

## **Devi Ahilya Vishwavidyalaya, Indore**

### **MBA [FULL TIME]**

**w.e.f. Academic year 2019-2020**

#### **Programme Objectives**

The MBA [Full Time] program is oriented to enhance students learning and develop their skills and attitude towards Business, Market and Society as a whole. To support this aim following objectives are formulated:

- Apply best practices to solve managerial issues.
- Understanding of link between business and society.
- Knowledge and skills in each functional area of management.
- Demonstrate effective written forms of communication and oral business presentations.
- Implement leadership skills to work effectively within diverse teams.
- Identify and analyze ethical responsibilities of businesses.

#### **Programme /Learning Outcomes**

The learning outcomes specify the knowledge, skills, values and attitudes that students are expected to attain in MBA program as below:

- ***Business Environment and Domain Knowledge (BEDK)***: Economic, legal and social environment of Indian business. Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.
- ***Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)***: Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analysing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.
- ***Global Exposure and Cross-Cultural Understanding (GECCU)***: Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

- ***Social Responsiveness and Ethics (SRE)***: Developing responsiveness to contextual social issues problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.
- ***Effective Communication (EC)***: Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).
- ***Leadership and Teamwork (LT)***: Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities. maximize the usage of diverse skills of team members in the related context.

**MBA Full Time  
MBA I Semester**

**FT-101C PRINCIPLES & PRACTICE OF MANAGEMENT**

**FT-102C QUANTITATIVE TECHNIQUES**

**FT-103C ACCOUNTING FOR MANAGERS**

**FT-104C IT & E-BUSINESS FUNDAMENTALS**

**FT-105C BUSINESS ENVIRONMENT**

**FT-106C ORGANIZATION BEHAVIOUR**

**FT-107C BUSINESS COMMUNICATION**

**FT-108C MANAGERIAL ECONOMICS**

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## FT-101 C PRINCIPLES AND PRACTICE OF MANAGEMENT

### COURSE OBJECTIVE

The course is aimed at delivering an insight in to the field of management. The course aims at explaining various concepts of management and contemporary management practices, highlighting the functions and responsibilities of the manager, making the students aware about professional challenges faced by the managers and acquainting the students with the tools and techniques that are used for handling the challenges of managerial jobs along with an understanding of the work environment.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluation will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After studying the course, the students would be able to gain:

- CO 1. Understanding of various management concepts functions and practices .
- CO 2. Understanding of the role of managers .
- CO 3. Learn about integrating management practices in work environment.
- CO 4. Enhance their decision-making through the use of analytical skills of management

## FT-102 C QUANTITATIVE TECHNIQUES

### COURSE OBJECTIVES

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The Semester Examination will be worth 80 marks. It will have two Section, A and B. Section A will contain four questions from Part I Business Mathematics. Similarly, Section B will contain four questions from Part II-Business Statistics. A student will be required to attempt any five questions with a minimum of two questions from each section. The questions will contain theoretical as well as numerical and/or cases/ practical problem(s). All questions will carry equal marks.

### COURSE OUTCOMES

After completion of the course the students should be able

CO1. To prepare students for lifelong learning and successful careers using their mathematical and statistical skills.

CO2. To develop decision making skills pertinent to the practice of mathematics and statistic including the students' abilities to formulate problems, to think creatively, and to synthesize information.

CO3. To train students thoroughly in methods of analysis and algebra, including the computational skills appropriate for mathematicians to use when solving problems.

CO4. To teach students to use current mathematical and statistical concepts and data analysis techniques for problem solving.

## FT-103C ACCOUNTING FOR MANAGERS

### COURSE OBJECTIVES

The objective of this course is to acquaint the students with the basic concept of Financial, Cost, and Management Accounting and further to develop understanding of Accounting for Managers for Decision Making.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will consist of four theory questions out of which students will be required to attempt any two questions. Section B, worth 60 marks will have six numerical/practical problems out of which a student will be required to attempt any four questions.

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After the completion of the course the students should be able to

CO1. Get acquainted with with the basic concept of Finance, Cost, and Management Accounting.

CO2. Prepare financial statements in accordance with Generally Accepted Accounting Principles.

CO3. Develop critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.

CO4. Demonstrate the ability to communicate accounting data effectively, as well as the ability to provide knowledgeable recommendations.

## FT-104 C IT & E-BUSINESS FUNDAMENTALS

### COURSE OBJECTIVES

The objective of this course is to help the student acquire the basic knowledge of Information Technology and e-Business Fundamentals. The subject course is to help students to understand the management aspect of E-commerce Technological Environment.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluation will be considered as internal marks.

The semester examination carrying 80 marks will have 30 marks for <sup>Extensive</sup> viva-voce, 50 marks for written examination that will have theory and practical problems. 7 to 8 questions will be asked out of which students will be required to attempt any 5 questions.

