



GRG School of Management Studies  
PSGR Krishnammal College for Women



**Revisions**  
**MBA PROGRAMME**  
**[2020 - 2022]**



**July 2021**

The following changes are proposed to be incorporated in the Programme outcomes; Online course; pedagogy, assessment and evaluation; modality of mid and end semester examination/Course outcomes / CO-PO Mapping/coverage of courses/Pedagogy / Evaluation and grading components in courses given below for MBA 2020 - 22 batch

### **PROGRAMME OUTCOMES**

Based on the suggestions by experts, and to align with the Examination reforms proposed by AICTE the following changes were incorporated in the Programme Outcomes stated during the AY 2020-21. The 12 Programme outcomes stated were integrated, rephrased and reduced to seven.

- Programme outcomes 1, 2, 10 and 11 “Apply conceptual foundations to solve business problems (PO1), Combine the tools and concepts from multiple functional areas to solve business problems (PO2), Evaluate and integrate ethical considerations in business decisions (PO10), Support and promote eco-friendly environment and socially responsible activities (PO11) were integrated and stated as “PO1: Apply conceptual foundations of management to solve ethically business, environment, and societal problems for sustainable development”
- Programmes 5, 6, and 7 “Demonstrate communication skills in a variety of formats and contexts (PO5), Utilize leadership and interpersonal skills in chosen profession (PO6), Make use of team working skills to accomplish common objectives (PO7) were integrated and stated as “PO4: Utilize Leadership, Interpersonal, Team Working and Communication skills in chosen profession to accomplish shared objectives”

### Revised Programme Outcomes

PO1:Apply conceptual foundations of management to solve ethically business, environment, and societal problems for sustainable development

PO2:Develop Global Outlook and Cross-Cultural Understanding in business

PO3:Evaluate and determine solutions to business problems using Critical Thinking and Problem-Solving Skills

PO4:Utilize Leadership, Interpersonal, Team Working and Communication skills in chosen profession to accomplish shared objectives

PO5:Analyse business opportunities and discover entrepreneurial spirit

PO6:Utilize ICT to design strategies for business growth and development

PO7:Develop lifelong learning to acquire new knowledge and skills

### PEO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
PEO1	3	3	3	3	3	3	3
PEO2	3	3	3	3	3	2	3
PEO3	3	3	3	3	3	3	3
PEO4	3	3	3	3	3	3	3

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

## **ONLINE COURSE(S)**

Students may choose to register and earn credits for online courses approved by the committee consisting of Director, Academic Coordinator, the concerned Domain Chair and Faculty Advisor. Students can take up online courses from NPTEL, SWAYAM or other platforms to a maximum of 36 credits during the two year duration of the MBA Programme, subject to a maximum of three courses per semester. The coverage of such online courses should be appropriate and relate to the coverage of the courses offered in the curriculum. Students who successfully complete the online courses will be exempt from taking up the equivalent courses offered by GRGSMS. The committee will monitor the progress of the student and evaluate their performance in 100% CIA pattern.

## **PEDAGOGY, ASSESSMENT AND EVALUATION**

1. The CIA shall comprise multiple components of assessment such as assignments, case discussion, simulation, classroom participation, student presentations, field study, exercise, peer evaluation and quiz. The faculty concerned may decide appropriate mixture of components for their courses, provided that the quiz component of CIA shall carry 20% weightage. The remaining weightage (40%) of the CIA shall comprise four other components.
2. For the courses that do not have End Semester Examination, the concerned faculty shall decide four or five assessment components for CIA.
3. Two quizzes shall be conducted for 50 minutes and 70 minutes duration respectively through online mode comprising objective questions. Quiz 1 shall comprise of 40 questions of which 28 questions will be of K1 and K2 levels of Blooms Taxonomy and 12 questions of K3 and K4 levels. Quiz 2 shall comprise of 60 questions of which 42 questions shall be of K1 and K2 levels of Blooms Taxonomy and 18 questions of K3 and K4 levels. The average of the two quizzes shall be pro-rated to 20%.

## **SCHEME OF EXAMINATION**

The End Semester Examinations shall be of three hours duration. The maximum marks in ESE shall be 100 to be pro-rated to 40%. The End Semester Examination question papers shall comprise two sections.

- Section A shall comprise five questions with internal choice, each question set from the same unit (each question carrying eight marks) and will be of K1 and K2 levels of Blooms Taxonomy.
- Section B shall comprise five questions with internal choice, each question set from the same unit (each question carrying 12 marks) and will be of K3 and K4 levels of Blooms Taxonomy.

**Course Title: CORPORATE GOVERNANCE AND BUSINESS ETHICS**  
**Course Code: MB20CBE**

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	2
CO2	3	-	2	-	-	-	2
CO3	3	-	-	-	-	-	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

**Evaluation and Grading**

Existing	Proposed
Case Discussion - 15% Assignment - 10% Presentation - 15% Mid Semester Examination - 20% End Semester Examination - 40%	Case Discussion - 15% Assignment - 10% Presentation - 15% Quiz - 20% End Semester Examination - 40%

\*\*\*\*\*

**Course Title: INTERNATIONAL BUSINESS AND MANAGEMENT**  
**Course Code: MB20IBM**

**Course Outcomes**

CO1: Explain the significance of prevailing differences between countries in the political and cultural frontiers globally (K2)

CO2: Analyse the various investment patterns across the world and relate with the trade theories (K4)

CO3: Appraise the Monetary system practised in different parts of the world (K5)

CO4: Develop strategies to enter into international business (K6)

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	-	-	-	-	2
CO2	3	3	-	-	-	-	2
CO3	3	3	3	-	-	-	2
CO4	3	3	3	-	-	-	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

