

## **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 soft skills 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-FMB SEMESTER-I

Semester	I	Total Credit	2
Course Code	SOB-FBM-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-FBM-102	Credit Pattern	L-45, T-8, P-7
Course Title	ENTREPRENEURIAL MARKETING		
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-FBM-103	Credit Pattern	L-45, T-8, P-7
Course Title	ORGANIZATIONAL BEHAVIOUR		
Course Outcomes: Students will be able to;			
1	Describe the various aspects of Organizational Behavior.		
2	Evaluate the aspects associated with organizational human behavior and its effect on organization.		
3	Apply relevant theories, concepts and models to resolve organizational issues.		
4	Develop the effective behavioral skills.		

Semester		I	Total Credits	4
Course Code		SOB-FBM-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 Credits	4
Course Code	SOB-FBM-105	Credit Pattern	L-44, T-8, P-7
Course Title	START-UPS AND ENTREPRENEURSHIP DEVELOPMENT		
Course Outcomes: Students will be able to:			
1	Describe the concept and types of Start ups.		
2	Explore the start-up ideas and start up India scheme.		
3	Identify various funding options for start ups		
4	Create a start up on the campus.		

<b>Semester</b>		<b>I</b>	<b>Total Credits</b>	<b>4</b>
<b>Course Code</b>		<b>SOB-FBM-106</b>	<b>Credit Pattern</b>	<b>L 45, T 8, P – 7</b>
<b>Course Title</b>		<b>FINANCIAL ACCOUNTING</b>		
<b>Course Outcomes:</b> 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-FBM-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-FBM-108	Credit Pattern	L-15, T-15,
Course Title	INTRODUCTION TO FAMILY BUSINESS MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Describe the Concepts of Family Business Management.		
2	Apply appropriate family business strategies in family firms.		
3	Analyze issues involved in the family businesses.		

MBA-FMB SEMESTER-II

Semester		II	Total Credit	4
Course Code		SOB-FBM-201	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 Credit	4
Course Code	SOB-FBM-202	Credit Pattern	L = 45, T = 7, P = 8
Course Title	FINANCIAL MANAGEMENT		
Course Outcomes: Students will be able to;			
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-FBM-203	Credit Pattern	L-44, T-8, P-8
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.		
3	Solve numerical on selective Inventory Control Techniques to Identify the best suitable technique for organization.		
4	Design a typical Supply Chain Model for a product / service and analyze its linkages with Customer Issues and Business Issues in a real world context.		

Semester	II	Total Credit	2
Course Code	SOB-FBM-204	Credit Pattern	22L+ 2 T + 6P
Course Title	LEGAL ASPECTS OF FAMILY BUSINESS		
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	4
Course Code	SOB-FBM-205	Credit Pattern	
Course Title	HUMAN RESOURCE MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Describe the different concepts in HRM.		
2	Assess the different processes in HRM like procurement, development, compensation and maintenance.		
3	Determine the solutions for HR related issues in the organization.		
4	Develop HR related reports		

Semester		II	Total Credit	2
Course Code		SOB-FBM-206	Credit Pattern	L-22, T-4, P-4
Course Title		BUSINESS COMMUNICATION		
Course Outcomes: Students will be able to;				
1	Internalize the basics of business communication.			
2	Prepare written documents for business decision making.			

<b>Semester</b>	<b>II</b>	<b>Total Credit</b>	<b>2</b>
<b>Course Code</b>	<b>SOB-BFS-207</b>	<b>Credit Pattern</b>	
<b>Course Title</b>	<b>Field Project ON FAMILY-MANAGED BUSINESS</b>		
<b>Knowledge and Understanding Outcomes</b>			
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.		

MBA-FMB SEMESTER-III

Semester	III	Total Credit	4
Course Code	SOB-FBM-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-FBM-302	Credit Pattern	L-45, T-8, P-7
Course Title	INTERNATIONAL BUSINESS		
Course Outcomes: Students will be able to;			
1	Review and compare the process of Globalization of Businesses.		
2	Critique various types of environmental conditions and challenges in international business.		
3	Develop an understanding of international business strategies, and value chain		
4	Analyze organizational changes and governmental influences on international business activities		

Semester		III	Total Credit	4
Course Code		SOB-FBM-304a	Credit Pattern	L-45, T-8, P-7
Course Title		ENTREPRENEURIAL FINANCE		
Course Outcomes: Students will be able to;				
1	Outline the role of entrepreneurial finance and screening venture opportunities.			
2	Evaluate components for organizing and operating the venture.			
3	Analyze financial planning, risk, and cost of capital across venture stages.			
4	Apply venture valuation techniques and assess financing alternatives.			

Semester	III	Total Credit	4
Course Code	SOB-FBM-305a	Credit Pattern	L-45, T-6, P-9
Course Title	IMPORT EXPORT MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Explain India’s foreign trade policy, major trade institutions and regulatory framework for imports and exports.		
2	Prepare and manage standard export/import documentation, customs procedures and logistics.		
3	Evaluate payment mechanisms, export finance options and incentive schemes relevant to Indian exporters/importers.		
4	Design entry/market strategies for exports, manage trade risk and ensure compliance for family-run SME exporters/importers.		

