



DEVI AHILYA VISHWAVIDYALAYA, INDORE

Institute of Management Studies

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Program outcome and course outcome





DEVI AHILYA VISHWAVIDYALAYA, INDORE INSTITUTE OF MANAGEMENT STUDIES

Our Focus **Employability and Entrepreneurship**

IMS has established its presence in central India since half a century. It has established itself as an institute dedicated to high quality management education. IMS is committed to nurture students to possess managerial skills and high quality professionalism so that they are equipped to face the challenges of today's corporate world. IMS also develops researchers who are capable of producing good quality research making the management education prosper.

IMS also strives to nurture entrepreneurs who show their presence in local as well as national corporate community. IMS offers programmes under three categories :

- Post Graduate programmes in Management.
- Integrated programmes in Management.
- Research oriented programmes in Management.

PROGRAMME OUTCOMES (POs)

Learning objective of IMS essentially focus on employability and entrepreneurship in various functional areas under management domain. The MBA Programmes seek to develop students into leaders ready to tackle the challenges of today's global business environment.

The programme objective are :

- Develop an understanding of social, legal, managerial and ethical responsibilities of an organisation.
- Comprehend the effect of global environment on business.
- Develop strategic and innovative thinking skills to enable effective decision making and problem solving.
- Develop functional business knowledge in areas like marketing, finance, HR, Information technology, e-Commerce and other emerging business areas.

Post Graduate Programmes in Management : Programme specific outcomes –

The post graduate programmes offered at IMS are :

- MBA (Full-Time)
- MBA (Financial Administration)
- MBA (Marketing Management)
- MBA (Human Resource)
- MBA (e-Commerce)
- MBA (Hospital Administration)
- MBA (Disaster Management)
- MBA (Executive)

Programme specific outcomes pertain to exploration of knowledge of management in related disciplines. A student of IMS acquiring and MBA degree will be able to :

- PSO 1 : Analyse the impact of managerial decision and actions on stake holders including interpersonal, societal, environmental and organisational considerations.
- PSO 2 : Formulate an integrative business project through the application of multidisciplinary knowledge on the basis of experiential learning.
- PSO 3 : Apply appropriate framework for evaluating and creating effective organisations responding to diversity.
- PSO 4 : Understand analyse and apply ethical decision making and demonstrate awareness of economic, environmental, political, legal and regulatory context of global business practice.
- PSO 5 : Identify new business opportunities and establish start-ups there by adding value to society
- PSO 6 : Evaluate risk, identify problem, suggest alternative by leveraging technology to enable qualitative and quantitative problem solving.
- PSO 7 : Comprehend various situation of disaster and be prepared to provide sustainable solutions.
- PSO 8 : Consider learning as a life long process and equip their skills at any stage of life.

Integrated Programmes in Management : Programme specific outcomes –

IMS offers integrated post graduate programmes or student after class XII, with an objective to catch them young and nurture them suitably. The Integrated programmes offered at IMS are :

- MBA (e-Commerce) 5 Year Integrated
- MBA (Hospital Administration) 5 Year Integrated

PSO 1 : Learn and develop digital literacy for e-Commerce businesses and understand the usage of business intelligence, knowledge management, data analytics and other new age technology for business.

PSO 2 : Understand various clinical and non clinical aspects of administration of hospital by having optimum medical knowledge and requisite exposure to health care sector globally.

Research oriented programmes in Management : Programme specific outcomes –

IMS offers Research oriented programmes with an objective to :

- Develop analytical skills to understand the intricacies of research.
- Comprehend the need for research in corporate world.
- Develop functional knowledge of statistical tools and technique used for research in business.

The research oriented programmes offered at IMS are :

- M.Phil in Management
- Ph.D. in Management

- PSO 1 : Develop solutions to the problems in various domain of knowledge pertaining the society, particularly local community.
- PSO 2 : Enhance systematic enquiry capabilities and competencies of individual towards problem identification and solution.
- PSO 3 : Help local companies to solve their every day problem through research.
- PSO 4 : Proposed theoretical models which may help the management discipline to prosper and grow.

COURSE OUTCOMES

The Course outcomes for each course are incorporated in the syllabus. The link to each course syllabus and its outcome is given herewith.

Name of the Programme	Link to Syllabus
MBA (Full-Time)	http://www.ims.dauniv.ac.in/mba_ft.php
MBA(Financial Administration)	http://www.ims.dauniv.ac.in/mba_fa.php
MBA (Marketing Management)	http://www.ims.dauniv.ac.in/mba_mm.php
MBA (Human Resource)	http://www.ims.dauniv.ac.in/mba_hr.php
MBA (e-Commerce)	http://www.ims.dauniv.ac.in/mba_ec2y.php
MBA (Hospital Administration)	http://www.ims.dauniv.ac.in/mba_ha2y.php
MBA (Disaster Management)	http://www.ims.dauniv.ac.in/mba_dm.php
MBA (Executive)	http://www.ims.dauniv.ac.in/mba_ex.php
MBA (e-Commerce) 5 Year Integrated	http://www.ims.dauniv.ac.in/mba_ec5y.php
MBA (Hospital Administration) 5 Year Integrated	http://www.ims.dauniv.ac.in/mba_ha5y.php
M.Phil in Management	http://www.ims.dauniv.ac.in/mphil.php
Ph.D. in Manaagement	http://www.ims.dauniv.ac.in/phd.php

COURSE OUTCOMES

PROGRAMME NAME : MBA (FULL-TIME)

PROGRAMME CODE : MS5A

SL.	COURSE CODE	COURSE NAME	COURSE OUTCOME
1	FT101C	Fundamentals of Management	<ul style="list-style-type: none"> • To expose the students to the different functions performed by managers, the roles they have to perform for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases; • To provide the necessary foundation for all other courses based on management practices across the world • Define Management and explain how management differs according to level and whether a manager is a line manager or an enabling role. • Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems • Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.
2	FT102C	Quantitative Methods	<ul style="list-style-type: none"> • To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases; • To provide the necessary foundation for all other courses. • Interpret the data to get solutions to the problems in the corporate world. • Classify, present the data as per the requirements of the practicing managers. • Describe and attain some elementary level of mathematical and statistical skills for the management processes; planning, organizing, decision making and control.
3	FT103C	Business Accounting	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Financial Accounting and Cost Accounting. • Understand basics of double entry system and other accounting system, basic of accounting, maintaining of accounting books as per accounting cycle and preparation of trial balance. • Finalize Accounting Statements of Individuals. • Understand basic of Cost Accounting and related decision criteria
4	FT104C	Business Ethics and Management by Indian Values	<ul style="list-style-type: none"> • To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making. • To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations. • To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior. • Understand nature and purpose of ethics and ethical norms. • What exactly business ethics is and how it is different from corporate social responsibility. • Learn and apply important theoretical frameworks in

			<p>business situation and decision making.</p> <ul style="list-style-type: none"> • Learn and understand various concepts of Indian ethos and how they impact various key business decisions. • Understand importance of self-management and work place spirituality.
5	FT105C	Marketing Management - I	<ul style="list-style-type: none"> • To familiarize the students with marketing concepts and practices. • To acquaint them with the challenges of marketing environment and competition; • To expose them to the elements of marketing mix; and develop their capacity to understand marketing applications • Understand Marketing Management and explain its pivotal role. • A clear understanding and exposure to the concepts of marketing and its roots in customer-centric approach, and the elements of marketing mix.
6	FT106C	Organisational Behaviour	<ul style="list-style-type: none"> • Understand individual behavior in organizations, including diversity, personality, attitude perception, learning and motivational theories. • Understand group behavior in organizations, including group and team development leadership, conflict management • Understand the organizational system, including organizational culture, change and stress management. • Students will find keys to understand people • Students can find the basis of individual and group behavior • Students will develop various soft skills
7	FT107C	Business Communication	<ul style="list-style-type: none"> • To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities. • To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment. •
8	FT108C	Managerial Economics	<ul style="list-style-type: none"> • Objective of this Course is to help the students analyze and understand economic environment. • Analyze how buyers and sellers interact in a free and competitive market to determine prices and quantities of goods. • Measure how changes in price and income affect the behavior of buyers and sellers. • Use the concept of producer, consumer surplus, and total surplus to explain the outcomes of markets for individuals, firms, and society. • Analyse how firms can use various pricing strategies to maximize profit. • Evaluate the consequences of government policies in markets • Evaluate macro economic performance using indicators that include output measures and unemployment. • Evaluate macro economic performance using indicators that

			<ul style="list-style-type: none"> include inflation Use an understanding of the strengths and weakness of fiscal and monetary policy to determine an appropriate stabilization policy for a given macroeconomic situation
9	FT201C	Human Resource Management	<ul style="list-style-type: none"> To make students aware about different functions of human resource management. To make an understanding among students about different terms closely associated with HRM. Define HRM and understand its importance in managing diverse workforce. Help students to make themselves skilled in HR function for the present day organization
10	FT202C	Operations Management	<ul style="list-style-type: none"> To bring the understanding of industrial and business operations, products and services. To develop logic and skills to apply suitable and better tools and techniques on operational decision making. To explore the scope and dimensions of operations management applications in major management functions and decisions. Understand the logic and applications through tools and techniques of operations management in business and industrial flow of information, goods and services. Integrate the business activities and scientific problem solving methodology. Set the unique way of doing job/task/work/activities with optimality in business.
11	FT203C	Financial Management	<ul style="list-style-type: none"> The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business. Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation. Use Financial Management Tools for Managerial Decision Making.
12	FT204C	Business Law	<ul style="list-style-type: none"> To acquaint students with general business law issues to help become more informed sensitive and effective business leaders. To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively. Provide an overview of important laws that have a bearing on the conduct of business in India Examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms Understand various modes of dispute resolution in business transactions

13	FT205C	Marketing Management-II	<ul style="list-style-type: none"> • To familiarize the students with marketing concepts and practices. • To acquaint them with the challenges of marketing environment and competition; • To expose them to the elements of marketing mix; and develop their capacity to understand marketing applications • Understand Marketing Management and explain its pivotal role. • A clear understanding and exposure to the concepts of marketing and its roots in customer-centric approach, and the elements of marketing mix.
14	FT206C	Data Analytics	<ul style="list-style-type: none"> • The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.
15	FT207C	Research Methodology	<ul style="list-style-type: none"> • The objectives of the course are to equip the students with the concept and methods of Business Research. • The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s). • Help to get solutions to the problems in the corporate world through research. • Develop research papers to understand the intricacies of research. • Describe and attain some elementary level of data analysis applicable in research.
16	FT208C	Operation Research	<ul style="list-style-type: none"> • The objectives of this course are to help the students acquire quantitative tools. • The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations. • Develop models as per the requirements of the practicing managers and to get solutions from them. • Describe and attain of decision science skills for the management processes.
17	FT301C	Entrepreneurship and New Ventures	<ul style="list-style-type: none"> • The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Entrepreneurship. • To introduce the spirit of Entrepreneurship in students, inculcate creativity & risk taking. • Provide overview of Entrepreneurship environment in country • The process of owning your business & art of sustaining a business. • Various qualities, character & leadership requirements of being an Entrepreneur.
18	FT302C	Project Management	<ul style="list-style-type: none"> • The Course Objective is to acquaint students with project management methods and to develop skills on Project Planning, Analysis, Implementation and Control. • It develops various individual skills but it

			<p>emphasises the need for a systemic approach. The individual skills include:</p> <ul style="list-style-type: none"> • project risk analysis, project success/ failure analysis; • project scheduling, able to use financial model, cost-benefit analysis in project management; • Report writing, presentation and team working.
19	FT304M	Product and Brand Management	<ul style="list-style-type: none"> • The objectives of this course are to acquire the conceptual understanding of product and brand management and its applications for corporate growth and development. • Upon completion of this course students will develop fundamental understanding of how to build, measure, and manage a brand.
20	FT305M	Consumer Behaviour	<ul style="list-style-type: none"> • The objectives of this course are to help students gain an understanding of Consumer Behaviour and their applications. • Upon completion of this course students will be able to understand Consumer behaviour and also to develop appropriate marketing strategies for different segments of consumers.
21	FT306M	Sales and Distribution Management	<ul style="list-style-type: none"> • The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management and provide abilities in sales and distribution system. • Upon successful completion of this course student will be able to understand the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.
22	FT307M	B 2 B Marketing	<ul style="list-style-type: none"> • The objectives of this course are to expose the students to various aspects of B2B Marketing and develop abilities in market orientation. • At the end of course students will be able to understand corporate structures and business models, the importance and effects of efficient value chains and networking, interaction between organizations and how this can be seen in a strategic perspective.
23	FT 308M	Social Marketing	<ul style="list-style-type: none"> • The objectives are to focus the student's attention on use of modern marketing techniques to influence behavior of individuals or groups towards social and public welfare, and to measure and improve its efficiency. • After studying this course, students will be able to: • Understand the meaning and nature of social marketing • Analyse social marketing problems and suggest ways of solving these • Recognise the range of stakeholders involved in social

			marketing programmes and their role as target markets
24	FT309M	Supply Chain Management	<ul style="list-style-type: none"> • The course aims at developing an understanding of supply chain management and its significance in managerial process. • Students will be able to : • Analyze total system costs in supply chains • Know when and how to use various forecasting techniques • Compute tradeoffs between cost and responsiveness in supply chains
25	FT310M	Global Marketing	<ul style="list-style-type: none"> • The objectives of this course are to help the students to gain an understanding of concept of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade. • Upon completion of this course, students will be able to... • Assess current issues in global marketing. • Assess the future of global marketing. • Identify and explain the variables involved in selecting pricing strategy in the global marketplace. • Analyze global value chains. • Develop competitive strategies by addressing global competitive analysis, global market entry strategies and global sourcing strategies
26	FT311M	Retail Marketing	<ul style="list-style-type: none"> • The course enables the students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools and techniques. • On successful completion of this course students will be able to: • Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience. • Critically analyze and summarize market information to assess the retailing environment and formulate effective retail strategies.
27	FT312F	Financial Risk and Derivatives	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Financial Risk and Derivatives . • At the end of the course students should be able to; • Understand the risk return tradeoff and manage financial risk through the use of various derivative instrument • To make them understand operations of derivatives market.
28	FT313F	Insurance and Bank	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Insurance and Banking sector.

