

MBA: Second Year - First semester
V21MBT14: BUSINESS POLICY AND CORPORATE STRATEGY

(Effective for the students admitted into Second year from the Academic Year 2022-23)

CO1: Understand the concept of business policy and strategic management in detail.(K2)

CO2: Examine various models for appraising an organization's external environment. (K3)

CO3: Analyze various strategies formulated at corporate, business and functional levels. (K4)

CO4: Understand strategy implementation procedure in detail. (K2)

CO5: Analyze the performance of strategies designed and applied at various levels of business. (K4)

V21MBT15: CONSUMER BEHAVIOR

(Effective for the students admitted into Second year from the Academic Year 2022-23)

1. Understand the concept of Consumer Behavior and various models of buyer behavior. (K2)
2. Identify various behavioral aspects based on psychological foundations of CB. (K2)
3. Understand the factors influencing consumer behavior. (K2)
4. Understand the importance of communication on consumer behavior. (K2)
5. Identify the roots of consumerism. (K2)

V21MBT16: RETAIL MANAGEMENT

(Effective for the students admitted into Second year from the Academic Year 2022-23)

1: Understand the basic structure of Retail business in India. (K2)

2: Understand various retail strategies in practice. (K2)

3: Interpret the importance of location in making a retail business successful. (K2)

4: Apply basic operations in retail business in real life environment. (K3)

5: Examine the technical and financial aspects of retail business besides report preparation. (K3)

V21MBT17: DIGITAL & SOCIAL MEDIA MARKETING
(Effective for the students admitted into Second year from the Academic Year 2022-23)

CO1: Understand the basic fundamentals of evolution of Digital Marketing. (K2)

CO2: Apply SEM tools in managing promotional activities. (K3)

CO3: Employ SEO techniques to optimize the Website. (K3)

CO4: Assess the importance of SMM & Affiliate Marketing tools. (K3)

CO5: Construct and examine the reports generated under Analytics. (K4)

V21MBT18: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
(Effective for the students admitted into Second year from the Academic Year 2022-23)

1. Understand the environment of share markets and trading system in stock exchanges. (K2)
2. Find the relationship between risk and return and value the equities and bonds. (K1)
3. Understand the fundamental, technical and efficient market approaches. (K2)
4. Identify portfolio selection through different portfolio theories. (K2)
5. Apply various tools to analyze the performance of mutual funds. (K3)

V21MBT19: BANKING AND INSURANCE MANAGEMENT
(Effective for the students admitted into Second year from the Academic Year 2022-23)

1. Interpret the basic institutional and practical knowledge of Banking and Insurance. (K2)
2. Apply the practical knowledge of bank credit system and non-performing assets in real scenario. (K3)
3. Recognize the new innovations and regulations in the banking sector. (K2)
4. Interpret the types of insurance and their importance. (K2)
5. Understand the concept of general insurance and its practical applicability. (K2)

V21MBT20: BUSINESS TAXATION & PLANNING
(Effective for the students admitted into Second year from the Academic Year 2022-23)

- 1) Understand the basic concept of Taxation and Tax planning. (K2)
- 2) Calculate individual's tax liability and filing the returns. (K4)
- 3) Understand the tax planning for a business firm. (K2)
- 4) Differentiate among different Indirect taxes. (K2)
- 5) Understand tax audit and reporting. (K2)
- 6) Apply tax planning concepts in business decision making. (K3)

**V21MBT21: LABOUR WELFARE &
LEGISLATION**

(Effective for the students admitted into Second year from the Academic Year 2022-23)

CO1: Understand the principles of labor welfare.

(K2) CO2: Understand various labor welfare programs. (K2)

CO3: Recall the provisions of various acts related to labor welfare. (K1)

CO4: Recall the provisions of various acts related to payment of bonus and wages. (K1)

CO5: Explain the functioning of trade unions in India. (K2)

**V21MBT22: PERFORMANCE EVALUATION & COMPENSATION
MANAGEMENT**

**(Effective for the students admitted into Second year from the Academic Year
2022-23)**

CO1: Understand the concept of Performance and linkage with other HR processes.

(K2)CO2: Interpret Performance Management Planning Process. (K2)

CO3: Understand the methods of Performance Management System. (K2)

CO4: Understand the objectives and dimensions of compensation system.

(K2)CO5: Design the pay structure and frame different types of pay structures. (K4)

V21MBT23: STRATEGIC HUMAN RESOURCE MANAGEMENT

**(Effective for the students admitted into Second year from the Academic Year
2022-23)**

CO1: Understand the theoretical perspectives and various approaches to Strategic HRM.

