

***COURSE OBJECTIVES AND LEARNING OUTCOMES (Subjects)***

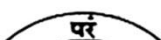
**MBA PROGRAMME  
(Under CBCS Semester System)**

**Academic Syllabus**

**With effect from 2021-22 Admission Batch**



**UTKAL UNIVERSITY  
BHUBANESWAR**



**Course structure as per Choice Based Credit System**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION, UTKAL UNIVERSITY**

**Course structure as per Choice Based Credit System**

<b>Semester – 1</b>	<b>Semester – 2</b>
CP – 101. Organization Structure and Process CP – 102. Quantitative Techniques CP – 103. Managerial Economics CP – 104. Organization Behaviour CP – 105. Computer Applications for Mgmt CP – 106. Financial Accounting for Managers CP – 107. Business Communication CP – 108. Business & Corporate Laws.	CP – 201. Human Resource Management CP – 202. Operations Management CP – 203. Marketing Management CP – 204. Financial Management CP – 205. Economic & Business Environment CP – 206. MIS & DSS CP – 207. Research Methodology CP – 208. Cost and Management Accounting
<b>Semester – 3</b>	<b>Semester – 4</b>
CP – 301. Business Policy & Strategic Mgmt CP – 302. Project Planning, Control & Mgmt CP – 303. Summer Training Project 304. Elective – I: Paper - I 305. Elective – I: Paper - II 306. Elective – I: Paper - III 307. Elective – II: Paper - I 308. Elective – II: Paper – II 309. Elective – II: Paper – III	CP – 401. Business Ethics & Corporate Governance CP – 402. Enterprise Resource Planning CP – 403. Dissertation & Viva – Voce 404. Elective – I: Paper - IV 405. Elective – I: Paper - V 406. Elective – II: Paper - IV 407. Elective – II: Paper – V

**Semester-I**

Sl . No.	Course Name	Marks	Credit	Category
1	CP – 101. Organization Structure and Process	100	4	A
2	CP – 102. Quantitative Techniques	100	4	A
3	CP – 103. Managerial Economics	100	4	A
4	CP – 104. Organization Behaviour	100	4	A
5	CP – 105. Computer Applications for Management	100 (70+30)	4	A
6	CP – 106. Financial Accounting for Managers	100	4	A
7	CP – 107. Business Communication	100	4	A
8	CP – 108. Business & Corporate Laws	100	4	A
<b>Total</b>		<b>800</b>	<b>32</b>	

**Semester-II**

Sl. No.	Course Name	Marks	Credit	Category
1	CP – 201. Human Resource Management	100	4	A
2	CP – 202. Operations Management	100	4	A
3	CP – 203. Marketing Management	100	4	A
4	CP – 204. Financial Management	100	4	A
5	CP – 205. Economic & Business Environment	100	4	A
6	CP – 206. MIS & DSS	100	4	A
7	CP – 207. Research Methodology	100	4	A
8	CP – 208. Cost and Management Accounting	100	4	A
<b>Total</b>		<b>800</b>	<b>32</b>	

A- Hard Core

B- Elective Core

C-Open to Allied Subject

D-Open to All

**Semester-III**

Sl. No.	Course Name	Marks	Credit	Category
1	CP-301. Business Policy & Strategic Management	100	4	A
2	CP-302. Project Planning, Control and Management	100	4	A
3	CP – 303. Summer Training Project	100	4	A

**Semester-IV**

Sl. No.	Course Name	Marks	Credit	Category
1	CP – 401. Business Ethics & Corporate Governance	100	44	A
2	CP – 402. Enterprise Resource Planning	100	44	A
3	CP – 403. Dissertation & Viva – Voce	100	44	A

