



## **Program Outcomes (PO) of BBA (H) with effect From Academic Year 2023-24**

**PO 1 Fundamental and Domain Knowledge:** Learn to express, demonstrate, interpret and apply the knowledge of theories and principles of management in the business administration.

**PO 2. Innovative Thinking & Problem Solving** – To provide a creative framework for potential growth and solutions, to deal with problems by applications of different problem- solving theories.

**PO 3. Critical Thinking** – To promote independent thinking, scrutinizing the assumptions and business problems using appropriate data for the effective solutions.

**PO 4. Effective Communication** - To enlighten the students with appropriate communication skills & soft skills, understand different styles and types of communication.

**PO 5. Leadership and Team Work** – To understand its impact on the functioning of the organization, learning leadership styles and its implications in the business environment and understanding significance of team work and team building.

**PO 6. Global Orientation and Cross-Cultural Appreciation** - To understand challenges prevailing within the organization, nation and globally. To acknowledge cross-cultural aspects of management.

**PO 7. Entrepreneurship** - To understand Entrepreneurial opportunities prevailing and upcoming in the modern business context. To crack the scalability of the present business avenues and nurture start-ups.

**PO 8. Environment and Sustainability** – To learn ways to protect ecosystems, develop sustainable businesses by using relevant techniques in context of Climate change, water crisis/management, green washing, pollution control, etc.

**PO 9. Social Responsiveness and Ethics** - To understand the ability to recognise ethical validations and unethical practices in organization which in turn affects the societal benefits.

**PO 10. Life Long Learning** – To understand the need of self-initiated learning that focuses on personal development, to improve the quality of life and achieve personal goals as well as objectives of organization.

*P. Anusabhi*

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**School of Management, Commerce & Liberal Arts**  
**BBA (Honors') Programme**

**BBA Semester I**

**Course Title: Principles of Management**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Major/ Core	BBA230101	4	60					
				20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Understanding the concept and nature of Management and recognize various perspectives on Management.
2. Identify the steps involved in the process of management.
3. Design plans and take business decisions by using the apt tools and techniques.
4. Create organization charts, establish authority responsibility relationship, create departments and perform other functions of organization.
5. Identify the need for Staffing, Motivation & Leadership for adopt the best methods & Theories, styles.

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	High	Medium	High	Low	Medium	High
CO2	High	High	High	High	High	Medium	High	Medium	Medium	High
CO3	Medium	High	High	Medium	Medium	Medium	High	Low	Medium	Medium
CO4	High	Medium	Medium	High	High	Medium	High	Low	Medium	High
CO5	High	Medium	High	High	High	Medium	High	Medium	Medium	High

  
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School of Management, Commerce & Liberal Arts

**BBA (Honours) Programme**

**BBA Semester I**

**Course Title: Financial Accounting**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
Major/Core	BBA230102	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Acquiring the knowledge of different accounting concepts, methods and statements.
2. Ability to prepare financial statements in accordance with appropriate standards.
3. Creating critical thinking skills for analysis of financial data of an organization.
4. Ability to interpret different financial statements.
5. To make aware about accounting of Non-profit making organization

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Low	Medium	High	Low	-	-	High
CO2	High	Low	High	Low	Low	High	Low	-	-	High
CO3	High	Medium	High	Low	Low	High	Low	-	-	High
CO4	High	Medium	High	Low	Low	High	Low	-	-	High
CO5	High	Medium	Medium	Low	Low	High	Low	-	-	High

  
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School of Management, Commerce & Liberal Arts

**BBA (Honours) Programme**

**BBA Semester I**

**Course Title: Marketing Management**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Minor	BBA230103	4	60	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Understanding of the basic terms used in marketing and the differences between them.
2. Ability to apply the concepts, principles of marketing to improve marketplace performance
3. Understanding of Product Management Concepts
4. Ability to identify what drives customer value and importance of buying behaviour
5. Critically analyse an organization's Distribution system and branding strategies.

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	High	Medium	Medium	Medium	Low	Medium	High
CO2	High	High	Medium	High	Medium	Medium	High	Low	Medium	High
CO3	High	High	High	High	Medium	Medium	High	Low	Medium	High
CO4	High	High	High	Medium	Medium	High	Medium	Medium	Medium	High
CO5	Medium	Medium	High	Low	Low	Low	Medium	-	-	-

  
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School of Management, Commerce & Liberal Arts

**BBA (Honours) Programme**

**BBA Semester I**

**Course Title: Office Automation**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
MDC	BBA230104	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				10%	30%	10%	25%	25%

**Course Outcomes (COs)**

1. The understanding of the basic nature & scope of computer usage
2. The identification of various peripheral devices, internet environment, word processing, spread sheets and presentation in computer related terminology.
3. The knowledge about different computer concepts such as internet environment.
4. Ability to use digital resources at workplace for effective organization.
5. To equip students with practical knowledge of MS office

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Low	Low	-	-	Low	Low	-	-	Medium
CO2	Medium	Low	Low	-	-	Low	Low	-	-	Medium
CO3	Medium	Low	Low	-	-	Low	Low	-	-	Medium
CO4	Medium	Low	Low	Medium	Low	Low	Low	-	-	Medium
CO5	High	Low	Low	Medium	-	Low	Low	-	-	Medium

*Daurabhi*

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**School of Management, Commerce & Liberal Arts**

**BBA (Honors) Programme**

**BBA Semester I**

**Course Title: Communication Skills**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
AEC	AEC230101	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%		50%	

**Course Outcomes (COs)**

1. Incultation of different skills will be added in a student's career.
2. Students' employability skills will be enhanced.
3. Ability to speak in English will be improved through practice.

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Medium	High	High	Medium	Medium	Low	Medium	High
CO2	Medium	Medium	High	High	High	Medium	Medium	Low	Medium	High
CO3	Low	Low	Medium	High	Medium	Low	Low	Low	Low	High

  
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**School of Management, Commerce & Liberal Arts**

**BBA (Honours) Programme**

**BBA Semester I**

**Course Title: Foundation of Entrepreneurship**


Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
SEC	SEC230101	2	30	20%	30%		50%	

**Course Outcomes (COs)**

1. To know various theories of entrepreneurship and trends.
2. To identify various issues and challenges in starting a new venture.
3. To understand innovation and its implications
4. To create entrepreneurial mindset through understanding entrepreneurial personality

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	High	Medium	Medium	Medium	High	High	High
CO2	Medium	Medium	High	High	Low	Low	High	High	High	Medium
CO3	High	High	Medium	Medium	Medium	Medium	Medium	High	Medium	Medium
CO4	High	High	Medium	High	High	Medium	High	Medium	Medium	High



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**School of Management, Commerce & Liberal Arts**

**BBA (Honours) Programme**

**BBA Semester I**

**Course Title: Indian Economy & Business Model**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
IKS	IKS230101	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%		50%	

### **Course Outcomes (COs)**

1. Enlightening the students about the ancient fundamentals about Indian economics which will frame out a basic land of understanding the modern trends.
2. Understanding the Indian economic models during ancient India.
3. Enhancing the knowledge of Indian business models (pre – post independence) in comparison of world business models

### **CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Low	High	Medium	-	Low	Low	High	High
CO2	Medium	Medium	High	High	Medium	Medium	Medium	Low	High	High
CO3	Low	High	High	High	Medium	High	High	Low	Medium	Medium



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**BBA (Honours) Programme**

**BBA Semester II**

**Course Title: Organisational Behaviour**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
Major/ Core	BBA230201	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%		50%	

### Course Outcomes (COs)

1. To familiarize with the concept of individual, group and organisation behaviour at work.
2. To understand individual behavior in organizations due to diversity, attitudes, job satisfaction, emotions, personality, perception, motivation that influence the decision making and work.
3. To familiarize with concept of leadership and theories of motivation.
4. To explain how power and culture affect working relationships within organizations.
5. To ability to adapt the organizational change.
6. To understand the concept of stress and methods of managing the stress to improve the organizational performance.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	Medium	Medium	Low	-	High	High
CO2	High	Medium	Medium	High	Medium	Medium	Low	-	Medium	High
CO3	High	Medium	Low	Medium	High	Medium	Medium	-	Medium	Medium
CO4	Medium	Medium	High	High	Medium	High	Medium	-	High	Medium
CO5	Medium	Medium	Medium	Medium	Medium	Medium	Medium	-	Medium	Medium
CO6	High	Medium	Medium	Medium	Medium	Medium	Low	-	Medium	Medium

*(Signature)*

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**School of Management, Commerce & Liberal Arts**

**BBA (Honours) Programme**

**BBA Semester II**

**Course Title: Fundamentals of Economics**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
Major/ Core	BBA230202	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%		50%	

### **Course Outcomes (COs)**

1. The understanding of the basic nature & scope of economics.
2. The identification of various economic variables in general business atmosphere.
3. The knowledge about different micro economic concepts such as demand & supply.
4. Ability to forecast future demand for business.
5. Understanding various macro-economic indicators.

### **COPO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	-	High	Medium	High	-	High	Medium
CO2	High	Medium	Medium	-	High	Medium	High	-	High	Medium
CO3	High	High	High	-	High	Medium	High	-	High	High
CO4	High	High	High	-	High	Medium	High	-	High	High
CO5	High	High	High	-	High	Medium	High	-	High	High

  
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**School of Management, Commerce & Liberal Arts**

**BBA (Honours) Programme**

**BBA Semester II**

**Course Title: Financial Management**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
Minor	BBA230203	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%		50%	

**Course Outcomes (COs)**

1. The understanding of how the Indian financial system works.
2. The knowledge of different avenues of raising and investing funds to establish and run the business.
3. The ability to apply time value of money in taking financial investment decision
4. Enhancing the ability to understand operating cycle
5. Enabling students to know how to manage working capital finance

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Medium	–	Low	Low	High	–	–	Medium
CO2	High	Medium	Medium	–	Low	Low	High	–	–	Medium
CO3	High	High	High	Low	Medium	Low	High	–	–	High
CO4	High	High	High	Low	Low	Low	High	–	–	Medium
CO5	High	High	High	Low	Low	Low	High	–	–	High

  
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**BBA (Honours) Programme**

**BBA Semester II**

**Course Title: Foundation in Statistical Method**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
MDC	BBA230204	4	60	20%	30%		50%	

**Course Outcomes (COs):**

1. The understanding of the basic Mathematical Concepts.
2. The identification of structured Business Problems in a mathematical form.
3. Application of the mathematical concepts learnt to business courses.
4. Ability to test the hypothesis relating to economics, business and finance.
5. Analyzing business data using time series technique.

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	Medium	Low	Medium	Low	Medium	Low	Medium	Low
CO2	Low	Medium	Medium	Medium	Medium	Medium	High	Low	Low	Medium
CO3	High	High	High	Medium	Medium	Medium	High	Low	Medium	Medium
CO4	Low	High	High	Medium	Medium	High	Medium	Low	Medium	Medium
CO5	High	Medium	Medium	High	Medium	Medium	High	Medium	Low	Medium

*Daushahi*  
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**BBA (Honours) Programme**

**BBA Semester II**

**Course Title: Logical and Critical Thinking**

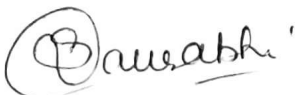
Category of Course	Course Code	Credit	Contact Hours	Internal			External	
AEC	AEC230202	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%		50%	

**Course Outcomes (COs)**

1. Ability to understand the basic concept of Logical and Critical Thinking and are able to solve problems
2. Increasing the analytical ability.
3. Helping students in employability in service-based company, government sector, PSU and in pursuing for higher studies also.

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	High	Medium	Medium	Medium	Low	Medium	High
CO2	High	High	High	High	High	Medium	Medium	Low	Medium	High
CO3	High	High	High	High	High	Medium	Medium	Low	Medium	High

  
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**School of Management, Commerce & Liberal Arts**

**BBA (Honours) Programme**

**BBA Semester II**

**Course Title: Identifying Entrepreneurial Opportunities**

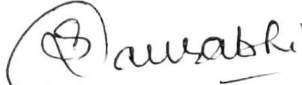
Category of Course	Course Code	Credit	Contact Hours	Internal			External	
SEC	SEC230202	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%		50%	

**Course Outcomes (COs)**

1. Exploration of opportunities from the market
2. Check technical, market, financial and other types of Feasibility of a business idea.
3. Develop business model to describe the rationale of how an organization creates, delivers, and captures value

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	Medium	Low	High	High	Medium	Medium	High
CO2	Low	Medium	High	Low	Low	Medium	High	Low	Low	Medium
CO3	Medium	High	Medium	Medium	Medium	Medium	Medium	Low	High	High

  
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**School of Management, Commerce & Liberal Arts**

**BBA (Honours) Programme**

**BBA Semester II**

**Course Title: Environmental Studies**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
VAC	VAC230201	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%		50%	

**Course Outcomes (COs)**

1. Enabling students to understand and realize the multi- disciplinary nature of the environment, its components, and inter-relationship between man and environment.
2. Understanding the relevance and importance of natural resources in the sustenance of life on earth and living standard. the importance of ecosystem, biodiversity, and nature.
3. Correlating the human population growth and its trend to the environmental degradation and developing the awareness about his/her role towards environmental protection. Identifying different types of environmental pollution and control measures.

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	High	High	High	Medium	High	Medium	Medium
CO2	High	High	High	Medium	High	High	Medium	High	Medium	Medium
CO3	High	High	Medium	High	High	High	Medium	High	Medium	Medium

*Sourabhi*

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# BBA (H)

## SEM 3



School of Management, Commerce & Liberal Arts

**BBA (Honors) Programme BBA**

**Semester III**

**Course Title: Business Environment**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
CORE	BBA230301	4	60	20%	30%		50%	

**Course Outcomes (COs):**

1. Understanding the concepts of Business environment & Macro/Micro environment
2. Ability to correlate current economic scenario and environmental impact on business
3. Ability to understand the importance of socio cultural factors affecting business operations
4. Identification of possible threats and opportunities from ever changing technological environment
5. Making students acquaintance with the knowledge of taking business globally

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	Low	High	High	High	Low	Medium	High
CO2	High	High	Medium	Low	High	High	High	Medium	Medium	High
CO3	High	Medium	High	Low	High	High	High	Medium	Medium	High
CO4	Medium	Medium	High	Low	High	High	High	Low	Medium	High
CO5	High	Medium	High	High	High	High	High	Low	Medium	High



**School of Management, Commerce & Liberal Arts**  
**BBA (Honors) Programme BBA**

**Semester III**

**Course Title: Corporate Social Responsibility**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
CORE	BBA230303	4	60	20%	30%		50%	

**Course Outcomes (COs)**

1. Create awareness of the CSR theoretical framework, its ethical foundation and importance to improve the general welfare.
2. Understand the meaning, definition, and nature and appreciate its role in adding human and social values.
3. Identify the key components of corporate social responsibility through case study and real life examples.
4. Provide students with comprehensive knowledge of stakeholders' expectations and sustainability challenges companies face.
5. This will help in inculcating entrepreneurial spirit with give back to the society for enhancing quality of life.
6. Demonstrate students that CSR is viable, when integrated into a global business strategy.



