

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,
UTTAR PRADESH, LUCKNOW**



Revised Evaluation Scheme & Syllabus

MBA

(Dual Specialization in Marketing, HR, Finance, Operation, IB & IT)

First Year

AS PER

AICTE MODEL CURRICULUM

COURSE OUT COME

MBA 1st Year Course Structure in accordance with AICTE Model Curriculum Effective Semester I

SN	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT	
			L	T	P	CT	TA	PS	TOTAL	TE	PE			
1	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	0	50	100	0	150	3	
2	KMBN102	MANAGERIAL ECONOMICS	4	0	0	30	20	0	50	100	0	150	3	
3	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	30	20	0	50	100	0	150	3	
4	KMBN104	BUSINESS STATISTICS & ANALYTICS	3	1	0	30	20	0	50	100	0	150	3	
5	KMBN105	MARKETING MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3	
6	KMBN106	DESIGN THINKING	2	0	0	15	10	0	25	50		75	2	
7	KMBN107	BUSINESS COMMUNICATION	3	1	0	30	20	0	50	100	0	150	3	
LAB / PRACTICALS														
8	KMBN151	IT SKILLS LAB -1	0	0	3	0		50	50	-	100	150	3	
9	KMBN152	MINI PROJECT -1	0	0	3	0	0	25	25	0	50	75	3	
											1200	26		

Semester II

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	4	0	0	30	20	0	50	100	0	150	3
2	KMBN202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
3	KMBN203	BUSINESS RESEARCH METHODS	4	0	0	30	20	0	50	100	0	150	3
4	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	3	1	0	30	20	0	50	100	0	150	3
5	KMBN205	OPERATIONS MANAGEMENT	3	1	0	30	20	0	50	100	0	150	3
6	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	1	0	30	20	0	50	100	0	150	3
7	KMBN207	DIGITAL MARKETING & E COMMERCE	4	0	0	30	20	0	50	100	0	150	3
8	KMBN208	MANAGEMENT INFORMATION SYSTEMS	2	0	0	15	10	0	25	25	0	50	2
LAB / PRACTICALS													
9	KMBN251	IT SKILLS LAB-2	0	0	2	0	0	25	25	0	25	50	1
10	KMBN252	MINI PROJECT -2	0	0	3	0	0	25	25	0	25	50	2
											1200	26	

L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE- Term End/ Practical End

SEMESTER I

MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

Course Credit: 3

Contact Hours: 40

Course Objectives:

1. To provide basic understandings of management processes
2. To help the students understand the concepts of organizational behaviour
3. To apply the concepts of management and organizational behaviors in real world situations
4. Familiarizing the students with the contemporary issues in management.
5. Developing managerial and leadership skills among students

COURSE OUTCOME

Course Outcomes	Bloom's taxonomy
CO 1: Developing understanding of managerial practices and their perspectives.	Knowledge (K 2) Remembering (K1)
CO2: Understanding and Applying the concepts of organizational behaviour	Knowledge (K 2) Applying (K 4)
CO 3: Applying the concepts of management and analyze organizational behaviors in real world situations	Applying (K 4) Analyzing (K 5)
CO 4: Comprehend and practice contemporary issues in management.	Comprehending (K 3)
CO 5: Applying managerial and leadership skills among students	Applying (K4)

MANAGERIAL ECONOMICS

Course Credit: 3

Contact Hours: 40

Course Objective:

1. To understand the importance of Managerial Economics in management and businesses
2. To apply the principles of managerial economics in achieving business objectives
3. Be equipped with the tools necessary in forecasting product demand
4. Understand and be able to apply latest pricing strategies
5. Understand and analyze the macro environment affecting the business decision making.