## Evaluation and Grading

Existing	Proposed
Seminar - 10% Assignment - 10% Case Discussion - 10% Article Review - 10% Mid Semester Examination - 20% End Semester Examination - 40%	Presentation - 10% Assignment - 10% Case Discussion - 10% Article Review - 10% Quiz - 20% End semester Examination - 40%

\*\*\*\*\*

**Course Title:** BUSINESS ANALYTICS FOR DECISION MAKING  
**Course Code:** MB20BAM

## Course Outcomes

- CO1: Explain the different types of business analytics (K2)  
 CO2: Formulate models to solve business problems using software packages (K6)  
 CO3: Apply appropriate classification methods to predict business scenario (K3)  
 CO4: Summarize data using appropriate data visualization tools (K2)

## PO-CO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	2
CO2	3	-	3	-	-	-	2
CO3	3	-	3	-	-	-	2
CO4	3	-	3	-	-	-	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

## Evaluation and Grading

Existing	Proposed
Exercise - 30% Assignment - 30% Practical Examination - 40%	Exercises - 30% Assignment - 10% Quiz - 20% Practical Examination - 40%

\*\*\*\*\*

**Course Title: LEADERSHIP IN A CHANGING BUSINESS ENVIRONMENT**  
**Course Code: MB20LCE**

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	3	-	-	2
CO2	2	-	-	3	-	-	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

\*\*\*\*\*

**Course Title: TERM PAPER**  
**Course Code: MB20TMP**

**Course Outcomes**

CO1: Analyze the collected data using appropriate tools (K4)

CO2: Discuss the findings of the analysis on the proposed topic (K6)

CO3: Summarize the findings and learning in the form of a written report (K2)

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	3	3	-	-	3
CO2	2	-	3	3	-	-	3
CO3	2	-	3	3	-	-	3

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

**Guidelines for Term Paper**

The objective of the 'Term Paper' is to enable students to gain in-depth knowledge and understanding on a specific topic. The term paper can be done in any sector like manufacturing/ agricultural/ services sectors or industry or company or a contemporary topic. Students will identify a sector/industry/company, collect all relevant data systematically, analyze, apply their own creative ideas, thoughts and opinions and provide a new perspective and at the end summarize the key points.

Term paper is a semester-long work. The study should cover over a period of time and do not confine to a short span of time. Preferably the study depends on secondary data and it can be collected from CMIE Prowess and also from other sources like books, newspapers, journals, periodicals, company websites and the internet. Each term paper should reflect the analysis done by the students. A team of three students will join together and work on the same topic.

Students may choose to perform one type of analysis from the following:

1. Industry/sector and economic analysis using various indicators
2. Analyze, compare and interpret the financial performance of the organization. [Horizontal analysis, vertical analysis and ratio analysis]
3. Perform cash flow statement analysis and evaluate various activities of the organization
4. Analyze and the capital structure of the companies and suggest effective cost structure
5. Perform fundamental and technical analysis using company, industry and economic indicators.

The faculty guide will monitor the progress of work by the students on a regular basis. Depending on the quality of work, the faculty guide can plan to publish a paper, submit a copy to the company with productive suggestions, if any or develop a case in future.

Students will make a presentation on her term paper and a team of two faculty members will evaluate the presentation. After the presentation students shall submit a report not exceeding 6000 words. The term paper helps in promoting critical thinking, analytical skills and improves the communication, and presentation skills of students.

Evaluation will be based on five factors:

- Critical Thinking - 25%
- Decision Making - 25%
- Presentation - 20%
- Synopsis & report - 20%
- Punctuality and regularity at work - 10%

\*\*\*\*\*

**Course Title: SUMMER INTERNSHIP PROGRAMME**  
**Course Code: MB20SIP**

### Course Outcomes

CO1: Apply the theoretical concepts learnt while making decisions (K3)

CO2: Design appropriate strategies based on the information provided and market condition (K6)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	3	3	-	-	3
CO2	3	-	3	3	-	-	3

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation,- No Correlation

## Guidelines for Summer Internship Programme

Students are required to play a simulation game to understand the interrelationship between the various functional areas in an organization. Students will develop an understanding of the impact of decisions made in a functional area(s) on the other(s). A team of four students will work together. The team members will discuss among themselves and formulate appropriate strategies based on the business scenario and ensure business growth and sustainability. At the end of the simulation game each team will submit a written report on the observations and learning. Apart from this individual students are expected to maintain a reflective diary on the learnings.

Evaluation will be based on four factors

- Reflective Diary - 25%
- Report - 25%
- Team Work - 25%
- Presentation (to be evaluated by two faculty members) - 25%

\*\*\*\*\*

**Course Title:                   MANAGEMENT IN PRACTICE**  
**Course Code:                   MB20MIP**

### **Course Outcomes**

CO1:Apply Critical Thinking to analyze the issue or a problem or an opportunity identified (K3)

CO2:Propose alternative solutions (K6)

CO3:Evaluate the proposed alternatives to the recommended solutions (K5)

CO4:Select the best solution from among the proposed alternatives (K5)

### **CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	3	-	-	-	2
CO2	3	-	3	-	-	-	2
CO3	3	-	3	-	-	-	2
CO4	3	-	3	3	-	-	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation,- No Correlation

\*\*\*\*\*



**Course Title: CAREER COUNSELING PROGRAMME**  
**Course Code: MB20CCP**

**Course Outcomes**

CO1 Identify career choices or preferences (K3)  
 CO2: Construct a resume (K6)  
 CO3: Develop competencies for career growth (K3)

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	-	-	-	-	-	-	3
CO2	-	-	-	2		-	3
CO3	-	-	-	-	-	-	3

