

M.B.A. PROGRAMME

Programme Specific Objectives (PSO):

PSO1. Practice effective communication skills and soft skills under various business situations.

PSO2. Identify, assess and shape entrepreneurial opportunities and evaluate their potential for starting an enterprise.

PSO3. Take business decisions considering the need for sustainable and holistic (legal, cultural, ethical, creativity) development of stakeholders.

PSO4. Demonstrate attributes of a responsible Global citizen and a lifelong learner.

Programme Outcomes (POs):

The programme outcomes of MBA program are as follows;

1. **Conceptual Knowledge:-** Graduates will be able to conceptualize, organize, analyse and resolve complex business problems by using their domain knowledge of management.
2. **Leadership and Innovation Skills:-** Graduates will be able to adopt and adapt the contemporary trends in their domain area as well as innovations, emerging technology and global changes while leading and managing business.
3. **Soft Skills:-** Graduates will practice and perform effective communication skills and softskills under various business situations.
4. **Entrepreneurial Skills:-** Graduates will be able to identify, assess and shape entrepreneurial opportunities and evaluate their potential for starting an enterprise.
5. **Stakeholder Concern:-** Graduates will address ethical, legal and cultural issues of organization and society by utilizing their conceptual knowledge.
6. **Sustainability:-** Graduates will gain ability to take business decisions keeping in mind the need for sustainable and holistic development.
7. **Research and Lifelong Learning:-** Graduates will be able to participate in active research work, as well as independent and lifelong learning.
8. **Problem Solving:-** Graduates will possess and use competencies in quantitative and qualitative techniques for problem solving in their respective functional areas.

MBA-BA SEMESTER-I

Semester	I	Total Credit	2
Course Code	SOB-BA-101	Credit Pattern	L-22, CH-8
Course Title	PRINCIPLES OF MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Describe the concepts of Management		
2	Analyze the management process		
3	Apply the management functions to take appropriate business decisions		

Semester	I	Total Credit	4
Course Code	SOB-BA-102	Credit Pattern	L-45, T-8, P-7
Course Title	MARKETING MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Discuss conceptual knowledge of Marketing Concepts.		
2	Analyze marketing situation and provide appropriate solution for the issue.		
3	Devise Market segmentation strategies for product and services.		
4	Develop 4Ps of Marketing for Product and Services.		

Semester	I	Total Credit	4
Course Code	SOB-BA-103	Credit Pattern	L-45, T-8, P-7
Course Title	BUSINESS STATISTICS		
Course Outcomes: Students will be able to;			
1	Provide solution to management decision problems.		
2	Analyze company/organization data for taking decisions.		
3	Interpret the relevance of statistical findings for business problem solving and decision making.		
4	Evaluate the data collected for management decision and provide inference towards it.		

Semester	II	Total Credits	4
Course Code	SOB-BA-104	Credit Pattern	
Course Title	RESEARCH METHODOLOGY		
Course Outcomes: students will able to;			
1	To Conceptualize a topic of Interest and need to define a problem to be investigated		
2	Analyze the various methodologies for application to their own research		
3	Demonstrate applications of the research findings in a meaningful way with validity		

Semester	I	Total Credit	4
Course Code	SOB-BA-105	Credit Pattern	L-45, T-08, P-07
Course Title	PROGRAMMING FUNDAMENTALS USING PYTHON		
Course Outcomes: The students will able to			
1	Discuss computer programming fundamentals – algorithms and flowcharts.		
2	Use data types, control structures, looping statements, and functions for Python programs through example.		
3	Demonstrate data visualization using plots from matplotlib.		
4	Illustrate data handling with pandas dataframe.		

Semester	I	Total Credits	4
Course Code	SOB-BA-106	Credit Pattern	L-45, T-8, P – 7
Course Title	FINANCIAL ACCOUNTING		
Course Outcomes The Student Will be able to			
1	Acquire the requisite theoretical framework for understanding practical problems in Accounting.		
2	Apply basic accounting principles and concepts for preparation of Financial Statements.		
3	Evaluate the financial position by preparing the financial statement as per Schedule III.		

