

Regulation - 2021

YEAR/SEMESTER : I / I

C101 BA4101 STATISTICS FOR MANAGEMENT	
C101.1	To facilitate objective solutions in business decision making.
C101.2	To understand and solve business problems.
C101.3	To apply statistical techniques to data sets, and correctly interpret the results
C101.4	To develop skill-set that is in demand in both the research and business environments.
C101.5	To enable the students to apply the statistical techniques in a work setting
C102 BA4102 MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR	
C102.1	Understanding of various management concepts and skills required in the business world
C102.2	In-depth knowledge of various functions of management in a real time management context
C102.3	Understanding of the complexities associated with management of individual behavior in the organizations
C102.4	Develop the skillset to have manage group behavior in Organizations
C102.5	Insights about the current trends in managing organizational behavior
C103 BA4103 MANAGERIAL ECONOMICS	
C103.1	To introduce the concepts of scarcity and efficiency;
C103.2	To explain principles of microeconomics relevant to managing an organization
C103.3	To describe principles of macroeconomics
C103.4	To have the understanding of economic environment of business.
C103.5	To study about the policies that regulate economic variables

C104 BA4104 ACCOUNTING FOR DECISION MAKING	
C104.1	A thorough grounding of financial accounting concepts
C104.2	Preparation of financial statement analysis
C104.3	Understand the management and cost accounting techniques
C104.4	Apply the management and cost accounting techniques for decision making
C104.5	Assess the accountancy standards of practices in India
C105 BA4105 LEGAL ASPECTS OF BUSINESS	
C105.1	Understand the fundamental legal principles in developing various contracts and commercial laws in the business world
C105.2	Identify the common forms of business associations and elements of Corporate Governance
C105.3	Develop insights regarding the laws related to industrial environment
C105.4	Ability to understand the fundamentals of corporate tax and GST
C105.5	Understand the role of consumer rights and cyber laws in the modern business environment
C106 BA4106 INFORMATION MANAGEMENT	
C106.1	Learn the basics of data and information system.
C106.2	Understand the system development methodologies.
C106.3	Understand database management system and its types
C106.4	Learn the various technologies in information system and its security
C106.5	Gains knowledge on effective applications of information systems in business.
C107 BA4111 INDIAN ETHOS	
C107.1	The learners are able to apply the basic concepts of Indian ethos and value systems at work.
C107.2	The learners can handle issues of business ethics and offer solutions in ethical perspectives
C107.3	The learners are professionally efficient and skillful in value systems and culture
C107.4	The learners are capable in ethically manage business towards well being of the society.
C107.5	The learners can be socially effective in undertaking business responsibilities.

C108 BA4112 BUSINESS COMMUNICATION (LABORATORY)	
C107.1	Develop good managerial communication skills
C107.2	Ability to excel in different forms of written communication required in a business context
C107.3	Develop good presentation skills
C107.4	In-depth understanding of interview skills
C107.5	Ability to prepare Business reports
YEAR/SEMESTER : I / II	
C201 BA4201 QUANTITATIVE TECHNIQUES FOR DECISION MAKING	
C201.1	Linear programming in product mix decisions
C201.2	Transportation and assignment in logistics and job allocation scenarios
C201.3	Game theory and heuristics of decision making in real time decisions
C201.4	Inventory management and replacement models in manufacturing context
C201.5	Queuing and simulation in real time scenario optimization
C202 BA4202 Financial Management	
C202.1	Identify the concepts of financial decision of an organisation
C202.2	Recognize the time value of money
C202.3	Learn the capital budgeting and cost of capital techniques
C202.4	Understand how to decide the decision of capital structure and distribution of dividend
C202.5	Assess the short-term and long-term sources of finance
C203 BA4203 Human Resource Management	
C203.1	Students would have gained knowledge on the various aspects of HRM
C203.2	Students will gain knowledge needed for success as a human resources professional.
C203.3	Students will develop the skills needed for a successful HR manager
C203.4	Students would be prepared to implement the concepts learned in the workplace.
C203.5	Students would be aware of the emerging concepts in the field of HRM

