



ESTD: 2009

# GANDHI ACADEMY OF TECHNOLOGY AND ENGINEERING

(Approved by AICTE, New Delhi & Affiliated to BPUT and SCTE & VT, Govt. of Odisha)  
Po/Ps - Golanthara, Konisi, Berhampur- 761008, Dist.- Ganjam (Odisha)



## **C101- MANAGEMENT PRINCIPLES & ORGANIZATIONAL BEHAVIOUR (MPOB)**

C101.1: Describe the basic concepts, functions, and evolution of management along with managerial roles and skills.

C101.2: Explain major management theories and contributions of prominent thinkers in the field of management.

C101.3: Understand key concepts of organizational behaviour such as personality, perception, attitudes, and motivation.

C101.4: Apply emotional intelligence and interpersonal skills to improve workplace relationships and behaviour.

C101.5: Analyze group dynamics, leadership styles, conflict management, and organizational culture in organizations.

C101.6: evaluate organizational design, change management, and learning organization practices for organizational effectiveness.

## **C102- MARKETING MANAGEMENT**

C102.1- Understand the core concepts and functions of marketing.

C102.2- Apply principles of market segmentation, targeting, and positioning in consumer and organizational contexts.

C102.3- Analyze and apply product strategies across the product life cycle and understand branding, packaging, and labeling.

C102.4- Understand pricing concepts and apply various pricing strategies based on influencing factors.

C102.5- Understand the role of distribution (place) in marketing and evaluate different channel options.

C102.6- Identify and apply the elements of the promotion mix and understand integrated marketing communications (IMC).

## **103-FINANCIAL ACCOUNTING AND ANALYSIS**

C103.1- Understand the process of recording and classifying the business transactions and events.

C103.2- Understand the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement of a sole proprietor.

C103.3- Understand the role of IFRS/ Ind-AS in accounting discipline.

C103.4- Understand and analyse the financial statements from different the perspective of different stakeholders using ratio analysis.

C103.5- Understanding of financial distress or bankruptcy prediction and how to analyse management quality means the concept of beyond balance sheet.

C103.6- Understand the importance of the Balance score card in today's business environment.



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## C104-MANAGERIAL ECONOMICS

C104.1 - Understand the role of economics in business decision-making and the responsibilities of a managerial economist.

C104.2 - Analyse demand and supply concepts, including elasticity and forecasting techniques, for informed managerial decisions.

C104.3 - Apply production and cost analysis to optimize output and minimize costs using economic principles.

C104.4 - Solve numerical problems related to economies of scale, scope, and cost structures in business operations.

C104.5 - Evaluate pricing and output decisions under various market structures including perfect competition, monopoly, and oligopoly.

C104.6 - Explain macroeconomic concepts like business cycles, inflation, and fiscal/monetary policies and their impact on business strategy.

## C105- QUANTITATIVE TECHNIQUES

105.1- Understand basic statistical measures and correlation.

105.2- Apply regression analysis for business data.

105.3 - Formulate and solve linear programming problems.

105.4 - Solve assignment and transportation problems.

105.5- Understand queuing models and Markov chains.

105.6- Apply decision and game theory concepts.

## C106 -BUSINESS COMMUNICATION

C106.1 – Understand the different types of communication in organizations (like between managers and employees) and recognize what can get in the way.

C106.2 – Learn how to listen carefully (active listening) and speak clearly and confidently.

C106.3 – Use reading techniques like skimming (looking for main ideas), scanning (finding specific info), and inferring (guessing meaning from context).

C106.4 – Write business emails or letters that are short, clear, and free from mistakes.

C106.5 – Use creative and critical thinking to make your resume, reports, group discussions, and presentations stand out.

C106.6 – Communicate effectively in different situations: with people from other cultures, on social media, in online meetings, and while browsing the web.



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## **C107-UNIVERSAL HUMAN VALUES, ETHICS AND ENVIRONMENT**

- C107.1- Understand the concept of Universal Human Values and happiness.
- C107.2- Explain harmony in self, family, society, and nature.
- C107.3- Apply Universal Human Values in business situations.
- C107.4- Understand business ethics and ethical decision making.
- C107.5- Explain environmental issues and sustainable development.
- C107.6- Analyse business environment and recent economic changes.