A- Hard Core

B- Elective Core

C-Open to Allied Subject

D-Open to All

**LIST OF ELECTIVES**

Sl. No.	Course Name	Marks	Credit	Category
F I N A N C E	FM – 3101 Security Analysis & Portfolio Mgmt	100	4	B/C
	FM – 3102 Financial Markets and Institutions	100	4	B/C/D
	FM – 3103 International Financial Management	100	4	B/C
	FM – 3104 Financial Services	100	4	B/C
	FM – 3105 Corporate Tax Planning and Mgmt	100	4	B/C
	FM – 3106 Mergers and Acquisition	100	4	B/C
	FM – 3107 Derivatives Management	100	4	B/C/D
M A R K E T I N G	MM – 3201 Consumer Behavior	100	4	B/C
	MM – 3202 Integrated Marketing communication	100	4	B/C
	MM – 3203 Sales & Distribution Management	100	4	B/C/D
	MM – 3204 Marketing Research	100	4	B/C
	MM – 3205 Product & Brand Management	100	4	B/C
	MM – 3206 International Marketing	100	4	B/C/D
	MM – 3207 Marketing Services	100	4	B/C
H R M	Management of Industrial Relations	100	4	B/C
	Human Resource Development Strategies and System	100	4	B/C
	Human resource Planning	100	4	B/C/D
	Management of Training and Development			
	Compensation Management	100	4	B/C/D
	Legal Framework Governing Human Relations			
	Organizational Change and Intervention Strategies	100	4	B/C
		100	4	B/C
		100	4	B/C
S	ITM – 3501 E – Commerce	100	4	B/C
	ITM – 3502 Object-Oriented Modeling and Design	100	4	B/C

Y	ITM – 3503	Engineering Database Management	100	4	B/C
S		System			
T	ITM – 3504	Advanced DBMS	100	4	B/C
E	ITM – 3505	Tele Communications for Business	100	4	B/C
M	ITM – 3506	Software Engineering	100	4	B/C
S	ITM – 3507	Intelligent System			
	OM – 3401	Total Quality Management	100	4	B/C
	OM – 3402	Logistics and Supply Chain Mgnt	100	4	B/C
	OM – 3403	Services Operations Management	100	4	B/C
O	OM – 3404	Technology Management	100	4	B/C
	OM – 3405	Purchasing and Material Management	100	4	B/C
M	OM – 3406	Operation Planning and Control	100	4	B/C
	OM – 3407	World Class Manufacturing	100	4	B/C

A- Hard Core

B- Elective Core

C-Open to Allied Subject

D-Open to All

### **E. Audit Courses (No Examination)**

**(Students can pursue in any Department)**

i) Capital Market Instruments

ii) Microfinance

iii) Entrepreneurship & Small Business Management

(Credit will be assigned if the student opts to go through the examination process. But it will not be considered for CGPA)

**Evaluation:** End Term: 70 Marks

Mid- Term, Unit Test and Quiz: 30 Marks, (including Assignment and Presentation)

**Project Report :** Thesis: 70 marks, Viva – Voce: 30 marks

**Minimum Total Marks= 3200**

**Minimum Credit Points:** Hard Core 88 + Core Elective 40 = 128

## **Semester-I**

### **CP-101: Organization Structure & Process**

#### **Course Objective**

The Paper is designed to introduce basic principles and functions of management practices required to run an organization.

#### **Learning outcomes**

On successful completion of the paper students will be able to understand about organization structure and its process. Develop knowledge and skills regarding management principles and functions required to run an organization.

### **CP – 102: QUANTITATIVE TECHNIQUES**

#### **Course Objectives**

The main focus of this course is to provide an understanding of basic statistical inference (tools) that are useful or necessary in managerial decision making.

#### **Learning outcomes**

The students will learn quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques. Formulation and application of mathematical models in business decision making scenarios.

### **CP – 103. MANAGERIAL ECONOMICS**

#### **Course Objective**

The paper has been framed to integrate the basic concepts of economics with the tools of mathematics in order to analyze and make optimal business decisions.

#### **Learning Outcomes**

To adopt the Managerial Economic concepts for decision making and forward planning. Also know law of demand and its exceptions, to use different forecasting methods for predicting demand for various products and services.

### **CP – 104: ORGANIZATIONAL BEHAVIOUR**

#### **Course Objective**

The course provides students with an opportunity to develop a way of thinking about individuals, group and competitive factors that influence the functioning of any business organization. The class discussions will attempt to develop diagnostic ability, analytical skills, decision-making competency, listening and presentation skills etc.

