Faculty of **MANAGEMENT SCIENCE**

Lesson Plan

Name of Faculty   DR. INDRAJIT SINHA   Session

Paper Code	Paper Title	L	T	P	Credit
BBA 406	MANAGEMENT INFORMATION SYSTEM	√			4

Course:BBA	**Semester**	1		2		3		4	√	5		6		7		8		9		10	

LEARNING OBJECTIVES	1. To familiarize the students with the functional based computer application. 2. To make the students aware regarding enterprise application SCM, CRM, ERP 3. To focus on E-commerce platform , difference offline an online commerce, different types of E-commerce. 4. To make the students of networking 5. To make the students CBIS
COURSE OUTCOMES	1. Students learn about functional based computer application Marketing information, finance information system, HR information etc. 2. Students would expected to deal with Relational database with write and understand structure query Language and understand characteristics of database 3. They learn the concept, characteristics, architecture, implementation and benefits of Enterprise Resource Enterprise namely SAP. 4. Learn about Networking both lan and wan 5. Learn about Learn SDLC and various model of SDLC
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business. 2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society. 3. Create and deliver value to the customers by identifying their needs and wants.

4. Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines.
5. Adapt and find innovative methods for problem solving, to cope with unforeseen events and to manage unpredictable environments.
6. Manage contemporary societal and global issues resulting from diversity
7. Demonstrate Leadership and Team work capabilities.

Teaching Pedagogy Used

S.NO.	DESCRIPTION	Used (Yes/ No)
1	Lecture	Yes
2	Practical	No
3	Demonstration	yes
4	Discussion	Yes
5	Assignments	Yes
6	Tests	Yes
7	Others(Please specify):	Quizzes

Lesson Plan BBA 406 Management Information System

1	Concept, evolution and meaning of MIS; Information system for competitive advantage;	Session1
2	Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.	Session 2
3	Information and Managerial Effeciveness : Information as a corporate resource, pervasiveness of information	Session 3-4
4	types of information – operational, tactical and strategic; Levels of management and information needs of management	Session 5
5	Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas	Session 6
6	Information systems and their role in business systems, changing role of information systems, users of information systems.	Session 7
7	Types of information systems – transaction processing systems, MIS decision support systems, executive support system	Session8-10
8	Enterprise Resource Planning (ERP) system	Session 11-12
9	System Development Life Cycle : Sequential Process of software development; Computer Aided Software Engineering (CASE); Tools and the modular approach to software	Session 13-15

	development; Information system	
10	Test 1	
11	Data Communication and Networking : Uses of computer networks, types of networks, network topologies; Network media and hardware	Session 16-17
12	Data communication over telephone, Intranets and collaborative processing	Session 18
13	Development and Management of Data Bases : Relation databases; Data Base Management Systems (DBMS) and their components;	Session 19-22
14	Concept of entity and relationships; Data dictionary, SQL and other related concepts in DBMS	Session 24-28
15	normalisation	Session 29
16	Security Issues Relating to Information Systems : Threats to information systems; Vulnerability, risk and control measures	Session 30-34
17	Test 2	

24/01/2022

Faculty Signature: Date:

Faculty of **MANAGEMENT SCIENCE**

Lesson Plan

Name of Faculty   DR. INDRAJIT SINHA   Session

Paper Code	Paper Title	L	T	P	Credit
MB 205	MANAGEMENT INFORMATION SYSTEM	√			4

Course: MBA	**Semester**	1		2	√	3		4		5		6		7		8		9		10	

LEARNING OBJECTIVES	1. To familiarize the students with the functional based computer application. 2. To make the students aware regarding enterprise application SCM, CRM 3. To focus on E-commerce platform , difference offline an online commerce, different types of E-commerce. 4. To make the students aware of ERP,BPO,KPO.
COURSE OUTCOMES	1. Students learn about functional based computer application Marketing information, finance information system, HR information etc. 2. Students would expected to deal with Relational database with write and understand structure query Language and understand characteristics of database 3. They learn the concept, characteristics, architecture, implementation and benefits of Enterprise Resource Enterprise namely SAP. 4. Learn about Datawarehousing and Dataminning, OLAP and OLTP 5. Learn about Business process outsourcing- various BPO, KPO and documentations requirement.
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business. 2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society. 3. Create and deliver value to the customers by identifying their needs and wants. 4. Apply knowledge in new and unfamiliar circumstances through a