## **C108-ENTREPRENEURSHIP & LEGAL ENVIRONMENT**

- C108.1- Understand the concept and importance of entrepreneurship.
- C108.2- Identify business opportunities and start-up ecosystem.
- C108.3- Explain causes and remedies of industrial sickness.
- C108.4- Understand basic principles of the Indian Contract Act.
- C108.5- Explain special contracts and sale of goods.
- C108.6- Understand key provisions of company law and management.

## **C109-MANAGEMENT LESSONS FROM ANCIENT INDIA**

- C109.1- Understand the Ancient Indian Knowledge System in management.
- C109.2- Explain management ideas from Vedantic literature.
- C109.3- Identify leadership and ethical lessons from the Ramayana.
- C109.4- Analyse management teachings from the Mahabharata and Bhagavad Gita.
- C109.5- Understand Kautilya's principles of leadership and governance.
- C109.6- Explain management lessons from Jain and Buddhist literature.



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## **C110-CORPORATE FINANCE**

C110.1 – Understand the basics of financial management and the role of finance managers in India and the world.

C110.2 – Learn how to make financial decisions using time value of money, including compounding and discounting.

C110.3 – Analyze investment decisions using capital budgeting methods, considering cost and risk.

C110.4 – Understand how financing decisions, leverage, and capital structure affect a company's value.

C110.5 – Learn about dividend decisions, different theories, and how to set dividend policies.

C110.6 – Manage current assets by estimating working capital needs and handling cash, receivables, and inventory.

## **C111- COST AND MANAGEMENT ACCOUNTING**

C111.1- Understand basic concepts of cost and management accounting.

C111.2- Prepare cost sheets and classify costs.

C111.3- Analyse material costs and overheads.

C111.4- Apply job, process, and service costing methods.

C111.5- Use marginal costing for managerial decisions.

C111.6- Apply budgeting and standard costing techniques.

## **C112- HUMAN RESOURCE MANAGEMENT**

C112.1- Understand the concepts, objectives, functions, and evolution of HRM.

C112.2- Explain and analyse HR planning, job analysis, recruitment, and selection processes.

C112.3- Evaluate performance appraisal methods and compensation systems.

C112.4- Apply career planning, training, and development techniques.

C112.5- Understand promotion, transfer, separation, and modern HR practices.

C112.6- Assess employee engagement and its impact on organizational effectiveness.



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## **C113- BUSINESS RESEARCH**

C113.1- Understand the fundamentals and significance of research. and its application in business decision-making.

C113.2- Identify and formulate research problems. develop hypotheses. and understand different types of research and research designs.

C113.3- Acquire skills in data collection methods including primary and secondary data. sampling techniques. and questionnaire design.

C113.4- Apply measurement and scaling techniques and perform basic data processing.

C113.5- Conduct hypothesis testing using parametric and non-parametric statistical methods.

C113.6- Demonstrate knowledge of advanced statistical techniques like factor analysis. multiple regression. and discriminant analysis for decision-making.

## **C114- OPERATIONS MANAGEMENT**

C114.1- Understand operations management principles in manufacturing and services.

C114.2- Analyse capacity and aggregate planning strategies.

C114.3- Apply techniques for facility location and layout design.

C114.4- Manage inventory using EOQ and MRP models.

C114.5- Use scheduling and project management tools like PERT and CPM.

C114.6- Apply quality management techniques, TQM, and ISO standards.

## **C115- BUSINESS ANALYTICS**

C115.1- Understand the basics and importance of business analytics.

C115.2- Identify different types of analytics and their applications.

C115.3- Apply data management and governance concepts.

C115.4- Use R programming for descriptive analytics and visualization.

C115.5- Apply predictive analytics techniques for business problems.

C115.6- Analyse real-world business cases using analytics tools.



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## **C116-MANAGEMENT INFORMATION SYSTEM**

- C116.1- Understand the basics and role of Management Information Systems.
- C116.2- Explain data management and business intelligence concepts.
- C116.3- Identify strategic and operational information systems.
- C116.4- Understand IT strategy and business alignment.
- C116.5- Explain e-commerce and mobile commerce systems.
- C116.6- Understand emerging technologies and ethical issues in IT.