#### **Learning outcomes**

On completion of the course the students will learn about the causes and essence of individual, group and organisational behaviour. Further their will be an improvement in their management and decision making skills.

### **CP – 105. Computer Applications for Management**

#### **Course Objective**

The paper is designed to understand the basis of software skills required for managers. It also focuses on data communication and computer networking required for organization. The practical applications of data analysis using various software tools are also covered.

#### **Learning outcomes**

After completion of the paper students will be able to apply Information and Communication Technology skills, data analysis, business analytics using various software tools required by organizations for information sharing and decision making.

#### **CP – 106: FINANCIAL ACCOUNTING FOR MANAGERS**

##### **Course Objective**

To enable students in understanding accounting principles, process, and policies used for preparing financial statements and to acquaint students with accounting tools & techniques so as to develop their skills for analyzing and presenting financial statements for taking business decisions in contemporary environment.

##### **Learning outcomes**

After the completion of the course the students are able to know the Accounting Standards and International Accounting Standards. This course will help the students to prepare, analyse and interpret the financial statements and to take different business decisions in contemporary environments.

#### **CP – 107 Business Communication**

##### **Course Objective**

The objective of this paper is to enhance the interpersonal skills of the students in the workplace. It also helps them to deal with professional relationships, and to develop confidence along with personal grooming as this is a 'Communication Age'.

##### **Learning outcomes**

The students will be able to

- \* Display the competence in oral, written communication
- \* Innovative thinking
- \* Understanding of the opportunities in the field of communication
- \* Current technology related to business communication
- \* Techniques for writing informational, Sales, Employment communication.

#### **CP – 108: BUSINESS AND CORPORATE LAWS**

##### **Course Objective**

The paper focuses on Indian contract Act, IT Act, IPR and similar acts required to deal with the legal aspects in a business environment.

##### **Learning outcomes**

1. Students would be able to remember some important articles of constitution relating to rights and duties of citizen and the principal legislations relating to business.
2. The outcome of this programme will help to accumulate and analyse requisite legal knowledge and its application about the legal framework for starting a business venture.
3. At the end of the course, students would be able to, interpret various legal provisions and learn how to apply them in building their career through an exposure to various case studies and clinical legal education.

### **Semester-II**

#### **CP – 201. Human Resource Management**

##### **Course Objective**

- The objective of the paper is to understand the HRM concepts, theories, functions and practices.
- It will also help students to gain an insight into the basic statutory provisions.

### **Learning outcomes**

The students will be able to:

- Understand HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees.
- Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure.
- Identify the various training methods and design a training program.
- Understand the concept of performance appraisal process in an organization.

CP – 202.                    Operations Management

### **Course Objective**

The objective of this paper is to develop an understanding of how the operations have strategic importance and can provide a competitive advantage in the workplace.

### **Learning outcomes**

Outcome: After studying this module students will have preliminary idea as to what is operation management is and how to plan finalize location of plant, layout. They will also learn about the strategy to decide about capacity, planning and scheduling of productions. They will understand how to manage quality and inventory.

**CP – 203. Marketing Management**

### **Course Objective**

The objective of this paper is to provide students knowledge on marketing strategy and its implications for management decision making and society.

### **Learning outcomes**

On successful completion of the course students will be able to understand the basics of marketing strategy formulation and implementation. This course will help the students aspiring to be marketing professionals in better decision making and understanding their role in the marketing sphere.

**CP – 204. Financial Management**

### **Course Objective**

The objective of the paper is to help students to develop cognizance of the importance of Financial Management in corporate valuation.

### **Learning outcomes**

On completion of this course, the students will be able to integrate the concept and apply the financial concepts in decision making process.

**CP –205. Economic & Business Environment**

### **Course Objective**

Objective of this paper is to provide knowledge of the environment in which businesses operate within economic operational and financial framework.

### **Learning outcomes**

After completion of the course, students will be able to appreciate the role of economic and business environment in operation of business in India. It will also help them to appreciate the actors and factors of business environment influencing the corporate strategy formulation. It will also help them in understanding the macro-economic forces with reference to global business environment in formulation of trade policy of India. This course will also help the students preparing for different competitive examinations.

