREDIT POINT						29

Semester – I	MB101: Management Concepts and Organisational Behaviour
Credit – 4	LTP:3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

	Course Outcomes	Cognitive levels	Bloom's taxonomy
CO1	Develop understanding of managerial practices and organizational behaviour along with their perspectives.	L 1 L 2	Remembering Understanding
CO2	Apply the concepts of management and organizational behaviour in real world situations.	L 3 L 4	Applying Analysing
CO3	Assess and evaluate the situation to develop relevant managerial and leadership skills	L-5 L-6	Evaluating Creating

Semester – I	MB102: Managerial Economics
Credit – 4	LTP:3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Define and explain the concepts of managerial economics.	L 1 L 2	Remembering Understanding
CO2	Discover and identify the various changing situations within the industry; Apply various techniques to forecast demand and better utilization of scarce resources.	L 3 L 4	Applying Analyzing
CO3	Compare the effect of cost to business and their relation to analyze the volatility in the business world.	L 5 L 6	Evaluating Creating

Semester – I	MB103: Accounting and Financial Analysis
Credit – 4	LTP:3:1:0

Course Outcome:

After successful completion of this course students will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Define and explain the basic concepts of accounting.	L 1 L 2	Remembering Understanding
CO2	Make use of the knowledge of accounting to solve accounting problems and analyze the financial	L 3 L 4	Applying Analyzing

	statement.		
CO3	Assess the financial statements using accounting tools and create various financial reports.	L 5 L 6	Evaluating Creating

Semester – I	MB104: Business Statistics
Credit – 4	LTP:3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Define and understand the basic concept /fundamentals of business statistics.	L 1 L 2	Remember Understand
CO2	Make use of the statistical concepts on real business situation and examine its implication on Business performance.	L 3 L 4	Apply Analyze
CO3	Interpret basic statistical concepts and able to create and utilize inferential statistics for solving the business problems.	L 5 L 6	Evaluate Create

Semester – I	MB105: Marketing Management
Credit – 4	LTP:3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and illustrate the concepts related to Marketing Management.	L 1 L 2	Remembering Understanding
CO 2	Make use of the knowledge of Marketing Management to solve marketing related business problems and examine the intricacies involved in Marketing Management.	L 3 L 4	Applying Analyzing
CO 3	Measure the effectiveness of alternative Marketing Management plans and strategies in particular marketing situations and Design effective Marketing plans and strategies.	L 5 L 6	Evaluating Creating

Semester – I	MB106: BUSINESS COMMUNICATION
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

Cos	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Relate and equip themselves with basic communication skills and business correspondence.	L 1 L 2	Remembering Understanding
CO2	Construct proficiency in employment correspondence; Categorize various letters and reports.	L 3 L 4	Applying Analyzing
CO3	Gain competency for planning and organizing employment and group communication.	L 5 L 6	Evaluating Creating

Semester – I	MB107: Universal Human Values & Professional Ethics
Credit – 4	LTP:3:1:0

Course Outcomes: On completion of this course, the students will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
------------	------------------------	-------------------------	------------------------

CO 1	Define the significance of value inputs and value education, relate with the current scenario in the society.	L 1 L 2	Remembering Understanding
CO 2	Identify value of harmonious relationship and other naturally acceptable feelings in human to human relationships and discover their role in ensuring a harmonious society	L 3 L 4	Applying Analyzing
CO 3	Value ethical practices, and Build out the strategy to actualize a harmonious environment wherever they work.	L 5 L 6	Evaluating Creating

Semester – I	MB108: IT Skills for Managers
Credit – 2	LTP:0:0:2

Course Outcomes:

Upon successful completion of this course, the student should be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Recall the functioning of computers, its uses for managers and learn to use Internet and its applications.	L 1 L 2	Remembering Understanding
CO2	Develop knowledge and understanding of MS office packages.	L 3 L 4	Applying Analyzing
CO3	Determine applications of software packages and design presentation with help of software.	L 5 L 6	Evaluating Creating

MBA II SEM						
SEMESTER	SUBJECT CODE	SUBJECT	LECTURES	TUTORIAL	PRACTICAL	CREDITS
SECOND	MB201	OPERATIONS MANAGEMENT & RESEARCH	3	1		4
	MB202	BUSINESS ENVIRONMENT & LEGAL ASPECTS OF BUSINESS	3	1		4
	MB203	HUMAN RESOURCE MANAGEMENT	3	1		4
	MB204	FINANCIAL MANAGEMENT	3	1		4
	MB205	BUSINESS RESEARCH METHODS	3	1		4
	MB206	SUPPLY CHAIN & LOGISTICS	3	1		4