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

\*\*\*\*\*

**Course Title: Information Security**  
**Course Code: MB20IST**

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	3	2
CO2	3	-	-	-	-	3	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

\*\*\*\*\*

**Course Title: LEGAL ASPECTS OF BUSINESS**  
**Course Code: MB20LAB**

**Course Outcomes**

CO1:Outline the fundamentals of business and commercial laws with significant focus from a management studies student’s perspective (K2)  
 CO2:Examine in-depth the various aspects of commercial laws such as Indian Contracts Act, Companies Act, Indian Partnership Act and Negotiable Instruments Act and their contemporary relevance to businesses (K4)  
 CO3:Compare international business laws (K5)  
 CO4:Assess the need for progressive development of commercial law in India to suit the emerging needs and innovative ways in which business is being done (K5)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	2
CO2	3	-	2	-	-	-	2
CO3	3	-	2	-	-	-	2
CO4	3	-	2	-	-	-	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

### Evaluation and Grading

Existing	Proposed
Case Discussion - 10% Assignment - 10% Presentation - 20% Mid Semester Examination - 20% End Semester Examination - 40%	Case Discussion - 10% Assignment - 10% Presentation - 20% Quiz - 20% End Semester Examination - 40%

\*\*\*\*\*

**Course Title: STRATEGIC MANAGEMENT**  
**Course Code: MB20SMT**

### Course Outcomes

- CO1: Analyze the internal and external environmental factors that influence a business (K4)
- CO2: Compare the strategies at different levels of organization (K5)
- CO3: Explain different strategic decisions required in the organization structure (K2)
- CO4: Design appropriate strategies for managing a business successfully in a global context (K6)
- CO5: Formulate various control measures required in an organization for decision making (K6)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	-	-	-	3
CO2	3	-	3	-	-	-	3
CO3	3	-	-	-	-	-	3
CO4	3	3	3	-	-	-	3
CO5	3	-	3	-	-	-	3

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

## Course Coverage

### Part 1 (12 hours)

#### *Strategic Leadership*

Strategic Leadership - Competitive Advantage - Strategy Making Process - External Analysis- Internal Analysis - Competitive Advantage through Functional level Strategies

### Part 2 (20 hours)

#### *Strategy Formulation*

Business Level Strategy - Business Level Strategy and the Industry Environment - Strategy and Technology - Strategy in the Global Environment - Corporate Level Strategy

### Part 3 (6 hours)

#### *Strategy Implementation*

Organizational Structure - Organizational Culture - Organizational Processes - Leadership Implications

### Part 4 (7 hours)

#### *Strategy Control*

Establishing Strategic Controls; The Quality Imperative: Continuous Improvement to Build Customer Value- Six Sigma approach, ISO 9001 and The Balanced Scorecard Methodology

## Pedagogy

Lecture, Case Discussion, Article Review, Responsive Learning, Reflective Diary

## Evaluation and Grading

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Assignment - 10%	Assignment - 10%
Peer Evaluation - 10%	Peer Evaluation - 10%
Reflective Diary - 10%	Reflective Diary - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End semester Examination - 40%

## Text Book

Hill, Charles W.L., Schilling Melissa A. and Gareth Jones R. (2021). *Strategic Management: Theory: An Integrated Approach*, 12/e; New Delhi: Cengage Learning

## Reference Books

1. Thomas Wheelen L., David Hunger J., Alan Hoffman N., Charles Bamford E. and Purva Kansal (2018). *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*, 15/e; New Delhi: Pearson Education
2. Pearce, A. John, Robinson, B. Richard and Mital, Amita (2017). *Strategic Management: Formulation, Implementation and Control*, 12/e (Special Indian Edition); New Delhi: McGraw Hill Education
3. Hitt, A. Michael, Ireland R. Duane, Hoskisson E. Robert and S. Manikutty (2018), *Strategic Management: A South Asian Perspective*; 9/e; Cengage, New Delhi

\*\*\*\*\*

**Course Title: BUSINESS REVIEW 2**  
**Course Code: MB20BR2**

## Course Outcomes

- CO1: Develop insights on the recent developments in the field of business and management (K6)  
 CO2: Demonstrate critical thinking skills while analysing information (K2)  
 CO3: Demonstrate interpersonal skills while working in teams (K2)  
 CO4: Design and deliver effective presentations (K6)

## CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	-	-	-	3
CO2	-	-	3	-	-	-	3
CO3	-	-	-	3	-	-	3
CO4	-	-	2	3	-	-	3

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

## Evaluation and Grading

Existing	Proposed
Critical Thinking - 40% Reflective Diary - 40% Presentation - 20%	Critical Thinking - 20% Reflective Diary - 20% Interpersonal Skills - 20% Team Work - 20% Presentation - 20%

\*\*\*\*\*

**Course Title: SEMINAR COURSE**  
**Course Code: MB20SMC**

**Course Outcomes**

CO1: Discuss the current developments in the chosen area of study relating to business and management (K6)  
CO2: Summarize the analysis and findings in the form of a written report (K2)

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	-	3	3	-	-	-	3
CO2	-	-	-	3	-	-	3

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

\*\*\*\*\*

**Course Title: SOCIAL SERVICE PROGRAMME**  
**Course Code: MB20SSP**

**Course Outcomes**

CO1: Define an issue or a problem or a cause concerning the society (K1)  
CO2: Propose a solution for the stated issue or problem or cause (K6)  
CO3: Analyze the impact of the proposed solution on the society or community (K4)  
CO4: Summarize the learning in the form of a report (K2)

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	-	-	-	-
CO2	3	-	3	3	-	-	3
CO3	-	-	-	3	-	-	3
CO4	-	-	2	3	-	-	-