CP – 206: MIS & DSS

**Course Objectives**

The objective of this paper is to provide students knowledge on information systems for managing business operations and decision making using MIS and DSS tools.

**Learning outcomes**

On successful completion of the paper students can enhance their critical thinking, working knowledge on information systems for managing business operations and decision making using MIS and DSS tools.

**CP – 207. Research Methodology**

**Course Objective:**

The main objective of this course is to acquaint the students on the concepts of business research, the process, research design, data analysis and report writing and also to involve the participants on application of business research for handling real-life corporate decisions using case methodology.

**Learning outcomes**

Demonstrate the ability to choose methods appropriate to research aims and objectives. Understand the limitations of particular research methods. Develop skills in qualitative and quantitative data analysis and presentation. Develop advanced critical thinking skills.

**CP – 208. Cost and Management Accounting**

**Course Objective**

To acquaint the students with cost and management accounting system for effective discharge of managerial activity of prime importance.

**Learning outcomes**

After the completion of the course the students are able to know the Cost and Management Accounting principles and procedure for analyzing the different cost of the organizations. This course will help the students to take different managerial decision of business houses by applying the cost and management accounting techniques and methods.

**Semester-III**

**CP – 301. Business Policy & Strategic Management**

**Course Objective**

The objective of this paper is to provide students knowledge on business policy and strategy and its implications for management decision making and society.

**Learning outcomes**

On successful completion of the course students will be able to understand the importance of strategy and the ways to implement it in their organisations. This course also will help the students to be a better strategist in their professional lives.

**CP – 302. Project Planning, Control & Management**

**Course Objectives**

This module explain how project is different from operation and then covers the aspects of project formulation, evaluation, control of the total process to successfully implement a Project.



### **Learning outcomes**

After studying this module a student will appreciate the difference between regular operation management and that of project management. This module will prepare them to properly handle a project.

## **Semester-IV**

### **CP – 401: Business Ethics & Corporate Governance**

#### **Course Objective**

The objective of this paper is to provide students knowledge on ethical practices in business and governing principles of corporates.

#### **Learning outcomes**

This module will help the student understand what is ethics and how to handle issues relating to ethics in business. The students will also learn about the pitfalls which may lead to unethical behaviour.

### **CP – 402**

#### **Enterprise Resource Planning**

#### **Course Objectives:**

The objective of this paper is to make students understand the concept of ERP, its theory and implementation with case studies.

#### **Learning outcomes**

On successful completion of the course students will be able to apply various functional modules available in an ERP system used by organizations for proper utilization of resources.

## **Specialisation**

### **FINANCE GROUP**

#### **FM – 3101: Security Analysis & Portfolio Management**

#### **Course Objective**

The paper has been designed to introduce students to common stock, the stock market, stock options, and analysis and approaches to investing in the stock market and building stock portfolios.

#### **Learning Outcomes**

At the end of this course students should be able to understand the theoretical and practical background in the field of investments.

#### **FM – 3102: FINANCIAL MARKET & INSTITUTIONS**

#### **Course Objective**

Course is aimed at study of the fundamentals of financial markets and financial instruments, the features of the formation of modern financial markets, on the practical application of financial instruments, the types of financial institutions and their roles and functions in the financial markets.

### **Learning Outcomes**

After completion of this course, the student will be able to understand the role and function of the financial system in reference to the macro economy.

### **FM – 3103: International Financial Management**

#### **Course Objective**

The purpose is to acquaint the students with basic understanding of foreign exchange market and exchange rates, use of foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms and demonstrate analysis of the issues pertaining to multinational financing and investment decisions.

#### **Learning Outcomes**

On successful completion of the course students will be able to analyse, evaluate and synthesise both quantitative and qualitative financial information to influence problem solving and decision making relating to International business finance.

### **FM – 3104: FINANCIAL SERVICES**

#### **Course Objective**

The objective of this course is to familiarise the students with the nature and scope of various types of financial services and to understand the regulatory environment in which they are undertaken.