### COURSE OUTCOMES

After the completion of the course the students should be able

- CO1. To understand basics of Information Technology and E-Business fundamentals.
- CO2. To gain knowledge of Computer fundamentals and applications of MS-Office in business.
- CO3. To have awareness of E-business, Cyber security threats & other related issues.
- CO4. To Learn optimum uses of e-resources like websites, search engines, shopping sites, etc.

## FT-105 C BUSINESS ENVIRONMENT

### COURSE OBJECTIVES

The course is aimed at delivering an insight into the field of business and environment surrounding it through the following objectives:

- To familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business.
- To acquaint the students with the emerging issues in business at National and International Level in the light of new economic policies.
- In today's dynamic world it is mandatory to have primary knowledge of the immediate environment in which business is conducted.
- With the dawn of liberalization, privatization and globalization it has become very important to get an insight in the work paradigms and international trade bodies which are updated time to time.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After studying Business Environment Course, the students would be able to:

- CO 1. Enable the understanding of business and environment as one and separate entities.
- CO 2. Learn about different theories, approach style, modes of entry, various government initiatives and International bodies for Practical implication in the Indian context
- CO 3. In depth knowledge of economic policies, and changes made to them and reforms since independence
- CO 4. Integrate business environment principles and strategies into business practices (domestic and international) for growth and sustainability of economic environment

*Sachin Kumar S.*



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## FT-106C ORGANIZATION BEHAVIOUR

### COURSE OBJECTIVES

The Objective of this course is to help students to understand human behaviour in organizations so that they improve their managerial effectiveness.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks. The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After the completion of the course the students should be able to:

- CO1. Demonstrate an understanding of key terms, theories/ concepts and practices within the field of OB.
- CO2. Demonstrate competence in development and problem solving in the area of management.
- CO3. Analyze the key issues related to administrating the human elements such as Perception, Learning, Motivation, Leadership, Team Building and others
- CO4. Know the meaning of terminology and tools used in managing employees effectively

## FT-107 C BUSINESS COMMUNICATION

### COURSE OBJECTIVES

The objective of the course is

1. To create awareness and sensitize management students towards the significance of effective communication skills and its role in business
2. To acquire the basics of Business Communication
3. To hone up different skills of effective communication viz. listening, speaking, reading and writing of management students
4. To sensitize the students towards the imperative need for developing interpersonal and group communication and enable them to overcome to certain extent the challenges in effective communication with different stakeholders
5. To evaluate their skills on a comprehensive parameters of listening, speaking and writing

### EXAMINATION SCHEME

Student shall be evaluated on two components. 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After the completion of the course the students should be able

- CO 1. To effectively communicate at both interpersonal and at organizational levels, with all the stakeholders of the organization
- CO 2. To converse effectively in the basic formats, and styles of business writing so that he/she will be thoroughly prepared to take part in real-world business situations
- CO 3. To respond appropriately in a confident and concise style (oral and written) in a given situation
- CO 4. To identify and apply effective usage of the requisite skill in a given business set-up

## FT-108C MANAGERIAL ECONOMICS

### COURSE OBJECTIVES

The objective of this course is to help the students gain understanding of different aspect of managerial economics and also the functions and responsibilities of the manager with a focus on micro economic concepts.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1 Demonstrate knowledge of fundamental managerial concepts and principles including analysis of difference and interrelation between micro and macro economics.
  - CO2 Acquaintance with the necessary analytical tools to analyze decision making by individual consumers and firms such as demand, supply, pricing and resource allocation.
  - CO3 Understand the economic basis for business characteristics and market imperfections.
  - CO4 Demonstrate detailed understanding of macro economics for management and also new economic policies.
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MBA Full Time Revised Syllabus for Affiliated Institutions of Devi Ahilya Vishwavidyalaya, Indore

**MBA Full Time  
MBA II Semester**

**FT-201C OPERATIONS RESEARCH**

**FT-202C OPERATIONS MANAGEMENT**

**FT-203C ENTREPRENEURSHIP**

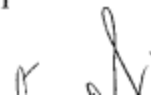
**FT-204C FINANCIAL MANAGEMENT**

**FT-205C MARKETING MANAGEMENT**

**FT-206C HUMAN RESOURCE MANAGEMENT**

**FT-207C BUSINESS ETHICS & INDIAN ETHOS IN MANAGEMENT**

**FT-208C BUSINESS RESEARCH METHODS**



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## FT-201C OPERATIONS RESEARCH

### COURSE OBJECTIVES

The objective of this course is to help the students acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will consist of four theory questions out of which students will be required to attempt any two questions. Section B, worth 60 marks will have six numerical/practical problems out of which a student will be required to attempt any four questions.

### COURSE OUTCOMES

After the completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms .
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations

## **FT-202C OPERATIONS MANAGEMENT**

### **COURSE OBJECTIVES**

The objective of this course is to help the students understand the concepts of production function, inventory control, quality control and application of technical models and techniques for solving production problems.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 32 marks will have 4 theory questions out of which students will be required to attempt any two questions. Section B carrying 48 marks will contain five numerical/practical problems out of which a student will be required to attempt any three questions.