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

\*\*\*\*\*

**Course Title: CONSUMER BEHAVIOUR**  
**Course Code: MB20CBR**

**Course Outcomes**

CO1: Explain the applications of consumer behaviour in marketing decisions (K5)

CO2: Illustrate the influence of psychological forces on consumer decision making (K2)

CO3: Analyze the influence of sociological factors on consumer decision making (K4)

CO4: Interpret consumer decision making process in various purchase situations (K5)

CO5: Evaluate consumer behaviour by conducting a consumer survey (K5)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	-	-	2	-	2
CO2	3	3	-	-	2	-	1
CO3	3	3	-	-	2	-	1
CO4	3	3	2	-	2	-	1
CO5	3	3	3	2	2	-	3

3 - High Correlation, 3 - Medium Correlation, 1 - Low Correlation, - No Correlation

### Evaluation and Grading

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Presentation - 10%	Presentation - 10%
Consumer Survey - 15%	Consumer Survey - 15%
Assignment - 05%	Assignment - 05%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

\*\*\*\*\*

**Course Title: BRAND MANAGEMENT**  
**Course Code: MB20BMT**

### Course Outcomes

CO1: Explain the significance of brands and brand management process (K2)

CO2: Examine the sources of brand equity in building strong brands (K4)

CO3: Analyze the role of brand elements and marketing communications in influencing and reaching target markets in the digital era (K4)

CO4: Measure the sources and outcomes of brand equity (K5)

CO5: Design strategies for growing and sustaining brand equity in a global environment (K6)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	1	-	-	-	-	2
CO2	3	2	-	2	-	-	-
CO3	3	2	-	2	-	-	-
CO4	3	2	3	2	-	1	2
CO5	3	3	2	2	-	1	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

	Existing	Proposed
Pedagogy	Lecture, Responsive Learning, Case Discussion, Field Study	Lecture, Case Discussion, Seminar, Brand Audit
Evaluation and Grading	Case Discussion - 10% Field Study - 10% Brand Audit - 10% Peer Evaluation - 10% Mid Semester Examination - 20% End Semester Examination - 40%	Case Discussion - 10% Presentation - 10% Brand Audit - 10% Article Review - 10% Quiz - 20% End Semester Examination - 40%

### Textbook

Keller, Kevin Lane., Swaminathan, Vanitha., Parameswaran, M.G. Ambi and Jacob, Isaac (2020). Strategic Brand Management, 5/e; New Delhi: Pearson Education

\*\*\*\*\*

**Course Title: DIGITAL MARKETING**  
**Course Code: MB20DMK**

### Course Outcomes

CO1: Explain the role and importance of digital marketing in a rapidly changing business landscape (K2)

CO2: Examine website and propose recommendations for improvement (K5)

CO3: Create an email campaign using email automation software (K6)

CO4: Analyze the key performance indicators tied to any digital marketing program (K4)

CO5: Develop a structured digital marketing plan (K3)

### CO - PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	-	-	-	2	2

CO2	3	-	3	2	-	2	2
CO3	3	-	-	2	-	3	3
CO4	3	-	3	2	-	3	2
CO5	3	-	2	2	-	2	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

### Evaluation and Grading

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Online Course - 10%	Online Course - 10%
Online Exercise - 10%	Online Exercise - 10%
Assignment - 10%	Assignment - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

\*\*\*\*\*

**Course Title: SERVICES MARKETING**  
**Course Code: MB20SVM**

### Course Outcomes

CO1: Explain services and the emerging trends in services marketing (K2)

CO2: Compare and contrast service quality dimensions with e-service quality (K2)

CO3: Measure customer perceptions and expectations of service quality through survey (K5)

CO4: Design a service blueprint for the given service process (K6)

CO5: Examine the impact of technology on services (K4)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	2
CO2	3	-	-	-	-	-	2
CO3	3	-	3	3	-	-	2
CO4	3	-	3	-	-	-	2
CO5	3	-	-	-	-	3	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation



## Evaluation and Grading

	Existing	Proposed
Pedagogy	Lecture, Case Discussion, Field Study, Seminar	Lecture, Case Discussion, Online Survey, Seminar
Evaluation and Grading	Case Discussion - 10% Field Study - 10% Presentation - 10% Assignment - 10% Mid Semester Examination - 20% End Semester Examination - 40%	Case Discussion - 10% Online Survey - 10% Presentation - 10% Assignment - 10% Quiz - 20% End Semester Examination - 40%

## Textbook

Zeithaml, A. Valarie, Bitner Jo Mary, Gremler, D. Dwayne, Pandit Ajay (2020). *Services Marketing, 7/e*; New Delhi: McGraw Hill Education

\*\*\*\*\*

**Course Title: BUSINESS PLAN DEVELOPMENT**  
**Course Code: MB20BPD**

## Course Outcomes

CO1: Demonstrate knowledge in identifying market opportunities, screening business ideas and conducting feasibility study (K2)

CO2: Examine the market and industry to develop a business plan (K4)

CO3: Develop a business plan (K6)

CO4: Explain the systematic approach to forecast demand and estimate returns (K2)

## CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	-	3	-	3
CO2	3	2	2	1	3	-	3
CO3	3	-	3	2	3	-	3
CO4	3	-	2	-	3	-	2
CO5	3	3	2	-	3	-	3

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

## Course Coverage

Part 1 (6 hours)

*Starting the Process*

Need for Planning - Developing and Screening Business Ideas - Feasibility Analysis

Part 2 (15 hours)

*Business Plan Preliminaries*

Introductory Material - The Executive Summary - Industry Analysis - Market Analysis - Management and Organizational Structure