## **C117- STRATEGIC MANAGEMENT**

- C117.1- Analyse the internal and external business environment using tools such as SAP, ETOP, and SWOC to identify strategic advantages and threats.
- C117.2- Explain the strategic management process and the roles of stakeholders in formulating vision, mission, objectives, and goals.
- C117.3- Apply Porter's Five Forces Model and other industry analysis tools to assess industry structure and competitive forces.
- C117.4- Evaluate competitive advantages through core competencies, capabilities, and strategies like cost leadership and differentiation.
- C117.5- Formulate and implement strategic alternatives using BCG Matrix and McKinsey's 7S.
- C117.6- Design strategic control systems and evaluate strategy effectiveness using Balanced Scorecard and other techniques.

## **C118- INTRODUCTION TO AI**

- C118.1- Understand basic concepts and terminology of Artificial Intelligence.
- C118.2- Explain what machine learning and deep learning can and cannot do.
- C118.3- Understand the workflow of AI and data science projects.
- C118.4- Identify how AI projects are selected and implemented in organizations.
- C118.5- Understand AI applications and team roles in companies.
- C118.6- Explain social, ethical, and economic impacts of AI.



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## **C201- SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

C201.1 – Learn about investment, risk, return, and how the stock market works.

C201.2 – Calculate and understand the risk and return of individual assets and portfolios.

C201.3 – Use models like Markowitz and Sharpe's to make smart investment choices.

C201.4 – Use CAPM and APT to find the fair value of investments.

C201.5 – Evaluate investments using both fundamental analysis (economic, industry, company) and technical tools (charts, trends).

C201.6 – Measure portfolio performance and apply strategies for managing investments based on market efficiency.

## **C202- DERIVATIVES AND RISK MANAGEMENT**

C202.1- Understand the basics and types of derivatives.

C202.2- Explain derivative markets and trading mechanisms.

C202.3- Analyse forward and futures contracts and hedging strategies.

C202.4- Understand option contracts and their pricing principles.

C202.5- Apply option trading strategies and pricing models.

C202.6- Explain swaps and their types, including interest rate and currency swaps.

## **C203- INDIAN FINANCIAL SERVICE SYSTEM**

C203.1 – Learn how the Indian financial system works and recent changes in banking and insurance.

C203.2 – Understand what banks do, the types of banks, and the services they offer, especially digital banking.

C203.3 – Know the types of insurance (life and non-life) and how the IRDA regulates the insurance sector.

C203.4 – Understand the difference between money markets and capital markets, how IPOs work, and SEBI rules.

C203.5 – Learn about mutual funds, how they compare to stocks, and how mutual fund companies are structured.

C203.6 – Understand venture capital, leasing, hire purchase, and how they are financially evaluated.



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## **C204- PROJECT APPRAISAL AND FINANCING**

C204.1 – Understand basic project management concepts, project types, and the project manager's role in coming up with project ideas.

C204.2 – Learn how to create and evaluate project proposals using techniques like screening, tax planning, and feasibility studies.

C204.3 – Learn how to estimate project costs and evaluate projects from different perspectives (technical, financial, etc.).

C204.4 – Understand how to assess government and social projects using cost-benefit analysis and environmental reviews for sustainability.

C204.5 – Learn about project financing sources, the role of financial institutions, and how to assess risks in projects.

C204.6 – Understand infrastructure and PPP projects, their regulations, and how to monitor, control, and end them.

## **C205- DIGITAL MARKETING**

C205.1 – Understand how digital marketing has evolved and what drives today's digital marketing world.

C205.2 – Learn about digital consumers, especially Gen Y, and how they shape marketing strategies.

C205.3 – Apply SEO strategies to improve website visibility using techniques like keyword optimization and Google tools.

C205.4 – Run paid marketing campaigns using PPC, social media ads, and affiliate marketing.

C205.5 – Create customer engagement plans with content marketing, email, and CRM tools to improve customer experience.