		Management	<ul style="list-style-type: none"> • At the end of the course students should be able to; • To enable the students to gain acumen, insight and through knowledge relating to the various aspects of Insurance and Banking sector and their regulatory frameworks.
29	FT314F	Financial Market Products & Services	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Financial Markets, Products and Services. • At the end of the course students should be able to; • To provide the students understanding of role financial institutions and markets play in the business environment. It also helps to develop a series of applications of principles from finance and economics that explore the connection between financial markets, financial institutions , financial products and services and the economy.
30	FT315F	Investment Analysis and Portfolio Management	<ul style="list-style-type: none"> • The objectives of this course is to provide the students in dept understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services. • Ability to understand risk and return on financial assets • Evaluation of key financial assets • Portfolio concepts
31	FT316F	Financial Statement Analysis and Valuation	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Financial Statement Analysis. • At the end of the course students should be able to have better understanding of analyzing financial statements for the purpose of valuation of firms and investments.
32	FT317F	Merger Acquisition and Corporate Restructuring	<ul style="list-style-type: none"> • In the fast changing economic environment corporate restructuring is required not just to stay afloat amidst cut-throat competition, but also to increase competitive edge. This course intends to provide an understanding of MACR from all the angles - strategic, legal, accounting, taxation, fund raising and valuation. • Understand the basic methods of restricting companies • Understand Financial and legal aspects of Merger, Acquisitions • Get inside into trend setting mergers
33	FT318F	Structured Products And Alternative Investment	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Alternative Investments. • At the end of the course students should be able to; • Enable students to develop understanding about alternative investment. • Understand risk return tradeoff and manage financial risk arising out of alternative investments
34	FT319F	Behavioral Finance	<ul style="list-style-type: none"> • To develop an understanding of Classical Finance and Behavioral Finance-Heuristics and Biases in Human Decision making-A framework of decision making under risk-Real world applications in finance-Real

			<p>world applications to public policy</p> <ul style="list-style-type: none"> • Ability to understand risk and return on financial assets • Evaluation of key financial assets • Portfolio concepts for individual needs
35	FT320H	Industrial Relations and Labour Laws	<ul style="list-style-type: none"> • The objectives of the course are to expose the student to the multidimensional complexities of industrial relations to enable him to develop the right perspective of this delicate responsibility to deal with union constructively.
36	FT321H	HR Planning and Audit	<ul style="list-style-type: none"> • The course is designed to enable the student to understand the process of human resource planning and audit in depth.
37	FT322H	Human Resource Development	<ul style="list-style-type: none"> • The objectives of this course are to help the student gain an understanding of the need and methods of HRD, and insights in the design, development and delivery of HRD Programmes.
38	FT323H	Compensation and Reward Management	<ul style="list-style-type: none"> • The objective of this course is to familiarize students with the dynamics of wage and salary administration and current trends in India
39	FT324H	International HRM	<ul style="list-style-type: none"> • To impart knowledge to students regarding various Social Legislative Norms related to welfare, protection and betterment of labour force. • To develop an understanding about different obligations towards society. • At the end of the course students will become more informed and responsible future HR managers, as they have complete knowledge about the legislative compliances prevailing in our country related to labour.
40	FT325H	Business Process Transformation and HRM	<ul style="list-style-type: none"> • The objective of the course is to study business transformation through managing people with special emphasis on knowledge management, human resource information system, human resource economics, and leadership
41	FT326H	Training and Development	<ul style="list-style-type: none"> • To introduce the importance of training & development in Human Resource Management; and that in organisation for its overall growth. • Help students familiarize with the scope of training & development as an independent stream in career development. • Explore various Training & development Outlooks; as well as its evolution, dependency & as strategic essential in organisation' holistic growth. • At the end of the course students should be able to; • Understanding the evolution of human skills, Learning & is experiential nature in work life. • To be able to train/ design training & development modules & execute them efficiently & effectively.

			<ul style="list-style-type: none"> • To be able to identify, sync & structure organisational' objective& growth with T&D needs as Human Resource Manager. • Learn implementation of Training Process, Assessment & reachout for 360 degree development of human resource potential in Organisation.
42	FT327H	Performance Management	<ul style="list-style-type: none"> • To impart knowledge to students regarding various Social Legislative Norms related to welfare, protection and betterment of labour force. • To develop an understanding about different obligations towards society. • At the end of the course students will become more informed and responsible future HR managers, as they have complete knowledge about the legislative compliances prevailing in our country related to labour.
43	FT401C	Corporate Governance	<ul style="list-style-type: none"> • Objectives of this course is to help the students gain knowledge about corporate governance and its relevance of in the business environment.
44	FT402C	Strategic Management	<ul style="list-style-type: none"> • The objective of the course are to help the students gain and understanding of the events & problems which occur in day to day working of organisations. • Student is expected to develop a diagnostic and problem solving approach. • It will help the students to sharpen his comprehension, analytical, descriptive and international skills. Student will understand the Strategic aspects f organisation & art of decision making • This course will provide a holistic overview of critical aspects of organisation. • Understand various models of Strategic Management.
45	FT403C	Student Research Project	
46	FT405M	Rural Marketing	<ul style="list-style-type: none"> • The objectives of this course are to expose the students to various aspects of rural marketing as an integral part of marketing management and develop an understanding of rural marketing. • At the end of this course, students will be able to: • identify the differences between rural marketing and urban marketing • understand problems in rural marketing • define rural marketing
47	FT406M	Services Marketing	<ul style="list-style-type: none"> • The objective of this course is to expose students to the nature of industrial and service markets and develop abilities to help them apply marketing concepts in these markets.

			<ul style="list-style-type: none"> • On completion of the course, students will be able to: • Develop familiarity with the concepts of Services Marketing • The characteristics of services that affect customer experience. • Enhance their abilities to apply service marketing strategies in various and specific marketing situations.
48	FT407M	Integrated Marketing Communication	<ul style="list-style-type: none"> • The objectives of this course are to provide insights into the realities of marketing communications, and imparting knowledge and developing skills to manage integrated marketing communications campaign. • At the end of the course student will be able to: • Analyze and respond appropriately to key issues in marketing communications within a given context; • Determine and evaluate marketing information required to plan and manage integrated marketing communications campaigns;
49	FT408M	Customer Relationship Management	<ul style="list-style-type: none"> • The objective of this course is to introduce customer centric operations, process and implications of CRM. • Upon completion of this course, students will have achieved the following: Knowledge based outcomes: An understanding of the concept of customer relationship management. An understanding of the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
50	FT409M	Direct and Event Marketing	<ul style="list-style-type: none"> • The objectives of this course are to expose students to various aspects of rural, event and direct marketing as an integral part of marketing management, and develop an understanding of rural, event and direct marketing. • Upon the successful completion of this course students will be able to understand basic concept of Direct and Event marketing along with various methods and strategies associated with it.
51	FT410M	Marketing of Financial Services	<ul style="list-style-type: none"> • To enable the students to gain acumen, insight and through knowledge relating to the various aspects of corporate finance, emerging financial services and their regulatory frameworks. • understand the distinctive characteristics of financial services; • identify the problems and issues in marketing of financial services; apply the marketing framework for developing a marketing strategy for financial services;
52	FT411M	Digital Marketing	<ul style="list-style-type: none"> • The course aims at developing an understanding of Digital Marketing and the various processes associated with it. • The students will develop the expertise required to

			evaluate, analyse and create digital marketing and digital communication campaigns, digital advertising, e-business and web marketing.
53	FT412M	Return on Marketing Investment	<ul style="list-style-type: none"> • This course attempts that developing analytical approach towards marketing provides and understanding of investment decision related to marketing. • Basic concept of ROMI • Return on marketing opportunities • Assesment of Marketing campaigns
54	FT413F	Taxation	<ul style="list-style-type: none"> • The objective of this course is to enable students to develop an understanding of direct and • Indirect taxes and to enable them to calculate taxes.
55	FT414F	International Finance	<ul style="list-style-type: none"> • To provide a conceptual framework of the Working of International Finance Institutions, Money Markets, Exchange Transactions and Capital Markets.
56	FT415F	Commodity Derivatives Market	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Commodity Derivatives . • At the end of the course students should be able to; • Understand the risk return tradeoff and manage financial risk through the use of various derivative instrument • To make them understand operations of commodity derivatives market.
57	FT416F	Corporate Valuation	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Valuation. • At the end of the course students should be able to focus the student's attention on various aspects of Financial decision making and to help them develop skills of critical analysis, thinking and Synthesis in the process of decision making & Corporate reporting Practices
58	FT417F	Strategic Financial Management	<ul style="list-style-type: none"> • The objectives are to focus the student's attention on various aspects of financial decision making and to help them develop skills of critical analysis, thinking and synthesis in the process of decision making.
59	FT418F	Credit Management and Retail Banking	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Credit and Rural Banking . • To develop a cadre of credit officers in banks to perform different credit functions across banks - To inculcate advanced skills for handling credit management issues
60	FT419F	Financial Research	<ul style="list-style-type: none"> • The course aims to make students aware of various techniques of financial research. It also introduces students with various aspects of equity and debt security analysis and portfolio evaluation. Various financial forecasting techniques will also be studied in

			<p>the course.</p> <ul style="list-style-type: none"> • Understand importance of research in various fields of finance • Ability to read and understand techniques of research in finance • Ability to undertake independent research in finance
61	FT420F	Social Banking and Microfinance	<ul style="list-style-type: none"> • The objectives of this course is understanding Social banking in India as a tool to achieve financial inclusion and 'micro finance' as a socially responsive and commercially viable proposition. • At the end of the course students should be able to; • Understand the basics issues of financial inclusion. • Understand the major practices of micro finance • Understand the social perspective of inclusive growth and role of financial system to achieve it
62	FT421H	Organizational Change and Development	<ul style="list-style-type: none"> • The objectives of this course are to acquaint the students with the importance of Organization Development, and to offer insights into design, development and delivery of OD Programmes.
63	FT422H	Human Resource and information System	<ul style="list-style-type: none"> • To impart knowledge to students regarding various Social Legislative Norms related to welfare, protection and betterment of labour force. • To develop an understanding about different obligations towards society. • At the end of the course students will become more informed and responsible future HR managers, as they have complete knowledge about the legislative compliances prevailing in our country related to labour.
64	FT423H	Strategic HRM	<ul style="list-style-type: none"> • The course is designed to explain basic theory of Strategic Human Resource Management to examine the issues and problems associated with HRM in a changing environment.
65	FT424H	Industrial and Social Psychology	<ul style="list-style-type: none"> • The Objectives of this course are to understand human behavior in social and industrial settings. A student will be able to comprehend the causes of behavior as well as the methods of improvement by going through this course.
66	FT425H	Managerial Counselling	<ul style="list-style-type: none"> • To promote understanding of the concept and schools of counselling • To Select the key areas and situations where management can and should help employees in performance planning and career advancement • To develop alternative approach to dealing with problem situations in organizations. • At the end of the course students should be able to; • Understand that various approaches to counselling • conduct counselling intervention in the organization

			<ul style="list-style-type: none"> • Outline the counselling process used in organizations
67	FT426H	Conflict and Negotiation	<ul style="list-style-type: none"> • To promote understanding of the concept and theories of conflict, To build awareness of certain important and critical issues in conflict and negotiation. To provide exposure to the required skills in negotiating a contract.
68	FT427H	Knowledge Management	<ul style="list-style-type: none"> • The objective of the course is to make participants aware of using information that creates value and knowledge and how knowledge management system is working in the organization. • At the end of the course students should be able to; • To understand about Knowledge management system and its importance for learning Organization and other business processes. • It will Help to understand and identifies the organization key resources of knowledge and how it helps in development of organization and Knowledge sharing.
69	FT428H	Leadership Power and Politics	

PROGRAMME NAME : MBA (FINANCIAL ADMINISTRATION)**PROGRAMME CODE : MS5C**

SL.	COURSE CODE	COURSE NAME	COURSE OUTCOME
1.	FA101C	Fundamentals of Management	<ul style="list-style-type: none">• To expose the students to the different functions performed by managers, the roles they have to perform for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases;• To provide the necessary foundation for all other courses based on management practices across the world• At the end of the course students should be able to;• Define Management and explain how management differs according to level and whether a manager is a line manager or an enabling role.• Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems• Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.
2.	FA102C	Quantitative Methods	<ul style="list-style-type: none">• To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases;• To provide the necessary foundation for all other courses.• At the end of the course students should be able to;• Interpret the data to get solutions to the problems in the corporate world.• Classify, present the data as per the requirements of the practicing managers.• Describe and attain some elementary level of mathematical and statistical skills for the management processes; planning, organizing, decision making and control.
3.	FA103C	Financial Accounting and Reporting	<ul style="list-style-type: none">• The objective of this course is to acquaint participant with the basic process of financial accounting and to have an insight into financial reporting function.• At the end of the course students should be able to;• Concepts of Accounting, Double Entry system and other accounting systems, maintaining the ledger accounts and preparation of Trial Balance.• Finalizing the accounting of an individuals and introduction to corporate final accounts and preparation of final accounts.• Understand various reserve and provisions maintain under the companies act. 2013 and reporting.
4.	FA104C	IT for Business Applications	<ul style="list-style-type: none">• To get a thorough update of Information Technology used in Business Organizations.• To develop understanding of managerial aspects so as to

			<p>use Information Technology effectively and efficiently.</p> <ul style="list-style-type: none"> • To develop capability to integrate different but related aspects of Information Technology. • To develop a view of IT Management, especially, for a large organization. • To appreciate IT Management as an independent and important field of work, different from IT for Management. • To develop conceptual understanding about latest developments in the field of information Technology and the impact of IT in managing a business. • To learn to use Information Technology to gain competitive advantage in business. • To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce. • The student will be able to apply the basic IT tools for managerial decision making. • The student will be able to apply data management tools in corporate organizations. • The student will be able to work in MIS enabled organizations. • The student will be able to communicate using internet facilities
5.	FA105C	Business Communication	<ul style="list-style-type: none"> • To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities. • At the end of the course students should be able to; • To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment
6.	FA106C	Business Ethics and Management by Indian Values	<ul style="list-style-type: none"> • To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making. • To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations. • To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior. • At the end of the course, students should be able to; • Understand nature and purpose of ethics and ethical norms. • What exactly business ethics is and how it is different from corporate social responsibility. • Learn and apply important theoretical frameworks in business situation and decision making. • Learn and understand various concepts of Indian ethos

			<p>and how they impact various key business decisions.</p> <ul style="list-style-type: none"> • Understand importance of self-management and work place spirituality.
7.	FA107C	Indian Financial System	<ul style="list-style-type: none"> • To enable the students to gain acumen, insight and through knowledge relating to the various aspects of corporate finance, emerging financial services and their regulatory frameworks. • After studying this syllabus the learner should be able to: • Understand various organizations and institutions and their regulatory bodies in Indian Financial System. • Roles and responsibilities of working institutions in Indian financial system. • Procedures of issue of securities and maintaining transactions in primary and secondary markets.
8.	FA108C	Micro Economics	<ul style="list-style-type: none"> • Objective of this Course is to help the students understand concept and theories of economics and analyze economic environment. • At the end of the course students should be able to; • Basics and theories economics and relate to the economic environment. • Present changes in economic environment and their effects on business units and individuals.
9.	FA201C	Financial Management	<ul style="list-style-type: none"> • The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business. • At the end of the course students should be able to: • Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation. • Use Financial Management Tools for Managerial Decision Making.
10.	FA202C	Cost and Management Accounting	<ul style="list-style-type: none"> • To make the students to understand the Concept of Cost Accounting and Management Accounting. • To make them understand importance of Cost & Management Accounting in managerial decision making • At the end of the course students should be able to; • Concepts of Cost accounting, its use and importance. • Learning the concept of Management accounting and its use. • Students will learn to use Costing and Management Accounting in decision making.
11.	FA203C	Financial Product and Services	<ul style="list-style-type: none"> • To be able to gain insight and through knowledge relating to the various aspects of corporate finance • To understand the various rules, regulations and guidelines setup for investors regarding the regulatory

			<p>framework.</p> <ul style="list-style-type: none"> • To develop an understanding towards the emerging financial services. • At the end of the course students should be able to; • To be able to suggest the financial options available for long term as well as short term finance. • Analyze various financial instruments present in the market and their regulations. • Define the investment pattern for investors at elementary level. • Understand the risk and returns attached with the various kinds of financial instruments available in Indian market.
12.	FA204C	Macro Economics	<ul style="list-style-type: none"> • The objective of the course is to conversant the students with the concept of macro-economics to enable them to analyze Macro Economic factors relevant to business management. • Objective of this Course is to help the students analyze and understand economic environment.
13.	FA205C	Business Law	<ul style="list-style-type: none"> • To acquaint students with general business law issues to help become more informed sensitive and effective business leaders. • To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively. • At the end of the course students should be able to; • Provide an overview of important laws that have a bearing on the conduct of business in India • Examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms • Understand various modes of dispute resolution in business transactions
14.	FA206C	Organisational Behaviour	<ul style="list-style-type: none"> • This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance. After completing this course, students should be able to: • Understand individual behavior in organizations, including diversity, personality, attitude perception, learning and motivational theories. • Understand group behavior in organizations, including group and team development leadership, conflict management • Understand the organizational system, including organizational culture, change and stress management. • Students will find keys to understand people • 2. Students can find the basis of individual and group behavior • 3. Students will develop various soft skills

15.	FA207C	Marketing Management	<ul style="list-style-type: none"> • The objectives of the course are to equip the students with the concept and methods of Marketing. • The students will be able to plan, design and carry out marketing using the techniques discussed. • At the end of the course students should be able to; • Help to get a basic understanding of marketing concepts. • Develop skills for marketing. • Attain some elementary level of knowledge of sales and marketing.
16.	FA208C	Research Methodology	<ul style="list-style-type: none"> • The objectives of the course are to equip the students with the concept and methods of Business Research. • The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s). • At the end of the course students should be able to; • Help to get solutions to the problems in the corporate world through research. • Develop research papers to understand the intricacies of research. • Describe and attain some elementary level of data analysis applicable in research.
17.	FA301C	Financial Risk and Derivatives	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Financial Risk and Derivatives • At the end of the course students should be able to; • Understand the risk return tradeoff and manage financial risk through the use of various derivative instrument • To make them understand operations of derivatives market.
18.	FA302C	Direct Taxation	<ul style="list-style-type: none"> • The objective of this course is to enable students to develop an understanding of direct taxes and to enable them to calculate taxes of Individuals. • At the end of the course students should be able to: • Understand basics of Direct Taxes. • Compute Income of Individuals. • Compute Income Tax of Individuals. • Develop an overall understanding regarding income tax provisions.
19.	FA303C	Insurance and Bank Management	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Insurance and Banking sector. • At the end of the course students should be able to; • To enable the students to gain acumen, insight and through knowledge relating to the various aspects of Insurance and Banking sector and their regulatory frameworks.
20.	FA304C	Investment Analysis and	<ul style="list-style-type: none"> • The objectives of this course is to provide the students in dept understanding of investment techniques as

		Portfolio Management	<p>applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services.</p> <ul style="list-style-type: none"> • Ability to understand risk and return on financial assets • Evaluation of key financial assets • Portfolio concepts
21.	FA305E	Financial Statement Analysis and Valuation	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Financial Statement Analysis. • At the end of the course students should be able to have better understanding of analyzing financial statements for the purpose of valuation of firms and investments.
22.	FA306E	Project Management	<ul style="list-style-type: none"> • The Course Objective is to acquaint students with project management methods and to develop skills on Project Planning, Analysis, Implementation and Control. • It develops various individual skills but it emphasises the need for a systemic approach. The individual skills include: • project risk analysis, project success/ failure analysis; • project scheduling, able to use financial model, cost-benefit analysis in project management; • Report writing, presentation and team working.
23.	FA307E	Merger Acquisition and Corporate Restructuring	<ul style="list-style-type: none"> • In the fast changing economic environment corporate restructuring is required not just to stay afloat amidst cut-throat competition, but also to increase competitive edge. This course intends to provide an understanding of MACR from all the angles - strategic, legal, accounting, taxation, fund raising and valuation. • Understand the basic methods of restricting companies • Understand Financial and legal aspects of Merger, Acquisitions • Get inside into trend setting mergers
24.	FA308E	Financial Institutions and Market Regulation	<ul style="list-style-type: none"> • To be able to analyze the various financial institutions in the financial market. • To understand the various rules, regulations and guidelines setup by these institutions for investors. • To develop an understanding with the investors protection rights and be able to guide the investment process. • At the end of the course students should be able to; • Analyze various financial instruments present in the market and the guidelines attached to it.

			<ul style="list-style-type: none"> • Define the investment pattern for any investor at an elementary level. • Understand the risk and returns attached with the various kinds of financial instruments available in Indian as well as International market.
25.	FA309E	Social Banking and Microfinance	<ul style="list-style-type: none"> • The objectives of this course is understanding Social banking in India as a tool to achieve financial inclusion and ‘micro finance’ as a socially responsive and commercially viable proposition. • At the end of the course students should be able to; • Understand the basics issues of financial inclusion. • Understand the major practices of micro finance • Understand the social perspective of inclusive growth and role of financial system to achieve it
26.	FA310E	Structured Products and Alternative Investment	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Alternative Investments. • At the end of the course students should be able to; • Enable students to develop understanding about alternative investment. • Understand risk return tradeoff and manage financial risk arising out of alternative investments
27.	FA401C	International Fianance	<ul style="list-style-type: none"> • To provide a conceptual framework of the Working of International Finance Institutions, Money Markets, Exchange Transactions and Capital Markets. • Students will be able to understand and appreciate business in international perspective • Will be able to understand volatile nature of foreign exchange markets and exchange rate practices • Will be able to understand financial issues specific to multinational companies
28.	FA402C	Indirect Taxation	<ul style="list-style-type: none"> • The objective of this course is to enable students to develop an understanding of indirect taxes and to enable them to calculate indirect taxes. • At the end of the course students should be able to: • Understand basics of Indirect Taxes. • Develop an overall understanding regarding indirect tax provisions regarding GST. • Compute GST.
29.	FA403C	Strategic Financial Management	<ul style="list-style-type: none"> • The objectives are to focus the student’s attention on various aspects of financial decision making and to help them develop skills of critical analysis, thinking and synthesis in the process of decision making.
30.	FA404C	Working Capital Management	<ul style="list-style-type: none"> • The objectives are to focus the student’s attention on various aspects of working capital management and to help them develop skills of critical analysis, thinking and synthesis in the process of decision making. • At the end of the course students should be able to;

			<ul style="list-style-type: none"> • Understand the importance of working capital in business • To make them understand debtor cycle & cash budgeting
31.	FA405E	Entrepreneurship and New Ventures	<ul style="list-style-type: none"> • The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Entrepreneurship. • To introduce the spirit of Entrepreneurship in students, inculcate creativity & risk taking. • Provide overview of Entrepreneurship environment in country • The process of owning your business & art of sustaining a business. • Various qualities, character & leadership requirements of being an Entrepreneur •
32.	FA406E	Credit Management and Retail Banking	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Credit and Retail Banking . • To develop a cadre of credit officers in banks to perform different credit functions across banks - To inculcate advanced skills for handling credit management issues •
33.	FA407E	Personal Financial Planning	<ul style="list-style-type: none"> • The objectives of this course is to provide the students in depth understanding of Personal Financial Planning & Developing Financial Statement and Plans, Preparing the financial plans for life events as Education, Marriage, House, Retirement etc. and Evaluation financial products and asset allocation as Mutual funds and Insurances etc. • At the end of the course students should be able to learn: • Understanding of Personal Financial Planning. • Concept of Risk & Return analysis with insurance planning. • Preparing the financial plans for life events. • Product allocation and selection strategies. • Advanced financial Planning
34.	FA409E	Commodity Derivatives	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Commodity Derivatives . • At the end of the course students should be able to; • Understand the risk return trade off and manage financial risk through the use of various derivative instrument • To make them understand operations of commodity derivatives market.

PROGRAMME NAME : MBA (MARKETING MANAGEMENT)**PROGRAMME CODE :MS5D**

SL.	COURSE CODE	COURSE NAME	COURSE OUTCOME
1.	MM101C	Fundamentals of Management	<ul style="list-style-type: none">• To expose the students to the different functions performed by managers, the roles they have to perform for those functions, and the knowledge and skills they have to develop for the roles through real life examples and cases;• To provide the necessary foundation for all other courses based on management practices across the world• At the end of the course students should be able to;• Define management and explain how management differs according to level and whether a manager is a line manager or an enabling role.• Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems• Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.
2.	MM102C	Quantitative Methods	<ul style="list-style-type: none">• To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases;• To provide the necessary foundation for all other courses.• At the end of the course students should be able to;• Interpret the data to get solutions to the problems in the corporate world.• Classify, present the data as per the requirements of the practicing managers.• Describe and attain some elementary level of mathematical and statistical skills for the management processes; planning, organizing, decision-making and control.
3.	MM103C	Organisational Behaviour	<ul style="list-style-type: none">• This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance. After completing this course, students should be able to:• Understand individual behavior in organizations, including diversity, personality, attitude perception, learning and motivational theories.• Understand group behavior in organizations, including group and team development leadership, conflict management• Understand the organizational system, including organizational culture, change and stress management.• Students will find keys to understand people

			<ul style="list-style-type: none"> • Students can find the basis of individual and group behavior • Students will develop various soft skills
4.	MM104C	Business Accounting	<ul style="list-style-type: none"> • To acquaint participant with the basic concept of Financial Accounting and Cost Accounting. • At the end of the course students should be able to; • Understand basics of double entry system and other accounting system, basic of accounting, maintaining of accounting books as per accounting cycle and preparation of trial balance. • Finalize Accounting Statements of Individuals. • Understand basic of Cost Accounting and related decision criteria.
5.	MM105C	Marketing Management	<ul style="list-style-type: none"> • The objectives of the course are to equip the students with the concept and methods of Marketing. • The students will be able to plan, design and carry out marketing using the techniques discussed. • At the end of the course students should be able to; • Help to get a basic understanding of marketing concepts. • Develop skills for marketing. • Attain some elementary level of knowledge of sales and marketing
6.	MM106C	Business Ethics & Management by Indian Values	<ul style="list-style-type: none"> • To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making. • To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations. • To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior. • At the end of the course, students should be able to; • Understand nature and purpose of ethics and ethical norms. • What exactly business ethics is and how it is different from corporate social responsibility. • Learn and apply important theoretical frameworks in business situation and decision making. • Learn and understand various concepts of Indian ethos and how they impact various key business decisions. • Understand importance of self-management and work place spirituality
7.	MM107C	IT for Business Applications	<ul style="list-style-type: none"> • To get a thorough update of Information Technology used in Business Organizations. • To develop understanding of managerial aspects to use Information Technology effectively and efficiently. • To develop capability to integrate different but related

			<p>aspects of Information Technology.</p> <ul style="list-style-type: none"> • To develop a view of IT Management, especially, for a large organization. • To appreciate IT Management as an independent and important field of work, different from IT for Management. • To develop conceptual understanding about latest developments in the field of information Technology and the impact of IT in managing a business. • To learn to use Information Technology to gain competitive advantage in business. • To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce. • The student will be able to apply the basic IT tools for managerial decision-making. • The student will be able to apply data management tools in corporate organizations. • The student will be able to work in MIS enabled organizations. • The student will be able to communicate using internet facilities.
8.	MM108C	Business Communication	<ul style="list-style-type: none"> • To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities. • At the end of the course students should be able to; • To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.
9.	MM201C	Operations Research	<ul style="list-style-type: none"> • The objectives of this course are to help the students acquire quantitative tools. • The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations. • At the end of the course students should be able to; • Develop models as per the requirements of the practicing managers and to get solutions from them. • Describe and attain of decision science skills for the management processes.
10.	MM202C	Sales Management	<ul style="list-style-type: none"> • The objective of this course is to understand concept of sales Management and to acquire the skills for managing sales efforts. • At the end of the course students should be able to; • Apply the various skills in selling. • Prepare a strong foundation for creating a strong sales organization. • Develop a strong sales team through audit and performance evaluation.
11.	MM203C	Supply Chain	<ul style="list-style-type: none"> • The course is designed to explain basic theory and

		Management	<p>techniques of SCM to examine the issues and problems associated with logistics in a changing business environment and show how SCM can improve an enterprises effectiveness and competitiveness. Student would be encouraged to use computer software packages for problem solving.</p> <ul style="list-style-type: none"> • At the end of the course students should be able to; • Understand the Supply Chain Structure. • Develop, Establish & Manage Supply Chain.
12.	MM204C	Marketing Research	<ul style="list-style-type: none"> • The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report (s) / paper(s). • At the end of the course students should be able to; • Apply the various skills in marketing research. • Prepare a strong foundation for creating a strong marketing research base.
13.	MM205C	Consumer Behavior	<ul style="list-style-type: none"> • The objectives of this course is to help students gain an understanding of Consumer Behaviour and their applications. Guidance and Encouragement will be provided to enable the students with real expertise and understanding as well as judgment to excel through case studies, roleplaying & power point presentation. • At the end of the course students should be able to; • Explain the concept behind Consumer Behavior • Discuss consumer decision process • Highlight the External and Internal factors that influences consumer behavior • Discuss Future of Consumer Behavior.
14.	MM206C	Human Resource Management	<ul style="list-style-type: none"> • To make students aware about different functions of human resource management. • To make an understanding among students about different terms closely associated with HRM. • At the end of the course students should be able to; • Define HRM and understand its importance in managing diverse workforce. • Help students to make themselves skilled in HR function for the present day organisation.
15.	MM207C	Managerial Economics	<ul style="list-style-type: none"> • To expose the students analyze and understand economic environment through real life examples and cases; • To develop abilities to help them apply economic concepts in business. • At the end of the course students should be able to; • Define fundamental concepts of economics. • Briefly analyze demands and its relationship with

			<p>price and would be able to forecast the demand.</p> <ul style="list-style-type: none"> • Apply the concept of cost and price and relationship between them to determine the profit of the organization.
16.	MM208C	Financial Management	<ul style="list-style-type: none"> • The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business. • At the end of the course students should be able to: • Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation. • Use Financial Management Tools for Managerial Decision Making.
17.	MM301C	Data Analytics	<ul style="list-style-type: none"> • To familiarize participants with concepts and applications of data analytics. • To acquaint participants with the challenges of data preparation and implementation. • To understand and design data driven models for business decision making. • At the end of the course students should be able to; • To understand the role of data analytics, data mining and business analytics within an organization. • Compute and analyze data using statistical and data mining techniques • Design and develop process of improving the decision making (relevance and quality).
18.	MM302C	B2B Marketing	<ul style="list-style-type: none"> • The objectives of this course are to expose the students to various aspects of B2B Marketing and develop abilities in market orientation. • At the end of course students will be able to understand corporate structures and business models, the importance and effects of efficient value chains and networking, interaction between organizations and how this can be seen in a strategic perspective.
19.	MM303C	Retailing	<ul style="list-style-type: none"> • The course enables the students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools and techniques. • On successful completion of this course students will be able to: • Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience. • Critically analyze and summarize market information to assess the retailing environment and formulate effective retail strategies.
20.	MM304C	Product Management	<ul style="list-style-type: none"> • The objectives of this course are to acquire the conceptual understanding of product management and

			<p>its applications for corporate growth and development.</p> <ul style="list-style-type: none"> • Upon completion of this course students will develop fundamental understanding of product management process, product life cycle and also the methods of successful product development.
21.	MM305E	BRAND MANAGEMENT	<ul style="list-style-type: none"> • The objectives of this course are to expose the students to the concepts, techniques and strategies for managing brands in a competitive market. • Upon completion of this course students will develop fundamental understanding of how to build, measure, and manage a brand.
22.	MM306E	Public Relations & Corporate Communication	<ul style="list-style-type: none"> • Public Relations course aims at building understanding about its role in informing consumers. It explains that how marketers are using the concepts of Public Relations to fight in the competitive environment. Basic objective is to build ability in students to utilize public relations concepts as “communication professionals”. The course also helps the students acquire the basics of corporate communication so as to improve understanding of corporate communication skills and ability to understand others. • On successful completion of this course students will be able to: • Understand key theories of corporate communication and public relations. • Develop basic understanding of what corporate communication is, what its role in corporations is, and the different perspectives on corporate communication.
23.	MM307E	Customer Relationship Management	<ul style="list-style-type: none"> • The objective of this course is to introduce customer centric operations, process and implications of CRM. • Upon completion of this course, students will have achieved the following: Knowledge based outcomes: An understanding of the concept of customer relationship management. An understanding of the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
24.	MM308E	Global Marketing	<ul style="list-style-type: none"> • The objectives of this course are to help the students to gain an understanding of concept of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade. • Upon completion of this course, students will be able to... • Assess current issues in global marketing. • Assess the future of global marketing.

			<ul style="list-style-type: none"> • Identify and explain the variables involved in selecting pricing strategy in the global marketplace. • Analyze global value chains. • Develop competitive strategies by addressing global competitive analysis, global market entry strategies and global sourcing strategies.
25.	MM309E	MARKETING INNOVATION MANAGEMENT	<ul style="list-style-type: none"> • To understand the commercialization and marketability of innovations. • To channelize every stage in the evolution of an innovation such that it has maximum marketability. • To understand the different stages of an innovation. • To apply marketing concepts, strategies and tools for making innovative products and services commercially viable.
26.	MM310E	Social Marketing	<ul style="list-style-type: none"> • The objectives are to focus the student's attention on use of modern marketing techniques to influence behavior of individuals or groups towards social and public welfare, and to measure and improve its efficiency. • After studying this course, students will be able to: • Understand the meaning and nature of social marketing. • Analyse social marketing problems and suggest ways of solving the problems. • Recognise the range of stakeholders involved in social marketing programmes and their role as target markets. <p>Able to use social marketing platforms.</p>
27.	MM401C	Strategic Management	<ul style="list-style-type: none"> • This is a top-level management course, and the objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long-run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats. • Upon completion of this course students will be able to understand, and apply the strategic management process to analyze and improve organizational performance.
28.	MM402C	Business Law	<ul style="list-style-type: none"> • The objectives of this course are to acquaint the student with various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than cases • Upon completion of this course students will be able

			to understand important legal concepts affecting business and will also be able to identify and resolve many legal issues that arises in business environment.
29.	MM403C	Service Marketing	<ul style="list-style-type: none"> • The objective of this course is to expose students to the nature of industrial and service markets and develop abilities to help them apply marketing concepts in these markets. • On completion of the course, students will be able to: • Develop familiarity with the concepts of Services Marketing • The characteristics of services that affect customer experience. • Enhance their abilities to apply service marketing strategies in various and specific marketing situations.
30.	MM404C	Integrated Marketing Communications	<ul style="list-style-type: none"> • The objectives of this course are to provide insights into the realities of marketing communications, and imparting knowledge and developing skills to manage integrated marketing communications campaign. • At the end of the course student will be able to: • Analyze and respond appropriately to key issues in marketing communications within a given context; • Determine and evaluate marketing information required to plan and manage integrated marketing communications campaigns.
31.	MM405E	Digital Marketing	<ul style="list-style-type: none"> • The course aims at developing an understanding of Digital Marketing and the various processes associated with it. • The students will develop the expertise required to evaluate, analyse and create digital marketing and digital communication campaigns, digital advertising, e-business and web marketing.
32.	MM406E	Rural Marketing	<ul style="list-style-type: none"> • The objectives of this course are to expose the students to various aspects of rural marketing as an integral part of marketing management and develop an understanding of rural marketing. • At the end of this course, students will be able to: • identify the differences between rural marketing and urban marketing • understand problems in rural marketing • define rural marketing.
33.	MM407E	Direct and Event Marketing	<ul style="list-style-type: none"> • The objectives of this course are to expose students to various aspects of rural, event and direct marketing as an integral part of marketing management, and develop an understanding of rural, event and direct marketing. • Upon the successful completion of this course students will be able to understand basic concept of Direct and Event marketing along with various methods and strategies associated with it.
34.	MM408E	Marketing	<ul style="list-style-type: none"> • The objectives of this course are to expose the

		Models	<p>students to various models of marketing as an integral part of marketing management and developing abilities to apply these models in real marketing situations.</p> <ul style="list-style-type: none"> • On completion of the course, students will be able to: • Develop familiarity with various marketing models • Enhance their abilities to apply marketing models in specific marketing situations.
35.	MM409E	Marketing of Financial Services	<ul style="list-style-type: none"> • To enable the students to gain acumen, insight and through knowledge relating to the various aspects of corporate finance, emerging financial services and their regulatory frameworks. • Upon successful completion of this course students will be able to be able to: • understand the distinctive characteristics of financial services; • Identify the problems and issues in marketing of financial services; • Apply the marketing framework for developing a marketing strategy for financial services
36.			

PROGRAMME NAME : MBA (HUMAN RESOURCE)**PROGRAMME CODE : MS5E**

SL.	COURSE CODE	COURSE NAME	COURSE OUTCOME
1.	HR101C	Fundamentals of Management	<ul style="list-style-type: none">• To expose the students to the different functions performed by managers, the roles they have to perform for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases;• To provide the necessary foundation for all other courses based on management practices across the world• At the end of the course students should be able to;• Define Management and explain how management differs according to level and whether a manager is a line manager or an enabling role.• Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems• Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.
2.	HR102C	Quantitative Methods	<ul style="list-style-type: none">• To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases;• To provide the necessary foundation for all other courses.• At the end of the course students should be able to;• Interpret the data to get solutions to the problems in the corporate world.• Classify, present the data as per the requirements of the practicing managers.• Describe and attain some elementary level of mathematical and statistical skills for the management processes; planning, organizing, decision making and control.
3.	HR103C	Business Accounting	<ul style="list-style-type: none">• To acquaint participant with the basic concept of Financial Accounting and Cost Accounting.• At the end of the course students should be able to;• Understand basics of double entry system and other accounting system, basic of accounting, maintaining of accounting books as per accounting cycle and preparation of trial balance.• Finalize Accounting Statements of Individuals.• Understand basic of Cost Accounting and related decision criteria.
4.	HR104C	IT For Business Applications	<ul style="list-style-type: none">• To get a thorough update of Information Technology used in Business Organizations.• To develop understanding of managerial aspects so as to use Information Technology effectively and

			<p>efficiently.</p> <ul style="list-style-type: none"> • To develop capability to integrate different but related aspects of Information Technology. • To develop a view of IT Management, especially, for a large organization. • To appreciate IT Management as an independent and important field of work, different from IT for Management. • To develop conceptual understanding about latest developments in the field of information Technology and the impact of IT in managing a business. • To learn to use Information Technology to gain competitive advantage in business. • To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce. • The student will be able to apply the basic IT tools for managerial decision making. • The student will be able to apply data management tools in corporate organizations. • The student will be able to work in MIS enabled organizations. • The student will be able to communicate using internet facilities.
5.	HR105C	Business Communication	<ul style="list-style-type: none"> • To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities. • At the end of the course students should be able to; • To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.
6.	HR106C	Business Ethics and Management by Indian Values	<ul style="list-style-type: none"> • To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making. • To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organization. • To acquaint an understanding of Indian values and value system in detail and its universal applicability in human behavior. • At the end of the course students should be able to; • Understand nature and purpose of ethics and ethical norms. • What exactly business ethics is and how it is different from corporate social responsibility. • Learn and apply important theoretical frameworks in business situation and decision making. • Learn and understand various concepts of Indian ethos, and how they impact various key business

			<p>decisions.</p> <ul style="list-style-type: none"> • Understand importance of self-management concept and work place spirituality.
7.	HR107C	Organizational Behaviour – I	<ul style="list-style-type: none"> • To help the students to acquaint them with the field of human behavior. • To impart knowledge about various theories associated with individual behaviour with help of real world cases. • At the end of the course students should be able to; • Understanding different aspects and components of individual behaviour. • Help describe factors that are responsible to make an individual an effective manager.
8.	HR108C	Human Resource Management	<ul style="list-style-type: none"> • To make students aware about different functions of human resource management. • To make an understanding among students about different terms closely associated with HRM. • At the end of the course students should be able to; • Define HRM and understand its importance in managing diverse workforce. • Help students to make themselves skilled in HR function for the present day organisaiton.
9.	HR201C	Organisational Behaviour – II	<ul style="list-style-type: none"> • To help the students to acquaint them with the field of human behavior. • To impart knowledge about various theories associated with group behavior with help of real world cases. • At the end of the course students should be able to; • Understanding different aspects and components of group behaviour. • Help describe factors that are responsible to make an individual a part of an effective team.
10.	HR202C	Human Resource Development	<ul style="list-style-type: none"> • The objectives of this course are to help the students acquire the skills to develop the human resource in the organization. • At the end of the course students should be able to; • Develop necessary knowledge to act as a coach, mentor in the organization. • Develop the skills to understand the need of the employees and help them grow in the organization.
11.	HR203C	Business Process Transformation and HRM	<ul style="list-style-type: none"> • To understand the basic concepts of creativity, quality, BPR and HR Accounting. • To study the role of HR manager in proper management of processes in the organizations. • At the end of the course students should be able to; • Help to know the role of creativity in managing human resource. • Understand the role of HR manager in quality function of the organization. • Get an idea of concepts like HR Accounting, BPR and teams and their applications in human resource.

12.	HR204C	Labour Laws-I	<ul style="list-style-type: none"> • The course has been designed to make students aware about the legislative norms related to labour in India. • This course will develop an understanding about the complexities and different dimensions of Industrial Relations and Trade Unions. • It will also impart insight to various International Standards formulated in respect of labour. • After studying this course the students will be able to deal with legal compliances related to labour workforce in any business organization. • The students will be able to liaison with other external agencies for legal matters.
13.	HR205C	Managerial Economics	<ul style="list-style-type: none"> • To provide an understanding to the students about the theoretical aspects of economics and their impact on business decision making comprising of consumer and producer behavior, different market structures, sharing of national income, business cycles etc.; • At the end of the course students should be able to; • Define Managerial Economics and explain supply & demand analysis and forecasting of demand. • Briefly describe production analysis, economies and diseconomies of scale, cost and its types. • Describe and determine price under perfect, monopoly and oligopoly competition. Types of government policies.
14.	HR206C	Marketing Management	<ul style="list-style-type: none"> • The objectives of the course are to equip the students with the concept and methods of Marketing. • The students will be able to plan, design and carry out marketing using the techniques discussed. • At the end of the course students should be able to; • Help to get a basic understanding of marketing concepts. • Develop skills for marketing. • Attain some elementary level of knowledge of sales and marketing.
15.	HR207C	Research Methodology	<ul style="list-style-type: none"> • The objectives of the course are to equip the students with the concept and methods of Business Research. • The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s). • At the end of the course students should be able to; • Help to get solutions to the problems in the corporate world through research. • Develop research papers to understand the

			<p>intricacies of research.</p> <ul style="list-style-type: none"> Describe and attain some elementary level of data analysis applicable in research.
16.	HR208C	Operations Research	<ul style="list-style-type: none"> The objectives of this course are to help the students acquire quantitative tools. The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations. At the end of the course students should be able to; Develop models as per the requirements of the practicing managers and to get solutions from them. Describe and attain of decision science skills for the management processes.
17.	HR301C	Social Industrial Psychology	<ul style="list-style-type: none"> Understand person's behaviour in groups Industrial safety psychology About self concept At the end of the course student will learn Communication effectively in both oral and written formats. Career planning and development emerge from the major with realistic ideas about how to use psychological knowledge, skill and values.
18.	HR302C	Labour Laws – II	<ul style="list-style-type: none"> The students will get an understanding of applying Labor laws in an organization to: Improves industrial relation i.e. employee – employer relations and minimizes industrial disputes. Helps workers in getting fair wages Reduces conflicts and strikes etc. Ensures job security for workers. At the end of the course students will become more informed and responsible future HR managers, as they have complete knowledge about the legislative compliances prevailing in our country related to labour.
19.	HR303C	Manpower Planning, Recruitment & Selection	<ul style="list-style-type: none"> The course will help the students to understand the following HR activities: Optimum Productivity Reduction in labour cost Effective recruitment and selection Group satisfaction At the end of the course students should be able to; Define HR Planning and explain how HR Planning is conducted in the organizations. Explain Meaning and Concept, Need, of Designing effective Recruitment & selection Process, Understand new trends in hiring & HR planning. Describe HRIS & its importance to planning, recruitment & selection function of HR

20.	HR304C	Human Resource Information System	<ul style="list-style-type: none"> • To impart knowledge to students regarding role of information systems in managing the HR functions in an organization. • To develop an HR Information system. • At the end of the course students will be able to develop an information system for HR function.
21.	HR305E	Service Marketing	<ul style="list-style-type: none"> • The course will help the students to understand the following HR activities: • Services and Service Industry • Work of Marketing Personnel in Service Organizations • At the end of the course students should be able to get an understanding of marketing of services and the role of human resource in service marketing.
22.	HR306E	Training and Development	<ul style="list-style-type: none"> • To introduce the importance of training & development in Human Resource Management; and that in organization for its overall growth. • Help students familiarize with the scope of training & development as an independent stream in career development. • Explore various Training & development Outlooks; as well as its evolution, dependency & as strategic essential in organization' holistic growth. • At the end of the course students should be able to; • Understanding the evolution of human skills, Learning & is experiential nature in work life. • To be able to train/ design training & development modules & execute them efficiently & effectively. • To be able to identify. Sync & structure organizational' objective & growth with T&D needs as Human Resource Manager. • Learn implementation of Training Process, Assessment & reach out for 360 degree development of human resource potential in Organization.
23.	HR307E	Managerial Counselling	<ul style="list-style-type: none"> • To promote understanding of the concept and schools of counseling • To Select the key areas and situations where management can and should help employees in performance planning and career advancement • To develop alternative approach to dealing with problem situations in organizations • At the end of the course students should be able to; • Understand that various approaches to counseling • conduct counseling intervention in the organization • Outline the counseling process used in

			organizations
24.	HR308E	Entrepreneurship	<ul style="list-style-type: none"> • The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Entrepreneurship. • To introduce the spirit of Entrepreneurship in students, inculcate creativity & risk taking. • Provide overview of Entrepreneurship environment in country • The process of owning your business & art of sustaining a business. • Various qualities, character & leadership requirements of being an Entrepreneur.
25.	HR309E	Operations Management	<ul style="list-style-type: none"> • To bring the understanding of industrial and business operations, products and services. • To develop logic and skills to apply suitable and better tools and techniques on operational decision making. • To explore the scope and dimensions of operations management applications in major management functions and decisions. • At the end of the course students should be able to; • Understand the logic and applications through tools and techniques of operations management in business and industrial flow of information, goods and services. • Integrate the business activities and scientific problem solving methodology. • Set the unique way of doing job/task/work/activities with optimality in business.
26.	HR310E	Corporate Governance	<ul style="list-style-type: none"> • Objectives of this course is to help the students gain knowledge about corporate governance and its relevance of in the business environment. • Provide overview of Entrepreneurship environment in country • The process of owning your business & art of sustaining a business. Various qualities, character & leadership requirements of being an Entrepreneur.

27.	HR401C	Strategic Human Resource Management	<ul style="list-style-type: none"> • The course is designed to explain basic theory of Strategic Human Resource Management to examine the issues and problems associated with HRM in a changing environment • The Course will help the students to get a strategic overview of the HR function in any organisation and will help to get better understanding of strategic decision.
28.	HR402C	Organizational Change & Development	<ul style="list-style-type: none"> • The objective of this course is to acquaint the students with the importance of Organization Development, and to offer insights into design, development and delivery of OD Programmes. • The Students will get an idea of the OD interventions and their application in the real business world.
29.	HR403C	Compensation and Reward Management	<ul style="list-style-type: none"> • The objective of this course is to familiarize students with the dynamics of wage and salary administration and current trends in India • The students at the end of the course will be able to decide on the compensation mechanism and the various approaches to reward management.
30.	HR404C	Conflict And Negotiation Process	<ul style="list-style-type: none"> • To promote understanding of the concept and theories of conflict, • To build awareness of certain important and critical issues in conflict and negotiation. • To provide exposure to the required skills in negotiating a contract. • As a HR Manager one of the prime function of an employee is to handle conflicts and work on negotiations, this course will help students to learn this.
31.	HR405E	International HRM	<ul style="list-style-type: none"> • To understand the basics of IHRM and its various aspects • To appreciate the immense challenges that staffing, training, apprising, compensating and developing HRM on a global scale. • To sensitize the students about HRM in global environment. • The students after the end of the course will get knowledge about global corporations and HR functioning in MNCs
	HR406E	Performance Management	<ul style="list-style-type: none"> • The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organizations. It is particularly intended for future managers and supervisors who will conduct the performance appraisal of their subordinates. • The Students will understand all the performance appraisal methods used in corporate world with the

			relative merit and demerits.
32.	HR407E	HR Analytics	<ul style="list-style-type: none"> • To familiarize participants with concepts and applications of data analytics. • To acquaint participants with the challenges of data preparation and implementation. • To understand and design data driven models for business decision making. • At the end of the course students should be able to; • To understand the role of data analytics, data mining and business analytics within an organization. • Compute and analyse data using statistical and data mining techniques • Design and develop process of improving the decision making (relevance and quality).
33.	HR408E	Knowledge Management	<ul style="list-style-type: none"> • The objective of the course is to make participants aware of using information that creates value and knowledge. • Today's majority of the workers are knowledge managers and so the HR personnel should have the details idea of knowledge management, which is fulfilled by this course.
34.	HR409E	Leadership Power and Politics	<ul style="list-style-type: none"> • This course provides an indepth look at transformational leadership • the mutually stimulating relationship between leader and follower that raises both of them to higher levels of human conduct and ethical aspiration. It will help, as a leader, to enhance and effectively use power not only in achieving goals, but also in enabling followers to lift themselves into their better selves. The course will develop the capacity to perceive clearly the various tactics that others use to • influence in order to achieve their objectives • The course will help the students to face the real world problems in the corporate world emerging from organisational politics and will develop leadership skills among students.

PROGRAMME NAME : MBA (e-Commerce) 2 Years**PROGRAMME CODE : MS5F**

SL.	COURSE CODE	COURSE NAME	COURSE OUTCOME
1.	MB101	Fundamental of Management	<ul style="list-style-type: none">• To expose the students to the different functions performed by managers, the roles they have to perform for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases;• To provide the necessary foundation for all other courses based on management practices across the world• At the end of the course students should be able to;• Define Management and explain how management differs according to level and whether a manager is a line manager or an enabling role.• Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems• Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.
2.	MB102	Business Accounting	<ul style="list-style-type: none">• To acquaint participant with the basic concept of Financial Accounting and Cost Accounting.• At the end of the course students should be able to;• Understand basics of double entry system and other accounting system, basic of accounting, maintaining of accounting books as per accounting cycle and preparation of trial balance.• Finalize Accounting Statements of Individuals.• Understand basic of Cost Accounting and related decision criteria.
3.	MB103	IT for Business Application	<ul style="list-style-type: none">• To get a thorough update of Information Technology used in Business Organizations.• To develop understanding of managerial aspects so as to use Information Technology effectively and efficiently.• To develop capability to integrate different but related aspects of Information Technology.• To develop a view of IT Management, especially, for a large organization.• To appreciate IT Management as an independent and important field of work, different from IT for Management.• To develop conceptual understanding about latest developments in the field of information Technology and the impact of IT in managing a business.

			<ul style="list-style-type: none"> • To learn to use Information Technology to gain competitive advantage in business. • To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce. • The student will be able to apply the basic IT tools for managerial decision making. • The student will be able to apply data management tools in corporate organizations. • The student will be able to work in MIS enabled organizations. • The student will be able to communicate using internet facilities.
4.	MB104	Organisational Behaviour	<ul style="list-style-type: none"> • This course aims to improve students understanding of human behaviour in organization and the ability to lead people to achieve more effectively toward increased organizational performance. After completing this course, students should be able to: • Understand individual behaviour in organizations, including diversity, personality, attitude perception, learning and motivational theories. • Understand group behaviour in organizations, including group and team development leadership, conflict management • Understand the organizational system, including organizational culture, change and stress management. • Students will find keys to understand people • Students can find the basis of individual and group behaviour • Students will develop various soft skills
5.	MB105	Quantitative Methods	<ul style="list-style-type: none"> • To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases; • To provide the necessary foundation for all other courses. • At the end of the course students should be able to; • Interpret the data to get solutions to the problems in the corporate world. • Classify, present the data as per the requirements of the practicing managers. • Describe and attain some elementary level of mathematical and statistical skills for the management processes; planning, organizing, decision making and control.
6.	MBA106	Business Ethics and Management by Indian Values	<ul style="list-style-type: none"> • To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making. • To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in

			<p>organizations.</p> <ul style="list-style-type: none"> • To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior. • At the end of the course, students should be able to; • Understand nature and purpose of ethics and ethical norms. • What exactly business ethics is and how it is different from corporate social responsibility. • Learn and apply important theoretical frameworks in business situation and decision making. • Learn and understand various concepts of Indian ethos and how they impact various key business decisions.
7.	MB107	Business Communication	<ul style="list-style-type: none"> • To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities. • To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.
8.	MB108	Web Designing and Animation	<ul style="list-style-type: none"> • The objective of this module is to let the student develop their basic skill in Web Design & Animation. Study the current design trends to be followed for online content. Emphasis will be laid on Web Development Suit (Macromedia Kit). • The student will be able to develop web page and websites. Students will also expose themselves to web scripting languages and various interface to develop websites.
9.	MB201	OOPS Using C++	<ul style="list-style-type: none"> • To expose the students to the different functions performed by managers, the roles they have to perform for those functions, and the knowledge and skills they have to develop for the roles through real life examples and cases; • To provide the necessary foundation for all other courses based on management practices across the world • At the end of the course students should be able to; • Understand the fundamental concepts of object oriented design/programming and how they are supported by the standard C++ language. • Write well structured and readable C++ programs while implementing object oriented methodology • Learn to implement functions, inheritance, overloading, constructors, templates, exception

			handling.
10.	MB202	Relational Database Management	<ul style="list-style-type: none"> • To enable students to:- • Gain a good understanding of the architecture and functioning of Database Management Systems as well as associated tools and techniques. • Understand and apply the principles of data modelling using Entity Relationship and develop a good database design. • Understand the use of Structured Query Language (SQL) and its syntax. • Apply Normalization techniques to normalize a database • Understand the need of Database processing and learn techniques for controlling the consequences of concurrent data access. • At the end of the course, students will be able to, • Describe basic concepts of database system • Design a data model and schemas in RDBMS • Use RDBMS“s for developing industry applications
11.	MB203	Marketing Management	<ul style="list-style-type: none"> • To familiarize the students with marketing concepts and practices. • To acquaint them with the challenges of marketing environment and competition; • To expose them to the elements of marketing mix; and develop their capacity to understand marketing applications • At the end of the course students should be able to; • Understand Marketing Management and explain its pivotal role. • A clear understanding and exposure to the concepts of marketing and its roots in customer-centric approach, and the elements of marketing mix.
12.	MB204	Computer Networks	<ul style="list-style-type: none"> • The objective of this course is to create awareness of networking concepts. • At the end of the course the student should: • Understand the architectural principles of computer networking and compare different approaches to organizing networks. • Understand good network design: simplicity, scalability performance, and the end-to- end principle. • Develop solutions for networking and security problems, balancing business concerns, technical issues and security. • Explain concepts and theories of networking and apply them to various

			<ul style="list-style-type: none"> • situations, classifying networks, analyzing performance and implementing new technologies.
13.	MB205	e-Business	<ul style="list-style-type: none"> • The objective of this course is to help the students learn the ways of business automation and future business technologies. • These business technologies can help ease the business process. The emphasis will be on the concepts and application of these technologies. • At the end of the course students should be able to; • Aware about the automation of business through electronic media and different technologies. • Describe and attain of decision science skills for the management processes.
14.	MB206	Research Methodology	<ul style="list-style-type: none"> • The objectives of the course are to equip the students with the concept and methods of Business Research. • The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s). • At the end of the course students should be able to; • Help to get solutions to the problems in the corporate world through research. • Develop research papers to understand the intricacies of research. • Describe and attain some elementary level of data analysis applicable in research.
15.	MB207	Operation Research	<ul style="list-style-type: none"> • The objectives of this course are to help the students acquire quantitative tools. • The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations. • At the end of the course students should be able to; • Develop models as per the requirements of the practicing managers and to get solutions from them. • Describe and attain of decision science skills for the management processes.
16.	MB208	Java Programming	<ul style="list-style-type: none"> • The objective of this course is to help students to understand the advanced concepts of Object Oriented Programming and Internet Programming using Java and their use in organization and processing complex business information. • Upon completing requirements for this course, the student will be able to: • Create a software application using the Java programming language. • Debug a software application written in the Java programming language.

17.	MB-301	J2EE Programming	<ul style="list-style-type: none"> • The objective of the course is to provide the students with a conceptual, analytical & Technical framework of J2EE Programming • At the end of the course students should be able to; • Understand Web Application Deployment • Creating Web Application in JSP • Understand J2EE Programming concept and Implementation
18.	MB-302	Common Architecture in JAVA	<ul style="list-style-type: none"> • The objective of the course is to provide the students with a conceptual, analytical & Technical framework of Common architecture in JAVA. • At the end of the course students should be able to; • Understand the principles of common architecture in JAVA • Creating Web Application in Java • Understand common architecture in JAVA Programming concept and Implementation
19.	MB-303	VB. NET Programming	<ul style="list-style-type: none"> • The objective of this course is to provide the students basic knowledge of VB.NET application development special reference to e-commerce. • At the end of the course students should be able to; • Creating Windows Application • Working with Front end and back end language • Understand Windows base software and implementation
20.	MB-304	SQL Server	<ul style="list-style-type: none"> •
21.	MB-305	Digital Marketing	<ul style="list-style-type: none"> • To acquaint students how to leveraging Digital Marketing for personal or organizational growth. • To help the students gain competency in improving their digital marketing skills with an understanding of fundamental issues pertaining to the business world to enhance their ability to manage businesses effectively. • At the end of the course students should be able to; • Provide an overview of digital marketing to make business easy through digital platform • Examine the various digital forms that a business entity can take and the relative advantages and disadvantages of each of these forms • Understand various aspects of marketing through digital media platform
22.	MB-306	Software engineering and Project Management	<ul style="list-style-type: none"> • The Objective of the course is to introduce the students to essential knowledge of software engineering and project management. Software engineering is dynamic disciplines that have continuous growth in research in identifying new methods, tools and methodologies that have cause vast improvement in software development and

			<p>maintenance to be more reliable and efficient.</p> <ul style="list-style-type: none"> • After the completion of course the student will be able to acquaint themselves with the concept of software engineering and project management
23.	MB-307	Search Engine Optimization	<ul style="list-style-type: none"> • To acquaint students how to leveraging Search Engine Optimization techniques to get more visibility of website in search engine. • At the end of the course students should be able to; • Provide an overview of search engine optimization to ease the process of digital marketing • Examine the various techniques of SEO that a business/brand can use and the relative advantages and disadvantages of each of these forms
24.	MB-308	e-Commerce Application Development using PHP	<ul style="list-style-type: none"> • The objective of this course is to provide the students basic knowledge of PHP application development special reference to e-commerce. • At the end of the course students should be able to; • To understand about PHP programming using for web application development.
25.	MB-309	Data Analytics	<ul style="list-style-type: none"> • To familiarize participants with concepts and applications of data analytics. • To acquaint participants with the challenges of data preparation and implementation. • To understand and design data driven models for business decision making. • At the end of the course students should be able to; • To understand the role of data analytics, data mining and business analytics within an organization. • Compute and analyse data using statistical and data mining techniques • Design and develop process of improving the decision making (relevance and quality).
26.	MB-310	Human Resource management	<ul style="list-style-type: none"> • The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India. Attention will also be paid to help them develop their communication and decision making skills through case discussions, role-plays etc. • At the end of the course students should be able to; • To understand HRM as function of management. • To develop required skills to be a people's manager • To study dynamics of human resource & required skills for optimal utilization of this asset.
27.	MB401	Mobile application	<ul style="list-style-type: none"> • The objective of this course is to provide the students basic knowledge of mobile application development special reference

		development	<p>to e-commerce.</p> <ul style="list-style-type: none"> • At the end of the course students should be able to: • To understand about mobile application programming using for web application development.
28.	MB402	Data base framework using hibernate	<ul style="list-style-type: none"> • The objective of this course is to provide the students basic knowledge of hibernate. • At the end of the course students should be able to understand about hibernate and using it for application development.
29.	MB403	Advance DOT NET Programming	<ul style="list-style-type: none"> • The objective of this course is to provide the students basic knowledge of Advanced Dot NET application development special reference to e-commerce. • At the end of the course students should be able to; • Learn advance concept of Dot Net • Create Web Application • Understand Work with LINQ and Using in Asp.net and Windows Application
30.	MB404	Model View Controller	<ul style="list-style-type: none"> •
31.	MB405	ITES Marketing and CRM	<ul style="list-style-type: none"> • The objective of this course is to introduce the changing scenario of the services marketing for developing skills in ITES Marketing. • At the end of the semester the student should be able to develop skills for IT Enabled Service Marketing and its Applications.
32.	MB406	Strategic Management	<ul style="list-style-type: none"> • The objective of the course are to help the students gain understanding of the events and problems which occur in day to day working of organizations. Student is expected to develop a diagnostic and problem solving approach. It will help the students to sharpen his comprehension, analytical, descriptive and international skills. • Students will understand the strategic aspects of organization and art of decision making. This course will provide a holistic overview of critical aspects of organization and understand various models of Strategic Management.
33.	MB407	Knowledge Management	<ul style="list-style-type: none"> • The objective of the course is to make participants aware of using information that creates value and knowledge and how knowledge management system is working in the organisation.

			<ul style="list-style-type: none"> • At the end of the course students should be able to • To understand about knowledge Management Systems and its importance for learning organization and other business process. • It will help to understand and identify the organization key resources of knowledge and how it helps in development of organization and knowledge sharing.
34.	MB408	Cyber Law & Business Regulatory framework	<ul style="list-style-type: none"> • At the completion of this course the students will be able to: • Identify the emerging legal issues in a digital networked Environment including general issues of Jurisdiction and enforcement of rights and liabilities in Cyberspace and Understand and evaluate how these developing concepts affect the flow of information in society and the work of information professionals. • Students will also be able to analyse recent developments in national and global information policy, the nature of the policy making process and the identities and positions of the various stakeholders. • At the end of the course students should be able to:- • Student will become familiar with Cyber Law • To understand pros-cons of legal issues of Digital World • How to prevent or address cyber crime
35.	MB409	Entrepreneurship	<ul style="list-style-type: none"> • To help the student acquire the theoretical and practical knowledge of entrepreneurial venture creation. • Students will understand the theoretical and practical dimensions of entrepreneurship in the perspective of the current socio-economic scenario especially in India. Students will get in-depth knowledge of various requisites of a new venture and the support available from various agencies.

PROGRAMME NAME : MBA (e-Commerce) Integrated
PROGRAMME CODE : MS6A

SL.	COURSE CODE	COURSE NAME	COURSE OUTCOME
1	BEC-101	Fundamentals Of E-Commerce And M-Commerce	<ul style="list-style-type: none"> • Create focused technical ability to exploit the computing and communication infrastructure in business processes. • Explore the applications and domain based utility of internet services and web platforms for e-Commerce and m-Commerce • Set the parametric usage towards the unexplored area of market to gain the base or potentials of customer and market. • To provide the foundation for 360 degree dimensional platform of technology and business integration so that it would open vistas for profession, startup, entrepreneurship, business or career. • To enforce the students with the strength of e-Commerce fundamentals and scope of mobile technology;
2	BEC-102	Fundamentals Of Computers And Programming	<ul style="list-style-type: none"> • To explore internal and external computing technology and infrastructure. • To familiarize programming concept and software designing in development of business application • Technical insights of Computer hardware and Software. • Features, mechanism and applications of smart technologies • Explore computer programming, and m-App applications in documentation, communication and business activities/processing.
3	BEC 103	Fundamentals Of Management	<ul style="list-style-type: none"> • To expose the students to the different functions performed by managers, the roles they have to perform for those functions, and the knowledge and skills they have to develop for the roles through real life examples and cases; • To provide the necessary foundation for all other courses based on management practices across the world • Define Management and explain how management differs according to level and whether a manager is a line manager or an enabling role. • Briefly describe and contrast four models of management; rational, goal, scientific, human

			<p>relations, open systems</p> <ul style="list-style-type: none"> Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.
4	BEC-104	Office Automation	<ul style="list-style-type: none"> To explore the concept of office work, workflow and communication. To develop and make skillful foundation in students to apply computing into office work. To enhance ability by providing good command over the office packages. Understand the need and available solution fit to an office problem. Bridge the gap between conventional systems to modern system. Futuristic vision towards the best and optimized utilization of office resources.
5	BEC-105	Business Mathematics	<ul style="list-style-type: none"> To develop fundamental understanding of Business Mathematics To provide mathematical training to the students for better analytical approach for problem solving. To use mathematical tools in Business. After completion of this course students will be capable to understand mathematics tool and how to apply in business and other fields.
6	BEC 106	Basics Of Electronics	<ul style="list-style-type: none"> To provide elementary knowledge about physic and electronics to understand the mechanics of computer hardware. The Objective of the course is to provide knowledge about basic building blocks of Electronics circuits To explore the inside technical electronic mechanism of computers and programming. Understand the working of computer and its internal mechanism Utilize knowledge in making decision related to technical specification Resolve the issues related non-functioning and underperformance of computing.
7	BEC 107	Hindi	<ul style="list-style-type: none"> To develop understanding and expression of views logically with proper fluency. To learn writing of proper official and formal language without any grammatical errors To explore proper pronunciation and punctuation of hindi words. To enhance the understanding of cultural importance of Hindi language

			<ul style="list-style-type: none"> • Develop the interest and confidence to speak, understand and write in hindi. • Explain the importance of media and how the language influences it.
1	BEC 201	Data Structures using C	<ul style="list-style-type: none"> • To teach the basics of programming and structures of data with technical mechanism of • defining and usage of variables and functions in developing the different software. • To bring familiarity about logic development and applications in business functions. • To explore the process of Computing and Programming together. • Understanding of logic and applications through programming. • Applications and computer language compatibility. • Choose the better software and hardware platforms in business automation.
2	BEC-202	RDBMS	<ul style="list-style-type: none"> • Describe a database management system and trace its historical development. • Understand and apply the principles of data modeling using Entity Relationship and • develop a good database design. • Understand the use of Structured Query Language (SQL) and its syntax. • Students can design, implement, and evaluate a computer-based system, process, • component, or program to meet desired needs. • Students can use current techniques, skills, and tools necessary for computing practice. • An ability to identify and analyze user needs and take them into account in the selection, • creation, evaluation and administration of computer-based systems.
3	BEC 203	Operating System	<ul style="list-style-type: none"> • To teach the basics of Operating System its architecture with technical mechanism of defining • and usage of processes and scheduling and their utilities. • To bring familiarity about Device and Security Management in business System. • To explore the function of Operating System. • Understanding of Operating System functions. • Types of Operating System and their Utility. • Choose the better System software and hardware platforms in business automation.
4	BEC 204	Digital Information	<ul style="list-style-type: none"> • To teach the concepts of Digital information system and its uses.

		System	<ul style="list-style-type: none"> • Explain the elements of digital system abstractions such as digital representation of information, digital logic and Boolean algebra. • Use the “Tools of trade”. Basic instruments, devices and design tools. • Communicate the purpose and results of a design project in written and oral presentation. • Create the appropriate truth table from a description of a combinational logic function. • Describe how analog signals are used to represent digital values in different logic families. • Understand the leadership role of management information systems in organization.
5	BEC 205	Business Accounting	<ul style="list-style-type: none"> • To teach the concepts of accounting and its principles. • To bring familiarity applications of accounting in business functions. • To explore the process of role of accounting in maintaining systematic records. • Know the concepts of Accounting and their applications in recording. • Understanding relationship between business and accounting. • Differentiation of accounting and finance in various business functions.
6	BEC206	Business Statistics	<ul style="list-style-type: none"> • To teach the concepts of business statistics and its principles. • To develop understanding of statistical concepts to include probability, sampling, hypothesis testing, regression etc. • Independently calculate basic statistical parameters (mean, dispersion, correlation coefficient) • Based on the acquired knowledge to interpret the meaning of the calculated statistical indicators. • Choose a statistical method for solving practical problems.
7	BEC 207	Corporate English	<ul style="list-style-type: none"> • To teach the Importance of language and Literature • To create awareness of grammar and develop student’s listening ,speaking and writing power • To help students to explore their hidden personality. • Develop the confidence of expressing themselves in the right direction • Should understand and make correct utilization

			<p>of their knowledge of English Language</p> <ul style="list-style-type: none"> • Have equal command over different aspects like reading writing ,listening and speaking
1	BEC 301	System Analysis And Design	<ul style="list-style-type: none"> • To make students aware about different modes, models and techniques required in system development for management functions of an organization. Concept of system, its minimum requirements through different perspectives. • Process of system deployment phases and procedure. • System integration through systematic involvement of people process and procedure.
2	BEC 302	Information Technology Environment	<ul style="list-style-type: none"> • To teach the basics of Information Technology & its characteristics and applications. • To teach the fundamental of communications & its techniques. • To explore the function of Internet and its services, Multimedia, AI etc. • Understanding of Information Technologies & its utilities. • Data Communication Technology & its type. • Utilities of Internet & its service, Multimedia & AI concepts.
3	BEC 303	Object Oriented Programming Through C ++	<ul style="list-style-type: none"> • The objective of this course is to provide students basics of Object Oriented Programming (OOP) using C++ • To introduce students with C++ language and it's various tools. • Define oops and it's various advantages , drawbacks , operators etc. • Define arrays and it's general form. • Explain the concept of inheritance.
4	BEC 304	Environmental Sustainability And Climate Change Mitigation	<ul style="list-style-type: none"> • To develop global prospective about the environmental management • To develop understanding of how environmental an ecosystem services are crucial elements to reduce disaster risk in Business. • To bring climate change mitigation and other options for sustainable development, carbon trading a new concept. • Understand how environment and ecosystem services are crucial elements to the society and business • Identify their roles and responsibility towards the environment at individual and group level. • Explore the way to keep sustainable environment for the present and next generations

5	BEC 305	Quantitative Techniques	<ul style="list-style-type: none"> • To provide knowledge and applications of various quantitative techniques in business operations. • To develop decision making skills on quantitative data and information by interpreting and analyzing. • Apply and implement the concepts of linear programming, transportation and replacement in managerial decision making process. • Understand the need and significance of game theory and network analysis for efficient and effective resources utilization.
6	BEC 306	Cost And Management Accounting	<ul style="list-style-type: none"> • To make the students to understand the Concept of Cost Accounting and Management Accounting. • To make them understand importance of Cost & Management Accounting in managerial decision making • Concepts of Cost accounting, its use and importance. • Learning the concept of Management accounting and its use. • Students will learn to use Costing and Management Accounting in decision making.
7	BEC 307	Business Communication	<ul style="list-style-type: none"> • To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business • To improve his managerial abilities. • Identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment • Ability to deal in professional environment • Improved communication skill and enhanced personality
1	BEC 401	Business Law	<ul style="list-style-type: none"> • acquaint students with general business law issues to help become more informed, sensitive and effective business leaders. • To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively. • Provide an overview of important laws that have a bearing on the conduct of business in India • Examine the various legal forms that a

			<p>business entity can take and the relative advantages and disadvantages of each of these forms</p> <ul style="list-style-type: none"> • Understand various modes of dispute resolution in business transactions
2	BEC 402	Fundamentals Of Management	<ul style="list-style-type: none"> • To expose the students to the different functions performed by managers, the roles they have to perform for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases; • To provide the necessary foundation for all other courses based on management practices across the world • To expose the students to the different functions performed by managers, the roles they have to perform for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases; • To provide the necessary foundation for all other courses based on management practices across the world
3	BEC 403	Computer Graphics	<ul style="list-style-type: none"> • To help the students aware about the latest systems available and proper uses of system for their software development. • To provide the necessary foundation for all other courses based on management practices across the world. • The objective of the course is to develop fundamental understanding of computer graphics and multimedia. • Define computer graphics and explain the display device. • Briefly describe the hardware copy device and graphics primitives and principles of animation and how actually color models works.
4	BEC 404	Individual And Interpersonal Behaviour	<ul style="list-style-type: none"> • To help the students aware about the latest systems available and proper uses of system for their software development. • To provide the necessary foundation for all other courses based on management practices across the world. • ; • Define individual and interpersonal behavior and explain motivation and group behavior. • Briefly describe the leadership role and stress management in individual and interpersonal

			behavior.
5	BEC 405	Introduction To Economics	<ul style="list-style-type: none"> To provide the necessary foundation for all other courses based on management practices across the world. The objectives of the course is to acquaint the students with the basic knowledge and develop awareness about Economics and Economic Environment Define Introduction to economics and macro economics and investment. Briefly describe the business cycle and monetary and fiscal policies.
6	BEC 406	Research Methodology	<ul style="list-style-type: none"> To help the students aware about the latest systems available and proper use of system for their software development. To provide the necessary foundation for all other courses based on management practices across the world. Define Research methodology and explain how the sample are taken and measured Briefly describe the method of data collection, concept of testing, and role of computer in research
7	BEC 407	Software Engineering	<ul style="list-style-type: none"> To help the students aware about the latest systems available and proper uses of system for their software development. To provide the necessary foundation for all other courses based on management practices across the world. Define software engineering and introduction and its models Briefly describe the planning and project management and at the end requirements and designing the system.
1	BEC 501	Computer Graphics	<ul style="list-style-type: none"> To develop fundamental understanding of computer graphics and multimedia To Explore the applications of graphics and animations in various e-Commerce platforms To Encourage students towards the Web design and development Understand the concepts of graphics and computer software tools useful on web. Develop the web tools appealing in current market as per the customer's expectations. Prove their creativeness and innovativeness using graphical tools on web presence.
2	BEC 502	Web Designing And Animation	<ul style="list-style-type: none"> To develop fundamental understanding of web designing

		Tools	<ul style="list-style-type: none"> • To Explore different available tools of web designing on web. • To Encourage students towards the Web design and development. • Understand the concepts of web designing and computer software tools useful on web. • Develop webpage using tools appealing in current market as per the customer's expectations. • Prove their creativeness and logical analysis using web designing tools on web presence.
3	BEC 503	Basics Of Data Mining And Data Warehousing	<ul style="list-style-type: none"> • To inculcate the basics of data mining & data ware housing in management. • To provide the knowledge of tools and techniques of data mining & data ware housing. • To explore the use of procedure of data mining & data ware housing in decision making process of management • Understanding of data mining & data ware housing in management & its functions • Apply the learning in their personal as well as in professional environment of society and business.
4	BEC 504	E-Logistic & E-Supply Chain Management	<ul style="list-style-type: none"> • To teach the basics of E-learning & E-Logistics & E-supply chain management. • To Implementation of e-SUPPLY chain collaboration & inergration. • To explore the use of cloud computing in shipping logistics • Understanding of E-logistic & E-supply chain management & E-trends. • E-supply chain Implementation issues & challenges. • Outsourcing of logistic services.
5	BEC 505	Business Environment	<ul style="list-style-type: none"> • To provide knowledge to the students about the social, economic and political environment in which an organization works. • To develop an understanding of the environment and how it can be utilized for better decision making. • Apply and implement the concepts learnt by the environmental changes on the working of the organization one is working for. • Understand the need and significance of being informed about the environment for effective decision making..
6	BEC 506	Human Resource Management	<ul style="list-style-type: none"> • To make students aware about different functions of human resource management.

			<ul style="list-style-type: none"> • To make an understanding among students about different terms closely associated with HRM. • Define HRM and understand its importance in managing diverse workforce. • Help students to make themselves, skilled in HR function for the present day organization.
7	BEC 507	Numerical Methods	<ul style="list-style-type: none"> • To develop fundamental understanding of Numerical Methods in computing • To provide knowledge and applications of various numerical methods in business operations. • To develop decision making skills on numerical data and information by interpreting and analyzing. • Apply and implement the concepts of different methods for solution of nonlinear problems. • Understand the need and significance of ory and network analysis for efficient and effective resources utilization.
1	BEC 601	Integrated Marketing Communication	<ul style="list-style-type: none"> • The Course aims at developing understating about the various functions, operations and activities of marketing communication.
2	BEC 602	Financial Management	<ul style="list-style-type: none"> • The objective of this course is to help students learn the concepts, tools and skills of financial analysis and financial management. • Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation. • Use Financial Management Tools for Managerial Decision Making.
3	BEC 603	Business Law	<ul style="list-style-type: none"> • To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders. • To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively. • Understand nature and purpose of ethics and ethical norms. • What exactly business ethics is and how it is different from corporate social responsibility. • Learn and apply important theoretical frameworks in business situation and decision making. • Learn and understand various concepts of Indian ethos and how they impact various key business decisions.

			<ul style="list-style-type: none"> • Understand importance of self-management and work place spirituality.
4	BEC 604	Operations Management	<ul style="list-style-type: none"> • To bring the understanding of industrial and business operations, products and services. • To develop logic and skills to apply suitable and better tools and techniques on operational decision making. • To explore the scope and dimensions of operations management applications in major management functions and decisions. • Understand the logic and applications through tools and techniques of operations management in business and industrial flow of information, goods and services. • Integrate the business activities and scientific problem solving methodology. • Set the unique way of doing job/task/work/activities with optimality in business.
5	BEC 605	Computer Networks	<ul style="list-style-type: none"> • The objective of this course is to create awareness of networking concepts. • Understand the architectural principles of computer networking and compare different approaches to organizing networks. • Understand good network design: simplicity, scalability , performance, and the end-to- end principle. • Develop solutions for networking and security problems, balancing business concerns, technical issues and security. • Explain concepts and theories of networking and apply them to various • Situations, classifying networks, analyzing performance and implementing new technologies.
6	BEC 606	Software Engineering	<ul style="list-style-type: none"> • To help the students aware about the latest systems available and proper uses of system for • Their software development. • To provide the necessary foundation for all other courses based on management practices • across the world. • Define software engineering and introduction and its models • Briefly describe the planning and project management and at the end requirements and designing the system.
7	BEC 607	E – Commerce Technologies	<ul style="list-style-type: none"> • To provide the necessary foundation for ecommerce technology.

			<ul style="list-style-type: none"> • To aware student about mobile technology. • To elaborate E-Commerce and Online Service Industries • Understand required Infrastructural requirements and technologies for E-Commerce. • Understand planning and management for an organization to become E-Commerce organization. • Understand Security environment and threats for E-Commerce
	ME-701C	Introduction To UNIX & LUNIX	<ul style="list-style-type: none"> • The objective of this course is to provide students basic knowledge of UNIX Operating System concepts and shell programming. • To understand about operating system development and operations . • They will be able to develop technical skills by using operating System.
	ME-702C	Internet & Network Security	<ul style="list-style-type: none"> • The objective of this course is to provide students the knowledge of Internet and network security. • To understand about networking and network ,internet security related Skills.
	ME-703C	Ooad Using Uml	<ul style="list-style-type: none"> • The objective of the course is to provide conceptual knowledge of Object Oriented Methodology.
	ME-704C	Inter Scripting Languages	<ul style="list-style-type: none"> • The objective of this course is to let the student develop their skills in making web Site development by using scripting languages • To understand about website development in Software field and will be able to develop website by using scripting languages.
	ME-705C	Advance In E-Commerce	<ul style="list-style-type: none"> • To explore the current e-Commerce technology and business integration. • To develop and make skillful foundation in students to apply technology into commerce and business. • To enhance ability by providing knowledge about the security concerns and advance e-Payment system. • Understand the need and available solution fit to commerce and business. • Bridge the gap between conventional systems to modern system. • Futuristic vision towards the best and optimized utilization of advance technology platforms.
	ME-706C	Professional	<ul style="list-style-type: none"> • To help the student acquire the theoretical

		Communication And Negotiation	<p>and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities.</p> <ul style="list-style-type: none"> • Learning Outcomes: To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.
	ME-707C	Entrepreneurship	<ul style="list-style-type: none"> • To help the student acquire the theoretical and practical knowledge of entrepreneurial venture creation. • Learning Outcomes: 1. Students will understand the theoretical and practical dimensions of entrepreneurship in the perspective of the current socio-economic scenario especially in India; • Students will get in-depth knowledge of various requisites of a new venture and the support available from various agencies.
	ME-708C	Search Engine Optimization	<ul style="list-style-type: none"> • The objective of this course is to provide the students basic knowledge of current internet marketing special reference to e-commerce • To understand about Search Engine Optimization • They will be able to develop technical skills about optimization of web pages.
	ME-801	Business Intelligence	<ul style="list-style-type: none"> • The objective of teaching this course is to enable students to integrate knowledge of various functional areas and technologies use for business integration. • the student will get the knowledge of various functional areas uses for businesses integrations.
	ME-802	Ites Marketing	<ul style="list-style-type: none"> • The objective of this course is to introduce the changing scenario of the services marketing for developing skills in ITES Marketing • At the end of the semester the student should able to develop skills for IT enabled service marketing and its applications.
	ME-803	Knowledge Management	<ul style="list-style-type: none"> • The objective of the course is to make participants aware of using information that creates value and knowledge and how knowledge management system is working in the organization. • To understand about Knowledge management

			<p>system and its importance for learning Organization and other business processes.</p> <ul style="list-style-type: none"> • It will Help to understand and identifies the organization key resources of knowledge and how it helps in development of organization and Knowledge sharing.
	ME-804	Advanced Computer Net.	<ul style="list-style-type: none"> • The objective of this course is to provide the students advance concepts of the computer networking and its applications. • At the end of semester the student should get the concept of advanced computer networking and its application.
	ME-805	Software Project Management	<ul style="list-style-type: none"> • The Objective of the course is to introduce the students to essential knowledge of software project management. • At the end of semester the student should be able to get the knowledge about the software project management.
	ME-806	Software Quality Assurance	<ul style="list-style-type: none"> • The objective of the course is to make the students updated about the software quality policy and process. The syllabus also covers the software testing methods and tools. • At the end of the semester students should be able to get the knowledge of software quality policy and software testing methods tools and techniques.
	ME-807	J2ee Programming	<ul style="list-style-type: none"> • The objective of this course is to provide the students with a conceptual analytical and technical framework of J2EE programming • understand about J2EE programming and conceptual analytics of J2EE.
	ME-808	Common Architecture In JAVA	<ul style="list-style-type: none"> • To expose the students to the different functions performed by managers, the roles they have to perform for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases; • To provide the necessary foundation for all other courses based on management practices across the world • Understand most useful, important and common design patterns in Java. • Identify the most suitable design pattern to address a given application design problem. • Apply model-view-controller architectural pattern.
	ME-809	Dot Net Programming	<ul style="list-style-type: none"> • The objective of this course is to provide the students basic knowledge of VB.NET

			<p>application development special reference to e-commerce.</p> <ul style="list-style-type: none"> At the end of the semester the student should be able to get the knowledge of VB.NET Programming and application development.
	ME-810	Sql Server	<ul style="list-style-type: none"> The objective of the course is to provide the students with a conceptual, analytical & Technical framework of SQL Server with current version. At the end of the semester the student should be able to analyze the framework of SQL server with its conceptual and technical knowledge.
	ME-901E	Data Analytics	<ul style="list-style-type: none"> To familiarize participants with concepts and applications of data analytics. To acquaint participants with the challenges of data preparation and implementation. To understand and design data driven models for business decision making. To understand the role of data analytics, data mining and business analytics within an organization. Compute and analyze data using statistical and data mining techniques Design and develop process of improving the decision making (relevance and quality)
	ME-902E	Supply Chain Management	<ul style="list-style-type: none"> The course aims at developing an understanding of Supply Chain Management and its significance in the managerial process. To understand about Supply Chain Management and its significance and use in the business process.
	ME-903E	Data Framework Using Hibernate	<ul style="list-style-type: none"> The objective of this course is to provide the students basic knowledge of hibernate . To understand about hibernate and using it for application development .
	ME-904E	Mobile Application Development	<ul style="list-style-type: none"> The objective of this course is to provide the students basic knowledge of mobile application development special reference to e-commerce. To understand about mobile application programming using for web application development .
	ME-905E	ASP.Net Programming	<ul style="list-style-type: none"> The objective of this course is to provide the students basic knowledge of MVC architecture and Asp.net mvc application development special reference to e-commerce. Learn Basic Concept of MVC Architecture Create Web Application in Asp.Net MVC

			<ul style="list-style-type: none"> • Understand Work with Entity Framework ORM and Using in Asp.net MVC
ME-906E	Advance.Net Programming		<ul style="list-style-type: none"> • The objective of this course is to provide the students basic knowledge of Advance .net application development special reference to e-commerce. • Lean advance concept of .Net • Create Web Application • Understand Work with LINQ and Using in Asp.net and Windows Application
ME-907C	Digital Marketing		<ul style="list-style-type: none"> • To acquaint students how to leveraging Digital Marketing for personal or organizational growth. To help the students gain competency in improving their digital marketing skills with an understanding of fundamental issues pertaining to the business world to enhance their ability to manage businesses effectively. • Provide an overview of digital marketing to make business easy through digital platform • Examine the various digital forms that a business entity can take and the relative advantages and disadvantages of each of these forms • Understand various aspects of marketing through digital media platform
ME-908C	E-Commerce Application PHP		<ul style="list-style-type: none"> • The objective of this course is to provide the students basic knowledge of PHP application development special reference to e-commerce. • To understand about PHP programming using for web application development .
ME-909C	Cyber Law & Business Regulatory Frame Work.		<ul style="list-style-type: none"> • At the completion of this course the student will be able to: • Identify the emerging legal issues in a digital networked environment including general issues of Jurisdiction and enforcement of rights and liabilities in Cyberspace and Understand and evaluate how these developing concepts affect the flow of information in society and the work of information professionals. • Students will also be able to analyze recent developments in national and global information policy, the nature of the policy making process and the identities and positions of the various stakeholders. • Student will become familiar Cyber law

			<ul style="list-style-type: none"> • To understand pros-cons of legal issues of digital world • How to prevent or address cyber crime
	ME-910C	Strategic Management	<ul style="list-style-type: none"> • The objective of the course are to help the students gain and understanding of the events & problems which occur in day to day working of organisations. • Student is expected to develop a diagnostic and problem solving approach. • It will help the students to sharpen his comprehension, analytical, descriptive and international skills. • Student will understand the Strategic aspects of organisation & art of decision making • This course will provide a holistic overview of critical aspects of organisation. • Understand various models of Strategic Management.

PROGRAMME NAME : M.Phil in Management

PROGRAMME CODE :MS8X

SL.	COURSE CODE	COURSE NAME	COURSE OUTCOME
1.	MPM101	Review of Literature	<ul style="list-style-type: none"> • At the completion of this course students should be able to: • Understand the basic philosophical assumptions underlying research literature reviews for different purposes, including what, why, when, for whom, and how? • Be able to manage the process of conducting a literature review, including reading, note taking strategies, coding/reference management, synthesizing and writing literature results. • Understand the process of synthesizing and writing literature results. • Be able to write a quality literature review with variations in references / citation style. • Pedagogy This course will combine a modest amount of teaching material presented in lectures and readings with a substantial amount of hands-on experience. Each student, or group of students, will choose or assigned a topic for review. They will work individually or in small groups to carry out each phase of a systematic literature review. Students will be also encouraged to develop their reports into publishable papers.
2.	MPM102	Research Methodology	<ul style="list-style-type: none"> • At the completion of this course students should be able to: • Understand the basic philosophical assumptions underlying research. • Be able to manage the process of conducting a research , including various steps like problem formulation, review of literature, framing questionnaire, sampling, data collection and report writing. • Be able to write a quality research paper. • Pedagogy This course will combine a modest amount of teaching material presented in lectures and readings with a substantial amount of hands-on experience. Each student, or group of students, will choose or assigned a topic for research. They will work individually or in small groups to carry out each phase of a systematic research. Students will be also encouraged to develop their research reports into publishable papers.
3.	MPM103	Computer Applicatin	<ul style="list-style-type: none"> • At the completion of this course students should be able to:

			<ul style="list-style-type: none"> • Understand applications of IT in business and education • Identify research issues • Learn use of IT for searching, collecting and analyzing data • Use Statistical Software for data analysis • Data presentation • Pedagogy This course will combine a modest amount of teaching material presented in lectures and readings with a substantial amount of hands-on experience in the form of computer based exercises. Students will be also encouraged to apply IT tools for their research projects.
4.	MPM104	Management Theory, Practice and Research Issues	<ul style="list-style-type: none"> • This course is aimed at: • Providing theoretical framework of management concepts and practices • Understanding basic managerial processes for planning, organizing and decision making • Acquiring managerial skills for smooth functioning in the organization • Developing a problem solving approach • Familiarizing with strategic and emerging issues in management • Pedagogy- This course will use a combination of lectures, case studies, role plays, videos and readings.

PROGRAMME NAME : Ph.D. (Management)

PROGRAMME CODE : MS9Z

SL.	COURSE CODE	COURSE NAME	COURSE OUTCOME
1.	PHM11	Research Methodology	<ul style="list-style-type: none"> • At the completion of this course students should be able to: • Understand the basic philosophical assumptions underlying research. • Be able to manage the process of conducting a research, including various steps like problem formulation, review of literature, framing questionnaire, sampling, data collection and report writing. • Be able to write a quality research paper. • Understanding the concepts of analytical tools. • Understanding the applications of tools in research. • Pedagogy- This course will combine a modest amount of teaching material presented in lectures and readings with a substantial amount of hands-on experience. Each student, or group of students, will choose or assigned a topic for research. They will work individually or in small groups to carry out each phase of a systematic research. Students will be also encouraged to develop their research reports into publishable papers. This course will combine a variety of tools including class room lectures, case discussions and practice sessions.
2.	PHM12	Review of Literature	<ul style="list-style-type: none"> • At the completion of this course students should be able to: • Understand the basic philosophical assumptions underlying research literature reviews for different purposes, including what, why, when, for whom, and how? • Be able to manage the process of conducting a literature review, including reading, note taking strategies, coding/reference management, synthesizing and writing literature results. • Understand the process of synthesizing and writing literature results. • Be able to write a quality literature review with variations in references / citation style. • Pedagogy This course will combine a modest amount of teaching material presented in lectures and readings with a substantial amount of hands-on experience. Each student, or group of students, will choose or assigned a topic for review. They will work individually or in small groups to carry out

			<p>each phase of a systematic literature review. Students will be also encouraged to develop their reports into publishable papers.</p>
3.	PHM13	Computer Application	<ul style="list-style-type: none"> • At the completion of this course students should be able to: • Understand applications of IT in business and education • Identify research issues • Learn use of IT for searching, collecting and analyzing data • Use Statistical Software for data analysis • Data presentation • Pedagogy- This course will combine a modest amount of teaching material presented in lectures and readings with a substantial amount of hands-on experience in the form of computer based exercises. Students will be also encouraged to apply IT tools for their research projects.
4.	PHM15	Advances in Management	<ul style="list-style-type: none"> • This course is aimed at: • Providing theoretical framework of management concepts and practices • Understanding basic managerial processes for planning, organizing and decision making • Acquiring managerial skills for smooth functioning in the organization • Developing a problem solving approach • Familiarizing with strategic and emerging issues in management