conceptual Understanding of relevant disciplines.
5. Adapt and find innovative methods for problem solving, to cope with unforeseen events and to manage unpredictable environments.
6. Manage contemporary societal and global issues resulting from diversity
7. Demonstrate Leadership and Team work capabilities.

Course pre-requisites	CODE	COURSE NAME	DESCRIPTION	SEM
	MB 205	MBA	A course that nurture budding managers	

Teaching Pedagogy Used

S.NO.	DESCRIPTION	Used (Yes/ No)
1	Lecture	Yes
2	Practical	YES
3	Demonstration	No
4	Discussion	Yes
5	Assignments	Yes
6	Tests	Yes
7	Others(Please specify):	Quizzes

LESSON PLAN MB 205: MANAGEMENT INFORMATION SYSTEM

	What Data, Database and DBMS; Need for using	Day 1
	Concepts of tables, records, attributes, keys, integrity constraints	Day 2
	DDL	Day 3
	DML & DCL, three tier architecture, data independance	Day 4
	Practical on Oracle	Day 6-8
	COMPUTER NetworkingNeed for computer networking, components of a data communication system	Day 9
	Network topology	Day 10
	Types of networks: LAN, MAN, WAN	Day 11
	concepts of Internet, Intranet, Extranet,VPN	Day 12
	Concepts of ERP, architecture of ERP, Advantages	Day 13
	Generic modules of ERP,IMPLEMENTATION,	Day 14
	Features of commercial software	Day 15
	SCM (Supply Chain Management): Concepts of SCM, drivers of SCM,Advantges and benefits	Day 16
	Concepts of CRM, Features, application of CRM Sales force automation	Day 18
	E-commerce / E-business [3L] Overview, Definitions, Advantages & Disadvantages of E-commerce	Day 19-21

	Business models of e-commerce: models based on transaction party (B2B	Day 22
	B2C, B2G, C2B, C2C, E-Governance	Day 23
	quiz	
	Threats to Computer Systems and Control Measures Concepts of threats: Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism)	Day 24-26
	TEST 1	27-29
	Concepts of security measures: firewall, encryption	Day 30
	and Data Mining [3L] of Data warehousing,),	Day 31-32
	Data Warehousing Concepts , advantages,data mart, meta data, multidimensional modeling	Day 33
	Online Analytical Processing (OLAP), Online Transaction Processing (OLTP),types of olap	Day 34
	Data mining concepts, knowledge discovery v. data mining, data mining applications.	Day 35
	Presentation	Day 36-38
	Test	Day 39-40

24/01/2022

Faculty Signature: Date:

Faculty of **MANAGEMENT SCIENCE**

Lesson Plan

Name of Faculty   DR. INDRAJIT SINHA   Session 2020-2021

Paper Code	Paper Title	L	T	P	Credit
MM – 302	**ADVERTISING**	√			4

Course:MBA	**Semester**	1		2		3√		4		5		6		7		8		9		10	

LEARNING OBJECTIVES	1. To familiarize the students with the concept of advertising and sales promotion. 2. To make the students aware regarding various channels of communication. 3. To discuss how to propose budget for advertisement, sales promotion and other channel marketing communication mix. 4. To study various offensive and defensive strategy. 5. To make the students aware of both consumer oriented and trade oriented sales promotion scheme and its benefit. 6. To make the students learn public relation and various tools of public relation.
COURSE OUTCOMES	1. After going through this course students are expected to learn and deal with marketing communication strategy and its method of implementation. 2. They learn what are various channels communication and how they are integrated and optimise so as to have effective communication to the targeted customer. 3. Student can learn how to plan and design message strategy, media planning, pre and post launching test of the advertisement. 4. Develop the budget for advertisement, sales promotion and other channel marketing communication mix.
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business. 2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society. 3. Create and deliver value to the customers by identifying their needs and wants. 4. Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines. 5. Adapt and find innovative methods for problem solving, to cope with unforeseen events and to manage unpredictable environments. 6. Manage contemporary societal and global issues resulting from diversity 7. Demonstrate Leadership and Team work capabilities.

Course pre-requisites	CODE	COURSE NAME	DESCRIPTION	SEM

		MBA	A course that nurture budding managers	

Gaps in the syllabus - to meet industry/profession requirements

S.NO.	DESCRIPTION	PROPOSED ACTIONS	PO MAPPING
1	Corporate Lectures, Industry Visits	Extra Class	
2	Conducting Panel Discussion of Corporates	Workshop	

Teaching Pedagogy Used

S.NO.	DESCRIPTION	Used (Yes/ No)
1	Lecture	Yes
2	Practical	No
3	Presentations	Yes
4	Discussion	Yes
5	Assignments	Yes
6	Tests	Yes
7	Others(Please specify):	Quizzes

LESSON PLAN

MM – 302 : : ADVERTISING & Sales Promotion

SESSION	TOPIC	REF.	REMARKS
1, 2	Definition, features and role of advertising, Relationship of advertising with other promotional mixes and marketing mix elements,	Belch &Belch/ Kazmi & Batra	
3,4, 5	Integrated marketing communication approach, Various forms of Advertising: national, retail, cooperative, trade, industrial financial, corporate, public services, political	Belch &Belch/ Kazmi & Batra	
6,7,	Advertisers, Advertising agencies and support organizations, Types of agencies, Structure, role and functions of ad agencies	Belch &Belch/ Kazmi & Batra	
8,	Agency compensation and evaluation	Belch &Belch/ Kazmi & Batra	
9, 10	Segmentation, Targeting, Positioning: Identifying segments, Prioritizing target segments, Formulating positioning Strategies Consumer Behaviour and Advertising: Consumer as decision maker, Consumer as social being	Belch &Belch/ Kazmi & Batra	
11, 12,	Definition of brand, Life-cycle of a brand, Brand positioning, Brand personality, Brand image, Brand equity, Brand essence, Brand value proposition and promoting desired image, Corporate brands	Belch &Belch/ Kazmi & Batra	
13, 14,	Advertising Planning: Planning process, steps, situation analysis, objective setting, budgeting, developing promotional strategies,	Belch &Belch/ Kazmi & Batra	

	implementation and control		
15, 16,	Advertising Objectives: Sales approach versus communication approach, DAGMAR approach	Belch &Belch/ Kazmi & Batra	
17	Designing an Advertisement: Different dimensions, Importance of creativity to advertising,Creative process, Developing a creative brief	Belch &Belch/ Kazmi & Batra	
18	TEST		
19, 20,	Creative strategy: Message structure, Message appeals-rational, emotional, scarce, Message source-credibility, attractiveness, power, execution frameworks.	Belch &Belch/ Kazmi & Batra	
21,22, 23	Creative tactics: for print and electronic media - copywriting, body copy, headlines, layout, visuals, slogans, logos, signatures, storyboards	Belch &Belch/ Kazmi & Batra	
24, 25, 26,	Media planning process, Media mix, Coverage, Reach, Frequency, Impact, Scheduling, Factors influencing choice of media flows and functions, Channel design decisions, Network Marketing CASE STUDY 1	Belch &Belch/ Kazmi & Batra	
27, 28,29	Evaluation of Promotional Effectiveness: Reasons to measure effectiveness, What, when, where, how to test, Testing methods - pre-testing and post testing techniques, Essentials of effective measures, Problems with current methods, Measuring effectiveness of other promotions	Belch &Belch/ Kazmi & Batra	
30, 31,	Public Relations and Corporate Advertising: Definition, New role of PR, Objectives, tools and techniques of public relations with merits and demerits, Corporate advertising- scope and types, role of PR in IMC programme	Belch &Belch/ Kazmi & Batra	
32,33	Direct Marketing: Definition, Objectives of direct marketing, Types of direct marketing, Tools and techniques of direct marketing with merits and demerits, Role of direct marketing in IMC programme	Belch &Belch/ Kazmi & Batra	
34-36	CASE STUDY		
37-42	PRESENTATION		
43	TEST		

