



School of Management

Master of Business Administration - Business Analytics and Business Intelligence

Scheme of Teaching and Evaluation (STE)

Batch: 2024-2026

I Semester

6ECON5011 : MANAGERIAL ECONOMICS		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 1
Contact Hours / Week: 04 (1 credit for Infographics)	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)	Nil	
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Understand managerial economics and its relationship with other management subjects. (Level 2)		
CO2: Apply consumer behavior theories and concepts in solving numerical problems. (Level 3)		
CO3: Analyze the production function, costs, and revenue. (Level 4)		
CO4: Analyze how price and output get determined under a different market structure. (Level 4)		
CO5: Evaluate the current macroeconomic situation. (Level 5)		



6ACCT6022 : ACCOUNTING FOR MANAGERS		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 2
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 600
Prerequisite: (If applicable)	Knowledge of Fundamentals of Accounting	
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: To understand the basic concepts of accounting. (L2)		
CO2: To understand the accounting standards and the role in the preparation of financial statements. (L2)		
CO3: To understand the preparation of financial statements as per Schedule III. (L3)		
CO4: To perform correct and meaningful financial statement analysis of simple to moderate complexity. (L4)		
CO5: To understand the preparation of financial statements for Not-for-Profit Organizations. (L3)		



6ANLT5111: Introduction to R Tool		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 1
Contact Hours / Week: 4	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1. Develop relevant programming abilities. (L3)		
CO2. Create vectors, lists, matrices, arrays, and data frames using R.(L6)		
CO3.Design and develop programs using decision making, and looping statements. (L4)		
CO4. Infer and apply the concepts of Packages and import, review, manipulate and summarize data sets in R (L2, L3)		
CO5. Create graphical representation and visually analyze the data (L6, L4)		
CO6. Apply various statistical tests for making quantitative decisions (L3)		



6ANLT6011: INFORMATION SYSTEMS AND BUSINESS ANALYTICS		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 1
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 600
Prerequisite: (If applicable)	<ul style="list-style-type: none">- Basic Knowledge of Computers and Applications like Windows, MS-Office, File Explorer- Knowledge of Fundamental Statistics	
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Explain why knowledge of Information Systems is important for Management Professionals and identify areas of IS knowledge that they need. (L2)		
CO2: Provide components of the real-world Information System comprising Hardware, Software, Data, and Network as resources to perform input, processing, output, storage and control activities that transform data resources into Information Products. (L3)		
CO3: Distinguish the purpose of several software packages for end-user productivity and collaborative computing. (L3)		
CO4: Apply appropriate analytical methods to make effective decisions based on data. (L4)		
CO5: Interpret quantitative results/solutions represented by various visualization techniques and identify appropriate courses of action for a given situation, whether a problem or an opportunity. (L4)		



6MKTG5011: MARKETING MANAGEMENT		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 1
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Understand the fundamental concepts of marketing and its importance. (L2)		
CO2: Demonstrate clear understanding of Consumers Buying Behavior. (L3)		
CO3: Analyze the impact of Micro and Macro environmental factors on Marketing Decisions. (L4)		
CO4: Evaluate & conceptualize the Distribution and Channel strategies. (L5)		
CO5: Develop & Design Promotional Strategies. (L5)		

6STAT6022: BUSINESS STATISTICS		
A. Course Framework		
Credits: L-T-P-C: 2-1-0-3		Syllabus Version: 2
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 600
Prerequisite: (If applicable)	Basics in Statistics	
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Describe critical terminologies, concepts and techniques employed in statistical analysis. (L2)		
CO2: Solve a wide variety of problems using probability and probability distributions. (L3)		
CO3: Illustrate a variety of hypothesis tests to aid decision making. (L4)		
CO4: Understand the use of time series analysis in Business Forecasting (L3)		



6HRMT5011: HUMAN RESOURCE MANAGEMENT		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 1
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Appreciate the importance of human resource management as a field of study and as a central management function. (L2)		
CO2: Develop a job description and Job specification for a particular job. (L3)		
CO3: Perform the recruitment and selection activity in the organization. (L3)		
CO4: Design the compensation system of the organization; evaluate the performance of the employees. (L5)		
CO5: Analyze the challenges of HRM to create a healthy working environment. (L4)		

