

KL University Vision

To be a globally renowned university.

K L University Mission :

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to the emerging societal needs through all-round development of students of all sections enabling them to be globally competitive and socially responsible citizens with intrinsic values.

M1 - To impart quality higher education

M2 - To undertake research and extension with emphasis on application and innovation

M3- Cater to the emerging societal needs through all-round development of students of all sections

M4 - To be globally competitive and socially responsible citizens with intrinsic values.

KL University Academic Goals

- 1. To offer academic flexibility by means of Choice based credit systems and the like
- 2. To identify and introduce new specializations that offer programs in emerging areas therein.
- 3. To incorporate into the curriculum the application orientation and use high standards of competence for academic delivery
- 4. To design and implement educational system adhering to outcome based international models
- 5. To introduce and implement innovation in teaching and learning process to strengthen academic delivery
- 6. To offer academic programs at UG, PG, Doctoral, Post-Doctoral which are industry focused and incorporates trans-discipline, inter-discipline aspects of the education system.
- 7. To deliver higher education that includes technologies and meeting the global requirements



KLUBUSINESS SCHOOL

KLUBS VISION

To be a Centre of excellence for value based management education.

KLUBS MISSION

To attain leadership in management education, research and consultancy and nurture the students industry ready to make the students as a responsible citizen of nation

- M1. To attain leadership in management education
- M2 To attain leadership in Research
- M3 To attain leadership in Consultancy
- M4 To nurture the students industry ready
- M5 To make the students as a responsible citizen of nation

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

To be a globally renowned university, as per our vision, we need to produce quality products (graduates) into the market who have potential strengths to meet all the professional and personal challenges prevailing at global levels and who can serve in all the possible positions of their respective job domains and contribute towards holistic growth of their respective employment providers as well as the nation, world. The graduates must also possess cutting edge R&D skills in their domain areas.

This, is exactly what has been framed into the University's Mission and thereby the Mission has converged into the following **Program Educational Objectives (PEOs)** which are best suited to Undergraduate Management program, and are those that compliment the university vision, mission.

PROGRAM EDUCATIONAL OBJECTIVES

PEO 1 To educate the business graduates to respond effectively in meeting the competitive business needs of the society.

PEO 2 To nurture the spirit of Entrepreneurship among the students that propagates the business world.

PEO 3 To train the students in emerging as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.

These PEOs are designed to be attained by all the graduates within 3 to 5 years of their graduation.

PEO - MISSION MAPPING BBA-MBA INTEGRATED PROGRAM

PEO		MISSION		
	M1	M2	M3	M4
PEO 1	\checkmark		~	\checkmark
PEO 2			~	\checkmark
PEO 3	\checkmark	\checkmark	✓	✓

BBA-MBA INTEGRATED PROGRAM PEOS VS GOALS MAPPING

PEO				GOALS			
	GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 5	GOAL 6	GOAL 7
PEO 1	~	~				✓	\checkmark
PEO 2			✓			~	
PEO 3			✓	~	✓		~

Thrust/Focussed areas as per APIIC, Telangana Industrial policy, CII, NSDC, Planning commision, UGC, US O*NET, World Economic Forum, UNESCO.

Lo	cal Needs identified as per policy document of APIIC		Regional Needs as per policy cuments of APIIC & Telangana Industrial policy upto 2016		lational Needs as per policy uments of CII, NSDC, Planning commision,UGC	do	obal Needs as per policy ocuments of US O*NET, /orld Economic Forum, UNESCO
L1	Skill Development	R1	Creating Employement opportunities by Promoting Start-Ups	N1	Enabling optimal and effective marketing, communication to connect with their target audiences	G1	Economic Modeling and foreign trade
L2	Enhance productivity of all industrial sectors	R2	Progressive Labor Policies Industrial relations & Labour Legislation	N2	Digital India	G2	Develop information communication procedures
L3	Produce Quality Human Capital by fostering Innovation	R3	Optimise public and private investments	N3	Ensure quality education with relevant skills including basic competency in languages and communication	G3	Develop organizational policies
L4	Ease of Doing Business with good Governance	R4	Focus on Global business for sustainable development	N4	Ensure proper resource allocation and adoptin of IT to encourage SME's	G4	Analyze market relaated data and Communicate with Stake holders

Mapping of PEOs with Local, Regional, National and Global needs

>	Curricula developed have relevance	LOC	LOCAL NEED				EGI EEI	ONA DS	L	NAT	TIONA	L NEF	EDS	GLC	BAL	NEEDS	
		L1	L2	L 3	L 4	R 1	R 2	R 3	R4	N1	N2	N3	N4	G1	G2	G3	G4
PEO 1	To educate the business graduates to respond effectively in meeting the competitive business needs of the society.	V							v	V	v	v			v		v
PEO 2	To nurture the spirit of Entrepreneurship among the students that propagates the business world.		v			v										v	v
PEO 3	To train the students in emerging as efficient managers equipped with innovation, rationality and application oriented decision- making in the context of the ever- changing business environment.			v	v		v	V		v	v		v	v	v	V	v

PROGRAM OUTCOMES (POs):

PO	Description
a	Core Business Knowledge - Demonstrate competency in the underlying concepts, theory and tools taught in the core graduate curriculum.
b	Critical Thinking skills - Able to define, analyze and devise solutions for multifunctional business problems and issues in the areas of Marketing, Finance, Human Resources and Production.
с	Global Perspective - Identify and analyze relevant global factors that influences decision making in International Business Perspective
d	Investigation of complex problems - An ability to use research-based knowledge and research methods including design of innovative processes, analysis and interpretation of data and synthesis of the information to obtain solutions to organizational problems
e	Application of Statistical and Analytical tools - Ability to create, select and apply appropriate analytical tools, techniques and methods in the modern management activities.
f	The Manager and society Ability to apply reasoning informed by the contextual knowledge to assess societal, health, safety and cultural issues and the consequent responsibilities relevant to the professional management practices.
g	Legal Environment and sustainability - Ability to demonstrate the knowledge of contemporary issues in legal aspects, understanding and reporting their impact on societal and environmental contexts, leading towards sustainable organizational development through entrepreneurial orientation.
h	Ethics& Corporate Social Responsibility -An ability to apply ethical principles and commit to professional ethics and responsibilities and norms of management practice. Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders.
i	Individual and Team Work An ability to perform different roles effectively as an individual and a member or leader in diverse teams and in multi-disciplinary streams with entrepreneurial edge.
j	Communication -Ability to communicate effectively oral, written reports and graphical forms on complex managerial and administrative activities.
k	Project Management and Finance Ability to demonstrate knowledge and understanding of the business and operational activities and having sound knowledge in the financial aspects and applying those conceptsto manage projects in multi-disciplinary environments.
1	Lifelong Learning An ability to recognize the need for and having the preparation and ability to engage independent and life-long learning in global context of technological and organizational change.