	MANAGEMENT				
MB207	BUSINESS ANALYTICS & DATA SCIENCE	3	1		4
MB208	FIELD SURVEY REPORT			6	6
GROSS TOTAL CREDIT POINT					34

Semester – II	MB201: Operations Management and Research
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

Cos	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define the role of Operations in overall Business Strategy of the firm - interpret OM policies and techniques to the service sector as well as manufacturing firms.	L 1 L 2	Remembering Understanding
CO 2	Construct optimal sequence of different jobs on different machines and discover understanding of quality control concepts to synthesize strategy accordingly.	L 3 L 4	Applying Analyzing
CO 3	Defend efficacy and replacement of equipment's at right time and be able to improve project management techniques.	L 5 L 6	Evaluating Creating

Semester – II	MB202: Business Environment & Legal Aspect of Business
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and classify the environment of a business from different perspectives.	L 1 L 2	Remembering Understanding
CO 2	Plan the economic environment of a business from the various perspectives and examine the various factors affecting the environment.	L 3 L 4	Applying Analysing
CO 3	Assess the impact of Business Environment on the profits of any business unit; Formulate mandatory environmental and legal norms that need to be adopted for doing business in 21 st Century.	L 5 L 6	Evaluating Creating

Semester – II	MB203: Human Resource Management
Credit – 4	LTP:3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	List the role of human resources management as it supports the success of the organization including the effective illustration of human capital as an agent for organizational change.	L 1 L 2	Remembering Understanding
CO2	Make use of the knowledge of laws that impact behavior in relationships between employers and employees; Discover the ultimate impact HR policies within the organization.	L 3 L 4	Applying Evaluating
CO3	Determine and elaborate knowledge practically by Application of best HR practices and evaluate it impacts on organizational competitiveness.	L 5 L 6	Analyzing Creating

Semester – II	MB204: Financial Management
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course, the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Define the nature and scope of financial management; Explain the impact of time value of money in different business decisions.	L 1 L 2	Remembering Understanding
CO2	Make use of financial tools and techniques for decision making; Critically examine various theories and suggest sound financial policy.	L 3 L 4	Applying Analyzing
CO3	Prioritize various sources of finance in today's competitive industry; Design working capital policy based on the assessment of financial requirements.	L 5 L 6	Evaluating Creating

Semester – II	MB205: Business Research Methods
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the basic concept of Research and their types.	L 1 L 2	Remembering Understanding
CO 2	Assess and apply relevant research design as per the requirement of research.	L 3 L 4	Applying Analyzing
CO 3	Evaluate different statistical tools and apply appropriate statistical tools to solve research problem and create a research report.	L 5 L 6	Evaluating Creating

Semester – II	MB206: Supply Chain and Logistics Management
Credit –	LTP: 3:1:0

Course Outcomes: On successful completion of the course, the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and understand the concepts related to Supply Chain and Logistics Management.	L – 1 L – 2	Remembering Understanding
CO 2	Apply the knowledge of Supply Chain and Logistics Management to solve business problems and analyze the intricacies involved.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate the supply chain strategies of various businesses and create suitable strategic mix for enhancing supply chain performances.	L – 5 L – 6	Evaluating Creating

Semester – II	MB207: Business Analytics and Data Science
Credit – 4	LTP: 3:0:1

Course Outcomes: On successful completion of the course, the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Business Analytics and Data Science.	L 1 L 2	Remembering Understanding
CO 2	Make use of the knowledge of Business Analytics and Data Science to solve business problems and analyze the intricacies involved.	L 3 L 4	Applying Analyzing
CO 3	Assess data related to various business functions and create suitable data visualizations charts to facilitate managerial decision-making.	L 5 L 6	Evaluating Creating

Semester – II	MB208 : Field Survey Report
Credit – 6	LTP: 0:0:6

MBA III SEM						
SEMESTER	SUBJECT CODE	SUBJECT	LECTURES	TUTORIAL	PRACTICAL	CREDITS
THIRD	MB301	INSURANCE BANKING AND MICROFINANCE	3	1		4
	MB302	ARTIFICIAL INTELLIGENCE IN BUSINESS	3	1		4
		SPECIALIZATION GROUP 1	3	1		4
		SPECIALIZATION GROUP 1	3	1		4
		SPECIALIZATION GROUP 2	3	1		4
		SPECIALIZATION GROUP 2	3	1		4
	MB308	SUMMER TRAINING PROJECT REPORT				6
GROSS TOTAL CREDIT POINT						30