Semester	I	Total Credits	4
Course Code	SOB-BA-107	Credit Pattern	L-45, T-8, P-7
Course Title	INFORMATION TECHNOLOGY FOR MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Analyze industry data using MS-Excel.		
2	Develop an effective presentation using software.		
3	Appreciate importance of IT in Digital Economy.		
4	Design conceptual models of a database using MS Access for real-life applications and also construct queries, data entry forms using wizard.		

Semester	I	Total Credit	2
Course Code	SOB-BA-108	Credit Pattern	L-22, T-8
Course Title	DATABASE MANAGEMENT SYSTEM		
Course Outcomes: student will be able to:			
1	Assess the Database Concepts, design of Database aspects and to understand various Data Modeling concepts for better database design, Concurrency Control and Backup and Recovery Techniques.		
2	Evaluate various Data Modelling Techniques, Phases involved in building simple well-structured database(s), Transaction Control Management and Backup and Recovery Methods.		

MBA-BA SEMESTER-II

Semester	II	Total Credit	4
Course Code	SOB-BA-201	Credit Pattern	L-45, T-8, P-7
Course Title	ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT		
Course Outcomes: Students will be able to:			
1	Demonstrate a thorough knowledge of organizational behavior.		
2	Apply relevant contemporary theories, concepts and models in order to analyse organizational environment, cases and issues.		
3	Identify the wide range of sources for attracting and recruiting talent and appropriate process for selecting candidates		
4	Conduct job analysis interview develop job descriptions and job specifications, conduct performance appraisal		
5	Develop, implement, and evaluate employee orientation, training, and development programs.		

Semester	II	Total Credit	4
Course Code	SOB-BA-202	Credit Pattern	L = 45, T = 7, P = 8
Course Title	FINANCIAL MANAGEMENT		
Course Outcomes			
1	Relating and interpreting financial statement analysis techniques.		
2	Evaluating cost of capital, capital budgeting and standard costing.		
3	Critically evaluation working capital requirement.		

Semester	II	Total Credit	4
Course Code	SOB-BA-203	Credit Pattern	L-48, T-08, P-4
Course Title	DATA WAREHOUSING AND DATA MINING		
Course Outcomes: The students will able to			
1	Explain concept of data warehouse and ETL process.		
2	Develop acquaintance with the tools and techniques used for Knowledge Discovery in Databases.		
3	Discover interesting patterns from large amounts of data to analyze and extract patterns to solve problems.		
4	Evaluate and select appropriate data-mining algorithms.		
5	Apply Web Data mining techniques on problem domain data for better insights of data interpret and report the output appropriately.		

Semester	II	Total Credit	2
Course Code	SOB-BA-204	Credit Pattern	22L+ 2 T + 6P
Course Title	BUSINESS LAWS		
Course Outcomes: Students will be able to;			
1	Explain the legal principles of Business Laws		
2	To solve legal issues of Business.		

Semester	II	Total Credit	2
Course Code	SOB-BA-205	Credit Pattern	
Course Title	OPERATIONS MANAGEMENT		
Course Outcomes: Students will be able to			
1	Illustrate basic terms and concepts related to Production & Operations Management		
2	Plan effective plant location & layout for the organization.		

Semester	II	Total Credit	2
Course Code	SOB-BA-206	Credit Pattern	L-22, T-4, P-4
Course Title	BUSINESS COMMUNICATION		
Course Outcomes			
1	Internalize the basics of business communication		
2	Prepare written documents for business decision making		

Semester	II	Total Credit	2
Course Code	SOB-BA-207	Credit Pattern	
Course Title	Field Project IN DATA EXPLORATION AND VISUALIZATION		
Knowledge and Understanding Outcomes			
1	To develop the ability of building teamwork, group skills, and critical and scientific interpretation.		
2	To improve as critical thinking and time management proficiency.		
3	To develop skills such as observation, recording data, drawing conclusions, making decisions, and solving research and field problems.		