### CO PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Medium	Low	Low	Low	High	Low	High	Low
CO2	High	High	Medium	Low	Low	Low	High	Low	High	Low
CO3	High	High	Medium	-	Low	Low	High	Low	High	Low
CO4	High	High	Medium	Low	High	-	High	Low	High	Low
CO5	High	Medium	Low	Low	Low	Low	High	Low	High	Low
CO6	Low	Medium	Low	Low	Low	High	High	Low	Medium	Low



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**School of Management, Commerce & Liberal Arts**

**BBA (Honors) Programme**

**BBA Semester III**

**Course Title: Financial Literacy**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
AEC	BBA230303	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%		50%	

**Course Outcomes (COs)**

1. Increasing familiarities with financial literacy and its different aspects.
2. Leading them towards financial wellbeing by teaching to manage their money.
3. Making them literate about the personal tax structure of India
4. Enable them to understand the process of tax e filing

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	-	Medium	-	Medium	-	-	High
CO2	High	Medium	Medium	-	Medium	-	Medium	-	-	High
CO3	High	Medium	Medium	-	Medium	-	Medium	-	-	High
CO4	High	High	Medium	-	Medium	-	Medium	-	-	High

P. D. Daurabhi

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School of Management, Commerce & Liberal Arts

BBA (Honours) Programme

BBA Semester III

Course Title: Marketing Strategies for Start Ups

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
SEC	SEC230303	2	30	20%	30%		50%	

### Course Outcomes (COs)

1. Exploration of Marketing basics in real world
2. Understanding customer ways of reacting to marketing and various types of customers.
3. Understanding Brand and its importance as well as various techniques of Integrated marketing
4. Exploration of the new buzz social marketing basics

### CO PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	Medium	Low	Medium	Low	Medium	Low
CO2	Medium	Medium	Medium	Medium	Medium	Medium	High	Low	Low	Medium
CO3	High	High	High	Medium	Medium	Medium	High	Low	Medium	Medium
CO4	Low	High	High	Medium	Medium	High	Medium	Low	Medium	Medium

*Bausabki*

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**School of Management, Commerce & Liberal Arts**

**BBA (Honors) Programme**

**BBA Semester III**

**Course Title: Understanding India**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
IKS	IKS230302	2	30	20%	30%		50%	

### Course Outcomes (COs)

1. To understand the meaning and important of Indian Knowledge System
2. To identify the Actual foundational concepts for science and technology.
3. To understand the values of Humanities and Social Science.

### CO PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	Medium	High	High	High	Low	Medium	Medium	High
CO2	Medium	Medium	Medium	High	High	High	High	High	High	High
CO3	High	High	Medium	High	Medium	High	High	High	High	High

*Bausabhi*

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**School of Management, Commerce & Liberal Arts**  
**BBA (Honors) Programme**  
**BBA Semester III**

**Course Title: Information System**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
CORE	BBA230302	4	60	10%	30%	10%	25%	25%

**Course Outcomes (COs)**

1. Learners should be able to understand the concept and application of Information Systems
2. Learners should be able to create reports and represent data graphically using excel and access.
3. Learners should be able to understand and evaluate the Enterprise software based on the user requirements and the functionality it serves.

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	Low	-	Low	Low	-	Low	High
CO2	High	Medium	Low	Low	-	Low	Low	-	Low	High
CO3	High	Low	Low	Low	-	Medium	Low	-	Low	High

*B. Saurabhi*

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**School of Management, Commerce & Liberal Arts  
BBA (Honors) Programme BBA**

**Semester III**

**Course Title: Introduction to Psychology**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
MDC	BBA230304	4	60	20%	30%		50%	

**Course Outcomes (COs)**

1. To understand the meaning and important of Psychology in Everyday life
2. To identify the psychosomatic behavior and mental healing.
3. To understand different theories and methods in Psychology
4. To identify barriers to rectify different testing and assessments of Psychology
5. To understand the maximum user friendly techniques for ultimate professional use of the Psychology

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	Medium	High	High	High	Medium	Medium	High
CO2	High	High	High	Medium	High	High	High	Medium	Medium	High
CO3	High	High	High	Medium	High	High	High	Low	Medium	High
CO4	Medium	High	High	Medium	High	High	High	Medium	Medium	High
CO5	High	High	High	High	High	High	High	Medium	Low	High

*Baurabhi*

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COMMERCE AND LIBERAL ARTS

# **BBA**

# **SEM 4**



School of Management, Commerce & Liberal Arts  
**BBA (Honors) Programme**  
**BBA Semester IV**  
**Course Title: Production and Operations Management**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
CORE	BBA230401	4	60	20%	30%		50%	

**Course Outcomes (COs)**

1. To understand how production systems are used in managing operations
2. To understand the managerial responsibility for Operations
3. To gain an understanding and appreciation of the principles and applications relevant to the Planning, design, and operations of manufacturing/service firms.
4. To develop skills necessary to effectively analyze and synthesize the many inter-relationships inherent in complex socio-economic productive systems.
5. To apply quantitative methods to assist in decision making on operations management and strategy.

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	Medium	High	Medium	-	Medium	-	-
CO2	High	Medium	High	Medium	-	-	Medium	-	Medium	-
CO3	Medium	High	High	-	-	Medium	-	-	-	Medium
CO4	Low	High	Medium	-	High	-	-	Medium	-	-
CO5	Low	High	-	-	-	-	-	-	-	-

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School of Management, Commerce & Liberal Arts

**BBA (Honors) Programme BBA**

**Semester IV**

**Course Title: Project Management**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
CORE	BBA230403	4	60	20%	30%		50%	

**Course Outcomes (COs):**

1. Understand the contemporary and cutting edge Project Management.
2. Analyze stakeholder expectations and engagement to ensure a successful project outcome.
3. Manage projects effectively including the management of scope, time, costs, and quality, ensuring satisfying the needs of the project.
4. Apply project management practices in a variety of organizational and international settings.
5. Apply processes required to manage the procurement of a project, including acquiring goods and services from outside the organization.

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	Medium	High	Medium	Low	Medium	Low	Medium
CO2	High	Medium	High	Medium	Low	Low	Medium	Low	Medium	Medium
CO3	Medium	High	High	—	Low	Medium	Low	—	—	Medium
CO4	Low	High	Medium	—	High	Low	Low	Medium	—	Low
CO5	Medium	High	Low	—	Medium	Low	Medium	Low	Medium	Medium

*Pausabhi*

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**School of Management, Commerce & Liberal Arts**

**BBA Programme**

**BBA Semester IV**  
**Course Title: Soft Skills**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
AEC	AEC230404	2	30	20%	30%		50%	

**Course Outcomes (COs)**

1. Learners should understand the nuance of communication at workplace
2. The learners will be able to create various forms of business letters
3. The learners will be able to create various forms of business reports

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Medium	High	High	Medium	Low	Low	Medium	High
CO2	Medium	Low	Medium	High	Medium	Low	Low	Low	Medium	High
CO3	High	Medium	High	High	Medium	Medium	Medium	Low	Medium	High



**School of Management, Commerce & Liberal Arts**  
**BBA (Honors) Programme**  
**BBA Semester IV**  
**Course Title: Business Law**


Category of Course	Course Code	Credit	Contact Hours	Internal			External	
CORE	BBA230402	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%		50%	

**Course Outcomes (COs):**

1. Gaining knowledge of the branches of law which relate to business transactions
2. Making students aware about the legal implications for unpaid seller
3. Enhancing awareness regarding various negotiable instruments used in business
4. Making students acquainted with legal formalities for registering business as limited Company.
5. In the modern business world where consumer is king, Increasing knowledge for consumer's rights

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Medium	Low	Low	High	Medium	Medium	High	High
CO2	High	High	Medium	-	Low	Low	Medium	Medium	High	High
CO3	High	High	Medium	Low	Low	Low	Medium	Medium	High	High
CO4	High	High	Medium	-	High	Low	Medium	Medium	High	High
CO5	High	Medium	Medium	Low	Low	Low	Medium	Medium	High	High

  
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**School of Management, Commerce & Liberal Arts**

**BBA (Honors) Programme BBA Semester IV Course**

**Title: Human Resource Management**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Minor	BBA230404	4	60	20%	30%		50%	

**Course Outcomes (COs)**

1. To demonstrate knowledge about fundamental principles, generalizations, and/or theories and concepts in human resources management and Human Resource Planning.
2. To apply course material to improve thinking, problem solving, and decision making along with recruitment and selected and Induction in the advanced human resources management arena.
3. To assess potential and to prepare an employee through appropriate feedback and guidance for higher responsibilities which connects with monetary rewards and to act as a tool for Human Resource Development.
4. To secure industrial peace and harmony by providing machinery and procedure for the investigation and settlement of Industrial Disputes.
5. To create a productive, engaged workforce and to eliminate the perception that organized labor and management have a perpetually adversarial relationship.

**CO-PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	Medium	High	Medium	Low	-	High	High
CO2	High	High	High	High	Medium	Low	Low	-	High	High
CO3	High	High	High	High	Medium	Medium	Low	-	Medium	High
CO4	High	High	High	High	High	Medium	Low	-	Medium	High
CO5	High	High	High	High	High	Medium	Low	-	Medium	High

*Daurabli*



**School of Management, Commerce & Liberal Arts**  
**BBA (Honors) Programme**  
**BBA Semester IV**  
**Course Title: Finance and Funding for Start Up**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
SEC	SEC230404	2	30	20%	30%		50%	

**Course Outcomes (COs)**

1. Finance and its importance in the real world
2. Various ways of development of finance for the company
3. Understanding the importance of accounting and its impact
4. Importance of ratio and how its effects the balance sheet of the company

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	Low	Low	Low	Medium	Low	Medium	Low
CO2	Medium	Medium	Medium	Low	Low	Low	High	Low	Low	Medium
CO3	High	High	High	Low	Medium	Low	High	Low	Medium	Medium
CO4	High	High	High	Low	Low	Low	Medium	Low	Medium	Medium

*Bausabhi*

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**School of Management, Commerce & Liberal Arts**

**BBA (Honors) Programme**

**BBA Semester IV**

**Course Title: Emerging Technologies**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
VAC	VAC230402	2	30	10%	20%	20%	25%	25%

**Course Outcomes (COs)**

1. Learners should be able to understand the concept and application..
2. Learners should be able to apply the tools, functions in Power BI and Tableau at the beginner's level
3. Learners should be able to create a dashboard.

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	Medium	-	High	Low	-	-	High
CO2	Medium	Medium	Medium	Medium	Low	High	Medium	-	-	High
CO3	High	High	High	High	Low	High	Low	-	-	High

*Baurabhi*

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## **Programme Outcomes BBA From Academic Year 2020-2021**

**PO 1: Professional Competence and Skills:** Equip students with the professional skills required for a successful career in business, including communication, leadership, teamwork, and problem-solving skills. Prepare students for professional certifications and higher education opportunities.

**PO2: Management Knowledge:** To develop students' Comprehensive management knowledge that can help them to be a business leader and manager

**PO3: Analytical Skills:** To demonstrate conceptual, analytical, technical, entrepreneurial and human relation skills to be an effective management professional and that help to diagnose problem-solving skills in order to support management decision-making.

**PO4: Research Aptitude:** An ability to demonstrate a critical awareness of current issues (diversity, social responsibility, sustainability, innovation, knowledge management, etc.) in business and management which is informed by leading edge research and practice in the field.

**PO5: Culture, Values and Ethics:** Gain insights into how cultural values can impact ethical decision making. Understand that ethical standard can vary across cultures, and develop the ability to navigate these differences to become successful managers

**PO6: Strategic marketing Knowledge:** To possess a deep understanding of marketing principles, including competitive analysis. Students would be able to formulate effective marketing strategies to address business challenges and opportunities.

**PO7: Financial knowledge:** Develop a strong foundation in financial principles, including understanding financial markets, risk management, financial instruments and valuation techniques.

**PO8: Entrepreneurship Skills:** Apply the entrepreneurial, analytical, managerial skills for effective business management and for effective startups.

**PO9: Leadership skills:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO 10. Global Business Perspective:** Provide students with an understanding of the global business environment and international business practices. Develop an awareness of cultural diversity and its impact on business.

# **BBA**

# **SEM**

# **I**





**School of Business**

**BBA Programme**

**BBA Semester I**

**Course Title: Principles of Management**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020101	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Understanding the concept and nature of Management and studying various perspectives on Management.
2. Identify the steps involved in the process of management.
3. Design plans and take business decisions by using the apt tools and techniques.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	High	Low	High	High	Medium	High
CO2	High	Medium	Medium	High	High	Low	High	High	Medium	High
CO3	High	Medium	Medium	Medium	Medium	Low	High	High	Medium	High

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**School of Business**

**BBA Programme**

**BBA Semester I**

**Course Title: Principles of Micro Economics**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020102	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. This course is designed to make the students understand the basic principles of microeconomic theory.
2. They will learn to evaluate like an economist and the course will illustrate how microeconomic concepts can be applied to analyze real-life situations.
3. The course shall be creating a strong base of economic foundation concepts.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	Medium	Low	Medium	Low	Medium	-	Medium	Low
CO2	Low	Medium	Medium	Medium	Medium	Medium	High	Medium	Low	Medium
CO3	High	High	High	Medium	Medium	Medium	High	Low	Medium	Medium

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School of Business

BBA Programme

BBA Semester I

Course Title: Business Mathematics

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020103	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Understand fundamental mathematical concepts, including basic algebra, linear equations, and their applications in solving business-related problems.
2. Apply concepts of matrices and determinants to organize and interpret data in business scenarios, improving decision-making and efficiency.
3. Develop problem-solving skills using linear programming techniques to optimize business processes such as resource allocation, cost minimization, and profit maximization.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Low	Low	High	Low	Low	Low	Medium	Low	Low	Medium
CO2	Low	Low	Medium	Low	Low	Low	High	Low	Low	High
CO3	Low	Low	High	Low	Low	Low	High	Low	Low	Medium

  
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School of Business

BBA Programme

BBA Semester I

Course Title: Computing Skills for Managers – I

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020104	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. The understanding of the basic nature & scope of computer usage
2. The identification of various peripheral devices, internet environment, word processing, Spread sheets and presentation in computer related terminology.
3. Ability to use digital resources at workplace for effective organization.
4. To equip students with practical knowledge of MS office

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	Medium	Low	Low	Medium	Medium	Medium	High-
CO2	High	Medium	Medium	Medium	Low	Medium	Medium	Medium	Medium	Medium
CO3	High	High	High	Medium	Medium	Medium	Medium	High	High	High
CO4	High	Medium	High	Medium	Low	Medium	High	Medium	Medium	Medium

  
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**School of Business**

**BBA Programme**

**BBA Semester I**

**Course Title: Communication Skills**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020105	3	45	20%	30%	-	50%	-

### **Course Outcomes (COs)**

1. Student's employability skills will be enhanced.
2. Self- Analysis tool will help the students to identify their strengths and weaknesses to work upon.
3. Ability to speak in English will be improved through practice.