Semester – III	MB301: Insurance, Banking and Microfinance
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Bloom's Taxonomy
CO 1	Define and interpret the concepts of Insurance, Banking and Microfinance.	L 1 L 2	Remembering Understanding
CO 2	Utilize the knowledge of Insurance, Banking and Microfinance to critically examine the business decision making.	L 3 L 4	Applying Analyzing
CO 3	Assess the effectiveness of Microfinance and Formulate effective monetary schemes and proposals for the prospective customers.	L 5 L 6	Evaluating Creating

Semester – III	MB302: Artificial Intelligence in Business
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes:	Cognitive Levels	Blooms Taxonomy
CO1	Define and relate the need of Machine Learning & Statistics for solving various problems in business.	L 1 L 2	Remembering Understanding
CO2	Identify & compare the various aspects of artificial intelligence in business.	L 3 L 4	Applying Analyzing
CO3	Assess the organizational need of artificial intelligence and plan the same for efficient decision making.	L 5 L 6	Evaluate Create

Semester – III	MBMK01: Marketing Research & Consumer Behaviour
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to marketing research and consumer behavior.	L 1 L 2	Remembering Understanding
CO 2	Make use of the knowledge of marketing research and consumer behaviour to examine related marketing problems and analyze the intricacies involved in understanding consumer behavior.	L 3 L 4	Applying Analyzing
CO 3	Assess the effectiveness of consumer and marketing research related plans and strategies in particular marketing situations and develop effective consumer and marketing research plans and strategies.	L 5 L 6	Evaluating Creating

Semester – III	MBMK02: Sales & Retail Management
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
------------	------------------------	-------------------------	------------------------

CO 1	Define and explain the concepts related to Sales & Retail Management.	L 1 L 2	Remembering Understanding
CO 2	Develop the knowledge of Sales & Retail Management to solve sales and retailing related marketing problems.	L 3 L 4	Applying Analyzing
CO 3	Assess the effectiveness of alternative Sales & Retail Management plans and strategies in particular marketing situations and create effective Sales & Retail Management plans.	L 5 L 6	Evaluating Creating

Semester – III	MBHR01: Compensation & Reward Management
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

Cos	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Acquaint and explain the basic framework of compensation and reward management.	L 1 L 2	Remembering Understanding
CO2	Identify and compare the key issues in managing employee reward systems.	L 3 L 4	Applying Analyzing
CO 3	Determine appropriate reward and compensation policies, reflect on the tax planning and evaluate Global aspects of Compensation.	L 5 L 6	Evaluating Creating

Semester – III	MBHR02: Employee Relations & Labor Legislation
Credit – 4	LTP:3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Define the Industrial Relation frame work and have competency to understand the importance of employee relations within the perspective of Industrial Relations.	L 1 L 2	Remembering Understanding
CO2	Compare and choose different labour legislations to solve organizational problems.	L 3 L 4	Applying Analyzing
CO3	Explain and determine strategy based on the Collective Bargaining and Grievance redressal Mechanism.	L 5 L 6	Evaluating Creating

Semester – III	MBFM01: Security Analysis & Portfolio Management
Credit – 4	LTP: 3:0:1

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define & compare various investment concepts and its components.	L 1 L 2	Remembering Understanding
CO 2	Identify and discover the knowledge required in analyzing the secondary market.	L 3 L 4	Applying Analyzing
CO 3	Evaluate the various financial portfolios and plan & suggest sound investment portfolios for the prospective investors.	L 5 L 6	Evaluating Creating

Semester – III	MBFM02: Corporate Tax Planning
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Direct & Indirect Tax calculation.	L 1 L 2	Remembering Understanding
CO 2	Choose appropriate Tax Calculation & Planning methods for Individual, HUF, Firm and Company and examine the same for business decision making.	L 3 L 4	Applying Analyzing
CO 3	Critically evaluate Direct & Indirect Tax Management for various assesses and formulate sound tax planning proposals.	L 5 L 6	Evaluating Creating

