

Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
IBS											
Business Analytics*	SHUT451	OP & IT	BBA	This course gives an introduction to the field of business analytics, which extensively use data, statistical and quantitative analysis, exploratory and predictive models, and fact-based management to take decisions and actions. It includes meaning and use of various business modeling techniques like Predictive, Clustering and Association techniques. Text and web mining methods are also discussed along with the application of data mining techniques to business decision making situations. In addition to working with software, students actively participate in the delivery of this course through case and project presentations.	1. Business problems and to support managerial decision making. 2. Become familiar with the processes needed to develop, report, and analyze business data. 3. Learn how to use and apply selected business analytics software to solve the business problem.	0.00%	0.00%	0.00%	100.00%	100.00%	
Business Research Methods	SHRM431	OP & IT	BBA	• To describe the scientific method of undertaking research within the scope of business management and its allied areas. To understand of the basic framework of business research process. To describe and impart knowledge about writing research report and research proposal. To demonstrate Statistical packages like MS – EXCEL (Data Analysis).	• Apply conceptual understanding necessary to carry research investigation. Develop data collection instrument according to the underlying theoretical framework. Develop Research reports and research proposals. Apply appropriate analysis tools from MS-Excel -Analysis Tool pack	0.00%	0.00%	0.00%	100.00%	100.00%	
Business Statistics	SHRM411	OP & IT	BBA	To provide the understanding of various business situations where there is immense application of statistical technique. To provide conceptual knowledge of various statistical techniques and tests. To help develop the skills of recognizing the appropriate statistical methodology in a given situation.	• Learnt the skills of Data Collection, Summarization, Analysis and Presentation. Learnt inferential analysis of data and prediction. Learnt the tools of carrying out the statistical tests and analyze the results	0.00%	0.00%	0.00%	100.00%	100.00%	



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Database Management System	SHIT421	OP & IT	BBA	To provide the understanding of various business processes and information systems in an organization. To understand conceptual knowledge of database design. To understand the process of designing business solutions using database. To identify the skills of extracting information from the database.	Understand the fundamentals of how data is stored in databases. Students will discuss on the importance of databases, core concepts, database design and its refinements, moderate level of expertise in SQL. Students should describe to design the database schema for at least a small size real life application.	56.25%	0.00%	20.00%	23.75%	100.00%	
Disaster Management	SHCM401	OP & IT	BBA	Demonstrate and discuss awareness of Disaster Risk Management institutional processes Understand the basics of disaster management Process and its causes. Demonstrate and discuss awareness of Disaster Risk Management institutional processes	Lists various types of disasters and its causes. What is the relationship between various hazards and associated natural/social phenomena? . Explain institutional framework and its importance in disaster management. Students find out how unplanned development leads to disaster?	25.00%	50.00%	15.00%	10.00%	100.00%	
Introduction to Information Technology	SHIT411	OP & IT	BBA	To provide an understanding of the fundamentals of IT, To identify the potential applications of the office tools and analyze their impact on managerial and organizational decision-making processes. To provide a conceptual and practical understanding and applications of word processing, spreadsheet and presentation software. To provide hands-on experience with the day-to-day business activities. To explore and examine the applicability of above tools in business applications.	explore the potential applications of office automation tools in business. · identify the areas where these tools are widely used, · apply appropriate methods in divergent business scenarios. · analyze alternative approaches for the management of diverse business scenarios, demonstrate critical and analytical thinking, analysis and synthesis of given data	20.00%	40.00%	20.00%	20.00%	100.00%	



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Operations Management	SI.OP502	OP & IT	BBA	- Understand role of operations in achieving competitive advantage for a firm; - Describe contribution of operations management to the organization and its activities; - Discuss operations management as a function in both manufacturing and service sectors; - Analyze how operations management interacts with other functions in an organization; - To demonstrate relevant frameworks, methodologies, techniques and tools that can help management of operations in firms - To appreciate current issues in operations management.	- Identify the role of operations management in the overall business strategy of the firm. - Be proficient and be capable of integration of the operating system with other key functional areas of the firm. - Identify and evaluate the key factors and the interdependence of these factors in the design of effective operating systems. - Apply appropriate tools for analysis of operating systems of the firm. - Apply operations management policies and techniques to the service sector as well as manufacturing firms.	33.40%	26.60%	15.00%	25.00%	100.00%	
Project Management	SHOP451	OP & IT	BBA	- To develop the conceptual understanding required for managing small, medium and large projects. - To understand the frameworks, methodologies and techniques used to structure projects. - To understand the objectives and the approaches used in each phase of a project lifecycle. - To develop understanding about the fundamental techniques of assessing, planning, monitoring, controlling and executing projects.	- Upon completion of this course, students are expected to: - Develop understanding about managing projects and structure of project lifecycle. - Become aware of the applications of various frameworks, methodologies and techniques while structuring and executing projects. - Explain the approaches adopted in each phase of a project life cycle. - Apply the understanding of various techniques to solve numeric problems of project management.	45.50%	9.00%	20.00%	25.50%	100.00%	



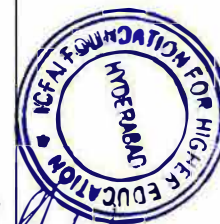
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Quality & Productivity Management	SHOP441	OP & IT	BBA	1. Define and explain quality and productivity. 2. List the quality and productivity related problems and costs.	Demonstrate quality and productivity statistics to effectively assess a firm's quality and productivity. Interpret various business scenario, select conventional and advanced quality tools to improve product/service quality.	8.00%	16.00%	30.00%	46.00%	100.00%	



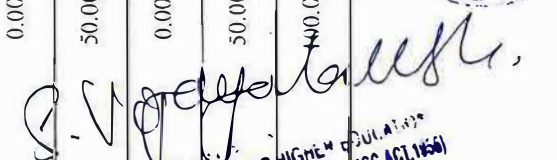
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Business Analysis	SLIT610	OP & IT	MBA	The course is designed to prepare the students to make a career of "Business Analyst". This course is all about managing the client requirements to execute any project. To execute the project inside organization according to client's requirement, the Business Analyst needs to gather and manage the requirements with the help of certain tools. These tools give better representation of client's functional and non-functional requirements to project team. This course discusses about various Business Analysis Techniques to understand Business Systems and shows efficient ways to manage requirements	• Understand the significance of Business Analysis and various Business Analysis Techniques. • Understand the different knowledge areas and techniques used in Business Analysis • To realize the challenges in current trends of managing business processes for Information System and Software development.	0.00%	50.00%	0.00%	50.00%	100.00%	
Business Analytics – I	SLRM 501	OP & IT	MBA	• Demonstrate relevant frameworks, tools and techniques to enhance the capability of objective driven decision making. • Build the understanding of business technologies and designs of data analytics process to get value and deeper insights. • Interpret the research output of different research analysis done in Excel, Tableau, R and SAS. • Choose the best alternative for better business outcomes through data analysis. • Apply different methods and techniques of quantitative methods in other courses like Managerial Economics, Operations Management, Business Analytics II, Marketing Analytics, Marketing Research, Portfolio Management, Financial Econometrics etc.	• Apply conceptual understanding necessary to make meaningful analysis of data • Develop a manager's orientation and appreciation to evaluate different alternatives based on available data and select the best alternative. • Make use of different quantitative techniques in solving the research and business problems • Identify appropriate quantitative tools and techniques for decision making.	0.00%	50.00%	0.00%	50.00%	100.00%	



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Business Analytics-II	SLRM 502	OP & IT	MBA	- to conceive the idea of business research so as to be able to generate data for analytics applications. - with spreadsheet usage and software like SAS/R to support the above. - With analytical modeling ability (both statistical & mathematical) for business situations	1. At the end of the course, a student is expected to be equipped with capabilities to carry out appropriate quantitative analysis, and draw meaningful conclusions with regard to the study objectives. If the situation is one of modeling, it aims at inculcating modeling ability for the context. 2. The Business Analytics-2 course will deal with basics of business research, predictive analytics and prescriptive analytics. More specifically, the course will enable future Managers 3. Overall Learning Outcomes: At the end of the course, a student is expected to be equipped with capabilities to identify a business problem, define its objectives, identify analytical methodology and data collection methods, carry out appropriate quantitative and/or qualitative analysis, and draw meaningful conclusions with regard to the study objectives. If the situation is one of modeling, it aims at inculcating modeling ability for the context.	0.00%	50.00%	0.00%	50.00%	100.00%	 REGISTRAR THE ICFAI FOUNDATION FOR HIGHER EDUCATION Hyderabad Under Section 3 of the UGC Act, 1956
Business Intelligence & Analytics	SLIT609	OP & IT	MBA	This course gives an introduction to the field of business analytics, which extensively use data, statistical and quantitative analysis, exploratory and predictive models, and fact-based management to take decisions and actions. It includes meaning and use of various business modeling techniques like Predictive, Clustering and Association techniques. Text and web mining methods are also discussed along with the application of data mining techniques to business decision making situations. In addition to working with software, students actively participate in the delivery of this course through case and project presentations.	CO1 This course gives an introduction to the field of business intelligence along with business analytics, which extensively use data, statistical and quantitative analysis, exploratory and predictive models, and fact-based management to take decisions and actions. CO2 It includes meaning and use of various business modeling techniques like Predictive, Clustering and Association techniques. CO3 Text and web mining methods are also discussed along with the application of data mining techniques to business decision making situations	0.00%	0.00%	0.00%	100.00%	100.00%	

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Business Modeling & Simulation	SLOM605	OP & IT	MBA	This course introduces the concept of modeling of dynamic business and economic systems, and simulation of mathematical models. Computer software iThink, ARENA and MS Excel will be used for simulating mathematical models.	To enable students to understand the business models	23.17%	30.70%	25.00%	21.13%	100.00%	
Business Process Integration	SLIT612	OP & IT	MBA	*helps students understand, appreciate and apply concepts and contemporary practices of managing operations in manufacturing as well as service sectors. Students will learn several analytical techniques and frameworks used to overcome the challenges faced in integration of numerous activities and processes to produce products and services competitively. Operations Management is a Theory of Action. Many a plan runs aground due to poor execution. Strategy, Processes, logistics, Planning and control help managers succeed at operations and management.	- Acquire user level skill in an Enterprise Resource Planning software environment. - Understand and appreciate the steps involved in adopting appropriate ERP and to know how to implement ERP in an Organisation	0.00%	0.00%	0.00%	100.00%	100.00%	
Information Systems for Managers	SLIT501	OP & IT	MBA	Course is designed to impart knowledge on functioning, building and management of information systems. It equips students with modeling and analytical skills to meet challenges of dynamic business environment.	* At the end of the course a student is expected to understand the significance of information systems in business and apply the IT knowledge for better decision making	0.00%	50.00%	0.00%	50.00%	100.00%	 

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Management Decision Science	SLOM610	OP & IT	MBA	1. Describe the range of cognitive, psychological and social pitfalls, which decision makers should avoid. 2. Discuss the different approaches, support tools, and analytical methods used for decision making, evaluate decisionsof others and recommend ways they could have improved their decision making. 3. Identifying appropriate settings in which models can be used and how to apply the best decision-making andproblem-solving method for the given type of problem or situation.	1. Demonstrate how to translate decision problems into formal models, and investigate those models in an organizedand systematic fashion. 2. Use online data sources and Internet resources to access necessary information for model development. 3. Demonstrate how analytical techniques and statistical models can help enhance decision making by converting datato information and insights for decision-making, including introducing the students to a process for team decision making	30.00%	20.00%	20.00%	30.00%	100.00%	
Operations Management	SLOP502	OP & IT	MBA	- Identify and describe the strategic role of OM in creating and enhancing a firm's competitive advantages - Classify and discuss key concepts and issues of OM in both manufacturing and service organizations - Define and organize business processes in services / manufacturing required for improvement - Identify the operational issues in the value addition processes of a firm - Discuss and execute analytical skills and problem-solving tools to resolve operational issues	- Discuss and explain the concepts related to manufacturing/services in operations management. - Identify and describe issues faced by operations manager and select the possible solutions for the same. - Define and demonstrate multiple process-oriented options related to the design and management of quality, inventory, logistics, facility location and layout and select the optimal solutions for the same. - Describe industry-based relevant applications of the concepts (theoretical and numerical) and provide necessary outcomes based on situations - Discuss and examine the various issues related to the successful implementation of operations strategies and the identification of remedial measures for the same.	15.70%	47.50%	21.80%	15.00%	100.00%	



