

MBA - CBCS 2016 Pattern

Programme Educational Outcomes - PEO, Programme Outcomes - PO, Programme Specific Outcomes - PSO,

Programme Educational Outcomes (PEO's)

PEO 1:- To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in a global environment

PEO 2:- To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society,

PEO 3:- To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem

Programme Outcomes (PO's)

PO-1- Apply knowledge of management theories and practices to solve business problems

PO-2- Foster Analytical and critical thinking abilities for data-based decision making

PO-3- Ability to develop Value based Leadership ability

PO-4- Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

PO-5- Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

PO-6- Create, select, and apply appropriate techniques, resources, and modern tools including prediction and modeling to complex activities with an understanding of the multidisciplinary environments to meet financial, environmental, social and ethical constraints.

PO-8- Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Programme Specific Outcomes (PSO's)

PSO 1:- MBA graduates shall acquire professional ability for an integrative business project as an employee or an entrepreneur through the multidisciplinary knowledge and

PSO 2:- MBA graduate can be employed or can start their own venture for research & consultancy or any firm wherein the usage of knowledge and skill sets of financial dec

PSO 3:- MBA graduate should acquire required Skills, Attitude, Knowledge, Techniques in respect of various specializations and utilize it for the development of business u

Course Outcomes (CO's)

SEMESTER - I

Course/Subject

101-Accounting for Business Decisions - ABD

To understand the basic concepts of financial accounting, cost accounting and management accounting.

To Summarize difference between financial, cost accounting and management accounting

To apply various tools from accounting and cost accounting this would facilitate the decision making

To develop analytical abilities to face the business situations

To understand the interpretation of accounting concepts
102-Economic Analysis for Business Decisions - EABD
To understand the basic economic concept & demand forecasting analysis
To examine the implications of economics on other business practices, such as incentive plans, auctions, and transfer pricing
To recognize the market structure and industrial performance, including the strategic interaction of firms.
To illustrate the idea of cost concept, risk analysis & decision making.
To develop economic way through money and capital markets in India and public finance infrastructure
103-Legal Aspects of Business - LAB
To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders.
To understand all important legal provisions pertaining to Business Laws
To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively
To know the liabilities of the business under general business laws
To exemplify the Intellectual Property Laws
104-Business Research Methods -BRM
To understand foundation of research and how to write research proposal
To illustrate types of research design.
To interpret types of data and use the same in framing the questionnaire.
To explain concept of sampling and types of sampling
To summarize data analysis and to design research report.
105-Organizational Behaviour - OB
To understand and learn the various concepts of organizational behavior
To understand the various personalities, attitude, perception and motivation and apply in organizational situations
To interpret the interpersonal and behavior processes for team building and leadership development
To evaluate the culture and people cope up with the cultural change and stress related issues
To understand organization change and how to implement the change in the organization
106-Basics of Marketing - BoM
The student can identify the core concepts of marketing and understand the need of the customer
The student can apply the company orientation towards the market place and also evaluate the market
The student can analyze the consumer behavior and can recognize the different steps in buying decision process
The student can analyze and categorize segmentation, targeting and positioning of the product and the consumer
The student can classify and interpret the difference between goods and services
107-Management Fundamentals - MF
The student can understand the various concepts of management
The student can apply the managerial competencies in terms of communication and team work
The student can analyze the formal and informal, line and staff relationship in the organization
The student can analyze and evaluate the decision making analysis properly
The student can organize and design a proper controlling and coordination process

108-Business Communication Lab - BCL
The student can understand the fundamentals of communication and identify their communication abilities
The student can apply the managerial writing skills in terms of good communication
The student can design effective presentation (audio visual)
The students can give better presentation because of presentation skills
The students can confidently participate in group discussions
109-MS Excel and Advanced Excel Lab - MEAEL
To learn various MS Excel Utilities useful for business organisation
To demonstrate the application of various MS Excel functions to students w.r.t. various subject domains
To create MS Excel template/utility for critical business processes
To analyze the role of advanced excel functions in decision making
To share the knowledge and accelerate learning in the field of IT
113-Personality Development Lab - PDL
To understand the concept Personality, Business Style and Professional Image.
To interpret the etiquette requirements for meetings, entertaining, telephone, and Internet business interaction scenarios.
To develop an orientation towards business etiquettes and the proper etiquette practices for different business scenarios.
To develop the model that minimizes nervousness while in social situations.
To demonstrate the knowledge of Personality and to understand the Business Style and Professional Image to guide Appropriate Business Attire.
SEMESTER - II
Course/Subject
201-Marketing Management - MM
The student can identify the core concepts of marketing management and can use it as a framework for marketing decision
The student can discover, evaluate and analyze a brand
The student can develop a pricing model for a given product
The student can analyze and categorize the different marketing channels
The student can classify and interpret the communication mix with respect to advertising, sales promotion, personal selling and various other communication methods in ma
202-Financial Management - FM
To understand the concept of Financial management
To apply the analytical skills that would facilitate the decision making in Business situations
To apply various tools and techniques in the area of finance.
To understand the concept of Capital budgeting
To solve the practical problem on Fund flow statement , Working Capital Management
203-Human Resource Management - HRM
To understand and learn the various concepts & practices of HRM followed in Organizations.
To apply the theoretical knowledge of HRM functions for improvement of organizational productivity.
To understand the theory of Recruitment & Selection, Performance Management, Training & Development and apply it for effectiveness of organization.
To evaluate the Performance of employee / Manpower in relation with the effectiveness of organization.