Semester – III	MBOM01: Material & Inventory Management
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Name the key terms associated with Materials and Inventory Management and classify various types of inventories, and inventory costs.	L 1 L 2	Remembering Understanding
CO 2	Identify different concepts in Material and Inventory Management and apply them to solve real-time problems.	L 3 L 4	Applying Analyzing
CO 3	Assess various factors influencing inventory management; Use the techniques of material management to devise optimization plan to solve real-time business problems.	L 5 L 6	Evaluating Creating

Semester – III	MBOM02: Planning and Control of Operations
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the building blocks of Planning & Control of Operations.	L 1 L 2	Remembering Understanding
CO 2	To choose and compare the various approaches for optimizing operations and applying this concept to solve real life problems.	L 3 L 4	Applying Analyzing
CO 3	Evaluate different process of planning and control pertaining to operations and devising strategies to solve real life problems.	L 5 L 6	Evaluating Creating

Semester – III	MBBA01: Business Analytics Using R
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Business Analytics and R Programming Environment.	L 1 L 2	Remembering Understanding
CO 2	Develop the knowledge of Business Analytics and R Programming to examine business problems and analyze the intricacies involved.	L 3 L 4	Applying Analyzing
CO 3	Interpret data related to various business functions and create suitable data inferences and visualizations charts to facilitate managerial decision-making.	L 5 L 6	Evaluating Creating

Semester – III	MBBA02: HR Analytics
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Show basic understanding & explain the concepts of HR Analytics & HRIS.	L 1 L 2	Remembering Understanding
CO 2	Identify & examine the techniques of forecasting for HRP and other HR functions adding value to the business enterprise.	L 3 L 4	Applying Analyzing
CO 3	Compare the HR issues using the available HR data and formulate the best strategies.	L 5 L 6	Evaluating Creating

Semester – III	MB308 : Summer Training Project Report
Credit – 6	LTP: 0:0:6

(For details, please refer to section 18.2 of the ordinance on page on 09)

MBA IV SEM						
SEMESTER	SUBJECT CODE	SUBJECT	LECTURES	TUTORIAL	PRACTICAL	CREDITS
FOURTH	MB401	STRATEGIC MANAGEMENT	3	1		4
	MB402	INNOVATION & ENTREPRENEURSHIP	3	1		4
		SPECIALIZATION GROUP 1				4
		SPECIALIZATION GROUP 1				4
		SPECIALIZATION GROUP 2				4
		SPECIALIZATION GROUP 2				4
	MB407	RESEARCH PROJECT REPORT & VIVA-VOCE			6	6
GROSS TOTAL CREDIT POINT						30
TOTAL CREDIT POINT (ALL SEMESTERS)						123

Semester – IV	MB401: Strategic Management
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Enumerate and demonstrate different dimensions of Strategic Management.	L 1 L 2	Remembering Understanding
CO2	Analyze and apply the understanding of dimensions of Strategic Management.	L 3 L 4	Applying Analyzing
CO3	Evaluate and Implement Strategic Management in a real life Corporate problems / situations by addressing an issue/problem of the Corporate World through the Case Studies.	L 5 L 6	Evaluating Creating

Semester – IV	MB402: Innovation & Entrepreneurship
Credit – 4	LTP : 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

Cos	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Enumerate and demonstrate different dimensions of Innovation and Entrepreneurship.	L 1 L 2	Remembering Understanding
CO2	Identify and examine the dimensions of Entrepreneurship, Innovation, Incubation & Design Thinking.	L 3 L 4	Applying Analyzing
CO3	Evaluate and modify knowledge of Entrepreneurship, Innovation, Incubation & Design Thinking and its role in the different management functions for a Startup for the creation of a new venture.	L 5 L 6	Evaluating Creating

Semester – IV	MBMK03: Digital Marketing
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Digital Marketing.	L 1 L 2	Remembering Understanding
CO 2	Make use of the knowledge of digital marketing to solve related marketing problems and discover the intricacies involved in digital marketing.	L 3 L 4	Applying Analyzing
CO 3	Compare the effectiveness of alternatives available for digital marketing in particular marketing situations and Develop effective digital marketing plan and strategy.	L 5 L 6	Evaluating Creating

