

DEPARTMENT NAME: JAYPEE BUSINESS SCHOOL

VISION: To be a centre of excellence for grooming management professionals for providing leadership in industries and organizations and venture into entrepreneurship.

MISSION : 1: To offer management education for enhancing knowledge and skills across functional areas through benchmark-curriculum using innovative teaching learning methods.

2: To conduct contemporary and futuristic interdisciplinary research in areas of management.

3: To interact with industry and other stakeholders and establish effective linkages for professional and entrepreneurial enrichment of management professionals.

PROGRAMME NAME: MBA

PEOs:1: To impart extensive knowledge of management theories, concepts and models to solve business problems and create new opportunities for successful professionals.

2: To inculcate self-awareness, discipline and team-work, leadership, effective communication skills and research orientation.

3: To sensitize students about social issues and develop them as socially conscious managers and leaders.

4: To infuse a spirit of innovation and entrepreneurship for personal and societal well-being.

POs: 1: Management Knowledge: Demonstrate in-depth knowledge of various domains of Management, including broader global perspectives, with an ability to discriminate, evaluate, analyse and synthesize existing as well as new knowledge, and integrate the same for enhancement of knowledge

2: Critical Thinking: Exhibit critical awareness to develop strategies and solutions to current business problems

3: Application: Apply the knowledge of management to manage projects in the work environment efficiently and develop effective and innovative business strategy.

4: Communication Skills: Communicate simple and complex managerial activities confidently and effectively through reports and effective presentations.

5: Independence: Demonstrate that they can function independently and/ or take responsibility for managing professional practices, in highly complex environments.

6: Collaboration and Leadership: Collaborate and lead teams across organizational boundaries and demonstrate leadership qualities to maximize the usage of diverse skills of team members.

7: Innovation: To identify timely opportunity to create value and wealth for the stakeholders of the society for sustainable development.

8: Ethics and Entrepreneurship: To identify the contemporary social problems, explore the opportunities for social entrepreneurship, design business solutions, exhibit value based leadership.

9: Life-long Learning: Observe and examine critically the outcomes of one's actions, make corrective measures, and learn from mistakes without depending on external feedback.

Course Outcomes

COURSE OUTCOMES (SEMESTER 1)	
Accounting For Managers : 18M11BAF11	
1	Remember and understand the accounting fundamentals and process
2	Apply these fundamentals and process to work out the end result of business operations through financial statements
3	Analyze these financial statements to know business efficiency, profitability and financial position
4	Evaluate financial information for usage in future planning and optimizing profitability
Organizational Behavior: 18M11BHR11	
1	Understand impact of work environment variables on behavior in organizations
2	Identify individual and group characteristics and appreciate the link contributing to the emergence of Organizational Behavior and culture
3	Apply techniques in managing self and others in the organization.
Business Statistics and Analytics Using Excel Spreadsheet: 20M11BGM11	
1	Understand the concepts of statistics and their usage in business
2	Make use of the various concepts and techniques in statistics to solve business problems
3	Analyze relationships between various business variables and concepts to draw inferences
4	Create various statistical models to apply to business problems using spreadsheets.
Effective Self Management: 20M11BES11	
1	Comprehend and summarize concepts of managing self.
2	Apply concepts of self management for developing self.
3	Develop skills for effective self management.
Business Communication: 18M11BGM12	
1	Understand principles of effective communication.
2	Make effective use of Communication skills.
3	Create Resume, reports, proposals and business plans
Digital Transformation in Business: 21M11BIS12	
1	Understand the role of digital transformations in organizations for business strategy and competitive advantage.
2	Apply digital transformations in different functional areas of the organization.
3	Analyze issues relating to digital transformations in business.
4	Evaluate the issues related to managing Enterprise Systems and global information systems and aligning the transformations with future technological developments.
Corporate Finance: 20M11BAF12	
1	Understand different forms of business and finance functions.

