

MBA-1

MBA 101-18

FOUNDATIONS OF MANAGEMENT

Objective: This course presents a thorough and systematic coverage of management theory and practice. The course aims at providing fundamental knowledge and exposure of the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe fundamental concepts and principles and conventions of accounting.

CO2: Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.

CO3: Develop analytical abilities to face the business situations.

CO4: Apply various tools that would facilitate the decision making process in the business.

CO5: Develop peer based learning and working in groups and teams.

CO6: To comprehend the application of various controlling techniques in management.

MBA 102-18

Managerial Economics

Objective: The objective of the paper is to acquaint the students with the economic concepts and principles and to enable them to use them to address business problems in a globalized economic environment.

Course Outcomes: After completing this course,, students shall be able to:

CO1: Understand the basic concepts of economics and relate it with other disciplines and identify the importance of economics in managerial decision making.

CO2: Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.

CO3: Analyze the demand and supply conditions and assess the position of a company and explain the concepts of factors of production, collective bargaining and the underlying theories of factors of production.

CO4: Recognize the relationship between short-run and long-run costs and will also be able to establish the linkage between production function and cost function

CO5: Compare and contrast four basic types of market i.e. perfect, monopoly, monopolistic and oligopoly and can determine price and output under different market types.

CO6: Understand basic concepts of macroeconomics and shall be able to measure national income using different approaches.

MBA 103-18

QUANTITATIVE TECHNIQUES

Course Objective: The objective of this paper is to acquaint the students with quantitative and operations research techniques that play an important role in managerial decision-making.

CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions.

CO2: To apply the concepts of central tendency and variation in managerial decision making.

CO3: To enhance knowledge in probability theory and normality and its distribution concepts.

CO4: To understand the concept of correlation regression analysis and their applications.

CO5: To apply the learnt techniques to build the best fit route of transportation for carrying schedule of activities. CO6: To apply the operations techniques in reality to market scenario.

MBA 104-18

ACCOUNTING FOR MANAGEMENT AND REPORTING

Objective: This course aims to familiarize the students with various accounting concepts, tools and techniques and its application in managerial decision making. It also acquaints the students with the latest accounting practices and reporting standards.

Course Outcomes: CO1 – To familiarize the students about the basic concepts, principles and process of accounting and to make them aware about the formats of financial statements of public limited, banking and insurance companies.

CO2 – To explain the students about the concepts of cost and various intricacies for preparing the cost sheet.

CO3 – To acquaint students about the decision making techniques using the concepts of marginal costing, standard costing and budgetary control.

CO4 – To enable the students to analyse financial statements using various tools for financial analyse and interpret the financial position of a business organization.

CO5 – To familiarize the students about the contemporary developments in the accounting.

CO6 – To make students aware about the recent developments in financial reporting and regulations so that they may understand and appreciate the concept and process of harmonization of financial reporting practices.

MBA 105-18

BUSINESS ENVIRONMENT AND INDIAN ECONOMY

Course Objective: This course aims at providing knowledge of the environment in which businesses operate, the economic, political, legal and social framework with a basic idea of the Indian Economy.

Course Outcomes: At the end of the course, student should be able to

CO 1: Outline how an entity operates in a complex business environment.

CO 2: To systematically learn impact of legal & regulatory, macroeconomic, cultural, political, technological, global and natural environment on Business enterprise.

CO 3: To examine the critical opportunities and threats that arise from an analysis of external business conditions by applying scenario planning to synthesize trends prevailing in the external environment.

CO 4: To describe how various types of economic systems play a significant role in the success of a business.

CO 5: To understand the nature of Indian Economy and various issues relating to Indian Economy having a direct or indirect impact on business environment.

CO6: To discuss various development strategies in India.

MBA 106-18

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Objective: This Paper introduces students to the relationship between business and ethics, and tries them to understand how ethical principles could influence management decisions. It also signifies the concept of CSR and its implications on business.

Course Outcomes: At the end of the course, the student will be able to:

CO1: To integrate and apply contemporary Ethics & Governance issues in a business context

CO2: To analyse and apply ethics to contemporary business practices.

CO3: To analyse key perspectives on corporate social responsibility and their application.

CO4: To evaluate different corporate ownership structures and their key governance features.

CO5: To understand the ethical decision making, ethical reasoning, the dilemma resolution process.

CO6: To analyse and apply corporate governance perspectives to contemporary business practices.

