

IBS Hyderabad

Course Mapping for BBA

Learning Goals	Conceptual Knowledge		Critical thinking		Communication Skills		Ethical Awareness	
Learning Objectives	Understanding of theoretical concepts	Practical applications of concepts	Think through a problem and generate a set of alternatives	Evaluate and select a feasible alternative	Effective oral communication	Effective written communication	Awareness of Ethical issues	Address ethical dilemmas appropriately
CORE COURSES								
Principles of Management	✓	✓	✓	✓	✓	✓	✓	✓
Financial Accounting 1	✓	✓						
Business Statistics	✓	✓						
Marketing Management 1	✓	✓	✓	✓	✓	✓	✓	✓
Business Economics	✓	✓						
Business Communication	✓	✓			✓	✓		
Introduction to IT	✓	✓						
Introduction to Psychology	✓	✓	✓	✓	✓	✓	✓	✓
Financial Accounting 2	✓	✓						

Introduction to Entrepreneurship and Family Business Management	✓	✓	✓	✓	✓	✓	✓	✓
Marketing Management 2	✓	✓	✓	✓	✓	✓	✓	✓
Macro Economics	✓	✓						
Business Report Writing	✓	✓						
Database Management System	✓	✓						
Mercantile Law	✓	✓						
Financial Management 1	✓	✓						
Organizational Behavior	✓	✓	✓	✓	✓	✓	✓	✓
Operations Management	✓	✓						
Global Business Projects 1	✓	✓						
Business Research Methods	✓	✓						
Soft Skills 1	✓	✓			✓	✓		
Company Law and Taxation	✓	✓						
Financial Management 2	✓	✓						

Management Accounting	✓	✓						
Human Resource Management	✓	✓	✓	✓	✓	✓	✓	✓
Quality and Productivity Management	✓	✓						
Global Business Projects 2	✓	✓						
Soft Skills 2	✓	✓			✓	✓		
Business Strategy	✓	✓	✓	✓	✓	✓	✓	✓
Global Business Projects 3	✓	✓						
Project Management	✓	✓						
International Business Management	✓	✓	✓	✓				
Leadership Skills and Change Management	✓	✓	✓	✓	✓	✓	✓	✓
Management Control and Information Systems	✓	✓						
Governance and Ethics	✓	✓					✓	✓
ELECTIVE COURSES (SPECIALIZATIONS)								
R&C- Recruitment and Compensation	✓	✓					✓	✓
BA- Business Analytics	✓	✓	✓	✓				
SAPM- Security Analysis and Portfolio Management	✓	✓	✓	✓				
RM-Retail Management	✓	✓					✓	✓

IM&E- Internet Marketing and E-Commerce	✓	✓					✓	✓
PPB- Principles and Practices of Banking	✓	✓			✓	✓		
T&D- Training and Development	✓	✓						
SCM- Supply Chain Management	✓	✓	✓	✓	✓	✓	✓	✓
BP&S- Bank Products and Services	✓	✓					✓	✓
A&SP- Advertising and Sales Promotion	✓	✓					✓	✓
S&D- Sales and Distribution Management	✓	✓					✓	✓
FS- Financial Markets and Services	✓	✓					✓	✓
SM- Services Marketing	✓	✓	✓	✓			✓	✓
D&RM- Derivatives & Risk Management	✓	✓	✓	✓				
ENT- Entrepreneurship in Action Customer Development for Startups	✓	✓			✓	✓	✓	✓

Human Resource Analytics	√	√	√	√					
Performance Management & Reward Systems	√	√							
Strategic Human Resource Management	√	√	√	√	√	√	√	√	√
Organizational Design and Development	√	√							
Leadership & Change Management	√	√	√	√	√	√	√	√	√
CORE COURSES IN MARKETING AND STRATEGY									
Marketing Management - I	√	√							
Marketing Management - II	√	√							
Business Strategy	√	√	√	√			√	√	√
Business Ethics & Corporate Governance	√	√					√	√	√
ELECTIVE COURSES IN MARKETING AND STRATEGY									
Business to Business Marketing	√	√	√	√	√	√		√	
Brand Management	√	√	√	√	√	√		√	
Customer Relationship Management	√	√	√	√	√	√	√	√	√
Consumer Behavior	√	√	√	√			√		
Integrated Marketing Communication	√	√							
International Marketing	√	√				√	√	√	√
Marketing Research	√	√	√	√					
Online Marketing	√	√	√	√		√			
Product Management	√	√	√	√					
Rural Marketing	√	√			√	√	√	√	√
Sales & Distribution Management	√	√			√	√			
Services Marketing	√	√			√	√	√	√	√
Strategic Marketing Management	√	√	√	√	√	√	√	√	√
CORE COURSES IN OPERATIONS & IT									
Quantitative Methods - I	√	√							
Operations Management	√	√	√						
Information Systems for Managers	√	√							

Quantitative Methods - II	√	√							
ELECTIVE COURSES IN OPERATIONS & IT									
Project Management	√	√	√	√	√	√	√	√	√
Supply Chain Management	√	√	√	√	√	√	√	√	
Business Modelling and Simulation	√	√	√	√					
Business Intelligence and Analytics	√	√	√	√					
Services Operations Management	√	√							
Business Analysis			√	√					
Business Process Integration	√	√			√	√			
CORE COURSES IN FINANCE & ACCOUNTING									
Financial Management - I	√	√	√	√	√	√		√	√
Accounting for Managers	√	√	√	√					
Financial Management - II	√	√	√	√	√	√		√	√
ELECTIVE COURSES IN FINANCE & ACCOUNTING									
Risk Management in Banks	√	√	√	√					√
Banking Management	√	√	√	√	√	√			√

Retail Banking	√	√	√	√	√	√			√
Investment Banking	√	√	√	√	√	√			√
International Finance & Trade	√	√	√	√					
Security Analysis	√	√	√	√					
Financial Risk Management	√	√	√	√					
Financial Statement Analysis	√	√	√	√					
Financial Econometrics	√	√	√	√					
Global Capital markets	√	√	√	√				√	√
Risk & Insurance	√	√	√	√	√	√		√	√
Wealth Management	√	√	√	√	√	√			
Quantitative Finance & Financial Modeling (using SAS)	√	√	√	√					
Commodities & Commodity Derivatives	√	√	√	√					
Project Appraisal & Finance	√	√	√	√					

Portfolio Management & Mutual Funds	✓	✓	✓	✓					
Strategic Financial Management	✓	✓	✓	✓					
Mergers & Acquisitions	✓	✓	✓	✓				✓	✓
International Finance & Trade	✓	✓	✓	✓					
Corporate & SME Banking	✓	✓	✓	✓	✓	✓			
Treasury Management	✓	✓	✓	✓				✓	✓
Micro Finance and SHG	✓	✓	✓	✓	✓	✓		✓	✓

Course Mapping for Doctoral Program

Learning Goals	Conceptual Knowledge	Research Competencies		Critical Thinking	
Learning Objectives	Understand advanced theoretical concepts and models and their relevance in a changing business environment	Use relevant methodologies and tools	Develop capabilities to document facts and present information effectively and ethically	Identify a research problem and generate a set of alternatives creatively	Conduct and execute a comprehensive research project independently
CORE COURSES					
Research Methods-1	✓	✓		✓	✓
Research Methods-2	✓	✓		✓	✓
Advanced Strategic Management	✓		✓	✓	
ELECTIVE COURSES					
DS-I					
Marketing Theory	✓			✓	
Organization Theory	✓			✓	

Corporate Finance	✓			✓	
Business Information System	✓			✓	
DS-II					
Marketing Strategy	✓		✓	✓	
Human Behavior Organization	✓		✓	✓	
Market Microstructure	✓		✓	✓	
Management of Technology	✓		✓	✓	
DS-III					
Consumer Behavior	✓		✓	✓	
Leadership and Change Management	✓		✓	✓	
Asset Pricing	✓		✓	✓	
Advances in Computing	✓		✓	✓	
DS-IV					
Brand Management	✓		✓	✓	
Learning and Development	✓		✓	✓	
Corporate Governance	✓		✓	✓	
Supply Chain Management	✓		✓	✓	
DS-V					
Services Marketing	✓	✓	✓	✓	✓
Strategic HRM	✓	✓	✓	✓	✓
Financial Econometrics	✓	✓	✓	✓	✓
Business Intelligence and Analytics	✓	✓	✓	✓	✓