

M. B. A. in Business Analytics

Semester	I	Total Credit	4
Course Code	CC-101	Credit Pattern	L-45, T-8, P-7
Course Title	PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOR		
Course Outcomes: Students will be able to:			
1	Analyse and attain elementary level of skills in management process and functions: planning, organizing, deciding, directing and controlling		
2	Evaluate leadership styles to anticipate the consequences of each leadership styles.		
3	Demonstrate a thorough knowledge of organizational behaviour.		
4	Apply relevant contemporary theories, concepts and models in order to analyse organisational environment, cases and issues.		
5	Develop good team-working skills		

Semester	I	Total Credit	4
Course Code	CC- 102	Credit Pattern	L-45, T-7, P-8
Course Title	ACCOUNTING FOR MANAGERIAL DECISIONS		
Course Outcomes			
	The students will able to learn:		
1.	How to exhibit the basic accounting concepts and its application.		
2.	Demonstrating basis of financial statements analysis.		
3.	Constructing of working capital with ratio analysis.		

Semester	I	Total Credit	4
Course Code	CC 103	Credit Pattern	L-45, T-8, P-7
Course Title	DATABASE MANAGEMENT SYSTEMS		

Semester	I	Total Credit	4
Course Code	CC- 104	Credit Pattern	L-45, T-8, P-7
Course Title	FOUNDATIONS IN MATHEMATICS AND STATISTICS		
Course Outcomes: Students will be able to;			
1.	Provide solution to management decision problems.		
2.	Analyze company/organization data for taking management decision.		
3.	Analyze the data collected for management decision and provide inference towards it.		

Semester	I	Total Credit	4
Course Code	CC 105	Credit Pattern	L-45, T-8, P-7
Course Title	FUNDAMENTALS OF MARKETING		
Course Outcomes: Students will be able to;			
1	Understand fundamental marketing concepts, theories and principles in areas of marketing policy; for satisfying customer needs and wants.		
2	Analyze the interaction of marketing and environmental forces that influence marketing decisions.		
3	Apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context.		

Semester	I	Total Credit	4
Course Code	DSE-101-(A)	Credit Pattern	L-45, T-8, P-7
Course Title	PROGRAMMING FUNDAMENTALS AND R		
Course Outcomes			
After completion of this course the student will be able to:			
1	program in R and use R for effective data analysis		
2	install and configure software necessary for data analytics		
3	handle practical issues in programming, reading data into R, accessing R packages, writing R functions		
4	explore, analyze and visualize data using R		
5	build statistical models and use them to analyze data		

Semester	I	Total Credits	4
Course Code	DSE 101-B	Credit Pattern	L-45, T-8, P-7
Course Title	PROGRAMMING FUNDAMENTALS AND PYTHON		
Unit Number	Contents	No. of hours	
Course Outcome:	<ol style="list-style-type: none"> 1. Be fluent in the use of procedural statements — assignments, conditional statements, loops, method calls — and arrays. Be able to design, code, and test small Python programs 2. Understand the concepts of object-oriented programming as used in Python: classes, subclasses, properties, inheritance, and overriding. 3. Have knowledge of various python libraries of data analysis and data visualization 		

SEMESTER 1			
Course Code	AEC-I01	Credit Pattern	L-22, T-2, P-6
Course Title	LIFE SKILLS FOR MANAGERS		
Course Outcomes: Students will be able to;			
1	Apply various soft skills to life situations.		
2	Develop managerial employability related skills.		
3	Work on development of self-personality.		

Semester	I	Total Credit	4
Course Code	GE 101 (A)	Credit Pattern	L-45, T-8, P-7
Course Title	ENVIRONMENT AND DEVELOPMENT		
Course Outcomes: The students will able to			
1.	Differentiate biotic and abiotic components of ecosystem & able to understand concept of habitat, interactions in between different components & their Interrelationships.		
2.	Develop ability of identification of local issues related with natural resources.		
3.	Adopt various pollution control techniques.		
4.	Students will know the protocol & prepare for EIA & EMS Reports.		
5.	Students will know various environmental policies as well as National & International Organizations involved.		

Semester	I	Total Credit	4
Course Code	GE 101 (B)	Credit Pattern	L-45, T-8, P-7
Course Title	INDIAN SOCIAL PROBLEMS AND SERVICES		
Course Outcomes: Students will be able to			
Understand the application of various social/welfare services provided by GO's & NGO's in respect of Social Problems and Social Services.			
Identify the social economic factors and their implications in the implementation of social welfare schemes.			