Part 3 (12 hours)

*Business Plan Essentials*

Marketing Plan - Operations Plan - Product Development Plan - Presenting the Business Plan

Part 4 (12 hours)

*The Financials*

Financial Projections - Demand Forecasting - Sources and Uses of Funds - Pro Forma Financial Statements

**Evaluation and Grading**

Existing	Proposed
Case Discussion - 05%	Case Discussion - 05%
Exercise - 10%	Exercise - 10%
Business Plan - 20%	Business Plan - 20%
Assignment - 05%	Assignment - 05%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

**Textbook**

Barringer, R. Bruce (2015). *Preparing Effective Business Plans: An Entrepreneurial Approach*, 2/e; New Delhi: Pearson Education

**Reference Books**

1. Chandra, Prasanna (2017). *Projects - Planning, Analysis, Selection, Financing, Implementation and Review*, 8/e; New Delhi: McGraw Hill Education
2. Kleiner, Eugene and Abrams, Rhonda (2014). *The Successful Business Plan: Secrets & Strategies*, 6/e; New Delhi: PHI Learning

\*\*\*\*\*

**Course Title:** ENTREPRENEURSHIP  
**Course Code:** MB20EPS

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	3	-	3
CO2	3	1	3	3	3	-	-
CO3	3	1	3	3	3	2	3
CO4	3	-	1	-	-	-	-
CO5	3	2	2	-	3	-	2

### Evaluation and Grading

Existing	Proposed
Case Discussion - 10% Exercise - 10% Business Plan - 10% Presentation - 10% Mid Semester Examination - 20% End Semester Examination - 40%	Case Discussion - 10% Exercise - 10% Business Plan - 10% Presentation - 10% Quiz - 20% End Semester Examination - 40%

### Textbook

Hisrich, D. Robert, Peters, P. Michael, Shepherd, A. Dean and Sinha, Sabyasachi (2020). *Entrepreneurship*, 11/e; New Delhi: McGraw Hill Education

\*\*\*\*\*

**Course Title: SOCIAL ENTREPRENEURSHIP**  
**Course Code: MB20SEN**

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	3	-	3
CO2	3	1	3	2	3	-	-
CO3	3	1	-	2	3	-	-
CO4	3	2	3	3	3	1	3

### Course Coverage

Part 1 (12 hours)  
*Social Entrepreneurship*

Social Entrepreneurship Definition - The Pioneers - Functions of Social Entrepreneurs  
 - Difference between Social and Business Entrepreneurship - Qualities of Successful Social Entrepreneurs - Theories and Models of Social Entrepreneurship

**Part 2 (10 hours)**

*Key Elements of Social Entrepreneurship*

Value Creation - Entrepreneur and Stakeholders Perspective - Global Context - The Role of Culture in forming Social Ventures - The Role of Innovation in Developing Solutions for Social Problems

**Part 3 (12 hours)**

*Management of Social Ventures*

The Process of Social Entrepreneurship - Social Business Model and Plan - The Founding Team in the Social Venture - Managing the Social Venture - Financing Non-profit and For-profit Social Ventures - Barriers of Social Change - Social Intrapreneurship

**Part 4 (11 hours)**

*Creating a Sustainable Change*

Measuring Success - Scaling the Social Venture - Creating an Impact - Sustainability - Support Ecosystem - Future of Social Entrepreneurship

**Pedagogy**

Lecture, Case Discussion, Seminar, Social Venture Plan

**Evaluation and Grading**

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Field Study - 10%	Presentation - 10%
Assignment - 05%	Assignment - 05%
Social Venture Plan - 15%	Social Venture Plan - 15%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

**Reference Books**

1. Coleman, Susan, Kariv, Dafna (2015). *Creating the Social Venture*, New York: Routledge
2. Kickul, Jill and Lyons S. Thomas (2020) *Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever-Changing World*, New York: Routledge
3. Bornstein, David, Davis, Susan (2018). *Social Entrepreneurship: What Everyone Needs to Know*, New Delhi: Oxford University Press
4. Keohane, Georgia Levenson (2013). *Social Entrepreneurship for the 21st Century: Innovation Across the Nonprofit, Private, and Public Sectors*, New York: McGraw Hill Education

5. Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. (2007). *Entrepreneurship in the Social Sector (ESS)*, New Delhi: Sage Publications

\*\*\*\*\*

**Course Title: REWARDS AND RECOGNITION**  
**Course Code: MB20RAR**

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	3	-	-	-	-
CO2	3	-	2	-	-	-	-
CO3	3	-	2	-	-	-	-
CO4	3	-	2	-	-	-	-
CO5	3	-	2	-	-	-	-

3- High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

**Course Coverage**

Part 1 (9 hours)

Conceptual Framework: Total Compensation - Theories of Wages - Compensation Philosophy, Strategy, Policy - Psychological Contract - Legal issues - Factors affecting compensation.

Compensation Management: Objectives & Principles - Methods of Wage Payment - National Wage Policy - Wage Policy at Organisational level - Components/ Functions of Compensation Management.

Divergent Systems and Institutions for Wage Determination in India

Part 2 (12 hours)

Contingent Pay - Types - Performance-related Pay - Performance appraisal - Potential appraisal - Competency-based Pay - Skill-based Pay - Team-based Rewards - Gainsharing - Profit-sharing - Other cash payments and allowances. Administering and Controlling Salary Costs and Salary Review

Part 3 (12 hours)

Fringe Benefits: objectives & significance - Factors - Administration - Approaches - Types - Current Practices - Recent Trends - Internal Audit of Compensation and Benefits.

Part 4 (12 hours)

Non-Financial Benefits - Role - Types - Effective Non-Financial Benefits - Non Financial Metrics.