PROGRAM SPECIFIC OUTCOMES -BBA-MBA INTEGRATED PROGRAM

- 1. Student will be able to disseminate knowledge on critical functions of managing Finance, Human Resources, Operations, Marketing and Systems to earn competitive advantage.
- 2. Graduates will be able to exhibit Skills in the tools and techniques used for business decision-making and equip for immediate employment in their specialized donail areas.

K L U BUSINESS SCHOOL BBA-MBA INTEGRATED PROGRAM PO – PEO MATRIX

РО		РЕО	
	PEO 1	PEO 2	PEO 3
a	 ✓ 		
b			~
c		×	✓
d			
e	~		√
f		~	
g	~	✓	
h	✓		
i			✓
j			✓
k	✓	~	
1	~	✓	✓ ✓

BBA-MBA INTEGRATED PROGRAM

Courses Introduced and syllbus revised into curriculam DURING 2017-18 as per the Local, regional, national and global needs

Co	urses introduæd as per Local Needs	Courses introduæd/Revised as per Regional Needs	Cou	rses introduced as per National Needs	Cou	rses introduæd as per Global Needs
	Course Name	Course Name		Course Name		Course Name
L1	Fundamentls of Income Tax (17BB21C2) Assessment of Direct Taxes (17 BB22C3) Introduction to Business Analytics (17MB52C3), Media Planning (17MB61K0) Search Engine Optimization (17MB61K1)		N1	Customer Relationship Management (17MB62M7) Affiliate Marketing (17MB61K2), Social Media Marketing &Analytics (17MB61K3), Mobile Marketing 17MB62K4, Email & Content Marketing (17MB62K5), E Commerce (17MB62K6), Digital PR & Corporate Communication (17MB62K7)	G1	
L2		Industrial relations & Labour	N2		G2	Customer Relationship Management

		Legislation(17MB61H2)			(17MB62M7)
L3	Business Analytics in HR –I (17MB61U2), Business Analytics in HR –II (17MB61U6)	Security Analysis & Portfolio Management (17MB61F1) International Financial Management (17MB61F2) Business Analytics in Finance -I (17MB61U3), Business Analytics in Finance -II (17MB62U7),	N3	G3	
L4	Industrial relations & Labour Legislation (17MB61H2)		N4	G4	Business Analytics in HR(17MB62H7), Business Analytics in Marketing (17MB62M5), Business Analytics in Finance (17MB62F5) Introduction to Business Analytics (17MB52C3), Advanced Analytics with R (17MB61U0), Business Analytics in Marketing –I (17MB61U1), Business Analytics in HR – I(17MB61U2), Business Analytics in Finance -I (17MB61U3), Business Forecasting & Econometrics (17MB62U4)

						Business Analytics in Marketing –II (17MB62U6) Business Analytics in HR – II (17MB61U6), Business Analytics in Finance -II (17MB62U7)
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					C	KLU BUSINESS SCHOOL BBA-MBA INTEGRATED PROGRAM CO-PO ARTICULATION MATRIX AY 2017-18													
S.		Course			Cr					1	1	P	0				1	PS	0
No	Course cod	e Name	L-T-P		Cr	Course Outcomes	a	b	c	d	e	f	g	h	i j	k	1	1	2
	17115100	English	2-2-0	3														\square	2
1	17HS109 Language Skills I Write effective drafts for self improvement Speak effectively that help individual development										3								
											3								
	Develop professional behaviors' in work contexts.										3								
						their personality and accommodate himself/herself ent contexts									3				
2	17BS114	Business Mathematics	3-2-0	4	Functions	s, different types of functions and limit of a function	3				1							<u> </u>	2
					Different	actions, different types of functions and limit of a function ferentiate the functions using standard derivatives and es of differentiation and determine the points of maxima minima		2											
					economic	rices and matrix operations various business and ics related problems such as resource allocation, tput analysis.		2											
					calculatio and be ab	se simple and compound interest to do business lculations such as value of money, present and future value id be able to differentiate which method should be used for fferent problems.													
3	17ES119	Introduction to IT	1-0-4	3	Understan software,	and the basic use of computer hardware and e, networks, and the Internet in the workplace and e acquired skills and concepts in the professional					3								2

					assignments.											٦
					Apply the knowledge of networks for effective business					3						
				_	operations expansions. Analyze business communication with effective use of Word											_
					and Excel.					3						
					Create business databases and dashboards using MS-Excel and MS-Access applications					3						
4	17HS110	Human Skills	3-0-0	3	Enhanced use of basic abilities in organizational scenarios and self-analysis						2	3	1		1	
					Appropriate use of Written and Oral Communication in Business world							3				
					Appropriate use of Written and Oral Communication in Business world						2		1			
					Development of interpersonal skills to succeed in the modern business world								1			
5	17BB11C4	Perspectives of Management	3-0-0	3	Apply the key management concepts along with an insight into skills and functions of managers	3										2
					Implement various tools and processes used in planning	3										
					Develop hands on in-depth knowledge and insight into organization and staffing related Issues	3										
					Analyze the link between planning and controlling, and the various means of directing, controlling thereby developing the ability to resolve managerial issues and problems.	3										
	17BB11C 5	Business Case Studies	3-0-0	3	Problem solving skills		3		2							
					Ability to use analytical tools, quantitative and/or qualitative, depending on the case		3									
					Ability to play the role of a decision maker in complex situations				2							
					Ability to cope with ambiguities.		3									
				· 		1	1	1								1
1	17HS111	English Language	2-2-0		3 Write effective drafts for self improvement								3			2

