

Curriculum Mapping for MBA Program

Department of Management Sciences Implemented the Curriculum mapping for MBA program for operationalization into MBA education setting. It is based on the work of Heidi Hayes Jacobs in Mapping the Big Picture: Integrating Curriculum and Assessment K-12 (ASCD, 1997) and Getting Results with Curriculum Mapping (2004, ASCD). Universities across world are using curriculum templates that display key components of the curriculum: content, skills, assessments, and essential questions. Accordingly MBA curriculum mapping processes includes five basic steps:-

- Step 1 : Listing out the identified learning outcomes of each course.
- Step 2 : List all Core Courses /Ability Enhancement Course / Inter disciplinary Courses/ Functional elective courses CBCS / Industrial visit / Summer Training Report / Internships experiences and Events at first.
- Step 3 : Determining the alignment between Core Courses /Ability Enhancement Course / Inter disciplinary Courses/ functional elective courses and outcomes of each.
- Step 4 : Making a Judgment regarding the level of material delivery using simplest type of Curriculum map Level of the knowledge / skill in curriculum mapping.
- Step5 : Analyze syllabi to determine whether Learners are given opportunities to Demonstrate performance on the outcomes and provided with feedback.

- ❖ The program curriculum map reflects consensus of the faculty who are teaching in the program. Multiple instructors of the same course agree on the outcomes of that course.
- ❖ Publish and notify the completed map to faculty and students concerned.
- ❖ Mapping allows programs to justify each course in curriculum. All courses, and elective, across all tracks, relate to one or more student learning outcomes. If it is too exhaustive, then we focus on the highly-valued ones.
- ❖ The curriculum map is revisited during each assessment cycle period, making changes as disciplines and domain.

The best practices in MBA curriculum is described in Table which includes:-

CURRICULUM MAP FOR MBA PROGRAM								
Subject Code	Core Courses/ Events/ Internships	Course Objective	Business Ethics and Social Responsiveness	Critical Thinking Business Analysis, Problem solving and Innovation	Global Exposure and cross cultural	Business Environment and Domain Knowledge	Effective Communication	Leadership and Team Work
I SEMESTER								
MS101	Management Process and Organizational Behavior	This course is designed to expose the students to the fundamental concepts of management, its processes and behavioral dynamics in organizations		✓		✓		✓
MS103	Decision Sciences	To expose students to quantitative techniques in management decision making		✓		✓		
MS105	Managerial Economics	The course is aimed at building a perspective necessary for the application of the modern economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm. The course will also look at recent developments in business in the context of economic theory	✓	✓		✓	✓	
MS107	Accounting for Management	The course aims at enabling students to understand the basic accounting principles and techniques of preparing and presenting the accounts for users of Accounting information. The course also familiarizes the students with the basic cost and management accounting concepts and their applications in managerial decision making.		✓		✓		

MS109	Information Technology Management	The primary objective of this course is to familiarize the students with basic concepts of information technology and their application on business processes.		✓		✓		
MS111	Business Communication	The aim of the course is to train students to enhance their skills in written and oral communication through practical conduct of this course. This course will help students develop competence in communication so that they can successfully handle the challenges of all types of communication in business.					✓	✓
MS113	Legal Aspects of Business	This course is intended to make students understand the legal aspects of the business in terms of various acts that influence businesses in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.	✓		✓	✓	✓	
MS115	Managerial Skills Development (NUES)	This course will focus on overall Personality Development of students by enhancing their communication skills, shaping their attitudes and behavior, and ultimately preparing them for corporate roles.	✓	✓				✓
MS151	Information Technology Management Lab	Lab will be based on the Paper MS 109 and will basically cover the following: Operating System Commands, SQL Queries, Basic HTML Tags, Spreadsheet exercises for data analysis.		✓		✓		
II SEMESTER								
MS102	Management of Technology, Innovation and Change	This course is designed to help students to understand the importance of managing technology, innovation and change at the micro and macro level.		✓	✓	✓		✓
MS104	Financial Management	This course is aimed at building an understanding of concepts, vital tools and techniques applicable for financial decision making by a business firm.		✓		✓		
MS106	Marketing Management	This course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm.		✓		✓	✓	✓
MS108	Business Research Methods	This course aims at equipping students with an understanding of the research process, tools and techniques, in order to facilitate managerial decision making.		✓		✓		