Indrajit Sinha.

01/02/2022

Faculty Signature: Date:

Lesson Plan

Name of Faculty   DR. <u>INDRAJIT SINHA</u>   Session <u>2020-2021</u>

Paper Code	Paper Title	L	T	P	Credit
MM – 405	**SERVICE MARKETING**	√			4

Course:MBA	**Semester**	1	2	3	4√	5	6	7	8	9	10	

LEARNING OBJECTIVES	1. To familiarize the students with the concept of Service and service marketing 2. To make the students aware regarding 7ps service marketing 3. To know unique characteristics of service and how to address them in marketing system 4. To study GAP model of service quality. 5. To make the students aware of physical evidence and its strategy. 6. To make the students learn people and process factors of service marketing
COURSE OUTCOMES	1. students are expected to learn to deal with service marketing strategy and implementation which is quite different from goods marketing. 2. Students would learn to address service marketing issues namely building loyal customer by reducing service gaps, addressing service failure and putting emphasis on servqual dimensions. 3. students learn how to deal with other extended 3 Ps of marketing plan i.e. people, process and physical evidence 4. Develop the budget for advertisement, sales promotion and other channel marketing communication mix students learn how to deal with other extended 3 Ps of marketing plan i.e. people, process and physical evidence 5. How to design and implement right service encouters or moments of truth for desire(delight)service delivery. .
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business. 2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society. 3. Create and deliver value to the customers by identifying their needs and wants. 4. Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines. 5. Adapt and find innovative methods for problem solving, to cope with unforeseen events and to manage unpredictable environments.

6. Manage contemporary societal and global issues resulting from diversity
7. Demonstrate Leadership and Team work capabilities.

Teaching Pedagogy Used

S.NO.	DESCRIPTION	Used (Yes/ No)
1	Lecture	Yes
2	Practical	No
3	Case study	yes
4	Discussion	Yes
5	Assignments	Yes
6	Tests	Yes
7	Others(Please specify):	Quizzes

LESSON PLAN

MM – 405 : SERVICE MARKETING

SESSION	TOPIC	REF.	REMARKS
1, 2	Service Concept: Definition, Characteristics of services	Service Marketing by Dr. Indrajit Sinha, Service marketing by Zeithmal, Bitner,	
3,4, 5	Tangibility continuum, Marketing mix for services	Service Marketing by Dr. Indrajit Sinha, Service marketing by Zeithmal, Bitner,	
6,7,	Different types of service sectors – traditional and new, Impact of Technology	Service Marketing by Dr. Indrajit Sinha, Service marketing by Zeithmal, Bitner,	
8,	Service experience – moments of truth	Do	
9, 10	customer expectation, level of expectation; zone of tolerance	Do	
11, 12,	Customer Relationship Marketing,	Do	
13, 14,	Benefits for customer and firm, Customer Lifetime Value,	Do	
15, 16,	TEST 1 & QUIZ		
17	Service Triangle	Do	
18, 19, 20,	case study 1		
21,22, 23	SERVICE failure and recovery	Do	
24, 25, 26,	Service Quality: Service quality, Integrated Gap model - to identify and correct quality problems,	Do	
27, 28,29	Measuring and improving service quality	do	