		Skills II												
					Speak effectively for individual development						3			
					Develop professional behaviours in work contexts.						3			
					Improve their personality and accommodate himself / herself in different contexts						3			
2	17BB12C1	Introduction to Financial Accounting	3-2-0	4	Understand and apply different methods of depreciation to find out the net value of assets	3						2	1	
					Understand and apply various methods of marinating accounts of branches	3								
					Understand and Apply various bases of allocation of common expenses and incomes while preparing departmental accounts							2		
					Analyze final statements of a company							2		
3	17BS115	Business Statistics	3-2-0	4	Capable to calculate and interpret basic descriptive statistics	3		1	-					2
					Calculate probabilities for simple events from a variety of random experiments or surveys and describe basic probability distributions	3								
					Understand and be able to perform statistical inference in the form of confidence intervals and hypothesis tests	3		1	_					
					Identify the appropriate trends in the evaluation, analysis and prediction in business decisions			1	-					
4	17BB12C3	Indian Business Environment	3-0-0	3	Understand different business environments in which various organizations operate.	3			2	1				2

					Identify different factors affecting the day-to-day				2					
					operations of the Business. Develop decision-making ability in real time business									
					situations.					1				
					Develop operational and analytical skills to tackle				2	1				
					business problems in different sectors.				2	1				
		Managerial			Measure the responsiveness of consumers' demand to									2
5	17BB12C4	Economics		_	changes in the price of a good or service, the price of	3				1				
U			3-0-0	3	other goods and services, and income.	5				1				
					Understand the different costs of production and how	3				1				
					they affect short and long run decisions	-					_			
					Categorize any real world market as being competitive, oligopolistic, or monopolistically									
					competitive, ongopolistic, or monopolistically competitive and to describe to a non-economist how									
					that market structure affects firm decisions.	3								
					Analyze different types of competition that exist in									
					external environment.					1				
~	17HS112	Environment			Understand the natural environment and its				1	2				
6	1/H5112	Science	3-0-0	2	relationships with human activities.				1	3				
					Understand the principles of ecology and									
					environmental issues that apply to air, land, and water				1	3				
					issues				1	5				
					Demonstrate an understanding of current					3				
					environmental challenges.					5				
					Analyze the social, economic, and political and policy									
					dynamics involved in both the emergence and the									
					resolution of environmental problems and restoration of degraded environments									
					of degraded environments									
									1	3				
			1	L	1	1	1 1	1	1			1	I	
1														

1	17BB21C0	Macro		Τ	Analyze the macro economy using national income and							
1	1/BB21C0	Economics	3-0-0	3		3		1				
					Understand the causes and effects of inflation and	3						Τ
					unemployment.				 \downarrow			\perp
					Analyze monetary and fiscal policy options as they relate to economic stabilization in the short run and in the long run.			1			_	
_					Understand how comparative advantage provides the basis for gains through trade			1			1	
2	17BB21C1	Financial Accounting	3-2-0	4	Understand and apply different methods of depreciation to find out the net value of assets	3				2		
					Understand and apply various methods for maintaining accounts of branches.	3						
					Understand and Apply various bases of allocation of common expenses and incomes while preparing departmental accounts					2		
					Analyze financial statements of a company	3				2		
	17BB21C 2	Fundamentals of Income			Understand the fundamental principles of Income tax.	1		3				
		Tax	3-2-0	4				Ĩ	\downarrow	\square		\perp
					Know about income from agriculture.			3				
					Calculate Residential status and incidence of tax.	1			+			+
					Gain Knowledge to compute Income under five heads.			3				
4	17BB21K3	Foreign Language	2-1-0	3	Learn vocabulary, pronunciation and different accents		2					
					Understand grammar		2					
					Understand and create different kinds of messages in French in various experiential situations for a variety of purposes.		2					
					Students will apply knowledge of the French language for		2					

					specific communication needs.									٦
5	17BB21C4	Statistical Data	1-0-4	2	Understand the basis terminals as and environment in SDSS		3	 	2					_
		Analysis	1-0-4	3	Understand the basic terminology and environment in SPSS Understand different levels of measurement and Permissible statistics in SPSS		3						1	_
					Apply the ability to build the databases in SPSS				2					
					Analyze the data through Descriptive and inferential statistics for various levels of measurement in SPSS. Verifying through Lab		3							
	17BB21K5	Business Communicatio n	2-2-0	3	Write effective drafts for self improvement						3			2
					Prepare effective reports and proposals that help individual development.						3			
					Develop professional behaviours in work contexts.						3			
					Perceive organizational culture and accommodate himself/ herself in different cultural contexts						3			
				·				·						
1	17BB22C0	Company Law	3-0-0)	Understand the Procedure Relating to Convening and Proceedings of meeting in a company prescribed by companies act of 2013.	1				3				2
					Analyze different sources of the capital and the role and responsibilities of various parties involved in it.					3				
					Analyze the procedures involved in Reconstruction, rehabilitation and amalgamation under various modes.	1								