C205.6 – Use tools like Google Analytics to track user behavior and measure campaign success.

## **C206- SALES & DISTRIBUTION MANAGEMENT**

C206.1 – Understand sales management, the sales process, and how sales teams are organized.

C206.2 – Learn how to recruit, select, train, motivate, and pay a sales team.

C206.3 – Create sales forecasts, budgets, quotas, and use data to track sales team performance.

C206.4 – Design distribution channels that meet customer needs and manage issues between channel members.

C206.5 – Compare different distribution strategies using key measures like stock turnover and different distribution systems.

C206.6 – Learn how to manage logistics, inventory, transportation, and supply chains in both online and retail settings.



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## **C207- RETAIL MANAGEMENT**

C207.1- Understand the objectives, functions, and structure of sales management and the sell.

C207.2- Analyse and apply methods for recruiting, training, motivating, and compensating a sales force. ng process.

C207.3- Evaluate and design effective sales territories, forecasts, quotas, and budgets using sales analytics tools.

C207.4- Develop strategies to manage marketing channels effectively, resolve channel conflicts, and optimize Omni-channel operations.

C207.5- Apply distribution metrics and analyse distribution performance using tools such as Stock Turnover Ratio and Weighted Distribution.

C207.6- Understand and apply logistics and supply chain management concepts in both traditional and online retail contexts.

## **C208- SERVICES MARKETING**

C208.1- To understand the meaning of services and the significance of marketing the services.

C208.2- To introduce and apply skills for the 7 Ps of services marketing.

C208.3- To analyse the factors contributing to customer satisfaction in a service Organization.

C208.4- To analyse the role and relevance of Quality in Services environment.

C208.5- To visualize future changes in the Services Industry in India.

C208.6- To make the difference between service quality approaches & scales related service quality.

## **C209- STRATEGIC FINANCIAL MANAGEMENT**

C209.1- Understand financial policy and its role in corporate strategy.

C209.2- Apply valuation techniques for stocks, bonds, and enterprises.

C209.3- Explain mergers, acquisitions, and corporate restructuring processes.

C209.4- Analyse causes and effects of M&A and corporate takeovers.

C209.5- Apply risk analysis and strategic cost management in decision making.

C209.6- Understand financing strategies and corporate financial restructuring.



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## **C210- BEHAVIORAL FINANCE**

C210.1 – Learn about the basics of management, including its history and the roles and skills needed by managers.

C210.2 – Understand management functions like planning, organizing, staffing, directing, and controlling, and how to apply them in real-life situations.

C210.3 – Learn about organizational behavior, including its nature, scope, models, and why it's important for managing organizations.

C210.4 – Understand what influences individual behavior, such as personality, perception, motivation, and emotional intelligence.

C210.5 – Learn how group behavior works, including handling conflict, leadership, and organizational culture, and how they affect organizational success.

C210.6 – Learn how to use organizational development and change management to build a learning organization and maintain a competitive edge.

## **C211- CONSUMER BEHAVIOR**

C211.1- Demonstrate a comprehensive understanding of consumer behaviour theories and models.

C211.2- Analyse consumer decision-making processes to predict and influence consumer choices.

C211.3- Critically evaluate the impact of psychological, social, and cultural factors on consumer behaviour.

C211.4- Design and conduct effective consumer research studies to gather valuable insights.

C211.5- Develop and recommend marketing strategies based on a deep understanding of consumer behaviour.

C211.6- Communicate consumer behaviour findings and recommendations persuasively to marketing teams and stakeholders.

## **C212- PRODUCT AND BRANDING MANAGEMENT**

C212.1 – Learn about product management and its importance in the Indian market, including the role of a product manager.

C212.2 – Understand different product types, FMCG/FMCD marketing strategies, and product decisions in competitive markets.

C212.3 – Use strategic thinking to develop new products, design them, and apply marketing strategies based on the product life cycle.

C212.4 – Learn about branding concepts like brand name, identity, positioning, and brand image.

C212.5 – Evaluate strategies for building and managing brands, including brand loyalty and social media branding.

C212.6 – Understand brand equity, how to value a brand, and the reasons behind a brand's success or failure.