#### **Learning Outcomes**

After completion of this course, the student will be able to demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

### **FM – 3105 Corporate Tax Planning and Management**

#### **Course Objective**

The course is designed so that the students are aware of what business income is and when it gets taxed. The course also provides students with knowledge the difference between tax avoidance and tax planning.

#### **Learning Outcomes**

Students who complete this course will be able identify the difference between tax evasion and tax planning. By the end of the course students will able to describe how the provisions in the corporate tax laws can be used for tax planning. Students of the course will able to explain different types of incomes and their taxability and expenses and their deductibility.

### **FM – 3106 Mergers and Acquisition**

#### **Course Objective**

The course is designed to clarify the importance of mergers and acquisitions in the terms of the company's value, to show the ways of capturing the value drivers through mergers and acquisition , to achieve skills in evaluation of target companies and the deals' value and to understand sources of funding for mergers and acquisitions.

#### **Learning Outcomes**

The students will be able to analyze mergers and acquisitions of various types, to show the ways of capturing the value drivers through mergers and acquisitions, to achieve skills in evaluation of target companies and the deals' value and to make decisions on taking strategic investments

## **FM – 3107 Financial Derivatives**

### **Course Objective**

The main objective of this course is to help students gain the intuition and to provide the necessary skills for pricing and hedging of derivative securities (Forwards, Futures, Options and Swaps) and for using them for investment and risk management.

### **Learning Outcomes**

Demonstrate knowledge of all aspects of derivative market theory and the roles they play in the financial markets. Identify how derivative instruments can be used to change or hedge risk and evaluate risks and pay-offs associated with trading such instruments and their implications.

## **Marketing:**

## **MM – 3201 CONSUMER BEHAVIOR**

### **COURSE OBJECTIVE**

The course provides students with an opportunity to develop an understanding about individuals and organizational consumers; and factors that influence their buying process which will help the business houses to form their marketing strategies. The case discussions will help to develop diagnostic ability, analytical skills, decision-making competency, and presentation skills etc. among the students.

### **Learning Outcomes**

On successful completion of the course students will be able to appreciate the importance consumer in the market place. This course also will provide an opportunity to develop an understanding about individuals and organizational consumers and factors that influence their buying process of both types of the consumers. This course will help the students aspiring to be marketing professionals in better dealing with consumers in the market place.

## **MM – 3202 Integrated Marketing Communication**

### **Course Objective**

The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme with exposure on Advertising and other methods of promotion, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme.

### **Learning Outcomes**

On successful completion of the course students will be able to set IMC objectives Evaluating creative strategies in the light of given marketing objectives and strategies, Identify and make decisions regarding the most feasible advertising appeal and media mix and learning to integrate various methods of promotion into an IMC plan.

## **MM – 3203 Sales & Distribution Management**

### **Course Objective**

The objective of this paper is to provide students knowledge on sales and distribution strategies and their implications in managerial decision making.

### **Learning outcomes**

On successful completion of the course students will be able to understand sales and distribution strategies and their implications in managerial decision making. Further the application of these strategies will help them in better corporate performance.

#### **MM – 3204    MARKETING RESEARCH**

##### **Course Objective**

The course will provide the students an opportunity to understand the process of conducting marketing research and develop some solutions to real life problems. Different case studies to be discussed in the class shall improve their ability to digonise issues in the case and develop solutions for them.

##### **Learning outcomes**

On successful completion of the course students will be able to understand the process of conducting marketing research and develop some solutions to real life problems.

#### **MM – 3205    Product & Brand Management**

##### **Course Objective**

The objective of this paper is to provide students knowledge on product and brand management strategies and their managerial implications.

##### **Learning outcomes**

On successful completion of the course students will be able to understand product and brand management strategies and their managerial implications.

#### **MM – 3206    International Marketing**

##### **Course Objective**

The objective of this paper is to provide students knowledge on international marketing strategies and their managerial implications.

##### **Learning outcomes**

On successful completion of the course students will be able to understand the strategies adopted for international marketing and their managerial implications.

#### **MM – 3207    MARKETING SERVICES:**

##### **COURSE OBJECTIVE**

The course will provide the students an opportunity to understand the nature and unique characteristics of services and will equip the students for designing appropriate marketing strategy. The case discussions in the class will help them to develop diagnostic ability, analytical skills, decision-making competency, etc. to different real life situations.