C204 BA4204 Operations Management	
C204.1	Understanding of the evolution of operations management practices and world class manufacturing processes
C204.2	Knowledge about capacity planning, strategic sourcing and procurement in organizations
C204.3	Enhances the understanding of product development and design process
C204.4	Ability to forecast demand and overcome bottlenecks
C204.5	Provides insight to Quality management tools and practices
C205 BA4205 Business Research Methods	
C205.1	Students will understand and appreciate scientific inquiry
C205.2	Students would know to write research proposals
C205.3	The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems
C205.4	Students would be able to analyze data and find solutions to the problems
C205.5	Students could prepare research reports
C206 BA4206 Business Analytics	
C206.1	Ability to understand the role of Business Analytics in decision making
C206.2	Ability to identify the appropriate tool for the analytics scenario
C206.3	Ability to apply the descriptive analytics tools and generate solutions
C206.4	Understanding of Predictive Analytics and applications
C206.5	Knowledge of Prescriptive Analytics and demonstrating business process improvement
C207 BA4207 Marketing Management	
C207.1	Applied knowledge of contemporary marketing theories to the demands of business and management practice.
C207.2	Enhanced knowledge of marketing strategies for consumer and industrial marketing
C207.3	Deep understanding of choice of marketing mix elements and managing integrated marketing channels
C207.4	Ability to analyze the nature of consumer buying behaviour
C207.5	Understanding of the marketing research and new trends in the arena of marketing

C208 BA4212 Data Analysis and Business Modeling	
C208.1	Deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques
C208.2	Facilitates to identify the relationship between variables using data analytical tools
C208.3	Provides understanding about forecasting in real time business world using analytical tools
C208.4	Ability to conduct Risk and sensitivity analysis and portfolio selection based on business data
C208.5	Enhances knowledge about networking, inventory models and queuing theory using data analytical tools
YEAR/SEMESTER : II/ III	
C301 BA4301 Strategic Management	
C301.1	Ability to understand the Strategic management process and social responsibility of business organizations
C301.2	In-depth understanding about the need for developing competitive advantage for organizations
C301.3	Provides insights into various corporate and business level strategies
C301.4	Facilitates to identify the various control systems required for organizational strategy implementation process
C301.5	Enhances the cognitive knowledge about various strategic issues and development of new business models
C302 BA4302 International Business	
C302.1	In Depth knowledge of driving factors of international Business
C302.2	Understanding of theories of trade and investment practiced in the global world
C302.3	Deep Insights in to various market entry strategies followed by Global Organizations
C302.4	Ability to identify the various global production and supply chain issues and have an understanding of foreign exchange determination system
C302.5	Enhance the cognitive knowledge of managing business across the cultures
C303 BA4001 Security Analysis and portfolio Management	
C303.1	Understand the concept of investment and identify the investment alternatives to investors
C303.2	Learn the nuances of fundamental analyses and technical analyses
C303.3	Analyze and evaluate the value of securities
C303.4	Explain how to construct an efficient portfolio
C303.5	Explore the various methods through which portfolio evaluation could be done

C304 BA4003 Banking & Financial Services	
C304.1	Understand the overall structure and functions of Indian Financial System
C304.2	Gain knowledge about regulations governing the Indian Banking system
C304.3	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks
C304.4	Familiarise the students with the concept of e-banking
C304.5	In-depth understanding of fee-based and fund-based financial services in India
C305 BA4003 International Finance	
C305.1	Learn about evolution, process and system of International Finance
C305.2	Identify the concepts of international merger and acquisitions, financial techniques and regulations
C305.3	Understand about international monetary system
C305.4	Knowing about ADR, GDR and bond management
C305.5	Explore the learning in international risk assessment
C306 BA4008 Retail Marketing	
C306.1	To provide insights on retail operation
C306.2	To understand effective methods and strategies required for retail management.
C306.3	To understand how to utilize resources and techniques used in retail management.
C306.4	To understand analysis of store location, merchandising, products and pricing
C306.5	To gain knowledge about shopping behavior
C307 BA4009 Consumer Behavior	
C307.1	Consumer orientation and consumption
C307.2	Intrinsic influences
C307.3	Effects of external influences
C307.4	Models of consumer and industrial buying
C307.5	The decision making process