MBA 107-18

BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS

Objective: This course presents communication as integral to management and as a critical component for success in the workplace. The students will develop a foundation for designing effective messages, both written and oral, from concept to delivery. They will use various communication models to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Particularly, the course emphasizes elements of persuasive communication: how to design messages for diverse and possibly resistant audiences and how to present that information in a credible and convincing way. Specifically, students will practice drafting and editing clear, precise,

and readable written business documents as well as learn to design documents to make information easily accessible to a busy, executive-level reader. In addition, they will develop and deliver an individual presentation, using appropriate and effective visual support, in which they will present a persuasive argument that demonstrates relevance and benefits to an audience at different levels of expertise or interest and will learn and practice group communication.

Course Outcomes: At the end of the course, the student will be able to:

CO1 - To understand the basics of communication and its process, and the various barriers in the communication.

CO2 – To learn the listening skills and comprehend the value of business etiquettes.

CO3– To comprehend Non – Verbal communication skills and its application for effective Communication.

CO4 – To learn the skills of writing effective business messages, letters and reports.

CO5– To develop the presentation skills and learning to organize and structure a Presentation using visual aids.

CO6 – To prepare the students for interview, employment messages and resume writing skills.

MBA 2

MBA 201-18

Business Analytics for Decision Making

Course Objective: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

Course Outcomes: At the end of the course, the student will be able to:

CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions.

CO2: To enhance knowledge in probability theory and normality and its distribution concepts.

CO3: To conduct research surveys through multiple regression and multiple correlation.

CO4: To design a good quantitative purpose statement and good quantitative research questions and hypotheses.

CO5: To know the various types of quantitative sampling techniques and conditions to use.

CO6: To utilize the time series method to predict the future of sales in a concern.

MBA 202-18

Legal Environment for Business

Course Objective: The objective of this paper is to give an exposure to students about important commercial, corporate and taxation laws, so that they are able to relate the impact of these legal enactments on business in an integrated manner.

Course Outcomes: Following are the expected outcomes of the course:

CO1: Students shall be able to understand the legal and regulatory framework of business environment.

CO2: Students shall be able to identify the fundamental legal principles behind contractual agreements.

CO3: Students shall be able to understand the legal provisions of sales of goods.

CO4. Students shall be able to understand the concept of negotiable instruments as well as rules pertaining to crossing, transferring and dishonouring of negotiable instruments.

CO5. Students shall have understanding of legal rules governing admission, retirement and death of partner and dissolution of partnership firm. 6. Students shall be able to understand the legal framework relating to the process of incorporation of Joint Stock Company.

MBA 203-21

Marketing Management

Course Objective: The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm in turbulent business environment. This course will provide better understanding of the complexities associated with marketing functions,

strategies and provides students with the opportunity to apply the key concepts to practical business situations.

Course Outcomes: At the end of the course, the student will be able to:

CO1 - To learn the basics of marketing, selling, marketing mix and its core concepts.

CO2 – To understand the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.

CO3– To equip the students with necessary skills for effective market segmentation, targeting and positioning.

CO4 – To prepare the students for understanding the various components of product mix, product life cycle and comprehend the new product development process.

CO5– To develop an understanding of promotion mix and strategies for successful promotion.

CO6 – To gain knowledge about the emerging trends in marketing and pyramid marketing.

MBA 204-18

Human Resource Management

Course Objective: The objective of the paper is to make student aware of the various functions and importance of HR department in any organization. It is basically concerned with managing the human resources, whereby the underlying objective is to attract retain and motivate the human resources in any organization.

Course Outcomes: At the end of the course, the student will be able to:

CO1: To explain the basics of Human Resource Management and analyse the evolution of HRM.

CO2: To comprehend the environment of HRM.

CO3: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.

CO4: To understand the role of training, development, career planning and performance appraisal functions in human resource development.

CO5: To examine the provisions of employee health, safety and welfare.

CO6: To analyse the concerns of government, employees and employers in establishing Industrial relations.

CO7: To illustrate mechanisms adopted by the organizations for settlement of disputes and grievances.

MBA 205-18

Production & Operations Management

Course Objective: It is a subject where a student learns various steps of product design, development, production, plant location, storage, production planning and control. The students are motivated to apply concepts and principles of management to become more effective professional.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand ever growing importance of Production and Operations management in uncertain business environment.

CO2: Gain an in-depth understanding of resource utilization of an organization.

CO3: Appreciate the unique challenges faced by firms in services and manufacturing.

CO4: Understand the subject as a crucial part of functional management.

CO5: Develop skills to operate competitively in the current business scenario.

CO6: Understand the concepts of inventory and purchasing management.