Semester	II	Total Credit	2
Course Code	SOB-BA-208	Credit Pattern	L-20, P-10
Course Title	DATA EXPLORATION AND VISUALIZATION		
Course Outcomes: The students will able to			
1	Discuss the basics concepts of R.		
2	Use basic plots and exploration for effective data analysis.		
3	Illustrate univariate, bivariate, multivariate analysis.		
4	Demonstrate dimensionality reduction, principal components, and clustering.		
5	Discuss web analytics and social network analysis.		

MBA-BA SEMESTER-III

Semester	III	Total Credit	4		
Course Code	SOB-BA-301	Credit Pattern	L-45, T-8, P-7		
Course Title	STRATEGIC MANAGEMENT				
Course Outcomes Students should be able to:					
1	Discuss various concepts and theories in the field of strategic management.				
2	Formulate various types of strategies for a given industry.				
3	Evaluate an industry using various tools and techniques for strategic choice.				
4	Critique strategies implemented.				
5	Devise strategic approaches to managing a business successfully in a global context				

Semester	III	Total Credit	4		
Course Code	SOB-BA-302	Credit Pattern	L-48, T-12, P-00		
Course Title	CLOUD COMPUTING				
Course Outcomes: Student will be able to:					
1	Identify the architecture and delivery models of cloud computing.				
2	Identify security, privacy and interoperability issues.				
3	Select suitable cloud service				
4	Apply suitable virtualization concept				
5	Implement cloud services and set a private cloud				

Semester	III	Total Credit	4		
Course Code	SOB BA 304a	Credit Pattern	L-45, T-9,P-6		
Course Title	MACHINE LEARNING				
Course Outcomes: The students will be able to					
1.	Understand various concepts of machine learning				
2.	Able to use various python data structures fluently				
3.	Able to use various python libraries for machine learning				
4.	Able to implement supervised and unsupervised machine learning algorithms using python.				

Semester	III	Total Credit	4
Course Code	SOB-BA-305a	Credit Pattern	L-45, T-8, P-7
Course Title	BUSINESS ANALYTICS USING R (Lab--Based)		
Course Outcomes: Students will be able to			
1	Identify and describe complex business problems in terms of analytical models.		
2	Apply appropriate analytical methods to find solutions to business problems that achieve stated objectives.		
3	Apply the knowledge of R gained to data Analytics for real-life applications		

Semester	III	Total Credits	4
Course Code	SOB-FIN-I	Credit Pattern	L 45, T 6, P – 9
Course Title	INTERNATIONAL FINANCE		
Course Outcomes: Student will be able to;			
1	Assess Foreign Exchange Rates and apply the same for conversion of currency.		
2	Ascertain finance avenues for Export and Import.		
3	Evaluate Foreign Direct Investment Design.		

Semester	III	Total Credit	4
Course Code	SOB-FIN-II	Credit Pattern	L-45, T-6, P-9
Course Title	DIRECT AND INDIRECT TAXES		
Course Outcomes: Students will be able to;			
1	To summarize tax basics.		
2	To experiment with direct tax provisions.		
3	To aware students about GST Provisions.		

Semester	III	Total Credit	4
Course Code	SOB-MKT-I	Credit Pattern	L-45, T-8, P-7
Course Title	CONSUMER BEHAVIOUR		
Course Outcomes: Students will be able to;			
1	Discuss conceptual knowledge of Consumer Behavior.		
2	Analyze impact of various factors on consumer behavior.		
3	Evaluate the impact of social and psychological factors on consumer behavior.		

Semester	III	Total Credit	4
Course Code	SOB-MKT-II	Credit Pattern	L-45, T-8, P-7
Course Title	SERVICES MARKETING		
Course Outcomes: Students will be able to;			
1	Discuss conceptual knowledge of Services Marketing.		
2	Apply 7 P's to the concept of services marketing.		
3	Devise strategies for Services.		
4	Evaluate strategies for Services.		