Recognition - Types - Advantages - Designing a Recognition Scheme - Problems.

Compensation and Reward Management Policy, Processes, and Procedures. Controlling Pay Roll Costs - Trends

## Evaluation and Grading

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Assignment - 10%	Assignment - 10%
Presentation - 10%	Presentation - 10%
Field Study - 10%	Field Study - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

\*\*\*\*\*

**Course Title:** HR ANALYTICS  
**Course Code:** MB20HRA

### Course Outcomes

CO1:Examine the significance of HR analytics in the current business context (K4)  
 CO2:Choose the appropriate analytics technique for the given scenario (K3)  
 CO3:Explain the various metrics used in talent sourcing and acquisition (K2)  
 CO4:Compare the metrics used for measuring individual and team performance (K4)  
 CO5:Develop a talent engagement and retention survey (K6)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	-	-	-	-	2
CO2	3	-	-	-	-	-	-
CO3	3	3	-	-	-	-	-
CO4	3	-	-	-	-	-	2
CO5	3	3		-	-	-	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

### Course Coverage

#### Part 1 (9 hours)

##### *Introduction to metrics and analytics*

HR Sources of data and information - HR metrics overview - Types of metrics - HR value impact measures - Moving from metric to analytics - Meaning and Definition of people analytics - Purpose - Future trends - Internet of things and AI - HR Forecasting - HR Planning - HR Auditing - Organizational Attractiveness

#### Part 2 (15 hours)

##### *Analytics Techniques*

Analytics levels - Quantitative and Qualitative techniques

**Part 3 (7 hours)**

*Talent sourcing and Acquisition Analytics*

Importance - Sourcing - Application Phase - Pre-interview Assessment Analytics - Interviews - Selection Analytics - Psychographic Profiling - Using Social Media Platforms for Recruitment and Selection - Analytics for Organisational Socialization

**Part 4 (7 hours)**

*Performance Management Analytics*

Linking individual objectives to organisational objectives - Defining Performance Measures - Performance Incentives and Promotion - Providing insights to senior management - Analytics for Individual, team and Leadership Performance - Analytics for High performance HR Practices - Analytics for Organizational Culture

**Part 5 (7 hours)**

*Talent Engagement and Retention Analytics*

Importance of Employee Engagement - Employee Engagement Surveys - Making Employee Engagement Surveys Predictive - Moving beyond the Survey - Employee Engagement Measures - Proactive Talent Retention Models - Data for Talent Attrition - Predictive Modeling - The Segmentation Strategy of Talent Retention Model Insights

**Pedagogy**

Lecture, Case Discussion, Exercises, Seminar

**Evaluation and Grading**

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Exercises - 10%	Exercises - 10%
Presentation - 10%	Presentation - 10%
Field Study - 10%	Assignment - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

**Text Book**

Swati Dhir and Suparna Pal (2021). Human Resource Analytics: Theory and Application Techniques, 1/e; New Delhi: Cengage Learning

**Reference Books**

1. Nishant Uppal (2021). Human resource Analytics: Strategic Decision Making, 1/e New Delhi: Pearson Education
2. Sesil James C. (2017). *Applying Advanced Analytics to HR Management Decisions: Methods for Selection, Developing Incentives and Improving Collaboration*, New Delhi: Pearson Education

3. Pratyush Banerjee, Jatin Pandey and Manish Gupta (2019). *Practical Applications of HR Analytics*, 1/e; New Delhi: SAGE Publications
4. Pease Gene, Byerly Boyce and Fitz-enz Jac (2016). *Human Capital Analytics*, New Delhi: Wiley India

\*\*\*\*\*

**Course Title: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**  
**Course Code: MB21IHR**

### Course Outcomes

- CO1:Examine the cultural differences across countries (K4)  
 CO2:Compare the HRM activities in the different stages of internationalization (K4)  
 CO3:Design a pre departure training programme (K6)  
 CO4:Design a repatriation programme (K6)  
 CO5:Explain the key issues in international industrial relations (K2)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	-	-	-	-	-
CO2	3	3	-	-	-	-	-
CO3	3	3	-	-	-	-	2
CO4	3	3	-	-	-	-	2
CO5	3	3	-	-	-	-	-

3- High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

### Evaluation and Grading

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Assignment - 10%	Assignment - 10%
Presentation - 10%	Presentation - 10%
Exercise - 10%	Exercise - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

\*\*\*\*\*



**Course Title: LEARNING AND DEVELOPMENT**  
**Course Code: MB20LAD**

**Course Outcomes**

- CO1:Examine the various aspects of the training design process (K4)
- CO2:Discuss the concerns of upper- and mid-level managers and trainers in needs assessment (K5)
- CO3:Choose evaluation outcomes and analyze the strengths and weaknesses of different evaluation design (K6)
- CO4:Compare the strengths and weaknesses of various training methods (K4)
- CO5:Develop a training module (K5)

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	3	-	-	-
CO2	3	-	3	2	-	-	2
CO3	3	-	-	3	-	-	2
CO4	3	-	-	3	-	-	2
CO5	3	-	3	2	-	-	2

3- High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

**Evaluation and Grading**

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Class Participation - 10%	Class Activity - 10%
Assignment - 10%	Assignment - 10%
Quiz - 10%	Exercise - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

\*\*\*\*\*

**Course Title: PERFORMANCE MANAGEMENT**  
**Course Code: MB20PMT**

**CO-PO Mapping**

COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	1	2	2	-	2	2
CO2	1	-	2	3	-	2	1