30, 31,	Managing People: Critical importance of service employees, Problems and difficulties of boundary-spanning roles,	DO	
32,33	Strategies for delivering service quality through people,	DO	
34-36	CASE STUDY 2		
37-39	PRESENTATION		
40-41	TEST 2		

Faculty Signature: Date: 01/02/2022

Faculty of **MANAGEMENT SCIENCE**

Lesson Plan

Name of Faculty   DR. INDRAJIT SINHA   Session 2020-2021

Paper Code	Paper Title		L	T	P	Credit
MB 402	CORPORATE STRATEGY					4

Course:MBA	**Semester**	**1**		**2**		**3**		**4√**		**5**		**6**		**7**		**8**		**9**		**10**	

LEARNING OBJECTIVES	1. To provide students with an appreciation of concepts, functions and techniques of Corporate strategy. 2. To analyse the external and internal analysis for any corporate, SWOT analysis, PEST analysis, strategic advantage profiling. 3. To discuss how to Set Vision, Mission, objectives and goal of an organization 4. To study various offensive and defensive strategy.
COURSE OUTCOMES	1. The students will be able to understand various execution tools namely merger and acquisition tool, Diversification, Joint Ventures, De-Merger. 2. The students will provide a theoretical and practical basis for assessing the BCG matrix, GE portfolio matrix, Ansoff matrix for resource allocation. 3. The students will be able to explain the concept , nature and application of 7s Mckinsey model . 4. The students will be able to explain and understand the role of Managers and Leadership in implementation of strategic planning.
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business. 2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society. 3. Create and deliver value to the customers by identifying their needs and wants. 4. Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines. 5. Adapt and find innovative methods for problem solving, to cope

		with unforeseen events and to manage unpredictable environments. 6. Manage contemporary societal and global issues resulting from diversity 7. Demonstrate Leadership and Team work capabilities.		

	CODE	COURSE NAME	DESCRIPTION	SEM
Course pre-requisites		MBA	A course that nurture budding managers	

Teaching Pedagogy Used

S.NO.	DESCRIPTION	Used (Yes/ No)
1	Lecture	Yes
3	Case study	Yes
4	Discussion	Yes
5	Assignments	Yes
6	Tests	Yes
7	Quizzes	yes

LESSON PLAN MB 402: STRATEGIC MANAGEMENT

	Strategic Management: Objectives, policies	Lecture 1
	Tools – Balanced Score Card, Strategic Management process.	Lecture2, Lecture3
	Environmental Scanning: SWOT Analysis, External	Lecture4-5

	Environment Analysis (Economic, Legal, Political, Social, Geographic, Technical)	
	Internal Environment Analysis - Strategic Advantage Factors (Finance, Marketing, Production, HR, R & D, etc.	Lecture6 -7
	Strategic Planning: Corporate; Functional and Managerial Goal Setting; Positioning Organization	Lecture8-10
	Case study 1	Lecture 11-12
	Models for Resource Allocation, Environmental Turbulence Strategic Investment, Strategic Entry	Lecture 13-14
	Formulating Strategies: Corporate, Administrative/Executive and Operating Levels	Lecture15-16
	Developing Functional Strategies – Production/Operations, Finance, Marketing, HR, Materials, R & D	Lecture17-18
	BCG Matrix, Portfolio analysis.	Lecture 19-20
	Case study 2	Lecture21-22
	Implementation of Strategies: Role of Managers, Leadership	Lecture 23-24
	Strategic Control System and Measurement	Lecture25-26
	Structural Implementation, Functional Implementation	Lecture 27-28
	Strategic Actions: Mergers, Acquisitions,	Lecture29-30
	Diversification, Joint Ventures, De-Merger, etc.	Lecture31-32
	Evaluation of Strategy: Need, Problems, Criteria for Evaluation (Qualitative/Quantitative), Process of Evaluation [4L]	Lecture 33-37
	Case study 3	Lecture38-40

Faculty Signature: Date:

Paper Code	BBA 405

Course:BBA		Semester	1		2	

COURSE OUTCOMES	Students completing the course will be able to:
	1. Students learns basics of computer , general idea of co
	2. Students learns computer hardware including cpu, out
	3.They pick up knowledge of software, software algorithn
	4. Learn about Networking both lan and wan
	5. they learn about MS WORD, EXCEL and POWERPOINT
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	**PO1. Analyze the Political, Economic, Social, Techno**
	PO2. Appreciate individual ethical behaviour and di
	PO3. Create and deliver value to the customers by i
	PO4 - Apply knowledge in new and unfamiliar circu
	PO5 -Adapt and find innovative methods for prob
	PO6 - Manage contemporary societal and global is
	PO7 - Demonstrate Leadership and Team work ca

	PO1	PO2	PO3	PO4
CO1				1
CO2			1	1
CO3			1	3
CO4			2	1
CO5	3		3	
Average	3		1.75	1.75

3	**4**	**5**		**7**	
	√				

mputer, algorithms, general idea of computer communication
:put devices, input devices, various type of memories and how cpu operates
ns ;various   software namely operating system, system software and application software

ological, Legal and Environmental context of business.

scharge community responsibilities in organization and society.

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imstances through a conceptual Understanding of relevant disciplines.

lem solving, to cope with unforeseen events and to manage unpredictable environments.

ssues resulting from diversity

ipabilities.

PO5	PO6	PO7			
2		3			
2					
2					
1					
2					
2					

Remembering
Understanding
Applying
Analyzing
Evaluating

	L	T	P	Credit
	2	0	1	2

8		9		10	

Paper Code	BBA 405			Paper Title		Computer Application			L	T	P	Credit
									2	0	1	2

Course:BBA	Semester	1		2		3		4		5		7		8		9		10	
								√											

COURSE OUTCOMES	Students completing the course will be able to: 1. Students learns basics of computer , general idea of computer, algorithms, general idea of computer communication 2. Students learns computer hardware including cpu, output devices, input devices, various type of memories and how cpu operates 3.They pick up knowledge of software, software algorithms ;various software namely operating system, system software and application software 4. Learn about Networking both lan and wan 5. they learn about MS WORD, EXCEL and POWERPOINT
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	**PO1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business.**
	PO2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society.
	PO3. Create and deliver value to the customers by identifying their needs and wants.
	PO4 - Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines.
	PO5 -Adapt and find innovative methods for problem solving, to cope with unforeseen events and to manage unpredictable environments.
	PO6 - Manage contemporary societal and global issues resulting from diversity
	PO7 - Demonstrate Leadership and Team work capabilities.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7			
CO1				1	2		3			
CO2			1	1	2					
CO3			1	3	2					
CO4			2	1	1					
CO5	3		3		2					
Average	3		1.75	1.75	2					

Remembering
  Understanding
    Applying
    Analyzing
    Evaluating

Paper Code	BA 404					Paper Title	

Course:MBA	Semester	1		2		3		4

COURSE OUTCOMES	Students completing the course will be able to:

Students completing the course will be able to:

1. They learn what are various tools and technique used for data analytics
2. Student can learn preprocessing os data, knowledge representation of data and visualization tech
3. Learn various predictive and descriptive data minning techniques namely Accociation rule , Bayes
4. Students learns clustering, k means partitioning , ,Hierarchical methods: distancebased agglomer

PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE

PO1. Analyze the Political, Economic, Social, Technological, Legal and Environmental co

PO2. Appreciate individual ethical behaviour and discharge community responsibilities

PO3. Create and deliver value to the customers by identifying their needs and wants.

PO4 - Apply knowledge in new and unfamiliar circumstances through a conceptual Und

PO5 -Adapt and find innovative methods for problem solving, to cope with unforesee

PO6 - Manage contemporary societal and global issues resulting from diversity

PO7 - Demonstrate Leadership and Team work capabilities.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2	2	2	2		2		
CO3	4		4	3	4		
CO4	4		4	4	4	2	2
Average	3	2	3.3	3.5	3.3	2	2

DATAMINNING					L	T	P	Credit
					2	0	1	6

√	5		7		8		9		10	

…niques
…ian classification, decision trees, Statistical Bayesian networks and use of WEKA software
…rative and divisible clustering and use of WEKA software

…ntext of business.