2	Apply concepts of investment, financing, liquidity and dividend functions.
3	Analyse proposals and plans to make financial decisions.
4	Evaluate proposals and plans to make financial decisions.
Marketing Management: 20M11BMM11	
1	Understand the concepts of Marketing Management.
2	Apply Marketing concepts for Business Management.
3	Analyze Marketing environment and challenges
4	Develop Marketing Strategies using various Marketing Techniques.
5	Evaluate Marketing Plans
Economics For Business and Government: 20M11BECM11	
1	Understand basic concepts of economics for business and government
2	Make use of the concepts related to managerial economics for business decision
3	Analyze micro and macroeconomic environment for business and government
4	Evaluate firm level and government level policies and their impact on business decisions
Business History: 20M11BGM32	
1	Understand the emergence of Business and management thoughts and theories.
2	Identify the values of prominent icons of business and society
3	Examine the progression of industrialization from 1.0 onwards

COURSE OUTCOMES (SEMESTER – II)

Human Resource Management: 17M11BHR03	
1	Understand the significance of human resource planning, recruiting, selection processes, T&D, compensation and performance management.
2	Visualize and Identify challenges of managing people
3	Apply these concepts in overcoming the challenges
4	Prepare the organization for facing the future HR challenges.
Indian Ethos and Business Ethics: 20M11BGM13	
1	Understand fundamental knowledge about ethics, moral values and principles and different theories of ethical behavior.
2	Utilize principles and practices of the “Indian Management Studies”, for the betterment of individual and the society.
3	Examine the ethical principles to solve the moral dilemma faced by managers’ every day.
4	Evaluate the role of ethical business practices and their implementations for achieving long term goals of the organizations.
Operations Management: 17M11BOM12	
1	Understand key concepts, theories, models and tools used in operations management in both manufacturing and service sectors.
2	Apply key concepts, theories, models and tools used in operations management into real life business situations.
3	Analyze specific operations related business issue and devise a strategy and action plans.
4	Assess various strategic options in operations in terms of location, process flows, layout, and operations model.

Legal Aspects of Business: 20M11BGM21	
1	Interpret business and commercial laws.
2	Apply business and commercial laws in day-to-day business activities.
3	Examine business problems in legal context.
4	Evaluate the application of business and commercial laws in current business environment.
Big Data and Data Visualization: 20M11BIA11	
1	To understand the various ways in which different types of data can be visualized
2	To make use of the capabilities of the tableau software for data visualization.
3	To examine the relationships between the various business variables using tableau software.
4	To create reports, dashboards etc. using tableau to communicate with stakeholders.
5	To Understand the concept, importance and applications of Big Data
Management Accounting: 20M11BAF13	
1	Comprehend and summarize different concepts and fundamentals of management accounting.
2	Utilize the concepts of management accounting in different financial decisions.
3	Appraise management accounting tools and techniques to solve complex management problems
IOT Applications and Technology Management: 20M11BIA12	
1	Understand technological developments and how they are reshaping the businesses.
2	Apply key concepts, theories, models and tools used in emerging technologies into real life business situations.
3	Analyze technology management concepts to the benefit of the organization.
New Government Initiatives for Business: 20M11BGM26	
1	Understand initiatives started by government to assist businesses
2	Apply knowledge about government initiatives for upliftment of businesses
3	Analyze the government initiatives and their impact on businesses
Innovation and Entrepreneurship : 20M11BEN11	
1	Identify the attitudes, values, characteristics, behavior, and processes associated with successful entrepreneurial behavior..
2	Understand what is meant by entrepreneurship and innovation from both a theoretical and practical perspective.
3	Examine the role of creativity in entrepreneurship and review the components of the creative process
4	Develop and critique a business plan for implementing entrepreneurial activities in a globalized and competitive environment being responsible for the social, ethical and culture issues.
Business Research Methods : 20M11BGM14	
1	Comprehend and summarize the basic concepts of business research and its process.
2	Apply various concepts and approaches of business research.
3	Evaluate the research articles based on the standard methodology of business research.
4	Prepare the research report for management problems.
Innovation and Entrepreneurship : 20M11BEN11	
1	Understand the attitudes, values, characteristics and behavior associated with a successful entrepreneur.
2	Apply innovative, legal, financial, marketing, operations, analytics, human relations and creative processes to Entrepreneurship
3	Analyze the environment for new business opportunities, funding, development and harvesting of new ventures

4	Develop a Business Plan for a globalized and competitive environment, based on the commercial, social, ethical and culture dimensions
---	---