Semester	I	Total Credit	4
Course Code	GE-101 (C)	Credit Pattern	L-45, T-8, P-7
Course Title	OFFICE AUTOMATION		
Course Outcomes			
After completion of this course the student will be able to:			
1	Understand basic concepts and computer terminology.		
2	Use operating system features		
3	Prepare proper documents		
4	Prepare effective presentation		
5	Analyze any data with the help of spreadsheets.		

Semester	I	Total Credit	4
Course Code	GE 101 (D)	Credit Pattern	L-45, T-08, P-07
Course Title	PRINCIPLES OF ECONOMICS		
Course Outcomes: Students will be able to			
1	The student will understand the application of economics an his personal and professional life.		
2	Identify the economic factors and their implications in the working of different organisations		

Semester	II	Total Credit	2
Course Code	CC- 201	Credit Pattern	L-11, T-2, P-2
Course Title	ECONOMICS FOR ANALYSTS		
Course Outcomes: Students will be able to			
1	Understand micro concepts and their relevance to the present business environment		
2	Identify the variables which influence managerial decision making of a firm manager		
3	Provide a bird eye view of micro economic concepts of business importance		

Semester	II	Total Credit	4
Course Code	CC-202	Credit Pattern	L-45, T-8, P-7
Course Title	MANAGING HUMAN RESOURCE		
Course Outcomes:- Students will be able to:			
1	Identify the wide range of sources for attracting and recruiting talent and appropriate process for selecting candidates		
2	Conduct job analysis ,develop job descriptions and job specifications		
3	Design and evaluate the performance management program.		
4	Develop, implement, and evaluate employee orientation, training, and development programs.		
5	Explain, design and evaluate the compensation management		

Semester	II	Total Credit	2
Course Code	CC- 203	Credit Pattern	22L+8TP
Course Title	RESEARCH METHODOLOGY		
Course Outcomes: Students will be able to;			
	1. Demonstrate knowledge of research processes (reading, evaluating, and developing);		
	2. Propose and distinguish appropriate research designs and methodologies to apply to a specific research problem.		
	3. Develop a comprehensive research methodology for a research question.		
	4. Execution of research and using the research findings for business decision marking.		

Semester	II	Total Credit	4
Course Code	CC -204	Credit Pattern	L-45, T-8, P-7
Course Title	DATA WARE HOUSING AND DATA MINING		
Course Outcomes:			
	After Completion of the course, students should be able to:		
	<ol style="list-style-type: none"> 1. Develop acquaintance with the tools and techniques used for Knowledge Discovery in Databases. 2. Discover interesting patterns from large amounts of data to analyze and extract patterns to solve problems. 3. Evaluate and select appropriate data-mining algorithms 4. Apply and interpret output appropriately 		

Semester	II	Total Credit	4
Course Code	CC-205	Credit Pattern	L-45, T-8, P-7
Course Title	OPERATIONS RESEARCH		
Course Outcomes: Students will be able to;			
1.	Analyze the data available for decision making.		
2.	Solve various managerial decision problems in functional areas of organization.		

Semester	II	Total Credit	4
Course Code	CC- 206	Credit Pattern	L-45, T-8, P-7
Course Title	DATA EXPLORATION AND VISUALIZATION		
Course Outcomes			
After completion of this course the student will be able to:			
1	Explore, analyze and visualize data using R		
2	Perform effective data analysis		
3	Visualize data by plotting basic and advanced plots		
4	Analyze Time Series data, Online Data and Social Network Data		

Semester	II	Total Credit	2 (Value Added)
Course Code	AEC -201 (A)	Credit Pattern	L-22, T-4, P-4
Course Title	GERMAN		
Course Outcomes: Students will be able to;			
1	This course will create platform for the students to get prepared for Star Deutch exam (A1 exam by Goethe Institute, Max Muller Bhavan) . The students will find it very easy to pursue for this exam after completion of this course and they will have overall idea about the German language as well teaching methods followed to learn any foreign language .		
2	<p>This course enables the students to understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concert type.</p> <p>To enable to students to introduce him/herself and others and can ask and answer question about personal details such as where he /she lives, people he /she knows lives, people he /she knows and things he /she has</p> <p>To make him/her interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</p> <p>To help him/her to use the basic grammar concepts correctly.</p> <p>To enable the students to read and write simple text. The students learn 400-600 words of vocabulary.</p>		