MBA 206-21

Corporate Finance and Policy

Course Objective: To provide an in-depth understanding of the core finance functions and decisions in the area of corporate financial management. Further provide a practical and problem insight for effective financial decision-making.

Course Outcomes: After completing the course, the students shall be able to:

CO1: To explain the evolution, objectives and functions of corporate finance and interface of corporate finance with other functional areas.

CO2: To illustrate the concept of time values of money and valuation of securities.

CO3: To comprehend the significance of capital structure theories in capital structure decisions.

CO4: To facilitate sound investment decisions based on capital budgeting techniques.

CO5: To understand the applications of approaches of working capital management.

MBA 207-18

Entrepreneurship Development and Project Management

Course Objective: To provide a comprehensive understanding of the concept of an entrepreneur and intricacies involved in managing entrepreneurial projects. The prime aim is to imbibe the necessary entrepreneurial competencies among students and motivate them choose Entrepreneurship as a feasible and desirable career option.

Course Outcomes: After completing the course, the students shall be able to:

CO1- To explain the characteristics, functions and traits of an entrepreneur.

CO2- To illustrate the concept of corporate entrepreneurship and development of the same in the organizations.

CO3: To comprehend the significance of women entrepreneurs, rural entrepreneurship and social entrepreneurship.

CO4: To examine entrepreneurial strategies to explore new entry opportunities, methods of enhancing creativity and generation of ideas.

CO5: To be able to develop an effective business plan.

CO6: To explain the basic concepts of project management and analyse different phases of project management viz. generation and screening of project ideas, project analysis, selection, financing, implantation and review.

MBAGE 201-18

Computer Applications for Business

Course Objective: The purpose of this course is to provide a through exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office.

Course Outcomes: After completing the course, the students shall be able to:

CO1: Develop understanding of computer fundamentals, functions and their classifications.

CO2: Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system.

CO3: Demonstrate proficiency in Microsoft word & Excel.

CO4: Apply formatting and editing features to enhance worksheets.

CO5: Use styles, themes, and conditional formats to customize worksheets.

CO6: apply the concepts of data base and Access for editing Data; managing reports and labels, Managing Multiple Tables.

Organizational Behaviour & Design

MBA 301-18

Course Objective: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario at workplace.

Course Outcomes: Upon completion of this course, students will be able to:

CO1- To explain the basics of Organizational behaviour and various challenges for OB in national and global environment.

CO2- To illustrate the foundations of Individual Behaviour and analyse the influence of individual level factors viz. learning, personality, perception, attitude and motivation on behaviour in organizations.

CO3: To assess the significance of leadership and role of leadership styles in effectiveness of the team.

CO4: To examine the dynamics of group development, group properties and formation of organizational culture.

CO5: To demonstrate dimensions of organisational design and types of organisational structure and to analyse the influence of environment on organisational design. CO6: To interpret the effect of political climate (conflict, power and politics) on human behaviour.

Marketing Research

MBA 302- 18

Objective: The course aims to provide an understanding of basic concepts, theories and statistical techniques used in research. Students will also be given exposure to use and apply SPSS.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Understand the process of marketing research and its application in managerial decision making

CO2: Identify various sources of data for marketing research.

CO3: Examine different research methods and be able to apply them.

CO4: Identify different research designs and develop a research proposal.

CO5: Design an effective questionnaire and test reliability and validity of the scales.

CO6: Apply different methods of data preparation and data analysis.

HUMAN VALUES, DE-ADDICTION AND TRAFFIC RULES

HVPE 101-18

Course Objective: This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much-needed orientational input in Value Education to the young enquiring minds.

Consumer Behaviour

MBA 921-18

Course Objective: The objective of this course is to help students understanding various factors affecting consumer behavior and to understand the process of consumer buying. Based on the understanding of consumer behavior, the students are expected to design the strategy.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Provide an understanding of how consumers make decisions.

CO2: Analyze personal and environmental factors that influence consumer decisions.

CO3: Understand the processes used when individuals, group or organizations make buying decisions.

CO4: Understand how and why marketers craft particular messages to appeal to consumers.

CO5: Understand the interrelationship with other functional areas of business as a part of the management process.

CO6: Assess the process of opinion leadership and its relationship with firm's promotional strategy.

Services Marketing

MBA 922-18

Course Objective: The objective of this course is to help students understanding various factors affecting consumer behavior and to understand the process of consumer buying. Based on the understanding of consumer behavior, the students are expected to design the strategy.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Understand the fundamental concepts of service marketing and its functions.