To remember the basic theories of HRM while working in organizations.
204-Decision Science - DS
To understand and learn the importance of Decision Sciences & Role of quantitative techniques in decision making.
To understand the methods and to solve LPP, transportation and assignment problems
To evaluate the various theories in decision science and CPM and PERT techniques.
To understand applications of various quantitative techniques in managerial settings.
To understand and analyze the transportation problems faced in business
205-Operations & Supply Chain Management - SCM
To understand and learn the various concepts of Operations Management and Quality
To apply the Process Product Matrix and Service System Design Matrix
To understand the concept of PPC and apply it for production planning for various industries
To analysis Inventory Costs and EOQ and apply various Inventory Control Systems for the Industry
To understand the concept of SCM and its application for Customer Services
206-Management Information Systems - MIS
To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business.
To learn knowledge of various system development methodologies in information System Technology
To design and analyse information system requirements, decision making models and networking requirements.
To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce
Discuss applications of MIS in functional areas and service sector with help of case studies
207-Emotional Intelligence & Managerial Effectiveness Lab - EI&MEL
To understand the basics of emotional intelligence
To explain theories of learning
To illustrate challenges faced by organizations and managerial effectiveness.
To understand organization goals and to relate with improving effectiveness
To develop understanding and competence for personal and managerial effectiveness.
210-Life Skills Lab - LSL
To understand the Concept of skill in Life Skills, Primary goal of Life Skills programme, Life Skills Process model, Group development and group behaviors.
To demonstrate the difference between empathy and sympathy, Anger and distress, adaptive Cognitive, adaptive behavior and emotion focused Empathy so that the student
To develop new ability to practice new problem solving skills in group and use these skills in personal life.
To display the knowledge of Moral development and to understand the Interpersonal influences on Moral development, Moral development and social exclusion, Morality a
To recognize the need for life skills and have Memorization such as rehearsal and role learning Communication Skills.
211-Geopolitics & The World Economic System - GWES
To examine the National & International Political Economy & governance.
To develop the ability of understanding and of analyzing reasons and consequences of any change in the international system.
To prepare students for their future engagement in international political and economic environment.
To justify the market-oriented, developmental & social capitalism & functions of WTO GATT SAARC, ASEAN,& NAFTA .
To understand the international financial system and the participants in the changed economic system & Consequences of Economic Globalization.

213-Computer Aided Personal Productivity Tools Lab - CAPPTL
To learn about various MS Office Utilities useful for business organisation
To demonstrate the application of various MS Office utilities functions w.r.t. various subject domains
To enhance personal productivity through advanced features of MS Word, MS Excel & MS PowerPoint
To instruct skills such as MS Outlook and basic social networking tools for business processes
To share the knowledge and accelerate learning in the field of IT
SEMESTER - III COMMON SUBJECTS
Course/Subject
301-Strategic Management - SM
To recognize various perspectives and concepts in the field of Strategic Management .
To understand the concept Strategy, Strategic Management and Strategic Management Process.
To develop the skills of students for applying these concepts to the solution of business problems.
To create the students to master the analytical tools of strategic management.
To demonstrate and differentiate between blue & red ocean strategies, principles of blue ocean strategy, Strategy Canvass & Value Curves, Four action framework.
302-Enterprise Performance Management - EPM
To understand the Performance Evaluation Parameters
To apply the tools and techniques of Capital expenditure control
To evaluate the parameters of enterprise in terms of expenses, control systems and pricing
To apply the Audit Function as a tool
To evaluate the performance of Nonprofit organisation
303-Startup and New Venture Management - SNVM
To understand the Concept of Entrepreneurship, Factors affecting the Entrepreneurial Growth & Steps of entrepreneurial process.
To the understand the enterprise launching Formalities & opportunity or identification of Product Selection
To identifying good opportunities and then creating, communicating, and capturing value from those opportunities; including innovation in a corporate context.
To analyse business opportunities, and articulate them as a compelling business description, and pitch to an audience of investors, customers, or business partners.
To understand the various laws and case studies of successful & unsuccessful entrepreneurs.
304-Summer Internship Projects - SIP
Describe the roles and responsibilities required in the capacity of an employee
Describe the functioning of industry in relation to individual employee.
To network with employees in the corporate world and get a glimpse of real life situations.
Apply critical thinking and following standard procedures in an organisation.
Ability to explore the functioning of various industries and develop a decision making process for selecting future jobs.
SEMESTER - III (MARKETING MANAGEMENT SPECIALISATION)
305 - MKT-Contemporary Marketing Research - CMR
To understand the importance of marketing research in the current business scenario
To evaluate and interpret the questionnaire and data collection
To apply statistical design and study its effectiveness in advertising and sales promotion campaigns

To analyze the data collected from various sources
To understand how to interpret various analysis techniques
306- MKT-Consumer Behaviour - CB
To understand and learn the concept of consumer behavior in marketing
To analyze the various environmental influences and individual determinants of consumer behavior
To evaluate and apply the various Consumer Behavior Models
To understand and evaluate the Indian consumer
To students can understand the various personality trait in consumer purchases
307- MKT - Integrated Marketing Communication - IMC
The student can identify the tools available for marketing communications
The student can discover, evaluate and analyze how to build a brand through advertisement
The student can develop effective sales promotion for a given product through proper marketing communication
The student can analyze the effect of public relations as a long term goal/investment
The students can analyze the effect of advertising
308 - MKT- Product Management - PM
To understand and learn the various facets of job profile of product manager
To analyze the various levels of market competition and its product strategy
To understand and evaluate the consumer need
To evaluate the financial analysis for the product management
To understand the various strategies in product management
309 -MKT -Strategic Brand Management - SBM
To understand the concept Brand, Brand equity , Brand Management, Strategic brand management process
To identify and establish brand positioning, Planning and implementing brand marketing programs, Measuring and interpreting brand performance, Growing and sustain brand
To discover the use of Integrating marketing communication for Brand Marketing Programs.
To measure and Interpret Brand Performance
To design brand strategy, New products, Brand extensions
312 -MKT- Customer Relationship Management - CRM
To understand the concept CRM, Customer Value, Sources of Customer Value, Value from products, services, extended P's and their relations with CRM.
To apply the several strategies of customer retention at different stages of Customer Life Cycle for development of good and healthy customer relationship.
To create alliance between non-competing firms, and competing firms by organizing strong Business Networks , Supplier Networks , Distribution Networks and Managing
The ability to understand the Customer Relationship Management and Customer Experience Management
To demonstrate the knowledge of organizational issues and CRM and understanding of Conventional customer management structures.
SEMESTER - III (FINANCIAL MANAGEMENT SPECIALISATION)
305 - FIN - Direct Taxation - DT
To understand the basic concepts in Income Tax Act, 1961.
To Calculate Gross Total Income and Tax Liability of an Individual.
To Explain the procedure of online filling of various forms and Returns.