Semester – III	MBMK04: Integrated Marketing Communications
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Integrated Marketing Communications.	L 1 L 2	Remembering Understanding
CO 2	Organize and make use of the knowledge of Integrated Marketing Communications to solve related problems.	L 3 L 4	Applying Analyzing
CO 3	Assess the effectiveness of alternative Integrated Marketing Communications plans and strategies in particular marketing situations and design effective Marketing Communications plans and strategies.	L 5 L 6	Evaluating Creating

Semester – IV	MBHR03: Human Resource Development
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Understand and relate the HRD and other related concepts.	L 1 L 2	Remembering Understanding
CO 2	Make use of different HRD strategies pertaining to Talent management within the organisation.	L 3 L 4	Applying Analyzing
CO 3	Assess and modify knowledge of appropriate method and techniques of HRD for solving different problems.	L 5 L 6	Evaluating Creating

Semester – IV	MBHR04: Conflict & Negotiation Management
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and demonstrate various processes of Conflict and Negotiation Process.	L 1 L 2	Remembering Understanding
CO 2	Classify and compare the styles of handling Conflict and identify the, Zone of possible agreement (ZOPA), and Best alternative to a negotiated agreement (BATNA) for successful negotiations.	L 3 L 4	Applying Analyzing
CO 3	Combine the theoretical concepts with practical methods of managing and resolving organizational conflict and negotiation styles in the organizational context.	L 5 L 6	Evaluating Creating

Semester – IV	MBFM03: International Financial Management
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concept and features of International Financial System.	L 1 L 2	Remembering Understanding
CO 2	Make use of the knowledge of Money Market in predicting exchange rates and analyzing the same for business decision making.	L 3 L 4	Applying Analyzing
CO 3	Evaluate the Foreign Exchange Transactions & Dealings and Create sound exchange rate policy for business.	L 5 L 6	Evaluating Creating

Semester – IV	MBFM04: Financial Liquidity and Risk Management
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Financial Liquidity & Risk Management.	L 1 L 2	Remembering Understanding
CO 2	Build the knowledge of Financial Liquidity & Risk Management to overcome the financial risk factor and compare the intricacies involved in Financial & Commodity Market.	L 3 L 4	Applying Analyzing
CO 3	Appraise the effectiveness of Derivatives Market and create Portfolio Mix.	L 5 L 6	Evaluating Creating

Semester – IV	MBOM03: Management of Services Operations
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts of services and operations management.	L 1 L 2	Remembering Understanding
CO 2	Make use of different concepts pertaining to service strategies and examine them to solve real life problems.	L 3 L 4	Applying Analyzing
CO 3	Assess the service strategies of an organization for achieving the strategic service vision and modify them so as create a more effective service strategy.	L 5 L 6	Evaluating Creating

Semester – IV	MBOM04: Quality Management Standards
Credit – 4	LTP:3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define the concepts of quality and understand the relevance of quality management standards.	L 1 L 2	Remembering Understanding
CO 2	Analyse the process of Quality Management Standards directed towards maintenance and continual improvements of the QMS and make use of the same in real life situations.	L 3 L 4	Applying Analyzing
CO 3	Assess the control mechanism and use them to create strategies for any organization.	L 5 L 6	Evaluating Creating

Semester – III	MBBA03: Marketing Analytics
Credit – 4	LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and Explain the concepts related to Marketing Analytics.	L 1 L 2	Remembering Understanding
CO 2	Make use of the knowledge of marketing analytics to solve marketing problems using marketing data and analyze the intricacies involved in marketing analytics.	L 3 L 4	Applying Analyzing
CO 3	Interpret various tools and frameworks to solve strategic marketing problems using marketing data and create strategy accordingly.	L 5 L 6	Evaluating Creating

Semester – IV	MBBA04: Business Intelligence for Decision Making
Credit – 4	LTP: 3:1:0

Course Objective: This course is designed to introduce students to business intelligence concepts and provide students with an understanding of data warehousing and data mining along with associated techniques and their applications for decision making in different functional areas of an organization.

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Bloom's Taxonomy
CO 1	Define and understand concepts and components of Business Intelligence.	L 1 L 2	Remembering Understanding
CO 2	Identify & Examine common methods used in business intelligence.	L 3 L 4	Applying Analyzing
CO 3	Evaluate real life situations requiring application of Business Intelligence and create action plans for them.	L 5 L 6	Evaluating Creating

Semester – IV	MB407 : Research Project Report
Credit – 6	LTP: 0:0:6

(For details, please refer to section 18.3 of the ordinance on page on 10)