

## **COURSE OUTCOMES**

The following course outcomes demonstrate how the core management courses in the MBA curriculum support the program's outcomes.

### **FIRST YEAR**

#### **MB 101- Principles & Practice of Management**

After completing the course student will be able to understand and explain the concept of management and its managerial perspective. It subject will equip students to map complex managerial aspect arise due to ground realities of an organization. They will Gain knowledge of contemporary issues in Management principles and various approaches to resolve those issues.

#### **MB 102- Economics for Managers**

After studying the subject the students will be able to understand and explain the concept of economics and its managerial perspective including the real insight of the consumer's economic behaviour leading them to estimate the demand for the new product as well as changes in the existing products.

#### **MB 103- Accounting & Financial Analysis**

After completing the subject students will be able to:

- ü Analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.
- ü Use accounting and business terminology, and understand the nature and purpose of generally accepted accounting principles (GAAP).
- ü Explain the objective of financial reporting, the elements of the financial statements, and the related key accounting assumptions and principles.
- ü Define and distinguish between cash basis and accrual basis accounting and the impact of each on the financial statements.
- ü Recognize the information conveyed in each of the four basic financial statements and the way it is used by investors, creditors, regulators, and managers.
- ü Identify and illustrate how internal controls are used to manage and control the firm's resources and risk.

#### **MB 104- Organisational Behaviour**

This course will equip students with an ability to Identify, explore and examine factors impinge on individual and group behaviour in organizations in the new millennium. Explain the terminology associated with organizational behaviour. Incorporate and apply the predominant organizational behaviour theories to gain knowledge of

contemporary issues in organizational behaviour and frameworks to work with real life organizational issues concerned with Human Behaviour at work place.

### **MB 105- Business Statistics**

Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC), for summarizing data, and to make data-driven decisions.

### **MB 106- Marketing Management**

This course will equip students to review marketing issues with respect to understand basic concepts of Marketing, understand target segmentation and consumer decision making design of products that meet consumer needs understand pricing, channels of distribution understand marketing communication.

### **MB 107-Computer Concepts & Managerial Applications**

Students will be able to understand the concepts of computer and various software's related to it. The use of MS Office (Excel, Access & Power point) helps in different type of analysis and projection of reports related to the business management. The software helps in planning & coordinating the supply chain of the company. Approximately half of the course emphasis is on computer concepts and half of the course emphasis is on the use of computer applications in taking the managerial decisions.

### **MB 108 –Managerial Communication**

The students will understand the basic concepts and techniques of communication that are useful in developing skills of communicating effectively. The effort is also to facilitate student's understanding of crucial communication principles and to develop effective writing skills. This course provides opportunities to analyze complex issues, organize thoughts logically, and communicate these complex ideas concisely. To effectively illustrate the concepts of communication a wide variety of sources are to be used including videos, newspaper clippings, articles from magazines and journals, websites.

### **MB 201: Human Resources Management**

After completing this course the students should be able to understand the concepts, principles and processes of HRM, understand the crucial role that HRM plays in helping organizations all over the world adapt to the endless change today.

### **MB 202: Research Methodology**

After completing this course the students should be able to understand the principles of research and enable students to link the research process with theories of their specialist areas.

### **MB 203: Operations Research**

After completing this course the students should be able to understand a wide variety of applications and problems that can be addressed using Operations Research techniques.

### **MB 204: Management Accounting & Control**

By the end of the course, students should be able to analyze wide variety of costing process. It also helps the students to learn the management of funds by means of budgets and the use of management accounting information to make informed and accountable decisions.

### **MB 205: Financial Management**

After completing this course the students should be able to make optimum decisions pertaining to raising funds, making investments & managing the assets of a corporation, big or small, with an ultimate goal of creating value.

### **MB 206: Production & Operations Management**

This course aids in understanding the role of operations on achieving various competitive capabilities. The students also learn how to help an organization in improving productivity and meeting customer's competitive capabilities.

### **MB 207: Business Environment**

After completion of the subject the students will be familiarized with the nature of business environment and its components. The subject contents facilitate the students to develop conceptual framework of business environment and generate interest in international business.

### **MB 208: Comprehensive Viva**

After the completion of First year, the students are verbally evaluated on over all assimilation of business knowledge taught in the class room in the first year.

## **SECOND YEAR**

### **CORE PAPERS-THIRD SEMESTER**

### **MBA 031: Supply Chain Management**

After completion of this course, the students learn how businesses acquire, produce, and deliver manufactured goods and services across the world. They also learn to integrate strategic procurement and supply management, manufacturing and service operations, demand fulfillment, reverse logistics, recycle, and remanufacture processes with information systems as the critical enabler of supply chain efficiencies and responsiveness.

### **MBA 032: Strategic Management**

After studying the extensive use of case studies, the students focus on diagnosis of problems and opportunities as well as the development of alternative courses of action and implementing organizational leadership.

### **MBA 033: Management Information System**

The course provides students a fundamental understanding of management information systems concepts and their role in contemporary business. At the end of this course, students should be able to participate in information systems development as an informed person.

### **MBA 034: Consumer Behavior & Marketing Communication**

After completion of this course the students would be aware about the concepts, techniques for developing an effective advertising program and to develop a basic understanding of the concepts of Media Planning and understanding various mass media formats prevalent in India.

### **MBA035: Summer Training Project Report**

The Summer Training is an integral part of MBA Programme and aims at achieving multiple objectives. Its foremost objective is the application of knowledge and techniques learnt in the first year to real business problems. It gives an insight into the working of the real organizations by giving deeper understanding in specific functional areas. Finally, it helps a student in exploring career opportunities in their areas of interest.