To solve the numerical problems on various heads of income
To Apply the knowledge of E-filing of Return
306 - FIN - Financial System of India - Markets & Services - FSIMS
To develop the students with the practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.
To Illustrate with Regulators of Financial System in India
To interpreting Nature and scope of financial Services, Merchant Banking and Venture Capital
To Utilize knowledge of various Financial Institutions in India
To understand the applications
307 - FIN - Strategic Cost Management - SCM
To understand the scope of Strategic Cost Management
To apply the techniques of strategic cost management
To explain the concepts of activity based costing
To Examine the Learning curve theory
To illustrate Balance Score Card
308 - FIN - Corporate & International Financial Reporting - CIFR
To explain the concept of Financial Reporting
To understand the Financial Statements as per Indian Companies Act
To Apply the SEBI Norms
To analyze concept of Corporate Governance
To know the comparative analysis of Indian GAAP and IFRS
309 - FIN - Corporate Finance - CF
To rephrase students with advanced treatment of various concepts and tools and techniques used in Financial Management.
To relate the importance of various decision making areas of financial management
To learn Dividend Decisions & Corporate Value based Management System.
To understand Concept of restructuring, Reasons for restructuring, broad areas of restructuring, Techniques of corporate restructuring – Expansion
To understand the applications
313 - FIN - Banking Operation I – BO-I
To introduce & understand history , basics of Banking in India
To know regulatory framework
To understand functionality of the Banks, types of banks and banking
To Demonstrate funding and recovery
To develop Concepts in Banking and Accounting of transactions
SEMESTER - III (HUMAN RESOURCE MANAGEMENT SPECIALISATION)
305 - HR-Labour and Social Security Laws - L&SSL
To make student understand the gist of labor laws
To evaluate the importance of various provisions in labor laws
To understand the implementation of labor laws

To make students understand the various labor laws
To make students understand the implications of labor laws
306 - HR– Human Resource Accounting & Compensation Mgmt. - HRA & CM
To understand basics of human resource accounting
To outline investment approach
To explain HR Auditing and accounting
To classify compensation and explain theories related to compensation management.
To analyze issues related to compensation
307-HR- Employee Health & Safety Welfare - EHSW
To understand the basic Concept of Employee Health,& Safety Welfare.Study of all statutory & Non statutory welfare facilities.
To understand the duties under Maharashtra Welfare officers Rules 1966 &
To understand the Environmental Pollution and Protection act.
To identifying hazards and assessing risk
To define the Systematic identification and control of hazards
309- HR – HR Audit - HRA
To understand origin of HR audit
To understand HR Strategies, Structures, Systems and Competencies
To analyze HRD Score Card
To analyze and categorize effectiveness of HR audit
314 -HR - Lab in Recruitment and Selection - LRS
To analyze the Recruitment advertisements, profiling techniques
To Interpret the different interviewing modes
To Describe the importance and relevance of recruitment and selection to Organizations.
To Develop and participate in an interview process.
To Illustrate the role of competencies and performance management in recruitment and selection.
To understand the applications
316 - HR - Lab In Training - LT
To understand Training need analysis and prepare Training Need Analysis
To design Training Program with reference to TNA.
To develop Training methods for Training Program.
To make students understand training methods
To make students understand & design training methods with reference to TNA
To understand the applications
SEMESTER - III (OPERATIONS MANAGEMENT SPECIALISATION)
305 - OM - Planning and Control of Operations - PCO
To understand the Routing, Scheduling, shop loading and dispatch follow up in Planning & Control of Operations.
To identify the Demand Forecasting tool

To understand the problems and opportunities faced by the operations manager in manufacturing and service organizations.
To develop the need for aggregate planning and the steps in aggregate planning.
To Summarize the Manufacturing Resources Planning and Scheduling of Operations
306- OM - Inventory Management - IM
To understand aggregate Planning and Inventory Management
To illustrate managing SC inventory and delivering perfect customer orders.
To summarize Safety & Environmental Aspects of Inventory Management.
To perceive key operational aspects of Supply chain
To perceive make or buy decisions.
310 - OM - Manufacturing Resource Planning - MRP
To understand role and importance of Manufacturing Resource Planning (MRP II)
To compare MRP – I and MRP - II
To utilize capacity management in Operations
To examine manufacturing calendar for smooth Operation activates.
To understand the applications
312 - OM - Six Sigma - SS
To understand the Routing, Scheduling, shop loading and dispatch follow up in Planning & Control of Operations.
To identify the Demand Forecasting tool
To develop the need for aggregate planning and the steps in aggregate planning.
To Summarize the Manufacturing Resources Planning and Scheduling of Operations
To use a structured approach to process improvement.
313 - OPE –Designing Operating System –DOS
To understand Process analysis
To explain Job design and work measurement
To illustrate designing manufacturing Process and service Process
To understand basics of designing service processes
To explain designing service processes
315 - OM – Project Management - PM
To explain the students with a holistic, integrative view of Project Management
To explore the role of projects in modern day business organizations
To sensitize the students to complexities of project management
To understand how to manage project teams.
To understand the applications
SEMESTER - III SUPPLY CHAIN MANAGEMENT
305 - SCM -Essentials of Supply Chain Management - ESCM
To make students understand how supply chain impacts all areas of the firm
To understand the basic concepts of supply chain management

