

SYLLABUS

M.Voc

in

TECHNOLOGY AND MANAGEMENT CONSULTING

**(Prepared as per Outcome Based Education
Framework to be effective from 2020 admission)**

DDU KAUSHAL KENDRA

**COCHIN UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

DDU KAUSHAL KENDRA

Vision

“Empowering Youth for a Skilled and Sustainable Nation”

Mission

- M1.** Offer quality education in emerging vocational domains in technology and management
- M2.** Impart skills education to develop industry-ready, employable professionals.
- M3.** Promote entrepreneurial orientation and skills among the students
- M4.** Inculcate innovation mind-set in students to excel in the emerging dynamic, global economy.
- M5.** Foster social commitment and sustainable business philosophy in students

Programme Description

M.Voc in Technology and Management Consulting, a Masters level vocational programme offered under the DDU KAUSHAL Kendra, CUSAT is designed according to the UGC guide lines for vocational programmes based on NSQF with multiple entry/exit options, leading to various job roles at each exit point. Course curriculum is aligned with the norms of the concerned Sector Skill Councils for enabling the students to obtain skill certifications from the SSC concerned at various exit points.

The programme, spread over four semesters, offers an integrated mix of courses designed to deliver knowledge and skills in essentials of business management, consulting process and management of consulting firms. The programme builds multi-disciplinary knowledge in management, and strategic thinking in students which equip them to thrive in today’s challenging business environment. Internships in consulting organizations and training programmes covering specific skill domains related to consulting are the other key elements that ensure practical vocational inputs in the curriculum.

Programme Educational Objectives

The Programme Educational Objectives for M.Voc programme in Technology and Management Consulting are given below.

- PEO1:** To equip students to conceptualize and deliver data driven decisions with strategic client focus and problem-solving approach.
- PEO2:** To build professional consulting skills by leveraging specific vocational skill enrichment in specialized management disciplines covering operations, human resources, information systems, marketing and finance.
- PEO3:** To empower students to assume leadership roles in their professional environment by ensuring conducive academic inputs and enriching curriculum
- PEO4:** To inculcate entrepreneurial spirit in students through entrepreneurial training and education
- PEO5:** To promote innovative thinking and creative problem solving in organizational contexts with due consideration of the ethical and sustainability dimensions based on quantitative and qualitative assessments of business interactions.

Program Articulation Matrix

M/PEO	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	3			1
M2	3	3			
M3				3	1
M4			3	3	2
M5					3

Programme Learning Outcomes

Students pursuing M.Voc in Technology and Management Consulting program are expected to attain the following programme learning outcomes by the time they graduate:

Business Environment and Domain Knowledge

- PLO1:** Understand business enterprises and their functions in economy.
- PLO2:** Demonstrate skills in consulting, and managing operations of consulting firm; and demonstrate knowledge of management functions, theories of leadership, change, business ethics, sustainability, corporate strategy and culture.

PLO3: Demonstrate skills in applying relevant theoretical frameworks and tools in management for business decision problems.

Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions

PLO4: Develop critical thinking and analytical skills to apply in organizational settings to create short-term and long-term value for client organizations.

PLO5: Acquire problem solving skills through application-oriented internships and develop capability to independently develop innovative solutions through industry projects.

Social Responsiveness and Ethics

PLO6: Apply ethical considerations in business consulting projects from organizational viewpoint to provide socially responsive and ethically acceptable consulting solutions

PLO7: Develop an understanding of sustainable business practices and socially relevant issues in organizational functions

Effective Communication

PLO8: To understand business communication process and the role of stakeholders in the process from a consulting perspective

PLO9: Develop adequate communication skills encompassing all domains of communication and extend these to aid information flow in consulting process

PLO10: The graduates will demonstrate effective written and oral communication skills covering traditional and new media that are essential to consulting in modern business and organizational environment.

Teamwork and Leadership

PLO11: Gain collaborative work skills as team members to minimize conflicts in teams through an understanding of the underlying mechanisms.