CO2: Identify the role and significance of various elements of service marketing mix.

CO3: Analyze customer requirement, measure service quality and design and deliver better service.

CO4: Analyze integrated services marketing communications and services marketing triangle.

CO5: Examine various pricing strategies and pricing approaches in service sectors.

CO6: Understand service marketing applications in different service sectors.

Investment Analysis and Portfolio Management

MBA 911-18

Course Objective: This course aims to acquaint students with the market microstructure of financial markets and understanding of economic, industrial and company analysis. It shall also enable them to understand the valuable linkage between modern theories of finance and the analytical techniques used by investors for valuing securities and construct portfolios to achieve investor's investment goals.

Course Outcomes: Upon completion of this course, students will be able to:

CO1 – To familiarize the students about the basic concepts, various investment avenues, process of investment and market microstructure of financial markets.

CO2 - To enable students to understand the operation of primary as well as secondary markets in India and to understand the concepts of risk and its measurement.

CO3 – To familiarize the students with the concepts and process of fundamental analysis so that they may understand the impact of various environmental factors on investment valuation.

CO4 – To explain the concepts and process of technical analysis and enable the students to understand the role of daily price movements in portfolio management.

CO5 – To explain the concepts, process and techniques for portfolio construction, evaluation and revision.

CO6 – To familiarize the students about the financial derivatives and computation of their expected payoffs.

Management of Financial Services

MBA 912-18

Course Objective: The objective of the course is to understand role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues concerning select financial services. In addition, the course will examine the present status and developments that are taking place in the financial services sector and developing an integrated knowledge of the functional areas of financial services industry in the real services industry in the real-world situation.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: To understand the concept of financial services and their importance.

CO2: To know the structure and schemes of mutual funds.

CO3: To understand the importance and process of Dematerialisation and rematerialisation.

CO4: To know the structure and system of credit rating ,leasing ,merchant banking and venture capital.

CO5: To know the process and importance of factoring and securitisation.

CO6: To understand the process of asset liability management and risk management in banks.

Organizational Change and Development

MBA 931-18

Course Objective: This course aims to introduce students to theories and concepts of organizational change and development and also it enhances the knowledge and understanding of organizational interventions terminology and provides students with the opportunity to apply the key concepts to practical organizational situations.

Course Outcomes: Upon completion of this course, students will be able to:

CO1:Develop understanding of organization change and define, explain and illustrate theories of planned change, their relevant foundations, strengths and weaknesses.

CO2:Recognize and comment on issues and problems arising out of organizational change initiatives.

CO3:To Understand concepts related to system theory, Action Research and Models,

CO4: Understand the role of various intervention strategies in organizational development.

CO5: Facilitate organizational change; and apply diagnostic models and concepts to change issues at the organizational, group and individual levels.

CO6: Examine various issues in the relationship between client and consultant relationship.

Employee Relations

MBA 932-18

Course Objective: The aim of this course is to help students to understand basics of labour laws and industrial relations applicable in various business houses.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Understand establishing & maintaining a sound relationship between the worker & the employer.

CO2: Understand the significance & functioning of Trade Unions.

CO3: Identify the simmering issues which might take the form of a dispute in the workplace.

CO4: Examine various provisions laid down by laws to settle disputes in the organizations.

CO5: Assess the importance of various Acts in Industrial Relations.

CO6: Comprehend the concept and classification of labour welfare.

Data Mining for Business Decisions

MBA 941-18

Objective: The objective of this paper is to acquaint the students with an introduction to data analytics, data mining, and data-driven decision making. Data mining enables one to extract useful insights, which then can be utilized for data-driven decision-making and competitive advantage. Data mining and data analytics involve a collection of techniques for extracting patterns and trends in large databases to present results to stakeholders in terms of the business objectives set, and how the information learned can be used to add value to the business. For this course, two software packages that are commonly used throughout industry are: WEKA, a well-established, highly popular data mining application, and R, a powerful open-source statistical language.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: To understand the opportunities, techniques and critical challenges in using data mining and predictive modelling in a business setting.

CO2: Use research-based knowledge and methods including company analysis, primary and secondary data collection, analysis and interpretation of data to find solution to business problems.

CO3: To understand and translate business challenges into data mining problems.

CO4: To become familiar with the processes needed to develop, report and analyze business data.

CO5: To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

E-Commerce and Digital Markets

MBA 942 – 18

Objective: The objective of this paper is to acquaint the students with the effectiveness of ecommerce and digital marketing. Students will learn about the implications of an increasingly technological Society and to provide insights on how to implement marketing in a digital world.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: To understand of various applications and scope of ecommerce.