To explore insights into supply chain's linkages with customer value
To define customer value and to understand its execution
To understand the applications
306- SCM - Logistics Management - LM
The student can understand the role and importance of logistics in modern day economy
The student can evaluate and analyze the relationship between logistics and other functional areas
The student can develop effective logistic system as a case study
The students can understand the scope of logistics
The students can learn the importance of logistic management
308- SCM - Inventory Management - IM
To understand the Process of Aggregate Planning and its link with Inventory Management
To understand concept of Supply Chain Inventory and study a few basic variants of EOQ models
To recognize role and importance of Supply Chain Inventory Management in delivering perfect customer order
To acquaint with safety and environmental aspects of Inventory Management
To understand the applications
310 - SCM - Six Sigma - SS
To understand the concept of six sigma
To identify the six sigma methodology and philosophy
To analyze the change and sustain benefits
To identify the customer requirements
To understand the applications
311 - SCM – Supply Chain Planning - SCP
To understand the Process of Aggregate Planning and its link with Inventory Management
To understand concept of Supply Chain Inventory and study a few basic variants of EOQ models
To recognize role and importance of Supply Chain Inventory Management in delivering perfect customer order
To acquaint with safety and environmental aspects of Inventory Management
To apply the DMAIC Cycle
315 - SCM - Supply Chain Practices – I - SCM-I
To understand the practical knowledge of the supply chain management in various sectors
To Analyze the manufacturing operations of a firm
To Apply sales and operations planning, MRP and lean manufacturing concepts
To Apply quality management tools for process improvement
To identify the parties involved and their role in the supply chain practices.
SEMESTER - III SYSTEMS (IT) MANAGEMENT
305-IT -Management & Cyber Laws - MCL
To Understand important elements of hardware and networking management
To learn about software system and security management

To understand the nature of various types cyber crimes and to know about various provisions
To know about the certifying authorities ,disputes ,trademarks, IT Act
To share the knowledge and accelerate learning in the field of IT
306-IT-E Business and Business Intelligence - BBI
To learn about various e-business strategies and e-business infrastructure
To understand principles of BI and Analytics at conceptual level
To determine requirement to initiate/lead an e-business venture/ business segment
To explain role of BI Application in various functional areas through case studies
To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce
307-IT-Software Engineering with System Analysis & Design - SESAD
To develop theoretically sound understanding of Software Engineering Methods
To study various approaches for system development
To investigate the system requirement and specifications
To design diagrams such as use case, activity diagram, sequence diagram etc. and user interfaces for software Engineering
To understand Use-case Driven Object oriented Analysis
308 - IT- Mobile Computing with Android - MCA
To understand the concept and scope of technical aspects of M-computing
To learn various emerging technologies in M-computing
To understand M-computing applications; initiate new applications
To compare and analyse various m commerce services and mobile applications
To Discuss and learn new trends in Android programming
309 -IT- RDBMS with Oracle
To understand theoretical concepts in Relational Data Base Management
To develop working level proficiency for writing SQL commands
To develop capability to design applications for a real life DBMS problem
To discuss and learn database features and system security
To Discuss and learn new database technologies
310 -IT-Software Quality Assurance & CMM Levels
To understand software quality and related concepts
To understand pre project SQA components
To understand SQA components on project life cycle activity assessment
To understand various factors in Software Quality
To understand Software Quality standards like ISO and CMM
SEMESTER - III RURAL AGRI BUSINESS MANAGEMENT
305 - RABM - Agriculture and Indian Economy - AIE
To understand and learn the various agribusiness environment concept in which business carried out.
To create interest of students to understand the Indian Agriculture concepts like five years plans, food security in India, Irrigation & other agricultural inputs.

To allow students to study micro & macro economics of environmental forces & their impact on agribusiness.
To analyze the role of Indian Agriculture in Indian Economy.
To develop the ability for labour management.
306- RABM - Rural Marketing - I - RM I
To create understanding of basic rural culture & environment amongst students.
To analyze the rural marketing strategies.
To identify the rural marketing environment, consumer behavior, distribution channels & marketing strategies.
To demonstrate knowledge & attract the customers towards rural Market
To recognize need & have the preparation of Rural Research Market
307 - RABM - Rural Development I - RD I
To understand planning for rural development.
To explain organizing and financing for rural development
To summarize Implementation, Monitoring and evaluation
To analyze Poverty and Unemployment Eradication Programmes
To demonstrate rural development measures and outcomes of selected rural area
308 - RABM –Special Areas in Rural Marketing – SARM
To understand Rural Marketing in FMCG
To explain rural market in consumer durables and in financial services.
To summarize rural market in Agricultural inputs and in cottage industries.
To understand rural market in agricultural inputs
To understand rural market in cottage industries
310 - RABM - Agriculture Marketing & Price Analysis - AMPA
To create understanding of basic concepts & practices of agriculture marketing.
To evaluate the agriculture marketing issues through analytical skills.
To identify the role & performance of marketing institutions & players of marketing commodities.
To apply appropriate techniques in marketing of agriculture commodities
To recognize need & appropriate price of product for the fixation of rural market
315 - RABM - Agriculture Supply Chain Management - ASCM
To create understanding of concepts & process of Agriculture Supply Chain Management.
To apply framework, network & designs for structuring supply chain management.
To evaluate & understand the demand forecasting, inventory planning IT enhancement of supply chain management
To demonstrate knowledge & understand the principles management of IT technology in Agriculture Management.
To apply appropriate technology for the use of logistic management in agriculture
SEMESTER - III INTERNATIONAL BUSINESS MANAGEMENT
305 - IB - International Business Economics - IBE
To understand and learn the various concepts, theories & models of International Business Economics.
To understand & apply the basic theoretical knowledge of current International Economy issues.