##### **Learning outcomes**

On successful completion of the course students will be able demonstrate their knowledge of all aspects of services in the market place and the role of service sector in the Indian economy. This course along with consumer behaviour will help in understanding the importance of service quality and their implications in developing appropriate marketing strategy.

#### **MM – 3208    INDUSTRIAL MARKETING:**

##### **Course Objective**

The course will provide the students an opportunity in understanding the unique nature of industrial buyers or business buyers. The course is designed to help the students aspiring to make a career in sales and distribution management in different business houses. The case studies in the class will be discussed as an attempt to develop diagnostic ability, analytical skills, decision-making competency, etc. among the students.

### **Learning outcomes**

On successful completion of the course students will be able to understand the strategies adopted for industrial marketing and their managerial implications.

## **HR GROUP**

### **HR – 3301 Management of Industrial Relations**

#### **Course Objective**

The course will impart basic knowledge of the Indian Industrial Relations System. It will also build awareness of certain important and critical issues in the Indian Industrial Relation System.

#### **Learning outcomes**

The students will be able to apply the principles of IR and develop an awareness of the significance of industrial peace. They will also learn to apply the collective bargaining and related laws to an industry.

### **HR – 3302 Human Resource Development: Strategies and System**

#### **Course Objective**

The students will know the concept of Human Resource Development system, meaning, importance of HRD, Mechanism, processes, Instruments and out-comes including the HRD strategy.

#### **Learning outcomes**

The students will be able to demonstrate the key terms, theories/concepts, practice of human resource development and strategy and solve the problem in the area of HRD.

### **HR – 3303 Human Resource Planning**

#### **Course Objective**

The students will develop a conceptual as well as practical understanding of planning, deployment, maintaining HR information and measure the value of human resource.

#### **Learning outcomes**

The students will be able to forecast the future human resource in an organization and review every aspect of management of HR to determine the effectiveness through HR audit and HRIS

### **HR – 3304 Management of Training and Development**

#### **Course Objective**

- To conduct training need analysis for the job, person and organization keeping in view the current and future requirements.
- To design the training programmes to address the needs identified and execute the training by adopting suitable method, technique and training aids.
- To evaluate the training program; verify its validity and achieve overall control for improving the training function of an organization on a continuous basis.

### **Learning outcomes**

The students will be able to:

- Study training programs and processes in different organizations and analyze their effectiveness.
- Design a training program for a specific job role.
- Conduct a mock training session including need identification and evaluate the effectiveness of the same.

## **HR – 3305 Compensation Management**

### **Course Objective**

To promote understanding of issues relating to compensation or rewarding human resources in organizations and to impart skills and designing, analyzing, and restructuring reward management systems, policies and strategies.

### **Learning outcomes**

The students will be able to:

- Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
- Determine the performance based compensation system for business excellence and solve various cases.
- Design the compensation strategy for attracting retaining and motivating high quality workforce.
- To understand the legal and administrative issues in compensation to prepare the CTC, wage survey, and calculate various bonus plan.

## **HR – 3306 Legal Framework Governing Human Relations**

### **Course Objective**

The objective of this paper is to enable students to understand and apply the principles of IR and develop an awareness of the significance of industrial peace. This also focuses on providing students a conceptual basis of Industrial Relations and labor law and giving an understanding of the components and meaning of sustaining Industrial peace anchored on harmonious Employee-Management relations.

### **Learning outcomes**

The students will be able to:

- Enhance necessary critical thinking skills in order to evaluate different labour laws for harmonious employee – management relations.
- Implementation of various industrial acts to an industry.

## **HR – 3307 Organizational Change and Intervention Strategies**

### **Course Objective**

- To give a broad theoretical and practical understanding of key concepts and issues in managing organizational changes.
- To know about different types of OD interventions and OD techniques.

### **Learning outcomes**

The students will be able to:

- Gain insights of change management components, process and its functions.
- Enable with various OD diagnosing models.
- Ability to handle various OD interventions.