### **COURSE OUTCOMES**

After the completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
- CO2. Understand the interdependence of the operations function with the other key functional areas of a firm.
- CO3. Apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. Increase the knowledge and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

## **FT-203C ENTREPRENEURSHIP**

### **COURSE OBJECTIVES**

The objective of this course is to exhibit knowledge of fundamentals of entrepreneurship, application of tools & techniques to setup an entrepreneurial venture.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able to:

CO1. Understanding the basics of Entrepreneurship and real life issues therein.

CO2. Apply Theoretical concepts into practice while facing business problems.

CO3. Contribute in Developing Reasoning and Analytical ability to foster Decision Making

CO4. Nurture Entrepreneur Skills and Leadership Abilities.

## **FT-204C FINANCIAL MANAGEMENT**

### **COURSE OBJECTIVES**

The objective of the course is to understand the concepts of Business Finance and it also aims at learning of financial tools and developing the skills of financial analysis and financial decisions.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

There will be two sections. Section A, theoretical, is worth 32 marks with 3 questions out of which student will attempt any 2. Section B will contain practical, numerical and case(s) having 5 questions and will be worth 48 marks and student will be required to attempt 3 questions.

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily**

## **COURSE OUTCOMES**

After completion of the course the students should be able

CO1. To Understand the Financial Management, sources of finance and describe basic financial decisions.

CO2. To analyze the financial statements by using various financial tools and application of FFS and CFS .

CO 3. To describe, Leverage, Budgeting, Cost of capital, Capital structure theories and analysis of the same by applying various techniques

CO4. To analyze the investment decisions by using various financial tools and understanding of Working capital, dividend decision.

## **FT-205C MARKETING MANAGEMENT**

### **COURSE OBJECTIVES**

The objective of this course is to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able to:

CO1. Understand the dynamics of marketing in business.

CO2. Relate marketing theories to practical situation.

CO3. Develop unique marketing mix

CO4. Construct sales plan and professional interactive presentation.

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## FT-206C HUMAN RESOURCE MANAGEMENT

### COURSE OBJECTIVES

The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices.

### EXAMINATION SCHEME

Student shall be evaluated on two components. 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed by the Faculty compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to :

- CO1. Demonstrate an understanding of key terms, theories/ concepts and practices within the field of HRM.
- CO2. Demonstrate competence in development and problem solving in the area of HR management
- CO3. Analyze the key issues related to administrating the human elements such as Acquisition, Compensation, Appraisal, Career planning, Training Global Challenges
- CO4. Describe the meaning of terminology and tools used in managing employees effectively

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## FT -207 C BUSINESS ETHICS & INDIAN ETHOS IN MANAGEMENT

### COURSE OBJECTIVES

The objective of this course is to help students gain an understanding of Business Ethics and application of Indian values in managerial decision-making.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. Understand the relevance of Indian Ethos for further enrichment of holistic leadership principles and practices.
- CO2. Understand application of several important concepts and frameworks for moral reasoning to complex business issues.
- CO3. Apply ethics to business, management, and decision making.
- CO4. Provide insights to participants for developing leadership that is socially, environmentally and culturally responsible.

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## FT-208C BUSINESS RESEARCH METHODS

### COURSE OBJECTIVES

The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper (s) along with decisional research which is done to provide information for a pending decision.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To provide deeper knowledge and experience in applying commonly used qualitative and quantitative research methods to the research process.
- CO2. To refine research questions to meet high level research objectives/questions.
- CO3. To develop data collection instrument according to the underlying theoretical framework.
- CO4. To understand the steps of conducting the business research and writing the research Report

**MBA Full Time  
MBA III Semester**

- **Core**

FT-301C SUPPLY CHAIN MANAGEMENT

FT-302C PROJECT MANAGEMENT

- **Marketing Management**

FT-303M PRODUCT AND BRAND MANAGEMENT

FT-304M ADVERTISING AND DIGITAL MARKETING

FT-305M SALES AND DISTRIBUTION MANAGEMENT

- **Financial Management**

FT-303F TAX PLANNING AND MANAGEMENT

FT-304F INDIAN FINANCIAL SYSTEM

FT-305 F BANK AND INSURANCE MANAGEMENT

- **Human Resource Management**

FT-303H INDUSTRIAL RELATIONS AND LEGISLATIONS

FT-304H HUMAN RESOURCE DEVELOPMENT & AUDIT

FT-305H SOCIAL PSYCHOLOGY

- **Information Technology**

FT-303I WEB DESIGN AND TECHNOLOGY

FT-304I MANAGEMENT INFORMATION SYSTEM

FT-305I RELATIONAL DATABASE MANAGEMENT SYSTEMS USING ORACLE

- **Production and Operations Management**

FT-303P TECHNOLOGY MANAGEMENT

FT-304P PRODUCT INNOVATION AND OPERATIONS PLANNING

FT-305P PURCHASE AND MATERIAL MANAGEMENT

- **Business Analytics**

FT-303B INTRODUCTION TO BUSINESS ANALYTICS

FT-304B PREDICTIVE MODELING

FT-305B STATISTICAL PROGRAMMING IN 'R'