### **CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	Medium	Medium	Low	Medium	High	High
CO2	High	Medium	High	Medium	Medium	Low	Low	Medium	High	Medium
CO3	High	Medium	Medium	Low	Medium	Low	Low	Low	High	High

  
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**School of Business**

**BBA Programme**

**BBA Semester I**

**Course Title: General Business Awareness**


Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020106	3	45	20%	30%	-	50%	-

### **Course Outcomes (COs)**

1. **Market understanding:** A well-defined objective helps to ensure that the organization has a deep understanding of its market, including customer needs, preferences, and pain points.
2. **Competitive advantage:** General business awareness helps to identify opportunities and threats in the market, enabling the organization to develop a competitive advantage.
3. **Strategy development:** An objective for general business awareness provides a foundation for developing effective strategies and tactics.
4. **Data-driven decision-making:** General business awareness enables organizations to make data- driven decisions, rather than relying on intuition or assumptions.

### **CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	-	-	High	-	Medium	Medium	Medium	-	High
CO2	High	-	High	Medium	Medium	-	-	Medium	-	-
CO3	High	Medium	-	Medium	Medium	Medium	Medium	Medium	Medium	Medium
CO4	High	-	Medium	-	-	-	-	Medium	Medium	-

  
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School of Business

BBA Programme

BBA Semester I

Course Title: Orientation Program in Start-up and Entrepreneurship

Course Code	Credit	Contact Hours	Internal			External	
12300009	3	45	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

### Course Outcomes (COs)

1. Apply the basic principles of entrepreneurship
2. Distinguish the concepts of the entrepreneurship ecosystem, entrepreneurship education, and various entrepreneurial opportunities.
3. Understanding various individual attributes of entrepreneurial personality traits entrepreneurial characteristics, behavioral attributes and importance of creativity and innovation.
4. Develop an understanding of best techniques for idea generation and opportunities exploration.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	Medium	Medium	High	High	Medium	Medium	Medium	High
CO2	High	Medium	High	Medium	Low	Medium	High	High	High	Medium
CO3	High	Medium	High	Medium	Low	Medium	High	High	High	Medium
CO4	Medium	High	Medium	Low	Medium	High	High	High	Medium	High

  
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**BBA**

**SEMESTER II**





**School of Business**

**BBA Programme**

**BBA Semester II**

**Course Title: Principles of Macro Economics**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020201	3	45	20%	30%	-	50%	-

### **Course Outcomes (COs)**

1. This course is designed to make the students understand the basic principles of microeconomic theory.
2. They will learn to evaluate like an economist and the course will illustrate how microeconomic concepts can be applied to analyze real-life situations.
3. The course shall be creating a strong base of economic foundation concepts.

### **CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	Medium	Low	Medium	High	Low	Medium	High
CO2	Low	High	High	Medium	-	High	Medium	Low	Medium	Medium
CO3	High	Medium	Medium	High	Low	Medium	High	Medium	Low	Medium

  
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**School of Business**

**BBA Programme**

**BBA Semester II**

**Course Title: Marketing Management**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020202	3	45	20%	30%	-	50%	-

### **Course Outcomes (COs)**

1. Understanding the basic concept of marketing management.
2. Identifying the four Ps of marketing: Product, Price, Place, and Promotion.
3. Identifying and targeting specific groups within a market and selecting the most attractive segments to focus on.
4. Understanding of Product Management Concepts.

### **CO-PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	High	Medium	Medium	-	-	Medium	High	Medium	High
CO2	High	High	High	Medium	High	Medium	Medium	High	Medium	-
CO3	High	Medium	Medium	High	-	-	Medium	-	High	High
CO4	Medium	High	-	High	-	-	Medium	-	-	High

  
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School of Business

BBA Programme

BBA Semester II

Course Title: Management Accounting

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020203	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.
2. To enhance the abilities of learners to understand the budgetary control.
3. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.
4. To make the students develop competence with their usage in managerial decision-making and control.
5. To make the students aware of the various contemporary issues in management accounting.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Medium	Medium	-	Medium	-	Medium	-	-
CO2	Medium	Medium	-	Medium	-	-	-	Medium	-	Medium
CO3	Medium	Medium	Medium	-	-	-	High	-	High	Medium
CO4	Medium	High	Medium	Medium	-	-	-	-	Medium	High
CO5	Medium	High	Medium	-	-	-	-	-	Medium	High

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School of Business

BBA Programme

BBA Semester II

Course Title: Organizational Behavior

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020204	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. To familiarize with the concept of individual, group and organization behaviour at work.
2. To understand individual behavior in organizations due to diversity, attitudes, job satisfaction, emotions, personality, perception, motivation that influence the decision making and work.
3. To familiarize with concept of leadership and theories of motivation.
4. To explain how power and culture affect working relationships within Organizations.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	High	Medium	-	-	Low	High	High
CO2	High	High	Medium	High	Medium	-	-	Low	Low	High
CO3	High	High	Medium	Medium	High	-	-	Low	Medium	Medium
CO4	Medium	High	High	High	Medium	-	-	Low	High	Medium

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SWARNIM STARTUP & INNOVATION UNIVERSITY

SCHOOL OF BUSINESS

BBA Semester – II

Corporate social responsibility Code: 14020205

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020205	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. Introduce the fundamental concepts, theories, and frameworks of Corporate Social Responsibility.
2. Develop the ability to make ethical decisions in business by understanding the moral and ethical implications of corporate actions.
3. Learn how to identify, engage, and communicate with stakeholders to create value and maintain positive relationships.
4. Understand the principles of environmental sustainability and how they apply to business operations.

#### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	Medium	High	High	Medium	High	Medium	Medium
CO2	Medium	Medium	Medium	Medium	High	Medium	Low	Medium	Medium	Medium
CO3	High	Medium	High	High	Medium	High	Low	Medium	Medium	High
CO4	Medium	High	Medium	High	High	Medium	High	Medium	High	Medium

  
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BUSINESS



**School of Business**

**BBA Programme**

**BBA Semester II**

**Course Title: Communication Skills – 2**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020206	3	45	20%	30%	-	50%	-

### **Course Outcomes (COs)**

1. Inculcation of different skills will be added in a student's career.
2. Students' employability skills will be enhanced.
3. Ability to speak in English will be improved through practice.

### **CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	Medium	Low	Low	Medium	High	Medium
CO2	High	Medium	Medium	Medium	Medium	Medium	Low	Medium	High	High
CO3	High	Low	Low	Low	Medium	Low	Low	Low	High	High

  
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School of Business

BBA Programme

BBA Semester II

Course Title: Basic Program in Entrepreneurship

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
1230001	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Develop an understanding of best techniques for idea generation, opportunities exploration, and market research.
2. Check technical, market, financial and other types of Feasibility of their business idea.
3. Develop business model to describe the rationale of how an organization creates, delivers, and captures value
4. Conduct the customer's survey to know the need of their business idea.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	Medium	Medium	High	High	Medium	Medium	Medium	High
CO2	High	Medium	High	Medium	Low	Medium	High	High	High	Medium
CO3	High	Medium	High	Medium	Low	Medium	High	High	High	Medium
CO4	High	Medium	Low	Medium	High	High	High	Medium	Medium	high

  
SWARINIM SCHOOL OF  
BUSINESS

**BBA**

**SEMESTER**

**III**





School of Business

BBA Programme

BBA Semester III

Course Title: Financial Statement Analysis

Course Code	Credit	Contact Hours	Internal			External	
14020301	3	45	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

Course Outcomes (COs)

1. Learn the structure and content of financial statements, including the balance sheet, income statement, cash flow statement, and statement of shareholders' equity.
2. Develop skills to assess the financial health of a company through ratio analysis, trend analysis, and comparative financial analysis.
3. Evaluate profitability, liquidity, solvency, and operational efficiency to understand a company's strengths and weaknesses.
4. Understand the regulatory environment and accounting standards that impact financial reporting and analysis

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	High	High	High	Medium	-	High
CO2	High	High	Medium	High	Medium	Medium	High	High	-	Medium
CO3	Medium	High	Medium	Medium	High	High	High	Medium	-	High
CO 4	High	Medium	Medium	Medium	Medium	High	High	High	High	-

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**School of Business**

**BBA Programme**

**BBA Semester III**

**Course Title: Business Statistics**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020302	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Understand fundamental statistical concepts and tools such as mean, median, mode, variance, and standard deviation, and apply them to business data for informed decision-making.
2. Analyze business problems using probability theory, enabling students to assess risk and uncertainty in various business scenarios.
3. Apply correlation and regression techniques to evaluate relationships between different business variables and make predictions.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Low	Low	High	Low	Low	Low	Medium	Low	Low	Medium
CO2	Low	Low	Medium	Low	Low	Low	High	Low	Low	High
CO3	Low	Low	Medium	Low	Low	Low	Medium	Low	Low	High

  
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**School of Business**

**BBA Programme**

**BBA Semester III**

**Course Title: Employee Behavior & Relationship Management**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020303	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Provide students with insights into individual and group behavior in organizational settings, including theories of motivation, personality traits, perception, and attitudes.
2. Explore factors influencing employee engagement and satisfaction, including job design, work-life balance, compensation, recognition, and organizational culture.
3. Equip students with skills in conflict resolution, negotiation techniques, and mediation strategies to manage interpersonal conflicts and promote constructive dialogue in the workplace.
4. Trace the historical development of industrial relations, including the evolution of labor movements, trade unions, and legislative frameworks governing employment relationships.

  
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### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	Medium	Medium	Low	Low	Medium	High	Medium
CO2	High	High	Medium	Medium	High	Medium	Low	Medium	High	Medium
CO3	High	Medium	Medium	Low	High	Low	Low	Medium	High	Medium
CO4	Medium	High	Medium	High	High	Low	Medium	Medium	Medium	Low

  
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School of Business

BBA Programme

BBA Semester III

Course Title: Advertisement & Sales

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020304	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. **Clear direction:** An objective provides a clear direction for the advertisement and sales efforts, ensuring that everyone is working towards the same goal.
2. **Focus:** An objective helps to focus efforts on the most important aspects of advertisement and sales, reducing waste and increasing efficiency.
3. **Measurable progress:** An objective provides a benchmark for measuring progress, allowing for adjustments to be made as needed.
4. **Resource allocation:** An objective helps to allocate resources effectively, ensuring that the right amount of time, money, and effort is invested in the advertisement and sales efforts.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	Medium	Medium	Medium	High	High	High	High
CO2	High	High	Medium	High	Medium	Medium	Medium	High	High	High
CO3	High	High	Medium	Medium	Medium	Medium	High	High	High	High
CO4	High	High	High	Medium	Medium	High	Medium	High	High	High



School of Business

BBA Programme

BBA Semester III

Course Title: Environment law

Course Code	Credit	Contact Hours	Internal			External	
14020305	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

#### Course Outcomes (COs)

1. Understand the concept of environmental law and its importance in protecting the environment.
2. Identify the key environmental issues and challenges, such as climate change, biodiversity loss, and pollution.
3. Recognize the key principles and concepts of environmental law, such as sustainable development, precautionary principle, and polluter pays principle.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	Medium	High	Medium	High	Medium	High	Medium
CO2	High	High	Medium	High	Medium	Medium	Medium	High	High	High
CO3	High	High	Medium	Medium	Medium	Medium	High	Medium	High	Low

  
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BBA Programme

BBA Semester III

Course Title: Family Business Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020306	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. Understand the concept and significance of family businesses in the global and Indian context.
2. Identify and evaluate the challenges faced by family businesses in India.
3. Develop governance structures such as Family Constitutions to ensure sustainable family business operations.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	High	High	Medium	High	Medium	Medium	Medium
CO2	High	Medium	High	High	High	Medium	Medium	Medium	Medium	High
CO3	High	High	Medium	High	High	High	Medium	Medium	Low	Medium

  
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School of Business

BBA Programme

BBA Semester III

Course Title: Intellectual Property Rights

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
12300011	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
2. To disseminate knowledge on patents, patent regime in India and registration aspects.
3. To disseminate knowledge on copyrights and its related rights and registration aspects.
4. To disseminate knowledge on trademarks and registration aspects.
5. To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects.
6. To make them aware about current trends in IPR and Govt. steps in fostering IPR.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Low	Low	Medium	Low	High	Medium	Low	Medium
CO2	High	Medium	Low	Low	Medium	Low	High	Medium	Low	Medium
CO3	Low	Low	Low	Low	Medium	Low	High	Medium	Low	Low
CO4	Low	Low	Low	Low	Low	Low	High	Low	Low	Low
CO5	Low	Low	Low	Low	Low	Low	High	Low	Low	Low
CO6	High	Low	Low	High	Low	Low	High	High	High	High

  
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**BBA**

**SEMESTER**

**IV**



School of Business

BBA Programme

BBA Semester IV

Course Title: Introduction to Business Law

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020401	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. To make students understand the concept, theories and application of business Law for the Development of the Society.
2. Develop the ability to analyze, draft, and interpret contracts, including understanding contract formation, terms, performance, breach, and remedies.
3. Familiarize students with different types of negotiable instruments governed by the Act, such as promissory notes, bills of exchange, and cheques, including their definitions, characteristics, and legal implications.
4. Educate students on the essentials of a valid contract of sale, including the definition of goods, conditions and warranties, transfer of property, and the distinction between sale and agreement to sell.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Low	Low	Low	High	Low	Low	Low	Medium
CO2	High	High	Medium	Low	Low	High	Medium	Medium	Low	Medium
CO3	Medium	High	High	Low	High	High	High	Medium	Low	Medium
CO4	Medium	Medium	Low	High	Low	High	High	Medium	Low	High

  
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School of Business

BBA Programme

BBA Semester IV

Course Title: Global marketing Management


Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020402	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. Gain a comprehensive understanding of the global economic, political, and cultural environment in which businesses operate
2. Develop skills to manage and lead diverse teams across different cultural contexts.
3. Understand the principles of international trade, including trade theories, policies, and practices.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	High	Low	Low	High	High	Low	Low	Medium
CO2	High	Medium	Low	Low	Low	High	High	Medium	Low	Medium
CO3	High	High	Medium	High	Low	High	High	High	High	Medium

  
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School of Business

BBA Programme

BBA Semester IV

Course Title: Business Research Methods

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020403	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. To enable students to analyze and interpret data using various statistical tools.
2. Introduce basic concepts of Research design and Research methodology aimed at solving business problems.
3. To familiarize students with the types of problems often faced by Business Organizations.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	High	Medium	Low	Medium	High	Medium	-----	Medium
CO2	Medium	Medium	High	High	Low	Medium	Medium	Medium	Medium	Medium
CO3	High	High	Medium	Medium	Medium	Medium	Low	High	High	Medium

  
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School of Business

BBA Programme

BBA Semester IV

Course Title: Financial Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020404	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. To demonstrate the sound understanding of the concept, functions and importance of financial management for a business firm.
2. Student will be able to calculate, working capital and its finance and demonstrate the working capital decisions and inventory management
3. Students will be able to analyze the convolutions associated with leverage and risk mitigation
4. To Demonstrate the ability to assess and manage financial risks and recommend an optimum capital budgeting for a firm.

#### CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Low	—	—	High	Low	Low	Low	Medium
CO2	High	High	Medium	—	—	High	Medium	Medium	Low	Medium
CO3	Medium	High	High	Low	—	High	High	Medium	Low	Medium
CO4	High	Medium	Low	Low	Low	High	High	Medium	Low	Medium

  
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BBA Programme

BBA Semester IV

Course Title: Human Resource Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020405	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. This subject is designed to provide a basic understanding of the subject of Human Resource management to the students.
2. To provide conceptual understanding of Human Resource Planning and the importance of Training and Development.
3. To study about various promotion schemes and Industrial Relations along with Remuneration policy under various labour laws
4. To understand the Employee welfare, Trade union and Dispute resolution mechanism

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	----	High	Medium	—	-----	-----	High
CO2	High	Medium	High	High	High	-----	Medium	Medium	Medium	Medium
CO3	High	Medium	Medium	Medium	Medium	---	Medium	—	-----	High
CO4	High	Medium	High	----	Low	High	Low	Low		High

  
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School of Business

BBA Programme

BBA Semester IV

Course Title: Supply Chain Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020406	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. Understand the concept of supply chain management and its importance in modern business.
2. Identify the key components of a supply chain (e.g., suppliers, manufacturers, distributors, retailers, customers).
3. Recognize the importance of collaboration and integration in supply chain management.
4. Understand the role of technology in supply chain management (e.g., ERP, SCM software).

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	High	High	Medium	High	Low	Medium	High
CO2	High	High	High	High	High	High	High	Medium	Medium	High
CO3	High	High	Medium	Low	Medium	High	High	High	High	High
CO4	High	High	High	Low	High	High	High	High	Low	High

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School of Business

BBA Programme

BBA Semester IV

Course Title: Intermediate Program in Entrepreneurship

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
12300012	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. Apply the basic principles of entrepreneurial finance.
2. Understanding the importance of industrial collaboration and triple helix model for industrial Innovation.
3. Understand various market funds for start-ups.
4. Register any one form of business.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	High	High	Medium	High	Medium	Medium	High
CO2	Medium	High	High	Medium	Medium	High	High	Low	Medium	Medium
CO3	High	Medium	Medium	High	High	Medium	High	Low	Medium	High
CO4	High	High	High	High	High	Medium	High	Medium	Medium	High

  
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**BBA**

**SEM**

**V**



School of Business

BBA Programme

BBA Semester V

Course Title: Company Law

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020501	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. To impart expert knowledge of the various provisions of Companies Act
2. To understand about the Prospectus and Procedure of Winding up of the company.
3. To be aware of students' knowledge of the Appointments process of companies.
4. General procedure of Company management as per company law

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	High	High	Medium	High	Medium	Medium	High
CO2	Medium	High	High	Medium	Medium	High	High	Low	Medium	Medium
CO3	High	Medium	Medium	High	High	Medium	High	Low	Medium	High
CO4	High	Medium	High	High	High	High	High	Medium	Medium	High

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School of Business

BBA Programme

BBA Semester V

Course Title: Negotiation Skill

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020502	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Understand the importance of negotiation in both professional and personal contexts.
2. Learn active listening techniques to better understand the other party's needs and perspectives.
3. Understand the importance of building trust and rapport in negotiations.
4. Understand the importance of setting clear goals and priorities before entering a negotiation.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	High	High	High	Medium	Medium	High	Low	Low	High	Low
CO2	Medium	High	High	Medium	Medium	High	High	High	Medium	Low
CO3	High	High	Medium	High	Medium	Medium	High	Medium	High	Low
CO4	Medium	High	Medium	Medium	Medium	High	Medium	High	Medium	Low

*Dalvi*  
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School of Business

BBA Programme

BBA Semester V

Course Title: Management outcomes with the Shrimad Bhagwat Geeta

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020503	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. Students will identify some of the commonly felt problems that individuals, organizations and the society faces.
2. Students will illustrate the usefulness of Gita in addressing some of these problems.
3. It will help to demonstrate how alternative world's views and paradigms of management could be developed with knowledge of Ancient Indian wisdom such as Gita.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	Medium	Medium	Low	Low	Medium	Medium	Medium
CO2	Medium	High	Medium	High	High	Low	Low	Medium	Medium	Medium
CO3	Medium	High	High	High	High	Low	Low	Medium	Medium	High

  
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BBA Programme

BBA Semester V

Course Title: Industrial Relation

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020504	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. **Advanced understanding of industrial relations theories:** Analyze and apply theoretical frameworks to understand the complex dynamics of industrial relations.
2. **In-depth analysis of labor laws and regulations:** Examine the implications of labor laws and regulations on industrial relations, including employment contracts, collective bargaining agreements, and labor disputes.
3. **Effective conflict resolution and negotiation:** Apply advanced conflict resolution and negotiation techniques to resolve industrial relations disputes.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	High	High	Medium	High	Medium	Medium	High
CO2	High	High	High	Medium	Medium	High	High	Low	Medium	Medium
CO3	High	Medium	Medium	High	High	Medium	High	Low	Medium	High

  
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BBA Programme

BBA Semester V

Course Title: Recruitment and Selection

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020505	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Learners will be able to perform Job Analysis
2. Learners will develop clear distinction between the various types of recruitment
3. Learners will be able to develop and execute the selection process of any organization

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	Low	Low	-	-	Low	Medium	Medium
CO2	High	High	High	Low	Medium	-	-	Medium	Medium	Medium
CO3	High	High	High	Low	Low	-	-	Low	Medium	Medium

  
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BBA Programme

BBA Semester V

Course Title: Corporate strategy

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020506	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. Knowledge of strategic planning techniques, and tools for strategic analysis.
2. An understanding of the application of these techniques in business contexts.
3. An appreciation of the main drivers of strategic change in an organization.
4. To develop an idea about influencing factors broadly classified as Internal & External

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	-	Medium	High	High	Low	Medium	Low	Low	High
CO2	Medium	Medium	-	Low	High	Low	-	Medium	Low	High
CO3	High	Medium	Medium	-	Medium	High	Medium	-	Medium	High
CO4	Medium	High	High	Medium	Medium	Medium	Medium	Medium	Low	-

*Darud*  
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School of Business

BBA Programme

BBA Semester V

Course Title: Retail Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020507	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. Understanding the basic concepts of retailing and franchising
2. Understanding the critical aspects of managing retail operations, retail stores and customer service
3. To develop an idea about influencing factors broadly classified as Internal & External.
4. Develop insights about retail management strategies.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	High	Low	Medium	Low	Low	High
CO2	Medium	Medium	Medium	Low	High	Low	Medium	Medium	Low	High
CO3	High	Medium	Medium	Low	Medium	High	Medium	Low	Medium	High
CO4	High	High	High	Medium	Medium	Medium	Medium	Medium	Low	High

  
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School of Business

BBA Programme

BBA Semester V

Course Title: Advance Financial Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020508	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. The understanding of capital budgeting decisions and its understanding.
2. The knowledge of working capital management with reference to theory and numericals.
3. The ability to capital structure theories in taking financial investment decision
4. Enhancing the ability to understand corporate finance and restructuring

**CO-PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Medium	Low	Low	Low	High	Low	Low	Medium
CO2	High	Medium	Medium	Low	Low	Low	High	Low	Low	Medium
CO3	High	High	High	Low	Medium	Low	High	Low	Low	High
CO4	High	High	High	Low	Low	Low	High	Low	Low	High

  
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School of Business

BBA Programme

BBA Semester V

Course Title: Banking Finance Institute

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020509	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. The learners will understand the Financial intermediaries and various types of banks in detail
2. The learners will be able to learn Various types of interest rates and MIBOR, LIBOR, MIBID meaning
3. Learners will be able to understand Monetary and fiscal policy in detail and able to understand the meaning of E Banking and Mobile Banking
4. Learner will able to understand thorough knowledge of NBFCs and regulatory reforms

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	-	High	Medium	Medium	Medium	-	High
CO2	High	High	Medium	-	High	High	Medium	Medium	-	High
CO3	High	High	High	-	High	Medium	Medium	High	-	High
CO4	High	Medium	Medium	-	High	High	High	High	-	High

  
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School of Business

BBA Programme

BBA Semester V

Course Title: Project Management

Course Code	Credit	Contact Hours	Internal			External	
14020510	3	45	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Understand how to identify, assess, and mitigate risks, as well as ensure the quality and performance of project deliverables through quality assurance and control processes.
2. Develop strong communication and leadership skills to manage teams, handle stakeholders, and lead projects to successful completion while ensuring collaboration and motivation within teams.
3. Learn techniques for estimating costs, managing budgets, and controlling expenses throughout the project life cycle to meet financial constraints and goals.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Low	Medium	High	Medium	Medium	High	Medium	High
CO2	High	Medium	Medium	Medium	High	High	High	Low	Medium	High
CO3	Low	Low	High	Medium	Medium	Medium	High	Medium	Medium	High

  
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**School of Business**

**BBA Programme**

**BBA Semester V**

**Course Title: Advanced Program in Entrepreneurship**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
12300013	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Apply the basic principles of start-up scalability.
2. Understanding various individual attributes of strategic business plan development.
3. Develop strategies for start-up growth.
4. Experience real-world financial modeling and valuation through IPO.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Medium	Medium	Low	High	Medium	High	Medium	Medium
CO2	Medium	Medium	Medium	Medium	Low	High	Medium	High	Low	Medium
CO3	Medium	Medium	Medium	Medium	Low	High	Medium	High	Medium	Medium
CO4	Medium	Medium	Medium	Medium	Low	High	High	High	Low	Low

  
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**BBA**  
**SEMESTER**  
**VI**



School of Business

BBA Programme

BBA Semester VI

Course Title: Industry Law


Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020601	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Provide students with a foundational understanding of industrial law, its historical development, and its importance in regulating labor relations and protecting workers' rights.
2. Familiarize students with key labor laws and statutes governing employment relationships, including provisions related to wages, working conditions, hours of work, occupational safety and health, and social security.
3. Address legal provisions for protecting workers' rights, including laws against discrimination, harassment, unfair dismissal, and measures for promoting workplace safety, health, and welfare.
4. Educate students on legal standards and compliance requirements for employers, including minimum wage laws, benefits, leave entitlements, and employment equity regulations.