Course Outcomes	Bloom's taxonomy
CO1: Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.	<ul style="list-style-type: none"> • Knowledge (K 2) • Remembering (K1)
CO2: The students would be able to understand the law of demand & supply & their elasticities, evaluate & analyse these concepts and apply them in various changing situations in industry. Students would be able to apply various techniques to forecast demand for better utilization of resources.	<ul style="list-style-type: none"> • Knowledge (K 2) • Applying (K 4) • Synthesizing (K6) • Evaluating (K7)
CO3: The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in the business world	<ul style="list-style-type: none"> • Comprehending (K 3) • Applying (K 4) • Analyzing (K 5) • Evaluating (K7)
CO4: The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic	<ul style="list-style-type: none"> • Applying (K 4) • Analyzing (K 5) • Synthesizing (K6)
CO5: The students would be able to analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.	<ul style="list-style-type: none"> • Knowledge (K 2) • Comprehending (K 3)

FINANCIAL ACCOUNTING AND ANALYSIS

Course Credit: 3

Contact Hours: 40

Course Objectives:

- 1) To understand the fundamentals, basic theory and concepts of financial accounting.
- 2) To have a knowledge about various Accounting Standards used in preparation of financial statements.
- 3) To have an understanding of preparation and presentation of financial statements.
- 4) To acquire knowledge about various techniques used for analysing financial statements with its application.
- 5) To enable students acquainted with current trends and social responsibility accounting.

S.No	Course Outcome	Bloom's Taxonomy
1	CO1. Understand and apply accounting concepts, principles and conventions for their routine monetary transaction.	Knowledge (K2)/ Comprehending (K 3)
2	CO2. Understand about IFRS, Ind AS and IAS for preparation and reporting of financial statements.	Knowledge (K2) Synthesizing (K6)/
3	CO3. Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles	Remembering (k1)
4	CO4. Analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.	Analysing (K 4) / Evaluating (K7))
5	CO5. Recognising various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes	Knowledge (K2) Applying (K 4)

BUSINESS STATISTICS & ANALYTICS

Course Credit: 3

Contact Hours: 40 hours

Course Objectives

1. Understand the different basic concept / fundamentals of business statistics.
2. Understand the importance of measures of Descriptive statistics which includes measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.
3. Understand the concept of Probability and its usage in various business applications.
4. Understand the Hypothesis Testing concepts and use inferential statistics- t, F, Z Test and Chi Square Test
5. Understand the practical application of Descriptive and Inferential Statistics concepts and their uses for Business Analytics.

Course Outcome	Blooms Taxonomy
CO1. Gaining Knowledge of basic concept / fundamentals of business statistics.	<ul style="list-style-type: none">• Knowledge (K 2)
CO2. To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.	<ul style="list-style-type: none">• Remembering (K1)• Applying (K 4)
CO3. Evaluating basic concepts of probability and perform probability theoretical distributions	<ul style="list-style-type: none">• Comprehending (K 3)• Applying (K 4)
CO4. To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test	<ul style="list-style-type: none">• Analyzing (K 5)• Synthesizing (K6)
CO5. To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.	<ul style="list-style-type: none">• Evaluating (K7)• Applying (K 4)

MARKETING MANAGEMENT

COURSE CREDIT: 3

HOURS : 40

Course Objectives

1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
2. Understand consumers' requirements and their behaviors.
3. Develop effective marketing strategies to achieve organizational objectives.
4. Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.
5. Develop the understanding the current global and digital aspect of marketing.

Course Outcomes: Upon the successful completion of this course, the student will be able to:

S.No	Course Outcome	Bloom's taxonomy
1	CO1. Remember and Comprehend basic marketing concepts.	<ul style="list-style-type: none">• Remembering (k1)• Knowledge (K 2)
2	CO2. Understand marketing Insights on application of basic marketing concepts.	<ul style="list-style-type: none">• Synthesizing (K6)• Comprehending(K3)
3	CO3. Able to Apply and develop Marketing Strategies and Plans	<ul style="list-style-type: none">• Applying (K 4)
4	CO4. Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting	<ul style="list-style-type: none">• Analyzing (K 5)
5	CO5. Develop skills to understand the current global and digital aspect of marketing.	<ul style="list-style-type: none">• Evaluating (K7)

DESIGN THINKING

Course Credit: 2

Contact Hours: 20

Course Objectives:

1. How to transform creative thinking into design thinking in every stage of your problem
2. How to apply design thinking to your real life problems / situations in order to evolve an innovative and workable solutions