Communicative Skills in Digital Era – (PG-All Schools)		
Course Code: GPSBD1111		
Batch:2024		
A. Course Framework		
Credits: GR		Syllabus Version: 3.0
Contact Hours per Week:2	Total Contact Hours: 30	Level: 100
Prerequisite: (If applicable)	Basic English Communication	
Course Outcomes: On successful completion of the course, Students will be able to:		
CO1: Identify the differences in Listening and Hearing. (L1)		
CO2: Express themselves in different professional settings. (L2)		
CO3: Use the different methods of reading and share their reading experience (L3)		
CO4: Draft letters, E-mails using appropriate tone and structure. (L3)		
CO5: Express ideas clearly and concisely within paragraphs, avoiding unnecessary repetition or ambiguity. (L3)		



GPSBD1171: Career Essentials		
A. Course Framework		
Credits: L-T-P-C: GR		Syllabus Version: 1.0
Contact Hours / Week: 2 hours per week	Total Contact Hours: 15 hours	Level: 100
Prerequisite:(If applicable)	NIL	
Course Outcomes: On successful completion of the course, Students will be able to:		
CO1: Assess personal strengths, weaknesses, and interests to construct a viable career plan. (L5)		
CO2: Analyze the importance of social and emotional intelligence to facilitate successful relationships. (L4)		
CO3: Understand the implications of digital footprints on personal and professional life. (L2)		
CO4: Construct a professional resume and customize it for various job applications / internship applications. (L3)		
CO5: Build awareness on thoughtfulness, develop honesty, discipline and decisiveness. (L3)		

GPSBA1122: Preparing for Aptitude Tests [PG-1/2]		
A. Course Framework		
Credits: L-T-P-C: NA – Graduate Requirement (GR)		Syllabus Version: 2.0
Contact Hours/ Week: 2	Total Contact Hours: 30	Level: 100
Prerequisite: (If applicable)	NA	



Course Outcomes: On successful completion of the course, Students will be able to:

- 01: Understand the use of calculation techniques for quick calculations and manipulation of numbers. [Level-1]
02: Understand the concepts of percentages, exponents, ratios, proportions, and averages for computing simple, compound interests and calculating class /set relationships. [Level-1]
03: Understand the theory of linear and quadratic equations using methods of equation formation. [Level-1]
03: Understand the concepts of averages, mixture, and alligations to calculate class /set relationships. [Level-1]
05: Understand how to solve problems of various arrangements (Circular and Linear). [Level-1]
06: Understand how to analyze the sufficiency of data and interpret its specific components by solving problems. [Level-1]
07: Understand the four types of logical statements to solve puzzles based on syllogisms and apply the concepts of Venn diagrams to solve puzzles using set theory. [Level-1]
08: Understand and improve their grasp of English grammar to understand problems relating to verbal ability. [Level-1]

II Semester



6MGM5031: INTERNATIONAL BUSINESS MANAGEMENT		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 1
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Assess the role of environmental factors in international business management and use environmental scanning as a decision-making tool. (L4)		
CO2: Choose the suitable mode of entry after evaluating the strategic, market and trade implications. (L2)		
CO3: Evaluate the influence of multilateral institutions on worldwide trade, navigate the evolving business landscape, and effectively oversee the process of exporting and importing goods. (L4)		
CO4: Manage effectively different functions in global organizations to create value for stakeholders. (L3)		



A. Course Framework		
Credits: L-T-P-C: 2-0-1-3 (1 credit field survey)		Syllabus Version: 1
Contact Hours / Week: 4	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Understand the basic framework of the research process. (L2)		
CO2: Understand the nature of research problems and identify the research gaps. (L2)		
CO3: Identify the different methods of research designs used for making effective business decisions. (L3)		
CO4: To apply qualitative and quantitative techniques including survey construction, data processing and analysis. (L3)		
CO5: Design and present an effective business research report. (L4)		



6FINC5031: FINANCIAL MANAGEMENT		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 1
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Understand the application of principles of financial management and organization structure in a company. (L2)		
CO2: Impart the time value of money in valuation of securities. (L3)		
CO3: Understand and focus on financial discipline and capital structure in organizations. (L3)		
CO4: Appreciate new methods of financing, investing, operating and business decisions. (L3)		
CO5: Assess appropriate measures related to working capital and dividend decisions in organizations. (L4)		



6OPSM6072 : OPERATIONS RESEARCH FOR MANAGERS		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 2
Contact Hours / Week: 4	Total Contact Hours: 45	Level: 600
Prerequisite: (If applicable)	Understanding of Basic Mathematics.	
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Apply suitable optimization techniques and software like LINDO/LONGO in solving managerial problems. (L3)		
CO2: Apply the fundamental concept of OR to solve queueing theory and sequencing problems. (L2, L3)		
CO3: Design a suitable technique (CPM/PERT) in managing projects and use an appropriate replacement model to make better decisions. (L4)		
CO4: Assess and judge the applications of Game Theory and Simulation in solving complex business problems. (L5)		