Semester	II	Total Credit	2
Course Code	AEC -201(B)	Credit Pattern	L-22, T-4, P-4
Course Title	JAPANESE		
Course Outcomes: Students will be able to;			
1	<p>This course enables the students to understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concert type.</p> <p>To enable to students to introduce him/herself and others and can ask and answer question about personal details such as where he /she lives, people he /she knows lives, people he /she knows and things he /she has</p> <p>To make him/her interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</p> <p>To help him/her to use the basic grammar concepts correctly.</p>		

Semester	II	Total Credit	2
Course Code	AEC- 201 (C)	Credit Pattern	L-22, T-4, P-4
Course Title	FRENCH		
Course Outcomes: Students will be able to;			
1	This course will create a platform for the students to get prepared for DELF (A1.1 exam by Alliance Francaise). The students will find it very easy to pursue for this exam after completion of this course and they will have overall idea about the French language as well teaching methods followed to learn any foreign language.		
2	<p>This course enables the students to understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concert type.</p> <p>To enable the students to introduce him/herself and others and can ask and answer questions about personal details such as where he /she lives, people he /she knows lives, people he /she knows and things he /she has</p> <p>To make him/her interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</p> <p>To help him/her to use the basic grammar concepts correctly.</p> <p>To enable the students to read and write simple text. The students learn 400-600 words of vocabulary.</p>		

Semester	III	Total Credit	2
Course Code	AEC- 201 (D)	Credit Pattern	L-22, T-4, P-4
Course Title	SELLING AND NEGOTIATING SKILLS		
Course Outcomes: Students will be able to;			
1	Discuss standard selling process of consumer products as well as industrial products.		
2	Describe new challenges and opportunity in selling and negotiation skills.		

Semester		Total Credit	2
Course Code	AEC- 201(E)	Credit Pattern	L =22,T=4 P=4
Course Title	LEADERSHIP-- BUILDING LAB		
Course Outcomes:- Students will be able to:-			
1	Explain the leadership role in the origination		
2	Assess their own self in relation to becoming an effective leader		
3	Develop and improve core inclusive leadership behaviors of EACH		
4	Improve leadership skills		

Semester	III	Total Credit	
Course Code	AEC- 201 (F)	Credit Pattern	22L + 8 TP
Course Title	DIGITAL MARKETING		
Course Outcomes: Students will be able to;			
1.	Understand the emerging trends in digital marketing.		
2.	Become familiar with the elements of the digital marketing plan		
3.	Students will be equipped for using digital marketing tools by applying relevant marketing theories and frameworks.		
4.	Understand how to reach online target market to achieve marketing objectives.		

Semester	II	Total Credit	2
Course Code	AEC- 201 (G)	Credit Pattern	L-22, T-4, P-4
Course Title	CORPORATE SOCIAL RESPONSIBILITY		
Course Outcomes Students should be able to:			
1	Describe the concept of CSR and its relevance to business activities.		
2	Apply the concept of CSR to business.		
3	Develop a CSR policy for business		

Semester	II	Total Credit	2
Course Code	Value-Added course	Credit Pattern	L-22, T-2, P-6
Course Title	ORAL COMMUNICATION		
Course Outcomes: Students should be able to			
1	Communicate in English language.		
2	Develop and apply interpersonal skills.		
3	Demonstrate skills required for conducting group discussions, presentations and speeches.		

Semester	II	Total Credits	4
Course Code	DSE-201	Credit Pattern	L-45, T-8, P-7
Course Title	SIMULATION MODELING & EXPERT SYSTEMS		
Course Outcome:	a) Understand concept of simulation and various steps in simulation process b) Able to use Monte Carlo simulation c) Able to simulate various queuing systems for single server and two server queuing systems c) Able to simulate PERT networks d) Able to develop expert systems		

Semester	II	Total Credit	4
Course Code	GE201 (A)	Credit Pattern	L-45, T-8, P-7
Course Title	DISASTER MANAGEMENT		
Course Outcomes: The students will able to			
1.	Know the fundamentals of Disaster Management		
2.	Do strategic Management for Natural Disasters.		
3.	Do strategic Management for Man Made & Technological Disasters.		
4.	Do Pre, Emergency & Post Disaster Management Plan.		

Semester	II	Total Credit	4
Course Code	GE201 (B)	Credit Pattern	L-45, T-8, P-7
Course Title	SOCIAL WELFARE ADMINISTRATION		
Course Outcomes: Students will be able to			
1	Understand the application of various social/welfare services provided by GO's & NGO's in respect of systematic implementation of welfare policies		
2	Identify the administrative process and their implications in the implementation of social welfare schemes.		