Semester	III	Total Credit	4
Course Code	SOB-HRM-I	Credit Pattern	L-45, T-8, P-7
Course Title	EMPLOYEE RELATIONS AND LABOUR LAWS		
Course Outcomes : Students will be able to;			
1	Describe the concepts and theories to manage Industrial Relations and Labor Laws.		
2	Apply the concept of industrial relations, legal issues to the system in which it operates.		
3	Solve industrial Related legal issues used in the resolution of conflict.		
4	Critically evaluate emerging trends in employment law.		

Semester	III	Total Credit	4
Course Code	SOB-HRM-II	Credit Pattern	L-45, T-8, P-7
Course Title	INTERNATIONAL HUMAN RESOURCE MANAGEMENT		
Course Outcomes : Students will be able to;			
1	Describe the different concepts in International HRM.		
2	Differentiate between International and Domestic HRM.		
3	Interpret the implications of culture on HR Practices.		
4	Evaluate different HR interventions in cross-border mergers and acquisitions.		

Semester	III	Total Credit	4
Course Code	SOB-SYS-I	Credit Pattern	L-45, T-8, P-7
Course Title	MANAGEMENT INFORMATION SYSTEM(Lab-Based)		
Course Outcomes: Students will be able to;			
1	Construct MIS Dashboards, including the use MIS Info graphics.		
2	Using Excel Power Query, refined the data using ETL Process.		
3	Extract the content of data from website using web scrapping.		

Semester	III	Total Credit	4
Course Code	SOB-SYS-II	Credit Pattern	L-45, T-8, P-7
Course Title	INFORMATION SYSTEM AUDIT AND CONTROL		
Course Outcomes: Students will be able to;			
1	Classify the concepts of computer security, computer security threats, and the corresponding remedies.		
2	Describe the trend of computer security threats.		
3	Develop an audit plan to achieve the IT audit objectives.		

Semester	III	Total Credit	4
Course Code	SOB-POM- I	Credit Pattern	L-45, T-7, P-8
Course Title	SUPPLY CHAIN MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Discuss the evolution of Supply Chain & Logistics and how it can affect organization operations.		
2	Distinguish between various Supply Chain Distribution Strategies and choose effective strategy for organization.		
3	Discuss Global Supply Chain Operation and recent trends in Supply Chain Management.		

Semester	III	Total Credit	4
Course Code	SOB-POM- II	Credit Pattern	L-45, T-7, P-8
Course Title	PURCHASING AND INVENTORY MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Explain basic terms and concepts related to Purchase & Stores Management.		
2	Discuss the functions and benefits of store management including its safety and security aspects.		
3	Develop suitable Inventory Model for the organization by determining safety stock requirement.		
4	Design effective Vendor Development Programme, Vendor Evaluation and Rating Method for the organization.		

Semester	III	Total Credit	4
Course Code	SOB-ABM-I	Credit Pattern	L-44, T-8, P-8
Course Title	INDIAN AGRI-BUSINESS MANAGEMENT		
Course Out Comes: Students will be able to ;			
1	Able to understand and identify the trends in the agribusiness sector in India and the world.		
2	Will gain introduction to the necessary skill sets being an agripreneur on various production methods.		
3	Able to review the contribution of national and international organizations in farm sector.		
4	Develop understanding of policy environment in the country.		

Semester	III	Total Credit	4
Course Code	SOB-ABM-II	Credit Pattern	L-44, T-8, P-8
Course Title	RURAL MARKETING IN INDIA		
Course Out Comes: Students will be able to;			
1	Able to identify, understand and evaluate the trends in the rural and agricultural markets in India.		
2	Will gain necessary skill sets being a rural marketing expert such as developing various marketing strategies for rural markets, able to adopt rural marketing research tools in a rational way etc.		
3	Able to develop Rural Marketing Strategy Model Report on the basis of learning points in the module.		