6ANLT7121: Business Analytics		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 1
Contact Hours / Week: 04	Total Contact Hours: 45	Level: 700
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Understand the big picture of data analytics as a transformative force in the world of modern business		
CO2: Define “big data” and the increasing role of evidence-based decision making to support business decision making.		
CO3: Explain the differences between predictive, prescriptive, and descriptive analytics, and the business questions that can be answered with each approach.		
CO4: Apply the principles of business analytics to examples in marketing, finance, management and entrepreneurship, accounting, and economics		
CO5: Communicate the insights and applications identified within quantitative data		



6ANLT7131 : Business Intelligence		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 1
Contact Hours / Week: 04	Total Contact Hours: 45	Level: 700
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Introduction to the concepts of business intelligence (BI) as components and functionality of information systems.		
CO2: Solving business problems effectively by using operational data to create data warehouses		
CO3: Applying data mining tools and analytics to gain new insights into organizational operations		
CO4: Analysis, design and implementation of systems for BI		
CO5: Case studies to explore the use of application software, web tools, success and limitations of BI		



6ANLT7141: Database Management Systems with SQL		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 1
Contact Hours / Week: 04	Total Contact Hours: 45	Level: 700
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Students will be able to understand the role and importance of Database Management Systems in modern organizations.		
CO2: Develop proficiency in designing and implementing relational databases		
CO3: Learn the fundamentals of SQL for data querying, manipulation, and retrieval.		
CO4: Gain practical experience in database administration and management tasks.		
CO5: Apply database concepts and SQL skills to real-world business scenarios.		

6ANLT7151 : Data Visualisation		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 1
Contact Hours / Week: 04	Total Contact Hours: 45	Level: 700
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Students will be able to understand the importance of data visualization in decision-making and communication		
CO2: Develop proficiency in designing and creating effective data visualizations.		
CO3: Learn principles of visual perception and cognition to enhance visualization design		
CO4: Explore different types of visualizations and their applications in various business contexts		
CO5: Gain hands-on experience with data visualization tools and software.		



GPSBT1041 : Design Thinking Process [4GS PG]		
A. Course Framework		
Credits: L-T-P-C: GR		Syllabus Version: 2.0
Contact Hours / Week: 2	Total Contact Hours: 30	Level: 100
Prerequisite: (If applicable)	NA	
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Implement design thinking methodologies to identify and address complex problems.(Level 3)		
CO2: Empathize with users and stakeholders to understand their needs effectively.(Level 2)		
CO3: Generate innovative ideas by engaging in ideation and prototyping processes(Level 5)		
CO4: Effectively communicate solutions using pitching techniques. (Level 4)		

GPSBD1181 : Career Effectiveness		
A. Course Framework		
Credits: L-T-P-C: GR		Syllabus Version: 1.0
Contact Hours / Week: 2 hours per week	Total Contact Hours: 15 hours	Level: 100
Prerequisite: (If applicable)	NIL	
Course Outcomes: On successful completion of the course, Students will be able to:		



CO1: Demonstrate proficiency in analyzing case studies, preparing for interviews, and actively participating in group discussions. (L3)

CO2: Exhibit professional presentation skills and apply appropriate grooming and dress code in corporate settings. (L3)

CO3: Practice corporate etiquette and display professional behavior in diverse business situations. (L3)

CO4: Develop leadership skills and effectively manage teams through hands-on experience and experiential learning with application of temperance and self-control. (L3)

GPSBA1132 : Preparing for Aptitude Tests [PG-2/2]		
A. Course Framework		
Credits: L-T-P-C: NA – Graduate Requirement (GR)		Syllabus Version: 2.0
Contact Hours/ Week: 2	Total Contact Hours: 30	Level: 100
Prerequisite: applicable)	(If	NA
Course Outcomes: On successful completion of the course, Students will be able to:		
CO1: Understand the concept of work-time-efficiency and distance-time-speed to solve problems. [Level-1] CO2: Understand how to solve problems of permutations and probability. [Level-1] CO3: Understand the perimeter and area of 2-dimensional and 3-dimensional objects. [Level-1] CO4: Understand the laws of surds and indices to solve problems. [Level-1] CO5: Understand the conceptual knowledge of blood relationships. [Level-1] CO6: Understand the concepts of coding and decoding to discern specific patterns from given data to solve problems. [Level-1] CO7: Understand how to solve problems of binary logic using concepts of contradictions and the Trigger Statement Approach. [Level-1] CO8: Understand the concepts involved in para-jumbled statements. [Level-1] CO9: Understand how to make use of verbal analogies and the basics of grammar. [Level-1]		