Semester	II	Total Credit	4
Course Code	GE-201 (C)	Credit Pattern	L-45, T-8, P-7
Course Title	MANAGEMENT INFORMATION SYSTEM		
Course Outcomes			
After completion of this course the student will be able to:			
1	Understand types of MIS applications in organizations		
2	Discuss the development of management information systems in organizations		
3	Select and design MIS systems appropriate to meet management requirements		
4	Critically evaluate MIS contributions to the strategic management of organizations		

Semester	II	Total Credit	4
Course Code	GE 201 (D)	Credit Pattern	L-44, T-08, P-08
Course Title	PRINCIPLES OF MICRO ECONOMICS		
Course Outcomes: Students will be able to			
1	Understand the micro variables and approach for microeconomic issues		
2	Analyse the process of factor price determination at micro level		

Semester	III	Total Credit	4
Course Code	CC- 301	Credit Pattern	L-45, T-8, P-7
Course Title	STRATEGIC MANAGEMENT		
Course Outcomes Students should be able to:			
1	Discuss the process of strategic management.		
2	Analyze internal and external environment of an organisations.		
3	Formulate various types of strategies for a given industry.		
4	Evaluate an industry using various tools and techniques for strategic choice.		
5	Critique strategies implemented.		

Semester	II	Total Credit	4
Course Code	CC -302	Credit Pattern	L-45, T-8, P-7
Course Title	CLOUD COMPUTING		
Course Outcomes:			
After completion of this course the student will be able to:			
1	Able to identify the architecture and delivery models of cloud computing.		
2	Able to identify infrastructure.		
3	Helps to understand security, privacy and interoperability issues.		
4	Enable to select suitable cloud player		
5	Enable to apply suitable virtualization concept		
6	Enable to implement cloud services and set a private cloud		

Semester	III	Total Credit	4
Course Code	CC-304	Credit Pattern	L-45, T-8, P-7
Course Title	MACHINE LEARNING		
Course Outcomes: Students will be able to			
1	Distinguish between, supervised, unsupervised and semi-supervised learning		
2	Apply the apt machine learning strategy for any given problem		
3	Suggest supervised, unsupervised or semi-supervised learning algorithms for any given problem		
4	Design systems that uses the appropriate graph models of machine learning		

Semester	III	Total Credit	4
Course Code	CC-Spl-II-305 (A)	Credit Pattern	L-45, T-6, P-9
Course Title	INTERNATIONAL TRADE AND FINANCE		
Course Outcomes			
	The students will able to learn:		
1.	To utilize international finance terms in trade.		
2.	To assess foreign exchange rates and develop export trade document.		
3.	To predict foreign direct investment design.		

Semester	III	Total Credit	4
Course Code	CC-Spl-II-305 (B)	Credit Pattern	L-45, T-8, P-7
Course Title	EMPLOYEE RELATIONS AND LABOUR LAW		
Course Outcomes : Students will be able to			
1	Discuss the theories, techniques and approaches to manage Industrial Relations.		
2	Develop an understanding of Industrial Relations institutions such as employer associations, trade unions and industrial tribunals; principles of employment law.		
3	Describe and assess the collective bargaining process, including preparation, negotiation, and settlement.		
4	Solve industrial conflicts and explain the different strategies and approaches used in the resolution of conflict.		
5	Apply the legal aspects in wide range of issues related to HR.		

Semester	III	Total Credit	4
Course Code	CC-Spl-II-305 (C)	Credit Pattern	L-44, T-8, P-8
Course Title	IMC AND SALES MANAGEMENT -		
Course Outcomes: Students will be able to;			
1	Discuss the core role of consumer based brand equity consumer how it can affect future on overall growth of business		
2	Evaluate the critical role of advertising management and their impact on marketing activities.		
3	Describe new challenges of handling current media planning and buying.		
4	Critically evaluate selling process.		

Semester	III	Total Credit	4
Course Code	CC-Spl-II-305 (D)	Credit Pattern	L-44, T-8, P-8
Course Title	LOGISTICS & SUPPLY CHAIN MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Discuss the evolution of Supply Chain & Logistics and how it can affect organization operations.		
2	Distinguish between various Supply Chain Distribution Strategies and choose effective strategy for organization.		
3	Estimate the Demand in the market to develop Supply Chain Strategy for Organization.		
4	Discuss Global Supply Chain Operation and recent trends in Supply Chain Management.		