FT 306 **MAJOR RESEARCH PROJECT/ INTERNSHIP/ FIELD WORK**

## FT-301C SUPPLY CHAIN MANAGEMENT

### COURSE OBJECTIVES

This course would help students develop an understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance. The course would acquaint the students with various concepts, models and decision making tools pertaining to supply chain network design, forecasting, inventory, transportation etc. and also enable them to apply the tools in real-life situation.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical). **Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To understand the distribution of goods and services by logistics management.
- CO2. To demonstrate the complexity of inter-firm and intra-firm coordination .
- CO3. To understand decisions involving the investment in productive resources, configuration of processes, product designs, and development of partnerships with suppliers and channels of distribution .
- CO4. To use analytical tools and conceptual frameworks to make decisions in supply chain contexts as well as a better understanding of the major strategic issues and trade-offs that arise in supply chain management.

## FT-302C PROJECT MANAGEMENT

### COURSE OBJECTIVES

To develop understanding of project planning. To develop ability to monitor and control projects and risk involved. To become familiar with tools and techniques used in managing projects.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 32 marks will have 4 theory questions out of which students will be required to attempt any two questions. Section B carrying 48 marks will contain five numerical/practical problems/cases out of which a student will be required to attempt any three questions.

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

CO1. Understand the Concepts of Project management at the individual, team and organizational level and also understand the Team-building skills required to support successful performance.

CO2. Apply practical applications of project management to formulate strategies allowing Organizations to achieve strategic goals and give a perspective of leadership effectiveness in organizations.

CO3. Learn to develop a project scope while considering factors such as customer requirements and internal/external goals.

CO4. Develop Critical-thinking and analytical decision-making capabilities to investigate Complex business problems to propose project-based solutions.

## FT-303M PRODUCT AND BRAND MANAGEMENT

### COURSE OBJECTIVES

The objectives of this course are to expose the students to basics of product management and various aspects of Product and brand management as an integral part of marketing management and provide abilities in Product and brand management.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written tests and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After the completion of the course the students should be able to:

- CO1. Understand and respond to clients about product management and related strategies.
- CO2. Figure out the essential elements of a successful product and manage new product development to meet market needs.
- CO3. Develop unique promotional and branding strategies.
- CO4. Understand Brand Mechanism, Elements of Brands and branding plans.

## FT-304M ADVERTISING AND DIGITAL MARKETING

### COURSE OBJECTIVES

Designed for students planning to make a career in the field of Marketing . The course objective is to familiarize them with the world of media and advertising which has gradually emerged as an industry with reference to India. Effort has also been made to provide them with practical exposure to the field through illustrations, case studies, and exercises in various aspects of the craft of advertising and media planning.

### EXAMINATIONSCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical).**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1. Identify and respond to clients' advertising and marketing communications objectives by applying principles of communications.
- CO2. Relate theoretical aspects of advertising on practical situation.
- CO3. Develop unique promotional and branding strategies.
- CO4. Understand digital marketing, emerging trends in digital marketing and ethical issues in adopting globalized digital markets.



## **FT-305M SALES AND DISTRIBUTION MANAGEMENT**

### **COURSE OBJECTIVES**

The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able to:

- CO1. Identify and respond to clients' selling and distribution needs.
- CO2. Relate theoretical aspects of sales and distribution theories to practical aspects.
- CO3. Develop unique sales and distribution strategies.
- CO4. Design effective distribution channels.

## **FT-303F TAX PLANNING AND MANAGEMENT**

### **COURSE OBJECTIVES**

The objective of this course is to enable students to develop an understanding of direct and indirect taxes and to enable them to calculate and plan taxes.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will have 4 theory questions out of which students will be required to attempt any two questions. Section B carrying 60 marks will contain five numerical/practical problems out of which a student will be required to attempt any three questions.

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able

CO1.To Understand the basic principles & provisions of Direct Tax laws & definitions of . . . Previous Year, Assessment Year, Residential Status of Individual with determination.

CO2.To Understand the rules to determine the Income from Five heads covered under Income tax act 1961 & Application of such rules.

CO3.To Apply the rules of deduction covered u/s 80 c to 80 U to determine the Total Taxable Income.

CO4.To Understand the Provisions of Tax Planning for Non Resident Individual.

## FT-304 F INDIAN FINANCIAL SYSTEM

### COURSE OBJECTIVES

The objective of this course is to understand the role of Financial system in the Indian economy and to give an insight into the strategic, regulatory, operating and managerial issues concerning select financial services.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1 Describe the role and structure of the Indian financial system and financial markets.
- CO2 Understand concepts of financial institutions such as banking & non-banking financial institutions.
- CO3 Discuss the role, functions of Regulatory institutions and commercial banks
- CO4 Explain the core concept of various financial services.

