

## **Lesson Plan**

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

Paper Code		Paper Title					L	4	T P			Credit								
BBA 406	NAGEME	MENT INFORMATION SYSTEM													۷	1				
Course:BBA		Semes	ter	1	2		3	4	1	5		6	·	7	8	9	)	]	10	
LEARNIN OBJECTIV	To familiarize the students with the functional based computer application.     To make the students aware regarding enterprise application SCM, CRM, ERP     To focus on E-commerce platform, difference offline an online commerce, different types of E-commerce.     To make the students of networking     To make the students CBIS																			
COURSE OUT	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																			
PROGRAM OUTCOM ADDRESSED I COURS	IES IN THIS	2.	Env App resp	viroi prec pons ate	e the nment iate is ibilitate and dents.	tal ndi ies	conte ividua in or	xt o al et gani	f b thic za	ousi cal tior	nes beh	s. nav d s	iour socie	and	di	schar	ge	co	mmı	ınity

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

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24/01/2022

Faculty Signature:

Date:



## **Lesson Plan**

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

Paper Code		Paper Title					L	T	P		(	Credit				
MB 205	MA	NAGEMENT INFORMATION SYSTEM										4				
Course:MBA		Semester	1	2	1	3	4	5		6	7	8	9	)	10	
LEARNIN OBJECTIV	<ol> <li>To familiarize the students with the functional based computer application.</li> <li>To make the students aware regarding enterprise application SCM, CRM</li> <li>To focus on E-commerce platform, difference offline an online commerce, different types of E-commerce.</li> <li>To make the students aware of ERP,BPO,KPO.</li> </ol>															
		<ol> <li>Students learn about functional based computer application Marketing information, finance information system, HR information etc.</li> <li>Students would expected to deal with Relational database with write and understand structure query Language and understand characteristics of database</li> <li>They learn the concept, characteristics, architecture, implementation and benefits of Enterprise Resource Enterprise namely SAP.</li> <li>Learn about Datawarehousing and Dataminning, OLAP and OLTP</li> <li>Learn about Business process outsourcing- various BPO, KPO and documentations requirement.</li> </ol>								l E LTP						
PROGRAM OUTCOM ADDRESSED I COURS	IES IN THIS	En 2. Ap res 3. Cre	viro prec pons eate	nment ciate in sibiliti and dants.	al condiv es in elive	onte vidua n org er va	xt of l eth ganiz llue t	businical ation the	ness beh an cu	s. iaviou d soci stome	r and ety. rs by	di: ide	schar entify	ge ing	their	nunity

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

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	Day 24-26
of threats: Virus, hacking, phishing, spyware, spam, physical	
threats (fire, flood, earthquake, vandalism)	
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	Day 33
data, multidimensional modeling	
Online Analytical Processing (OLAP), Online Transaction	Day 34
Processing (OLTP), types of olap	
Data mining concepts, knowledge discovery v. data mining,	Day 35
data mining applications.	
Presentation	Day 36-38
Test	Day 39-40

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Date:



## **Lesson Plan**

Name of Faculty

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

Paper Code					Titl							L	]		P	C	redit
MM – 302			ADV														4
Course:MBA		Sem	ester	1		2	3√	4		5		6	7	8	3 9	)	10
LEARNIN OBJECTIV		<ol> <li>To familiarize the students with the concept of advertising and sales promotion.</li> <li>To make the students aware regarding various channels of communication.</li> <li>To discuss how to propose budget for advertisement, sales promotion and other channel marketing communication mix.</li> <li>To study various offensive and defensive strategy.</li> <li>To make the students aware of both consumer oriented and trade oriented sales promotion scheme and its benefit.</li> <li>To make the students learn public relation and various tools of public relation.</li> </ol>															
COURSE OUT	COMES	1. 2. 3. 4.	Afte with imp The inte targ Stuc plan	er go n ma lem y le grat grat dent nnin	oing arket enta arn ed a l cus can g, pi p the	tion. what nd op tome lear re and bud	are v ptimiser. n how	unica arious se so a to pl laund r adver	tio s cl as t an chi ert	hanr to ha and ing t	ratenels ave de est	comiceffecting controls comments that the controls control controls control controls controls controls controls controls control controls control controls control controls control contro	munitive nesse	cation comments	hod of an and munica trategy	how tion	they are to the
PROGRAM OUTCOM ADDRESSED	IES IN THIS	1.	Ana Env	alyz ⁄iro	e th	e Po	olitica cont	ıl, Ec ext of	on b	nom usin	ess	S.					Legal an
COURS	<b>L</b>		<ol> <li>Appreciate individual ethical behaviour and discharge community responsibilities in organization and society.</li> <li>Create and deliver value to the customers by identifying their needs and wants.</li> <li>Apply knowledge in new and unfamiliar circumstances through a conceptual Understanding of relevant disciplines.</li> </ol>														
		<ul> <li>5. Adapt and find innovative methods for problem solving, to co with unforeseen events and to manage unpredictable environment</li> <li>6. Manage contemporary societal and global issues resulting fro diversity</li> <li>7. Demonstrate Leadership and Team work capabilities.</li> </ul>								onments							
Course pre	e-requisites		CODE			cou	RSE NA	ME					DI	SCRIP	TION		SEM