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Medium	-	High	High	Medium	Medium	-	High
CO2	Medium	Medium	-	-	High	High	Medium	Medium	-	High
CO3	Medium	Medium	High	-	High	High	Medium	High	-	High
CO4	Medium	Medium	Medium	-	High	High	High	High	-	High

  
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**School of Business**

**BBA Programme**

**BBA Semester VI**

**Course Title: Business Ethics**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020603	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Provide students with a foundational understanding of ethics and its relevance to business, including ethical theories, principles, and frameworks applicable to organizational decision-making.
2. Explore the application of ethical principles and values to various aspects of business operations, including marketing, finance, human resources, supply chain management, and corporate governance
3. Discuss the concept of CSR and its importance in promoting ethical behavior, sustainability, stakeholder engagement, and the ethical responsibilities of businesses towards society and the environment.
4. Examine the relationship between ethics and legal compliance, understanding that ethical behavior often goes beyond legal requirements and involves moral considerations and corporate governance principles.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	-	High	Medium	Medium	Medium	-	High
CO2	High	High	-	Medium	High	High	Medium	Medium	-	High
CO3	High	High	High	High	High	Medium	Medium	High	-	High
CO4	High	Medium	Medium	High	High	High	High	High	-	High

*Dalvi*  
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**School of Business**

**BBA Programme**

**BBA Semester VI**

**Course Title: International HRM**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020604	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. The main study objective is to learn how to conduct strategic human resource management in an international setting
2. The course aims at equipping the students of business management with concepts, processes and practical techniques of Managing people in cross cultural context
3. To create awareness about the cross cultural issues
4. To provide a theoretical background for supplementing the understanding the issues of Managing people in globalized working environment

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	High	Low	Low	Medium	High	High	High
CO2	High	Medium	Low	High	Medium	Medium	High	High	High	High
CO3	High	Medium	Low	High	Low	Low	Medium	High	High	High
CO4	High	High	Medium	High	Low	Low	Medium	High	High	High

  
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School of Business

BBA Programme

BBA Semester VI

Course Title: Human value & training & development

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020605	3	45	20%	30%	-	50%	-

#### Course Outcomes (COs)

1. Learners will get conceptual knowledge of Training and development
2. Learners will be able to apply various training methods based on theory
3. Learners will be able to understand apply the concept of career planning

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	Low	Medium	Low	Low	Low	Low	Medium
CO2	High	High	High	Low	Low	Low	Low	Low	Medium	Medium
CO3	High	High	Medium	Low	Medium	Low	Medium	Low	Medium	Medium

*Darius*  
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School of Business

BBA Programme

BBA Semester VI

Course Title: Digital Marketing

Course Code	Credit	Contact Hours	Internal			External	
14020606	3	45	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Understand the concepts and applications of digital marketing and its real-world iterations.
2. Articulate innovative insights of digital marketing enabling a competitive edge.
3. Understand how to create and run digital media based campaigns
4. Identify and utilize various tools such as social media etc.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	low	Medium	High	Medium	High	Medium	High
CO2	High	Medium	High	low	Medium	High	Medium	High	Medium	High
CO3	High	Medium	High	low	Medium	High	Medium	High	Medium	High
CO4	High	Medium	High	Medium	Medium	High	Medium	High	Medium	High

*Dasul*  
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**School of Business**

**BBA Programme**

**BBA Semester VI**

**Course Title: Service Marketing**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020607	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Analyze the unique challenges involved in the provision of service.
2. Apply the relevant service marketing theories, concepts and frameworks to solve service related problems and evaluate current business practices.
3. Evaluate the process of value co-creation for enhanced customer experiences
4. Critique commonly used service metrics such as perceived service quality, customer satisfaction and net promoter score.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	High	Low	Low	Medium	-	High
CO2	Medium	Medium	Medium	Medium	High	-	Medium	Medium	Low	High
CO3	High	Medium	Medium	High	High	Low	Medium	High	-	High
CO4	Medium	Medium	Medium	High	High	-	High	High	Low	High

*Darsh*  
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School of Business

BBA Programme

BBA Semester VI

Course Title: Security Analysis

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020608	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. The learners will understand the investment risk and investment environment with reference to Indian security market
2. The learners will be able to learn security analysis practical and theory aspects
3. Learners will be able to understand basics and advance of efficient market hypothesis and Dow Theory
4. Learner will able to understand thorough knowledge of evaluating shares of investment in stock market

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	Medium	High	-	Medium	High	High	-	Medium
CO2	Medium	High	-	High	-	Medium	High	High	-	Medium
CO3	Medium	High	High	High	-	Medium	High	High	Medium	Medium
CO4	Medium	High	Medium	High	-	Medium	High	High	Medium	Medium



**School of Business**

**BBA Programme**

**BBA Semester VI**

**Course Title: Portfolio Management**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
14020609	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Learn the basic concepts, principles, and objectives of portfolio management.
2. Study various methods for analyzing and valuing different types of securities, including stocks, bonds, and derivatives.
3. Study the principles of portfolio construction, including the selection and weighting of assets.
4. Learn how to use performance metrics, such as the Sharpe ratio, Treynor ratio, and Jensen's alpha, to assess portfolio performance.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	Medium	High	-	Medium	High	High	-	Medium
CO2	Medium	High	-	High	-	Medium	High	High	-	Medium
CO3	Medium	High	High	High	-	Medium	High	High	Medium	Medium
CO4	Medium	High	Medium	High	-	Medium	High	High	Medium	Medium

  
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School of Business

BBA Programme

BBA Semester VI

Course Title: Start-Up Project

Course Code	Credit	Contact Hours	Internal			External	
12300014	1.5	45	Theory	Continuous Assessment	Practical (Pitch PPT Presentation)	Theory	Practical (Project Report and Viva)
			-----		50%	-----	50%

#### Course Outcomes (COs)

1. Initiate a start-up in team.
2. Register it as any form of business.
3. Develop a team to run the venture.
4. Collaborate with government and industry fraternity.
5. Generate revenue for them and contribute to society with their problem solving product.

#### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Low	Low	Low	Low	Low	High	High	Low
CO2	Low	Low	Low	Low	Low	Low	Low	Medium	Low	Low
CO3	Medium	Medium	Medium	Low	Medium	Low	Low	High	High	Low
CO4	Medium	Medium	Medium	Medium	Medium	Low	Low	High	Medium	Low
CO5	Medium	Medium	Medium	Low	Low	Medium	Medium	High	Low	Low

  
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## **Programme Outcomes (PO) of MBA with effect from Academic Year 2023-2024**

**PO1: Management Knowledge:** To develop students' Comprehensive management knowledge that can help them to be a business leader and manager

**PO2: Analytical Skills:** To demonstrate conceptual, analytical, technical, entrepreneurial and human relation skills to be an effective management professional and that help to diagnostic problem-solving skills in order to support management decision-making.

**PO3: Research Aptitude:** An ability to demonstrate a critical awareness of current issues (diversity, social responsibility, sustainability, innovation, knowledge management, etc.) in business and management which is informed by leading edged research and practice in the field.

**PO4: Culture, Values and Ethics:** Gain insights into how cultural values can impact ethical decision making. Understand that ethical standard can vary across cultures, and develop the ability to navigate these differences to become successful managers

**PO5: Strategic marketing Knowledge:** To possess a deep understanding of marketing principles, including competitive analysis. Students would be able to formulate effective marketing strategies to address business challenges and opportunities.

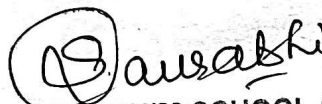
**PO6: Financial knowledge:** Develop a strong foundation in financial principles, including understanding financial markets, risk management, financial instruments and valuation techniques.

**PO7: Entrepreneurship Skills:** Apply the entrepreneurial, analytical, managerial skills for effective business management and for effective startups.

**PO8: Individual and Leadership skills:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO9: Strategic HR Knowledge:** Able to develop and implement strategic human resource management plans that align with overall business goals. This involves understanding how HR strategies can contribute to the success of an organization.

**PO10: Life Long Learning:** Ability to integrate business knowledge and management techniques in a changing business environment to achieve long term objectives of organization.

  
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**MBA**

**SEMESTER**

**I**



**Course Title: Managerial Economics**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA101M AE	4	60	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. To equip the students of management with techniques of managerial economics to enable them its relevance decision making.
2. To Analyze the demand and supply conditions and assess the position of a company
3. To understand the production and cost function using curves and theories.
4. Design competition strategies, including costing, pricing, product differentiation, according to the natures of products and the structures of the markets.
5. To understand the Concept of National Income, Fiscal and Monetary Policies and Macro Environment in business decisions

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	-	Medium	Medium	High	Low	Low	High
CO2	Medium	High	High	-	Low	High	Medium	Low	Low	High
CO3	Medium	High	High	-	Low	High	Medium	Low	Medium	High
CO4	High	High	Medium	-	High	High	Medium	Low	Medium	High
CO5	High	High	High	-	High	High	High	Low	Medium	High

*Bansabhi*

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**Course Title: Principles & Practices of Management**


Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA102PPM	3	45					
			20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Understanding the concept and nature of Management and recognize various perspectives on Management.
2. To develop strategic planning and summarize the concept and complete the process of organizing.
3. To develop an understanding of staffing, Directing and Controlling
4. To develop an understanding of leadership and Styles
5. To develop strategic decision-making strategies in an organization.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	High	Medium	Medium	High	High	Medium	High
CO2	High	Medium	Low	High	Medium	Medium	High	High	Low	High
CO3	High	Medium	Medium	High	Medium	Low	High	High	Medium	High
CO4	High	Medium	Low	High	Medium	Low	High	High	Low	High
CO5	High	Medium	Low	High	Medium	Low	High	High	Low	High

  
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## Course Title: Marketing Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA103MAM	4	60	20%	30%	-	50%	-

### Course Outcomes (COs)

1. To familiarize with the basic concept and techniques of marketing management, marketing mix and influence of environment on the marketing decisions.
2. To understand various concepts of product and role and importance of various pricing methods on marketing decisions.
3. To create awareness about channel intermediaries and various elements of promotion mix.
4. To analyze the marketing research and various steps involved in marketing research process.
5. Highlighting the ethical issues and developments in marketing along with understanding the current trends in marketing environment.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	High	High	High	Low	Medium	Low	Low	High
CO2	Medium	Medium	-	Low	High	Low	Low	Medium	Low	High
CO3	High	Medium	Medium	-	Medium	High	Medium	Low	Medium	High
CO4	High	High	High	Medium	Medium	Medium	Low	Medium	-	High
CO5	High	Medium	Low	High	High	Medium	Low	High	Medium	High

*D. A. S. R. A. S. K. I.*

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## Course Title: Organization Behaviour

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA104ORB	4	60	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Learners will be able to understand and apply the concept of individual, group and organization behavior at work.
2. To demonstrate the understanding of individual behavior in organizations due to diversity, attitudes, job satisfaction, emotions, personality, perception, motivation that influence the decision making and work.
3. To with concept of leadership and power.
4. Explain how organizational change and culture affect working relationships within organizations.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	-	-	High	-	-	Medium	High	High	High
CO2	High	-	High	High	-	-	Medium	High	High	High
CO3	High	High	High	High	-	-	Medium	High	Medium	High
CO4	High	High	High	High	-	-	Medium	High	High	High

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### Course Title: Production and Operation management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA105POM	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

- 1 Apply the skills which are necessary to analyze and synthesize the inter relationships inherent Operation and production system.
2. To understand the evolution of MRPII and enterprise resource planning used in managing operations.
3. To develop the knowledge of Quality Circles and Quality Control in business operations.
4. To enhance the skills of inventory management and inventory control like ABC, VED, FNSD analyses and value analysis.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	-	Medium	-	Medium	High	Medium	High
CO2	High	High	High	-	Medium	-	Medium	High	Medium	High
CO3	High	Medium	Medium	-	Medium	High	Medium	High	Medium	High
CO4	High	High	Medium	-	Medium	High	Medium	High	Medium	High

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## Course Title: Accounting for Managers

Course Code	Credit	Contact Hours	Internal			External	
MBA106AFM	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

## Course Outcomes (COs)

1. To communicate the major management accounting concepts related to planning, directing, controlling and decision making.
2. To make the students aware about using management accounting tools for pricing and budgetary control.
3. To understand the concept of responsibility accounting and the role of a manager in the process of responsibility accounting.
4. Analyze cost-volume-profit techniques to determine optimal managerial decisions.
5. Enable the students to determine standard prices of materials, labour and overheads as well as to analyze the difference between standard and actual prices through variance analysis.

## CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	-	-	Medium	High	-	Low	-	High
CO2	High	High	Medium	-	Medium	High	-	Low	-	High
CO3	High	Medium	Medium	-	Medium	High	-	-	-	High
CO4	High	High	Medium	-	Medium	High	-	Medium	Medium	High
CO5	High	High	Low	-	Medium	High	-	Medium	Medium	High

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## Course Title: Entrepreneurship and Start-up

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA107EAS	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. To know various theories of entrepreneurship and trends.
2. To identify various issues and challenges in starting a new venture.
3. To understand innovation and its implications
4. To create entrepreneurial mindset and to know how to start a startup with practical.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	Medium	Low	Low	High	Medium	Low	High
CO2	High	High	High	Medium	Medium	Low	High	Medium	Medium	High
CO3	High	High	Medium	Medium	Medium	Low	High	Medium	Low	High
CO4	High	High	High	High	High	High	High	High	High	High

*Sausabhi*  
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# **MBA**

# **Semester**

# **II**



### Course Title: Business Statistics

Course Code	Credit	Contact Hours	Internal			External	
MBA201BUS	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

### Course Outcomes (COs)

1. To understand the basic Statistics Concepts.
2. To identify structure and Business Problems in a mathematical form.
3. Apply the Statistical concepts to other business courses.
4. Validate Statistical statements relating to economics, business and finance.
5. Discuss data analysis by using measures of central tendency and demonstrate dispersion in data.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Medium	Medium	High	High	Medium	Low	High	Medium
CO2	Medium	Medium	Medium	Low	High	High	High	Low	Medium	Low
CO3	Low	High	Medium	Low	High	High	Medium	Low	Medium	Low
CO4	High	Medium	High	Low	High	Medium	Medium	Low	High	Low
CO5	High	Low	High	Medium	High	Medium	Medium	Low	Medium	Low

*Bausabhi*

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**Course Title: Human Resource Management**

Course Code	Credit	Contact Hours	Internal			External	
MBA202HRM	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

**Course Outcomes (COs)**

1. To understand basic of Human Resource Management
2. To understand importance of Human Resource Planning & Recruitment and Selection
3. To understand induction and Training and Development
4. To have glance to Performance Appraisal, Job analysis and Job
5. To understand basic of Compensation, Grievance and Employee Welfare Management

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	-	High	-	-	Medium	High	High	High
CO2	High	Medium	-	High	-	-	High	High	High	High
CO3	High	Medium	Low	High	-	-	Medium	High	High	High
CO4	High	High	Medium	High	-	-	Medium	High	High	High
CO5	High	Medium	Low	High	-	-	High	High	High	High

*Dausabhi*

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## Course Title: Information Technology for Managers

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA203ITM	4	60					
			20%	30%	-	50%	-

### Course Outcomes (COs)

1. Learner should be able to perform editing, formatting functions on text, pictures and table, and producing a mail merge
2. Learners should be able to demonstrate the use and utility of functions, formulas, organizing and displaying large amounts and complex data.
3. Learners should understand basic use of Enterprise software, and its role in integrating business functions
4. Learners will understand the scope of e-business platforms and related technology for offering better service to customers.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Low	Medium	Low	-	-	-	Low	Medium	-	High
CO2	Low	Medium		-	-	-	Low	Medium	-	
CO3	Low	Medium	Low	-	-	-	Low	Medium	-	High
CO4	Low	Medium	Low	-	-	-	Low	Medium	-	High

*Daurabki*

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## Course Title: Financial Management

Course Code	Credit	Contact Hours	Internal			External	
MBA204FIM	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

### Course Outcomes (COs)

1. The understanding of how the Indian financial system works.
2. The students have foundation of financial principles like concepts of time value of money & present value
3. Enhancing the financial analytical skills which helps in taking investment decisions
4. The knowledge of managing working capital finance
5. Increase capability to use financial concepts leverage and capital structure in business organization.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	—	Low	Low	High	Low	Low	Low	Medium
CO2	High	High	Medium	-	Low	High	-	Medium	Low	Medium
CO3	Medium	High	—	Low	—	High	High	Medium	Low	Medium
CO4	High	Medium	—	Low	—	High	High	Medium	Low	Medium
CO5	High	High	Medium	Low	Low	High	High	Medium	-	Medium

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## Course Title: Professional Skills and Etiquettes

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA205PSE	2	30	20%	30%	-	50%	-

## Course Outcomes (COs)

1. Demonstrate an understanding of professionalism in terms of workplace behaviors and Business meetings.
2. Adopt attitudes and behaviors consistent with standard workplace expectations.
3. Presenting oneself with finesse and making others comfortable in a business setting & developing basic etiquettes in order to succeed in corporate culture and multicultural challenges.

## CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	-	High	Low	Low	Medium	High	Medium	High
CO2	High	Low	Low	High	Low	Low	Medium	Medium	Low	High
CO3	High	Medium	Low	High	Medium	Low	High	High	Medium	High

*Dausabhi*

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## Course Title: Business Research Methods

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA206BRM	4	60	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Understanding the basic nature and purpose of Research and its advantages to business
2. Ability to know & classify between various Primary and Secondary sources of data
3. Knowledge of Sampling Techniques used to draw sample in research
4. Ability to design questionnaire – a structured way to collect primary data which is helpful in business research
5. Learn how to write a Research Report, research paper/ research article

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	Medium	Low	Low	Medium	Low	Low	Low
CO2	High	High	High	Medium	Low	Low	Medium	Low	Low	Low
CO3	High	High	High	Medium	Low	Low	Medium	Low	Low	Low
CO4	High	High	High	Medium	Low	Low	Medium	Low	Low	Low
CO5	High	High	High	Medium	Low	Low	Medium	Low	Low	Low

*B. Saurabhi*

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**MBA**

**SEM**

**III**





### Course Title: Taxation

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
CORE	MBA302TAX	3	45	20%	30%		50%	

### Course Outcomes (COs)

1. Learner should be able to understand the concept and application of taxation Systems.
2. The main objective of this course is to acquaint the students with corporate taxation concepts and various tax & financial planning devices leading to better grasp of the issues regarding corporate decision making.
3. Providing necessary inputs to the students for handling real life business problems efficiently using appropriate concepts of taxation laws.
4. To acquaint them with the salient features of taxation laws but emphasis is laid on sound concepts and their managerial implications focusing on financial planning

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	High	-	-	Low	High	-	Medium	Medium	-
CO2	Medium	High	-	Medium	Low	High	-	Low	Low	-
CO3	-	Medium	Medium	-	Low	-	High	Low	Low	High
CO4	High	High	Medium	-	Low	Medium	High	-	Low	Low

*Bausabhi*

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## Course Title: Strategic Management

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
CORE	MBA303STM	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	--	50%	-

### Course Outcomes (COs)

1. To understand the concept of strategy and strategy management.
2. To formulate and conceptualize strategic formulation.
3. To understand and learn to apply strategic management practices at corporate level.
4. To understand how functional areas such as operations, marketing, accounting, and finance work together in a successful firm.
5. Apply concepts and frameworks learned in the course to case analyses and company Strategic analyses.

### CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	High	-	-	High	Medium	Medium	High
CO2	High	High	Medium	High	-	-	High	Medium	High	High
CO3	High	High	Medium	High	-	-	High	Medium	High	High
CO4	High	High	Medium	High	High	High	High	Medium	High	High
CO5	High	High	Medium	High	High	Medium	High	Medium	High	High

*Daurabhi*

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## Course Title: Security Analysis & Portfolio Management

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
Core	MBA304SAPF	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

### Course Outcomes (COs)

1. To analyze the different investment decisions and the various factors influencing investment decision. To explore knowledge of investment risk and investment environment with reference to Indian security market.
2. To impart knowledge to students regarding the theory and practice of Security Analysis.
3. To understand various theories of portfolio management.
4. To equip the knowledge of Bonds and learn various influences bond valuation and management.
5. To enhance the analytical ability of evaluating shares for investment in stock market.

### CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	Medium	-	-	High	Medium	-	-	High
CO2	Medium	High	Medium	-	-	High	Medium	-	-	High
CO3	Medium	High	Medium	-	-	High	Medium	-	-	High
CO4	Medium	High	Medium	-	-	High	Medium	-	-	High
CO5	Medium	High	Medium	-	-	High	Medium	-	-	High

*Bausabhi*

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## Course Title: Compensation Management

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Core	MBA304COM	4	60	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Providing insights into strategic choices in managing compensation.
2. In-depth analysis of major Compensation issues in the context of current theory, research and practice.
3. Illustrating new development as well as established approaches to compensation decisions.
4. To Learn Employee Benefits, Pension Schemes
5. To Learn Various Labor Laws Related to Compensation Management.

### CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	Medium	Low	Low	Medium	High	High	High
CO2	High	Medium	High	High	Low	Medium	High	High	High	High
CO3	High	Medium	Medium	Medium	Low	Low	High	High	High	High
CO4	Medium	Medium	Medium	High	Low	Low	Medium	High	High	High
CO5	High	Medium	Medium	High	Low	Low	High	High	High	High

*Bausabhi*

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## Course Title: Services Marketing

Category Of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Major	MBA304SEM	4	60	20%	30%	-	50%	-

## Course Outcomes (COs)

1. Able to describe the fundamentals of services marketing
2. Explain what a service marketing mix is.
3. Explain the strategic and tactical aspects of services marketing.
4. Discuss service value, quality, and excellence
5. Able to understand service failure and recovery

## CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Low	Medium	High	Low	Low	Medium	-	High
CO2	High	Medium	Medium	Medium	High	Low	Medium	Medium	-	High
CO3	High	High	Medium	Medium	High	-	Low	Medium	Low	High
CO4	High	Medium	Medium	Low	High	-	Medium	Medium	-	High
CO5	High	Medium	Medium	Medium	High	-	Low	Low	-	High

*P. Anuraghi*

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**Course Title: Management of Financial Services**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Core	MBA305MFS	4	60	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. To Throwing light on how the Indian financial system works.
2. To Strengthening the foundation of financial markets.
3. To Enhancing the knowledge of financial Institutions and their services.
4. To Enhancing the knowledge of factoring forfeiting and stock broking.
5. To enabling the concepts of banking and insurance.

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	-	Low	High	High	-	-	Medium
CO2	High	Medium	High	-	Medium	High	High	Medium	-	Medium
CO3	High	Medium	High	-	Low	High	Medium	Medium	-	Medium
CO4	High	Medium	High	-	Low	High	High	-	-	Medium
CO5	High	Medium	High	-	Low	High	High	Medium	-	Medium

*Bausabhi*

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## Course Title: Strategic Human Resource Management

Category Of Course	Course Code	Credit	Contact Hours	Internal			External	
Major	MBA305SHR	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

## Course Outcomes (COs)

1. To understand the strategic role of SHRM,
2. To analyze and evaluate how manpower planning is executed in a strategic context.
3. To create and implement a strategic performance management system
4. To analyses and implement the global HRM practices
5. To evaluate and create work designs to globalized workforce

## CO PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Low	Medium	-	-	Low	Medium	High	Medium
CO2	High	Medium	Low	Medium	-	-	Low	Medium	High	Medium
CO3	High	Medium	Low	High	-	-	Low	High	High	Medium
CO4	High	Medium	Low	Medium	-	-	Low	Medium	High	Medium
CO5	High	Medium	Low	High	-	-	Medium	High	High	Medium

*Daurabhi*

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## Course Title: Integrated Marketing Communication

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Core	MBA305IMC	4	60	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Identify relevance with the concept, scope and functions of Integrated Marketing Communication.
2. Understand the role of In house advertising department & outsourcing marketing/advertising agencies so as to enable students to gain an understanding of market mechanisms.
3. Aware of necessary pros and cons of sales promotion instruments available in the market.
4. Understand the fundamental concepts of marketing communication concept of Advertising/Promotion/Communication amongst the business organization, employees & customers and Media process, specifically with focus on Advertising
5. Understanding Social marketing communication with Legal & Ethical issues in Advertising, Publicity, Public relations with respect to Marketing Communication

### CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	High	Medium	High	High	Low	High
CO2	High	High	Medium	Medium	High	Low	Medium	High	Low	Medium
CO3	High	Medium	High	Medium	High	Low	Medium	High	Low	High
CO4	High	High	Low	Medium	High	Medium	High	High	Medium	High
CO5	High	Medium	Medium	Medium	High	Medium	High	High	Low	High

*B. A. S. B.*

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### Course Title: Emerging Technology for Managers

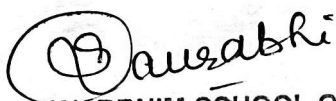
Category of Course	Course Code	Credit	Contact Hours	Internal			External	
CORE	MBA306ETM	3	45	Theory	Continuous Assessment	Practical	Theory	Practical
				15%	15%	25%	25%	25%

### Course Outcomes (COs)

1. Learner should be able to understand the concept and application of Information Systems.
2. Learners should be able to create reports and represent data graphically using excel and access.
3. Learners should be able to understand and evaluate the Enterprise software based on the user requirements and the functionality it serves.

### CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	-	-	-	Low	Medium	-	Medium
CO2	High	High	Medium	-	-	-	Low	Medium	-	Medium
CO3	High	High	Medium	-	-	-	Low	Medium	-	Medium

  
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# **MBA**

# **SEM**

# **4th**



## Course Name: Project Management

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
Core	MBA401PRM	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

### Course Outcome:

1. Understand the contemporary and cutting edge Project Management.
2. Analyze stakeholder expectations and engagement to ensure a successful project outcome.
3. Manage projects effectively including the management of scope, time, costs, and quality, ensuring satisfying the needs of the project.
4. Apply the PM processes to initiate, plan, execute, monitor and control, and close projects and to coordinate all the elements of the project.
5. Apply processes required to manage the procurement of a project, including acquiring goods and services from outside the organization.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	Low	-	-	Medium	Medium	Low	Medium
CO2	High	High	Medium	Low	Medium	Medium	Medium	Medium	Medium	Medium
CO3	High	High	Medium	-	Medium	Medium	Medium	Medium	Medium	Medium
CO4	High	High	Medium	Low	Medium	Medium	High	Medium	Medium	Medium
CO5	High	High	Low	Low	High	High	Medium	Medium	Low	Medium

*Baurabhi*

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## Course Title: Digital and Social Media Marketing

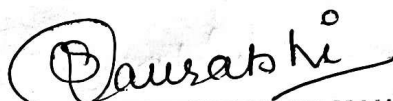
Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Core	MBA402DSM	4	60	20%	30%		50%	-

### Course Outcomes (COs)

1. To understand the concept of Digital and Social Media.
2. To apply tools in branding and marketing.
3. To understand and learn to apply Digital and Social Media tools.
4. To learn news and improve tools.
5. To create, collaborate and integrate various marketing communications tools and analyses the trends.

### CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Low	High	Medium	Medium	High	Low	High
CO2	High	High	Medium	Low	Low	High	Low	High	Low	High
CO3	High	High	High	Low	Low	High	Medium	Low	Low	High
CO4	High	High	Medium	Low	Medium	High	Medium	Low	Low	High
CO5	High	High	Medium	Low	Medium	High	Medium	Low	Low	High

  
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**Course Title: Business Law**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Core	MBA403BUL	4	60	20%	30%	-	50%	-

**Course Outcomes (COs):**

1. Enhancing knowledge of the branches of law which relate to business transactions
2. Increasing awareness about the legal implications for unpaid seller
3. Basic fundamentals regarding various negotiable instruments used in business
4. Making students acquaint with legal formalities for registering business as limited Company.
5. With the increasing use technology in the business, making students aware about various legal penalties of cyber crimes

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Low	High	Low	Low	High	High	Low	Medium
CO2	Medium	Low	Low	High	-	-	High	High	-	Medium
CO3	High	Low	-	High	Low	Medium	High	High	-	Medium
CO4	High	Low	Low	High	Low	Low	High	High	-	Medium
CO5	Medium	Low	Low	High	Low	Medium	High	High	Low	Medium

*Dausabhi*

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## Course Title: Corporate Restructuring

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Core	MBA404COR	4	60	20%	30%	-	50%	-

### Course Outcomes (COs):

1. To make students familiarize with various techniques of corporate restructuring
2. To examine the companies for merger & acquisitions.
3. To make students aware about how negotiation is to be carried out while merging in India
4. To increase understanding the act and policies regarding restructuring

### CO PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	-	Medium	High	Medium	Medium	-	High
CO2	High	Medium	Medium	-	Medium	High	Medium	Medium	-	High
CO3	High	Medium	Medium	-	Medium	High	Medium	Medium	-	High
CO4	High	Medium	Medium	-	Medium	High	Medium	Medium	-	High

*Baurabhi*

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## Course Title: HR Analytics

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
Major	MBA404HRA	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

### Course Outcomes (COs)

1. To understand the concept of HR Analytics.
2. To analyses how various analytics modules.
3. To understand and learn to apply HR Metrics and reports
4. To remember and create data visualization of HR metrics
5. To create a HR metric dashboard

### CO PO Mapping

CO *	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	—	Medium	Medium	Low	Low	Medium	High
CO2	High	High	High	—	Medium	Medium	Low	Low	Medium	High
CO3	High	High	High	—	Medium	Medium	Low	Low	Medium	High
CO4	High	High	High	—	Medium	Medium	Low	Low	Medium	High
CO5	High	High	High	—	Medium	Medium	Low	Low	Medium	High

*Daurabhi*  
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## Course Title: Consumer Behaviour

Category Of Course	Course Code	Credit	Contact Hours	Internal			External	
Elective	MBA404COB	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

### Course Outcomes (COs)

1. To understand the conceptual foundations of consumer buying behaviour
2. To create awareness of the theories of motivation, perception and Personality and relation with consumer behaviour
3. To create awareness of the theories of Consumer learning and Consumer attitude.
4. Analyze how social and cultural dimensions and Consumer decision making shapes consumer behaviour.
5. To understand global consumer behaviour towards online buying and application.