CO3	1	-	2	2	-	3	-
CO4	2	3	2	2	1	2	3
CO5	3	2	-	2	-	1	2

3- High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

### Course Coverage

#### Part 1 (4 hours)

##### *Introduction to Performance Management*

Performance Management - Philosophy - Overview - Performance - Objectives and Standards

#### Part 2 (12 hours)

##### *Performance Planning and Appraisal*

Performance Planning - Process - Contents -Process of developing employee performance plans - Eight step model of a Performance plan

Performance Appraisal and Review - Objectives - Steps - Design - Types and Methods of Appraisal - Potential Appraisal - Biases - Performance Management Review - Effective Performance counseling

#### Part 3 (8 hours)

##### *Performance Management Systems*

PMS - Importance - Features, Dimensions - Conceptual framework - Performance consulting - Four pillars of PMS - Performance Management Theatre - Strategic Performance Management

#### Part 4 (9 hours)

##### *Competency and Team based PMS*

Competency based Performance Management System - Managerial skills and competencies, Developing competencies, Competency Identification and Assessment Process, Competency models, Competency Mapping

Team Performance Management - Principles, work wheel, Measuring and managing team performance, Stages, Team building

#### Part 5 (7 hours)

##### *Decisions based on Performance*

Performance based Compensation - Incentive schemes, Performance related compensation design - Benefits - Performance-related pay - Performance based Career Planning, Career Development and Succession planning

#### Part 6 (5 hours)

##### *Performance Measurement and Contemporary issues in PMT*

Performance Measurement - Business Process Reengineering - McKinsey 7S framework - Lean Management - Quality management systems - Six-sigma practices - Quick Response Manufacturing

## Evaluation and Grading

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Assignment - 10%	Assignment - 10%
Presentation - 10%	Seminar Presentation - 10%
Field Study - 10%	Organizational Study - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

\*\*\*\*\*

**Course Title:** FINANCIAL ANALYTICS  
**Course Code:** MB20FNA

### Course Outcomes

- CO1: Define Financial Analytics and its applications (K1)
- CO2: Classify the various sources of financial data (K2)
- CO3: Analyse the characteristics of time series data (K4)
- CO4: Develop models to understand the relationship between data (K6)
- CO5: Explain the application of dynamic models (K2)

### CO - PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	2	2
CO2	2	-	-	-	-	2	-
CO3	3	-	3	-	-	2	-
CO4	3	-	3	-	-	2	2
CO5	2	-	-	-	-	3	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

### Course Coverage

#### Part 1 (4 hours)

##### *Introduction to Financial Analytics*

Definition, relevance and scope of financial analytics - Recent trends in financial analytics.

#### Part 2 (4 hours)

##### *Understanding data in finance*

Sources of data, internal and external sources - Cleaning and Pre-processing financial data.

Part 3 (10 hours)

*Testing and Characteristics of Time Series Data*

Types of data - Financial time series - Characteristics - Review of the statistical properties; Time Series Econometrics - Basic Concepts - Stochastic Processes - Unit Root - Tests of Stationarity - The Augmented Dickey-Fuller (ADF) test.

Part 4 (15 hours)

*Forecasting Models*

Introduction to OLS - Autoregressive Integrated Moving Average (ARIMA); Measuring Volatility: The ARCH and GARCH Models

Part 5 (12 hours)

*Dynamic Models*

Cointegration Test - Granger Causality Test - Introduction to Vector Error Correction (VEC) Model and Vector Auto Regression (VAR)

**Pedagogy**

Lecture, Case Discussion, Article Review, Exercise

**Evaluation and Grading**

Existing	Proposed
Case Discussion - 10%	Article Review - 10%
Assignment - 10%	Assignment - 10%
Exercises - 10%	Exercises - 20%
Presentation - 10%	Quiz - 20%
Mid Semester Examination - 20%	End Semester Examination - 40%
End Semester Examination - 40%	

**Text Book**

Damodar Gujarati, Dawn Porter, Manoranjan Pal (2020). Basic Econometrics; McGraw- Hill Education

**Reference Books**

1. Michael Rees (2018). Principles of Financial Modelling: Model Design and Best Practices Using Excel and VBA; Wiley India.
2. James, James. H and Mark, Watson. W (2017). Introduction to Econometrics, 3/e, Pearson Education.
3. Brooks, Chris (2014). Introductory Econometrics for Finance, 3/e, Cambridge University Press.

\*\*\*\*\*

**Course Title:** FINANCIAL MARKETS  
**Course Code:** MB20FNM

**Course Outcomes**

- CO1: Explain the functions of financial markets. (K2)
- CO2: Categorise financial instruments based on their features. (K4)
- CO3: Identify the roles of intermediaries and different methods of issue. (K3)
- CO4: Explain the trading mechanism and the role of regulators in protecting investor’s interest (K5)
- CO5: Summarize the functions of the regulators. (K2)

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	2
CO2	3	-	2	-	-	-	2
CO3	3	-	-	-	-	-	2
CO4	3	-	2	-	-	-	2
CO5	3	-	-	-	-	-	1

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

**Evaluation and Grading**

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Assignment - 10%	Assignment - 10%
Exercise - 10%	Exercise - 10%
Presentation - 10%	Presentation - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

\*\*\*\*\*

**Course Title:** FINANCIAL SERVICES  
**Course Code:** MB20FNS

**Course Outcomes**

- CO1: Demonstrate knowledge of the theoretical and professional disciplines of financial service industry (K2)
- CO2: Explain financial products offered by financial services organization (K2)
- CO3: Design the options based on industry information (K6)

CO4: Evaluate and devise strategies to promote venture capital financing and mutual funds (K5)