COURSE OUTCOMES (SEMESTER – III)	
Business Strategy: 18M11BST11	
1	Understand concepts, frameworks, methods, tools and techniques used to formulate and implement business strategies.
2	Apply concepts, frameworks, methods, tools and techniques used to formulate business strategies.
3	Examine strategies taken up by businesses and analyze its effect on business operations
4	Develop business strategies for organizations.
Employability Skills: 20M11BES18	
1	Understand the recruitment process and the deliverables involved for campus placement and corporate career.
2	Utilize the knowledge gained during the MBA coursework to make attractive CVs for oneself
3	Evaluate issues and business news in order to be able to participate in group discussions successfully
4	Formulate strategies and tactics to face Personal interviews and group discussions
Employment Laws: 20M12BHR12	
1	Understand the Legal framework, History and growth of Legal System
2	Analyse the Legal provisions of Laws affecting Compensation, Social security and Wage and Salary Administration.
3	Examine the implications of Regulative Laws including Model Code and its implications in Industry.
4	Interpret the Laws laid down by the Apex Court/High Courts on various Service and Labor matters.
Competency Management and Assessment Center: 20M12BHR15	
1	Understand fundamentals of competency management and assessment centers.
2	Apply and Experience the process of competency mapping and uses of Assessment Center process and related techniques
3	Develop a competency model for business application.
Performance and Compensation Management: 20M12BHR13	
1	Understand performance dimension and relate with role of appraisal In Performance Management and Compensation Management.
2	Use appropriate concepts to solve performance and compensation problems.
3	Examine characteristics of Appraisal systems, the process of moderation and existing Pay Models in an organization.
4	Evaluate processes of Employee Engagement with reference to Job analysis, job design and job evaluation.
5	Design new Performance Appraisal and Compensation structure for competitive Business organization.
Training & Development: 20M12BHR18	
1	Understand the concept of Training and Development and aligning with participant psychology.
2	Analyze Training and Development methodologies and attributes of a good trainer.
3	Evaluate training effectiveness and conduct impact analysis.
4	Develop training program with emphasis on learning outcome, cost, benefits and need analysis.

Options, Futures & Risk Management: 20M12BAF16	
1	Understand different types of financial derivatives and their uses.
2	Discover pricing of various financial derivatives.
3	Evaluate different derivative strategies under different market conditions.
4	Create hedging/ arbitraging Strategies using financial derivatives.
Financial Statement Analysis and Business Valuation: 20M12BAF12	
1	Understand different components of Annual Reports.
2	Apply appropriate measures for executing the financial analysis.
3	Evaluate the results for setting strategies
4	Propose strategic financial decisions
Fixed Income Securities: 20M12BAF18	
1	Explain various features of fixed income markets
2	Utilize bond market concepts to analyze different types of fixed income securities
3	Measure and evaluate performance of fixed income securities.
4	Formulate effective hedging strategies
Security Analysis and Portfolio Management: 20M12BAF11	
1	Explain various concepts related to the financial markets.
2	Apply concepts of “portfolio theory” for the determination of risk return tradeoff and selection of best portfolio from the feasible investment portfolios.
3	Evaluate securities under consideration and assess the portfolio performance using standard finance models.
4	Construct a well diversified portfolio.
Customer Relationship Management : 20M12BMM24	
1	Understand the fundamentals of CRM.
2	Identify the role of business intelligence in decision making for effective CRM.
3	Analyze the impact of CRM on Sales and Marketing strategy.
4	Evaluate the effectiveness of CRM tools and techniques for businesses.
Consumer Behavior: 20M12BMM18	
1	Comprehend concepts of consumer behavior with real life and reflect upon the decision problems and the need for societal marketing and marketing ethics in building a customer centric business.
2	Apply concepts of consumer behavior for solving business problems.
3	Examine situations related to consumer decision making and consumption processes.
4	Design marketing strategies based on consumer knowledge and research.
Product and Brand Management: 20M12BMM11	
1	Understand Product & Brand Management Concepts
2	Remember Stages of New Product Development
3	Apply PBM Knowledge in Product and Brand Mgmt.
4	Analyse Brand Performance in the market
5	Develop and Implement Brand Marketing Programs
6	Evaluate Brand Performance