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Gain in depth knowledge about creative thinking and design thinking in every stage of problem	Knowledge (K2)
2	CO2. Applying design thinking to your real life problems / situations in order to evolve an innovative and workable solutions	Applying (K4)
3	CO3. Understand and implement design thinking to your real life problems / situations in order to evolve an innovative and workable solutions	Synthesizing (K6)

BUSINESS COMMUNICATION

Course Credits: 3

Contact Hours: 40

Course Objectives

1. To understand business communication strategies and principles for effective communication in domestic and international business situations.
2. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
3. To develop the ability to research and write a documented paper and/or to give an oral presentation.
4. To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.
5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

Course Outcomes

Upon successful completion of this course, the student should be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.	Applying (K4)
2	CO2. Analyse ethical, legal, cultural, and global issues affecting business Communication.	Analyse (K5)
3	CO3. Develop an understanding of appropriate organizational formats and channels used in business communications	Knowledge (K2)
4	CO4. Gaining an understanding of emerging electronic modes of communication.	Comprehending(K3)
5.	CO5. Developing effective verbal and non verbal communication skills.	Remembering(K1)/ Applying (K4)

IT SKILLS LAB-1

Course Credit: 3

Contact Hours: 40

Course Objectives

1. To provide knowledge about the functioning of computers and its uses for managers
2. To provide hands on learning on Internet and its applications
3. To provide hands on learning on Word processing software
4. To provide hands on learning of applications on Spreadsheet software
5. To provide hands on learning on Presentation software

Upon successful completion of this course, the student should be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Gain in depth knowledge about the functioning of computers and its uses for managers	Knowledge (K2)
2	CO2. Learn to use Internet and its applications	Applying (K4)
3	CO3. Understand and implement Word processing software	Synthesizing (K6)
4	CO4. Learn applications on Spread sheet softwares	Applying (K4) Knowledge (K2)
5	CO5. Analyse and learn Presentation software	Analyse (K5)

MINI PROJECT -1

Course Credit -2

Course Objective-

1. To develop an innovative idea for product or services in form of a project report.
2. To understand importance and relevance of innovative idea, its feasibilities and detail descriptions.

Project/Practical work / Seminar

In first semester, the students are required to develop an innovative idea for product or services and a project report to be prepared on that idea under the guidance of faculty member. Report will be prepared individually and this report will consist of importance and relevance of innovative idea, its feasibilities and detail descriptions. The report will be evaluated by one external examiner appointed by university. Student has to present his output through a seminar.

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Gain in depth knowledge on innovative idea for product or services in form of a project report.	Knowledge (K2)
2	CO2. To apply innovative idea, its feasibilities and detail descriptions.	Applying (K4)

Semester II

Business Environment & Legal Aspect of Business

Course Credit: 3

Contact Hours: 40

Course Objectives:

1. The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students.
2. To promote basic understanding on the concepts of Business Environment and international business environment.
3. To provide basic understanding of law of contract
4. To impart basic understanding of provisions of Companies Act concerning incorporation and regulation of business organizations.
5. To appraise the students on the leading practical application-oriented case studies – relevant and updated and analyzing case laws in arriving at conclusions facilitating business decisions.

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1) Develop understanding and fundamental knowledge about business environment	Remembering (k1) Knowledge (K 2)
2	CO2) Develop understanding on the concepts of Business Environment and international business environment.	K2 Knowledge
3	CO3) Develop basic understanding of law of contract	K2 Knowledge
4	CO4) understanding of provisions of Companies Act concerning incorporation and regulation of business organizations	K2 Knowledge
5	CO5) Able to analyze case laws in arriving at conclusions facilitating business decisions.	K4 Applying K5 Analysing

HUMAN RESOURCE MANAGEMENT

Course Credit: 3

Contact Hours: 40

Course Objectives: In this course the students will learn the basic concepts and frameworks of Human Resource Management (HRM) and understand the role that HRM has to play in effective business administration. It will provide an insight as to how to use Human Resource as a tool to implement strategies.