MBA	A course that nurture	
	budding managers	

# Gaps in the syllabus - to meet industry/profession requirements

S.NO.	DESCRIPTION	PROPOSED	PO
3.110.	DESCRIPTION	ACTIONS	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	

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01/02/2022

Faculty Signature:

Date:



## **Lesson Plan**

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

Paper Code		Pa	aper	Tit	tle					L		T		P	(	Credit
MM – 405		SERVICE	$\mathbf{M}$	AF	RKET	ING	і Г									4
Course:MBA		Semester	1		2	3	4√		5	6		7	8	9	)	10
LEARNIN OBJECTIV			fam rket			he st	udent	s w	ith th	ne co	once	ept	of S	ervic	e ar	nd service
		<ol> <li>To make the students aware regarding 7ps service marketing</li> <li>To know unique characteristics of service and how to address them in marketing system</li> <li>To study GAP model of service quality.</li> <li>To make the students aware of physical evidence and its strategy.</li> <li>To make the students learn people and process factors of service marketing</li> </ol>														
COURSE OUT	COMES	2. Stude loya putt 3. stude peo 4. Deve mai exterest evice 5. How	dental curing lents ple, velopeketiende dencember 1 de	ent s wasto em s le pro th ng d 3 e des	ation would be be but be bud commers of the bud com	which earn y red son so w to and p get for unical mark	n is quito add ucing ervqua deal whysica or advention neeting	ite oress serval di vith l evertis nix e plar	service g mens other idence emens stude i i.e.	ent fice naps, ions extent extent extent to the extent of	rom nark add ende les p earn le, p	go ceti lres ed 3 pro pro	oods r ng iss ssing s B Ps o motio ow to cess a	narke sues r servic f mar on and deal and p	ting name ce fa keti d oth with	ely building ilure and ng plan i.e ner channe other
PROGRAM OUTCOM ADDRESSED I COURS	IES IN THIS	2. Appress 3. Creand 4. Appress 5. Add	viron prec pons ate wa ply acep apt	nm iat sibi and nts kno tua and	ental e ind ilities d deli s. owled il Und	cont ividu in or ver v lge i lersta l inn	ext of all eth rganiz ralue to n new anding ovative	busical ication the control of the c	sines I beh on an ne cu id un relev metho	s. lavid so ston fam vant ods	our ciet ners ilia dis	and ty. S by r c cip pr	d dis	chargatifyinstan	ge of ing the ingerior in the ingerior in the ingerior in the incession in	Legal and community their need through g, to copronments

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 Marketing by Dr. Indrajit Sinha, Service marketing by Zeithmal, Bitner,	
	Service Concept: Definition, Characteristics of services		
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		Do	
	Service Triangle		
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		do	
	Measuring and improving service quality		

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

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Faculty Signature: Date: 01/02/2022