Services Marketing : 20M12BMM16	
1	Understand the basic concepts of services marketing.
2	Identify the differences between product and service context specially in pricing and branding.
3	Analyze service distribution performance through intermediaries.
4	Evaluate the delivery of services, service gaps and ways to ensure customer satisfaction and service recovery.
5	Design and manage the service process through flow charting and blueprinting.
Predictive Analytics :18M12BBA16	
1	Understand the predictive modeling process
2	Make use of the different predictive analytics techniques in various business problems
3	Distinguish and draw inferences from the output generated using the different prediction models
4	Build theory by examining the relationships among various business variables of interest
Data Management And Analysis Using R : 18M12BBA12	
1	Understand the nuances of data manipulation, visualization and analysis
2	Make use of the tools and techniques for data manipulation, visualization and analysis.
3	Discover and compare different packages in R software for data manipulation, visualization and analysis.
4	Create reports, dashboards etc using R to communicate with the outside world
BPR, Business Process Management & ERP: 20M12BIA13	
1	Understand the fundamentals and terminology of BPR, BPM & ERP and their lifecycle processes
2	Identify the business components and applications modules in a generic ERP system
3	Analyze the features of an ERP system and examine an appropriate ERP systems as per the needs of an organization
IT Security and Cyber Law: 20M12BIA12	
1	Understand the fundamentals of Information security, IPR & Ethics and cyber Laws
2	Apply the knowledge of "Indian IT Act 2000" and it's amendments against cyber crimes
3	Analyze the use of digital signatures and their application in business transactions
Materials Management and Warehouse Management: 20M12BOM24	
1	Understand concepts of inventory and warehouse management
2	Identify the application of appropriate tools and techniques for solving problem in material planning and warehouse management.
3	Analyze the performance of material planning system and warehouse management system.
Cross Cultural Management : 18M12BIB11	
1	Understand the complex and changing environmental forces that impact international business, and how companies can effectively adapt to these forces.
2	Assess the attractiveness of potential international markets, as well as the alternatives for entering and expanding within these markets.
3	Evaluate cross-cultural leadership and management practices that will promote success in international business
4	Discuss global issues in the context of cross cultural management that will allow them to gain deeper insights in world issues and will allow them to keep on top of issues that may affect them as individuals and as part of a larger entity.
International Trade Operations And Logistics: 17M12BIB32	

1	Understand regulatory formalities required for international trade.
2	Choose appropriate method of payment for international trade transaction
3	Examine the concepts in international trade operations and logistics to appreciate the modalities of international trade.
4	Discuss documentary aspects of an export import transaction along with their implications on export sales contract
Financial Institutions And Markets : 20M12BFS12	
1	Remember and understand Indian and global financial system and its functioning
2	Apply this knowledge to identify various players and instruments of financial system
3	Analyze this knowledge to identify best intermediary and instrument for efficient financial transaction by understanding relationship among asset, agents and institutions
4	Evaluate various options to reduce costs and risk or maximize profit with least risk
Management of Financial Services: 20M12BFS18	
1	Explain different types of financial services offered across the financial sector.
2	Utilize concepts related to financial services in performance and delivery of services.
3	Examine the implications of legal and regulatory framework governing financial services.
4	Evaluate range of financial products and services offered by various financial institutions and agencies.
Project Management: 20M12BOM23	
1	Understand key concepts, theories, models and tools used in project management.
2	Apply the key concepts, theories, models and tools used in project management.
3	Analyse business problems using key concepts, theories, models and tools used in project management.
4	Evaluate strategic options in project management in terms of scope, priority, costs, resources, risks.
5	Develop practical solutions to modern day business challenges related to project management.
Corporate Internship: 18M17BIN11	
1	Explain and relate to the business and competitive environment in which the organization is operating.
2	Apply and make use of the concepts of the management subjects for industry analysis.
3	Examine financial position of the organization viz-a-viz competitors.
4	Design and create project report.
Social Internship :18M17BIN12	
1	Explain concepts of Social Entrepreneurship.
2	Design project report using concepts of management in solving social problems.

COURSE OUTCOMES (SEMESTER – IV)

Artificial Intelligence in Business 20M11BIA13	
1	Explain the concepts of artificial intelligence and its use in business applications.
2	Evaluate the real-life applications of AI in business applications.
3	Examine the use of machine Learning in business applications.
4	Explain the ways in which AI has failed.
Leadership Skills for Managers: 20M12BHR21	