## FT-305 F BANK AND INSURANCE MANAGEMENT

### COURSE OBJECTIVES

The objectives of this course are to explain the student operations of upcoming insurance and banking sector, statutory requirements and understanding of financial environment and market in which they operate.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After the completion of the course the students should be able to:

CO1 Critically understand the core concept and overview of regulatory institutions implications related to banking industry.

CO2 Understand the various banking operations and core concept of ALM by banks.

CO3 Explain the recent trends in economic through digital banking and discuss various banking frauds.

CO4 Understand the importance of life and non-life insurance in risk management through LIC, GIC, and IRDA.

COURSE CONTENTS

## FT-303H INDUSTRIAL RELATIONS AND LEGISLATIONS

### COURSE OBJECTIVES

Industrial Relations play an important role in organizations. Organisational efficiency and performance are intricately interlinked with industrial relations. This course will expose students to the conceptual and practical aspects of industrial relations at the macro and micro levels.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1. Acquaint with industrial relations framework in our country
- CO2. Know the importance of the maintenance of industrial peace and efforts to reduce the incidence of strike and lockout
- CO3. Critically examine the provisions in the various industrial Disputes Act, for the prevention and settlement of industrial disputes
- CO4. Learn underlying the disciplinary enquiry for misconduct are to understood in view of acquaint misconduct and procedure to be followed before imposing punishment for misconduct alleged and established

## FT-304H HUMAN RESOURCE DEVELOPMENT & AUDIT

### COURSE OBJECTIVES

The objective of the Human Resource Development Course is to provide the students with a clear understanding of the concepts, processes, practices and strategies that form the basis of successful HRD in organizations. The course is intended to facilitate the development of knowledge and skills that HRD specialists need in performing their strategic role. The course strives to facilitate the understanding of how concepts and theories can be put into practice in a variety of organizations. The content of the course is also designed to familiarize students with the role of line managers and HR specialists in HRD.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To make the students aware of the various concepts, process and practices of HRD in the present Corporate world.
- CO2. To enable the students to work as a catalyst who can enhance cordial work relations in an organization.
- CO3. To understand the concept of work-life balance along with their career advancement.
- CO4. To develop a holistic approach towards culturally diverse employees

## FT-305H SOCIAL PSYCHOLOGY

### COURSE OBJECTIVES

The objective of the Social Psychology Course is to impart knowledge of the basic concepts and modern trends in Social Psychology, to foster interest in Social Psychology as a field of study and research and to make the students aware of the applications of the various concepts in Social Psychology in the Indian context.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1. Initiate understanding of Human Behaviour Concepts at work place .
- CO2. Enhance creative application of Social Psyche Fundamentals to analyze work efficiency of employees.
- CO3. Help realize significance of Non Verbal Communication in organization.
- CO4. Educate and make young minds realize the significance of safety management in organization.

## **FT 303I WEB DESIGN AND TECHNOLOGY**

### **COURSE OBJECTIVES**

The objective of this course is to help students to understand the concepts of Web site, page using HTML/DHTML/XML, Database and their use in organization and processing complex business information.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have seven questions out of which students will be required to attempt any five questions.

### **COURSE OUTCOME:**

- CO1. Basic knowledge of front end tools used for web designing,
- CO2. Understanding web designing concepts.
- CO3. Understand CSS (Cascading Style Sheet) and different style techniques
- CO4. To understand basic of content management systems



## **FT-304I MANAGEMENT INFORMATION SYSTEM**

### **COURSE OBJECTIVES**

The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have seven questions out of which students will be required to attempt any five questions.

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To understand the use of information system in Business operations
- CO2. To learn the process and development of Management Information System
- CO3. To create awareness of computer operation of Manual Information System
- CO4. To Help in Managerial Decision Making, with the support of Information System

## **FT-3051 RDBMS USING ORACLE**

### **COURSE OBJECTIVES**

The objective of this course is to help students to understand the basics of Relational Database Management System, and back-end Tool using ORACLE and their use in organization and processing complex business information.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have seven questions out of which students will be required to attempt any five questions.

### **COURSE OUTCOMES**

After completion of the course the students should be able

CO1 To understand the basics of Relational Database Management System .

CO2. To manage the data into well organized manner .

CO3. To learn the concepts of SQL .

CO4. To Learn the concept of centralize database using data mining and data warehousing.