To allow students to use economics tools to analyze current trends / issues of International Market Economics.
To appraise the role of International Banking authorities managing problems of international debts & risks.
To understand & recognize the need of International Banking in International Trade & Business.
306 - IB -Export Documentation and Procedures - EDP
To familiarize students with policy, procedures and documentation relating to foreign trade operations.
To understand procedures and documentation in international trade; procedures and documentation as trade barriers
To understand the practical formalities related to Export -Import
To know the Export - Import procedure.
To understand the applications
307- IB - International Management - IM
To understand cross cultural values and communication
To analyze the challenges of global planning
To examine and manage political risks
To familiarize students with the cross – cultural behaviour and its management for successful operations of the international firms
To understand the applications
308- IB - International Marketing – IM
To describe the concept broad structure of an international marketing plan.
To explain the concept of New Product Development
To describe the Pricing Strategies for international marketing
To explain the aspects of international supply chain management
To describe the International promotion tools and planning
310 - IB - International Financial Management - IFM
To make student understand the operations of foreign exchange market.
To allow students to understand regulatory framework of International Finance through which the operation can take place.
To analyze the students complexities of managing finance of multinational firms.
To apply appropriate techniques for International Accounting
To recognize the need of International Taxation
314 - IB - Legal Dimensions of International Business - LDIB
To apply the concept of laws regarding of international business
To Explain the concept of Dispute settlement
To describe the restrictions on trade in endangered species and other commodities as based on international conventions
To Apply the various laws relating to International business
To Apply the Consumer law with reference to the national & international dimensions
SEMESTER - III TECHNOLOGY MANAGEMENT
305 -TM- Fundamentals of Technological Management - FTM
To understand the term Technology & Society, Relation of Knowledge and Technology, Technology and Business, Levels of technology , Management of Technology and
To analyze the role of Technology in wealth creation, that helps the student to judge its value in Evolution of Production Technology, Product Technology, Technology &

To create and develop the approach of students towards handling Critical Factors in Managing Technology and the New Paradigms.
To Demonstrate the issues involved in the effective management of technology and innovation, including market, technological, and organizational factors, in today's fast-ch
To understand technology's crucial role in creating wealth and achieving competitiveness.
306- TM- Managing Innovation - I - MI-I
To understand the various concepts viz. Creativity, Invention, Innovation and Difference between innovation and creativity.
To develop and apply innovative approaches by empowering the students with necessary tools like Static Models.
To evaluate the Implications for Competition and competencies.
To interpret the process of Innovation, Innovation Portfolios for Established Organizations. Pioneers, Migrators & Settlers.
To evaluate the different sources of innovation and its impact on competition.
307- TM- Technology Forecasting - TF
The student can understand the purpose of technology forecasting and techniques used for technology forecasting
The student can interpret the strengths and weaknesses of technology forecasting techniques
The student can design the different technology forecasting techniques for different purposes
The students can foresee the technology advancement of the future
The students can analyze different techniques for different purposes
308-TM- Strategies for Info Goods & Network Economies – I- SIGNE - I
The student can understand characteristic features of network and information goods and related products
The student can interpret distinctive impact of network and information goods on competitive strategies in these industries, and how to manage them
The student can design the network effects & strategies to exploit network effect
The students can interpret the implications of varying economies
The students can understand the strategies involved in product management
309-TM- Advanced Manufacturing Technology - AMT
The student can understand the key concepts of advanced manufacturing technology used in modern manufacturing facility
The student can evaluate the principles of operation and characteristics of specific technologies and processes.
The student can evaluate the effect of technologies on global manufacturing and competitiveness
The student can evaluate the key concepts in manufacturing
The student can evaluate the principles of specific processess
310-TM -Product Strategies for High Technology Companies - PSHTC
The student can understand the competition among technology based companies and need for strategic approach
The student can evaluate the decision making frameworks for managing products in high technology companies.
The student can understand the various strategies in competition
The student can understand the product strategies
The student can understand the high technology companies
SEMESTER - IV COMMON SUBJECTS
Course/Subject
401-Managing for Sustainability - MS
To understand the responsibility on the Social and environmental problems and how they shape markets.

To understand and plan for the sustainable development and green development,
To Study the business models for sustainable development
To Apply the best practices in corporate governance
To apply the Indian Values and Ethics for Corporate Excellence
402-Dissertation - Disser.
Describe the roles and responsibilities required in the capacity of an employee
Describe the functioning of industry in relation to individual employee.
To network with employees in the corporate world and get a glimpse of real life situations.
Apply critical thinking and following standard procedures in an organisation.
Ability to explore the functioning of various industries and develop a decision making process for selecting future jobs.
SEMESTER-IV MARKETING MANAGEMENT
403MM Services Marketing - SM
The student can understand the significance of services marketing in the global economy
The student can evaluate the customer perception and customer satisfaction in terms of services
The student can evaluate the effect of people and physical evidence in the service industry
The student can understand the importance of service marketing
The student can understand the scope of service marketing in today's era
404-Mkt.-Sales & Distribuion Management - SDM
To identify the various marketing channel and also to know the importance of sales force
To understand the Sales planning and sales audit of the organization
To understand the retailing business in India
To make the students understand the distribution strategies
To make students understand the scope of sales management
405-Mkt.-Retail Marketing - RM
Student can understand and evaluate the retail business and can relate it to emerging trends and opportunities in India
The student can make a model of typical store layout with respect to design and visual merchandizing
The student can choose and compare different merchandize assortment and also evaluate the product
The student can assume and build retail pricing for a particular sales program
The student can discuss and elaborate mall management after visit to the mall
(406-MM)Rural Marketing - RM
To understand the rural aspects of marketing.
To learn the different things of rural markets to design effective strategies
To design the model on Rural Consumer Behavior& Marketing Research
To Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
To Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the em
408-Mkt- International Marketing - IM
Student can understand and evaluate the nature of international marketing vis a vis domestic marketing