Semester	III	Total Credit	4
Course Code	CC-Spl-II-305 (E)	Credit Pattern	L-44, T-8, P-8
Course Title	AGRI BUSINESS, ENTREPRENEURSHIP AND COOPERATIVES		
Course Out Comes: Students will be able to			
1	Realize the importance of agriculture sector growth for the developing economies		
2	Analyze the trends in agribusiness sector		
3	Understand the role of cooperatives in agribusiness development in the country		

Semester	III	Total Credit	4
Course Code	CC-Spl-II-305 (F)	Credit Pattern	L-45, T-8, P-7
Course Title	KNOWLEDGE MANAGEMENT AND ERP SYSTEM		
Course Outcomes : The Students will able to			
1	Formulate a knowledge management strategy, identify major requirements and issues for designing enterprise knowledge architecture and implementing knowledge management projects		
2	Describe different methods for work with knowledge management		
3	Discuss KM, learning organizations, intellectual capital and related terminologies in clear terms and understand the role of knowledge management in organizations.		
4	Identify different technologies used in ERP.		
5	Apply different tools used in ERP.		

Semester		Total Credit	4
Course Code	DSE 301	Credit Pattern	L-45, T-8, P-7
Course Title	BUSINESS ANALYTICS USING R		
Prerequisites			
Knowledge of Statistics and MS Excel.			

Semester	III	Total Credit	4
Course Code	DSE-Spl-II-302 (A)	Credit Pattern	L-45, T-6, P-9
Course Title	DIRECT & INDIRECT TAXES		
Course Outcomes			
	The students will able to learn		
1	To summarize tax basics.		
2	To experiment with direct and indirect tax provisions.		
3.	To apply GST and input tax credit.		

Semester	III	Total Credit	4
Course Code	DSE-Spl-II-302 (B)	Credit Pattern	L-45, T-8, P-7
Course Title	STRATEGIC AND INTERNATIONAL HUMAN RESOURCE MANAGEMENT		
Course Outcomes : Students will be able to :-			
1	Differentiate between domestic, strategic & international HRM.		
2	Relate, analyze & interpret the effect of culture on HRM practices.		
3	Identify and apply HR interventions for successful cross-border Mergers and Acquisitions.		

Semester	III	Total Credit	4
Course Code	DSE-Spl-II-302 (C)	Credit Pattern	L-45, T-8, P-7
Course Title	RETAILING, SERVICE AND INDUSTRIAL MARKETING		
Course Outcomes: Students will be able to;			
1.	Understand Retail business formats.		
2.	Choose retail marketing mix for marketing retail store.		
3.	Develop effective service marketing mix and apply in their service organization where they will work		
4.	Choose effective Industrial marketing mix for the organization.		

Semester	III	Total Credit	4
Course Code	DSE-Spl-II-302 (D)	Credit Pattern	L-44, T-8, P-8
Course Title	PURCHASING AND INVENTORY MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Explain basic terms and concepts related to Purchase & Stores Management.		
2	Discuss the functions and benefits of store management including its safety and security aspects.		
3	Develop suitable Inventory Model for the organization by determining safety stock requirement.		
4	Design effective Vendor Development Programme, Vendor Evaluation and Rating Method for the organization.		

Semester	III	Total Credit	4
Course Code	DSE-Spl-II-302 (E)	Credit Pattern	L-44, T-8, P-8
Course Title	RURAL AND AGRICULTURAL MARKETING		
Course Out Comes: Students will be able to			
1	Match the distinct features of rural and urban markets for consumer goods and non-consumer goods		
2	Relate the factors influencing the rural consumer behavior and rural market research techniques efficiently		
3	Apply marketing strategies suitable to rural markets		

4	Understand the difference between agri input, output markets and consumer goods markets performance
----------	---

Semester	III	Total Credit	4
Course Code	DSE-Spl-II-302 (F)	Credit Pattern	L-45, T-8, P-7
Course Title	INFORMATION SYSTEM AUDIT AND CONTROL		
Course Outcomes: Student will able to			
1	Explain the basic concepts of computer security, computer security threats and the corresponding remedies		
2	Describe the trends in computer and IS security		
3	Develop an audit plan to achieve the IT audit objectives		

Semester	III	Total Credit	4
Course Code	AEC 301(A)	Credit Pattern	L-22, T-4, P-4
Course Title	LEAN MANAGEMENT TECHNIQUES		
Course Outcomes: Students will be able to;			
1	Discuss basic terms and concepts related to Lean Management.		
2	Explain tools and techniques in Lean Management.		
3	Maximize the productivity of the organization by minimizing the waste.		
4	Propose Lean Implementation plan for any organization.		