(K2)CO2: Describe various strategic HR Planning processes. (K2)

CO3: Explain strategic HR implementation process.

(K2)CO4: Explain strategic HR Development. (K2)

CO5: Analyze various HR Evaluation strategies. (K3)

V21MBT24: LOGISTICS & SUPPLY CHAIN MANAGEMENT
(Effective for the students admitted into Second year from the Academic Year 2022-23)

- CO1:** Understand the concept of Logistics and Supply chain management. (K2)
- CO2:** Generalize various costs incurred to measure the logistics performance. (K2)
- CO3:** Understand the strategy of benchmarking in Logistics and supply chain. (K2)
- CO4:** Assess the need for various third-party aggregator services. (K3)
- CO5:** Understand the logistics management at global level. (K2)

V21MBT25: SALES AND DISTRIBUTION MANAGEMENT
(Effective for the students admitted into Second year from the Academic Year 2022-23)

1. Understand the basic concept of Sales and distribution management. (K2)
2. Apply personal selling techniques to promote a product. (K3)
3. Apply various concepts of sales force management. (K3)
4. Understand various issues related to distribution channels. (K2)
5. Understand the functionality of logistics and supply chain concepts. (K2)

V21MBT26: SERVICES MARKETING
(Effective for the students admitted into Second year from the Academic Year 2022-23)

1. Understand the nature and importance of services in an economy. (K2)
2. Understand the need for CRM in services. (K2)
3. Examine various elements related to service product management. (K3)
4. Understand distribution mechanism for services. (K2)
5. Analyze the importance of service quality. (K3)

V21MBT27: ADVERTISING & BRAND MANAGEMENT
(Effective for the students admitted into Second year from the Academic Year 2022-23)

CO1: Describe the importance of Advertising. (K2)

CO2: Explain the Advertising campaign development from organizational context. (K2)

CO3: Examine the Advertising effectiveness. (K3)

CO4: Identify the foundations of Branding. (K1)

CO5: Illustrate the Brand Building Practices. (K2)

V21MBT28: FINANCIAL DERIVATIVES
(Effective for the students admitted into Second year from the Academic Year 2022-23)

1. Understand the nature of derivatives and derivative markets. (K2)

2. Operate the trading of futures in BSE & NSE. (K3)

3. Develop fundamental knowledge of options market. (K3)

4. Apply pricing mechanism on various derivative options. (K4)

5. Understand swaps and economic functions of swap transactions. (K2)

V21MBT29: FINANCIAL MARKETS & SERVICES
(Effective for the students admitted into Second year from the Academic Year 2022-23)

- Understand the structure of Indian financial system. (K2)
- Generalize the financial services and functions of merchant banker. (K2)
- Understand the function of venture capital business and lease financing. (K2)
- Describe the functions of various NBFCs. (K2)
- Understand the functions of security deposits and stock broking houses. (K2)

V21MBT30: ADVANCED MANAGEMENT ACCOUNTING
(Effective for the students admitted into Second year from the Academic Year 2022-23)

1. Understand the nature, objectives and importance of advanced management accounting. (K2)
2. Experiment on optimum pricing, and various elements of marginal costing. (K3)
3. Assess the importance of standard costing and variance analysis. (K3)
4. Prepare different types of budgets. (K3)
5. Understand contemporary practices in the area of advanced management accounting. (K2)

V21MBT31: HUMAN RESOURCE METRICS & ANALYTICS
(Effective for the students admitted into Second year from the Academic Year 2022-23)

1. Understand various approaches in designing HR Metrics. (K2)
2. Compute Metrics for different HR operations. (K3)
3. Understand the concept of HR Analytics using dashboards. (K2)
4. Assess diversity in various HR functions. (K3)
5. Evaluate the best practices in HR Analytics. (K5)

V21MBT32: MANAGEMENT OF INDUSTRIAL RELATIONS
(Effective for the students admitted into Second year from the Academic Year 2022-23)

- CO1: Explain the factors influencing IR. (K2)
- CO2: Describe the growth and functioning of trade unions. (K2)
- CO3: Describe nature, importance and various forms of Workers' Participation in management. (K2)
- CO4: Recall the Salient features of Workmen Compensation Act. (K1)
- CO5: Analyze the Causes of Grievances and Design redressal mechanism. (K4)

V21MBT33: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
(Effective for the students admitted into Second year from the Academic Year 2022-23)

CO1: Describe HR applications in global perspective. (K2)

CO2: Explain problems involved in international assignments. (K2)

CO3: Describe the relevance of Cross Culture Communication in global context. (K2) CO4: Analyze the worth of overseas assignment. (K3)

CO5: Analyze Global Strategic Advantages through HRD. (K3)