CO2: To know the working of various payment modes used in ecommerce today.

CO3: Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy, Developing effective digital and social media strategies

CO4: Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media

CO5: Students will be able to explore the latest digital ad technologies

OPERATION STRATEGY

MBA 951-18

Course Objective: The course aims at providing fundamental knowledge of strategy and its implications in operations management. The course will cover strategy concepts, issues and techniques for efficient and effective operations.

Course Outcomes: At the end of the course, student shall be able to learn the following:

CO1: Understand the strategic role of operations management in creating and enhancing a firm's competitive advantages.

CO2: Analyze, evaluate and recommend changes in the operations strategy of an organization.

CO3: Demonstrate a managerial point of view i.e., capacity for analyzing operations problems on a functional, business and company wide basis.

OPERATION RESEARCH APPLICATIONS

MBA952-18

Course Objective: The course aims at familiarizing the students with quantitative tools and techniques, which are frequently applied to business decision-making & to provide a formal quantitative approach to problem solving and an intuition about situations where such an approach is appropriate.

Course Outcomes:

CO1: Be able to understand the characteristics of different types of decision-making environments and the appropriate decision-making approaches and tools to be used in each type.

CO2: Model Formulation and applications that are used in solving business decision problems.

CO3: Be able to design new simple models, like: CPM, PERT to improve decision –making and develop critical thinking and objective analysis of decision problems.

Marketing Analytics

MBA 961-18

Course Objective: The objective of this paper is to acquaint the students with Product Management, Digital Marketing and analysis of market conditions.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: To learn how to analyse market conditions in the era of social media.

CO2: To learn to apply statistical tools on marketing data metrics.

CO3: Understand how the “first principles” of marketing strategy helps firms organize the analytics opportunity and challenge in today’s data era, and

CO4: Use and execute data analytic techniques, and case studies to understand how to solve marketing analytics problems in a scientific and process-driven manner

Data Sciences using R

MBA 962-18

Objective: The objective of this paper is to acquaint the students with availability of plethora of data in organizations that need to be analysed to discover the hidden pattern used for solving business problems. This is done through the field of Data Science. After studying this course students will be able to relate the applications of data science with real life business problems in organizations and will be able to provide solutions after rigorous analysis of data through it.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Know advanced aspects of big data analytics, applying appropriate machine learning techniques to analyse big data sets

CO2: Assess the statistical significance of data mining results, basic statistical modelling and analysis using the open-source tool R

CO3: Describe what Data Science is and the skill sets needed to be a data scientist.

CO4: Understand concepts like Big Data, Data Mining, Data Analytics and Machine Learning

CO5: Understand various algorithm for data analysis (classification and Clustering)

Corporate Strategy

MBA401-18

Course Objective: This course aims to familiarize the students with organization perspective from strategic viewpoint integrating different functional areas of management. The aim is to develop an understanding of how organizational strategies are formulated and implemented in a changing global environment.

Course Outcomes: After studying this course, the students should be able to:

CO1: Understand the concepts of strategic management process and strategic decision-making process.

CO2: Discuss various techniques of external as well as internal environmental analysis of business.

CO3: Explain various business level and corporate level strategies for the growth of the business along with their implications.

CO4: Illustrate the issues involved in strategy implementation and the role of leadership, communication and organizational structure in implementation of strategy.

CO5: Develop various functional plans for successful implementation of strategy.

CO6: Understand organisational systems and techniques of strategic evaluation and control.

Integrated Marketing Communication and Sales Management

MBA 923-18

Course Objective: This course will help the students to understand the principles and practices of marketing communication, tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning as well as sales management.

Course Outcomes: After successfully completing this course, students will be able to:

CO1: Apply the key terms, definitions, and concepts used in integrated marketing communications.

CO2: Conduct and evaluate marketing research and apply these findings to develop competitive IMC Programme.

CO3: Examine the role of various promotional strategies such as advertising, direct marketing, sales promotion and PR in effectiveness of marketing communication.

CO4: Understand and apply the concepts of sales management and organization.

CO5: Develop sales related marketing policies such as product policies, distribution policies & pricing policies.

CO6: Explain various sales operations such as sales budget, sales territories, sales Quota's, control of sales, sales meeting and sales contest, organizing display, showroom and exhibition.

Retail Management

MBA 924-18

Course Objectives: This course enables students to understand the evolution of retailing and the strategic role of retailing in the distribution of consumer goods and services. The content of the course is useful for students interested in a retail career, working for companies that interface with retailers, or interested in owning or running a retail business.