III Semester

6MGMT5051: STRATEGIC ANALYSIS AND MANAGEMENT		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 1
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Ability to integrate knowledge from Strategic Management to solve problems in a larger Multidisciplinary context. (L4)		
CO2: Develop an understanding of the diverse and rapidly changing global business environment. (L5)		
CO3: Exhibit key transferable skills, such as design-thinking, strategic formulation, Negotiation and Persuasion capabilities and Quantitative skills. (L2, L3)		
CO4: Analyze and evaluate the recent developments in the business environment and understand the changes brought by the globalization process in the design, planning and implementation of organization's policy. (L4)		

6OPSM6021: OPERATIONS MANAGEMENT			
A. Course Framework			
Credits: L-T-P-C: 3-0-0-3			Syllabus Version: 1
Contact Hours / Week: 3		Total Contact Hours: 45	Level: 600
Prerequisite: (If applicable)		Operations Management Basics	
Course Outcomes: On successful completion of the course, Students will be able to,			
CO1: Understand the linkages between process and operations design, business strategy and globalization. (L2)			
CO2: Understand the different elements of operations and how to analyze an operational environment in terms of these elements. (L2, L4)			
CO3: Appreciate the tools and techniques applicable in the context of operations in global dynamic Organizations. (L3)			
CO4: Understand the challenges facing the operations manager to exploit innovative practices in lean, new technologies and challenges. (L2)			



GENERAL ELECTIVE SYLLABUS

6MGMT5081: DOING BUSINESS IN EMERGING MARKETS		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 1
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
<p>CO1: Understand cross-country differences in development strategies across emerging markets. (L2)</p> <p>CO2: Analyze the role of emerging markets as destinations for Western exports and FDI. (L4)</p> <p>CO3: Discuss the effects of internationalization and globalization on emerging markets. (L3)</p> <p>CO4: Assess risks and opportunities in emerging markets and transitional economies. (L4)</p> <p>CO5: Analyze the role of emerging markets as exporters and investors in the global economy. (L4)</p>		



6MGMT5091: SOCIAL ENTREPRENEURSHIP		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 1
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Help students to understand the ground realities particularly and scope of social innovations and Entrepreneurship		
CO2: Enable budding and practicing social entrepreneurs to solve social problems		
CO3: Provide student an opportunity to apply theoretical knowledge into practical situations		
CO4: Identify, plan and develop social enterprise project		
CO5: Exploring significant global problems and developing innovative solutions that drive transformative		



6OPSM5041: PROJECT MANAGEMENT		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 1
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Understand the project management concepts and qualities of a good project manager. (L2)		
CO2: Know the project management process and implement the steps involved in carrying out the projects. (L2, 3)		
CO3: Utilize the tools and techniques like graphical methods for presenting project schedules and plans. (L3)		
CO4: Understand and ensure quality aspects implemented in production, Human Resource and Communication systems. (L2)		
CO5: Implement strategies in production and operations effectively to carry out the project successfully. (L4)		

6ANLT7161 : Financial Analytics		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 1
Contact Hours / Week: 04	Total Contact Hours: 45	Level: 700
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Students will demonstrate understanding of the scope and relevance of financial analytics		
CO2: Students will critically analyze recent trends and developments in financial analytics.		
CO3: Students will apply statistical techniques proficiently to analyze financial time series data.		
CO4: Students will create and optimize asset portfolio models effectively.		
CO5: Students will evaluate credit risk and model dependent defaults with a high level of proficiency.		



6ANLT7171 :Data Mining Intelligence		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 1
Contact Hours / Week: 04	Total Contact Hours: 45	Level: 700
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Learn to apply various data mining techniques into various areas of different domains.		
CO2: Be able to interact competently on the topic of data mining for business intelligence.		
CO3: Apply various prediction techniques		
CO4: Learn about supervised and unsupervised learning techniques.		
CO5: Attain knowledge on forecasting methods for business decisions		



6ANLT7181: Web Data Extraction and Analysis		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 1
Contact Hours / Week: 04	Total Contact Hours: 45	Level: 700
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Demonstrate comprehension of web data extraction principles and utilize scraping libraries effectively.		
CO2: Exhibit proficiency in diverse web scraping methods, including overcoming anti-scraping measures.		
CO3: Display expertise in preprocessing web data, handling missing values, outliers, unstructured data, and implementing text preprocessing.		
CO4: Utilize Python libraries for data analysis, conducting exploratory analysis on web-based datasets.		
CO5: Create compelling data visualizations to effectively convey insights from web data		