MS110	Operations Management	This course is designed to enable students appreciate the strategic significance of operations management in a highly competitive global economy and to introduce various principles, concepts, tools and techniques developed in the area of operations management. It is envisaged that students would gain a conceptual understanding of the subject and relate them to practical applications in real life situation		✓		✓	✓	
MS112	Human Resources Management	This course shall enhance the understanding of varied practices and processes of managing human resources and their relevance and contribution in terms of not only Organization, but the other employees working therein and also the society at large.	✓			✓		✓
MS114	e-Business	This course imparts understanding of the concepts and various application issues of e-business such as internet infrastructure, security over4 internet, payment systems and various online strategies for e-business.		✓		✓		
MS116	Business Analytics (NUES)*	This course is designed to provide knowledge of Business Analytics tools that can be used for problem solving and decision making in firms. It will help the students to acquire the foundations in handling data and understanding the role of descriptive, predictive and prescriptive analytics in firms.		✓		✓		
III SEMESTER								
MS201	Summer Training Report		✓	✓	✓	✓	✓	✓
MS203	Management of International Business	The objective of this course is to enable the students to manage business when the organization is exposed to an overseas environment.		✓	✓	✓		
MS205	Information Systems Management	The objective of this course is to expose the students to the managerial issues relating to the information systems and help them identify and evaluate various options in this regard.		✓		✓	✓	
MS207	Entrepreneurship Development	This course aims at instituting entrepreneurship skills in the students by giving an overview of who the entrepreneurs are what competencies are needed to become an entrepreneur. It helps in grasping entrepreneurship based on 3S model of Stimulate, Sustain and Support, so that a spirit of entrepreneurship can be inculcated among the student participants.	✓	✓		✓		

MS209	Business Simulation Games (NUES)		✓	✓		✓		
MARKETING ELECTIVE								
MS211	Consumer Behavior	This course aims at enabling students to understand the various aspects of consumer behavior and to apply this understanding to the development of marketing strategy.		✓		✓		
MS213	Sales and Distribution Management	This course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain competitive advantage.		✓		✓		
MS215	International Marketing	The course aims at acquainting students with the concepts and procedure for international marketing and trains them to develop and implement plans and strategies for entering international markets and managing overseas operations.		✓	✓	✓		
MS217	Services Marketing	This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.		✓	✓	✓		
MS219	Customer Relationship Management	This course is designed to expose the students to fundamental concepts of relationship management, its processes and its dynamics in organizations to retain the customers.	✓	✓		✓		
FINANCE ELECTIVE								
MS221	International Financial Management	The fundamental aim of the course is to develop the skills that equip students to understand and appreciate the international financial issues that companies face when they operate in several separate countries. This course encompasses the various issues related to international capital markets, foreign exchange rate determination and global financial management.		✓	✓	✓		
MS223	Financial Markets and Institutions	To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.	✓	✓	✓	✓		
MS225	Security Analysis and Investment Management	The basic objective of the course is to acquaint the students with investment decisions related to financial assets. The students will also be exposed to measurement of the risks and returns involved in financial investments. The students will be made aware about the functioning of securities market along with	✓	✓	✓	✓		

		the theories and concepts involved in portfolio management.						
MS227	Corporate Tax Planning	The basic objective of the course is to provide an insight into the concept of corporate tax planning and to equip the students with a reasonable knowledge of tax planning devices. The focus is exclusively on corporate income tax.		✓		✓		
MS229	Financial Econometrics	This course aims at enabling the students to understand and analyze financial econometrics and developing their skills for the solution with the help of innovative financial econometrics.		✓		✓		
HUMAN RESOURCE MANAGEMENT ELECTIVE								
MS231	Compensation Management	This course is designed to promote an understanding of issues related to the compensation management in organizations and to impart skills in designing, analyzing, and restructuring compensation packages related systems, policies and strategies.	✓	✓		✓		
MS233	Industrial Relations and Labour Laws	The management of employees, both individually and collectively, remains a central feature of organizational life. This course is an attempt to understand the conceptual and practical aspects of employee relations at the micro and macro levels.	✓	✓	✓	✓		
MS235	Training and Developments	This course aims at educating students on the importance of training needs and issue of human resource development in the organization. The persons involved in updating management skills pose issues of designs and delivery and review of training requirements.		✓		✓		
MS237	Performance Management	The objective of the course is to apprise the students about the importance of Performance management in organizations and impart an understanding of the process of managing performance to achieve the organization's current and future objectives.		✓		✓		

MS239	Talent Management	The objective of the course is to understand the concept of Talent Management and the importance of retaining talent in the organizations.		✓		✓			
INFORMATION TECHNOLOGY AND SYSTEMS ELECTIVE									
MS241	Systems Analysis and Design	To teach techniques and approaches to students so that they may analyze and develop business systems more effectively and efficiently.		✓		✓			
MS243	Enterprise Systems	This course aims at providing overall knowledge regarding the concepts and structure of Enterprise business systems and imparts necessary knowledge for ERP, CRM, SCM implementation in a business enterprise.		✓		✓			
MS245	Network Applications and Management	The course aims to combine the fundamental concepts of data communications and networking with emphasis on business applications.		✓		✓			
MS247	Database Management Systems	This course will help students to understand how databases can be used to store an organization's information.		✓		✓			
MS249	Information Security Management	To enable students to identify the emerging security issues in a digital networked environment including security technologies, solutions, IT audit and related cyber laws.		✓		✓			
MS261	Database Management Systems Lab	This course will be based on MS 247 Database Management Systems course and is part of it.		✓		✓			
INTERNATIONAL BUSINESS ELECTIVE									
MS251	International Business Environment	This purpose of the course is to familiarize students with various environmental factors and forces that affect a firm's overseas operations and learn to manage international business.		✓		✓	✓		
MS253	Export, Import Policies, Procedures and Documentation	This purpose of the course is to familiarize students with policy, procedures, and documentation relating to foreign trade operations, and to train them to handle the export-import business.		✓		✓	✓		
MS255	WTO and Intellectual Property Rights	The course is intended to sensitize the students about the importance of WTO and Intellectual property in the global economy.		✓		✓	✓		
MS257	International Economics	The purpose of this course is to acquaint the students with concepts, techniques and policies in the field of International Economics to understand the dynamics of International trade.		✓		✓	✓		

MS259	International Business Negotiation	The purpose of this course is to introduce the students to the principles of business negotiation, to the existing social, cultural differences in the International Environment and their influence on the strategy and tactics in the business negotiation with foreign partners in different reasons. The student will be able to understand the main rules and approaches to the process of business negotiation.		✓	✓	✓	✓	
IV SEMESTER								
MS202	Project Dissertation		✓	✓		✓	✓	✓
MS204	Business Intelligence and Applications	This course is intended to expose the students to the latest tools of Business Intelligence and applying those tools for effective decision making.		✓		✓		
MS206	Strategic Management	To develop an understanding of the Strategic Management process in a dynamic and competitive global environment.	✓	✓				
MS208	Corporate Social Responsibility, Human Values and Ethics	The objective of this course is to develop an understanding and appreciation of the importance of value system, ethical conduct in business and role and responsibilities of corporate in social systems. It aims at applying the moral values and ethics to the real challenges of the organizations.	✓		✓	✓		✓
MS210	Project Management	The course aims at making the student understand the concept of Project and its management by understanding the various tools and techniques that are used in managing a project from planning to control.	✓		✓		✓	✓
MARKETING ELECTIVE								
MS212	Retail Management	This course is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.		✓		✓		
MS214	Advertising and Brand Management	The objective of this course is to provide an understanding of the basic principles of advertising management and to develop an understanding of the brand concept.		✓		✓		
MS216	Internet Marketing	The course aims at creating an understanding of the concepts and techniques of Internet marketing so as to exploit the opportunities of this medium to support the organization's marketing activities.		✓	✓	✓		