										3					
2	17BB22C1	Financial Management	3-2-0	4	Understand on basics of management of business finance	3						2	1	1	
					Evaluate the long term and short term investment decisions	3									
					Evaluate the financial and divided decisions by using different techniques of valuation	3						2			
					Determine the working capital requirements in order to maintain optimum level of working capital in the organization							2	1		
	17BB22C2	International Business Environment	3-0-0	3	Analyze international factors that affect business decisions		3		2	1					2
					Practice regional economic integration and political integration.		3								
					Analyze issues involved in managing International finance and HR.				2	1					
					Evaluate Cognitive knowledge of global issues, to internationalize business.				2						
3	17BB22C3	Assessment of Direct taxes	3-2-0	4	Understand various provisions of set off and carry forward of losses.	1				3					
					Identify Deductions under Sec 80.					3					
					Assess the taxable income of an individual.	1									
					Assess the taxable income of Partnership firms and Hindu Undivided family.					3					
5	17BB22C4	Business Research Methods	3-2-0	4	Understand and independently apply the research process to business problems.			3 2	2					1	
					Evaluate different statistical methods that are applicable to specific research problems.			3							
					Take data driven business decisions			2	2						

							3						T	٦
					Analyze organizational data using software packages		3							
		Business			The students will be able to understand and apply the									2
	17BB22C5	Law			law relating to formation, performance and discharge	1			3	2				
		Law	3-0-0	3	of contracts and special contracts.	1			•	,				
					The students will be able to acquire legal knowledge									
					relating to transactions involving Sale of Goods and									
					also apply appropriate remedies available under the									
					Act					,				
					The students will be able to comprehend the use of									
					negotiable instruments ie. Promissory Notes, Bills of									
					Exchange and Cheques. The students will also be able									
					to create new instruments, discharge their liabilities									
					and avail their rights under the instruments effectively.	1								
					The students will be able to understand the nature of									
					partnership and also appreciate the law governing									
					relationship between the partners and working of									
					partnership				3	5				
								<u> </u>					 ł	T
1		Management	3-2-0	4	Understand the concept of management accounting			ТТ					1	+
-	17BB31C0	Accounting	520	1.	and financial statement analysis.	3						2	1	
		Thee outling		-	Analyze the ratios, funds flow and cash flows and								\rightarrow	
					applying those techniques for the analysis of financial									
					health of the organisation.	3								
					Design, evaluate, and submit budget reports to the top			+					-+	_
					management for proper financial decisions							2		
					Execution and evaluation of company financial			+	+				\rightarrow	-
					reports with the help of Management Accounting.	3						2		
2			1-0-4	3	The students will be able to use the effective language			+					-+	2
~			1-0-4		to convey clear business message to achieve a									4
	17HS116	Soft Skills			predetermined purpose, develop self discipline and									
					should have a dressing sense in different occasions.						3			
					The students will be able to understand the importance			+	_	+			-+	_
					of telephone, email, dining, office manners so that						3			
					or telephone, eman, during, office manners so that									

					they can able to succeed in careers and in business.										
					The students will be able to analyze the importance of										
					all types of communication like Intra, interpersonal										
					communication, team building, ability to talk in a							3			
					group.							5			
					The students will be able to understand the importance										
					of cross cultural communication, power of										
					negotiation, assertiveness, becoming professional in							3			
					all spears of life.							5			
3	17BB31C2	Organization			Ability to manage people with an understanding of	1				2	3			1	
	17005102	al Behaviour	3-0-0	3	Individual behavior.	1				2	5				
					Ability to manage groups with an understanding of the						3				
					Group behavior and leadership.						5				
					Ability to motivate in competitive business					2					
					environment					2					
					Ability to perceive organizational culture and										
					implement organization Change and Development	1				2					
					interventions.	1				2					
4	17BB31C3	Marketing			Explain the key terms, definitions, and concepts used	3	1							1	
	17005105	Management	3-0-0	3	in the study of Marketing Management.	5	1								
					Apply the knowledge of marketing concepts to										
					analyze changing marketing environment and factors	3									
					influencing success in the market	5									
					Evaluate the effectiveness of marketing decisions and		1								
					their applicability in a given environment		1								
					Create better marketing programs and strategies	3	1								
					basing on the knowledge of Marketing concepts	5	1								
					Apply quantitative modeling and data analysis									1	2
	17BB31C4	Business			techniques to the solution of real world business										
	17003104	Analytics			problems, communicate findings, and effectively			,	3						
			2-4-0	4	present results using data visualization techniques.			·	ر						
					Apply ethical practices in everyday business activities					I					
					and make well-reasoned ethical business and data			,	3						
					management decisions.										

6	17BB31C5	Project Management	3-2-0	4	techniques ut Apply princip business prot to solve real- Apply knowl scope, projec budgets, proj human resour (reports, mee	knowledge of statistical data analysis ilized in business decision making. Dels of Data Science to the analysis of lems and also Use data mining software world problems edge and skills to manage the project a time and work flow, project cost and ect resources, project quality, project ce requirements, project communication tings, correspondence, etc.) project project risk management.			3 3			3	
					Problem solv						3	3	
					quantitative s						3		
					The role of a	Decision maker in complex situations						3	
1	17BB32C0	Operations Management		3-2-0		4 Illustrate the general concepts of overall plant and production management using appropriate analysis tools	3	2			1	L	
						Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service	3				1	L	
						Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems		2]		
						Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations	3						

2	17BB32C1	Human Resource Management	3-0-0	3	Integrated perspective on role of HRM in modern business	3					2		1	
					Ability to plan human resources and implement techniques of job design	3								
					Competency to recruit, train, and appraise the performance of employees						2			
					Rational design of compensation and salary administration and ability to handle employee issues						2			
3	17BB32C2	Management Information Systems	3-0-0	3	Understand the information needs of an organization and a business function.				3					2
					Evaluate effectiveness of decision making process and identify it's tools.				3					
					Apply DSS techniques for effective decisions				3					
					Design parameters for MIS application, for data analysis uses.				3					
4	17BB32C3	Innovation & Entrepreneur ship	3-0-0	3	Explain and apply the key terms, definitions, and concepts used in the study of Innovation and Entrepreneurship Development			3				2		2
					Demonstrate how as an entrepreneur he can use the concepts of Innovation, to create new product , services and business processes			3						
					Construct a well structured business plan by including all the necessary elements of the business plan							2		
					Demonstrate how as an entrepreneur he can use the concepts of Entrepreneurship, to develop a new			3				2		