C308 BA4013 Product and Brand Management

C308.1	Apply the fundamental concepts of product and brand development and management.
C308.2	Use the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.
C308.3	Use tools and metrics to analyze competitors and develop positioning strategies.
C308.4	Recognize the importance of using teams and organization to coordinate multiple interdisciplinary tasks in order to create and manage products within an organization.
C308.5	Apply an understanding of the product manager's role in product pricing, sales, and promotion.

C309 BA4021 Supply Chain Management

C309.1	Understanding of supply chain fundamentals
C309.2	Ability to design supply chain networks to enhance supply chain performance
C309.3	Ability to plan demand based on inventory and supply
C309.4	Understanding the role of logistics in supply chain performance
C309.5	Awareness of innovations for sustainable supply chains

C310 BA4022 Quality Management

C310.1	Understanding the evolution of Quality management
C310.2	Understanding of quality philosophies and practices
C310.3	Ability to apply statistical process control to enhance quality.
C310.4	Ability to apply quality tools to enhance organization's quality performance
C310.5	Awareness of quality management systems

C311 BA4026 Project Management

C311.1	Ability to understand the roles and responsibilities of a project manager
C311.2	Ability to plan and budget projects
C311.3	Ability to schedule and allocate resources to projects
C311.4	Ability to manage project organization
C311.5	Ability to control and complete projects

C312 BA4029 Social media Web Analytics	
C312.1	The students will be able to enhance the social media skills
C312.2	The students will be able to develop a mass communication strategy and guide campaigns
C312.3	To get an idea of social media policies
C312.4	Understand the fundamentals and concepts of web analytics
C312.5	How to effectively use the resulting insights to support website design decisions, campaign optimization, search analytics, etc.
C313 BA4030 E Business Management	
C313.1	Ability to build and manage an e-business.
C313.2	Knowledge about Technology Infrastructure
C313.3	Understanding of customer oriented business applications
C313.4	Knowledge of e business payment protocols and security
C313.5	Understanding of ethical, legal , privacy issues and encryption policies
C314 BA4031 Enterprise Resource Planning	
C314.1	Knowledge of risk and benefits associated with Enterprise Resource Planning.
C314.2	Knowledge or ERP solutions and functional modules
C314.3	Exposure to the implementation environment
C314.4	Understanding of post implementation impact and maintenance of ERP
C314.5	Knowledge of emerging trends on ERP
C315 BA4312 Summer Internship	
C315.1	Understand the progress of company and its development
C315.2	To apply the literature survey on Industries
C315.3	Understand the operations of process in various departments
C315.4	Identify the problems in various departments.
C315.5	To give suggestions and recommendations to improve operations.

C316 BA4311 Creativity and Innovation laboratory

C316.1	Provides insights about approaches to creativity and innovation
C316.2	Understanding of heuristic models and its applications
C316.3	Enhances the knowledge of nature of creativity
C316.4	Ability to apply creativity in problem solving
C316.5	Knowledge about radical and disruptive models of innovation
YEAR/SEMESTER : II / IV	
BA4411 PROJECT WORK	
C401.1	Understand the problem statement in a various domain
C401.2	Identify the problem and do the literature survey
C401.3	Design a module for solving a problem in the respective area
C401.4	Implement a module for solving a problem identified.
C401.5	Evaluate the module results and make improvements.