CO5: Recommend specialized technical advice, knowledge and ideas about financial services (K5)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	-	-	2
CO2	3	-	-	-	-	-	2
CO3	2	-	3	-	-	-	2
CO4	2	2	2	-	-	-	2
CO5	3	2	3	-	-	-	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

### Evaluation and Grading

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Assignment - 10%	Assignment - 10%
Field Study - 10%	Field Study - 10%
Presentation - 10%	Presentation - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

\*\*\*\*\*

**Course Title: MANAGEMENT OF BANKING**

**Course Code: MB20MNB**

### Course Outcomes

CO1: Explain the role of banks in Indian Financial System (K2)

CO2: Analyze the bank's financial statement to assess the assets and liability management (K4)

CO3: Distinguish the various risks involved in banking (K4)

CO4: Assess the credit risk involved in lending function of a bank (K5)

CO5: Explain the role of technology in banking (K2)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	2

CO2	3	-	2	-	-	2	2
CO3	3	-	3	-	-	-	2
CO4	3	-	3	-	-	-	2
CO5	3	-	-	-	-	-	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

### Evaluation and Grading

Existing	Proposed
Case Discussion - 10%	Case Discussion - 10%
Assignment - 10%	Assignment - 10%
Presentation - 10%	Presentation - 10%
Financial Statement Analysis - 10%	Financial Statement Analysis - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

\*\*\*\*\*

**Course Title: RISK MANAGEMENT AND INSURANCE**  
**Course Code: MB20RMI**

### Course Outcomes

- CO1: Summarize basic concepts of risk management (K2)
- CO2: Explain the principles and provisions in an insurance contract (K2)
- CO3: Outline the origin and scope of Insurance business (K2)
- CO4: Identify appropriate life insurance products (K3)
- CO5: Choose an appropriate product based on the requirement (K5)

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	3	-	-	-	1
CO2	3	-	2	-	-	-	1
CO3	3	-	2	-	-	-	1
CO4	3	-	3	-	-	-	1
CO5	3	-	3	-	-	-	1

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

### Course Coverage

Part 1 (7 hours)

*Introduction to Risk Management*

Understanding Risk - Risk Management - Enterprise Risk Management

Part 2 (8 hours)

*Fundamentals of Insurance*

Introduction to Insurance - Principles of Insurance - Insurance contract and provisions

Part 3 (10 hours)

*Insurance in India, Legal Framework and Function of Insurers*

Insurance Sector in India - Historical framework - Insurance sector reforms - Players in Insurance Sector - Primary Insurance Laws - IRDA and its functions  
Underwriting - Rating and Rate Making - Marketing of Insurance Products - Claim Management - Insurance Intermediaries - Risk Management - Reinsurance

Part 4 (10 hours)

*Life Insurance*

Fundamentals of Life Insurance - Life Insurance Contracts and Policy Provisions - Types - Claim Management of Life Insurance - Group Insurance

Part 5 (10 hours)

*General Insurance*

Introduction to General Insurance - Practice of Non-Life Insurance - Fire Insurance - Marine Insurance - Automobile Insurance - Social Insurance - Liability Insurance - Miscellaneous Insurance

**Pedagogy**

Lecture, Case Discussion, Exercise, Seminar

**Evaluation and Grading**

<b>Existing</b>	<b>Proposed</b>
Case Discussion - 10%	Case Discussion - 10%
Exercise - 10%	Exercises - 20%
Presentation - 10%	Presentation - 10%
Insurance Contract Analysis - 10%	Quiz - 20%
Mid Semester Examination - 20%	End Semester Examination - 40%
End Semester Examination - 40%	

\*\*\*\*\*



**Course Title: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**  
**Course Code: MB20SAP**

**Course Outcomes**

- CO1:Analyze different financial assets for investment decisions (K4)
- CO2:Evaluate the performance of stock or portfolio within a complex professional setting (K5)
- CO3:Explain fundamental, technical and efficient market analysis (K2)
- CO4:Develop investment strategies in stock market (K6)
- CO5:Design optimal portfolio using theories and practices (K6)

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	3	-	-	2	2
CO2	3	-	3	-	-	2	2
CO3	3	-	-	-	-	2	1
CO4	3	-	3	-	-	1	1
CO5	2	-	3	-	-	1	2

**Evaluation and Grading**

Existing	Proposed
Market Analysis - 10%	Market Analysis - 10%
Assignment - 10%	Assignment - 10%
Presentation - 10%	Presentation - 10%
Virtual Stock Trading - 10%	Virtual Stock Trading - 10%
Mid Semester Examination - 20%	Quiz - 20%
End Semester Examination - 40%	End Semester Examination - 40%

\*\*\*\*\*

**Course Title: SUPPLY CHAIN MANAGEMENT**  
**Course Code: MB20SCM**

**Course Outcomes**

- CO1:Explain the role of supply chain management in contemporary business environment (K2)
- CO2:Explain the strategies for designing and managing global supply chain networks (K5)
- CO3:Demonstrate the ability to plan and manage inventories (K2)

C04: Explain the management of cross-functional drivers in a supply Chain (K5)  
 C05: Examine the role of information technology in supply chain management (K4)

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01	3	-	-	-	-	-	-
C02	3	3	3	-	-	-	2
C03	3	-	-	-	-	-	-
C04	3	3	3	-	-	-	2
C05	3	3	-	-	-	3	-

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation, - No Correlation

**Evaluation and Grading**

Existing	Proposed
Case Discussion - 10% Assignment - 10% Presentation - 10% Exercise - 10% Mid Semester Examination - 20% End Semester Examination - 40%	Case Discussion - 10% Assignment - 10% Seminar - 10% Presentation - 05% Exercise - 05% Quiz - 20% End Semester Examination - 40%

\*\*\*\*\*