Course Outcomes: After studying this course, the students should be able to:

CO1: Understand opportunities and challenges in retail management and retail management decision process.

CO2: Examine various types of retail formats and comprehend the application of theories of retail development on business models in retail.

CO3: Discuss and apply various function of store management.

CO4: Recognize the importance of store design and apply the concepts of store design to determine store layout and merchandising.

CO5: Understand the importance of customer service in improving retail service qualities.

CO6: Describe the applications of IT in retailing.

International and Social Media Marketing

MBA 925-18

Course Objectives: The course aims at acquainting students with the concepts and procedures for international marketing and trains them to develop and implement plans and strategies for entering international markets and managing overseas operations. The course also helps students to understand the basics in Social Media Marketing and Blogging.

Course Outcomes: After successfully completing this course, students will be able to:

CO1: Assess the challenges in international marketing and understand various international market entry strategies.

CO2: Evaluate international marketing environment and identify various international trade barriers and regional blocks.

CO3: Develop international product, pricing and communication policy and examine international distribution system.

CO4: Discuss the evolution of social media marketing and identify various benefits and applications of social media.

CO5: Explain how to develop effective social media marketing strategies for various types of industries and businesses.

CO6: Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person.

Product and Brand Management

MBA 926-18

Objective: To create understanding among students for concepts, process, techniques of product and management. The course also aims to familiarize students with the concept of a 'brand', the role of branding in marketing strategy; brand equity, its importance and measurement, how to create and retain brand equity; operational aspects of brand management.

Course Outcomes: After studying this course, the students should be able to:

CO1: Understand what a product is, the various levels which make it up, and different types of products.

CO2: Examine various challenges and issues involved in product planning and development.

CO3: Discuss and apply the concepts of test marketing and market entry of a product.

CO4: Recognize the features and importance of a brand and conduct branding research.

CO5: Understand the concept of brand loyalty and measuring brand performance.

CO6: Describe the role of various branding strategies in brand equity management.

Behavioural Finance

MBA 913-18

Course Objective: The primary objective of the course is to make the students understand how behavioural bias affects the classical financial theory.

Course Outcomes: After studying this course, the students should be able to:

CO1: Understand and differentiate between different theories of behavioural finance.

CO2: Examine the concepts of bounded rationality.

CO3: Discuss various anomalies in the market giving rise to behavioural bias.

CO4: Describe the basis of behavioural bias of professional investors trading in market.

CO5: Understand the concept of market efficiency and will be able to relate it with the concept of behavioural finance. CO6: Describe the challenges to the efficient market hypothesis.

Mergers, Acquisitions and Corporate Restructuring

MBA 914-18

COURSE OBJECTIVE: The main objective of this course is to enable the students to understand, evaluate, and interpret the significance of Mergers, Acquisitions and Corporate Restructuring in the current global business environment, and enable them to appreciate how these strategic decisions are affected by various issues like valuation, regulatory environment and methods of payment.

Course Outcomes:

- 1) To explain the popularity of merger and acquisition strategies in firms competing in the global economy.
- 2) To describe the reasons why firms, use an acquisition strategy to achieve strategic competitiveness.
- 3) To describe the issues that are significant in valuation decisions, and the factors which work against achieving success when using an acquisition strategy.
- 4) To define the restructuring strategy and distinguish among its common forms.
- 5) To explain the regulatory aspects of mergers, acquisitions and corporate restructuring.

International Finance and Financial Derivatives

MBA 915-18

Course Objective: The primary objective of the course is to familiarize the students with the different aspects of finance in respect of international trading and investing and to equip them with the trading framework of different types of derivative contracts.

Course Outcomes: After studying this course, the students should be able to:

CO1: Understand the framework of international exchange rate system including factors influencing exchange rates.

CO2: Discuss the basics of different types of derivative contracts like futures, options and swaps.

CO3: Understand various types of risks / exposures in forex trading and their management.

CO4: Describe various theories underlying the concepts of international finance.

CO5: Understand trading strategies using options contracts.

CO6: Describe the regulatory framework of derivatives contracts in India.

Taxation and Personal Financial Planning

MBA 916-18

Course Objective - To enable the students to understand the importance of tax management and various methods available for tax planning. This course also aims to acquaint students with the importance and methods for personal financial planning.

Course Outcomes:

CO1 – The students will be familiarised with the concepts of tax management, tax avoidance and tax evasion and the methods of ways of tax planning.