### **Lesson Plan**

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

Paper Code		P	aper	Title						L	T		P		Credit	
MB 402		CORPO	RATE	STRA	TEC	ŝΥ									4	
Course:MBA		Semester	1	2		3	<b>4</b> √	5		6	7	8	9	)	10	
LEARNIN OBJECTIV		2. To SW 3. To	hniq ana OT disc aniz	lues of lyse the analy cuss he cation	f C ne e vsis	orpoi exteri , PES to Se	rate st nal an ST an et Vis	rateg d int alysi ion,	gy. ern s, s Mis	trategi ssion,	lysis c ad obje	for vant	any o tage p	corp prof	orate	,
COURSE OUT	COMES	nar De- 2. Tho ass reso 3. Tho app 4. Tho	nely-Me stu essinource stu olica	merger. Idents and the allo adents tion of adents	wi Bo cat wi of 7	and a  ll pro CG n  ion.  ll be s Mc  ll be	equisovide natrix able tkinse able t	a the , GE to ex y mo	ore por plai plai		nd p mat conc	ficatoract rix, cept	ion, . ical t Anso , natu	Join  pasis  off n  are a	t Vens for natrix and ole of	for
PROGRAM OUTCOM ADDRESSED I COURSI	ES N THIS	<ol> <li>Analyze the Political, Economic, Social, Technological, Legal Environmental context of business.</li> <li>Appreciate individual ethical behaviour and discharge communersponsibilities in organization and society.</li> <li>Create and deliver value to the customers by identifying their neand wants.</li> <li>Apply knowledge in new and unfamiliar circumstances throug conceptual Understanding of relevant disciplines.</li> <li>Adapt and find innovative methods for problem solving, to describe the conceptual conceptual conceptual understanding of relevant disciplines.</li> </ol>									nunity needs ugh a					

6. Mana divers 7. Demo	onstrate Leadership and Te	and global issue	es result	
CODE	COURSE NAME	DESCRIPTION	SEM	

	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

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### 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	Lecture6 -7
(Finance, Marketing, Production, HR, R & D, etc.	
Strategic Planning: Corporate; Functional and Managerial Goal	Lecture8-10
Setting; Positioning Organization	
Case study 1	Lecture 11-12
Models for Resource Allocation, Environmental Turbulence	Lecture 13-14
Strategic Investment, Strategic Entry	
Formulating Strategies: Corporate, Administrative/Executive	Lecture15-16
and Operating Levels	
Developing Functional Strategies – Production/Operations,	Lecture17-18
Finance, Marketing, HR, Materials, R & D	
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	Lecture 33-37
Evaluation (Qualitative/Quantitative), Process of Evaluation	
[4L]	
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	PO1. Analyze the Political, Economic, Social, Techno										
IN THIS COURSE					iour and di						
	PO3. Crea	te and del	iver value t	to the cust	tomers by i						
		-			miliar circu						
	PO5 -Adapt and find innovative methods for prob										
					nd global is						
	PO7 - Dei	monstrate	Leadershi	p and Tea	ım work ca						

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

	Paper Title		Computer Application							
3	4	5		7	Γ					
		٧								

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.

dentifying their needs and wants.

ımstances through a conceptual Understanding of relevant disciplines.

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

sues resulting from diversity

pabilities.

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			C	omputer A	Application			L	T	P	Credit
								·								2	. (	1	2
Course:BBA		Semester	1		2		3	4	٧	5		7		8		9		10	
					-	-		-			-	-		-	-	-	-		
	COURSE OUTCOMES	Students con	dents completing the course will be able to:																
		1. Students	learns bas	ics of comp	uter , gener	al idea of c	omputer, al	gorithms, general idea of co	mputer com	munication									
		2. Students	learns cor	nputer hard	ware includ	ling cpu, οι	tput device	s, input devices, various typ	e of memor	ies and how	cpu operat	es							
		3.They pick	up knowle	edge of soft	vare, softw	are algorith	ms ;various	software namely operating	g system, sy	stem softwa	are and app	lication sof	tware						
		4. Learn ab	out Netwo	rking both I	an and wan														
		5. they lear	n about M	S WORD, EX	CEL and PC	WERPOINT													
PROGRAM	IME OUTCOMES ADDRESSED	PO1. Anal	yze the Po	litical, Eco	nomic, So	ial, Techn	ological, Le	gal and Environmental co	ntext of b	usiness.									
	IN THIS COURSE	PO2. Appr	reciate inc	lividual eth	ical behav	iour and d	ischarge co	mmunity responsibilities	in organiza	ation and s	ociety.								
		PO3. Crea	te and de	iver value	to the cust	omers by	identifying	their needs and wants.											
		PO4 - App	oly knowle	dge in nev	and unfa	miliar circi	ımstances	through a conceptual Un	derstandin	g of releva	nt disciplin	es.	-						
		PO5 -Ada	pt and fir	nd innovati	ve method	ls for prob	lem solvin	g, to cope with unforesee	n events a	nd to mana	ge unpred	ictable er	vironments.						
		PO6 - Ma	nage cont	emporary	societal a	nd global i	ssues resu	lting from diversity											
		PO7 - Dei	monstrate	Leadersh	p and Tea	m work c	apabilities.												