## **ELECTIVE PAPERS**

### **MBA HR 01: Personal Growth and Training & Development**

After completion of this course the students develop an understanding of planning and implementing training activities in an organization, to develop basic skills for designing and conducting the training programme with an application of consideration that underline the management of training functions in an organization.

## **MBA HR 02: Industrial Relations and Labor Enactments**

The students will be able to sensitize and get exposure to critical tasks, functions and issues of industrial relations and to gain insight into the dynamics of employee management relations on the different job situations after completing this course.

## **MBA MK 01: Marketing of Services**

The course helps students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

## **MBA MK 02: Marketing Research**

This course helps students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

## **MBA FM 01: Management of Working Capital**

The course helps to appraise students with the importance of working capital and the techniques used for effective working capital management. A managerial accounting strategy focusing on maintaining efficient levels of both components of working capital, current assets and current liabilities, in respect to each other.

## **MBA FM 02: Security Analysis and Investment Management**

The students will learn the fundamentals of investment and the concept of equilibrium in the market and to provide the various techniques available for minimizing risk and optimizing return for combination of financial assets.

## **MBA IB 01: International Marketing**

The students develop critical skills required for effective international marketing strategies to develop a global perspective on international marketing problems and to enhance the ability for taking up international marketing management functions

## **MBA IB 02: International business environment and foreign exchange economics**

The subject will enable students to understand the maintenance and development of an organization's production or market interests across national borders with either local or expatriate staff. The process of running a multinational business made up of formerly independent organizations. The body of skills, knowledge and understanding required to manage cross-cultural operations

## **MBA IT 01: Database management system**

The students would be conversant with the large databases, customized creation and storage of data in databases. Optimization in the process of data retrieval through customized query processes, the various concepts and models used in the database applications and the various types of high-end databases applications like Oracle operations for storage & retrieval of data.

## **MBA IT 02: System analysis & design and software engineering**

The students will be familiarizing with the various concepts of system analysis, design, planning and software engineering.

## **CORE PAPERS – FOURTH SEMESTER**

### **MBA 041: Entrepreneurship Development**

After completion of this course the students would be able to understand the relevance of entrepreneurship as a means of management practice in the context of a fast changing organizational structure in a global environment. It includes identification and development of opportunities for an entrepreneur in an uncertain and inflexible environment and ways and means to minimize the external threats. The content will be multidisciplinary with the view to cover a whole range of issues pertaining to entrepreneurship and small scale industry.

### **MBA 042: Corporate Governance, Values & Ethics**

After completion of this course students would be able 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.

## **ELECTIVE PAPERS**

### **MBA HR 03: Team Building & Leadership**

The nature and complexities of tasks and responsibilities, and the challenge faced by modern organizations in the emerging business environment, suggest that managers must learn to work effectively with teams of colleagues and subordinates. They must do so both internally and externally and at top, middle and lower levels. This subject will help students to develop their leadership potential and skills alongside skills in team building.

### **MBA HR 04: Negotiation & Counseling**

By studying this paper the students understand the business negotiation process in general and the contexts which should be taken into consideration for negotiation purpose. At the same time this course will develop negotiating ability of the students which are mostly valued in corporate now a days.

### **MBA MK 03: Sales and distribution management**

The course helps the students to develop the familiarization of concepts, approaches and the practical aspects of the key decision making variables in sales force and distribution channel management.

### **MBA MK 04: Retail Management**

This course provides students with a comprehensive understanding of retailing, an analysis of the retail environment and exposure to issues and developments in the retail industry.

### **MBA FM 03: Management of Financial Institutions and Services**

The students will understand the nature and role of financial services, the guidelines and framework within which they operate and the purpose of these services and their role in the development of financial markets.

### **MBA FM 04: Tax Planning and Management**

This paper helps in providing the students the basic knowledge of various taxes and tax planning in various types of organizations.

### **MBA IB 03: Export Management & Documentation**

The subject help the students in identifying the suitable modes of foreign market entry, to acquaint the students with the intricacies associated with international marketing, to familiarize with the EXIM documentation procedures.

### **MBA IB 04: International Logistics Management**

After completion of this course the students will learn the several important elements of international logistics such as global sourcing and trade and the growing strategic importance of various transport and logistical infrastructure facilities. It will highlight the prevailing international trade regulatory environment and its resultant impacts on global logistical issues, especially the intra and inter trade logistics between established trade blocs.

### **MBA IT 03: Data Communication & Network**

The students will learn the technical and managerial challenges in supporting electronic commerce, virtual teams, intranets, extranets, remote access, Voice Over IP, internetworking over wide area network (WAN) technologies and effectively manage these complex networks.

### **MBA IT 04: Electronic Commerce**

In this course, the students will be able to appreciate the basic components of a network as well as understand to integrate network based services for enhanced productivity within the organization as well as use these for conducting business over the Net.

### **OPTIONAL PAPERS**

#### **MBA OP 01: Insurance & Risk Management**

This paper aims at providing impetus to the students about insurance and banking operations in India. It also provides students basic ideas on thrust areas in insurance and banking

#### **MBA OP 02: Hospitality Management**

The subject provides the study of the running of hotels, restaurants, and travel and tourism-related business. The curriculum is dedicated to impart education in the field of hospitality management, to prepare globally competitive managers & professionals for international hospitality industry.

#### **MBA OP 03: Project Management**

Successful new ventures and economic development and growth do not just happen. They are the result of right environment, planning, effort and innovation. This paper helps the students to discuss the entire area of project management and control.

#### **MBA OP 04: Rural Management**

The subject helps to create awareness about the applicability of the concepts, techniques and processes of marketing in rural context, to familiarize with the special problems related to sales in rural markets, to help understand the working of rural marketing institutions and agricultural products.