COURSE OUTCOME

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.	K6 Synthesizing
2	CO2. Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.	K2 Knowledge
3	CO3. Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.	K3 Comprehending
4	CO4. Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.	K5 Analysing
5	CO5. Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.	K2 Knowledge K4 Applying

BUSINESS RESEARCH METHODS

Course Credit: 3

Contact Hours:40

Course objectives

1. Understand the concept / fundamentals of research and their types.
2. Understand the practical application of various research techniques.
3. Understand the importance of scaling & measurement techniques and sampling techniques
4. Understand the importance of coding, editing, tabulation and analysis in doing research.
5. Understanding and applying the concept of statistical analysis which includes ANOVA technique and technique of report writing.

COURSE OUTCOME

Course Outcomes	Blooms Taxonomy
CO1. Knowledge of concept / fundamentals for different types of research.	<ul style="list-style-type: none">• Knowledge (K 2)
CO2. Applying relevant research techniques.	<ul style="list-style-type: none">• Remembering (K1)• Applying (K 4)
CO3. Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques	<ul style="list-style-type: none">• Comprehending (K 3)• Applying (K 4)
CO4.Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.	<ul style="list-style-type: none">• Analyzing (K 5)• Synthesizing (K6)
CO5.Evaluating statistical analysis which includes ANOVA technique and prepare research report.	<ul style="list-style-type: none">• Evaluating (K7)

FINANCIAL MANAGEMENT AND CORPORATE FINANCE

Course Credit: 3

Contact Hours: 40 Hrs

Course Objectives: This course is intended to introduce the basic theory, concepts and practical applications in corporate finance and to enable students to analyse various corporate decisions. The course objectives are outlined below:

- 1) To understand the fundamentals, various models and agency problems of Corporate Finance.
- 2) To acquire knowledge about various techniques used for analyzing various long-term projects.
- 3) To have an understanding about various capital structure techniques and selecting best source of finance.
- 4) To have an understanding of various dividend models and its applicability.
- 5) To acquaint students about corporate valuation in mergers and acquisitions.

S.No	Course Outcome	Bloom's Taxonomy
1.	CO1 Understand the different basic concept / Models of Corporate Finance and Governance	<ul style="list-style-type: none"> • Knowledge (K2) • Remembering(K1)
2.	CO2 Understand the practical application of time value of money and evaluating long term investment decisions	<ul style="list-style-type: none"> • Analyzing (K5) • Evaluating(K7)
3.	CO3 Develop analytical skills to select the best source of capital, structure and leverage.	<ul style="list-style-type: none"> • Analyzing(K5) • Synthesizing(K6)
4.	CO4 Understand the use and application of different models for firm's optimum dividend pay-out.	<ul style="list-style-type: none"> • Comprehending(K3) • Applying(K4)
5.	CO5 Understand the recent trends of mergers and acquisition and its valuation	<ul style="list-style-type: none"> • Comprehending(K3) • Synthesizing (K6)

OPERATIONS MANAGEMENT

Course Credit: 3

Contact Hours: 40

Course Objectives: -

1. To understand the role of Operations in overall Business Strategy of the firm.
2. To understand the application of operations management policies and techniques to the service sector as well as manufacturing firms.
3. To identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.
4. To understand the trends and challenges of Operations Management in the current business environment.
5. To familiarize the students with the techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.

S.No.	Course Outcomes	Bloom's Taxonomy
CO1.	Understand the role of Operations in overall Business Strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms.	<ul style="list-style-type: none"> • Knowledge (K2) • Comprehending (K 3) • Remembering (K1)
CO2.	Understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives.	<ul style="list-style-type: none"> • Knowledge (K2) • Remembering (K1) • Applying (K4)
CO3.	Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.	<ul style="list-style-type: none"> • Comprehending (K3) • Applying (K4)
CO4.	Analyze / understand the trends and challenges of Operations Management in the current business environment.	<ul style="list-style-type: none"> • Analyzing (K5)
CO5.	Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.	<ul style="list-style-type: none"> • Synthesizing (K6) • Evaluating (K7)

QUANTITATIVE TECHNIQUES FOR MANAGER

Credit 3

Contact Hour: 40

Course Objectives

1. Understand the importance of the use of OR application in decision Making environment
2. To formulate LPP and Obtain Graphical Solutions & Acquire General idea of the Simplex method.
3. To understand and solve transportation & assignment models.
4. To know optimal sequence model and understand concepts of queuing theory.
5. To identify right time for replacement of equipment and understand project management techniques.