CO2 – To acquaint students with the provision of the current finance act with regard to various head of income.

CO3 – To enable students to compute the tax liability of individuals after considering their residential status, various exempted incomes, permissible deduction, clubbing of income and setting off of losses.

CO4 – To familiarise students with the concept, objectives and importance of personal financial planning and enable the students to understand the implications of environmental factors and time value of money on the personal financial statements.

CO5 – To enable students to identify various types of risks any individual is exposed to and how they can hedge diversifiable risk.

CO6 – To familiarise students with various instruments available for investment by an individual for achieving their personal financial goals

International Human Resource Management

MBA 933-18

Course Objective: This course provides an understanding of the role of human resource management (HRM) in international contexts. The course is divided into three areas of study: the context of international HRM, strategic and functional HRM in international contexts, and comparative international contexts.

Course Outcomes:

CO1: Understand issues, opportunities and challenges pertaining to international HRM.

CO2: Develop competency in dealing with cross cultural situations.

CO3: Understand the strategic and functional roles of HRM in various international contexts, especially in areas such as recruitment and selection, performance management, training, learning and development, career management, compensation, motivation and repatriation;

CO4: Identify the role of cross-cultural leadership in managing multicultural teams.

CO5: Understand external forces (e.g., globalisation, sociocultural changes, political and economic changes) that have the potential to shape international HRM.

CO6: Develop generic and transferable skills-especially in diagnosing international HRM issues critically and analytically and discussing specific cases relating to international HRM.

Strategic Human Resource Management

MBA 934-18

Course Objective: The aim of this course is to help students to understanding the strategic approach to human resources as distinguished from the traditional functional approach, understanding the relationship of HR strategy with overall corporate strategy, strategic role of specific HR systems and appreciating SHRM in the context of changing form of organizations in the global environment.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Understand an integrated approach to the development of HR strategies that enable the organization to achieve its goals.

CO2: Describe the process of strategic HRM.

CO3: Discuss the strategic role of HR systems such as strategic staffing, strategic appraisal, strategic reward system etc.

CO4: Explain various human aspects of strategy implementation.

CO5: Identify the role of leadership in implementing strategic change.

CO6: Understand Global HRM and role of global HRM in successful implementation of MNC strategy

Leadership and Team Dynamics

MBA 935-18

Course Objective: This course is designed to be an interactive exploration of team dynamics and leadership. Through the introduction of current theories and models, students will learn to work effectively in groups, increase their understanding of leadership, make effective decisions, and stimulate the development of new skills through demonstration and practice.

Course Outcomes:

CO1: Understand the history of leadership and current leadership theories.

CO2: Explain how leadership models are put into practice personally, locally, and globally.

CO3: Discuss the knowledge of developing leadership abilities.

CO3: Describe the concept of Strategic Leadership and ethical leadership.

CO4: Explain composition, formation, and development of teams.

CO6: Illustrate the dynamics of team Performance and motivation and the role of leadership in dynamics of team management and decision making.

Performance and Compensation Management

MBA 936-18

Course Objective: The objective of the course is to impart relevant knowledge required to perform the functions of human resource planning in an organisation and equipping seekers with comprehensive and practical skills to manage employees' performance effectively, and to understand the structure and components of wages and salaries, and the wage administration in India.

Course Outcomes: After completing the course, the student shall be able to:

CO1: Increase the awareness of the process and principles of performance Management / appraisal.

CO2: Identify the negative aspects of appraisal systems and consider how these might be overcome.

CO3: Discuss performance with regard to pay awards, and whether these should, or should not be automatically related to each other.

CO4: Demonstrate a familiarity with the appeal process relating specifically to the performance review.

CO5: Illustrate different ways to strengthen the pay-for-performance link and also learn the concepts of Payment and employee benefits issues for contingent workers.

CO6: Develop appropriate reward and compensation policies.

Managing Software Projects

MBA 943 – 18

Objective: The objective of this paper is to acquaint the students with major issues and techniques of Managing Software Projects. Understanding approaches for managing and optimizing the software development process and choosing an appropriate project development methodology (e.g., waterfall, spiral, agile etc.). Applying efficient techniques for managing each phase of the systems development lifecycle

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Understanding approaches for managing and optimizing the software development process

CO2: Examine contemporary software life cycle processes, activities and work products

CO3: Apply different methods to identify, analyze, and manage software project risks

CO4: Estimate software project effort, cost, and schedule for an intermediate size project

CO5: To make aware about the various software project teams in terms of roles and responsibilities and managers can plan their projects and minutely work out the cost and time overrun of projects.