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.			



<b>Semester</b>		<b>III</b>	<b>Total Credit</b>	<b>4</b>
<b>Course Code</b>		<b>SOB-MKT-I</b>	<b>Credit Pattern</b>	<b>L-45, T-8, P-7</b>
<b>Course Title</b>		<b>CONSUMER BEHAVIOUR</b>		
<b>Course Outcomes: Students will be able to;</b>				
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.		

<b>Semester</b>		<b>III</b>	<b>Total Credit</b>	<b>4</b>
<b>Course Code</b>		<b>SOB-POM- I</b>	<b>Credit Pattern</b>	<b>L-45, T-7, P-8</b>
<b>Course Title</b>		<b>SUPPLY CHAIN MANAGEMENT</b>		
<b>Course Outcomes: Students will be able to;</b>				
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.			

<b>Semester</b>		<b>III</b>	<b>Total Credit</b>	<b>4</b>
<b>Course Code</b>		<b>SOB-POM- II</b>	<b>Credit Pattern</b>	<b>L-45, T-7, P-8</b>
<b>Course Title</b>		<b>PURCHASING AND INVENTORY MANAGEMENT</b>		
<b>Course Outcomes: Students will be able to;</b>				
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.		

<b>Semester</b>		<b>III</b>	<b>Total Credit</b>	<b>4</b>
<b>Course Code</b>		<b>SOB-ABM-II</b>	<b>Credit Pattern</b>	<b>L-44, T-8, P-8</b>
<b>Course Title</b>		<b>RURAL MARKETING IN INDIA</b>		
<b>Course Out Comes: Students will be able to;</b>				
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-FMB SEMESTER-IV

Semester	IV	Total Credit	4
Course Code	SOB-FBM-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-FBM-402	Credit Pattern	L-45, T-8, P-7
Course Title	SUSTAINABLE BUSINESS		
Course Outcomes:			
1	Understand the principles and dimensions of sustainability.		
2	Evaluate the role of businesses in addressing environmental and social issues.		
3	Apply business practices for sustainable business.		
4	Analyze case studies of companies implementing sustainable strategies.		

<b>Semester</b>		<b>IV</b>	<b>Total Credits</b>	<b>4</b>
<b>Course Code</b>		<b>SOB-FBM-403a</b>	<b>Credit Pattern</b>	
<b>Course Title</b>		<b>ADVANCED COSTING FOR FAMILY BUSINESS MANAGEMENT</b>		
<b>Course Outcomes: Student Will be able to</b>				
1	Use different techniques to manage inventory as well as value material issues applying various methods of valuation			
2	Comprehend the principles and methods of Unit and Batch Costing, Job and Contract Costing			
3	Understand the concepts and processes involved in Process Costing			
4	Compute the total cost of providing different services by gathering and analyzing all relevant expenses.			

<b>Semester</b>		<b>IV</b>	<b>Total Credit</b>	<b>4</b>
<b>Course Code</b>		<b>SOB-FBM-404a</b>	<b>Credit Pattern</b>	<b>L-16, T-8, P-36</b>
<b>Course Title</b>		<b>DIGITAL MARKETING</b>		
<b>Learning Outcomes:</b> Students will be able to;				
1	To introduce the fundamentals of digital marketing and its role in modernizing family businesses.			
2	To equip students with tools and strategies for building and sustaining a digital presence.			
3	To balance traditional business values with modern marketing practices.			
4	To enable participants to create actionable digital marketing plans tailored to their family businesses.			

<b>Semester</b>		<b>IV</b>	<b>Total Credits</b>	<b>4</b>
<b>Course Code</b>		<b>SOB-FIN-III</b>	<b>Credit Pattern</b>	<b>L 45, T 6, P – 9</b>
<b>Course Title</b>		<b>MANAGEMENT CONTROL SYSTEMS</b>		
<b>Course Outcomes: Student will be able to;</b>				
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.			

<b>Semester</b>	<b>IV</b>	<b>Total Credit</b>	<b>4</b>
<b>Course Code</b>	<b>SOB-MKT-IV</b>	<b>Credit Pattern</b>	<b>L-45, T-8, P-7</b>
<b>Course Title</b>	<b>ADVERTISING AND INTEGRATED MARKETING COMMUNICATION</b>		
<b>Course Outcomes: Students will be able to;</b>			
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.		

<b>Semester</b>		<b>IV</b>	<b>Total Credits</b>	<b>4</b>
<b>Course Code</b>		<b>SOB-ABM-IV</b>	<b>Credit Pattern</b>	<b>C = 44, P = 8 T = 8</b>
<b>Course Title</b>		<b>AGRICULTURAL MARKETING, COMMODITIES MARKETS AND AGRI-BUSINESS</b>		
<b>Course Out Comes: Students will be able to;</b>				
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.			