					entrepreneurial organization							
		Strategic			Articulate a vision that gives meaning						1	_
5	17BB32C4	Management			to all the firm's stakeholders of the	3		2	1			
5		Wianagement	4-0-0	4	firm's objectives	5		2	1			
					Formulate a strategic plan that							
					operationalizes the goals and	3						
					objectives of the firm	5						
					Identify the resource endowments							
					specific to the firm and those that are			2	1			
					homogeneous to industry participants			2	1			
					Evaluate and revise programs and							
					procedures in order to achieve	3			1			
					organizational goals	5			1			
					Develop analytical and critical						1	
6	17BB32C7	Management			thinking skills necessary to make							
	17005207	of SME's			sound financial decisions in business					3		
			3-0-0	3	and personal arenas.					5		
					Exhibit risk management skills							
					necessary to succeed in challenging					3		
					environment					5		
					Apply sound business and economic							
					principles to successfully launch and					3		
					effectively manage SMEs.					5		
					Design a well-presented business							
					plan and model that is feasible for					3		
					SME startup.					5		
		Business				1						2
		Ethics &										-
	17BB41C1	Corporate			Gain knowledge about differences							
	1,22.101	Governanc			between ethics and morals, various							
2		e	3-0-0	3	ethical theories			1	3			
_					Have proficiency about the definition,							_
					objectives, natures and sources of			1				

					ethics.					
					Have adequate knowledge in ethical					
					issues in corporate governance, the			3		
					problems of whistle blowing.			3		
					Become an expert in ethical issues in					
					employer-employee relations, ethical		1			
		Elective-			issues in marketing.					
1'	7BB41CXX	1	3-0-0	3	C01					
					CO2					
					CO3					
					CO4					
1	17BB41XX	Elective -								
		2	3-0-0	3	CO1				_	
					CO2					
					CO3					
					CO4					
1	17BB41XX	Elective - 3	3-0-0	3	CO1					
					CO2					
					CO3					
					CO4					
1	17BB41XX	Elective 4			C01					
					CO2					
					CO3					
					CO4					
1	17BB41XX	Elective			C01					

		(Sectoral)										
					CO2							
					CO3							
					CO4							
1	17BB42N0	Internship		12		3	3				3	2
2	17BB42P3	Project		8		3	3	3			3	2
	17BB51E0	Managem ent Applicatio n Project	3-0-6	6	CO1	3	3	3			3	2
	17BB51CXX	Elective 1	3-0-0	4	CO1							_
					CO2							
					CO3							
					CO4							
	17MB51XX	Elective 2			CO1							
					CO2							
					CO3							
					CO4							
	17MB51XX	Elective 3			CO1							

					~~~							٦
					CO2							_
					CO3							
					CO4							
	17MB51XX	Elective -4			C01							
					CO2							
					CO3							
					CO4							
	17MB51XX	Elective										
		(Sectoral)			CO1							
					CO2							
1					CO3							
					CO4							
	17MB52E0	Manageme nt Application Project		20		3	3	3			3	2

# FUNCTIONAL SPECIALIZATIONS

5	Course code	Course Name	L-T-P	С	Course Outcomes.					PO	C					PS	Ο
5	Course coue		17-1-1	r	Course Outcomes.	a	b	c	d	e f	g	h i	j	k	l	1	2
	MARKETING	j															
1	17MBx1M0	Consumer Behaviour	3-0-0	3	Apply concepts used in the study of consumer behavior	1	2									1	2

					Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision	1	2						
					Apply the knowledge of consumer behaviour to analyse the changing consumer perceptions, attitudes, values and lifestyles and overall behavior		2						
					Create better marketing programs and strategies basing on the knowledge of consumer behavior	1							
2	17MBx1M1	Services Marketing	3-0-0	4	Implement the best practices of the Services Marketing	1	2					1	2
					Apply knowledge of Customer Relationship techniques in the corporate world		2						
					Analyze, interpret and solve problems in service Recovery	1							
					Perform lifelong learning and professional development to enrich the services marketing strategies.	1	2						
3	17MB61M2	B2B Marketing	3-0-0	3	Understand the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour.		2	1					2
					Design strategies and structures to effectively serve the B2B market.		3						
					Strategize Buyer seller relationships including channel distribution strategies			3					
					Implement product strategies which enables her/he to develop a business		3						

					marketing plan for a real local company that mainly targets business customers										
3	17MBx1M3	International Marketing	3-0-0	3	Assess various foreign markets			3				1	1	1 :	2
					Analyze the impact of cultural, social, political and economic factors on marketing strategies			3							
					Determine when to use different market entry and penetration strategies			3							
					Examine the different skills and systems required to implement marketing strategies across country borders			3							
4	17MBx2M4	Sales and Distribution Management	3-0-0	3	Understand basic concepts of sales management	1	2					1	1		2
					Design and implement the strategies for building sales volume.	1	2								
					Evaluate performance of sales force and develop ability to organize and control sales related activities.	1									
					Design distribution network and analyze the performance of channel members.		2								
5	17MBx2M5	Business Analytics in Marketing	3-0-0	3	Understand and analyze customer data.		2		3				1		2
					Analyze and interpret marketing data through various methodologies.		2								
					Make data-driven managerial decisions.				1						
					Communicate research findings in the language of decision makers		2								
6	17MBx1M5	Brand Management	3-0-0	3	Describe and identify all the components of Brand Management.	1	2						1		2
					Design, implement and evaluate Branding Strategies.		2								