MBA-BA SEMESTER-IV

Semester	IV	Total Credit	4
Course Code	SOB-BA-401	Credit Pattern	L-44, T-8, P-8
Course Title	BUSINESS ETHICS AND CORPORATE GOVERNANCE		
Course Outcomes: Students will be able to;			
1	Describe ethical decision-making framework.		
2	Analyze ethical and moral issues in life and in Business.		
3	Examine the evolution of Corporate Governance in India.		
4	Generalize Principles of Good corporate governance.		

Semester	IV	Total Credit	4
Course Code	SOB-BA-402	Credit Pattern	L-48, T-08, P-04
Course Title	BIG DATA ANALYTICS		
Course Outcomes: Student will be able to;			
1	Setup Hadoop single node Cluster		
2	Implement best practices for Hadoop development		
3	Perform data analytics using Pig, Hive		
4	Master data loading techniques using scoop and Flume.		

Semester	IV	Total Credit	4			
Course Code	SOB-BA-403a	Credit Pattern	L-48, T-9, P-3			
Course Title	SOCIAL MEDIA ANALYTICS					
Course Outcomes						
After completion of this course the student will be able to:						
1	Apply data science to analyze social media and social networks					
2	Analyze social networks by finding communities, identifying important nodes, and influence propagation					
3	Analyze social media by applying Natural Language Processing (NLP) techniques to detect sentiment and events					
4	Describe the theoretical concepts behind the social media and network analytical approaches					

5	Recognize and present insights from the social media and network analysis performed
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Semester	IV	Total Credit	4
Course Code	SOB-BA-404a	Credit Pattern	L-45, T-8, P-7
Course Title	ANALYTICS FOR BUSINESS DECISIONS (Lab-Based)		
Course Outcome: Students will be able to			
1	Apply a wide variety of business analytics methods in a business or an industry context		
2	Evaluate real-world business and industrial problems by using analytical skill		

Semester	IV	Total Credits	4
Course Code	SOB-FIN-III	Credit Pattern	L 45, T 6, P – 9
Course Title	MANAGEMENT CONTROL SYSTEMS		
Course Outcomes: Student will be able to;			
1	Apply the concept and technique of Marginal Costing for Decision Making.		
2	Analyze the effects of Leverage on Shareholders' Returns.		
3	Evaluate different types of Budgets for Managerial Decision Making.		

Semester	IV	Total Credit	4
Course Code	SOB-FIN-IV	Credit Pattern	L-45, T-6, P-9
Course Title	INVESTMENT AND PORTFOLIO MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Identifying various investment avenues as a small and corporate investor.		
2	To know relationship between security and market portfolio.		
3	To prepare investment plans for individuals during various life cycle stages.		

Semester	IV	Total Credit	4
Course Code	SOB-MKT-III	Credit Pattern	L-45, T-8, P-7
Course Title	SALES & DISTRIBUTION MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Evaluate concepts related to sales & distribution.		
2	Manage sales force effectively.		
3	Evaluate appropriate use of distribution channels.		

Semester	IV	Total Credit	4
Course Code	SOB-MKT-IV	Credit Pattern	L-45, T-8, P-7
Course Title	ADVERTISING AND INTEGRATED MARKETING COMMUNICATION		
Course Outcomes: Students will be able to;			
1	Discuss conceptual knowledge of Advertising and IMC		
2	Devise Strategies for advertising and IMC.		
3	Evaluate IMC policies and campaigns.		
4	Evaluate performance of advertising and IMC strategies.		

Semester	IV	Total Credit	4
Course Code	SOB-HRM-III	Credit Pattern	
Course Title	PERFORMANCE AND COMPENSATION MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Describe the various conceptual aspects of Compensation, Performance Management and competencies and related law to achieve organizational goals.		
2	Develop the performance/competency based compensation system for business excellence and solve various cases.		
3	Assess the various theories and concepts of performance and compensation management.		
4	Designing the performance and compensation strategies for attraction, motivation and retaining high quality workforce.		