## FT -303P TECHNOLOGY MANAGEMENT

### COURSE OBJECTIVES

Objective of this course is providing the students exposure to the concepts of technology management, and technology management issues like technology development, acquisition, absorption, diffusion and technology support systems.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

## FT -304P PRODUCT INNOVATION AND OPERATIONS PLANNING

### COURSE OBJECTIVES

Improve the understanding and competence in making product-market choices, managing brands, and managing new product introduction. Explore the emerging concepts, techniques, and analytical approaches relevant to the above areas. The course is design to equip the students with the concepts of Operations Planning. The emphasis will be on the application of concepts and tools used in OPC for achieving efficiency and quality superiority.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical). **Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms .
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm .
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

### COURSE OBJECTIVES

The objective of the course is to expose students to the major activities like physical supply, physical distribution and operations planning and control of material in an organisation. This help them in developing abilities and skills required for the planning, purchasing, moving, storing and controlling materials most effectively and efficiently.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1 To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
  - CO2 To understand the interdependence of the operations function with other Key functional areas of a firm .
  - CO3 To apply analytical skills and problem-solving tools to the analysis of operations Problems .
  - CO4 To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations
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## FT-303B INTRODUCTION TO BUSINESS ANALYTICS

### COURSE OBJECTIVES

To understand importance of analytics and usage of data from variety of current business scenarios . This will enhance the skills and knowledge base of understanding the business analytics within an organization as well as equip the user with tools and techniques of analytics in managing business domain.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1 To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain.
- CO2 To understand the interdependence of the analytics function with the other key functional areas of a firm
- CO3 To apply analytical skills and problem-solving tools to the analysis of the business decision problems
- CO4 To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics.

## FT-304B PREDICTIVE MODELING

### COURSE OBJECTIVES

This course covers the skills required to assemble analysis flow diagrams using the rich tool set of for pattern discovery (segmentation, association, and sequence analyses) and predictive modelling (decision tree, regression, and neural network models).

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases/Numerical/practical problems.

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1 To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain.
- CO2 To understand the interdependence of the analytics function with the other key functional areas of a firm .
- CO3 To apply analytical skills and problem-solving tools to the analysis of the business decision problems.
- CO4 To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics.

## **FT-305B STATISTICAL PROGRAMMING IN 'R'**

### **COURSE OBJECTIVES**

To understand and run 'R' software for developing programming skills and impart basic skills of using statistical programming, computation, graphics, and modeling using 'R'.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain.
- CO2. To understand the interdependence of the analytics function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the business decision problems
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics.



## **FT306 MAJOR RESEARCH PROJECT/ INTERNSHIP/FIELD WORK**

### **Objective**

The objective of Major Research Project / Internship/Field Work is to enable and develop the understanding of given problem and enhance the analytical skills, problem solving ability, implementation capabilities of students to understand research process and practical knowledge of the Business and industry with practical exposure.

### **Examination**

The Major Research Project (MRP) or Internship or Field work shall be compulsory for all students. Major Research Project (MRP)/Internship/Field work shall be allotted to the students at the end of second semester, Students will be required to submit the final MRP Project / Internship/Field work Report in the hard bound form in the required number of copies specified by the University, fifteen days before beginning of III Semester examination. Major Research Project (MRP)/ Internship/Field work shall be of maximum 100 marks - out of which, 50 marks will be for the report and its contents and 50 marks will be for the presentation/viva-voce. A panel of external and internal examiners will jointly award both of these components of marks. The University shall appoint the external examiner and the Director/Head of the Institution shall appoint the internal examiner. A panel of external and internal examiners shall evaluate the student's performance.

**MBA Full Time  
MBA IV Semester**

- **Core**

FT-401C BUSINESS LEGISLATION

FT-402C STRATEGIC MANAGEMENT

- **Marketing Management**

FT-403M INTERNATIONAL MARKETING

FT-404M SERVICE & RETAIL MARKETING

FT-405M CONSUMER BEHAVIOR AND RURAL MARKETING

- **Financial Management**

FT-403F INTERNATIONAL FINANCE

FT-404F FINANCIAL DERIVATIVES AND RISK MANAGEMENT

FT-405F INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

- **Human Resource Management**

FT-403H COMPENSATION MANAGEMENT

FT-404H TRAINING AND DEVELOPMENT

FT-405H ORGANISATION DEVELOPMENT

- **Information Technology**

FT-403I OPERATING SYSTEM & THEIR UTILITIES

FT-404I PHP PROGRAMMING AND JAVA SCRIPT

FT-405I MOBILE COMPUTING AND ITS APPLICATI

- **Production and Operations Management**

FT-403P LOGISTICS MANAGEMENT

FT-404P TOTAL QUALITY MANAGEMENT

FT-405P ENTERPRISE RESORCE PLANNING

- **Business Analytics**

FT-403B DATA VISUALIZATION FOR MANAGERS

FT-404B SPREAD SHEET MODELING

FT-405B APPLICATIONS OF MODELING IN BUSINESS

FT - 406 **COMPREHENSIVE VIVA -VOCE**

### **COURSE OBJECTIVES**

The objective of this course is to acquaint the students with the knowledge of the legal framework which influences the functioning of business. Here the emphasis is to develop an understanding among the students of the significant provisions of selected business laws and help them acquire the ability to address basic application-oriented issues.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical).

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able to.