MS218	Business Marketing	To develop the understanding of the fundamentals of Business Marketing and Business buying process and how the marketing activities are carried in B2B mode.		✓		✓		
FINANCE ELECTIVE								
MS220	Strategic Financial Management	This course is aims to develop a strategic perspective to financial decision making.	✓	✓	✓	✓		
MS222	Mergers, Acquisitions and Corporate Restructuring	Liberalized economy has generated many opportunities of combining businesses to create wealth. The fundamental aim of the course is to prepare students to take advantage of the current scenario and understand how mergers, acquisition, and corporate restructuring are implemented.	✓	✓				
MS224	Financial Derivatives	The course aims at providing detailed understanding of the characteristics and applicability of financial derivatives along with the relevant regulatory framework.	✓	✓	✓	✓		
MS226	Behavioral Finance	The course covers details of rational and other behavioral aspects of market participants which influence the return from market to investors.	✓	✓		✓		
HUMAN RESOURCE ELECTIVE								
MS228	Strategic Human Resource Management	The objective of this course is to appreciate how human resource is emerging as a key resource for competitive advantage and understanding the role of HRM in organizational performance and International Context.	✓	✓		✓		✓
MS230	Organizational Development	For the organization to survive and remain effective with the changing environment, it must develop effective strategies for renewal. The course aims at acquainting the students with theory and practice of planned change, organizational renewal and development.		✓		✓		✓
MS232	Team Building	This course offers to teach students the importance of raising groups and turning them into passionate teams in organizations. It gives understanding of how individuals as team players must behave to become effective team players.		✓		✓		✓

MS234	Behavior Testing and Counseling	This course will aid the students in having a clear understanding about the concepts, methods and techniques and issues involved in behavior testing and counseling and a comprehensive learning of using various behavior tests in organizations and counseling skills to deal with employees.		✓		✓		
INFORMATION TECHNOLOGY ELECTIVE								
MS236	Digitalization and E-governance	The course is aimed at providing exposure and making the students aware about the role of IT in the business enterprises and Government enterprises through electronic governance.		✓		✓		
MS238	Software Project Management	To acquaint the students with the software project management concepts, techniques and issues related to implementation.		✓		✓		
MS240	Web Technologies	To familiarize the students with trends in Web Technologies.		✓		✓		
MS242	Knowledge Management	The proposed course tend to provide the students understanding of concepts and role of knowledge management in organizations and introduce key themes of organizational practices, techniques, and technology to realize more value from knowledge assets.		✓		✓		
MS252	Web Technologies Lab.	This course will be based on MS 240 Web Technologies course and is part of it.		✓		✓		
INTERNATIONAL BUSINESS ELECTIVE								
MS244	Global Competitiveness and Strategic Alliances	This purpose of the course is to familiarize students with the basics of global competitiveness and learn strategies to gain competitiveness in world markets. The course also aims at exposing the students to the forms and success ingredients of strategic alliances, which are fast emerging as basic tools for business success.	✓		✓		✓	✓
MS246	Supply Chain Management for International Business	The objective of the course is to provide a comprehensive analysis of the principles and practices of International distribution and logistics.		✓		✓	✓	
MS248	Managing Diversity	The objective of the course is to develop an insight into diversity dynamics as it manifests in organizations and to develop a holistic understanding of the nature and challenges of workforce diversity within an organization.	✓		✓		✓	✓

MS250	Global Strategic Management	The objective of this paper is to help students understand strategy making process in light of rapid changes in an organization's globally oriented environment and also to help them understand tasks of implementing strategy in a global market.	✓	✓	✓			✓
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