Semester	III	Total Credit	2
Course Code	AEC 301(B)	Credit Pattern	L-22, T-2, P-6
Course Title	WRITTEN COMMUNICATION		
Course Outcomes Students should be able to:			
1	Apply writing skills.		
2	Develop writing skills for business communication.		
3	Analyse written communication.		

Semester	III	Total Credit	2
Course Code	AEC 301(C)	Credit Pattern	L-45, T-8, P-7
Course Title	INTERNATIONAL BUSINESS		
Course Outcomes: At the end of the course students will be able to			
1.	Analyze international business environment and domestic business environment in different parts of the world.		
2.	Evaluate various entry strategies of the international business firms.		

Course Code	AEC-301-(D)	Total Credit	2
Course Title	Tally ACE	Credit Pattern	L-22, T-2, P-6
Level of Knowledge: Advanced Knowledge			
Course Outcomes			
The students will able to learn:			
1. Be able to generate accounting and inventory masters, vouchers and basics reports in tally.			
2. Have an understanding of basic concepts and practical application of CGST,SGST and service.			

Semester	III	Total Credit	2
Course Code	AEC 301 (E)	Credit Pattern	22L, 8TP
Course Title	FUNDAMENTALS OF TOURISM MANAGEMENT		
Course Outcomes: Students will be able to;			
1.	Understand and appreciate dynamic nature of Tourism product.		
2.	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.		
3.	Students will be able to develop a tourism product and market it to the customers.		

Semester	III	Total Credit	4
Course Code	GE 301 (A)	Credit Pattern	L-45, T-8, P-7
Course Title	SUSTAINABLE AGRICULTURE		
Course Outcomes: The students will be able to			
1.	After studying unit I, students will learn importance of agriculture for tropical countries like India. They will learn agri-ecosystem & its components. They will know the essential features of traditional, transitional & modern agriculture. They will learn importance of biodiversity in agri-ecosystem.		
2.	They will be aware of Irrigation water quality & requirements. They will know Water management for sustainability. They will understand importance of soil & land resource, methods of soil & water conservation.		
3.	They will be able to manage pest through Integrated Approach(IPM) & use biopesticides.		
4.	They will be able to manage soil health through Integrated Plant Nutrient Management (IPNM) concept.		

Semester	III	Total Credit	4
Course Code	GE 301 (B)	Credit Pattern	L-45, T-8, P-7
Course Title	FUNDAMENTALS OF COUNSELING		
Course Outcomes: Students will be able to			
1	Understand the application of various counselling techniques		
2	Identify the psychosocial problems of the needy persons		

Semester	III	Total Credit	4
Course Code	GE-301 (C)	Credit Pattern	L-45, T-8, P-7
Course Title	E-Commerce		
Course Outcomes			
After completion of this course the student will be able to:			
1	Integrate the knowledge of foundational functional areas of commerce in order to develop a holistic perspective on the role of IT in organizations.		
2	Select and apply appropriate models to analyze the role of IT in an organization.		

Semester	III	Total Credit	4
Course Code	GE 301 (D)	Credit Pattern	L-40, T-10, P-10
Course Title	FUNDAMENTALS OF MACRO ECONOMICS		
Course Outcomes: Students will be able to			
1	Recognise the macro variables in any economy		
2	Understand the economic theories variations in macro variables and policies to regulate them.		

Semester	II	Total Credit	4
Course Code	CC 401	Credit Pattern	L-45, T-8, P-7
Course Title	BIG DATA ANALYTICS		
Course Outcomes			
After completion of this course the student will be able to:			
1	Master data loading techniques using Sqoop and Flume.		
2	Setup Hadoop Cluster and write Complex MapReduce programs		
3	Perform data analytics using Pig, Hive and YARN		
4	Implement best practices for Hadoop development		
5	Implement Advanced Usage and Indexing		
6	Schedule jobs using Oozie		
7	Work on a real life Project on Big Data Analytics		

Semester	IV	Total Credit	4
Course Code	CC-402	Credit Pattern	L-45, T-8, P-7
Course Title	SOCIAL MEDIA ANALYTICS		
Course Outcome			
After completion of this course the student will be able to:			
1	Apply data science to analyse social media and social networks		
2	Analyse social networks by finding communities, identifying important nodes, and influence propagation		
3	Analyse social media by applying Natural Language Processing (NLP) techniques to detect sentiment and events		
4	Synthesise and present insights from the social media and network analysis performed		

Semester	IV	Total Credit	4
Course Code	CC-Spl-II-403- (A)	Credit Pattern	L-45, T-6, P-9
Course Title	MANAGEMENT ACCOUNTING AND CONTROL SYSTEM		
Course Outcomes			
1.	The students will able to learn		
2.	To extent concept of marginal costing.		
3.	To judge various types of budgets for managerial decision making.		
4.	To calculate various operating and financial leverages.		