	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				

Paper Code BA 404								Paper Title
Course:MBA	Semester	1		2		3		4
COURSE OUTCOMES	1. 2. 3.l	earn various	hat are variou earn preproc predictive ar	us tools and t essing os da nd descriptive	ta, knowledg data minnin	e representat g techniques	tion of data a namely Acco	nd visualization tech ociation rule , Bayes incebased agglomei
PROGRAMME OUTCOMES ADDRESSED IN THIS COURSE	PO2. App PO3. Crea PO4 - App PO5 -Ada PO6 - Ma	reciate ind te and del ply knowle apt and fin	ividual eth iver value dge in nev d innovati emporary	ical behave to the cust wand unfactor we method societal are	iour and d comers by miliar circu ls for prob nd global i	ischarge co identifying umstances olem solvir ssues resu	ommunity their need through a g, to cope lting from	responsibilities ds and wants. conceptual Und with unforesee diversity

	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

Indrigit Sincha.

		DATAMINNI	NG			L		Т	P		Credit
								2	0	1	
V	5	7		8			9			10	
	-	-				_			_		_
ques classific	ation decision tree	s, Statistical Bayesian ne	tworks and use	of WEKA soft	tware						
ve and di	visible clustering a	nd use of WEKA software	;	O WENA SOII	ıwaı <del>c</del>						
	usiness.										
organiz	ation and socie	ty.									
	g of relevant di										
events a	ınd to manage ı	unpredictable enviro	nments.								
											T
	1										
			embering								
		U	nderstanding								
			Applying								
			Applying Analyzing Evaluating								

Paper Code	MB 402								Paper Title			COI	RPORATE	STRATEGY		L	T	P	Credit
																2	. (	) (	6
Course:MBA		Semester	1		2		3		4		5		7		8	9		10	
LEA	ARNING OBJECTIVES	The objective	1. To p 2. To a 3. To o	rovide studer nalyse the ex liscuss how to	nts with an ap ternal and int Set Vision, I	preciation of c	for any corp ives and go	orate, SWOT	chniques of Corpora analysis, PEST and ization	٠,	ic advantage	profiling.	,	•		•	•	•	
C	OURSE OUTCOMES	2. The stude 3. The stude 4. The stude	learn abo ents will pe ents will be ents will be	ut ext. and i ovide a the able to exp able to exp	nt analysis oretical and oretical and olain the co olain and ur	practical bancept, natural	sis for asse e and appl e role of M	essing the BO ication of 7s anagers and	PEST,ETOP,BALAI CG matrix, GE poi s Mckinsey mode I Leadership in in er and acquisitio	rtfolio matri I . nplementati	x, Ansoff m	egic plannin	g.						
PROGRAM									vironmental co esponsibilities			ocioty							
		PO3. Creat	te and de ly knowle	iver value edge in nev	to the cust v and unfa	omers by i	dentifying mstances	their need	s and wants. conceptual Und with unforesee	lerstanding	of releva	nt disciplin		vironments.					
		PO6 - Ma PO7 - Der	nage con	emporary	societal a	nd global is	sues resu	lting from											

	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		

Indrigit Sinha.

Remembering

Understanding Applying Analyzing Evaluating

Paper Code	MBA 205							Paper Title				M	IS		L	T	P	Credit
								•							2	0	0	6
	•																	
Course:MBA		Semester	1		2	٧	3	4		5		7		8	9		10	
LF	ARNING OBJECTIVES	The objective	1. To f 2. To r 3. To f	nake the stud	students with ents aware re nmerce platfo	the functiona garding ente	rprise applica ce offline an	puter application. tion SCM, CRM online commerce, different types	of E-comme	rce.								
	COURSE OUTCOMES	2. Students 3. They lea 4. Learn ab	s learn about s would exp arn the cond bout Dataw	ut functiona ected to de ept, charac arehousing	l based com al with Rela teristics, ard and Data m	tional datal hitecture, i inning, OLA	base with w mplementa P and OLTP	keting information, finance i rrite and understand structu tion and benefits of Enterpri documentations requireme	e query Lar se Resource	guage and	understand	characteri	stics of database					
PROGRAM	MME OUTCOMES ADDRESSED	PO1. Anal	lyze the Po	litical, Eco	nomic, Soc	ial, Techno	ological, Le	egal and Environmental co	ntext of bu	ısiness.								
								ommunity responsibilities	in organiza	tion and s	ociety.							
								their needs and wants.										
								through a conceptual Und										
								g, to cope with unforesee	n events aı	nd to mana	ige unpred	lictable er	vironments.					
								lting from diversity										
		PO7 - De	monstrate	Leadersh	ip and Tea	m work ca	apabilities										1	1