					Describe and analyze Brand Portfolio and	3									
					how it can be built and developed.									_	
					Evaluate sources of "Brand equity" as well as outcomes of "Brand equity".		3								
			3-0-0		Apply the concept of CRM, the									1	2
			5-0-0											1	<u> </u>
	17MBx1M7	Customer Relationship			benefits delivered by CRM, the										
	1/IVIDXIIVI/	Management			contexts in which it is used, the										
7					technologies that are deployed and	1	2								
					how it can be implemented.	_									
					Implement how CRM practices and										
					technologies enhance the										
					achievement of marketing, sales and										
					service objectives throughout the										
					customer life-cycle stages of										
					customer acquisition, retention and										
					development whilst simultaneously										
					supporting broader organizational	3									
					goals.	5									
					Implement various technological										
					tools for data mining and also										
					successful implementation of CRM		3								
					in the Organizations		5								
					Design customer relationship										
					management strategies by										
					understanding customers'										
					preferences for the long-term										
					sustainability of the Organizations.	2									
II								•	•	•	·	·	•		
	FINANCE														
1	17MBx1F0	Financial Services and			Understand the role and function of the		2							1	2
1	1/10/10/11/0	Markets	3-0-0	3	financial system in reference to the macro		2								

					economy.								
					Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.	2							
					Evaluate and create strategies to promote financial products and services.								
					Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial firms/industry.	2							
2	17MBx1F1	Security Analysis & Portfolio management	2-2-0	5	Explored to different avenues of investment.	2		1				1	1 2
					Equipped with the knowledge of security analysis.	2							
					Apply the concept of portfolio management for the better investment.			1	Ĺ				
					Invest in less risk and more return securities.	2		1					
3	17MBx1F2	International Financial Management	2-2-0	5	To excel in understanding the environment of international finance and its implications on international business.		3				2	1	1 2
					To understand the functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting.		3						
					To apply the techniques of reducing risks and to identify risk management strategies.						3		
					To explore the sources of long term		2						

					finance and design financial strategies and to integrate the global developments with the changing business environment in India.										
4	17MBx1F3	Principles of Taxation	2-2-0	3	Understand the fundamental principles of Income tax.			1		3			]	1	2
					Find various incomes which are exempted from Income tax.			1							
					Calculate Residential status and incidence of tax.					3					
					Gain Knowledge to compute Income under five heads.					3					
5	17MB62F4	Financial Derivatives (Pre- requisite: Security Analysis)	2-2-0	3	Students will be able to analyze the risks in different financial markets.	1		2					1	1	2
					Acquire the ability to selection of various options and then can apply them to specific markets.	3									
					The student will be able to strategically manage the financial derivatives.			2							
					The student will be able to analyze various models in order to take wise decisions for improving their wealth	1									
6	17MBx1F5	Business Analytics in Finance	2-0-2	3	To understand the application of Excel & R.			1	3				1	1	2
					To gain knowledge on application of R and Excel on financial data.			1	3						
					To analyze financial statements with the help of Excel & R.				3						
					Application of R in stock market and banking applications.			1							
7	17MBx1F6	Taxation Planning	2-2-0	3	Learn various provisions of set off and carry forward of losses.		1			3		1	]	1	2

					Acquaint with Deductions under Sec 80.	1							
					Assess the taxable income of individuals, Partnership firms and Hindu Undivided family.				3				
					Apply various principles of tax planning, avoidance and management.				3				
8	17MBx1F7	Project Management	2-2-0	3	Understand tools and considerations used in assessing and selecting suitable projects.	2					1	1	2
					Appraise the usefulness of planning, monitoring and control techniques as means of achieving business improvement and change.		3						
					Evaluate a project to provide cost estimates and to plan the various activities					3			
					Develop team building skills required to support successful performance.					3			
III													
	HR												
1	17MBx1H0	Performance Management System	3-0-0	3	Identifying the elements and describe the purpose of a performance management system	2		1				1	2
					Outline the process of designing and implementing a performance management system	2							
					Identifying different types of reward systems, performance appraisals, analyzing performance through various measuring tools Developing and implementing	2		1					
					performance consultation.			1					

2	17MBx1H1	Training and Development	3-0-0	3	Understand basic concepts associated with learning process, learning theories, training and development;	2	]	L				1	2
					Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;	2							
					Analyze emerging trends in training and development; and		1	L					
					Relevance and usefulness of training expertise in the organizational work environment.	2							
	17MBx1H2	Industrial Relations &Labour Legislation			Operate in the changing industrial relations in India				2	1		1	2
					Handle industrial disputes in Indian organizations				3				
					Interpret legal aspects of employee compensation					3			
					Implement legal aspects of employee benefits				2				
3	17MBx1H3	Leadership in Organizations	3-0-0	3	Capacity to apply leadership in changing business environment	2				3		1	2
					Equip the learners with skills, tactics, styles for leadership roles	2							
					Understanding of executing leadership in organizations					3			
					Ability to develop leaders in organizations	2							
2	17MBx1H4	Compensation Management (Pre-requisite: Performance Management Systems)	3-0-0	3	Recognize how pay decisions help the organization achieve a competitive advantage.	2	1	L				1	2
					Analyze, integrate, and apply the knowledge to solve compensation related	2							

					problems in organizations.						
					Demonstrate comprehension by						
					constructing a compensation system						
					encompassing; 1) internal consistency, 2)						
					external competitiveness 3) employee						
					contributions, 4) organizational benefit	2					
					systems, and 5) administration issues.	4					
					Design rational and contemporary						
					compensation systems in modern		1				
					organizations.		1				
3	17MBx1H5	Strategic Human Resource Management	3-0-0	3	Integrate HR with the business strategy	3	1			1	2
					Develop competency to enhance employee development	3					
					Gain rational ability to manage						
					performance strategically		1				
					Develop competency to implement global	2	1				
					HR practices	3	1				
		Human Resource	3-0-0	3	Competency to perform HRD					1	2
	17MBx1H6	Development			functions						
4		(Pre-requisite: Training & Development)				2	1				
					Competency to design and implement	2					
					and evaluate HRD programs						
					Competency to be an expert in organizational climate and development	2	1				
					Competency to execute HRD instruments		1				
6	17MBx1H7	Business Analytis in HR	3-0-0	3	Gain expertise with HR metrics and analytics.	1	2			1	2
				1	Improving HR processes by capability						
					planning translated to practice.	2					
					Use of HCM 21 ® Model for enhanced		3				
					staffing and retention.		5				