The student can apply and analyze international product strategies
The student can create international distribution system (Model for understanding and representation)
The student can assume a given international market and create promotion mix
To make the students understand the scope of international marketing
413MKT -E – Marketing and Analysis - MA
To understand the various marketing concepts in electronic marketing and marketing analytics context.
To make student analyze the consumer behavior for online shopping and apply the various marketing strategies like STP, 4P's, extended P's at different stages to develop the
To develop the student by giving insights into various aspects of E Marketing and analytics from the perspective of creating Customer Value.
Ability to understand the Product Mix of E-Marketing.
To understand the applications
SEMESTER-IV FINANCIAL MANAGEMENT
403 - FIN - Indirect Taxation – IDT
To understand the basic concepts related to GST
To explain the latest amendments made in connection with indirect taxation
To update the procedural part of GST
To describe the list of Input Tax Credit
To summarize the Customs duty & its application
404 - FM - International Finance - IF
To make understand students with the operations in foreign exchange markets.
To demonstrate the complexities of managing finance of multinational firm
To exemplify the importance of the regulatory framework within which international financial transactions can take place, with special reference to India
To Elaborate International Financial Reporting Standards (I.F.R.S) and Indian Accounting Standards (I.A.S) on foreign transactions
To understand the applications
407 - FM- Financial Risk Management - FRM
To understand what is risk and its application for measuring and managing financial risks
To Measure the volatility of risk with the help of different tools
To Classify RBI Guidelines for Credit & Market Risk
To explain the credit rating policy & its application process
To study and describe the role of risk management offices
409- FIN - Banking Operation - BO-II
To define with the role of Banking Reforms in India.
To know understand interest rates by and for bankers lending and borrowing rates along with the various mandatory reserves.
To know the legal aspects of banking in India procedural compliances by bank's functionality.
To understand concepts in International banking
To understand the applications
410 - FM - Wealth and Portfolio Management – WPM
To understand the concept of Wealth Management.

To understand the concept of Portfolio Management
To understand various tools and methods of evaluating the portfolio.
To define the portfolio analysis & Selection
To Describe capital asset pricing model
414 - FIN - Principles of Insurance - PI
To understand Insurance, Principles of Insurance, Underwriting, Claims, Intermediaries and various operations involved in managing insurance.
To compose student to evaluate Risk in Insurance Services and to develop the knowledge of Risk Management Systems along with Management of Systematic Risk.
To understand the Marketing of Insurance Products.
To define risk management and carry out the Evaluation of Risk in Insurance Services.
To study the application of e-Commerce in Insurance Industry.
SEMESTER-IV HUMAN RESOURCE MANAGEMENT
403 - HR - Employment Relations - ER
To understand and learn the various Employment Relations Concept & Laws
To apply the Employment Laws wherever required.
To understand the concept of Trends in Employment Relations.
To analysis the Industrial / Trade union disputes & resolve it with proper mechanism.
To understand the concept of contract labour, standing order for future purpose.
404- HR - Strategic Human Resource Management - SHRM
To define HR strategies and to understand strategic perspective of HRM
To illustrate talent management.
To relate alignment of HR strategies for Improving Organizational Effectiveness
To relate HR strategies with organizational effectiveness
To analyze issues and challenges of SHRM & to categorize international assignments.
406- HR - Global HR - GHR
To define and understand Global HR
To explain how to manage International assignments
To illustrate international HR and key issues in International HR
To evaluate appraisal of International Employees
To design a project on virtual Organization Study.
410- HR - Lab in CSR - LCSR
Student can understand and design CSR initiatives
The student can apply and analyze CSR in Indian and Global context
The student can create and apply desk research study
To make the students understand the need for CSR
To make the students know the importance of CSR
413 - HR -Lab in Mentoring and Coaching - LMC
To apprise students with role of Mentor, Coach & Counselor

To demonstrate elements of Mentoring, Coaching & Counseling vis-à-vis industry
To explore how to consciously influence themselves and others so as to create productive behaviors that lead to optimal personal impact.
To understand the importance of Mentoring and Coaching
To understand the applications
415 - HR - Designing HR Practices- DHRP
To understand use and content of Manual.
To identify policies and procedures of Recruitment and selection.
To explain employee benefits
To illustrate relations and grievance handling
To design HR Policies
SEMESTER-IV OPERATIONS MANAGEMENT
403 - OPE- Operations Strategy & Research - OPR
To understand the key role of operations in the growth and profitability of organizations.
To apply the Methodology for Developing Operations Strategy
To apply the quantitative tools for solving typical Operations Domain Problems
To identify, formulate and solve complex industrial eng. problems.
To study the Linear Programming and decision making tree
404 - OPE -Total Quality Management - TQM
To understand concepts of quality and strategic quality management
To explain quality Gurus and comparison of quality philosophy
To demonstrate QC Tools
To illustrate importance of Statistical Quality Control
To summarize quality Management Awards and frameworks
407 - OPE - Business Process Reengineering - BPR
To learn business processes and business process reengineering.
To Demonstrate BPR in manufacturing industry
To understand role of information technology in re-engineering
To know BPR implementation methodology
To know factor for success and barriers to success in BPR
408 - OPE - Enterprise Resource Planning - ERP
To learn and understand the concept of ERP and ERP Architecture
To acquire knowledge of ERP implementation and critical issues associated with it
To know features of important ERP modules
To know about emerging trends in ERP applications
To illustrate and apply ERP technology in various sectors through solving case studies in service and manufacturing industry
410 - OPE - Service Operation Management – SOM
To understand basics of services