### CO PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	High	Low	Medium	High	Low	High
CO2	High	Medium	Medium	High	High	Low	Medium	Medium	Low	High
CO3	High	Medium	Medium	High	High	Low	Medium	Medium	Low	High
CO4	High	Medium	Medium	High	High	Low	Medium	High	Low	High
CO5	High	Medium	Medium	High	High	Low	Medium	Medium	Low	High

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**Course Title: Financial Derivatives**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Major	MBA405FID	4	60					
				20%	30%	-	50%	-

**Course Outcomes (COs)**

1. To understand the students about the concept of Derivatives and its types.
2. To acquaint the knowledge of Forward and Futures contract and settlement of future price
3. Analysis of risk Management using Options and SWAPs
4. To gain the knowledge about Hedging and the development position of Derivatives in India
5. To understand evaluation of derivatives and derivatives trading at NSE/BSE.

**CO-PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Medium	-	Low	High	High	Medium	-	High
CO2	Medium	High	Medium	-	Low	High	High	Medium	-	High
CO3	Medium	High	Medium	-	Low	High	High	Medium	-	High
CO4	Medium	High	Medium	-	Medium	High	High	Medium	-	High
CO5	Medium	High	Medium	-	Medium	High	High	Medium	-	High

*B. A. Sahi*

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**Course Title: Industrial Relations and Labour Laws**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
Major	MBA405INR	4	60					
				20%	30%	-	50%	-

**Course Outcomes (COs)**

1. To elaborate the concept of Industrial Relations and Labour laws
2. To discuss and analyse requirement different mechanisms of addressing disputes, grievances and workers' welfare, Trade Union and Industrial Employment
3. To summarize the important provisions of Wage Legislations, in reference to Factory Act 1948 and Contract Labour (Regulation and Abolition) Act, 1970
4. To summarize the important provisions of labour Legislations, in reference to Worker's Participation In Management and Code of Discipline in India
5. To summarize the important provisions of labour Legislations Sexual harassment of women in workplace, The Child Labour (Prohibition and Regulation) Act, 1986: and Apprentice Act, 1961:

**CO-PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	Low	-	Medium	High	High	High
CO2	Medium	High	Medium	High	Low	Low	High	High	High	High
CO3	Medium	Medium	Medium	High	-	-	Medium	High	High	High
CO4	High	Medium	Medium	High	-	-	High	High	High	High
CO5	High	Medium	Medium	High	-	-	Medium	High	High	High

*Baurabhi*

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**Course Title: Product and Brand Management**

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
Elective	MBA405PBM	4	60	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

**Course Outcomes (COs)**

1. To learn fundamentals of Product and Brand Management.
2. The aim of Product Management Part is to make participants understand competition at product level as well as brand level.
3. To understand important aspects of product and brand management from competition point of view.
4. The objective of brand management is to make students understand principles of Branding, role of brands, elements and components of brands, brand equity etc.
5. The main aim for brand management is to make sure that students understand implications of planning, implementing and evaluating Branding Strategies.

**CO PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	High	Medium	Medium	High	High	High
CO2	High	High	Medium	High	High	Medium	High	Medium	Medium	High
CO3	High	Medium	Medium	High	High	Medium	Medium	Medium	Medium	High
CO4	High	High	Medium	High	High	Medium	Medium	Medium	Medium	High
CO5	High	High	High	Medium	High	Medium	High	Medium	Medium	High

*Bauraski*  
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### Course Title: Research Project

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
MBA406REP	6	90	0	0	50%	0	50%

### Course Outcomes (COs)

1. To practice theoretical concepts in Research methods
2. To provide students an opportunity of qualitative and quantitative research based learning in a systematic manner.
3. To apply conceptual knowledge using statistical techniques of data analysis
4. To learn art of writing research paper/ research Article.

### Research Project CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	Low	Low	High	Medium	High	Low	High
CO2	High	High	High	Low	Low	High	Low	High	Low	High
CO3	High	High	High	Low	Low	High	Low	High	Low	High
CO4	High	High	High	Low	Medium	High	Medium	High	Low	High

*Dausabki*

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## **Programme Outcomes (PO) of MBA with effect from Academic year 2020-2021**

**PO1: Management Knowledge:** To develop students' Comprehensive management knowledge that can help them to be a business leader and manager

**PO2: Analytical Skills:** To demonstrate conceptual, analytical, technical, entrepreneurial and human relation skills to be an effective management professional and that help to diagnose problem-solving skills in order to support management decision-making.

**PO3: Research Aptitude:** An ability to demonstrate a critical awareness of current issues (diversity, social responsibility, sustainability, innovation, knowledge management, etc.) in business and management which is informed by leading edge research and practice in the field.

**PO4: Culture, Values and Ethics:** Gain insights into how cultural values can impact ethical decision making. Understand that ethical standard can vary across cultures, and develop the ability to navigate these differences to become successful managers

**PO5: Strategic marketing Knowledge:** To possess a deep understanding of marketing principles, including competitive analysis. Students would be able to formulate effective marketing strategies to address business challenges and opportunities.

**PO6: Financial knowledge:** Develop a strong foundation in financial principles, including understanding financial markets, risk management, financial instruments and valuation techniques.

PO7: **Entrepreneurship Skills:** Apply the entrepreneurial, analytical, managerial skills for effective business management and for effective startups.

PO8: **Individual and Leadership skills:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO9: **Strategic HR Knowledge:** Able to develop and implement strategic human resource management plans that align with overall business goals. This involves understanding how HR strategies can contribute to the success of an organization.

PO10: **Life Long Learning:** Ability to integrate business knowledge and management techniques in a changing business environment to achieve long term objectives of organization.

  
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### Course Title: Soft Skills

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040101	2	30	20%	30%	-	50%	-

### Course Outcomes (COs)

- 1 Developing personal goals and understanding career aspirations.
- 2 Understanding the importance of listening in communication.
- 3 Developing skills to meet organizational needs and requirements.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Low	Medium	Low	Low	Medium	High	Medium	High
CO2	Medium	Medium	Low	High	Low	Low	Low	High	Medium	Medium
CO3	High	High	Medium	Medium	Medium	Medium	High	High	High	High





### Course Title: Computing Skills

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040102	3	45	50%	-	-	50%	-

### Course Outcomes (COs)

1. The learners from diverse backgrounds can have a deeper penetration on the computer.
2. Learner should be able to perform editing, formatting functions on text, pictures and table, and producing a mail merge
3. Learners should be able to demonstrate the use and utility of functions, formulas, organizing and displaying large amounts and complex data.
4. Learners should be able to get a basic understanding on the important concepts of networking.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	high	Medium	Medium	low	low	Medium	Medium	low	Medium
CO2	Medium	high	low	low	Medium	Medium	low	low	Medium	Medium
CO3	Medium	high	Medium	low	Medium	Medium	Medium	Medium	Medium	Medium
CO4	Medium	high	Medium	low	low	low	Medium	Medium	low	Medium

*Dorel*  
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### Course Title: Principles of Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040104	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Understand different management approaches
2. Demonstrate planning techniques
3. Able to work in dynamic teams within organizations
4. Analyze different processes in staffing and controlling

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	Medium	Medium	High	High	Low	High
CO2	High	Medium	Medium	Medium	Low	-	Medium	High	Low	High
CO3	High	Medium	Medium	Medium	Low	Low	Medium	High	Medium	High
CO4	High	Medium	Medium	Medium	Low	Low	Medium	High	High	High

*Darsh*  
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BUSINESS



### Course Title: Managerial Economics

Course Code	Credit	Contact Hours	Internal			External	
16040105	3	45	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

### Course Outcomes (COs)

1. To encourage the students of management with techniques of managerial economics to enable them its relevance decision making.
2. Analyzing the demand and supply conditions and assess the position of a company
3. Understanding the production and cost function using curves and theories.
4. Design competition strategies, including costing, pricing, product differentiation, according to the natures of products and the structures of the markets
5. To understand the Concept of National Income, Fiscal and Monetary Policies and Macro Environment in business decisions

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Low	Medium	Medium	High	Low	Low	High
CO2	Medium	High	High	Low	Low	High	Medium	Low	Low	High
CO3	Medium	High	High	Low	Medium	High	Medium	Low	Medium	High
CO4	High	High	Medium	Low	High	High	Medium	Low	High	High
CO5	High	High	High	Low	High	High	High	Low	Medium	High

*Dr. S. S. Srinivas*  
SCHOOL OF  
BUSINESS



### Course Title: Organization Behaviour

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040106	3	45	50%	-	-	50%	-

### Course Outcomes (COs)

1. To familiarize with the concept of individual, group and organization behavior at work.
2. To understand individual behavior in organizations due to motivation and morale that influences the decision making and work.
3. To learn the ability to adapt organizational change.
4. To understand the concept of stress and methods of managing the stress to improve the organizational performance.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	high	high	high	high	-	-	medium	high	medium	high
CO2	high	high	high	high	-	-	medium	high	medium	high
CO3	high	high	high	high	-	-	medium	high	medium	high
CO4	high	high	high	high	-	-	medium	low	medium	high

*Darsh*  
SWARNIM SCHOOL OF  
BUSINESS



**Course Title: Financial Statement Analysis**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040107	2	30					
			20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Learn the components of financial statements, including the balance sheet, income statement, and cash flow statement.
2. Understand the importance of cash flow in evaluating a company's financial health.
3. Develop comprehensive financial reports and presentations.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	High	High	High	Medium	-	High
CO2	High	High	Medium	High	Medium	Medium	High	High	-	Medium
CO3	Medium	High	Medium	Medium	High	High	High	Medium	-	High

*Devi*  
SWARNIM SCHOOL OF  
BUSINESS



**Course Title: Marketing Management**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040108	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Understanding the basic concept of marketing management.
2. Ability to identify what drives customer value and importance of buying behavior.
3. Identifying and targeting specific groups within a market and Selecting the most attractive segments to focus on.
4. Understanding of Product Management Concepts.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	High	Low	Low	Medium	High	Medium	High
CO2	High	High	High	High	Low	Medium	Medium	High	Medium	High
CO3	High	High	High	High	Low	Low	Medium	High	High	High
CO4	High	High	High	High	High	Low	Medium	Low	Medium	High



### Course Title: Business Research Methods

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040110	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Understanding the framework and purpose of Research and its benefits to business.
2. Ability to know & classify between various types, nature and sources of data.
3. Knowledge of Sampling Techniques used to collect the data for research.
4. Ability to design questionnaires in a structured way to collect data which is helpful in business research.
5. Learn how to write reviews of articles/ research papers to employ the standard and significant analysis.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	Medium	High	High	High	Medium	High	High
CO2	Medium	High	Medium	Medium	High	Medium	Medium	High	Medium	Medium
CO3	High	Medium	High	High	High	Medium	Medium	Medium	Medium	Medium
CO4	High	Medium	High	Medium	High	High	High	Medium	High	High
CO5	Medium	Medium	High	High	Medium	High	High	Medium	Medium	Medium

  
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 BUSINESS

# **MBA**

## **Semester II**





**Course Title: Business Communication**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040201	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Learn the basic concepts and principles of cost accounting
2. Study various costing methods, including job order costing, process costing, and activity-based costing.
3. Understand standard costing and its use in performance evaluation.
4. Understand the ethical issues related to cost accounting and financial reporting.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	Low	Low	High	Medium	Medium	Medium	High
CO2	High	High	Medium	Low	Medium	High	High	Medium	Medium	Medium
CO3	High	High	Medium	Low	Low	High	Medium	Medium	Medium	Medium
CO4	Medium	Medium	Medium	High	Low	Medium	Medium	Medium	Medium	High

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### Course Title: Cost Accounting

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040202	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Learn the fundamental concepts of cost, including types of costs (fixed, variable, direct, indirect) and how they behave.
2. Gain knowledge of different costing methods such as job costing, process costing, activity-based costing, and standard costing.
3. Learn techniques for controlling and reducing costs, including variance analysis and cost allocation methods.
4. Develop skills to use cost information for decision-making purposes, such as pricing, make or buy decisions, and profitability analysis.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	-	-	-	High	Medium	Low	Medium	Low
CO2	High	High	Medium	Medium	Medium	High	High	Low	Low	Medium
CO3	Medium	High	Medium	Medium	Medium	High	Medium	Low	Low	High
CO4	Medium	High	-	Medium	Medium	High	High	Medium	Medium	Medium

*Desai*  
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BUSINESS



### Course Title: Entrepreneur innovation and motivation

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040203	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Apply the basic principles of entrepreneurship
2. Distinguish the concepts of the entrepreneurship ecosystem, entrepreneurship education, and various entrepreneurial opportunities.
3. Understanding various individual attributes of entrepreneurial personality traits, entrepreneurial characteristics, behavioral attributes and importance of creativity and innovation.
4. Develop an understanding of best techniques for idea generation and opportunities exploration.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	Medium	Medium	High	High	Medium	Medium	Medium	High
CO2	High	Medium	High	Medium	Low	Medium	High	High	High	Medium
CO3	High	Medium	High	Medium	Low	Medium	High	High	High	Medium
CO4	Medium	High	Medium	Low	Medium	High	High	High	Medium	High



**Course Title: Macro Economics**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040204	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. To equip the students with techniques of Macroeconomics to enable them to know the basic nature.
2. Analyze the theories and its regards with the national planning and policies.
3. To understand the GDP and the methods of measuring its worth to the students.
4. Evaluating the various economic thoughts will enrich students to achieve the next level.
5. To understand the Concept of National Income, Fiscal and Monetary Policies and Macro decisions of a nation.