Semester	IV	Total Credit	4
Course Code	SOB-HRM-IV	Credit Pattern	L-45, T-8, P-7
Course Title	TALENT AND HUMAN CAPITAL MANAGEMENT		
Course Outcomes : Students will be able to;			
1	Describe the concept of Talent and Human Capital Management.		
2	Apply different concepts of Human Capital Management.		
3	Critically evaluate emerging trends in Talent and Human Capital Management.		

Semester	IV	Total Credit	4
Course Code	SOB-SYS-III	Credit Pattern	L-45, T-8, P-7
Course Title	APPLIED DATA SCIENCE AND BUSINESS ANALYTICS USING R		
Course Outcomes: Students will be able to;			
1	Identify and describe complex business problems in terms of analytical models.		
2	Apply appropriate analytical methods to find solutions to business problems that achieve stated objectives.		
3	Apply the knowledge of R gained to data Analytics for real-life applications.		

Semester	IV	Total Credits	4
Course Code	SOB-SYS-IV	Credit Pattern	L-45, T-8, P-7
Course Title	SOFTWARE ENGINEERING		
Course Outcomes: Students will be able to;			
1	Needs For Software Specifications Also They Can Classify Different Types Of Software Requirements And Their Gathering Techniques.		
2	Identifying The Role Of SDLC In Software Project Development And They Can Evaluate The Importance Of Software Engineering In PLC.		
3	Familiar With The Different Methods And Techniques Used For Project Management.		
4	Discuss The Parameters Of The Software Project's Success And Failures.		

Semester	IV	Total Credit	4			
Course Code	SOB-POM- III	Credit Pattern	L-45, T-7, P-8			
Course Title	PROJECT MANAGEMENT					
Course Outcomes: Students will be able to;						
1 Explain basic concept of Project Management including Project Appraisal, Project Risk Management and use of IT in Project Management. 2 Select most appropriate Project from available options to the organization by analyzing all the projects on the basis of capital budgeting techniques. 3 Develop the Project Report of the project undertaken by the organization. 4 Determine Critical Path of project undertaken by organization and estimate project duration.						

Semester	IV	Total Credit	4			
Course Code	SOB-POM- IV	Credit Pattern	L-45, T-7, P-8			
Course Title	QUALITY MANAGEMENT					
Course Outcomes: Students will be able to;						
1 Explain basic terms and concepts related to Quality Management including Quality Assurance, Cost of Quality & Quality Function Deployment. 2 Solve problems on Process Control Charts and Interpret on the process capability. 3 Discuss recent techniques of quality management including Total Quality Management, Six Sigma and Quality Circle. 4 Make use of quality awards framework to qualify the organization for various quality management awards.						

Semester	IV	Total Credit	4			
Course Code	SOB-ABM-III	Credit Pattern	L-44, T-8, P-8			
Course Title	AGRI PRODUCTION, SUPPLY CHAIN AND LOGISTICS MANAGEMENT					
Course Out Comes: Students will be able to;						
1 Understand the importance of farm and its resource management. 2 Review various farming systems, land tenure systems, their impact on productivity in agriculture sector. 3 Understand the role of Supply chain methods in development of farm and farm allied activities. 4 Critique the importance of logistics development in development of farm sector and farmer.						

Semester	IV	Total Credits	4
Course Code	SOB-ABM-IV	Credit Pattern	C = 44, P = 8 T = 8
Course Title	AGRICULTURAL MARKETING, COMMODITIES MARKETS AND AGRI-BUSINESS		
Course Out Comes: Students will be able to;			
1	Identify review the relation between agricultural markets and agriculture development.		
2	Gain introduction to the necessary skill sets by study of agricultural markets and support systems.		
3	Review the importance of agricultural commodities markets in farm sector.		
4	Develop understanding of methods of trading in commodities markets.		