Semester	IV	Total Credit	4
Course Code	CC-Spl-II-403- (B)	Credit Pattern	L-45, T-8, P-7
Course Title	CORPORATE PSYCHOLOGY		
Course Outcomes:- Students will be able to:			
1	Demonstrate basic understanding of major areas of corporate psychology, including ergonomics; Job evaluation job enlargement, Behavioural Base Set (BBS) and boredom and fatigue		
2	Develop skills for collaborative teamwork, stress management and positive thinking		
3	Identify and apply theoretical concepts to bring positive changes through stress management, counseling, mentoring and emotional intelligence		
4	Apply relevant theories, concepts and models of positive psychology to enhance life satisfaction		
5	Apply various psychometric tests and interpret their results		

Semester	IV	Total Credit	4
Course Code	CC-Spl-II-403- (C)	Credit Pattern	L-45, T-7, P-8
Course Title	CONTEMPORARY ISSUES IN MARKETING		
Course Outcomes: Students will be able to;			
1	Discuss role of consumer behavior in business and how it can affect future managers		
2	Evaluate influence of consumer behaviors and their impact on the business.		
3	Describe new challenges in international marketing and their positive and negative effect on business		
4	Analyze and attain elementary level of skills in financial aspects of marketing : Product Line Accounting- Life Cycle Costing- Dropping Product Line-Return on Promotional Investment- Selection of Media		

Semester	IV	Total Credit	4
Course Code	CC-Spl-II-403- (D)	Credit Pattern	L-44, T-8, P-8
Course Title	MODERN APPROACHES TO QUALITY MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Explain basic terms and concepts related to Quality Management including Quality Assurance, Cost of Quality & Quality Function Deployment.		
2	Solve problems on Process Control Charts and Interpret on the process capability.		
3	Discuss recent techniques of quality management including Total Quality Management, Six Sigma and Quality Circle.		
4	Make use of quality awards framework to qualify the organization for various quality management awards.		

Semester	IV	Total Credit	4
Course Code	CC-Spl-II-403- (E)	Credit Pattern	L-44, T-8, P-8
Course Title	AGRI PRODUCTION AND SUPPLY CHAIN MANAGEMENT		
Course Out Comes: Students will be able to			
1	Identify the factors influencing farming activities in India and its relation with agriculture reforms		
2	Understand various traditional and modern practices of farm management in India		
3	Realize the importance of strong supply-chain and logistics infrastructure for agri-business development		

Semester	III	Total Credit	4
Course Code	CC-Spl-II-403- (F)	Credit Pattern	L-45, T-8, P-7
Course Title	APPLIED DATA SCIENCE AND BUSINESS ANALYTICS USING R		
Course Outcomes: Student will able to			
1	Identify and describe complex business problems in terms of analytical models.		
2	Apply appropriate analytical methods to find solutions to business problems that achieve stated objectives.		
3	Extract data from files and other sources and perform various data manipulation tasks on them.		
4	Apply the knowledge of R gained to data Analytics for real life applications		

Semester	IV	Total Credit	4
Course Code	DSE 401	Credit Pattern	L-45, T-8, P-7
Course Title	ANALYTICS FOR BUSINESS DECISIONS		
COURSE OUTCOME: Students will be able to			
1	Describe and use a wide variety of business analytics methods in a business or an industry context		
2	Demonstrate hands-on skills in applying business analytics to real-world business and industrial problems		

Semester	IV	Total Credit	4
Course Code	DSE-Spl-II-402- (A)	Credit Pattern	L-45, T-6, P-9
Course Title	INVESTMENT AND PORTFOLIO MANAGEMENT		
Course Outcomes			
	The students will able to learn		
1.	Identifying various investment avenues as a small and corporate investor.		
2.	To know relationship between security analysis and market portfolio		

3.	To compare portfolio evaluation
----	---------------------------------

Semester	IV	Total Credit	4
Course Code	DSE-Spl-II-402- (B)	Credit Pattern	L-45, T-8, P-7
Course Title	TALENT AND HUMAN CAPITAL MANAGEMENT		
	Course Outcomes :- Students will be able to:		
1.	Critique human resource management issues across levels and recommend managerial interventions to solve organizational problems.		
2.	Diagnose and assess the models of competency management		
3.	Design and evaluate the various engagement activities to acquire and retain talent.		
4.	Create, implement and evaluate HRIS, HR Accounting and HR Auditing		
5.	Explain and apply the emerging areas of Human Resource Management for the development of organisations.		