	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		



Paper Code	BBA 406							Paper Title				MIS	406			L	T	P	Credit
								·								3	3	) (	4
Course:bba		Semester	1		2		3	4	٧	5		7		8		9		10	
	COURSE OUTCOMES	Students con	pleting the																
		1. 1.Studen	ts learn ab	about functional based computer application Marketing information, finance information system, HR information etc.															
		2.Students	would exp	about functional based computer application Marketing information, finance information system, HR information etc. expected to deal with Relational database with write and understand structure query Language and understand characteristics of database															
		3. They lead	rn the cond	ept, charac	teristics, ard	chitecture, i	mplementa	tion and benefits of Enterpri	se Resource	Enterprise	namely SAI	P.							
		4. Learn ab	out Netwo	rking both I	an and wan														
		5. Learn ab	out Learn :	DLC and va	rious mode	of SDLC													
PROGRAM	ME OUTCOMES ADDRESSED	PO1. Anal	yze the Po	litical, Eco	nomic, So	cial, Techn	ological, Le	egal and Environmental co	ntext of bu	usiness.									
	IN THIS COURSE	PO2. Appr	eciate inc	ividual eth	ical behav	iour and d	ischarge co	ommunity responsibilities	in organiza	ation and s	ociety.								
		PO3. Crea	te and de	iver value	to the cust	tomers by	identifying	their needs and wants.											
		PO4 - App	oly knowle	dge in nev	v and unfa	miliar circi	umstances	through a conceptual Uno	erstanding	g of releva	nt disciplin	es.	·						
		PO5 -Ada	pt and fir	d innovati	ve method	ls for prob	lem solvin	g, to cope with unforesee	n events a	nd to man	ige unpred	lictable er	vironments.	The state of the s					
		PO6 - Ma	nage cont	emporary	societal a	nd global i	ssues resu	lting from diversity											
		PO7 - Dei	monstrate	Leadersh	p and Tea	ım work c	apabilities												

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



Paper Code	MM 302								Paper Title		A	DVERTISI	NG AND S	SALES PROMOTIC	ON	L	T	P	Credit
									•							2	0	(	6
Course:MBA		Semester	1		2		3	٧	4		5		7		8	9		10	
	COURSE OUTCOMES	Students con	1. They 2. Stud 3. Deve	ent can learn	re various cha how to plan a et for advertis	and design m se ment, sale	essage strate s promotion a	egy , media p and other cha	re integated and opt lanning, pre and pos nnel marketing com ntion scheme	st launching te		ertisement.							
PROGRAM	IME OUTCOMES ADDRESSED	PO1. Anal	yze the Po	litical, Eco	nomic, Soc	ial, Techno	ological, Le	gal and Er	vironmental co	ntext of bu	ısiness.								
									responsibilities	in organiza	tion and s	ociety.							
									ls and wants.										
									conceptual Und										
									with unforesee	n events ar	nd to mana	ige unpred	lictable en	vironments.					
		PO6 - Ma							diversity									1	1
		PO7 - De	monstrate	Leadershi	p and Tea	m work ca	apabilities.												

	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		



Paper Code	Paper Title SERVICE 1								RVICE M.	MARKETING L T P					P	Credit				
			2 0 0												6					
Course:MBA																				
		Semester	1		2		3	٧	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																		
PROGRAM	ME OUTCOMES ADDRESSED	PO1. Analyze the Political, Economic, Social, Technological, Legal and Environmental context of business.																		
	IN THIS COURSE	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																		
1		PO7 - Demonstrate Leadership and Team work capabilities.																		

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

Remembering Understanding

Applying Analyzing Evaluating