## **IT & System GROUP**

### **ITM – 3501 ELECTRONIC COMMERCE (E – Commerce)**

#### **Course Objective**

This paper mainly focuses on the concepts, tools and techniques of e-commerce which will help a student to implement the online transactions in a business scenario.

#### **Learning outcomes**

After successful completion of the paper students can apply concepts, tools and techniques of e-commerce applications for online transactions in a business scenario.

### **ITM – 3502 Object-Oriented Modeling and Design**

#### **Course Objective**

The prime objective of this paper is to make students understand about modeling the real life world using object oriented techniques.

#### **Learning outcomes**

On successful completion of the course students can learn about software development productivity and apply modelling the real life world using object oriented techniques.

### **ITM – 3503 Database Management System**

#### **Course Objective**

This paper focuses on the design and use of database for organization. It helps students to gain knowledge on conceptual and practical application of DBMS.

#### **Learning outcomes**

After successful completion of the course students can understand design and use of database for organization. It also helps students to know practical application of DBMS.

### **ITM – 3504 Advanced DBMS**

#### **Course Objective**

This paper is designed for in-depth understanding and use of DBMS. A student can get insight to the different database models used by various organizations.

#### **Learning outcomes**

On completion of the paper students can gain in-depth knowledge on different database models and its usage.

### **ITM – 3505 Tele Communications for Business**

#### **Course Objective**

This paper focuses on modern data communication and computer networking systems used by different business entities.

**Learning outcomes**

After completion of the paper students will focus on different modern data communication and computer networking systems used by different business entities.

**ITM – 3506    Software Engineering**

**Course Objective**

This paper focuses on the design of software using different models used in various industries.

**Learning outcomes**

On completion of the paper students can gain in-depth knowledge on design of software using different models used by software developers for various applications.

**ITM – 3507        Intelligent System**

**Course Objectives**

The basic objective of the course is to enable students how computer perform intellectual tasks such as decision making, problem solving, perception, understanding human communication.

**Course Outcome**

After completion of the paper students will focus on intelligent systems used for complex decision making and problems solving using the techniques of AI.

**OPERATIONS MANAGEMENT GROUP**

**OM – 3401        Total Quality Management**

**Course Objective**

This module will bring in clarity in understanding all aspects of quality in operation of an organisation and also introduce the student to the modern concept of TQM..

**Learning outcomes**

After studying this module the student will be equipped to handle quality related aspects of an organisation

**OM – 3402 Supply Chain Management (SCM)**

**Course Objective**

This module will impart the knowledge relating to what is supply chain, how to manage the same. This module also covers the aspects of supply chain like – procurement, inventory in supply chain, logistic of supply chain and IT requirement and other related modern concepts in SCM.

**Learning outcomes**

After studying the module the student will be aware of all the related aspects of SCM and also the issues related to it.



## **OM – 3403 Services Operations Management**

### **Course Objective**

This module gives an idea about the management of services required for successful operation of an organisation. It also highlights logistics, inventory, quality and planning required for successful service management.

### **Learning outcomes**

After reading this module the student will become aware about how service management is different from operation management per se and how to handle various aspects of the services in an organisation.

## **OM – 3404 Technology Management**

### **Course Objective**

This module explains what is Technology and how to assess the technology requirement of an organisation and also how to acquire the best possible technological solution.

### **Learning outcomes**

After completing this module the student will be able to know how to assess the technology requirement of an organisation and how to successfully acquire/develop the same.

## **OM – 3405 Purchasing and Material Management**

### **Course Objective**

This module explains all the aspects of purchasing like – material planning, procedures to select suppliers, quantity and time for various materials and services as may be required for successful operation of an organisation. This module also covers warehousing aspects.

### **Learning outcomes**

After completing this module the student will be clear about the procedures for procuring, ordering, transportation and storage of Materials being procured for operation of an organisation.

## **OM – 3407 WORLD CLASS MANUFACTURING**

### **Course Objective**

This module covers all the aspects of operating a facility to produce the best possible product, which can compete with any other product in the world market.

### **Learning outcomes**

After studying the module the students shall be aware about the things required to achieve world class manufacturing.

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