				Leveraging Human Capital Analytics in organizations.			2			
BUSINESS A	ANALYTICS									
17MB61U0	Advanced Analytics with R	3-0-0	3	Compute the regression model for time series data that has correlation within itself.		2				
				Optimise business situations where two variables do not move in a linear fashion.		2				
				Test hypothesis for experiments involving different treatments				2		
				Model continuous outcomes that depend on more than one input variable.				2		
17MB61U1	Business Analytics in Marketing -I	2-0-2	3	To Understand the application of R for Marketing Data		2				
				To examine the Product and Sales Performance of a firm		2				
				To Analyze the effectiveness of pricing Strategies adopted by retailers				2		
				To Analyze the impact of location, promotion strategies and Other areas of Marketing				2		
17MB61U2	Business Analytics in HR	2-0-2	3	Evaluate buy in for HR analytics		2				

	-I			driven solutions and decisions				
				Drive short, long and medium term results through effective application of analytics	2			
				Develop strong foundational skills in statistics to deliver quality results		2		
				Apply analytics maturity model to plan for HR's journey		2		
17MB61U3	Business Analytics in Finance -I	2-0-2	3	To analyze the time series data using R	2			
				To predict the stock market movements using Technical Analysis in R	2			
				To Evaluate the decisions by applying portfolio optimization models		2		
				To analyze the pricing of fixed income securities using R		2		
17MB62U4	Business Forecasting & Econometrics	3-0-0	3	Analyze the various components of time series data	2			
				Apply the classical methods of time series forecasting	2			
				Apply Modern Econometric Methods in time series forecasting		2		
				Applying Forecasting methods on organizational data.		2		
17MB62U5	Business Analytics in Marketing -II	2-0-2	3	To Understand the application of R for Marketing Data	2			
				To examine the Product and Sales Performance of a firm	2			

					To Analyze the effectiveness of			2		
					pricing Strategies adopted by retailers					
					To Analyze the impact of location,			2		
					promotion strategies and Other areas					
					of Marketing.					
			2-0-2	3	Students will be able to learn what	2				
		Business Analytics in HR			combination of data, technologies, and					
	17MB62U6	-II			tools can be used in people					
					management processes to improve					
					organization's performance.					 
					Students will understand how and	2				
					when hard data is used to make soft-					
					skill decisions about hiring and talent					
					development Able to learn skills in company's talent			-		
					management decisions.			2		
					management deeplons.					
					This course in People Analytics is			2		
					designed to help to flourish in their					
					career, too.					
			2.0.2	2						 
		Designed Angleting in	2-0-2	3	forecast the time series data using econometrics models in R	2				
	17MB62U7	Business Analytics in Finance -II			econometrics models in R					
					analyze the pricing of derivatives in R	2				
-+					analyze the pricing of options in R		$\uparrow$	2		
					analyze credit Risk Modelling using			2		
					Logistic Regression in R					

DIGITAL M	ARKETING								
17MB61K0	Media Planning	3-0-0	3	Illustrate knowledge about Indian Media and Planning process	2				
				Evaluate all the characteristics of Media & Planning	2				
				Apply and Evaluate media strategies and implement them			2		
				Make decisions in terms of budgeting and media buying			2		
17MB61K1	SEO	3-0-0	3	Understand the basics of Search Engine Optimization		2			
				Understand how to customize search engine for target groups		2			
				Evaluate new keywords for their respective business websites			2		
				Evaluate and improve the visibility of websites and increase the website traffic			2		
17MB61K2	Affiliate marketing	3-0-0	3	Understand the principles benefits of affiliate marketing	2				
				Identify which types of affiliates are best for a particular business	2				
				Learn how to develop an effective affiliate marketing strategy		2			
				Apply a well-planned affiliate marketing program		2			

17MB61K3	Social Media Marketing &Analytics	3-0-0	3	Understand the Social Media Marketing in detail	2					
				Operate Social Media within the recommended guidelines & regulations	2					
				Use Social Media through content management effectively		2				
				Enhance the KPIs and improve campaign performance in a better way		2				
17MB62K4	Mobile Marketing	3-0-0	3	Understand & recognize new trends in Mobile Marketing	2					
				Create a mobile app for marketing of goods and services	2					
				Enhance the awareness about the relevant laws and guidelines, including privacy and data protection		2				
				Design different loyalty programs and prepare suitable strategies		2				
17MB62K5	E-Mail & Content Marketing	3-0-0	3	Recognize new trends in email and content marketing		2				
				Equip students with the data base building skills		2				
				Use different types of writings for different media's			2			

				Enhance their writing and storytelling skills				2			
17MB62K6	E Commerce	3-0-0	3	Recognize the impact of internet in business operations .	1						
				Identity challenges in managing business operations on daily basis	1						
				Make students equip with the appropriate skill set to perform business activities effectively			2				
				Overcome risks associated with payments and aware of the privacy issues			2				
 17MB62K7	Digital PR & Corporate Commmunication	3-0-0	3	Understand the growing importance of communication in corporates		1					
				Contribute to the planning of PR & Corporate communication		1					
				Identify the current emerging tools and techniques in PR & Corporate communication			2				
				Enhance the skills in terms of engaging different stake holder together			2				
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	SECTORAL	SPECIALIZATION																	
S.No.	Course code	Course Name	L-T-P	С	Course Outcomes.						PC	)							
<b>5.</b> 1 <b>1</b> 0.	Course code	Course Maine	L-I-P	r	Course Outcomes.	a	b	c	d	e	f	g	h	i	j	k	l		
	DANUZINIC																		
	BANKING																		
1	17BB41B0	Overview of Banking	3-0-0	3	Understand theIndian financial Services	1	2											1	
					Understand the role of central Bank and commercial banks	1	2												
					Analyze credit appraisal mechanism and regulatory system of Indian banking Industry		2												
					Analyze the functioning of various banks	1													
2	17BB51B1	Banking Service Operations	3-0-0	3	Apply the concepts, theoretical ideas and empirical findings to develop their own views on strategic decision making in Banks.		2									3			2
					Assess the implications of customer relationship management.		2												
					Analyze and evaluate the concepts of service quality metrics of banks											3			
					Apply the concepts, theoretical ideas related to Quality metrics and risk management to prepare risk management strategies in banks		2												
										_	_	_							
	FOREIGN TR	ADE																	ļ
1	17BB41T0	International Logistics Management	3-0-0		To understand the concepts Global 3 supply chain	1				2								1	