- CO1. Understand the legal system, in which a business functions,
- CO2. Develop an understanding of relationship of various laws and economic activities, application of business laws in business activities.
- CO3. Develop an understanding of application of business laws in business activities.
- CO4. Develop a sense of ethical viewpoint towards business laws and legislation in conduct of economic activities

## FT-402C STRATEGIC MANAGEMENT

### COURSE OBJECTIVES

The objective of this course is to enable students integrate knowledge of various functional areas and other aspects of management, required to develop strategies based on organizational perceived opportunities and threats.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After the completion of the course the students should be able to:

- CO1. Gain knowledge of various functional areas and other aspects of management.
- CO2. Understand the concepts and tools that support strategic management in organizations is developed .
- CO3. Apply the concepts to analyze strategic issues in organizations and to develop strategies.
- CO4. Develop knowledge of frameworks and concepts related to strategy formation, strategic changes, and strategic innovation.

## FT-403M INTERNATIONAL MARKETING

### COURSE OBJECTIVES

The objective of this course is to help the student to gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1. Apply basic international marketing theories and concepts to understand the environment.
- CO2. Understand international environment in order to develop appropriate international marketing objectives and strategies.
- CO3. Develop unique international marketing plans.
- CO4. Design and implement effective rural marketing strategies after understanding consumer behavior.

## FT-404M SERVICE & RETAIL MARKETING

### COURSE OBJECTIVES

The objective of the course is to make students understand the concepts of service and retail marketing and enable them to formulate strategies accordingly.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO 1 Apply basic service and retail marketing theories and concepts to understand the market.
- CO 2 Understand service and retail environment in order to develop appropriate objectives and strategies.
- CO 3 Analyze the marketing mix and design unique service and retail marketing plans
- CO 4 Manage service and retail marketing quality and productivity.

## FT-405 M CONSUMER BEHAVIOR AND RURAL MARKETING

### COURSE OBJECTIVES

The objectives of this course are to help students gain an understanding of various aspects of Consumer Behavior and their applications & rural marketing as an integral part of marketing management, and developed an understanding of rural marketing.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1. Apply basic rural marketing theories and concepts of consumer behavior to understand the market.
- CO2. Understand rural environment and consumer behavior in order to develop appropriate objectives and strategies.
- CO3. Develop unique rural marketing plans.
- CO4. Design and implement effective rural marketing strategies after understanding consumer behavior

### **COURSE OBJECTIVES**

The objective of this course is to provide a conceptual framework of the Working of International Financial Institutions, Money Markets, Exchange Transactions and Capital Markets.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily**

### **COURSE OUTCOMES**

After completion of the course the students should be able to:

- CO1. Understand structure of international Foreign Exchange market.
- CO2. Describe the various currency arrangements a country may adopt.
- CO3. Identify opportunities for arbitrage and discuss methods to exploit these opportunities.
- CO4. Evaluate cross-border investment opportunities, and describe a multinational firms decision-making process for long-term capital budgeting, short-term cash-flow management , and the management of foreign operations.



## FT-404F FINANCIAL DERIVATIVES AND RISK MANAGEMENT

### COURSE OBJECTIVES

The objectives of this course are to explain to the student the risk return tradeoff and manage financial risk through the use of various derivatives and to make them understand operations of derivatives market.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical). **Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1. Describe the basic characteristics of derivatives market.
- CO2. Describe the uses of derivatives by hedgers, speculators and arbitrageurs.
- CO3. Define and describe the traded and over-the-counter derivative contracts on different underlying Assets .
- CO4. Describe and use the different models used for pricing derivatives and used of various strategies.

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## FT-405F INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

### COURSE OBJECTIVES

The objective of this course is to provide the students in-depth understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases/Numerical.

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1 Describe the basic characteristics investment and its types.
- CO2 Understand the risk and return concept and valuation of securities.
- CO3 Analyze securities by using various tools and technique.
- CO4 Apply theories and practices of portfolio management and create optimal portfolios using various portfolio optimization techniques.

## FT-403H COMPENSATION MANAGEMENT

### COURSE OBJECTIVES

The objective of this course is to familiarize students with the dynamics of wage and salary administration and current trends in India.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end of semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After the completion of the course the students should be able

- CO1. To help them analyze current trends in compensation management.
- CO2. To acquire an understanding of theoretical concepts and its practical applicability.
- CO3. To create a successful link between organizational goal performance and compensation.
- CO4. To have knowledge about laws related to compensation

## FT-404H TRAINING AND DEVELOPMENT

### COURSE OBJECTIVES

The course aims at exposing the learner to the concept and practice of training and development in the modern organisational setting through the pedagogy of case discussions and recent experiences. In the context of global competition, Organisations are committing more resources, in the forms of both time and money towards training that enables employees to continuously update and develop their competencies. The present course is designed to study the concepts and processes of training and development (T&D).