PLO12: Develop leadership skills for enhancing reliability of project execution through team projects

Entrepreneurial Skills

PLO13: Identify and select suitable business models and prepare business plans.

PLO14: Apply cross-disciplinary knowledge in successfully managing new business ventures.

Mapping of PLOs with PEOs

PEO/ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12	PLO13	PLO14
PEO1	3	3	3	3	3	2	2	1	1	1	1	2	3	3
PEO2	3	3	3	3	3	3	3	2	2	2	3	3	3	3
PEO3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
PEO4	3	3	3	3	3	3	3	2	2	2	3	3	3	3
PEO5	2	2	3	3	3	3	3	2	2	2	2	2	3	3

Programme Structure

SEMESTER I

Sl. No	Course No.	Name of the Course	L	T	P	Internal	End semester	Credit
1	KMC2101	Business Communication Skills – I	3	1		50	50	3
2	KMC2102	Contemporary Management	4	1		50	50	3
3	KMC2103	Introduction to Technology and Management Consulting	4	1		50	50	3
4	KMC2104	Economics for Business Decisions	3	1		50	50	3
5	KMC2105	Accounting and Financial Management for Consultants	3	1		50	50	3
6	KMC2106	Research Skills for Consulting	3	1	1	50	50	4
7	KMC2107	Quantitative Techniques	4			50	50	4
8	KMC2108	Professional Skills Development (Training Programme)	1		4	100		3
		Total				450	350	26

SEMESTER II

Sl. No.	Course No.	Name of the Course	L	T	P	Internal	End Sem	Credit
1	KMC2201	Operations Management	4			50	50	4
2	KMC2202	Integrated Management Systems	3	1		50	50	3
3	KMC2203	Management of Consulting Firms and Developing Consulting Career	3	1		50	50	3
4	KMC2204	New Age Marketing for Business Consulting	4			50	50	3
5	KMC2205	Project Management	3	1		50	50	3
6	KMC2206	Business Analytics	1		4	50	50	3
7	KMC2207	Business Communication Skills – II	3	1		50	50	3
8	KMC2208	Internship : Initial diagnosis of client issues in a consulting project (40 working days duration, 50 marks for continuous assessment & Report; and 50 marks for Viva Voce by a Board of Internal Examiners)				50	50	12
		Total				400	400	34

SEMESTER III

Sl. No.	Course No.	Name of the Course	L	T	P	Internal	End Semester	Credit
1	KMC2301	Business, Government and Society	4	1		50	50	4
2	KMC2302	Business Model Analysis and Strategy	2		2	50	50	4
3	KMC2303	Managing Change in Organisations	2		2	50	50	4
4	KMC2304	Entrepreneurship and New Venture Planning	2		2	50	50	4
5	KMC2305	Elective-I	3	1		50	50	3
6	KMC2306	Elective-II	3	1		50	50	3
7	KMC2307	Elective-III	3	1		50	50	3
8	KMC2308	Elective-IV	3	1		50	50	3
		Total				400	400	28

SEMESTER IV

Sl. No.	Course No.	Name of the Course	L	T	P	Internal	End Semester	Credit
1	KMC2401	*Major Project (Duration – 90 working days during Semester IV in a consulting firm or any other business organisation where the student can undertake a consulting project in management or technology. (Continuous assessment – 100, Final report – 100 marks & Viva-Voce – 100 marks)	8		40		300	28
8	KMC2402	Case Development Skills for Consultants (Training Programme)	2		2	100		4
		Total				100	300	32

*The objective of Major Project is to provide students with practical exposure to the real world of business and consulting whereby they get an opportunity to apply the knowledge and skill acquired through the course. The students are required to undertake this project in a consulting

organization or with an independent consultant. The project should involve taking up a consulting assignment in technology/management for an organisation. Students doing their projects with independent consultants are required to ensure that the assignment is carried out for a specific client organisation. Students can also take up independent consulting assignments for business organizations. The project will be of 90 working days duration. Each student will be allotted to a faculty guide for the project.