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	Medium	Medium	High	Low	Medium	Medium
CO2	High	Medium	Medium	Medium	Medium	Low	High	Medium	High	High
CO3	High	Medium	Medium	Medium	Medium	Medium	Medium	Low	Medium	Medium
CO4	High	High	Medium	Low	Medium	Medium	High	Medium	Medium	Low
CO5	High	Medium	Medium	High	High	High	Medium	High	High	Medium



**Course Title: Human Resource Management**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040205	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. To understand basic of Human Resource Management
2. To understand importance of Human Resource Planning & Recruitment and Selection
3. To understand induction and Training and Development
4. To have glance to Performance Appraisal, Job analysis and Job
5. To understand basic of Compensation, Grievance and Employee Welfare Management

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	High	Low	Low	Medium	High	High	High
CO2	High	Medium	Low	High	Medium	Medium	High	High	High	High
CO3	High	Medium	-	High	Low	Low	Medium	High	High	High
CO4	High	High	Medium	High	Low	Low	Medium	High	High	High
CO5	High	Medium	-	High	Low	Low	High	High	High	High



### Course Title: Financial Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040206	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. To demonstrate the sound understanding of the concept, functions and importance of financial management for a business firm.
2. Student will be able to calculate, working capital and its finance and demonstrate the working capital decisions and inventory management
3. Students will be able to analyze the convolutions associated with leverage and risk mitigation
4. To demonstrate the ability to assess and manage financial risks and recommend an optimum capital budgeting for a firm.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	—	—	Low	High	Low	Low	Low	Medium
CO2	High	High	Medium	Low	Low	High	Medium	Medium	-	Medium
CO3	Medium	High	High	Low	Low	High	High	Medium	-	Medium
CO4	High	Medium	Low	Low	Low	High	High	Medium	Low	Medium

*Dr. Ravi*  
SWARNIM SCHOOL OF  
BUSINESS



## Course Title: Production and Operations Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040207	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Introducing project management principles and tools for planning, scheduling, executing, and controlling projects within the operations context.
2. Providing students with a comprehensive understanding of the principles, concepts, and theories related to operations management within manufacturing and service organizations.
3. Teaching methods for determining optimal production capacity, facility layout design, and resource allocation to maximize efficiency and minimize costs.
4. Educating students on quality control methods, total quality management (TQM), quality assurance, and their application in enhancing product and service quality.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	-	Medium	-	Medium	High	Medium	High
CO2	High	High	High	-	Medium	-	Medium	High	Medium	High
CO3	High	Medium	Medium	-	Medium	High	Medium	High	Medium	High
CO4	High	High	Medium	-	Medium	High	Medium	High	Medium	High



### Course Title: Project Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040208	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. To develop an awareness of the need for project planning and management
2. To apply professional attitudes and techniques to managing a project
3. Provide students with a basic understanding of project management principles and practices.
4. Increase the student's ability to function effectively on a project team.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Low	Low	Low	High	Low	Low	-	Medium
CO2	High	High	Medium	Low	Low	High	Medium	Medium	-	Medium
CO3	Medium	High	High	Low	High	High	High	Medium	-	Medium
CO4	High	Medium	Low	Medium	Low	High	High	Medium	-	Medium

*David*  
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### Course Title: Project Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040208	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. To develop an awareness of the need for project planning and management
2. To apply professional attitudes and techniques to managing a project
3. Provide students with a basic understanding of project management principles and practices.
4. Increase the student's ability to function effectively on a project team.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Low	Low	Low	High	Low	Low	—	Medium
CO2	High	High	Medium	Low	Low	High	Medium	Medium	—	Medium
CO3	Medium	High	High	Low	High	High	High	Medium	—	Medium
CO4	High	Medium	Low	Medium	Low	High	High	Medium	—	Medium

*Darul*  
SWARNIM SCHOOL OF  
BUSINESS

**MBA**

**SEM**

**III**



### Course Title: Business Law

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040302	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. To make students understand the concept, theories and application of business Law for the Development of the Society.
2. Develop the ability to analyze, draft, and interpret contracts, including understanding contract formation, terms, performance, breach, and remedies.
3. Familiarize students with different types of negotiable instruments governed by the Act, such as promissory notes, bills of exchange, and cheques, including their definitions, characteristics, and legal implications.
4. Educate students on the essentials of a valid contract of sale, including the definition of goods, conditions and warranties, transfer of property, and the distinction between sale and agreement to sell.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	Low	-	High	Low	Low	-	Medium
CO2	High	High	Medium	Medium	-	High	Medium	Medium	-	Medium
CO3	Medium	High	High	Low	High	High	High	Medium	-	Medium
CO4	Medium	Medium	Low	High	Low	High	High	Medium	-	High

*Desul*  
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### Course Title: Business Strategy

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040303	3	45					
			20%	30%	-	50%	-

### Course Outcomes (COs)

1. To know core concepts of Strategy and Strategic Management and its scope.
2. To know various external factors and its effect business policy or business strategy
3. To know and execute the process of internal analysis of any business unit of Industry.
4. To understand various steps of formulation and implementation of various business

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	-	-	-	-	High	-	-	-	Medium
CO2	High	High	Medium	-	-	Medium	-	Medium	-	Medium
CO3	Medium	High	High	-	High	Medium	High	-	-	Medium
CO4	Medium	Medium	Low	High	-	Medium	High	-	-	High

*Dr. Arul*  
SWARNIM SCHOOL OF  
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**Course Title: Management of financial services**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16060301	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. The learners will understand the Indian Financial system, Financial instruments and regulatory system
2. The learners will be able to learn factoring and forfaiting, stock broking, credit rating, custodial and depository services
3. Learners will be able to understand basics of insurance services and other financial services
4. Learner will be able to understand thorough knowledge of mutual funds and crowd funding

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	-	Low	High	High	-	-	Medium
CO2	High	Medium	High	-	Medium	High	High	Medium	-	Medium
CO3	High	Medium	High	-	Low	High	Medium	Medium	-	Medium
CO4	High	Medium	High	-	Low	High	High	-	-	Medium

*Dr. Arun*  
SWARNIM SCHOOL OF  
BUSINESS



### Course Title: Management of financial services

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16060301	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. The learners will understand the Indian Financial system, Financial instruments and regulatory system
2. The learners will be able to learn factoring and forfaiting, stock broking, credit rating, custodial and depository services
3. Learners will be able to understand basics of insurance services and other financial services
4. Learner will be able to understand thorough knowledge of mutual funds and crowd funding

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	-	Low	High	High	-	-	Medium
CO2	High	Medium	High	-	Medium	High	High	Medium	-	Medium
CO3	High	Medium	High	-	Low	High	Medium	Medium	-	Medium
CO4	High	Medium	High	-	Low	High	High	-	-	Medium



### Course Title: Compensation Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16070302	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Providing insights into strategic choices in managing compensation
2. In-depth analysis of major Compensation issues in the context of current theory, research and practice.
3. Illustrating new development as well as established approaches to compensation decisions.
4. To Learn Employee Benefits, Pension Schemes
5. To Learn Various Labor Laws Related to Compensation Management.

### CO PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	Medium	Low	Low	Medium	High	High	High
CO2	High	Medium	Medium	High	-	Medium	High	High	High	High
CO3	High	Medium	Medium	Medium	-	Low	High	High	High	High
CO4	Medium	Medium	Medium	Medium	-	Low	Medium	High	High	High
CO5	High	Medium	Medium	Medium	Low	Low	High	High	High	High

*Darul*  
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### Course Title: Security Analysis and Portfolio Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16060302	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. The learners will understand the investment risk and investment environment with reference to Indian security market
2. The learners will be able to learn security analysis practical and theory aspects
3. Learners will be able to understand basics and advance of portfolio management
4. Learner will able to understand thorough knowledge of evaluating shares of investment in stock market

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	-	High	Medium	Medium	Medium	-	High
CO2	Medium	High	Medium	-	High	High	Medium	Medium	-	High
CO3	High	High	High	-	High	Medium	Medium	High	-	High
CO4	Medium	High	Medium	-	High	High	High	High	-	High

*Darul*  
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## Course Title: Strategic Human Resource Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16070301	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. The learners will understand the strategic Role of HRM,
2. The learners will be able to learn the a clear distinction between Performance Appraisal and Performance Management
3. Learners will be able to plan how strategic pay plans and employee benefits are determined.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	-	-	Medium	High	High	High
CO2	High	Medium	Medium	High	-	-	Medium	High	High	High
CO3	High	Medium	Medium	High	-	-	Medium	High	High	High

*Darul*  
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## Course Title: Digital Marketing

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16050301	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Understand the concepts and applications of digital marketing and its real-world iterations.
2. Articulate innovative insights of digital marketing enabling a competitive edge.
3. Understand how to create and run digital media based campaigns
4. Identify and utilize various tools such as social media etc.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	Low	High	Low	High	High	Medium	High
CO2	High	Medium	High	Low	High	Low	High	High	Medium	High
CO3	High	Medium	High	Low	High	High	High	High	Medium	High
CO4	High	Medium	High	Low	High	High	High	High	Medium	High

*D. D. D.*  
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### Course Title: Integrated Marketing Communication

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16050302	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Apply the key terms, definitions, and concepts used in integrated marketing communications.
2. Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy.
3. Choose a marketing communication mix to achieve the communications and behavioural objectives of the IMC campaign plan.
4. Structure an integrated marketing communications IMC campaign plan based on the application of marketing concepts, principles, IMC tools and practices within an organization.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	Low	High	High	Medium	High	Medium	High
CO2	High	Medium	High	Low	High	High	Medium	High	Medium	High
CO3	High	Medium	High	Low	High	High	Medium	High	Medium	High
CO4	High	Medium	High	Low	High	High	Medium	High	Medium	High

  
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BUSINESS

**MBA**

**SEM**

**IV**



### Course Title: Legal Aspects of Business

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040401	3	45	20%	30%	-	50%	-

### COURSE OUTCOMES

1. Equipped with fundamental and contemporary knowledge of the most prevalent form of business organization at global level.
2. Familiarized with legal aspects of starting a new business in the form of a company
3. Prepared with fundamental and contemporary knowledge about the main source of business finance- Share Capital
4. Aware about their rights as an investor in share market

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	-	High	-	Medium	High	Medium	High
CO2	High	Medium	High	-	High	-	Medium	High	Medium	High
CO3	High	Medium	High	-	High	-	Medium	High	Medium	High

*Darud*  
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## Course Title: Change Management and Organization Development

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16070402	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. The learners will understand the concept of Organization Change and Development.
2. The learners will be able to learn to prepare strategies to deal with various types of change.
3. Learners will be able to plan for various development activities.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	Low	Low	Medium	Medium	High	High
CO2	High	Medium	Medium	Medium	Medium	-	Medium	High	High	High
CO3	High	High	Medium	Medium	Medium	Low	High	Medium	High	High

*Darul*  
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**Course Title: International Human Resource Management**

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16070401	3	45	20%	30%	-	50%	-

**Course Outcomes (COs)**

1. Understand issues, opportunities and challenges pertaining to international HRM
2. Develop Competency in dealing with cross cultural situation
3. Understand the strategic and functional roles of HRM in various international Context
4. Understand external forces (eg. Globalization, socio cultural changes, political and economic changes) that have the potential to shape international HRM

**CO PO MAPPING**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	-	-	Medium	High	High	High
CO2	High	Medium	Medium	High	-	-	Medium	High	High	High
CO3	High	Medium	Medium	High	-	-	Medium	High	High	High
CO4	High	Medium	Medium	High	-	-	Medium	High	High	High

*Dareul*  
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## Course Title: Global Marketing Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040402	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Understand the key characteristics of important country markets in different regions of the world and learn how to develop marketing plans for these diverse country markets.
2. Learn to gather, categorize, analyze, interpret, and evaluate relevant information about markets in different countries around the world. To assess the social/cultural, economic/financial, political/regulatory, and technological/infrastructure environments of different countries and how to adjust a company's marketing practices based on these factors.
3. Learn how to develop product/service/branding policies, pricing practices, and distribution approaches internationally and globally.
4. Develop the ability to think critically about different perspectives on global marketing.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	High	High	Medium	Low	Medium	Low	High
CO2	Medium	High	Low	High	High	High	Medium	Medium	Low	High
CO3	High	High	High	High	High	Medium	Medium	High	Low	High
CO4	Medium	High	Medium	High	High	High	High	High	Low	High





## Course Title: Product and Brand Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16050401	3	45	20%	30%	-	50%	-

## Course Outcomes (COs)

1. Understand the key characteristics of important country markets in different regions of the world and learn how to develop marketing plans for these diverse country markets.
2. Learn to gather, categorize, analyze, interpret, and evaluate relevant information about markets in different countries around the world. To assess the social/cultural, economic/financial, political/regulatory, and technological/infrastructure environments of different countries and how to adjust a company's marketing practices
3. Learn how to develop product/service/branding policies, pricing practices, and distribution approaches internationally and globally.
4. Develop the ability to think critically about different perspectives on global marketing.

## CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Medium	Low	High	Low	Low	Medium	Low	High
CO2	Medium	High	Low	Medium	High	Low	Medium	Medium	Low	High
CO3	High	High	High	High	High	Low	Medium	High	Low	High
CO4	Medium	Medium	Medium	High	High	Low	High	High	Low	High



## Course Title: Service and Relationship Marketing

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16050402	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Analyze the unique challenges involved in the provision of service.
2. Apply the relevant service marketing theories, concepts and frameworks to solve service related problems and evaluate current business practices.
3. Evaluate the process of value co-creation for enhanced customer experiences
4. Critique commonly used service metrics such as perceived service quality, customer satisfaction and net promoter score.

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Medium	Low	High	-	Low	Medium	Low	High
CO2	Medium	High	Low	Medium	High	low	Medium	Medium	-	High
CO3	High	Medium	Medium	Medium	Medium	-	Medium	Medium	-	High
CO4	Medium	Medium	Medium	High	High	low	High	High	-	High

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## Course Title: Risk Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16060401	3	45	20%	30%	-	50%	-

## Course Outcomes (COs)

1. Learn the basic concepts, principles, and terminology of risk management.
2. Identify different types of risks, including strategic, operational, financial, and compliance risks.
3. Evaluate the likelihood and impact of identified risks
4. Develop strategies to mitigate identified risks.

## CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	Low	Low	High	Medium	Low	Medium	Medium
CO2	High	High	Medium	Low	Medium	High	Medium	Low	Medium	Medium
CO3	Medium	High	Medium	Low	Medium	High	Medium	High	Medium	Medium
CO4	High	High	Medium	Low	High	High	High	Medium	High	High

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## Course Title: Merger Acquisition

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16060402	3	45	20%	30%	-	50%	-

### Course Outcomes (COs)

1. Learner will be able to understand the basics of mergers and acquisition with types. Will impart the knowledge of strategic evaluation of merger and acquisitions and synergy and value creation in mergers.
2. Learner will be acquainted with knowledge of corporate restructuring with various regulations. Will able to understand various types of joint venture
3. Learner will be able to understand the descriptive meaning of international mergers and acquisitions and various types of takeover defense strategies
4. Learner will able to enhance the expertise knowledge of legal framework of mergers and acquisitions with Prominent Cases of Mergers and Acquisitions , examples of M & A in the Indian and international contexts

### CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	-	Medium	High	High	Medium	-	High
CO2	Medium	High	Medium	-	Medium	High	High	Medium	-	High
CO3	High	High	High	-	Medium	High	High	High	-	High
CO4	Medium	Medium	Medium	-	Medium	High	High	High	-	High

*Darsh*  
SWARNIM SCHOOL OF  
BUSINESS