Semester	IV	Total Credit	4
Course Code	DSE-Spl-II-402- (C)	Credit Pattern	L-45, T-8, P-7
Course Title	MARKETING STRATEGY, CRM AND RETAIL MARKETING		
	Course Outcomes: Students will be able to;		
1.	Analyze the industry and market before deciding marketing strategy.		
2.	Choose appropriate marketing strategy for their company.		
3.	Evaluate and improve relationship with valuable customer by using CRM.		
4.	Develop effective rural marketing mix and Internet marketing strategy.		

Semester	IV	Total Credit	4
Course Code	DSE-Spl-II-402-(D)	Credit Pattern	L-44, T-8, P-8
Course Title	PROJECT MANAGEMENT		
Course Outcomes: Students will be able to;			
1	Explain basic concept of Project Management including Project Appraisal, Project Risk Management and use of IT in Project Management.		
2	Select most appropriate Project from available options to the organization by analyzing all the projects on the basis of capital budgeting techniques.		
3	Develop the Project Report of the project undertaken by the organization.		
4	Determine Critical Path of project undertaken by organization and estimate project duration.		

Semester	IV	Total Credits:	4
Course Code	DSE-Spl-II- 402- (E)	Credit Pattern	C – 44, P = 2 T = 2
Course Title	AGRI-COMMODITY MARKETS AND AGRI-BUSINESS		
Course Out Comes: Students will be able to			
1	Realize the importance of commodity trading as an alternative farm income source and its challenges		
2	Understand in-detail commodity trading process and its mechanism in India and other countries		
3	Distinguish between various commodity markets clearly		

Semester	IV	Total Credit	4
Course Code	DSE-Spl-II-402 (F)	Credit Pattern	L-45, T-8, P-7
Course Title	SOFTWARE ENGINEERING AND I.T. PROJECT MANAGEMENT		
Course Outcoms: Student will able to			
1	Explain needs for software specifications also they can classify different types of software requirements and their gathering techniques.		
2	Justify role of SDLC in Software Project Development and they can evaluate importance of Software Engineering in PLC.		
3	Be familiar with the different methods and techniques used for project management..		

4	Understand why majority of the software projects fails and how that failure probability can be reduced effectively. Will be able to do the Project Scheduling, tracking, Risk analysis, Quality management and Project Cost estimation using different techniques
---	---

Semester	IV	Total Credit	4
Course Code	AEC 401	Credit Pattern	L-22, T-4, P-4
Course Title	CHANGE MANAGEMENT		
Course Outcome			
1. To relate Individual change and career progress with organizational progress and change management.			
2. To classify, interpret, summarize, develop, evaluate, correct and show organizational changes and its management.			

Semester	IV	Total Credit	4
Course Code	GE 401 (A)	Credit Pattern	L-45, T-8, P-7
Course Title	LAND AND WATERSHED MANAGEMENT		
Course Outcomes: The students will able to			
1.	After studying this paper students will know the importance of land management for ecological balance. They can classify the land resources according to capability.		
2.	Students will be able to differentiate various types of soil degradation and can prepare a plan for reclamation of the same.		
3.	Students will be able to know the consequences of Ground water exploitation.		
4.	Students will be able to explain National Water Policy and can identify problems and solutions associated with water.		

Semester	IV	Total Credit	4
Course Code	GE 401 (B)	Credit Pattern	L-45, T-8, P-7
Course Title	BASICS OF SOCIAL LEGISLATION		
Course Outcomes: Students Will be able to			
1	understand the applications of social legislation in prevention of social problems.		
2	Develop social strategies in addressing mass/social issues.		

Semester	IV	Total Credit	4
Course Code	GE-401 (C)	Credit Pattern	L-45, T-8, P-7
Course Title	BASIC CONCEPTS OF DBMS		
Course Outcomes			
After completion of this course the student will be able to:			
1	Understand basic concepts of RDBMS		
2	Understand how to perform simple as well as complex sql queries and retrieve the information.		
3	Learn to design database for applications.		

Semester	IV	Total Credit	4
Course Code	GE- 401 (D)	Credit Pattern	L-44, T- 08, P-08
Course Title	INDIAN ECONOMY		
Course Outcomes: Students will be able to			
1	Identify the main issues in Indian economic development		
2	Critically analyse the Indian economic policy environment		