1	Understand the concept of leadership & recognize the practices of an effective leader.
2	Apply leadership theories and understand how to perform in a leadership role.
3	Analyze and be sensitive towards the challenges of a leadership position.
4	Develop capability of delivering their best in a leadership role in a turbulent business environment.
Talent Management : 20M12BHR14	
1	Understand the process and purpose of Talent Management
2	Identify various elements of Succession planning and Talent assessment.
3	Examine the process of integration of Succession Planning and Career Planning and challenges involved.
4	Evaluate linkage of various HR practices and Talent Management for retaining talent.
Team Building and Conflict Management: 20M12BHR20	
1	Understand the importance of Team Building for Organizational Effectiveness
2	Identify inter group and intra group dynamics.
3	Analyse conflict management process for effective team building.
4	Develop new teams in organizations.
Project Appraisal and Financing: 20M12BAF13	
1	Understand the process of project appraisal. (BTL:2)
2	Apply concepts of management in project appraisal. (BTL:3)
3	Evaluate available options based on the concepts of project appraisal. (BTL:5)
4	Create business plan on the basis of learning of the course. (BTL:6)
Financial Modeling : 20M12BAF19	
1	Understand and demonstrate use of different financial models using MS Excel.
2	Apply MS Excel to solve corporate finance problems.
3	Analyse results of existing financial models.
4	Develop computer-based financial models.
International Financial Management: 20M12BAF17	
1	Understand the concepts and procedures of international finance.
2	Apply various issues relating to foreign currency and its effect on international trade.
3	Evaluate financial framework for international business.
4	Combine various issues strategically with broader context of international finance.
Behavioral Finance : 20M12BFS11	
1	Understand the concepts and theories of behavioral finance
2	Identify behavioral influences and forces that drive the market
3	Analyze and categorize behavioral biases and errors of judgment that affect financial decisions
4	Discuss the important issues and challenges in the area of behavioral finance
Investment Banking: 20M12BFS17	
1	Understand investment banking activities and its mechanics.
2	Apply concept of investment banking in solving issues such as de-listing and corporate restructuring.
3	Evaluate financial framework of companies from investment banking perspective.
4	Combine various issues strategically with broader context of investment banking.
Global Financial Markets and Instruments: 20M12BIB13	

1	Understand the financial terms, concepts and theories pertaining to global financial markets.
2	Apply knowledge of global financial markets and instruments to achieve firm's objectives.
3	Evaluate the benefits and risks faced by organizations in global markets and strategies organizations use to control these risks.
4	Discuss the contemporary issues related to Global Financial markets.
International Business Strategy : 20M12BIB15	
1	Understand concepts and theories from literature concerning global business strategy
2	Apply frameworks and theories of international business to analyze business situations in the international business context
3	Evaluate the benefits and risks associated with different strategies for doing business internationally.
4	Discuss strategies used global organizations.
Fraud Analytics : 20M12BIA18	
1	Understand the concept of how descriptive, predictive, and social network techniques helps in detecting and predicting
2	Make use of the fraud analytics to detect and predict fraud
3	Examine fraud patterns in historical data
4	Develop a comprehensive fraud detection analytics solution
Big Data Analytics: 20M12BIA20	
1	Understand the concept of Big Data
2	Make use of the Big Data technology in business problems
3	Recommend big data technology in different business verticals
Database Management Using SQL :20M11BIA21	
1	Understand the use of SQL in various functional areas of business
2	Make use of the commands of SQL for data retrieval and manipulation
3	Assess the data management issues using the SQL software
4	Develop the database building process for a company
Integrated Marketing Communications :20M12BMM13	
1	Understand the fundamentals of Integrated Marketing communications.
2	Plan an IMC campaign for an organization.
3	Examine the need for marketing communication and its relationship with consumer behavior.
4	Evaluate the effectiveness of various IMC campaigns.
Business to Business Marketing: :20M12BMM15	
1	Understand the basic concept of Marketing in B2B context.
2	Apply appropriate concepts of B2B marketing in relevant situations.
3	Analyze market research methods employed in a B2B environment, along with competitive analysis.
4	Develop a realistic perspective for Business Marketing in Organisations.
Digital Marketing: 20M12BMM23	
1	Understand the basics of digital marketing.
2	Apply digital marketing tools and techniques to marketing management.
3	Analyse the consumer for developing suitable digital marketing plans.
4	Evaluate the effective of digital campaigns

5	Design effective digital marketing plans and strategies
Strategic Quality Management :20M12BOM14	
1	Understand key concepts, theories, models and tools used in quality management in both manufacturing and service sectors.
2	Apply key concepts, theories, models and tools used in quality management into real life business situations.
3	Analyse specific quality management related business issue and devise a strategy and action plans.
4	Assess various strategic options in quality management in terms of models, implementation approach and relative merits and demerits.
Strategic Service Operations Management: 20M12BOM19	
1	Understand key concepts, theories, models and tools used in service operations management in both manufacturing and service sectors.
2	Apply key concepts, theories, models and tools used in service operations management into real life business situations.
3	Analyse specific service operations management related business issue and devise a strategy and action plans.
4	Assess strategic options in service operations management in terms of models, implementation approach and relative merits and demerits.
Social Internship :18M17BIN12	
1	Explain concepts of Social Entrepreneurship.
2	Design project report using concepts of management in solving social problems.