Managing Digital Innovation and Transformation

MBA 944 – 18

Objective: The objective of this paper is to acquaint the students with introduction to digital transformations and innovation and build Digital Capabilities.

Course Outcomes: Upon completion of this course, students will be able to:

CO1 : Identify how Digital Transformation impacts corporate strategies

CO2 : Understand Security Issues in Digital Transformations

CO3 : Understand the risk associated with evolving international clients and environment

CO4 : To learn Security Issues, Methods & Laws CO5 :Understanding cloud computing

IT Consulting

MBA 945 – 18

Objective: The objective of this paper is to acquaint the students with role of IT Consulting in Business Processes. It shall enable them to understand Consulting Life Cycle, Consulting Projects, Service Level Agreements (SLA) and Ethics in Consulting.

Course Outcomes: Upon completion of this course, students will be able to understand:

CO1: To analyze the IT requirements of the organization and the underlying environment.

CO2: To advise IT solutions and services based on requirements.

CO3: To understand RFP Analysis.

CO4: To provide an understanding about SLA.

CO5: To familiar with ethics in consulting.

Strategic Management of IT

MBA 946 – 18

Objective: The objective of this paper is to acquaint the students with the value of IT in strategic management and its processes. This course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership through the use of IT.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: To develop an understanding of strategic management concepts and techniques and acquire the ability to apply the same in business situations

CO2: Learning how to use IT as a tool to implement business strategies and gain competitive advantage, not merely to support business operations.

CO3: In addition to familiarizing students with new technological changes in management, students are expected to integrate and apply their prior learning to strategic decision making in organisations

CO4: Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

CO5: Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.

SUPPLY CHAIN & LOGISTIC MANAGEMENT

MBA953-18

Course Objective: To make students understand about the growing recognition that the twin goals of cost reduction and service enhancement can be achieved through logistics and supply chain management.

CO1: Demonstrate a clear understanding of the key concepts applied in logistics and supply chain management.

CO2: To highlight the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, offshore and inshore logistics.

CO3: To develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding

QUALITY TOOLKIT FOR MANAGERS

MBA954-18

Course Objective: The course aims at giving an insight to students about a well-designed quality management system, that will help in identification of problems and help improve output quality to better meet the changing market scenario.

CO1: Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.

CO2: To provide students with the requisite knowledge of concepts and to impart practical skills and techniques required in the area of strategies for managing technology in business

CO3: Critically appraise the organizational, communication and teamwork requirements for effective quality management

CO4: Critically analyze the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans

Data Visualization for Managers

MBA 963-18

Objective: The objective of this paper is to acquaint the students with Visualization Imperative like Message to Charts and Visual Perception. Also help students discover the power of storytelling and the way to make data an essential idea to enhance business as manager.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Employ best practices in data visualization to develop charts, maps, tables, and other visual representations of data.

CO2: Use Tableau's visualization tools to conduct data analysis, especially exploration of an unfamiliar dataset.

CO3: Create compelling, interactive dashboards to combine several visualizations into a cohesive and functional whole.

CO4: Utilize advanced Tableau features including parameters, data blending, custom SQL, very large datasets, custom date hierarchies, and others.

CO5: Use data visualizations, dashboards and Tableau Stories to support relevant communication for diverse audiences

Business Forecasting

MBA 964-18

Objective: The objective of this paper is to acquaint the students with Forecasting Process, Exploratory Data and Regression Analysis. Students should learn Time Series Forecasting Models.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Understand the importance of forecasting in making accurate decisions in economic and business environments

CO2: Understand the basics in regression analysis, time series analysis and their applications in forecasting

CO3: Understand how to handle the trend, seasonal and cyclical issues in forecasting analysis.

CO4: Construct forecasting reports to higher level management for vital decision-making process.

CO5: Use the software packages for developing forecasting models. CO6: Be prepared for more advanced study of economic and business forecasting

Workshop on Indian Ethos

MBA 403-18

Course Objective: The course is an attempt for the students to learn about how to apply the concepts and theories of ancient Indian management in business.

Courses Outcomes:

CO1: Comprehend and practice Indian Ethos and values system.

CO2: Applying value-based management and ethical practices in business.

CO3: To gain the knowledge of management principles from Vedas and other holy books and explain the application of Indian heritage in business.

CO4: To comprehend various stress management techniques and their applications in organizations.

CO5: To describe salient features and advantages of ancient Indian system of learning.

CO6: To describe various laws of Karma and explain the concept of corporate karma.