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To enable students understand the concepts, principles and process of training and development
- CO2. To develop an understanding of how to assess training needs and design training programmes in an Organisational setting
- CO3. To familiarize students with the levels, tools and techniques involved in evaluation of training effectiveness
- CO4. The endeavour is also to provide, as far as possible, hands - on learning experience related to training

## FT-405H ORGANISATION DEVELOPMENT

### COURSE OBJECTIVES

The objectives of this course are to acquaint the students with the importance of Organization Development, and to offer insights into design, development and delivery of OD programmes.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOME

After the completion of the course the students should be able

- CO1. To learn methods and techniques to improve the organizations and individual capacity to handle its internal and external functioning and relationship
- CO2. To offer insights into organization design, development and delivery of OD programmes for improved interpersonal and group processes
- CO3. To acquaint the students learning organizational improvement strategy to have more effective communication, and enhanced ability to cope with organizational problems of all kinds
- CO4. To acquaint the students learning integrated framework capable of solving most of the important problems confronting the human side of organizations.

## **FT-403I OPERATING SYSTEMS & THEIR UTILITIES**

### **COURSE OBJECTIVES**

The objective of this course is to help students to understand the concepts of Multi-user, Multitasking Operating System Unix and related issues and their use in organization and processing complex business information.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

These will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have 30 marks for viva-voca, 50 marks for written examination that will have theory and practical problems. 7 to 8 questions will be asked out of which students will be required to attempt any 5 questions.

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To understand functionality of Operating system
- CO2. To understand the working of UNIX operating system .
- CO3. To understand the Problems of concurrent processes of operating system
- CO4. To understand basics of File organization in operating systems

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## **FT 404I PHP PROGRAMMING AND JAVA SCRIPT**

### **COURSE OBJECTIVES**

The objective of this course is to help students to understand the visual Programming and concepts of front-end tool using visual basic and their use in organization and processing complex business information.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have 30 marks for viva-voce, 50 marks for written examination that will have theory and practical problems. 7 to 8 questions will be asked out of which students will be required to attempt any 5 questions.

### **COURSE OUTCOMES**

After the completion of the course the students should be able to:

- CO1. Know the basic concepts of PHP programming language.
- CO2. Understand the working of various control structures used in PHP programming.
- CO3. Understand the concepts of functions in PHP programming.
- CO4. Gain basic Knowledge of advance PHP techniques and JavaScript.

## **FT-405I MOBILE COMPUTING AND ITS APPLICATIONS**

### **COURSE OBJECTIVES**

The objective of this course is to help students to understand the concepts of Mobile Computing and applications and their use in organization and processing complex business information. The student should be made to: Understand the basic concepts of mobile computing. Be familiar with the network protocol stack. Learn the basics of mobile telecommunication system. Be exposed to Ad-Hoc networks. Gain knowledge about different mobile platforms and application development.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have 30 marks for viva-voce, 50 marks for written examination that will have theory and practical problems. 7 to 8 questions will be asked out of which students will be required to attempt any 5 questions.

### **COURSE OUTCOMES**

After the completion of the course the students should be able to:

- CO1. Gain basic knowledge of Mobile Computing and its applications
- CO2. Understand concept of mobile internet protocols.
- CO3. Gain knowledge of mobile telecommunication system
- CO4. Understand basics of mobile operating systems

### **COURSE CONTENTS**



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## FT- 403P LOGISTICS MANAGEMENT

### COURSE OBJECTIVES

The objectives of this course are to acquaint the student with understanding of logistics and related operations.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms .
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge. and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

## **FT-404P TOTAL QUALITY MANAGEMENT**

### **COURSE OBJECTIVES**

The key objective of this course is to acquaint the students with the conceptualization of Total Quality (TQ) from design assurance to processes' assurance to service assurance.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms .
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm .
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

## FT-405P ENTERPRISE RESOURCE PLANNING (ERP)

### COURSE OBJECTIVES

The objective of the course is to expose students to the of productivity and various techniques of time and motion study, and help them develop abilities and skills required for the enhancement of value and productivity.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms .
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm .
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

## **FT-403B DATA VISUALIZATION FOR MANAGERS**

### **COURSE OBJECTIVES**

This course teaches how to explore data and build reports using Visual Analytics. You will learn how to build queries and you will also learn the basics of Visual Analytics administrator.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations. These will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain .
- CO2. To understand the interdependence of the analytics function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the business decision problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics.

## **FT- 404B SPREAD SHEET MODELING**

### **COURSE OBJECTIVES**

Understand the use of spreadsheets in developing decision models.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal 80 end semester examination.

These will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will consist of four theory questions out of which students will be required to attempt any two questions. Section B, worth 60 marks will have six numerical/practical problems out of which a student will be required to attempt any three questions.

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain .
- CO2. To understand the interdependence of the analytics function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the business decision problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics

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## **FT-405B APPLICATIONS OF MODELING IN BUSINESS**

### **COURSE OBJECTIVE**

To impart ideas, exposure and skills for Marketing, Retail, HR and Web analytics as well as to understand, analyze and practice finance, investments, market and credit risk analytics system.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain .
- CO2. To understand the interdependence of the analytics function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the business decision problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics.