

DEPARTMENT OF MANAGEMENT (MBA)

Objectives:

- To develop the leadership skills of the students to work effectively within diverse teams.
- To make the students ethically and socially responsible while making business decisions.
- To develop their decision-making ability, communication skills, business presentations and provide value-based education.
- To explore knowledge and disseminate through research and publication.
- To educate and prepare diverse groups of students with the knowledge of analytical ability and management perspective skills.
- To exploit the potential and latent capabilities of the students and prepare them to exhibit effective individual and team behavior..
- Student should acquire critical and analytical skills to create innovative solutions to business challenges.
- To make the students understand the ethical obligations pertaining to business and society with empathy.

Programme outcomes :

- Enhancing their employability skills
- Enriching students' domain knowledge and skills
- Improving their communication skills
- Enhancing their aptitude and analytical skills
- Improving their market knowledge
- Improving their leadership skills
- Creating moral, ethical and responsible citizens

COURSE OUTCOMES

SEMESTER – I

PERSPECTIVES OF MANAGEMENT

At the end of the course the student will be in a position to understand

- Emphasis has been put on contemporary development in management without neglecting the older contributions that have proved their worth over the years.
- Emphasis has been put on application for managers and their organization not only as guides for immediate actions but in their potentials for guiding managers for action in future.
- Emphasis has laid on management process, techniques and principles of organization.
- Emphasis is made on motivation and leadership as the two unique managerial functions to ensure maximum use of human resources without sacrificing human resource and human welfare.

ACCOUNTING FOR MANAGERS

- To acquaint the students with the fundamentals principles of financial, cost and management accounting
- To enable the students to prepare, analyse and interpret financial statements and
- To enable the students to take decisions using management accounting tools.

BUSINESS ENVIRONMENT

- To enable the student get an overview of Business Environment
- To understand various factors influencing business environment
- To understand the economic systems around the world emphasizing the structure of the Indian Economy
- To understand the competition among the Indian companies
- To understand recent trends in Business environment

MANAGERIAL COMMUNICATION SKILLS

The course seeks to achieve the following objectives:

- To enable the students to understand the meaning of communication
- To provide the students with an understanding of the importance, functions, scope and the techniques of effective communication
- To provide the students with a means of overcoming the barriers and to improve communication effectiveness
- To help the students to give effective presentations by gaining the attention of the audience and persuading them to listen
- To enable the students to conduct the Meetings successfully
- To make the students understand the stages of Letter writing and to draft various Personnel, Business and Sales Letters effectively
- To help the students acquire the skills required by HR professional and to improve the morale of the employees, customers, shareholders and all the people associated with the business of an organization

MANAGERIAL ECONOMICS

At the end of this course the student will be able to ...

- Develop specific tools – quantitative as well as broadly analytical – that are useful for tackling basic managerial economics problems.
- Use the theory of firm to model business organizations
- Apply demand theory to establish the elasticity of demand.
- Use demand estimation to forecast demand trends and change.
- Apply production theory to manage production
- Use cost theory to establish short and long run behavior
- Describe market structures to establish market equilibrium
- Use pricing strategies to enable organizational coherence.

ORGANISATION BEHAVIOUR

The course seeks to achieve the following objectives:

- To provide the students with an understanding of the concepts of individual, group, organisational behaviour
- To provide the students with an understanding of how the concepts effect the dynamics of the organization
- To make the students understand, interpret and apply the various theories and approaches to OB
- To make the students understand the management of Change and improve organisational effectiveness
- To make the students understand the various Leadership Theories and thereby develop Leadership Skills

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

- Understand relevance and need of quantitative methods for making business decisions
- Develop a strong foundation in mathematics and statistical theory as the basis for growth over a professional career.
- Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques
- Develop an understanding of the basic quantitative techniques that are expected to improve data analysis skills of the students.
- Recognize particular quantitative techniques and their applications so as to be able to apply these techniques in problem solving for management decision making.

SEMESTER – II

Marketing Management

1. How to formulate and implement marketing strategy.
2. How the environment is analysed to exploit the opportunities.
3. To understand the various elements of marketing mix.
4. To understand STP and to formulate the marketing strategy.
5. How to segment the market and to satisfy the customer.

RESEARCH METHODOLOGY

- The main aim of Research methodology is to find out the truth which is hidden and which is not discovered yet.
- To gain familiarity with a phenomenon or to achieve new insights into it.
- To portray accurately the characteristics of a particular individual situation or group.

- To determine the frequency with which something occur or with which it is associated with something else.
- To test the hypothesis of a casual relationship between variables.
- To give students the necessary training and techniques to collect data appropriately to particular problems.

CORPORATE LEGAL FRAME WORK

- To demonstrate an understanding of Contract law
- Define Condition which allow contract rights to be assigned/delegated
- To be able to apply the rules of contract law & other business law to real world conflicts & Management challenges.

HUMAN RESOURCE MANAGEMENT

- The Functions, Principles, Importance and Changing Ethical Aspects of HRM.
- Process of Recruitment and Sources of selection.
- Need, Process, Methods of training and development and evaluating procedures of employee performance.
- The Concept, Principles and Factors influencing compensation.
- Managing Industrial relations and different schemes of participation.
- Concept, Features, Importance and Process of Collective Bargaining.

FINANCIAL MANAGEMENT

At the end of this course the student will be able to

- ❖ Provide support for decision making,
- ❖ Ensure the availability of timely, relevant & reliable financial and non-financial information,
- ❖ Evaluate firm's dividend policy
- ❖ Evaluate firm's working capital position and manage the components of working capital
- ❖ Minimize the cost of carrying current assets and cost of short-term borrowing
- ❖ Protect organization against unexpected events and external risks
- ❖ Match the objective of wealth maximization by increasing the EPs, dividend per share and analyze the value of share in market
- ❖ To fulfill the social responsibility

OPERATIONS MANAGEMENT

- Introduce to concepts and techniques related to the planning, control, and improvement of manufacturing and service operations.
- Understand the input–process–output framework, the extensions of it, and apply them to a wide range of operations
- Understand key concepts and issues of OM in both manufacturing and service organizations
- Define the roles and responsibilities of operations managers and the challenges they face
- Understand the importance of the various topics in the areas of process analysis, production scheduling, maintenance management, materials management, Plant location, facilities

planning, quality improvement etc.

- Analyze and evaluate various facility alternatives and their capacity decisions
- Plan and implement suitable materials handling principles and practices in the operations.
- Develop aggregate capacity plans and MPS in operation environments
- Plan and implement suitable quality control measures in quality circles

SEMESTER-III

INTERNATIONAL BUSINESS

At the end of the course the student will be able to understand.

- Factors influencing international trade.
- WTO & Rules regulations to follow by member countries.
- Different trade theories practiced right from mercantilism to free trade.
- BOP concepts, exit policies, Trade barriers, trade strategies followed by different countries.
- Foreign exchange market mechanism, exchange rate determination, the reason for the emergence of euro currency & its importance in IB.
- What is foreign direct investment, objectives, entry methods, facilities etc?
- Economic integration, country selection & evaluation for investing in foreign countries.
- International trade stocks their objectives.
- WTO – Origin – Objectives, structure & Functioning.
- International financial liquidity, problems, & Role of international financial institutions in managing international liquidity.

OPERATIONS RESEARCH

- Use quantitative methods and techniques for effective decision-making; model formulation and applications that are used in solving business decision problems.
- Analyzing different situations in the industrial/business scenario involving limited resources and finding the optimal solution within constraints
- Impart knowledge in concepts and tools of Operations Research
- Understand mathematical models used in Operations Research
- Apply Operations Research techniques constructively to make effective business decisions
- Define and formulate linear programming problems and solve linear programming problems using appropriate techniques and understand the primal-dual relationship.
- Understand variety of problems such as assignment, transportation, travelling salesman etc
- Understand different queuing situations and find the optimal solutions using for different situations
- To develop mathematical skills to analyse and solve dynamic programming, integer programming and network models arising from a wide range of applications.
- Simulate different real life probabilistic situations using Monte Carlo simulation technique

CONSUMER BEHAVIOR AND CUSTOMER RELATIONSHIP MANAGEMENT

At the end of the course the student will be in a position to understand

- To enlighten the students with the concepts and Practical applications of Consumer Behaviour and CRM
- To understand the determinants of Consumer Behaviour
- To understand the profile of Indian Consumer
- To understand perception and Marketing management
- To understand attitude measurement and life style marketing, various factors influencing life style marketing
- To understand consumer decision making process
- To understand customer relationship management

SERVICES MARKETING

- To explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.
- To apply relevant service theories, models and frameworks to evaluate business situations.
- To develop appropriate service strategies and tactics to improve business outcomes.
- To describe how customer relationship marketing (CRM), including retention strategies, creates an environment that achieves excellence in customer service.
- To design service quality measurements to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings.
- To explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.
- To discuss the influences of the multicultural marketplace, business ethics, and socially responsible marketing on services marketing.
- To conduct a services audit plan for a service firm.
- To integrate course concepts into individual performance to become better customer service representatives in the service environment.

SALES AND DISTRIBUTION MANAGEMENT

- To understand the relationship between sales management and distribution management
- To learn how sales managers and distribution channels work together to manage the demand and supply sides of operations
- To know the importance of effective communication skills, sales knowledge and sales related marketing policies.
- To understand the strategic planning and its linkage to strategic marketing and sales
- To understand ethical, legal and social responsibilities of sales managers and sales people
- To understand how an effective training programme and compensation plan can motivate the sales people
- To understand the role of distribution channels in the marketing mix
- To understand the various parameters on channel policy
- To understand the principles and functions of logistics and supply chain management

MARKETING RESEARCH

COURSE OBJECTIVES

- To develop skills required by the researcher and understand different applications of Marketing Research
- To explore different approaches of Marketing research
- To be able to exploit Marketing Research data for management decision making
- Plan and undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyze data to resolve marketing issues.
- To learn how to use research to solve problems and take advantage of opportunities.
- To learn how different methods of data analysis are applied to marketing research problems.
- To provide students with the skills necessary to implement a research project from start to finish.
- To provide students with the ability to critically evaluate and use the results of a research study. This will enable the students to develop a “healthy skepticism” toward the use of marketing research.

FINANCIAL MARKETS & SERVICES

Introduces students to the theory and practice of financial market management for the perspective of risk management

- To understand better the terminology and concepts that are used in Financial system
- Know the various financial services and its arrangements
- Comprehended the facts about stock market and its growth
- Awareness for various Investment like mutual funds, securities, short term & long term investments

SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT

- The primary objective of this course is to familiarize the student with basic concepts of Securities Analysis and Portfolio Management and its various tools and techniques to facilitate the managers in managing their portfolio.
- The basic objective of the course is to acquaint the students in respect to the investment decisions related to financial assets, the risks and the returns involved, to make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management.

MUTUAL FUNDS

The objective of the course is

- To provide students with an in-depth knowledge of mutual funds and its functioning.
- To make the student understand the basic concepts and operations of mutual funds to ease into investing in mutual funds.
- To provide knowledge about the management of mutual funds
- To provide an understanding of the complexities of mutual fund functions, both internally and externally and
- To provide the students with the knowledge of risks and rewards of investing in mutual funds

Financial derivatives

- To help the students to gain intuition and provide the necessary skills for pricing and hedging of derivative types – forwards, futures, options and swaps.
- Demonstrate knowledge of all aspects of derivative market theory and the roles they play in the financial markets.
- Identify how derivative instruments can be used to change or hedge to evaluate risks and pay-offs associated with trading instruments and their implications.
- Understand the basic risk management and trading strategies using futures and options.
- Critically evaluate the techniques used in option value and the factors that determine valuation.

INTERNATIONAL FINANCIAL MANAGEMENT

1. To equip the students with the overview of global markets.
2. To know about the techniques to hedge the risks .
3. To understand International accounting and reporting.
4. To acquaint them about the international bond markets.

INDUSTRIAL RELATIONS

The course seeks to achieve the following objectives:

- To understand the basic principles and functions of Industrial Relations.
- To learn the methods and process for Industrial Relations maintenance.
- To understand the role of trade union in industrial relations
- To know both statutory and Non-statutory Settlement machinery for industrial relations.
- To study the role of discipline and grievance redressal in industrial relations
- To understand the role of collective bargaining and employee participation in harmonious relations.

HUMAN RESOURCE DEVELOPMENT

- To familiarize students with Human Resource Planning, HRD Strategies, Motivational aspects and HRD and other important issues related to Human Resource Development.
- To help students understand HRD in various public and private sector enterprises.
- To help students understand the impact of HRD on overall organizational development, how individual employee training and development in the present Global era effects the organisation.

STRATEGIC HUMAN RESOURCES MANAGEMENT

- The concepts of strategy and its importance.
- The situational theories and its application to Human Resources Management.
- The Human Resources Planning and its application to business.
- The integration of functions of HRM for managerial decisions.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

At the end of the course student will be in a position to understand

- The various HR practices in International Scenario.
- Prevailing workforce diversity and its impact on HRM.
- Differences between Domestic and international HR activities.
- Cross National Differences in Personnel and Organization Policies.
- Objectives, Components, Approaches of compensation in Global Assignments.
- The challenges and opportunities relating Expatriates.
- Industrial Relations at Global Level.

GROUP DYNAMICS AND CHANGE MANAGEMENT

- The change communication and consensus among group.
- Problems, forces, and relationships of interdependence which occurs within a group.
- Different types of techniques such as the Group Discussion, Role-Playing, Brainstorming among the group.
- How the above techniques serve as a basis for the development of other dynamics, activities, and games to work on with groups.
- The process of change in maximizing the collective efforts of all people involved and minimise the risk of failure of implementing the change.
- Various leadership theories and Leadership skills.
- Management of change and improve organizational effectiveness.

SEMESTER IV

BUSINESS POLICY AND STRATEGIC MANAGEMENT

At the end of this course the student will be

- Able to equip the students with ability of integrating all functional areas of management and understand the process of strategic management to formulate long term strategies

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

- To increase the knowledge of students regarding the entrepreneurship practices in India
- To explain the issues & problems faced by the entrepreneur. ∞
- To familiarize students about the process of starting enterprise ∞
- To educate the youth regarding self-employment
- To improve the skills of small-scale entrepreneurs.

PRODUCT MANAGEMENT

- To enable the students about the concepts of Product Planning, Product strategy, Product Marketing and Portfolio Analysis.
- To Understand about New Product Development and Product Differentiation along with Pricing Strategies
- To enlightens the students about Branding, Branding Equity, Brand Positioning.
- To enables the students to Marketing Organization, Marketing testing, Product Liability and Channel Management.
- To make students understand the concepts of Packaging.

Business to Business Marketing

- Expanded analytical capability to capitalise on business opportunities

- Advanced knowledge and skills to compete effectively in B2B context.
- Increased skill-set in the domain of strategic planning, decision-making, problem-solving, and general management.
- Increased self-belief to navigate successfully across clients, partners, and colleagues.
- Gain insight into the management of your product portfolio.
- Improved ability to develop and/or strengthen relationship with your customer and supplier.
- Apply industrial-organisational psychology and B2B marketing concepts and tools in a stable as well as a tumultuous environment.

LOGISTICS AND SUPPLY CHAIN MANGEMENT

- Develop a sound understanding of the supply chain management concepts and important role of supply chain management in today's business environment.
- Become familiar with current supply chain management trends.
- Understand and apply the current supply chain theories, practices and concepts utilizing case problems and problem-based learning situations.
- Understand the fundamental role of logistics and describe the increasing significance of logistics and its impact on both costs and service in business and commerce.
- Learn to use and apply computer-based supply chain optimization tools including the use of selected state of the art supply chain software suites currently used in business.
- Understand the designing of supply chain network

Global Marketing Management

- Understand the key characteristics of important country markets in different regions of the world and learn how to develop marketing plans for these diverse country markets.
- Learn to gather, categorize, analyze, interpret, and evaluate relevant information about markets in different countries around the world.
- Learn how to assess the social/cultural, economic/financial, political/regulatory, and technological/infrastructure environments of different countries and how to adjust a company's marketing practices based on these factors.
- Learn how to analyze customers, competitors, and product markets in different countries and how to apply this analysis to developing international and global marketing strategies.
- Learn to critically analyze and evaluate local versus global perspectives in developing marketing plans and to make decisions about which aspects of marketing to localize and which to globalize in developing marketing plans.
- Learn how to develop product/service/branding policies, pricing practices, and distribution approaches internationally and globally.
- Learn how to develop communications/advertisements/promotions for different cultures and countries as well as globally.
- Appreciate how managers and leaders can work in teams across countries and cultures to develop and implement complex global strategies.

- Appreciate the ethical and corporate social responsibility issues associated with global marketing and learn to think in innovative ways about how to market products and services to lower income customers.
- Develop the ability to think critically about different perspectives on global marketing.

STRATEGIC FINANCIAL MANAGEMENT

- The Strategic Financial Management course focuses on the possible strategies capable of maximising an organisation market value. It involves the allocation of scarce resource among competing opportunities. It also encompasses the implementation and monitoring of the chosen strategy so as to achieve agreed objectives.
- The course is designed to examine major approaches to the firm valuation and learn their practical applicability, understand the limitations of the traditional corporate performance metrics, how to monitor the success of projects, strategies and even total business by articulating NPVs over time and to know how to contribute more effectively to corporate strategy by taking a more proactive and forwarding approach.

Venture Capital

- To gain understanding of the basic concepts of Venture Capital
- It enables the students to know how Venture Capital plays a critical role in shaping the Economy, thus supporting innovation and growth
- To Outline the Laws of Venture Capital in India, the Regional Perspective of Globalization Spread, Scope, and Scale.

MONETARY MANAGEMENT

- The key objective of this course is to understand Monetary and fiscal policies development and their implementation in economy .
- It enables the students to know how regulations of RBI towards monetary control and money circulation in the economy.
- Enlighten the knowledge of various aspects of Macro Economic level

FINANCING FOREIGN TRADE

The pattern of trade in developing countries has changed significantly and operations of multinational corporations have contributed to that change. New areas have emerged in the arena of trade. It identifies the different methods of foreign trade, financing and insurance programs sponsored by the government.

- To help in understanding the basic concepts of international trade and finance, BOP.
- To introduce students to the exchange control measures, its need and its implications in India.

- To acquaint them to the documentary credit, the pre and post shipment activities of Finance Exports.
- To outline the role of commercial banks and EXIM bank in financing India's foreign trade.
- To understand the various procedures of project export.

SECURITY OPERATIONS AND RISK MANAGEMENT

- Security Operations And Risk Management course focuses on the basics of the Indian securities market, the different products traded, and the various market participants and the respective roles they play in the Indian securities market.
- The course also focuses on Security risk management, which provides a means of better understanding the nature of security threats and their interaction at an individual, organizational, or community level.
- The course is designed to make the students well versed with the mechanism of risk estimation and elimination framework for financial decision making in modern business scenario.

PERFORMANCE MANAGEMENT AND COUNSELING

- To understand the importance of performance and its management in organizations
- To understand various factors influencing the executive Performance at workplace
- To understand the relationship between performance and rewards
- To enable students to understand various performance appraisal methods
- To provide students with emerging trends in performance management systems management and its implication in organizations using various tools.

Employee compensation and Welfare Administration

- To understand various components of a compensation package
- To understand various factors influencing the executive compensation policies, wages and salary administration
- To understand the relationship between compensation and motivation
- To enable students to understand the job evaluation system
- To give the basic perspective of welfare, various welfare activities and also the role of employee welfare officer in organizations
- To provide students with emerging trends in compensation systems and welfare management

INDUSTRIAL SOCIOLOGY

- To understand the beginnings of Industrial Sociology
- To understand the importance and relevance of Sociology with the present Industrial set up.
- To understand the relationship between workers and management.
- To enable students to understand the changes in labour relations.

LABOUR LEGISLATION

- The jurisprudence related to industry.
- The provisions of various welfare legislations related to various occupations.
- The provisions of various laws related to industrial relations.
- The provisions of various laws related to wages.
- The provisions of various legislations related to social security.
- The provisions of various legislations related to social security.
- The labour welfare programmes in the industry.

HUMAN RESOURCE PLANNING

At the end of the course the student will be able to understand

- Labour Accounting Matrices.
- The Functioning and Dynamics of the labour markets.
- HRP at both Macro and Micro level.
- Various methods and tools of Wastage analysis and Human Resource Planning.
- The Human Resources Planning and its application to business.
- Concept, Objectives, Strategies and Models of HRIS.
- How HR software mechanizes the day to day general and administrative functions performed by the HR department.