…in organization and society.

…lerstanding of relevant disciplines.

…n events and to manage unpredictable environments.

Remembering
Understanding
Applying
Analyzing
Evaluating

Paper Code	**MB 402**					Paper Title		**CORPORATE STRATEGY**			L	T	P	Credit
											2	0	0	6

Course:MBA		Semester	1		2		3		4		5		7		8		9		10	

LEARNING OBJECTIVES

The objective of this course is to examine and identify:

1. To provide students with an appreciation of concepts, functions and techniques of Corporate strategy.

2. To analyse the external and internal analysis for any corporate, SWOT analysis, PEST analysis, strategic advantage profiling.

3. To discuss how to Set Vision, Mission, objectives and goal of an organization

4. To study various offensive and defensive strategy.

COURSE OUTCOMES

Students completing the course will be able to:

1. Students learn about ext. and int analysis of business environment including PEST,ETOP,BALANCE SCORE CARD

2. The students will provide a theoretical and practical basis for assessing the BCG matrix, GE portfolio matrix, Ansoff matrix for resource allocation.

3. The students will be able to explain the concept , nature and application of 7s Mckinsey model .

4. The students will be able to explain and understand the role of Managers and Leadership in implementation of strategic planning.

5. The students will be able to understand various execution tools namely merger and acquisition tool, Diversification, Joint Ventures, De-Merger.

PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE

PO1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business.

PO2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society.

PO3. Create and deliver value to the customers by identifying their needs and wants.

PO4 - Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines.

PO5 -Adapt and find innovative methods for problem solving, to cope with unforeseen events and to manage unpredictable environments.

PO6 - Manage contemporary societal and global issues resulting from diversity

PO7 - Demonstrate Leadership and Team work capabilities.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7			
CO1	3	2	2							
CO2		2								
CO3			1	3						
CO4					2	2	2			
CO5					2	2	2			
Average	3	2	1.5	3	2	2	2			

Remembering

Understanding

Applying

Analyzing

Evaluating

Paper Code	MBA 205				Paper Title		MIS				L	T	P	Credit
											2	0	0	6

Course:MBA		Semester	1		2	√	3		4	5	7	8	9	10	

LEARNING OBJECTIVES	The objective of this course is to examine and identify:
	    1. To familiarize the students with the functional based computer application.
	    2. To make the students aware regarding enterprise application SCM, CRM
	    3. To focus on E-commerce platform , difference offline an online commerce, different types of E-commerce.
	    4. To make the students aware of ERP,BPO,KPO.

COURSE OUTCOMES	Students completing the course will be able to: 1. Students learn about functional based computer application Marketing information, finance information system, HR information etc. 2. Students would expected to deal with Relational database with write and understand structure query Language and understand characteristics of database 3. They learn the concept, characteristics, architecture, implementation and benefits of Enterprise Resource Enterprise namely SAP. 4. Learn about Datawarehousing and Data minning, OLAP and OLTP 5. Learn about Business process outsourcing- various BPO, KPO and documentations requirement.
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	PO1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business. PO2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society. PO3. Create and deliver value to the customers by identifying their needs and wants. PO4 - Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines. PO5 -Adapt and find innovative methods for problem solving, to cope with unforeseen events and to manage unpredictable environments. PO6 - Manage contemporary societal and global issues resulting from diversity PO7 - Demonstrate Leadership and Team work capabilities.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7			
CO1			2							
CO2	2	2								
CO3			3	3						
CO4					2	2	2			
Average		2	2.5	3	2	2	2			