To explain site selection for services
To outline yield management and inventory management in services
To summarize inventory management in services
To understand off shoring and outsourcing
411 - OPE -Business Process Management - BPM
To understand Business Process Management Systems.
To Construct the Students with technologies for human-centric process automation and system-centric process automation.
Application and integration strategy for processes that leverages organizational and technical capabilities of an enterprise
To know Task and Resource Allocation .
To understand the applications
SEMESTER-IV SUPPLY CHAIN MANAGEMENT
403 - SCM - Strategic Supply Chain Management - SSCM
To understand the role and objectives of Strategic Supply Chain Management
To identify the role and importance of strategic partnerships and alliances in Supply Chain Management
To explore the increasing scope of Supply Chain Management and its future challenges
To understand the global startegies pertaining to SCM.
To understand the applications
404 - SCM- Knowledge Management in Supply Chain - KMSC
To understand the Supply Chain Systems Classification
To Analyze and improve supply chain processes
To Understand the foundational role of logistics as it relates to transportation and warehousing.
To understand the role of IT as an enabler of Supply Chain Management for today's businesses
To Apply knowledge to evaluate and manage an effective supply chain
409 - SCM - Project Management - PM
To make the students understand complex issues in Project Management
To learn for apply of project management tools and techniques.
To gain knowledge on perspectives of the complex issues in Project Management.
To teach the students the concepts and skills that are used by managers to plan projects, secure resources, budget, lead project teams to successful completion of projects
To understand the applications
410 - SCM - Supply Chain Performance Measurement – SCPM
To describe the Relationship between Company Strategy & Supply Chain Metrics
To apply & Evaluate various measures for Performance Management
To understand the concept of Balanced Score Card
To introduce a select world class performance measures of Supply Chain
To describe the SCOR framework of Supply chain management
412 - SCM - Global Logistics - GL
To learn 7R's of Logistics Management and 5 P's of Logistics

To describe various modes of transportation, transportation of goods through Air
To understand various Acts related to carriage of Goods by Land
To develop process of Carriage of Goods by Sea & Ocean Freight
To be able to explain various Shipping Formalities
413 - SCM - Supply Chain Practices - II – SCP II
To understand the practice of supply chain management in various sectors.
To understand the peculiarities of supply chain management practices in various sectors.
To Describe the Virtual Supply Chains for Books
To Analyze the Supply Chains for SMEs
To describe the Global Supply Chains - Luxury Cars, Toys
SEMESTER-IV SYSTEMS (IT) MANAGEMENT
403 - IT - Software Project Management - SPM
To understand different aspects of Software Project Management as an important field of practice under IT Management
To study important considerations in project software quality management
To learn Project evaluation and cost estimation techniques for Software Project Management
To understand risk management and resource monitoring
To know and use project management software
404 - IT- Enterprise Resource Planning - ERP
To learn and understand the concept of ERP and ERP Architecture
To acquire knowledge of ERP implementation and critical issues associated with it
To know features of important ERP modules
To know about emerging trends in ERP applications
To illustrate and apply ERP technology in various sectors through solving case studies in service and manufacturing industry
406 - IT- Network Technologies& Security - NTS
To learn and acquire the understanding of Networking essentials.
To discuss and study Networking models used in networking
To develop awareness of managing networks in order to offer high quality service to the users
To analyse the application of network security methods
To study various communication protocols used in Networks
408 - IT- Software Testing - ST
Student can understand the scope of software testing activity
The student can apply and analyze various levels of testing
The student can create and apply test management and design strategies
To make the students make aware the scope in software testing
To make the students understand the implications of software testing
409 - IT- Information Security & Audit - ISA
Student can understand the perspectives of Information and Security risk

The student can apply and analyze security audit as a preventive system
The student can create and apply techniques of risk prevention
To make the students analyze the implications of audit
To make the students understand the importance of information security
410 - IT- Data Warehousing & Data Mining - DWDM
Student can understand and learn the operational aspects of data warehousing and data mining
The student can apply and analyze the applications of data warehousing/data mining in business
To make the students understand the importance of data warehousing
To make the students analyze the implications of data mining
To interpret the operational aspects of data management
SEMESTER-IV RURAL AGRI BUSINESS MANAGEMENT
403 - RABM - Rural Credit & Finance - RCF
To help student understands various facets of agricultural credit in rural & agriculture market.
To encourage students to know the relations between institutional structural bodies & their linkages with rural credit.
To identify the micro & macro climate of rural & agricultural finance market.
To evaluate the role of micro financial institutions in the rural finance.
To select & apply appropriate theories of agriculture finance for risk & uncertainty of business.
404 - RABM - Rural Marketing – II - RM-II
To understand the concept Rural Marketing, Rural Economy, Rural Consumer Behaviour.
To analyze Rural marketing experiences.
To evaluate and provide an overview of marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India
To create the thinking skills and ideas regarding solving issues in rural marketing mix.
To apply product strategy, pricing strategy, distribution strategy, rural retailing, and promotion strategy in Rural Marketing.
410 - RABM - Management of Agricultural Input Marketing – MAIM
To understand the concept of Agricultural input marketing and its types for the same
To describe the various role of NSC and state seed corporation
To describe the role of IFFCO and KRIBCO in fertilizer marketing
To describe the pricing of electricity for agriculture use
To illustrate what are the various channels available for farm machines
411 - RABM - Intellectual Property Management - IPM
To evaluate the discovery and invention and methods of Agriculture and Horticulture.
To explain the concept of Plant Genetic Resources and Trademarks.
To apply the Procedures for Commercialization of Technology
To understand the various IPR practices
To understand the applications
412 - RABM-Food Retail Management - FRM
To understand the structure and working of food marketing system in India

To examine the system affects farmers, consumers and middlemen
To understand the ways that retailers use marketing tools and techniques to interact with their customers.
To understand what marketing means to business executives and academics
To illustrate the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time.
414 - RABM - Management of Agribusiness Cooperatives - MAC
To understand the practical formalities related to Agribusiness
To understand the various schemes of Govt. related to Agribusiness Cooperatives
To examine the schemes offered by Govt.
To know the administrative and documentation formalities.
To understand the applications
SEMESTER-IV INTERNATIONAL BUSINESS MANAGEMENT
403 - IB - International Business Environment - IBE
To make understand student nature & structure of International Business Environment.
To create understanding in students about various policy perspective about international regulatory environment.
To identify the environmental factors which are affecting on International Business.
To evaluate the role of International Economic Institutions & Agreements.
To analyze & communicate global economic developments.
404 - IB – Indian Economy and Trade Dependencies - IETD
To explore students to the diversity of issues prevalent in the Indian Economy
To show insights to the students about the trade related issues of the Indian Economy
To recall students realize the importance of trade in the present globalized era.
To understand the global strategies pertaining to Indian Economy and Trade Dependencies
To understand the applications
407 - IB - Cross-Cultural Relationship Marketing - CCRM
To make students understand the cultural aspects of relationships
To emphasize the need for cultural adaptation in relationship development and negotiations.
To Outline students with Mapping Players and Process Cross cultural etiquette and behavior-the basics.
To augment skill for Communication in Cross Cultural Relationships, Cross communication between network members.
To understand the applications
408 - IB - Foreign Exchange Management - FEM
To create understanding amongst students about the basic concepts of Foreign Exchange Management.
To evaluate the currency futures of foreign exchange market participants.
To analyze the general factors of exchange rate of foreign exchange management.
To understand the different theories of foreign exchange management.
To use resources & modern tools for measuring foreign exchange risk.
409 - IB - E Commerce - EC
To introduce concepts of E-commerce.

To learn Business to Consumer E- Commerce applications
To know Business to Business E- Commerce
To explain electronic payment systems and security issues in E- Commerce
To understand regulatory aspects and ethical issues in E- Commerce
410 - IB - Enterprise Resource Planning - ERP
To help students understand how business works & information system fit into business operations.
To evaluate cross functional integration aspects of business.
To apply better managerial decision through real time data integration & sharing.
To analyze the future trends of information systems for the effective business operations.
To apply appropriate technology for ERP implementation
SEMESTER-IV TECHNOLOGY MANAGEMENT
403 -TM- Technology Competition and Strategy - TCS
To understand the role of technology and innovation as value drivers.
To examine the Technology Environment via mapping the macro-level and industry level environment for developing the student's technology intelligence.
Evaluating Customer Intelligence, Customer Satisfaction, Loyalty Measurement, Customer Mind Mapping, and Customer Ecosystem Mapping for designing innovation
To highlight linkages between technology and business strategy.
To understand the Challenges in the development and commercialization of high tech products.
404 -TM -Manageing Innovation II - MI-II
To understand the global and emerging market context of globalization
To examine the Role of National Governments in Innovation to design the strategies likewise.
To provide exposure to an integrative framework for innovation thereby developing students knowledge and confidence.
To categorize the view of approaching problems and finding solutions.
To understand the Role of National Governments in Innovation.
407 -TM- Technology Use and Assessment -TUA
The students can understand the linkages among society, environment
The student can evaluate the selected technology assessment techniques
The student can examine the technology use
The student can examine linkages of technology with environment
The students can assess the impact of technology
409 - TM - Systems and Technologies for Knowledge Management -STKM
The student can understand and be familiar with systems and technologies used for knowledge capturing, sharing and application
The student can evaluate and analyze the role of artificial intelligence, knowledge based systems and data mining in knowledge management
The student can evaluate and analyze the role of artificial intelligence,
The student can evaluate knowledge based systems
The student can evaluate data mining
410 - TM - Strategic Management of Intellectual Property Rights - SMIPR
To make students to understand the concept of Intellectual Property & Intellectual Property rights.

To evaluate the procedure involved in Intellectual Property Rights.
To analyze the issues of agencies involved in Intellectual Property Rights.
To understand the strategic issues related to IPR & its management.
To recognize the need & preparation of IPR Licensing & Strategic Alliances.
412 - TM - Seminar on Managing Emerging Technologies - SMET
To understand the concept and scope of emerging technologies.
To demonstrate the emerging technologies for the possible managerial applications of these technologies.
To develop a systematic framework for analyzing emerging technologies.
To catalog and describe emerging technologies
To discuss the possible managerial applications of these technologies.

aligned with the national priorities

ifications.

skills comprising of accounting, finance, law, economics, information systems, operations, marketing, HRM etc.
ision models, firm growth strategies like acquisition and mergers, new venture development can be done by them
nits and their startups

arketing

nd culture, Morality and Intergroup attitudes, moral emotions.

nd equity.

General Manager's Perspective on Managing Technology.

changing, competitive, global environment.

erging challenges in the globalization of the economies

is same.