GPSDL1051: Strategies for Self-Management		
. Course Framework		
Credits: L-T-P-C: GR		Syllabus Version: 1.0
Contact Hours / Week: 2 hours a week.	Total Contact Hours: 15	Level: 100
Prerequisite: (If applicable)	NIL	
Course Outcomes: On successful completion of the course, Students will be able to,		



CO1. Set clear goals, Improve their ability to define specific, achievable goals. (L3)
 CO2. Develop good habits and their understanding of finance, Increase their understanding of the benefits of positive habits on productivity and well-being, and Improve their ability to establish and maintain healthy habits (L3)
 CO3. Continuously learn and grow and Increase their motivation to learn and grow personally and professionally, Improve their ability to identify and pursue opportunities for growth and development. (L6)

FOURTH SEMESTER SYLLABUS

6MGMT5112: LEGAL ENVIRONMENT OF BUSINESS		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 2
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 500
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Administer the basic principles of law that apply to business and business transactions (L2, L3)		
CO2: Identify the important legal aspects of business activities and its application for smooth administration of business. (L3)		
CO3: Connect and appreciate the significant role played by the judiciary in the protection of individual liberty and private property. (L4)		
CO4: Illustrate the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer. (L4)		
CO5: Argue effectively using standard business and legal terminology. (L5)		



6ANLT7101: HUMAN RESOURCE ANALYTICS		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 1
Contact Hours / Week: 4	Total Contact Hours: 45	Level: 700
Prerequisite: (If applicable)	Human Resource Management	
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Develop ability to resourcefully use analytical information to improve the organization and its people. (L4)		
CO2: Ability to track, store, retrieve, analyze and interpret HR data to support decision making (L2, L3, L4)		
CO3: Use applicable benchmarks/metrics to conduct research and statistical analyses. (L3)		
CO4: Employ appropriate software to perform the various managerial functions. (L4)		
CO5: Measuring HR analytics and turning data into strategy to help organizations to manage resources effectively. (L5)		

6ANLT7192 : Marketing Analytics		
A. Course Framework		
Credits: L-T-P-C: 2-0-1-3		Syllabus Version: 2
Contact Hours / Week: 04	Total Contact Hours: 45	Level: 700
Prerequisite: (If applicable)		
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1.To understand and apply the use of pivot tables to analyze the marketing data L2		
CO2. To acquaint students with the use of solver in optimizing the prices (L4/L5)		
CO3. To understand the use of addins in the excel and applying different demand forecasting methods(L2/ L4)		
CO4. To apply the analytics in understand the customer value (L3)		
CO5. To acquaint students with the use and application of analytics in dealing with new products L4		



GENERAL MANAGEMENT

6OPSM6051: MANAGEMENT CONTROL SYSTEMS

A. Course Framework

Credits: L-T-P-C: 3-0-0-3

Syllabus Version: 1

Contact Hours / Week: 3

Total Contact Hours: 45

Level: 600

Prerequisite: (If applicable)

Principles of Management, Operation Research,
Marketing/Finance/HR/ Operations Management

Course Outcomes: On successful completion of the course, Students will be able to,

CO1: Identify the different objectives of management control and Analyze the contextual factors influencing management control. (L4)

CO2: Explain the usage of Sales Control, Distribution, Marketing, Finance, Production and Strategic Control. (L3)

CO3: Recognize the format to be followed for preparation of internal performance reports and the corporate annual report. (L4)

CO4: Identify the different ways of regulating ethical conduct. (L4)

CO5: Explain the concepts of financial statement audit, internal audit, fraud auditing, forensic auditing, management audit, social audit, and environmental audit. (L2)



6OPSM6061: TECHNOLOGY MANAGEMENT		
A. Course Framework		
Credits: L-T-P-C: 3-0-0-3		Syllabus Version: 1
Contact Hours / Week: 3	Total Contact Hours: 45	Level: 600
Prerequisite: (If applicable)	Principles of Management, Operation Research, Marketing/Finance/HR/ Operations Management	
Course Outcomes: On successful completion of the course, Students will be able to,		
CO1: Examine the concepts, theories and applications of Technology management. (L3)		
CO2: Evaluate the different assessment metrics for technology. (L5)		
CO3: Appraise technological innovation, absorption and diffusion. (L5)		
CO4: Evaluate the concepts of technological projects and implement them. (L4)		
CO5:Understand the technological transfers. (L2)		