Remembering
Understanding
Applying
Analyzing
Evaluating

Paper Code	BBA 406					Paper Title		MIS 406				L	T	P	Credit
												3	0	0	4

Course:bba		Semester	1		2		3		4	√	5		7		8		9		10	

COURSE OUTCOMES	Students completing the course will be able to: 1. 1.Students learn about functional based computer application Marketing information, finance information system, HR information etc. 2.Students would expected to deal with Relational database with write and understand structure query Language and understand characteristics of database 3. They learn the concept, characteristics, architecture, implementation and benefits of Enterprise Resource Enterprise namely SAP. 4. Learn about Networking both lan and wan 5. Learn about Learn SDLC and various model of SDLC
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	**PO1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business.**
	PO2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society.
	PO3. Create and deliver value to the customers by identifying their needs and wants.
	PO4 - Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines.
	PO5 -Adapt and find innovative methods for problem solving, to cope with unforeseen events and to manage unpredictable environments.
	PO6 - Manage contemporary societal and global issues resulting from diversity
	PO7 - Demonstrate Leadership and Team work capabilities.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7			
CO1			2	1	2		1			
CO2			2	1	2					
CO3			1	3	2					
CO4				1	1					
Average		2	2.5	2	2	2	1			

Remembering

Understanding

Applying

Analyzing

Evaluating

Paper Code	MM 302				Paper Title			ADVERTISING AND SALES PROMOTION			L	T	P	Credit
											2	0	0	6

Course:MBA		Semester	1		2		3	√	4		5		7		8		9		10	

COURSE OUTCOMES	Students completing the course will be able to: 1. They learn what are various channels communication and how they are integated and optimise 2. Student can learn how to plan and design message strategy , media planning, pre and post launching test of the advertisement. 3. Develop the budget for advertise ment, sales promotion and other channel marketing communication mix 4. Students learns both consumer oriented and trade oriented sales promtion scheme

PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	PO1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business.
	PO2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society.
	PO3. Create and deliver value to the customers by identifying their needs and wants.
	PO4 - Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines.
	PO5 -Adapt and find innovative methods for problem solving, to cope with unforeseen events and to manage unpredictable environments.
	PO6 - Manage contemporary societal and global issues resulting from diversity
	PO7 - Demonstrate Leadership and Team work capabilities.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7			
CO1			2							
CO2	2	2								
CO3			3	3						
CO4					2	2	2			
Average		2	2.5	3	2	2	2			

Remembering
Understanding
Applying
Analyzing
Evaluating

Paper Code	MM 405				Paper Title			SERVICE MARKETING			L	T	P	Credit
											2	0	0	6

Course:MBA		Semester	1		2		3	√	4		5		7		8		9		10	

COURSE OUTCOMES	Students completing the course will be able to: 1.students are expected to learn to deal with service marketing strategy and implementation which is quite different from goods marketing. 2. 2.Students would learn to address service marketing issues namely building loyal customer by reducing service gaps, addressing service failure and putting emphasis on servqual dimensions. 3. students learn how to deal with other extended 3 Ps of marketing plan i.e. people, process and physical evidence 4.Develop the budget for advertisement, sales promotion and other channel marketing communication mix students learn how to deal with other extended 3 Ps of marketing plan i.e. people, process and physical evidence 5.How to design and implement right service encouters or moments of truth for desire(delight)service delivery
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	PO1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business.
	PO2. Appreciate individual ethical behaviour and discharge community responsibilities in organization and society.
	PO3. Create and deliver value to the customers by identifying their needs and wants.
	PO4 - Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines.
	PO5 -Adapt and find innovative methods for problem solving, to cope with unforeseen events and to manage unpredictable environments.
	PO6 - Manage contemporary societal and global issues resulting from diversity
	PO7 - Demonstrate Leadership and Team work capabilities.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7			
CO1		2	2	1						
CO2		2								
CO3			3	3						
CO4					2	2				
CO5		2				2	2			
Average		2	2.5	3	2	2	2			

Remembering
Understanding
Applying
Analyzing
Evaluating