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Service Operations Management	SLOM601	OP & IT	MBA	- To develop an understanding of the underlying processes involved in the creation and delivery of services. - To understand the major issues in the service delivery process and the various parameters required to be assessed before and during the service design process. - Design and execute competitive service strategies. - To identify qualitative and quantitative metrics towards assessment of various service parameters to improve the service delivery process. - To understand and quantitatively identify the efficiency frontier in services using Data envelopment Analysis.	- Develop and identify the nature of the service and design the underlying strategy. - Apply the concepts related to location, layout, logistics, servicescape, and quality parameters towards optimal managerial decision making. - Develop, execute and evaluate the success of service operations programs. - Identify the usage of yield management to better the utility of service facilities and enhance productivity.	41.60%	33.30%	10.10%	15.00%	100.00%	
Supply Chain Analytics	SHOM601	OP & IT	MBA	- Define supply chain and its management. Define data and data analytics. - Discuss and identify the key goals and performance drivers of the supply chain. Also, define the key supply chain performance metrics. - Data mining of procurement and vendor data. Analyze the data and make appropriate sourcing decisions. - Analyze sales data and make production and inventory decisions. - Develop supply chain network design models. Use excel solver to solve optimization models pertaining to location and other network related decisions. - Discuss waiting line concept and its application in supply chain design. - Discuss various statistical tools used in supply chain planning. - Discuss importance of information in supply chain coordination and collaboration.	- Understand the significance of Logistics and supply chain management. - Understand, appraise and integrate the supply chain - Understand how logistics play an important role in redefining value chain excellence of firm. - Develop Analytical & Critical understanding, & skills for planning, designing and operation of the supply chain - Understand firm can achieve competitive advantage through supply chain & Logistics excellence	30.00%	40.00%	15.00%	15.00%	100.00%	

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Supply Chain Management	SI.OM606	OP & IT	MBA	- To understand the nature of supply chains and trace the historical perspective, leading to their development and growth. - To discuss the goal of supply chain and explain the impact of supply chain decisions on the success of a firm.	- Understand the significance of Logistics and supply chain management. - Understand, appraise and integrate the supply chain - Understand how logistics play an important role in redefining value chain excellence of firm. - Develop Analytical & Critical understanding, & skills for planning, designing and operation of the supply chain - Understand firm can achieve competitive advantage through supply chain & Logistics excellence	13.33%	40.00%	20.00%	26.67%	100.00%	
B2B Marketing	SLMM603	Mktg	MBA	- Help the student to appreciate the nature of industrial Marketing and understanding Industrial markets. - Allow the student to analyze the Industrial Marketing environment in which the Marketers operate and strategies/ challenges thereof. - To help students to gain a deeper understanding of Industrial Buying Behavior. - To enable students to appreciate how different Industrial Market segmentation, positioning vis- a-vis consumer market segmentation. - To help student to formulate different marketing mix strategies for different Product market segments so as to provide the best value proposition to their customers.	- To understand the similarities and differences in Business to Business and Business to Consumer goods marketing. - Gain a deeper understanding about organizational buying behavior, market analysis, CRM and SCM. - To understand about the adjustments required in the marketing mix elements due to points of departure from consumer marketing so as to reach organizational customers effectively. - To gain a managerial outlook rather than just a descriptive knowledge of business markets.	15.00%	15.00%	0.00%	70.00%	100.00%	



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Brand Management	SLMM612	Mktg	MBA	Branding is the central component of marketing strategy and the dominant theme in marketing today, affecting not just Consumer Goods but also B2B, Services, and NGO's . This course will give students a deeper understanding of the importance of Brands, Brand Management and the process of Brand Development in today's competitive business landscape. This course provides insights into how to create profitable brand strategies by building, measuring and managing brand equity.	• To get an overview of the Brand Management function (such as role of brands, concept of brand equity, and the advantages of creating strong brands). • To understand a comprehensive and holistic idea about the various Brand Management Strategies. • To understand the process of developing and sustaining successful brands. • To appreciate the importance of brand management in the global context.	0.00%	50.00%	0.00%	50.00%	100.00%	
Business Ethics & Corporate Governance	SLGM602	Mktg	MBA	1. Discuss the nature and scope of Business Ethics 2. Explain the issues and challenges in Corporate Governance 3. Describe the applicability of these critical aspects of business to the contemporary management	- Demonstrate a holistic view of different aspects of Business Ethics and Corporate Governance - Develop various corporate responsibilities and practices in their professional life. - Discuss the contemporary developments in the business ethics and corporate governance - Develop critical thinking skills via the application of concepts and theories to business cases.	0.00%	50.00%	0.00%	50.00%	100.00%	
Business Strategy	SLGM611	Mktg	MBA	This course enables the students to understand how businesses can develop competitive advantage through strategically synchronizing various functional areas, processes and systems in an organization to be in coordination with internal and external environments and the challenges it throws thereof. The course traverses through the stages of strategy formulation, implementation, evaluation and contemporary innovative practices.	1. Students are expected to have a detailed knowledge of the strategic management process and its role in creating sustainable competitive advantage. 2. Students are expected to appreciate the strategic choices that organizations make at SBU as well as corporate levels for future growth and sustainability	0.00%	0.00%	10.00%	10.00%	100.00%	



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Consumer Behavior	SLMM602	Mktg	MBA	• Provide Insight into consumer behaviour for marketing decisions. • Enable Understanding of consumer behavior from multi-disciplinary perspective. • Enable understanding of consumer behavior from research perspective to capture data for decision making.	• Understanding the consumer behaviour principles. • Understanding the consumer as an individual – Exploring the concepts of motivation, personality, perception, Learning & Attitude. • Understand how to use Consumer Behaviour related information for decision making • Understand the social and cultural dimensions of consumer behavior.	10.00%	30.00%	10.00%	50.00%	100.00%	
Customer Relationship Management	SLMM611	Mktg	MBA	1. To discuss the role of customer relationship management in decision making. 2. To describe how to formulate customer relationship marketing strategies. 3. To discuss how to acquire, retain and manage customers. 4. To discuss types and functioning of loyalty programs. 5. To discuss how marketers can use customer data to generate valuable insights.	A. Appreciate the role of CRM in today's dynamic marketing environment. B. Explore the realities and implications of CRM from the perspectives of both customer and marketer. C. Understand and enhance the consumer journey. D. Learn to create CRM driven marketing strategy. E. Draw insights from voice of customer for designing consumer focused strategy. F. Efficiently launch, manage and drive CRM initiatives. G. Understand vital CRM metrics and create CRM dashboards.	0.00%	30.00%	0.00%	70.00%	100.00%	



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Digital Marketing	SLMM625	Mktg	MBA	The course enables students to learn key digital marketing strategies leveraged by marketers in a dynamic marketing environment. The hands on course specifically focus on how businesses create, market and deliver value in a digital ecosystem. The course utilizes Harvard Business School (HBS) cases to introduce a wide range of internet marketing issues faced by online marketers. These cases serve as a foundation for critically analyzing situations and acquiring evidence-based, ethical decision-making skills using marketing theory and marketing metrics. Further, the course will expose students to contemporary digital marketing metrics and analytic tools, such as Web Analytics, Campaign Performance Analytics, Social Media Analytics, and other web metrics to integrate marketing performance with a firm's strategic thrust to meet corporate goals.	A. Explore the realities and implications of digital marketing and e-commerce from marketers' perspective. B. Efficiently plan, create, manage and measure digital marketing campaigns. C. See the similarities and differences between traditional and modern marketing approaches; and also to understand where to draw a line between both. D. Draw business insights from digital marketing research reports available on various analytics reports.	0.00%	0.00%	0.00%	100.00%	100.00%	
Entrepreneurial Development	SLEP601	Mktg	MBA	The aim of this course is to enrich students with entrepreneurial styles and challenges in the present business scenario.	CO 1: To bring about the thorough understanding of entrepreneurship and constraints for the growth of entrepreneurial culture. CO 2: To demonstrate knowledge in entrepreneurship development. CO 3: To understand the concept of entrepreneurship training and various entrepreneurship training institutes in India. CO 4: To be able to demonstrate progressive learning in the project report and ownership structures. CO 5: To bring about the thorough understanding of source of finance to entrepreneurs.	0.00%	50.00%	0.00%	50.00%	100.00%	  REGISTRAR THE ICFAI FOUNDATION FOR HIGHER EDUCATION (Deemed-to-be University Under Section 3 of the UGC ACT, 1956)

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Integrated Marketing Communication	SLMM605	Mktg	MBA	- To discuss the various elements of promotion mix and learning how they are to be integrated to achieve desired results. - To know the functioning of advertising agencies. - To prepare effective marketing communication messages. - To provide insight into media selection process. - How to budget for IMC campaigns. - How to evaluate the success of an IMC Campaign. - To design, execute and run successful IMC campaigns.	- Learn the nuances of Integrated Marketing Communications - Appreciate the process in the creation of advertisements for print, electronic and digital media - Understand the preparation of budgets for IMC campaigns - Analyze the various choices of media available, their pros and cons and make a decision about relevant media for Promotional campaigns - Appreciate the process in the evaluation of success of IMC campaign	0.00%	10.00%	10.00%	80.00%	100.00%	
International Marketing	SLMM607	Mktg	MBA	- Demonstrate managerial skills and competencies required for managing international business - To understand the process of globalization and its effect on the global economy - Explain the effect of cultural, political and economic environment on International business - To understand the importance of international economic relations between countries - Design and execute strategies for international expansion of domestic firms - Explain the procedure for exporting and importing - Understand the effect of international monetary system on international business - Understand the international marketing and human resource management strategies	- Understand and apply basic concepts of international business management - Students will define and address practical business problems, and propose solutions based on theories of international business and government policies - Develop, execute and evaluate strategies for international business - Demonstration of critical thinking skills in the area of International Business management - To identify and evaluate the key ethical issues involved in International business	0.00%	10.00%	10.00%	80.00%	100.00%	



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Managing the Family Business	SHMM632	Mktg	MBA	Learn Best Practices for Managing the Family Business	Understand the challenges & opportunities within family business eco-system across the world and specifically with respect to Indian Context.	0.00%	100.00%	0.00%	0.00%	100.00%	
Marketing Analytics	SHMM630	Mktg	MBA	"Marketing Analytics" refers to a broad set of statistical approaches used to improve managerial decisions pertaining to marketing domain. Some of these activities provide descriptive summaries of the past and the present, while few others generate predictive forecasts of how the future will unfold, and few others culminate in prescriptive advice about how the company should formulate marketing strategies. This course is designed in response to the need for analytics talent in the marketplace which the industry is looking for today in a candidate. The purpose of this course is to convey the benefits of a systematic analytical approach toward marketing decision-making, and to build skills, knowledge and confidence in various topics covered in this course. It aims at preparing future managers who can (1) appreciate the importance of data to build and leverage competitive advantage of the firm, (2) understand the multiplicity of tools, techniques and packages, and their usefulness; and (3) can apply these to assist decisions in different functional areas of marketing.	1. To learn various packages currently in use in Industry to graphically represent marketing (small & big) data and make inferences. 2. To understand how to apply analytical models to support marketing decisions on segmentation, targeting, positioning, product design, pricing, retail merchandising, customer relationship/ value management, personalization & customization, social/ web media optimization, viral marketing etc. 3. Use predictive/ forecast models for finding customer lifetime value, and churn; and granularize data.	10.00%	70.00%	10.00%	10.00%	100.00%	
Marketing Management - I	SLMM501	Mktg	MBA	The current course aims to build the basic analytical skills, as well as the conceptual abilities and substantive knowledge, of participants in the field of marketing management in theory and practice. course will also build theoretical foundations of the participants and will serve as a specialized course for them to explore the field of marketing as a prospective career.	Understand the theory and science behind marketing decisions. Gain an in-depth knowledge and importance of marketing for any organization. Understand how the external and internal environment jointly impacts an organization and its marketing capabilities in different situations. Understand how the marketing mix can be a significant tool for marketers in creating value and competing with rivals.	0.00%	40.00%	0.00%	60.00%	100.00%	



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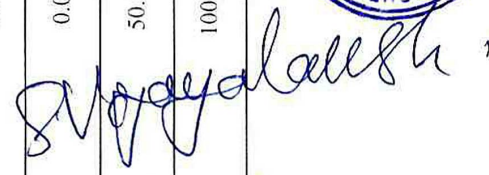
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Marketing Management - II	SHMM422	Mktg	MBA	The objective of this course is to develop the participants' basic analytical skills, conceptual abilities and substantive knowledge in the field of marketing management. It seeks to achieve the objectives by helping the participants undergo meaningful exercises in decision making in a variety of real life marketing situations. This course builds a foundation for those participants who plan to take Marketing Elective courses in the second year. It is also designed to serve as a terminal course for those not intending to specialize in Marketing	- In-depth knowledge of competitive dynamics and how to integrate marketing strategy into the overall business strategy with special reference to finance, HR, operation & Technology. - Frameworks for analyzing customer preferences and enhancing customer intimacy through services and brand management. - Influence of social media, social marketing and effectiveness of rural marketing to marketer.	0.00%	50.00%	0.00%	50.00%	100.00%	
Marketing Research	SLMM601	Mktg	MBA	The course will develop the skills necessary to do independent marketing research (Problem Identification, Research Design, Data collection, Data analysis, and communicating research results). Augmented with case studies, lectures, and research notes, course aims to deepen the understanding of methods for collecting, analyzing, and summarizing data pertinent to solving marketing problems.	• Be able to translate a marketing problem into a feasible research question. • Should understand and execute a marketing research project independently. • Should possess basic knowledge and skill of Marketing research data analysis.	0.00%	20.00%	0.00%	80.00%	100.00%	
Product Management	SLMM610	Mktg	MBA	This course has specific objectives of getting students accustomed to the concepts and practices of modern product marketing & management. This will enable the student's decision making at a managerial position on areas like product conceptualization, product introduction, product commercialization and finally delineation/ deletion, with a sound understanding on product centric issues from customer and marketing perspectives.	This course will offer a simulated environment in classroom with a demonstrative value to managerial decision making.	25.00%	25.00%	25.00%	25.00%	100.00%	
Retail Management	SLMM609	Mktg	MBA	• To inculcate managerial skills required for retail business • To develop an outline for identifying and analyzing managerial problems in retail business. • To outline and execute competitive retail management strategies.	1. Apply retail management concepts and theories in business situations. 2. Evaluate retail management problems and identify appropriate solutions. 3. Identify strategies and key success factors governing retail business.	4.76%	23.81%	0	71.43%	100.00%	
Rural Marketing	SLMM627	Mktg	MBA	○ To identify the rural myths and the importance of Rural Markets. ○ To verify the opportunities and Challenges in Rural India ○ To analyze the strategies and practices for entry and sustainability in Rural Markets	1. Develop an appreciation for the theory and practice of Rural Marketing 2. Develop a broad perspective of how Rural Markets operate. 3. Understand as to how organizations strategize to succeed in Rural Markets.	0.00%	100.00%	40.00%	0.00%	100.00%	



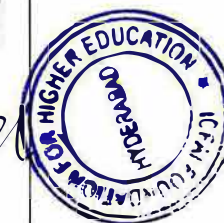
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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Sales & Distribution Management	SLMM606	Mktg	MBA	CO1: - Help the student in understanding the process and skills required for conducting sales. CO2: - Enable the student to appreciate how Sales Manager manage sales force. CO3: - To help the student gain an understanding of how to deliver the value to the target customers.	: At the end of the course a student is expected to.... • Gain an understanding of Sales Management Process and Selling Process • Understand about Sales Forecasting, Quota Setting and Territory Designing • Understand Sales Force Management functions in the term of Recruitment, Selection, Training, Motivation, Compensation and Evaluation of sales force. • Understand distribution Channels, Channel Design Decision, Channel Management and Logistics Management	0.00%	50.00%	20.00%	30.00%	100.00%	
Services Marketing	SLMM604	Mktg	MBA	This course is designed to make the students aware about the research practices in the field of services marketing and also about the various sub-disciplines in which significant research contributions has made way for the advancement of the discipline. The course will provide insights into the research problems in different areas of service management which will help to develop an initial understanding and sound base for further research in this discipline.	. The course will provide insights into the research problems in different areas of service management which will help to develop an initial understanding and sound base for further research in this discipline . The course also intends to sensitize students about different critical research areas like service quality, customer behaviour and service recovery	0.00%	20.00%	0.00%	80.00%	100.00%	
Strategic Marketing Management	SLMM608	Mktg	MBA	To develop the skill of strategic decision making under different marketing scenarios	to be able to design and implement various marketing strategies in different marketing contexts.	0.00%	20.00%	0.00%	80.00%	100.00%	


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Marketing Theory	SHMM701	Mktg	PhD in Management	Marketing is one of the few disciplines that is constantly gripping with newer challenges and continually envisioning applications to other areas. This may be one of the prime reasons why the definition and boundaries of this subject is still a matter of scholarly debate. Though the scope and application of marketing has surpassed the traditional buyer seller exchange based boundaries, the elementary concepts relating to this paradigm are still relevant today. Accordingly, focus of this course is bi-prong: (1) to introduce primordial and newer concepts relating to the continuing evolution of marketing thought (2) to discuss the marketing concepts applicable in "exchange" context in good detail and elaborate on the their applications in newer frontiers.	. This course lays foundation to comprehending marketing both as a discipline and as a process pursued by the organizations . Be able to appreciate the advanced concepts of marketing . To introduce primordial and newer concepts relating to the continuing evolution of marketing thought . To discuss the marketing concepts applicable in "exchange" context in good detail and elaborate on the their applications in newer frontiers	0.00%	0.00%	0.00%	100.00%	100.00%	
Marketing Strategy	SHMM702	Mktg	PhD in Management	The Doctoral Seminar Course in Marketing – 2 is designed to encourage a discussion among doctoral scholars about the role of Marketing within the organization and its business strategy. It helps the scholars to understand the major issues in Marketing Strategy research and also to critically evaluate fundamental ideas and recent developments in the field of Marketing Strategy. The following broad themes will be covered during the course: 1. The Role of Marketing within the organization 2. Market Dynamics 3. Sustainable Competitive Advantage 4. Managing Relations with the external Environment 5. Metrics	. To understand the major issues in Marketing Strategy research and also to critically evaluate fundamental ideas and recent developments in the field of Marketing Strategy	0.00%	50.00%	0.00%	50.00%	100.00%	  REGISTRAR THE ICFAI FOUNDATION FOR HIGHER EDUCATION (Deemed to be University Under Section 3 of the UGC Act, 1956)

Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Consumer Behavior	SLMM602	Mktg	PhD in Management	The course intends to sensitize students to various critical consumer research areas. This course will enable the students to conduct independent research in this discipline. Instead of pitching it as a complimentary research discipline in comparison to other marketing disciplines, attempt is made to indicate the synergistic outcomes that are plausible by combining the different disciplines.	- To sensitize students to various critical consumer research areas - Enable the students to conduct independent research in this discipline - understanding current theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.	0.00%	20.00%	0.00%	80.00%	100.00%	
Brand Management	SLMM612	Mktg	PhD in Management	The strategic importance of branding is duly recognized in marketing literature. Marketing scholars have attributed various benefits that arise out of building a strong brand. They described the strong brand as a platform for new products, an entry barrier, bulwark against shifts in consumer behavior, source of (sustainable) competitive advantage, a precursor of success of future marketing activities, a source of future profits a key organizational asset, the primary capital and as an instrument of competitive superiority. Considering the importance of building strong brands, a separate stream of marketing literature has emerged which addresses various issues relating to how to manage brands in a manner that they contribute positively to marketing and financial outcomes. This stream of literature is now broadly referred to as brand management. This doctoral seminar program focuses upon discussing various issues relating to brand management; from elementary to advanced.	- To appreciate the various concepts that have defined the scope and boundary of brand management. - To critically comprehend various concepts relating to this subject - To generate and evaluate ideas during the course proceedings which will shape your future research publications in this area.	0.00%	100.00%	0.00%	0.00%	100.00%	



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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Services Marketing	SLMM604	Mktg	PhD in Management	This course is designed to make the students aware about the research practices in the field of services marketing and also about the various sub-disciplines in which significant research contributions has made way for the advancement of the discipline. The course will provide insights into the research problems in different areas of service management which will help to develop an initial understanding and sound base for further research in this discipline.	- The course will provide insights into the research problems in different areas of service management which will help to develop an initial understanding and sound base for further research in this discipline - The course also intends to sensitize students about different critical research areas like service quality, customer behaviour and service recovery	0.00%	0.00%	0.00%	100.00%	100.00%	
Advance Strategic Management	MGT712	Mktg	PhD in Management	The business landscape has seen dramatic changes over time. It is necessary to understand how organizations have navigated these changes over time while attempting to retain their core. This course will help scholars gain an understanding the concepts of Competitive advantage, strategic planning, strategic capabilities, growth strategies and strategic networks. It will also help gain an appreciation of how these factors enable corporations create, gain and sustain competitive advantage in the short and long term.	- Build up an appreciation of the concepts, theory, and relevant research in strategic management - Gain advantage in terms of knowledge required to effectively communicate the basic tenets of strategy. - Gain insights into possible research gaps and attempt at publishing a quality research paper.	0.00%	20.00%	30.00%	50.00%	100.00%	
Advertising and Sales Promotion*	SHMM461	Mktg	BBA	- Have an in-depth understanding / holistic view of all the major marketing communication functions: advertising, direct marketing, the Internet, interactive media, sales promotion, public relations, and personal selling and theories. - Know how to research and evaluate a company's marketing and promotional situations. - Know how to use these various functions in developing effective communication strategies and programs - Understand the ethical issues in advertising	- Describe and analyze the basic theories and models within integrated marketing communications. - Analyze and critically evaluate integrated marketing communications. - Understand the advantages and disadvantages of different advertising and promotional techniques and how to use them. - Exhibit an ability to investigate and evaluate a range of advertising ethical issues and problems.	0.00%	70.00%	0.00%	30.00%	100.00%	

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Business Strategy	SLGM611	Mktg	BBA	This course enables the students to understand how businesses can develop competitive advantage through strategically synchronizing various functional areas, processes and systems in an organization to be in coordination with internal and external environments and the challenges it throws thereof. The course traverses through the stages of strategy formulation, implementation, evaluation and contemporary innovative practices.	1. Students are expected to have a detailed knowledge of the strategic management process and its role in creating sustainable competitive advantage. 2. Students are expected to appreciate the strategic choices that organizations make at SBU as well as corporate levels for future growth and sustainability	0.00%	30.00%	0.00%	70.00%	100.00%	
Governance and Ethics	SHGM463	Mktg	BBA	1. Define the importance of ethics in business and ethical responsibilities of a business organization. 2. Discuss ethical theories, core concepts of ethical thinking and ethical management practice, frameworks used to guide ethical decision-making. 3. Describe ethical practices specific to management functions. 4. Describe the positive impact of being a socially responsible organization. 5. Define the concept of corporate governance issues and regulatory governance framework for companies.	• Possess relevant conceptual understanding of theories and frameworks. • Resolve ethical dilemmas. • Develop a suitable framework for assessing ethical actions by management. • Apply ethical practices in management functions.	0.00%	90.00%	0.00%	10.00%	100.00%	

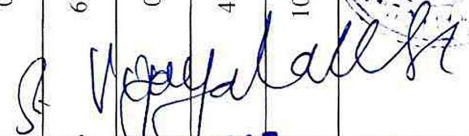
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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Internet Marketing & e-Commerce*	SHIM452	Mktg	BBA	• To make students comprehend the theories and concepts underlying internet marketing and e-commerce. • To make students appreciate current challenges and issues regarding internet marketing and e-commerce. • To make students comprehend the various marketing mixes and related implications of internet marketing for customer relations. • To make the students familiar with the internationalization and localization issues of international e-Marketing and e-commerce.	1. To develop an understanding of the background, current state and future potential of e-marketing. 2. To learn about e-marketing's important role in a firm's overall integrated marketing strategy. 3. Strategic planning and the way companies seek to achieve their objectives through strategies involving e-business and e-marketing. 4. To become familiar with common e-business models implemented at different organizational levels and with the application of performance metrics to monitor the progress towards objectives. 5. To explain the importance of creating an e-marketing plan and present the seven steps in the e-marketing planning process. 6. To see how marketers incorporate information technology in plans for effectively and efficiently achieving e-business objectives. 7. To understand the main country-by-country differences in internet access and usage as a foundation for segmenting and targeting specific markets. 8. To learn about barriers to internet adoption and e-commerce in emerging economies and to see how these barriers are addressed. 9. To explore the ethical and legal issues that e-businesses face in marketing online. 10. The current and emerging issues that have caused concern among a variety of stakeholders, including e-businesses and consumers.	0.00%	0.00%	0.00%	100.00%	100.00%	



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Introduction to Entrepreneurship and Family Business Management	SHMM421	Mktg	BBA	To enable students appreciate entrepreneurial behavior, mindsets and approaches to problem solving. To enable students understand the common dilemmas faced by entrepreneurs and new venture creators. To learn about the challenges faced by founders, especially of family businesses, when attempting to scale-up	Have familiarized with the process of ideation. Be able to appreciate and evaluate the possibility of setting up your own business. Be able to evaluate self-employment as a career choice with sufficient background preparation. Have known the different facets of starting a new business. Be clear about the advantages of running a business using modern management approaches. Have studied real-life entrepreneuring detail, especially ones who have transformed traditional businesses to modern	0.00%	60.00%	0.00%	40.00%	100.00%	
Marketing Management-I	SLMM501	Mktg	BBA	The current course aims to build the basic analytical skills, as well as the conceptual abilities and substantive knowledge, of participants in the field of marketing management in theory and practice. course will also build theoretical foundations of the participants and will serve as a specialized course for them to explore the field of marketing as a prospective career.	Understand the theory and science behind marketing decisions. Gain an in-depth knowledge and importance of marketing for any organization. Understand how the external and internal environment jointly impacts an organization and its marketing capabilities in different situations. Understand how the marketing mix can be a significant tool for marketers in creating value and competing with rivals.	0.00%	60.00%	0.00%	40.00%	100.00%	 

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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Marketing Management - II	SHMM422	Mktg	BBA	The objective of this course is to develop the participants' basic analytical skills, conceptual abilities and substantive knowledge in the field of marketing management. It seeks to achieve the objectives by helping the participants undergo meaningful exercises in decision making in a variety of real life marketing situations. This course builds a foundation for those participants who plan to take Marketing Elective courses in the second year. It is also designed to serve as a terminal course for those not intending to specialize in Marketing	- In-depth knowledge of competitive dynamics and how to integrate marketing strategy into the overall business strategy with special reference to finance, HR, operation & Technology. - Frameworks for analyzing customer preferences and enhancing customer intimacy through services and brand management. - Influence of social media, social marketing and effectiveness of rural marketing to marketer.	0.00%	60.00%	0.00%	40.00%	100.00%	
Principles of Management	SHGM411	Mktg	BBA	To enable the students to analyze the types of decisions made in business, and be familiar with the steps in the decision-making process. To enable the students to analyze the human resource management activities involved in attracting, developing, and maintaining an effective work force. To enable students with understanding of the purpose of strategic operational planning and apply the tools and techniques used to accomplish both	Explain the changing role of management, the basic principles of organizational design, and the different perspectives on change in the workplace. Elucidate the role of management in modern organizations and the importance of organizational goal setting. Elaborate the fundamental concepts and principles of management, including the basic roles, skills, ethics and functions of management.	0.00%	30.00%	0.00%	70.00%	100.00%	
Retail Management*	SLMM609	Mktg	BBA	- To inculcate managerial skills required for retail business - To develop an outline for identifying and analyzing managerial problems in retail business. - To outline and execute competitive retail management strategies.	1. Apply retail management concepts and theories in business situations. 2. Evaluate retail management problems and identify appropriate solutions. 3. Identify strategies and key success factors governing retail business.	0.00%	50.00%	0.00%	50.00%	100.00%	



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Sales and Distribution Management*	SLMM463	Mktg	BBA			0.00%	80.00%	0.00%	20.00%	100.00%	
Services Marketing*	SLMM604	Mktg	BBA	- Discuss concepts and the unique challenges inherent in managing and delivering quality services. - Demonstrate relevant knowledge and skills required for addressing services marketing issues. - To promote a customer service-oriented mind-set.	- Adapt to the special nature and characteristics of services in developing service product, service encounter and marketing of services in diverse industries. - Apply services marketing concepts and find appropriate alternatives for the problems that services marketers face. - Identify strategies and key success factors to enhance the effectiveness of services marketing and measure services performance.	0.00%	80.00%	0.00%	20.00%	100.00%	

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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Accounting for Managers	SLAC501	Fin	MBA	1) Giving conceptual knowledge required for preparation Statement of Profit and loss, Statement of changes in equity, Balance sheet and Cash flow statement as per the latest regulatory requirements. 2) Discuss the relevant accounting standards (Ind AS) 3) Provide an understanding of costs and preparation of cost sheet for enhancing the analytical skills. 4) Provide conceptual knowledge for decision-making alternatives for the short term, emphasizing on the evaluation and selection of a feasible alternative for the business.	1) Understand and improve the conceptual knowledge of bookkeeping system, concepts of Accounting, Accounting standards and cost concepts. 2) Prepare Statement of Profit and loss, Statement of changes in equity, Balance sheet and Cash flow statement as per the latest regulatory requirements for reporting purpose. 3) Understand the various regulations like Schedule (iii) of Companies Act and Ind AS 4) Help in understanding the various costs and prepare cost sheet 5) Helps in critically analyzing the available alternatives for decision-making and select feasible alternative for the business.	0	100.00%	0	0	100.00%	
Banking and Financial Services Analytics	SHIF626	Fin	MBA	The main three objectives of the course is to make student conversant with (i) Exploratory Data Analysis for Banking Risk Modelling and Customer Profiling; (ii) Credit Risk Analytics and (iii) Predictive Analysis for Banking and other financial Companies	- How to predict bad loans and minimize risk of default - How to implement fraud detection and prevention and minimize operational risk - Developing, validating, stress-testing of PD, LGD, and EAD models for BASEL III - Creating business and project plans for credit risk scorecard development - Profiling Customers based on their past behaviours	0	60.00%	0	40.00%	100.00%	

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Banking Management	SLBK605	Fin	MBA	The course is designed to: -provide the students all the required inputs for understanding the Indian banking system and its management -provide useful insights about various types of customers, the techniques of deposit management, use of Cheques and other negotiable instruments, the importance of Cash management and Lending activities of banks -provide insights about Retail Banking, Corporate and SME Banking, Rural Banking, Microfinance, various parabanking services offered by banks and recent innovations in banking. - create an awareness about non-performing assets and recovery measures adopted by banks. -make the students understand the regulatory frame work – the role of the RBI and the various Acts for regulation of banks. - make the students aware about risk management and Basel frame work.	At the end of the programme the student shall be able to: -enhance his/her knowledge of banking industry and gain the required capabilities for assuming the position of a bank manager. -assess credit proposals for retail and SME loans -comprehend various types of risks associated in banking -appreciate the importance of recovery management	0	90.00%	0	10.00%	100.00%	
Behavioral Finance	SHFI624	Fin	MBA	Internalize heuristics and biases that can cause irrational financial decisions Understand the effects of behavioral factors in financial markets Learn behavioral features of corporate finance Understand the history of bubbles, manias and irrationality in financial markets	Get an overview of research in the behavioral finance field (ex: Prospect Theory) Gain better appreciation of investment decision process	0	70.00%	0	30.00%	100.00%	

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Corporate & SME Banking	SLBK609	Fin	MBA	To understand Customers and Relationships in Corporate Banking - Corporate Customers - The Bank-Corporate Customer Relationship - Factors Influencing the BankCorporate Customer Relationship	To enable students to understand the way SME and Corporate banking takes place	0	100.00%	0	0	100.00%	
Financial Analytics	SHFI630	Fin	MBA	- To equip participants to appreciate and indulge in the Financial Analytics using excel. - To provide necessary understanding of the capabilities of excel in order to solve real world finance problems. - To implement the basic financial models learnt in corporate finance courses. - To explores key ideas, principles, and frameworks that can add value to the financial reporting and analysis in organizations.	- Demonstrate the ability to draft, strategize and develop manageable pieces of problems in order to build financial models. - Demonstrate an in-depth understanding of the excel tools to build well documented, fool-proof, interactive financial models. - Demonstrate an understanding and capability to perform what-if analysis and tackle other subtler aspects of finance	0	20.00%	0	80.00%	100.00%	

S. V. Jagadallu

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Financial Econometrics	SLF1617	Fin	MBA	The objective of this course is to extend the practical and analytical knowledge of students and equip them with techniques that will allow them to analyse finance-related issues. After studying this course students will be able to • Define and compute measures of financial returns, interpret sample moments of financial return and discuss the stylised statistical properties of asset returns • Analyse and estimate models of autoregressive (AR), moving average (MA), and autoregressive-moving average (ARMA). • Apply the Box-Jenkins approach to time series models and forecast volatility using autoregressive conditional heteroscedastic (ARCH) models • Estimate, interpret, and forecast with generalised autoregressive conditional heteroscedastic (GARCH) models • Use vector autoregressive (VAR) models to analyse and interpret interaction between financial variables and examine the impact of shocks on financial variables using impulse response analysis • Undertake tests of hypotheses and Granger causality in a VAR framework. • Estimate and interpret Panel data regressions with fixed and random effects. • Formulate limited dependent variable models, including logit and probit models, estimate and interpret logit and probit model and discuss models with multinomial linear dependent variables.	To extend your research methods knowledge and equip you with techniques that allow you to analyse finance-related issues	0.00%	0.00%	0.00%	100.00%	100.00%	



S. V. Jayaram

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Financial Management - I	SLFI501	Fin	MBA	This course intends to provide an in-depth qualitative and, quantitative knowledge about the principles of financial decision-making.	* Understand and appreciate the functioning of Indian financial system, role of financial intermediaries and features of financial instruments. * Learn the concepts of time value of money and their real life applications. * Comprehend and estimate risk and return of securities; and their applications in real life scenarios. * Conceptualize the essence of valuation principles; and their applications to bond and equity valuation models. * Appreciate the essence of cost of capital and estimate the costs pertaining to equity, preference shares, debt, retained earnings and arrive at weighted average cost of capital. - Estimate and evaluate of project cash flows and demonstrate the use of capital budgeting techniques	25.00%	25.00%	25.00%	25.00%	100.00%	
Financial Management - II	SHFI441	Fin	MBA	• Apply various tools and techniques in the financial decision making activity. • Differentiate between various sources of long-term and short-term finances available to a firm. • Evaluate the concept of leverages, capital structure, dividend policy, inventory management, receivables management and cash management. • Analyze the capital structure policies and decision, dividend policy and decision, inventory management, receivables management and cash management. • Asses the firm's financial performance using various tools and techniques like ratio analysis, common size analysis, comparative statements analysis and trend analysis	*Develop required skills for sourcing of finance for a project. *Demonstrate analytical skills in financial decision-making process. *Evaluate the financial performance of a firm using various tools. *Identify and implement strategies for maximizing shareholders' wealth in a firm.	40.00%	40.00%	10.00%	10.00%	100.00%	  REGISTRAR THE ICFAI FOUNDATION FOR HIGHER EDUCATION (Deemed-to-be University Under Section 3 of the UGC ACT, 1956)

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Financial Risk Management	SLFI608	Fin	MBA	This course gives students a conceptual knowledge and application of the derivative instruments and their applications in managing various types of financial risks. While doing so, students would understand the organizational aspects of those risk functions and their roles & responsibilities and attains problem solving ability. The emphasis is on mechanics, properties and valuation of forwards, futures, options and swap instruments. The student would learn how to value derivative instruments and use them for hedging, speculation, and arbitrage. The student would learn about risk management strategies and practices.	At the end of the course, the student will be able to: • Conceptually understand the mechanics of Forwards/Futures, Options and SWAP markets • Comprehend and apply the hedging strategies using futures for real world situations • Analyze the trading strategies involving options which help the student in understanding problem solving techniques. • get first-hand experience on valuation of Forwards/Futures, Options, and SWAPS which helps in interpreting and drawing inferences • understand the basics of exotic derivatives as well as other types of derivatives such as weather derivatives	0	30.00%	0	70.00%	100.00%	
Financial Services	SLFI612	Fin	MBA	• To familiarize students with different financial services extended by the banks and non-banking financial institutions and other financial institutions To develop a framework for recognizing and analyzing management problems in service industries • To Bring awareness among the students about the tools one should be equipped with for analyzing the fund based and fee based financial services like Leasing, Factoring, Forfeiting, etc., • To make the participant understand the role and responsibilities of a financial services provided apart from the disintermediation that the banks do	Upon completion of this course, students are expected to : 1. Inter relate the various financial services offered by bank, non-bank and other financial institutions and their roles and responsibilities. 2. Determine the rentals for Lease and Hire purchase transfers. 3. Appraise the role of Insurance and credit rating in securing the mortgage securities. 4. Compare and contrast the housing the loan and consumer loans offered by Banks and other financial institutions.	0	80.00%	0	20.00%	100.00%	

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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Financial statement analysis	SLFI611	Fin	MBA	1. To enable students have an in-depth understanding of Assessing Performance of Companies and Financial Position; 2. To enable the student understanding of analyzing and interpreting financial statements of all types of business entities. 3. To enable students to apply the tools and techniques in understanding the complete statement analysis process	At the end of the course, the student will be able to: 1. Analyze and interpret the information provided in the financial statements of different business entities; 2. Demonstrate the ability to apply various tools and techniques to analyze financial statements; 3. Demonstrate the ability to use critical thinking, analysis and synthesis for effective decision making	0	50.00%	0	50.00%	100.00%	
Global Capital Markets	SLIB602	Fin	MBA	1)Giving a perspective to the students on the evolution of capital markets in different parts of the world and the subsequent integration happened through globalization 2)Discuss the asset based segmentation as well as geographical segmentation of capital markets 3)Provide an overview of financial innovations in the capital markets as well as covers some of the major crises and the response of the regulators as well as the governments 4)Provide an overview about alternative investing strategies	CO-1Understand the evolution and classification of global capital markets (Equity, Debt, Commodity, etc...). CO-2Assess the role & features of instruments, issuers, investors, intermediaries and regulators in the development of capital markets CO-3Comprehend the Implications of financial engineering or innovation on capital markets CO-4Comprehend the affects of crisis on capital markets & role of regulators and government in times of crisis CO-5Understand few of the alternate investment strategies and their role in global investments	0	0	0	100.00%	100.00%	
Goods and Services Tax	SHFI631	Fin	MBA	To obtain insight into the fundamentals of GST Law, regulations and procedures To understand the various issues, problems faced by industry in the new GST regime To provide insights as to how corporate need to gear up their process, procedures and practices To enhance the analytical and problem solving skills	* In depth knowledge of the GST act brought into force *Recognize the Incidence of Time, Place of supply under GST law *Appreciate the benefits provided by the GST laws for all stake holders *Hands on experience of the impact of GST on businesses	0	100.00%	0	0	100.00%	

Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
International Banking	SLBK603	Fin	MBA	• Provide the students an essential exposure to international monetary system and international banking operations • Understanding the foreign exchange market • Calculate the exchange rates and determine the exchange rates for different customer transactions. • Appraise the risks involved in international trade transactions • Describe the regulatory framework for International banking operations	1. Gain the requisite knowledge for assuming positions in domestic and multinational banks that are actively engaged in international banking activities. 2. Assess and analyzer international financing decisions 3. Determine and forecast exchange rates 4. Take measures to mitigate risks in international transactions and take advantage of opportunities in the global markets.	0	40.00%	0	60.00%	100.00%	
Investment Banking	SLBK610	Fin	MBA	The course is designed to -To introduce investment banking their role of investment bankers in the areas of assisting the individuals, corporations, and governments in raising financial capital by underwriting or acting as the client's agent in the issuance of securities (or both) and the other ancillary services provided by them -To introduce different methods of valuation, discounted cash flow, relative valuation and option pricing models. - -To introduce firm valuation and equity valuation -To introduce Blackstone Celenese simulation to the class to apply to practical situation gives on hand experience on valuation -To provide the students with conceptual foundation in the realm of investment banking with in-depth discussion of regulations	At the end of the program the student shall be able to -Gain an understanding of the role of investment bankers in financial sector -Appreciate the difference between price and value. -Students will understand how valuation is to be done and different models of valuation -Through simulation technique students will be gain practical exposure to apply valuation principles. -Students will understand the regulations of investment banking	25.00%	25.00%	25.00%	25.00%	100.00%	



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Management Control Systems	SLGM601	Fin	MBA	- To provide a broad understanding of the control process, control systems and their applications in the real life business situations - To make the students to acquire the essential skills to design, develop and implement appropriate control systems to real life business situations	- To understand and appreciate the significance of management control systems in an organization - To design, develop and execute appropriate control systems to accomplish the strategic objectives of the organization	0	50.00%	0	50.00%	100.00%	
Mergers and Acquisitions	SLF1604	Fin	MBA	Mergers and Acquisitions continue to be amongst the preferred strategic options available to the companies seeking to grow and prosper in the rapidly changing global business scenario. The objectives of this course are two-fold. First, the course is intended to provide a comprehensive background in the strategic, economic, financial and organizational aspects of mergers, acquisitions and divestments. Secondly, the course will seek to provide a practical framework for managerial decision making in the context of acquisition activities, (for example, the determination of exchange ratios between the common stocks of the acquired and acquiring companies). It will feature inputs from contemporary readings and popular case studies on the subject.	This course focuses on the major aspects of mergers and acquisitions as well as other corporate restructuring transactions: deal strategy, deal analysis, and deal design. We will cover the reasons why these transactions are done, the mechanics of the transactions, the valuation of the firms involved, various aspects of deal structure, and the roles of the parties involved. As such, this course allows the students to pull together material covered in previous finance courses, while also linking financial decision-making with the overall strategy of the firm and dabbling in law, accounting, and organizational behavior.	20.00%	20.00%	20.00%	40.00%	100.00%	



S. V. Jagadish
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THE ICFAI FOUNDATION FOR HIGHER EDUCATION
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Portfolio Management & Mutual Funds	SLF1609	Fin	MBA	The objective of Portfolio Management and Mutual Fund course is to provide students an overview of construction, management and rebalancing of a portfolio and mutual funds.	CO1- Understanding objectives and constraints and preparing investment policy statement CO2- Construction, management and rebalancing of portfolios based on risk and return parameters. CO3- Various asset pricing models and portfolio selection models CO4- Constructing minimum variance portfolio and evaluation of portfolio performance CO5- Various equity and bond portfolio management strategies and using derivatives in portfolio management CO6- Mutual funds, various documents, investment plans and regulatory framework associated with mutual funds.	0	60.00%	0	40.00%	100.00%	
Project Appraisal & Finance	SLF1610	Fin	MBA	- This course enables the students to learn project financing in depth including assessing the real option values embedded in the projects. - They can learn different models of financing projects by creation of SPVs. In short it enables to be financial architects to model the financial deals to mitigate project risks.	CO1Students will get an overview of project appraisal and financing and its importance to corporate. CO2To understand the importance of cost of capital and how its effect on project selection. CO3Students will be able to select best out the available projects. CO4Students will be able to select projects in fund restricted situation. CO5To understand various risks in projects and ways to mitigate risk CO6To understand Social Cost-benefits of Projects	0	60.00%	0	40.00%	100.00%	

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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Risk Management in Banks	SLBK601	Fin	MBA	• Provide comprehensive understanding of the various types of credit, market and operational risks faced by the banks and their quantification. • Learn Asset Liability Management (ALM) technique to manage Interest Rate Risk (IRR) and Liquidity risk. • Understand the management of Risk through application of financial derivatives. • Understand the regulatory mechanism put forward by the Regulators to control banking risk. • Understand Internal rating models and estimation of capital requirements.	Upon completion of this course, students are expected to: 1. Understand the different types of banking risk and their measurement. 2. Apply different types of risk management techniques such as application of financial derivatives and ALM to manage risk. 3. Understand and implement regulatory mechanism to manage risk. 4. Implement best risk management practices and process in the organization.	0	60.00%	0	40.00%	100.00%	
Security Analysis	SLFI605	Fin	MBA	The course is designed : -To provide a comprehensive perspective in the area of Security Analysis covering the markets for equity and fixed income securities. -The course, while familiarizing the students with various techniques of valuation and technical analysis and in turn writing research report, helps them reason out investment issues for themselves and thus be better prepared when making real world investment decisions which will in turn enhance their marketability in finance careers.	At the end of the programme the student shall be able to: -Understand the security markets and various financial instruments & investment tools available. -Explain the concept of risk and return in the context of investment analysis. -Conduct valuation of securities based on EIC framework -Apply various tools and techniques based on technical analysis to exploit recurring and predictable patterns in stock prices to generate superior investment performance. -Write a research report so as to enable themselves for being industry ready	0	40.00%	0	60.00%	100.00%	



S. V. Jayaram
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THE ICFAI FOUNDATION FOR HIGHER EDUCATION
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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Strategic Financial Management	SLFI606	Fin	MBA	- To understand and appreciate the modern theory of finance and the treatment of uncertainty surrounding financial matters. - To understand the essential tools, techniques, and concepts required to cognize financial management from a strategic and operational perspective. - To equip the students to prepare reports for management evaluating and explaining the financial consequences of strategic decisions. - To understand and appreciate the models, tools and techniques of cost measurement and cost control at the strategic level.	Upon completion of this course, students are expected to: - Identify and apply the essential tools, techniques, and concepts of strategic financial management to attain organization's financial objectives. - Apply different valuation approaches and their implications for potential and existing projects of the firm. - Develop components of corporate plan, understand strategic financial planning and understand growth strategies.	25.00%	25.00%	25.00%	25.00%	100.00%	
Treasury Management	SLBK602	Fin	MBA	- To develop an understanding of the role of treasury for corporate and financial Institutions - To make the students appreciate the foreign exchange and money markets and the instruments in each of the markets - To help students appreciate the role of risk management in financial services companies and for corporates - To help student understand the role of control in treasury department	Upon completion of this course, students are expected to: - To develop an understanding of the role and function of treasury for corporate and financial Institutions - To make sense of the complexities in the foreign exchange and money markets - To learn how to manage risk in financial services companies and corporates - To evolve a corporate treasury control systems in their organization	0	80.00%	0	20.00%	100.00%	



S. V. Jayalalitha
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THE ICFAI FOUNDATION FOR HIGHER EDUCATION
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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Wealth Management	SLIV602	Fin	MBA	The course is designed to • Provide an in depth qualitative and quantitative knowledge about the wealth management products and Personal financial planning. • Analyzing the comparative advantage of different products in the financial market based on the risk appetite of the client, for advising the clients suitably • Formulate a financial plan to the client based on their life style, life stage and their risk appetite. • Evaluating and redefining the Financial planning periodically, keeping in view the changes in the market • Creating wealth for the customer, to ensure continued customer relationship and patronage.	At the end of the programme the student shall be able to understand 1) The financial mathematics related to personal financial planning, 2) Wealth management products and services available in India and abroad, and 3) Techniques related to security analysis and portfolio management 4) Client profiling and assessing the risk appetite of the client 5) Investment planning, Retirement planning, Tax planning Insurance planning, Estate planning	0	60.00%	0	40.00%	100.00%	
Finance, Society and Civilization	Course code to be generated	Fin	MBA	To make the participants aware of the contributions as well as lessons learnt by the financial World from various events through civilizations. • To sensitise the participants on the important role of finance on making a good Society	1. Be aware of the major events in the financial history of the world 2. Understand the contributions of various events towards development of the financial world 3. Appreciate the crucial role played by Finance in developing a Good Society 4. Discover how to play an important role in shaping the future of finance towards making a better society	5.00%	20.00%	10.00%	65.00%	100.00%	
Financial Technologies (FinTech)	Course code to be generated	Fin	MBA	The major areas in FinTech, including Money and Payment, Digital Finance and Alternative Finance. Major technological trends, including cryptocurrencies, Blockchain, AI and Big Data. FinTech Regulation and RegTech. The fundamental role of Data and Security in data-driven finance. Business and regulatory implications of technology for the financial industry. Ways to analyze and evaluate what is driving technology innovation in Finance.	Knowledge in FinTech, Digital finance and RegTech.	0	0	0	100.00%	100.00%	



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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Venture Capital, Private Equity and Hedge	Course code to be generated	Fin	MBA	- This course is being run with the objective to make students aware of Angel financiers, venture capitalist and private equity funds their working and evaluation process. - This course is designed to make the students choose the right source of finance at the right stages of project life cycle. - The course aims to provide an understanding of the working procedures of these sources of finance and how to tap them. - The course is designed so that the students are aware of the different appraisal processes of different sources of finance and bottlenecks faced by entrepreneur or manager in raising finance from different sources and safeguard them and the cost of capital and the challenges of these sources of finance.	- Students who complete this course will be able identify various sources of finance from sources like venture capital, angel financier, private equity and hedge funds and their working procedures. - Graduates of the course will able to illustrate valuation of companies by venture capitalist. - By the end of the course students will able to compare different sources of finance and select the appropriate source for financing needs.	0	50.00%	0	50.00%	100.00%	

S. Vijayalaxmi

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Quantitative Finance & Financial Modelling (using SAS)	SLF1622	Fin	MBA	- To learn Base SAS Programming for SAS 9.4 - To test the finance theories & models that were learnt in SA, PMMF, FRM, etc. - To acquire an applied and advanced knowledge in financial modeling, data analysis and data analytics	On completion of the module, students should be able to: 1. Learn the application of SAS software 2. Apply the knowledge acquired in finance courses using the data in SAS software 3. Able to develop financial models using large datasets 4. Learn different research methodology using SAS	0	0	0	100.00%	100.00%	
Legal Environment of Business		Fin	MBA	- Basic knowledge of the legal system in which business entities function. - An in-depth understanding of the structure and interpretation of laws which are relevant to the functioning of business entities. - A functional knowledge of the laws of the land which impact business decisions.	*Demonstrate an understanding of the Legal Environment of Business. * Outline the legal framework in which a business operates. * Apply basic legal knowledge to business transactions. * Explain the effects of government policy on the legal environment of business. * Communicate effectively using standard business and legal terminology.	0	100.00%	0	0	100.00%	



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Bank Products and Services*	SHBK461	Fin	BBA	• Portray the Indian banking system, its constituent elements and regulatory environment. • Provide insights about various types of customers, deposit and loan products, negotiable instruments, cash management and Para banking services provided by banks. • Outline different types of banking like, Personal Banking, Retail Banking, Corporate Banking, SME Banking, Rural Banking, Microfinance, etc. • Appreciate the importance of marketing of Banking products and services • Conversant with the wealth management services offered by banks to high net worth individuals	Upon completion of this course, students are expected to: 1. Depict the constituent elements of Indian financial system. 2. Explain the various Deposit, Credit and service products offered by banks in India. 3. Assess the credit requirements of individuals and traders 4. Appreciate the importance of proper product mix and develop of product strategies for profitability of banks.	10.00%	70.00%	10.00%	10.00%	100.00%	



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Company Law & Taxation	SHCM442	Fin	BBA	ü To provide an introduction to the law required for business organizations ü To explain the fundamental principles of the Company law, including the formation, running and management of a business organization. ü To provide an understanding of Banking law; Insurance law, SEBI law and employment relationships in the context of the business organizations like companies. ü To develop the skills of research, analysis, problem solving and critical discussion in a legal context.	1. Student will understand about Objectives of Company Law and Different types of Companies 2. Student will understand and appreciate different Stages in the formation of a Company 3. The student will learn about different clauses of MOA and AOA and legal rules regarding Prospectus 4. The student will learn about legal rules of Shares and share capital 5. Student will understand the implications of payment of dividend rules 6. The student will learn about Appointment, resignation and powers of Directors and auditors 7. Student will understand and appreciate the rules regarding the AGM and EGM 8. Student will understand about how inspections and investigations are made in the companies 9. The student will learn about how Oppressions and mismanagements are done in companies 10. The student will learn about procedure for reconstruction and amalgamation 11. The student will learn about different modes of winding-up and legal rules regarding that 12. Student will understand the Role and Functions – Regulation of Stock Exchanges. 13. The student will learn about banking system and regulations regarding that. 14. The student will learn about Insurance laws 15. The student will learn about the Different employment laws in the country	0	100.00%	0	0	100.00%	

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HYDERABAD

Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (COs)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Derivatives and Risk Management*	SHFI462	Fin	BBA	- This course gives students an essential knowledge of derivative instruments and their applications in managing various types of financial risks. - This course gives students a working knowledge of derivative instruments and their applications in managing various types of financial risks. - The emphasis is on mechanics, properties and valuation of forwards, futures, options and swap instruments.	- Students would understand the organizational aspects of the risk functions and their roles & responsibilities. - The student would learn how to value derivative instruments and use them for hedging, speculation, and arbitrage. - The student would learn about risk management strategies and practices.	0	80.00%	0	20.00%	100.00%	
Disaster Management	SHGM401	Fin	BBA	Demonstrate and discuss awareness of Disaster Risk Management institutional processes Understand the basics of disaster management Process and its causes. Demonstrate and discuss awareness of Disaster Risk Management institutional processes	Lists various types of disasters and its causes. What is the relationship between various hazards and associated natural/social phenomena? Explain institutional framework and its importance in disaster management. Students find out how unplanned development leads to disaster?	0	50.00%	0	50.00%	100.00%	
Environmental Studies	SHIM401	Fin	BBA	- To create and disseminate knowledge to the students about environmental problems at local, regional and global scale. - To provide practical training on modern instrumentation and analytical techniques for environmental analyses. - To sensitize students towards environmental concerns, issues, and impacts of climate change and related mitigation strategies. - To make the students to apply their knowledge for efficient environmental decision-making, management and sustainable development.	- Acquired fundamental knowledge of different aspects of environment and local, regional and global environmental problems. - Developed environmental monitoring skills, including conduct of experiments and data analysis. - Obtained exposure to the environmental pollution control technologies. - Acquired the knowledge and skills needed for the environmental design and management. - Acquired skills in the preparation, planning and implementation of environmental projects.	25.00%	25.00%	25.00%	25.00%	100.00%	



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Financial Accounting-I	SHAC411	Fin	BBA	· To enable the student understand, appreciate and acquire the knowledge of accounting concepts; · To enable the student understand the process of accounting and accounting cycle from the primary records to financial statements. To prepare the student independent in the process of recording transactions and preparation of financial statements; To enable the student understand the changes in accounting treatment when there is a change in the ownership of a business; and to know spreadsheets and accounting packages for accounts.	· understand, appreciate and acquire the knowledge of accounting concepts and the fundamental knowledge of accounting;	30.00%	50.00%	10.00%	10.00%	100.00%	
Financial Accounting-II	SHAC421	Fin	BBA	· To develop skills for accounting of financial transactions pertaining to companies and to prepare financial statements of companies. To understand the process of accounting for Amalgamations – Mergers & Absorptions/Acquisitions. To understand the valuation of goodwill. To demonstrate the application of accounting knowledge in special business activities	· Demonstrate an understanding of Accounting treatment for the issue and redemption of shares by the company· Explain the process of preparation of company's financial statements· Knowing accounting treatment for Amalgamations – Mergers & Absorptions/Acquisitions· Explain the importance of valuation of goodwill.	30.00%	50.00%	10.00%	10.00%	100.00%	



S. Vijayalakshmi
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THE ICFAI FOUNDATION FOR HIGHER EDUCATION
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Financial Management - I	SLFI501	Fin	BBA	- To introduce the students to the importance of finance, financial management and the financial environment and examine the role of financial manager in the current corporate world. To equip the students with an in-depth qualitative and quantitative knowledge about the principles of financial decision-making. - To examine the role of a financial manager in the current corporate environment.	- At the end of the course, the student will be able to: •Understand and appreciate the functioning of Indian financial system, role of financial intermediaries and features of financial instruments. •Learn the concepts of time value of money and their real life applications. •Comprehend and estimate risk and return of securities; and their applications in real life scenarios. •Conceptualize the essence of valuation principles; and their applications to bond and equity valuation models. •Appreciate the essence of cost of capital and estimate the costs pertaining to equity, preference shares, debt, retained earnings and arrive at weighted average cost of capital. •Estimate and evaluate of project cash flows and demonstrate the use of capital budgeting techniques	40.00%	40.00%	10.00%	10.00%	100.00%	
Financial Management - II	SHFI441	Fin	BBA	• Apply various tools and techniques in the financial decision-making activities. Interpret the concepts related to capital structure, dividend policy, inventories, receivables and cash management. • Analyze the capital structure policies and decision, dividend policy and decision, inventory management, receivables management and cash management. • Asses the firm's financial performance using various tools and techniques like ratio analysis, common size analysis, comparative statements analysis and trend analysis.	1. Demonstrate analytical skills financial decision-making process.	100.00%	100.00%	100.00%	100.00%	100.00%	



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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Financial Markets and Services*	SHFI461	Fin	BBA	- At the end of the course, students are expected to: • Demonstrate managerial skills and competencies required for managing Financial Services Business. • Explain issues faced by today's financial service providers. • Discuss the influence of technologies in Financial Markets and Services. • Design and execute competitive service strategies.	1. Apply the knowledge of Financial Markets to make a managerial decision. 2. Develop, execute and evaluate the success of a financial service firm . 3. Identify and implement strategies for success in financial service businesses in national and international contexts.	5.00%	50.00%	10.00%	35.00%	100.00%	
Global Business Project - III	SHGM451	Fin	BBA	• To introduce various facets of Economy and Industry Analysis adopted in Today's Corporate world • To understand how to analyze an industry on the basis of 'PESTLE' factors i.e. Political, Economic, Social, Technological, Legal and Environmental factors • To understand Porter's 5 forces Competitive Strategy for Industry Analysis • To understand the application and importance of SWOT i.e. Strength, Weakness, Opportunity and Threat Analysis for an industry • To learn how to analyze Trends, Strategies, Regulatory Environment and Future Outlook of an industry and thereby learning how to apply theoretical knowledge in practical situation • To compare the firms using different tools (ratio analysis, risk and return, etc.)	• Demonstrate an understanding of Industry Analysis under 3 frameworks i.e. § Porter's 5 forces Competitive Strategy for Industry Analysis § PESTLE Analysis § SWOT Analysis • Demonstrate an understanding of analyzing trends, size and future outlook of an industry • Demonstrate the ability to compare the performance and financial status of firms	5.00%	45.00%	5.00%	45.00%	100.00%	 

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Goods and services Tax	SHFI465	Fin	BBA	To obtain insight into the fundamentals of GST Law, regulations and procedures To understand the various issues, problems faced by industry in the new GST regime To provide insights as to how corporate need to gear up their process, procedures and practices To enhance the analytical and problem solving skills	* In depth knowledge of the GST act brought into force *Recognize the Incidence of Time, Place of supply under GST law *Appreciate the benefits provided by the GST laws for all stake holders *Hands on experience of the impact of GST on businesses	0	100.00%	0	0	100.00%	
Management Accounting	SHAC441	Fin	BBA	• Comprehend the basic principles, concepts and terms of Management Accounting • Application of the methods and procedures used to ascertain cost and extract cost information for decision making • Evaluate the basic tools and techniques for the interpretation of information for decision making under different situations • Understand the basic principles and contemporary practices of Management Accounting from a user perspective	1. Develop required skills for ascertaining the cost per unit 2. Demonstrate analytical skills in Managerial decision making through the application of marginal costing and CVP analysis 3. Evaluate the Budgetary Control System 4. Implementation of Standard Costing in an Organization	0	100.00%	0	0	100.00%	

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Management Control & Information Systems	SHGM462	Fin	BBA	- To introduce theory and practice of management control in a business. - To understand the concept and importance of strategic planning, management control and operational control - To understand the management control system – structure and process, types of control systems - To understand types of organization structure, strategies, goals & objectives and behavior in organization - To understand the management control information and control process - To understand the key success variables and measures of performance, financial control and ratio analysis - To understand the management control in projects	- Demonstrate understanding of management control in an organization - Demonstrate an understanding of the strategic planning, difference between planning and control & management control and operational control - Demonstrate understanding of the management control systems, responsibility center – importance & types, measurement of inputs and outputs - Demonstrate an understanding of various types of organization structure – advantages & disadvantages, organizational strategies, goals & objectives - Demonstrate an understanding of management control information and control process – operating budget, fixed and flexible budget, standard costing and variance analysis - Demonstrate an understanding of the key success variables and measures of financial goals, financial control and ratio analysis - Demonstrate an understanding of management control in projects	0	50.00%	0	50.00%	100.00%	
Mercantile Law	SHGM432	Fin	BBA	. To provide an introduction to the Indian legal system and sources of mercantile law. . To explain different types of business structure and highlight new business structures in the phase of changing business dynamics. . To explain the essentials of a valid contract and discuss discharge of contract and remedies for breach of contract. . To provide an understanding of consumer protection law and sale of goods act in the context of business environment. . To provide an understanding of Right to Information Act.	. Mercantile Law and legal system in India. The Legal rules relating to Contracts in India. The Consumer Protection rules in India. Different types of Negotiable instruments and the prominent differences among them. Partnership and its formation.	0	100.00%	0	0	100.00%	



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Principles and Practices of Banking*	SHBK451	Fin	BBA	- To develop managerial skills and competencies required for managing banking businesses. - To develop a framework for recognizing and analyzing management problems in Banking sector - To appreciate the importance of Indian Financial system and Banking industry, products and services of banking industry, banking law, principles of lending, financial ratios and decisionmakingandfinancialawareness. - Apply various tools and techniques in the lending decisions.	- Understand, appreciate and acquire the knowledge of banking concepts and the fundamental knowledge of banking; - Comprehend the process of banking operations and new technology of banking - Recognize the process of deposit, loan, bank account opening and new instruments - Appreciate and demonstrate the change in banking operations according to the technology.	0	80.00%	0	20.00%	100.00%	
Security Analysis & Portfolio Management*	SHFI451	Fin	BBA	- Understanding the theoretical concepts in the field of investment - Applying the theories of investments into practice for hands on experience. - Designing and managing the bond as well as equity portfolios in the real word. - Valuing and evaluating equity instruments; managing the mutual funds and measuring the portfolio performance.	- Apply concepts & theories of security analysis and portfolio management to real life investment problems. - Develop the domain specific knowledge and critical thinking abilities for effective investment decision-making. - Develop, execute and evaluate the success of investment programs. - Identify strategies and key success factors for success in securities market.	0	70.00%	0	30.00%	100.00%	
Business Taxation	SHFI464	Fin	BBA	- Compare and contrast Direct taxeswith Indirect taxes. - State and apply basic principles of Income Tax Act, 1961inIndia. - Distinguish and interpret the taxing method for different entities in India. - Identify the basic policies and principles of GST in India.	- Develop conceptual knowledge relating to taxation in India. - Differentiate between Direct and Indirect taxes. - Evaluate the taxable income of different entities in India. - Determine the tax liability of different entities in India. - Gain familiarity about GST in India.	0	100.00%	0	0	100.00%	



S. J. Jayaram
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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (COs)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Corporate Finance	SHF1701	Fin	PhD	The main objective of this course is to provide an advanced and rigorous background in the mainstream issues of modern corporate finance. More specifically, it combines two objectives. First, to understand the classic contributions to the theory of modern corporate finance and cognize the main contributions in the respective areas. Secondly, to identify and appreciate the main empirical contributions and understand the econometric and statistical techniques used in the area of corporate finance.	- The main objective of this course is to provide an advanced and rigorous background in the mainstream issues of modern corporate finance. - More specifically, it combines two objectives. First, to understand the classic contributions to the theory of modern corporate finance and cognize the main contributions in the respective areas. - Secondly, to identify and appreciate the main empirical contributions and understand the econometric and statistical techniques used in the area of corporate finance. Doctoral students would be in a better position to appreciate the relevance of classical theories in the area of corporate finance and apply them in the contemporary issues of corporate finance by framing relevant research questions and finding the evidence by using appropriate econometric and statistical techniques.	0	30.00%	0	70.00%	100.00%	
Market Microstructure	SHF1702	Fin	PhD	The objective of this course is to familiarize doctoral students with the theories and tools used in market microstructure. This doctoral course provides a unified exposition and examination of the major models and theories used in market microstructure.	The desired outcome of this course is to give a broad exposure to market microstructure area and help students in finalizing their area of interest and dissertation topic as well.	0	60.00%	0	60.00%	100.00%	
Asset Pricing	SHF1703	Fin	PhD	The objective of this course is to familiarize doctoral students with the theories and tools used in asset pricing. The course introduces the students to recent developments which have occurred in the field of asset pricing and macroeconomics.	The desired outcome of this course is to give a broad exposure to market microstructure area and help students in finalizing their area of interest and dissertation topic as well.	0	20.00%	0	80.00%	100.00%	

Satya Lal
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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Corporate Governance	SHF1704	Fin	PhD	•To develop knowledge of various corporate governance theories and mechanisms. •To analyze and appreciate different methodologies used to measure the level of corporate governance across the globe. •To learn about the activities of the corporations which lead to either good or poor corporate governance •To prepare students for independent future research work.	Upon completion of this course, students are expected to: •Discuss the main theoretical concepts and empirical methods of traditional and contemporary corporate governance; •Critically review previous literature in corporate governance; •Derive testable hypotheses in corporate governance and methods to test them; and, •Communicate in detail various topics of corporate governance to a diverse audience.	0	50.00%	0	50.00%	100.00%	



S. Nagaraj
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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Financial Econometrics	SHF1705	Fin	PhD	The objective of the course is to extend your research methods knowledge and equip you with techniques that allow you to analyse finance-related issues. After studying this course you will be able to • Define and compute measures of financial returns, interpret sample moments of financial return and discuss the stylised statistical properties of asset returns • Analyse and estimate models of autoregressive (AR), moving average (MA), and autoregressive-moving average (ARMA). • Apply the Box-Jenkins approach to time series models and forecast volatility using autoregressive conditional heteroscedastic (ARCH) models • Estimate, interpret, and forecast with generalised autoregressive conditional heteroscedastic (GARCH) models • Use vector autoregressive (VAR) models to analyse and interpret interaction between financial variables and examine the impact of shocks on financial variables using impulse response analysis • Undertake tests of hypotheses and Granger causality in a VAR framework. • Estimate and interpret Panel data regressions with fixed and random effects. • Formulate limited dependent variable models, including logit and probit models, estimate and interpret logit and probit model and discuss models with multinomial linear dependent variables.	To extend your research methods knowledge and equip you with techniques that allow you to analyse finance-related issues	0	0	0	100.00%	100.00%	



S. V. Jayalalitha
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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Business Economics	SHEC411	Economics	BBA	· To acquire conceptual knowledge of business economics; To understand the tools of business economics and their applications; To develop the ability to evolve business strategy using economic reasoning; To appreciate the new challenges to business management in the internet age. To appreciate the linkages between economics and the functional areas of business.	· Evaluate economic behavior, response to incentives, utility, satisfying and maximizing traits in consumers, · Understand and appreciate the production dynamics—including cost, revenue and profit considerations, · Learn the optimization functions for both consumer and producer equilibrium, Evaluate and compare the various types of market structures and use them when planning price policy in industry and Demonstrate the use of microconcepts like elasticity and opportunity cost in strategic planning.	0.00%	80.00%	10.00%	10.00%	100.00%	
Macro Economics	SHEC421	Economics	BBA	Acquire knowledge of economic environment of a nation and the role of government in the economy; to develop a basic understanding of macroeconomic stability and its importance to develop an ability to understand macroeconomic policies and their likely impacts; to appreciate the challenges to government decision-making in a globalized world to gain an understanding of the linkages between economic policies and business performance.	Understand the theoretical and conceptual knowledge of macro economics. Demonstrate a firm knowledge of the interrelationships among consumers, government, business and the rest of the world in Indian macroeconomy. Identify the process of how the nation's output of goods and services is measured through the national income. Understand the preliminary concepts associated with the determination and measurement of aggregate macroeconomic variable like savings, investment, GDP, money, inflation, and the balance of payments.	0.00%	90.00%	0.00%	10.00%	100.00%	



S. V. Jayalal
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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
International Business Management	SHIB451	Economics	BBA	• Demonstrate managerial skills and competencies required for managing international business • To understand the process of globalization and its effect on the global economy • Explain the effect of cultural, political and economic environment on International business • To understand the importance of international economic relations between countries • Design and execute strategies for international expansion of domestic firms • Explain the procedure for exporting and importing • Understand the effect of international monetary system on international business • Understand the international marketing and human resource management strategies	1. Understand and apply basic concepts of international business management 2. Students will define and address practical business problems, and propose solutions based on theories of international business and government policies 3. Develop, execute and evaluate strategies for international business 4. Demonstration of critical thinking skills in the area of International Business management 5. To identify and evaluate the key ethical issues involved in International business	0.00%	20.00%	0.00%	80.00%	100.00%	
Managerial Economics	SLEC501	Economics	MBA	• Demonstrate managerial skills and competencies required to take business decisions based on the basic microeconomic concepts • Demonstrate problem solving ability to improve the performance of Individual firms by analyzing the microeconomic environment of the firm • Analyze and predict the behavior of competitors to take strategic decisions to improve the performance of the firm in the long run • Demonstrate leadership skills using problem solving skills and sound knowledge on key microeconomic concepts.	* Take business decisions based on the key concepts of Managerial economics * Students will define firm level business problems and will find solutions to the problem based on key managerial economic concepts and critical thinking * Students will be able to understand the market mechanism by analyzing the interplay between demand and supply forces * Students will be able to understand the various ways to reduce cost of production by identifying the least cost combination of inputs using the theory of production. * Students will be able to evaluate and compare various types of market structure and will be able to take production and pricing decisions in various types of markets.	0.00%	80.00%	10.00%	10.00%	100.00%	

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Macro Economics and Business Environment	SLEC502	Economics	MBA	• Demonstrate managerial skills and competencies required for understanding and analyzing the macroeconomic scenarios for business decision making. • Demonstrate business knowledge in locating and interpreting macroeconomic data; and identify and explain important macroeconomic concepts using the stylized facts of business cycle fluctuations, economic growth, and unemployment. • Show their problem-solving aptitude by identifying current economic issues and debates, then apply simple macroeconomic models to analyze and interpret policy issues. • Demonstrate problem-solving ability in evaluating the scope for policy to improve macroeconomic performance. • Analyze macroeconomic economic models to explain and interpret the behavior of key macroeconomic variables • Demonstrate leadership using sound macroeconomic knowledge and credible decision making.	*Students will make an informed and effective selection with the application of macroeconomic knowledge in a discipline or profession, in the contexts of local and global business. *Students will define and address business problems, and propose effective evidence-based solutions, through the application of rigorous macroeconomic analysis and critical thinking. *Students will be able to utilize a simple contemporary economic model such as the aggregate supply/aggregate demand model and describe the interrelationships among prices, income and interest rates as they affect consumption, saving and investment. *Students will be able to describe the contemporary monetary and banking system and analyze the role of money, credit, and Reserve Bank of India's monetary policy. *Students will be able to analyze fiscal and monetary policy decisions to counter business cycle swings by using macro-economic models. *Students will be able to outline the role of comparative advantage in exchange and the importance of exchange rates. Describe the role of international trade and finance in domestic economic activity. *Students will be aware of the global business environment and will be actively committed to recognize and respect diversity in cultural norms.	0.00%	40.00%	0.00%	60.00%	100.00%	



S. V. Jayalakshmi

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International Finance & Trade	SLFR1602	Economics	MBA	This course exposes students to global financial markets, instruments and various strategies of hedging.	The quantitative tools covered in this course make students competent to understand the transactions of a dealing room and help in grooming their negotiating skills in the international markets. The course also gives emphasis on international economics, international trade, financing foreign trade and various intricacies connected therewith.	0.00%	40.00%	0.00%	60.00%	100.00%	
Public Policy	SLEC601	Economics	MBA	- To discuss how self-interested economic agents, both inside and outside government, drive public policy making and how they utilize specific ideas to influence the policy process. - To discuss how institutions play a role in policy formulation and execution. - To introduce the basic paradigms of Public Policy to management students in India. - Widen the knowledge of current issues in public policy and current affairs and relate the concepts to what they observe.	- Understand the features of different actors, processes and stages involved in public policy formulation and execution in India. - Understand the functioning of different institutions involved in public policy making	10.00%	80.00%	0.00%	10.00%	100.00%	
Recruitment and Compensation	SHHR452	HR	BBA	- To discuss various concepts and theories of recruitment, selection, and compensation management. - To develop an understanding of various techniques and process of job analysis. - To discuss the importance of compensation and reward management in motivating and retaining the talent. - To discuss the role of ethics in recruitment, selection and compensation management functions of an organization.	- Demonstrate knowledge of theoretical concepts of compensation management. - Apply the conceptual understanding of recruitment and selection in business setting. - Describe the objectives, steps and challenges of compensation management in India. - Identify key ethical issues in recruitment, selection and compensation management.	25.00%	60.00%	5.00%	10.00%	100.00%	



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Organization Behaviour	SLHR501	HR	BBA	- Define Organizational Behavior (OB) and list the contributions to the field of Organizational Behavior and develop awareness of the challenges of OB. To develop an understanding of human behavior in the workplace as influenced by personality, attitudes, values, perceptions, and motivations. - To outline the elements of group behavior including group properties, leadership, power & politics and conflict & negotiation. - To appreciate the way in which organizational structure and culture can influence behavior.	- Demonstrate the understanding of the concepts and theories in Organizational Behavior. - Synthesize related concepts and apply them to organizational problems. - Analyze problems in OB and evaluate options for the most logical and optimal solution. - Enhance written and oral communication through presentations and report writing.	10.00%	30.00%	20.00%	40.00%	100.00%	
Leadership and Change Management	SHHR462	HR	BBA	- To develop understanding of Leadership concepts and the impact of leadership on organizational performance. - To understand the major theories, motives and team dynamics associated with leadership. - To know the importance of ethics and social responsibility towards effective leadership in organization. - Identify the role of leadership in enhancing creativity and innovativeness. - To understand the concepts of change management, models, interventions and how to facilitate changes in the organization.	- Develop a holistic understanding about the concepts, theories and role of leadership in enhancing business practices. - Apply leadership and change management concepts & theories to address business problems. - Identify key principles of ethical and moral leadership. - Identify the challenges faced in the process of change management and how organizational leaders handle resistance toward changes from employees.	10.00%	30.00%	20.00%	40.00%	100.00%	
Training and Development	SHHR461	HR	BBA	- To develop the conceptual knowledge of training & development process and its application in business. - Discuss the various training & development methods being practiced in the organization.	- Demonstrate knowledge on the key concepts of training & development. - Apply training & development concepts in the business setting.	5.00%	30.00%	20.00%	45.00%	100.00%	



Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Human Resource Planning	SLHR601	HR	MBA	- o To focus on how HR can create an alignment with business strategy and contribute to business performance. - oTo understand the impact of the external environment on staffing. - oTo understand the strategic importance of staffing. - oTo develop a workforce plan. - oTo evaluate the current issues and methodologies used in workforce planning. - oTo evaluate the current issues and methodologies used in workforce planning.o compare decision-making models. - oTo explain the interdependence of staffing with other HRM functions. - oTo provide linkage of business strategy to HR strategies-policies and systems. - oDiscuss current issues in staffing. - oTo create practical understanding of an organization strategy with HR planning to create sustained competitive advantage. - oTo help appreciate how HR Planning is critical to the firm's survival and its relative success.	- oThe strategic role and importance of HR planning and staffing in alignment with the business goals and strategies. - oFormulating effective staffing strategies and solutions for different organizations. - oEvaluating and critiquing various staffing and selection methods and recommend suitable strategic choices in an organization. - oConducting competency-based interview and evaluating interview performance. - oMaking strategic employment decisions and gauge effectiveness of the staffing systems.	0.00%	94.00%	0.00%	6.00%	100.00%	
Human Resource Management	SLHR502	HR	MBA	*Know what HRM is all about * Gain insight into functions of HRM and HR activities	* Differentiate between Line and Staff *Identify the HRM challenges *Understand SHRM and its need for alignment	5.00%	75.00%	5.00%	15.00%	100.00%	



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Organization Behaviour	SLHR501	HR	MBA	• Provide a strong conceptual framework of Organizational Behavior and its applications • Provide an understanding of behavioral differences at individual, group and organizational level, to manage human resources efficiently • Emphasize on the specific behavioral competencies that make the manager more effective with human dimensions of management	1. Compare the behavioral differences at individual, group and organizational levels 2. Demonstrate effective interpersonal and conceptual skills to increase the leadership potential and improve managerial abilities 3. Apply the knowledge of organizational behavior towards attaining organizational effectiveness	20.00%	10.00%	10.00%	60.00%	100.00%	
Strategic Human Resource Management	SHHR705	HR	MBA	•To provide linkage of business strategy to HR strategies-policies and systems. •To equip the students with tools and techniques essential as strategic contribution of HRM to organizational success. •To create practical understanding of an organization strategy with human resources management function to create sustained competitive advantage. •To focus on how HR can create an alignment with business strategy and contribute to business performance. •To help students appreciate how HRM is critical to the firm's survival and its relative success.	•Relevance of SHRM in managing the organizations in 21st century. •Design and develop HR strategies that facilitate and contribute to corporate strategy. •Critically evaluate HR principles and systems in place and ensure they underpin HR strategy required for corporate strategy. •Critically appraise the strategies for maximizing and maintaining HR productivity. •Analyse the integration of organisational processes, systems, structures and culture for use in strategic decision-making pertaining to HRM. •Formulate and implement fair and ethical employment practices. •Distinguish between effective and ineffective leadership styles, and propose effective leadership styles to facilitate innovation within the organization. •Demonstrate an in depth understanding of the principles underlying strategic resourcing, reward management, performance management, learning and development.	18.00%	79.00%	0.00%	3.00%	100.00%	



S. Upendra Reddy
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Performance Management and Reward System	SLHR607	HR	MBA	This course is designed to make the students well-equipped on the front of managing the performance of workforce on business lines by mitigating the evils in the course of action. Precisely, the issues connected with keeping the employees satisfied with proper compensation packages, incentives, rewards etc as a form of recognition of their talent and performance.	At the end of the course a student is expected to understand the basic objectives behind the performance management systems that are being evolved in corporate premises. The basic postulates concerning the process of appraising the performance of employees in line with expectations set forth by the firm would be grasped by the students. The balancing of employees' priorities and organizational preferences could be identified in the process of PMS and the students can easily manage the payroll functionalities and employees assessment procedures on strategic lines.	10.00%	10.00%	20.00%	60.00%	100.00%	
Leadership Skills and Change Management	SLHR609	HR	MBA	•To impart theoretical dimensions of Leadership as an essential element of managerial traits required in the current business scenario. •To understand different styles, models of leadership generally followed in the past and present times along with external and internal influencing factors they dealt with. •To equip the students with critical thinking abilities that facilitate the flow of changes happening across the industry to have their positive impact on company •To manage the changes as part of Leadership style and the permutations and combinations involved in the process for better results.	•Understand the basic theoretical postulates of Leadership phenomenon. •Examine the complexities and contradictions in the exercise of Leadership across various functional domains. •Follow the change phenomenon and execute the change management strategies suited to the organization with the critical thinking abilities.	10.00%	10.00%	10.00%	70.00%	100.00%	

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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course Outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
OD Diagnosis and Interventions	SLHR606	HR	MBA	•To understand the importance of Change and the need to respond to the changes in the industry •To impart the knowledge of Organization Development concepts, tools and techniques that are meant for improving the functioning of individuals, groups and organizations •To develop the application of applied behavioral science concepts to the function of the organization	-Develop behavioral science knowledge can be used to develop organizational strategies, structures, and processes. -Cultivate a legal orientation towards management of Human --Resources and the HRM Processes -Apply employee laws while dealing with the problem related to employee and employers -Analyze the gaps between theory and practices to enhance the employee relations	0.00%	10.00%	10.00%	80.00%	100.00%	
Career Management	ALHR502	HR	MBA	The course is aimed at developing an understanding of human resource function to enable the students to design and structure human resource processes and practices.	At the end of the course, the student will be able to: • Discuss the scope of Human Resource Management functions. • Develop Human Resources Plan for an organization • Evaluate the effectiveness of Recruitment and Selection Process • Design Performance and Potential Appraisal • Explain Employee Training and Management Development Programs. • Assess Compensation Management • Explain Employee Relations, Collective Bargaining and Grievance Handling • Describe the contemporary trends in Human Resource Management	60.00%	10.00%	0	30.00%	100.00%	

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Competency Mapping and Assessment	SLHR612	HR	MBA	- Understand the fundamentals of competency management - Understand the process and techniques of competency mapping and developing competency models. - Understand the concept of the assessment centre, identification and design of competency assessment tools. - Understand integration of competency profiling to other HR applications	- Understand the theoretical perspectives of competency management - Develop competency based studies - Develop competency models - Develop and administer assessment centre exercises - Integrate competency based HR practices into the organizational processes	20.00%	50.00%	0.00%	30.00%	100.00%	
HR Analytics	SHHR630	HR	MBA	- Defining Analytics research and HR Application–Advantages of measuring HRM. Consequences of not measuring HRM, Common problems/ Obstacles with HR Analytics. - To know about the standard HR metrics to measure various facets of HR related outputs and about indices and metrics to measure them. - To learn practical application of concepts learned through software.	- Understanding of HR Analytics - Application of quantitative methods - Software Usage	0.00%	10.00%	60.00%	30.00%	100.00%	
Industrial Relations and Employment Laws	SHHR615	HR	MBA	This course is designed to facilitate working knowledge of industrial relations and employment laws from a managerial perspective	to enable students to interpret and apply these laws.	100.00%	100.00%	100.00%	100.00%	100.00%	

S. Vijaya Lakshmi
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Managerial Psychology	SHHR625	HR	MBA	•Understanding of the dynamics of personal and organizational performance through insights from the field of managerial psychology. •Critically understanding and evaluating the factors that influence effective and ineffective decision making and the application of these factors to business decisions;	Application of psychological principles and knowledge in the areas of recruitment & selection, training & development, performance appraisal, rewards, retention, conflict resolution, communication, coaching etc.	10.00%	50.00%	10.00%	30.00%	100.00%	
Training and Development	SLHR608	HR	MBA	•Familiarize students with the core concepts of training and development. •Explain students the process of training and development in line with current practices by organizations •Introduce students with specific training processes such as needs assessment, design, training methods and evaluation models in greater detail •Be acquainted with various tools and techniques available for making T & D more effective.	•To ensure students understand the basic concepts in training and development and appreciate the different processes involved in T&D. •Acquire competencies to design & execute training and development programs independently •Strike rapport between precept and practice and deliver results to audiences—both in academia and industry	10.00%	60.00%	10.00%	20.00%	100.00%	
Positive Psychology	SHHR601	HR	MBA	1. Be able to summarize and identify applications of the theories, concepts, models and research in the field of positive organizational psychology. 2 Personally reflect and deepen awareness of leadership skills, work attitudes, and analytical skills in relationship to the field	Demonstrate ability to be effective leaders and team members within business organizations, educational environments, and/or community settings.	0.00%	100.00%	0.00%	0.00%	0.00%	



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Agile HRM	SHRG02	HR	MBA	The changing role of HR in agile businesses - is the current relationship so tainted that HR is considered irrelevant? (Seen as order takers, administrators, compliance police) • Cultural productivity / cultural agility - teams persist and the culture becomes selfsustaining even though the team members move on • Succession planning in agile working - multidisciplinary teams and crossfunctional people mitigate against this. Where do we draw the line? • Which HR practices become redundant in an agile organization, and what replaces them	Explain that there are different leadership practices necessary when an organization adopts an agile approach and that leaders must be supported in adopting these practices. Highlight the importance and impact of modeling the Agile/lean mindset, core values and provide methods for embedding these expectations throughout a team member's journey Explain why it is important to ensure employees have the time they need to learn and how to plan for it. Consider ways to build slack into the system which gives permission and space to learn.	0.00%	100.00%	0.00%	0.00%	100.00%	
Organization Theory	SHHR701	HR	PhD	The main objective of this doctoral seminar is to familiarize students with major conceptual frameworks, debates, and developments in organization theory research. It aims to equip research scholars with an understanding of the evolution of organization theory; the concepts of – organization structure and designs; organization growth and life cycles; fit between organization structure and culture, strategy, technology & market environment; and organizational effectiveness.	. To familiarize students with major conceptual frameworks, debates, and developments in organization theory research. . Analyze and differentiate the central perspectives of organizational theory . Examine the development of organizational theory as a field of study . Evaluate and critique current analytical techniques used in the study of organizations . Build skills for delivering effective scholarly research presentations	0.00%	20.00%	30.00%	50.00%	100.00%	



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Name of the course	Course Code	Department	Name of the Program	Course Objectives	Course outcomes (CO)	% Local	% National	% Regional	% Global	% Total	Link of relevant document
Organization Behaviour	SLHR501	HR	PhD	The course provides a strong conceptual framework for the study, understanding and application of organizational behaviour and to apply behavioural techniques to manage human resources in a better manner.	1 Apply concepts of OB to practice 2 Analyze and assess individual characteristics and its impact on the organization 3 Acquire the ability to understand diversity. 4 Evaluate the importance of managing and motivating people towards the achievement of organizational goals. 5 Analyze real life business situations involving people related issues. 6 Analyze the impact of work environment variables on behaviour in organizations. 7 Identify, assess and apply change management process	65.00%	0.00%	35.00%	0.00%	100.00%	
Leadership and Managing Change	SHHR703	HR	PhD	This doctoral seminar course allows to think critically about and explore new ideas about leadership and change. The challenges faced by individuals in leadership and followership positions in creating, or responding to changes will be addressed. This course allows to develop an understanding of changes at the organizational and individual levels as well as the wide range of approaches that can be used to navigate and effectively manage change situations. The course also encourages critical thinking by introducing discussions related to a multiple perspective to managing organizational change	. To develop an understanding of changes at the organizational and individual levels as well as the wide range of approaches that can be used to navigate and effectively manage change situations . Encourages critical thinking by introducing discussions related to a multiple perspective to managing organizational change.	60.00%	0	30.00%	10.00%	100.00%	

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Learning and Development	SHHR704	HR	PhD	Enable scholars to develop know how to design, organize, implement and evaluate Training & Development in organizations. And to familiarize students about various tools and techniques available for making Training & Development more effective.	1 Assess the need importance and challenges of Training & Development. 2 Identify the systems approach. 3 Discuss the models and theories of learning. 4 Evaluate the tools and techniques for effective training design and delivery. 5 Design the training evaluation system. 6 Analyze the Training interventions and their impact. 7 Discuss special training for different sectors of industry.	68.00%	0	32.00%	6.00%	100.00%	
Strategic Human Resource Management	SHHR705	HR	PhD	This course introduces the relevance and significance human resource management in a strategic perspective. The coursework is divided into seven components that aim to provide a holistic understanding of SHRM. The components cover introduction to strategic HRM, prominent theories that help understand HRM from a strategic perspective, impact of HRM on firm performance and SHRM in India.	. To introduce the relevance and significance human resource management in a strategic perspective.	15.00%	18.00%	0.00%	67.00%	100.00%	



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