CO1	Be able to understand the characteristics of different types of decision-making environments and the appropriate decision-making approaches and tools to be used in each type.	Knowledge (K2)/ Remembering (K1)
CO2	To formulate linear programming problem and to find optimal solution by graphical simplex method.	Knowledge (K2)
CO3	Be able to build and solve Transportation Models and Assignment Models also to solve game theory problems by understanding pure and mix strategies.	Applying (K 4)
CO4	To assign optimal sequence of difference jobs on different machines and develop understanding of queuing theory concepts.	Applying (K 4)
CO5	To implement replacement of equipment's at right time and able to implement project management concepts like CPM, PERT to reduce cost and time.	Synthesizing (K6)/ Evaluating (K7)

6.

DIGITALMARKETING AND E COMMERCE

COURSE CREDIT: 3

HOURS: 40

Course Objectives

1. To help Student understand the concept of Digital Marketing & E-commerce in today's scenario
2. To enable student in creating and maintaining a good website and blog posts.
3. To make student understand the importance of SEO and Email Marketing in today's modern world
4. To understand the functioning and importance of Social Media Marketing via various platforms
5. To understand various Analytics tools of online marketing

CO1	Be able to understand the concept of Digital Marketing & E-commerce in today's scenario.	Knowledge (K2)/ Remembering (K1)
CO2	To able to create and maintain a good website and blog posts.	Applying (K 4)
CO3	Be able to understand and apply SEO and Email Marketing in today's modern world	Comprehending (K3) Applying (K4)
CO4	To apply the Social Media Marketing techniques via various platforms	Applying (K 4)
CO5	To implement various Analytics tools of online marketing	Synthesizing (K6)/ Evaluating (K7)

MANAGEMENT INFORMATION SYSTEMS

Course Credit: 2

Contact Hours: 20

Course Objective

1. To help the students understand the importance of information management in business and management
2. To provide understanding about different types of information systems in business
3. To apply the theory and concepts in practical with help of software
4. To understand various security and ethical issues with Information Systems
5. To provide hands on learning of applications on Spreadsheet and database software

Course Outcomes

CO1	Be able to understand the importance of information management in business and management.	Knowledge(K2) / Remembering (K1)
CO2	To understand and formulate different types of information systems in business	Knowledge (K2)
CO3	Be able to apply the theory and concepts in practical with help of software	Applying (K 4)
CO4	To apply various security and ethical issues with Information Systems	Applying (K 4)
CO5	To synthesize applications on Spread sheet and database software	Synthesizing (K6)/ Evaluating (K7)

**IT
SKILLS
LAB-2**

Lab
work

20 Hours

Course
Objective

1. To develop pivot table and understand the validating & auditing techniques
2. To understand different charting techniques in MS Excel
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erent formatting techniques

in MS Excel

COURSE OUTCOME

S. No.	Course Outcome	Bloc
1	CO1. To gain knowledge of pivot table and understand the validating & auditing techniques	Kn
2	CO2. Learn to use different charting techniques in MS Excel	App Synt
3	CO3. Learn to use different formatting techniques in MS Excel	App Kn

Mini Project

Course Credit: 2

Objective –

1. To identify the issues challenge of the industry
2. To able to prepare report on the application of emerging technologies in the selected industry

In second semester, the students are required to take one industry as per his/her interest for analysis and preparing a project report. Preference should be given on the application of emerging technologies in the selected industry. It may consist of Fintech, Block chain, Financial Services, Data Science, Social Entrepreneurship or any other suitable area of interest. The report will be prepared individually. The report will be evaluated by one external examiner appointed by university.

COURSE OUTCOME

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. To gain knowledge of issues challenge of the industry	Knowledge (K2)
2	CO2. Learn to prepare report on the application of emerging technologies in the selected industry	Applying (K4) Synthesizing (K6)