						analyze the role and components	1								
						International Logistics system	-		$\left  \right $	_		 +	 	+	<b> </b>
						alyze Ocean Transport and artering				2					
					Eva	aluate the problems and prospects	1								
						Fright Stations	1								
		Export & Import				derstand the process of									2
2	17MB51T1	Documentation &				umentation in International		1	3						
2		Insurance	3-0-0	3		iness		1	3						
						aluate the basic documents		2	3						
						uired for export and import		4	5						
					Un for	derstand the insurance procedure export and import	1		2						
					An	alyze the challenges of							3	;	
						umentation and insurance for									
					inte	rnational Business Organizations									
	HEALTHCAR	E MANAGEMENT													
1	17BB41D0	Overview of <b>Health</b> <b>Management</b>	care	3-0-0	3	Understand basics of Healthcare Sector	1				3			1	
						Analyze the role of clinical and diagnostic services	1								
						Evaluate the impact of hospital operations management					3				
						Evaluate the components and process of maintaining medical records	1								
2	17MB51D1	Management of Hea Operations	althcare	3-0-0	3	Implement the best practices of the health careServices					3		2		2
						Apply knowledge of financial management techniques in the corporate hospitals					3				
						Analyze, interpret and solve HR							2		

					related issues in the hospitals									
					Perform lifelong learning and						-			
					professional development to									
					enrich the professionalism by									
					learning production functions									
					and store management functions				3					
	HOSPITALIT										1			
	Y													
	MANAGEME													
	NT													
				3	Understand the context of Indian						1	1	1	
	17BB41V0	Overview of Hospitality			and international hospitality									
1	1/884100	Management			sector and its relation with	•								
1			3-0-0		tourism	3								
					Analyze the role of hotel									
					industry in enhancing the		•							
					experience of tourist		2							
					Analyze the differences between				•					
					food beverages and restaurants				2					
					Evaluate the changing trends in		•							
					hospitality industry in India		2							
2	17MB51V1	Managing Hospitality		3	Understand the operations of	3								2
Z	1/101051 0 1	Services	3-0-0		hotel industry in India	3								
					Analyze the strategy followed									
					the financial and accounting		1							
					department		1							
					Analyze the strategies followed									
					by hotel industries to market					1				
					their services					1				
					Evaluate the changing						1			
					dimensions of HR and CRM in		2							
					hospitality industry		2							
	INFORMATIO													
	Ν													

	TECHNOLOG										
1	Y 17BB41I0	IT Enabled Services	3-0-0	3	Understand the basic concepts of IT enabled services markets	2					2
					Analyze software technologies & Frameworks		2				
					Analyze the constituents of Medical Transcription Market		3				
					Evaluate the quality issues and challenges in IT Enabled Outsourcing Market					3	
2	17MB5111	Marketing of Software Solutions (Pre-requisite: Project Management)	3-0-0	3	Understand the basics of software enabled services	1	3				2
					Understand the marketing strategies for Software solutions	1				3	
					Evaluate the current state of software sector in India		3			2	
	MANUFACTU RING MANAGEME NT										
1	17BB41Z0	Overview of Manufacturing Management	3-0-0	3	Understand the origin and purpose of manufacturing industries	3					1
					Analyze the role of manufacturing organizations in the development of countries economy		3				
					Analyze various manufacturing practices followed to ensure safety and security of the employees			2			

					Evaluate the role of computers In enhancing the efficiency of tools used in manufacturing		2						
2	17MB51Z1	Operations Strategy	3-0-0	3	Understand the strategic issues in manufacturing	3						1	
					Analyze the methodology to be adopted for developing operations strategy		3						
					Analyze the role of quality as a strategic factor			2	,				
					Evaluate the use of information technology and management perspectives in enhancing investment decisions in operations		2						
	AGRO-BUSINE	SS MANAGEMENT											
1	17BB41W0	Overview of Agri- business Management	3-0-0	3	Understand the role of agriculture in Indian economy	3						1	
					Analyze the various forms of inventions in marketing agricultural products					2			
					Analyze the implications of corporate forming in retail revolution		2						
					Evaluate the role of ITAC, GATT, WUTU these in the trade of agricultural commodities								
2	17MB51W1	Agricultural Marketing	3-0-0	3	Understand the concept of seed production and marketing of pesticides	2				2			2
					Analyze the various grading and standardization strategy adopted to maximize the farm products marketing					2			

				Analyze various manufacturing channels adopted for agricultural commodities marketing     1
				Evaluate the role of marketing intelligence agencies in India
RETAILING	Ι			
17BB41R0	Overview of Retailing	3-0-0	3	Excel in the functions of a retailer. Student will be aware of the role of a retailer in global economy, career opportunities in retail, retail theories and various retail formats.
				Gain practical expertise in designing of retail marketing strategies including Retail communication mix and pricing strategies. Further he/she can able to understand role of consumer in retail environment and various factors influencing consumer behavior. Identify consumer motivations, shopping behaviors, loyalty programs and decision processes for a retail consumer and accordingly designing strategies to give a robust experience to consumers1
				Apply HR programs and identify initiatives to improve operations and Employee retentions22
				Understand measures of financial performance including strategic profit model     1
17MB51R1	Manageme nt of Retail Operations	3-0-0	3	Design the factors influencing store location and location strategies including store layout and space planning. 2 3 3
				Understand store environment, the roles and responsibilities of a store manager and build strategies to enhance the store loyalty.2

Source, plan and procure merchandise for a retail organization and also able to design suitable promotion mix strategies for a Retail store.					3		
Implement trends and practices of supply chain management in retail.	2						